



VISUAL IDENTITY

Brand Guidelines

How to use the Rocket.Chat brand identity correctly.

Edition: October 2026



Introduction

These guidelines explain how to use the Rocket.Chat brand identity: the logo and its versions, clear space, icon positioning, color, iconography and typography.

Using our visual identity consistently makes the Rocket.Chat brand stronger and easier to recognize. Please follow these guidelines whenever you use Rocket.Chat branding, as a team member, partner, customer or third party.

For brand assets or questions, contact your Rocket.Chat representative or the Rocket.Chat brand team.

Contents

01	Introduction	02
02	Our logo	03
03	Logo variants	04
04	Clear space	05
05	Positioning in icons	06
06	Color	07
07	Logo misuse	08
08	Iconography	09
09	Typography	10
10	Files and checklist	16

Our logo

The logo is the main way people recognize Rocket.Chat. It combines the **symbol**, a speech bubble, with the **wordmark**. Use the two together as the default whenever space allows.



Always use the official logo files.

Never redraw, retype or approximate the logo. If you need a file, ask your Rocket.Chat contact (see page 16).

Logo variants

Three versions cover every layout. Start with the horizontal logo and switch only when space requires it.



Horizontal

PRIMARY

The default for all materials: websites, slides, documents, partner pages and print. Use it wherever it fits.



Vertical (stacked)

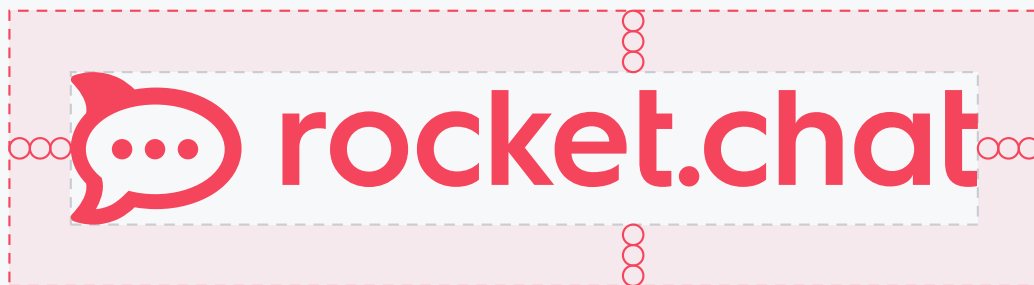
For narrow or square spaces where the horizontal logo doesn't fit but the name must still appear. Use sparingly.



Symbol only

For app icons, favicons and social media avatars, where the Rocket.Chat name is already clear from context. Never use it in place of the full logo in formal or first-impression materials.

Clear space



○ = one circle from the symbol. Clear space = 3 circles on every side.

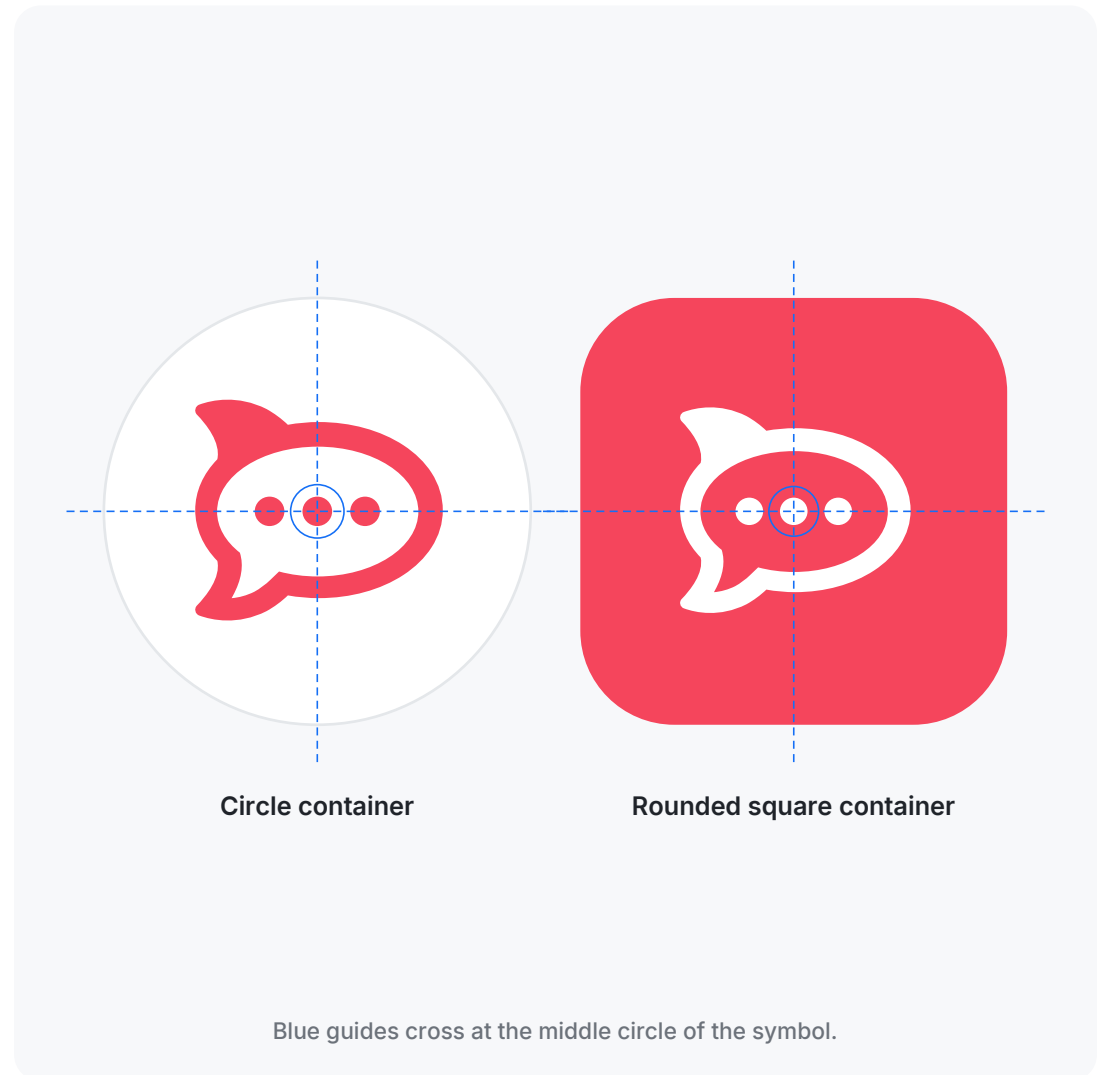
Give the logo room to breathe. Keep an empty area around it equal to **three of the circles** from the Rocket.Chat symbol.

- The clear space applies equally on all four sides.
- It applies to every variant: horizontal, vertical and symbol only.
- No text, images, borders, patterns or other logos inside this area.
- As the logo scales, the clear space scales with it.
- When in doubt, leave more space, not less.

Positioning in icons

When the symbol sits inside a circle or a square, such as an app icon, profile picture or badge, center it on the **middle circle** of the symbol, not on its outer edges. This makes it look balanced to the eye.

- Align the middle circle with the center of the container.
- Keep equal padding on all sides.
- In circles, the symbol must never touch or cross the edge.
- In rounded squares, add a little extra inner padding.



Color

The logo always appears in one color: red, white or black. Never mix two colors in the same logo.



Rocket Red

#F5455C
RGB 245 69 92



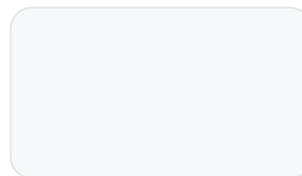
Brand Dark

#1F2329
RGB 31 35 41



Brand Gray

#6C727A
RGB 108 114 122



Cloud Gray

#F7F8FA
RGB 247 248 250



Link Blue

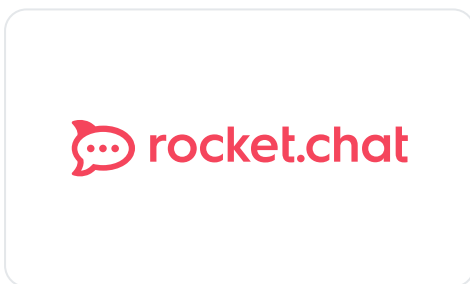
#156FF5
RGB 21 111 245



White

#FFFFFF
RGB 255 255 255

Logo color versions



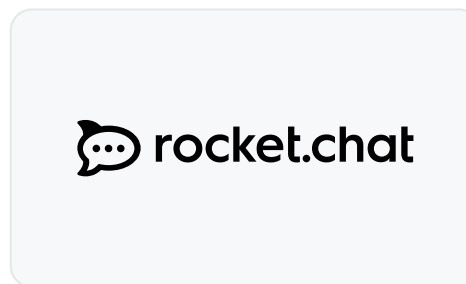
Red (default)

White or light backgrounds. The whole logo in Rocket Red.



White

Dark or colored backgrounds. The whole logo in white.



Black

Light backgrounds when color printing isn't available. The whole logo in black.



On photos or busy backgrounds

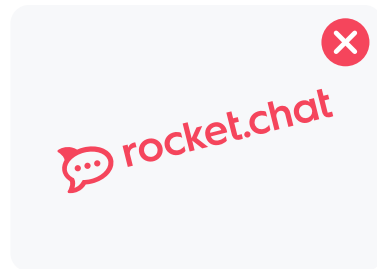
Place the logo on a solid container, or use the white or black version with strong contrast.

What not to do

Changing the logo in any way weakens the brand. These are the most common mistakes.



Don't stretch, squash or distort the logo.



Don't rotate or tilt the logo.



Don't use other colors, or two colors in one logo.



Don't add drop shadows, glows or 3D effects.



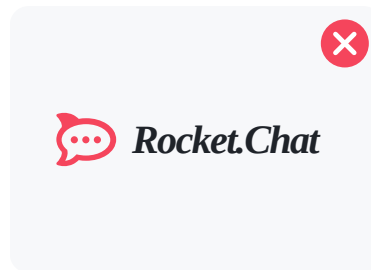
Don't add outlines or strokes.



Don't place it on busy or low-contrast backgrounds.



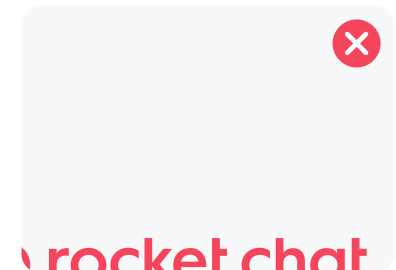
Don't rearrange or separate the symbol and wordmark.



Don't retype the name or use another typeface.



Don't use old or unofficial versions of the logo.



Don't crop the logo or let elements crowd it.

Iconography

Icons are visual shorthand across the product and marketing materials. They follow the same principles as the rest of the brand and must look consistent.

01

Brand colors as focal point

Icons use official Rocket.Chat colors, with transparency for a lighter, approachable feel.

02

Simple, clean lines

Avoid excessive detail. Icons must be recognizable at small sizes.

03

To the point

Each icon conveys its meaning quickly and clearly, without ambiguity.

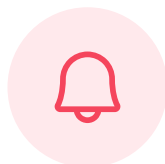
04

Consistent details

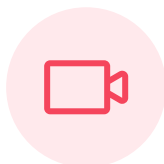
The same stroke weight and corner radius across the whole set.



Security



Notifications



Video calls



Email



Compliance



Tags

Examples from the official Rocket.Chat icon set, in Rocket Red on a light red tint.

Use the official Rocket.Chat icon set.

Don't draw your own icons. Ask your Rocket.Chat contact for the approved icon files.

Typography

Our typeface is Inter, a modern open-source sans-serif designed for screens. It is the only typeface across all Rocket.Chat materials: web, product, print and marketing.

Aa

Inter

Open source · Free on Google Fonts

Weights

Aa

Regular
400

Aa

Medium
500

Aa

Semibold
600

Aa

Bold
700

Character set

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !?&@#%()**,.;

Font stack (CSS)

```
font-family: 'Inter', -apple-system, BlinkMacSystemFont, 'Segoe UI', Roboto, Oxygen, Ubuntu, Cantarell, sans-serif;
```



Never use Inter Light (300) or Thin (100). They are not part of the type system.

Headings

All headings use Inter. Sizes and weights are based on the Rocket.Chat website (rocket.chat). On screen, px sizes apply; the specimens below are scaled for print.

STYLE	DESKTOP	MOBILE	WEIGHT	LINE HT.	TRACKING	USAGE
Heading H1	56px	36px	Bold 700	1.1	-0.02em	Hero headlines, page titles
Heading H2	40px	28px	Bold 700	1.2	-0.02em	Section headings
Heading H3	30px	22px	Semibold 600	1.3	-0.01em	Subsections, card titles
Heading H4	22px	18px	Semibold 600	1.4	-0.01em	Feature titles
Heading H5	18px	16px	Semibold 600	1.4	0	Labels, category tags
HEADING H6	14px	14px	Bold 700	1.5	0.05em	Captions, uppercase labels

Body text

Paragraphs use Inter Regular in Brand Gray for softer contrast, or Brand Dark for emphasis.

STYLE	DESKTOP	MOBILE	LINE HT.	USAGE
p large Communication that keeps your data yours.	20px	18px	1.6	Hero descriptions, intros
p default Communication that keeps your data yours.	18px	16px	1.6	General body copy
p small Communication that keeps your data yours.	16px	14px	1.5	Secondary text, captions
p xsmall Communication that keeps your data yours.	14px	12px	1.5	Fine print, metadata

IN USE

Secure communication for teams

Rocket.Chat brings messaging, video and collaboration into one platform you control. Deploy on your own servers or in the cloud.

H2 · 40px · Bold

p default · 18px · Regular

App type scale

In the Rocket.Chat app, type follows a 6px baseline grid. All sizes and line heights snap to multiples of 6px for a consistent vertical rhythm.

TOKEN	SPECIMEN	SIZE	LINE HT.	WEIGHT	USAGE
hero	Rocket.Chat	48px	54px	Bold 700	Hero titles (rare)
h1	Rocket.Chat	36px	42px	Bold 700	Page-level headings
h2	Rocket.Chat	24px	30px	Bold 700	Section headings
s1	Rocket.Chat	18px	24px	Semibold 600	Subsection titles
s2	Rocket.Chat	16px	24px	Medium 500	Card headers, emphasis
p1	Rocket.Chat	16px	24px	Regular 400	Primary body text
p2	Rocket.Chat	14px	24px	Regular 400	Secondary text, messages
c1	Rocket.Chat	12px	18px	Medium 500	Captions, timestamps
c2	Rocket.Chat	12px	18px	Regular 400	Micro labels, badges
micro	Rocket.Chat	10px	12px	Medium 500	Tiny labels (sparingly)

Typography rules

01 Always use Inter.

It is the only typeface across web, product, print and marketing.

03 Tighten large headings.

Use negative letter spacing on H1 and H2. Smaller text uses neutral or slightly positive spacing.

05 Respect the 6px grid in the app.

Line heights are always multiples of 6px: 18, 24, 30, 42 and 54px.

07 Keep lines readable.

Paragraphs stay within 680 to 720px wide, about 65 to 75 characters per line.

02 Headings in Brand Dark.

Body text uses Brand Gray for softer contrast, or Brand Dark for emphasis.

04 Line height grows as size shrinks.

Large headings use 1.1 to 1.2. Body text uses 1.5 to 1.6 for readability.

06 Don't mix weights at random.

Bold for headings, Semibold for subheadings and emphasis, Medium for labels, Regular for body text.

08 No light or thin weights.

Inter Light (300) and Thin (100) are not part of the Rocket.Chat type system.

CSS implementation

For developers: the web type scale as CSS. Mobile sizes apply below 768px.

```
/* Headings */
h1 {
  font-family: 'Inter', sans-serif;
  font-size: 3.5rem;      /* 56px */
  font-weight: 700;
  line-height: 1.1;
  letter-spacing: -0.02em;
  color: #1F2329;
}

h2 {
  font-family: 'Inter', sans-serif;
  font-size: 2.5rem;      /* 40px */
  font-weight: 700;
  line-height: 1.2;
  letter-spacing: -0.02em;
  color: #1F2329;
}

h3 {
  font-family: 'Inter', sans-serif;
  font-size: 1.875rem;    /* 30px */
  font-weight: 600;
  line-height: 1.3;
  letter-spacing: -0.01em;
  color: #1F2329;
}

h4 {
  font-family: 'Inter', sans-serif;
  font-size: 1.375rem;    /* 22px */
  font-weight: 600;
  line-height: 1.4;
  letter-spacing: -0.01em;
  color: #1F2329;
}

h5 {
  font-family: 'Inter', sans-serif;
  font-size: 1.125rem;    /* 18px */
  font-weight: 600;
  line-height: 1.4;
  color: #1F2329;
}

h6 {
  font-family: 'Inter', sans-serif;
  font-size: 0.875rem;    /* 14px */
  font-weight: 700;
  line-height: 1.5;
  letter-spacing: 0.05em;
  text-transform: uppercase;
  color: #6C727A;
}

/* Body text */
p {
  font-family: 'Inter', sans-serif;
  font-size: 1.125rem;    /* 18px */
  font-weight: 400;
  line-height: 1.6;
  color: #6C727A;
}

p.large {
  font-size: 1.25rem;     /* 20px */
}

p.small {
  font-size: 1rem;        /* 16px */
  line-height: 1.5;
}

p.xsmall {
  font-size: 0.875rem;    /* 14px */
  line-height: 1.5;
}

/* Responsive — mobile breakpoint (768px) */
@media (max-width: 768px) {
  h1 { font-size: 2.25rem; } /* 36px */
  h2 { font-size: 1.75rem; } /* 28px */
  h3 { font-size: 1.375rem; } /* 22px */
  h4 { font-size: 1.125rem; } /* 18px */
  p { font-size: 1rem; } /* 16px */
  p.large { font-size: 1.125rem; }
}
```

Do this every time

- ✓ Use the official logo files, unchanged.
- ✓ Keep the clear space of three circles on every side.
- ✓ Scale proportionally, always with the aspect ratio locked.
- ✓ Place the logo on clean backgrounds with good contrast.
- ✓ Choose the horizontal logo first; use the others only when needed.

Which file to use

SVG

Websites and digital use

Preferred for screens. Scales to any size without losing quality.

PNG

Slides, documents, social media

Use the versions with a transparent background.

PDF

Print

Vector format, sharp at any print size.

EPS

Professional design software

For Adobe Illustrator and similar tools.



Need the logo files or have a question?

Contact your Rocket.Chat representative or the Rocket.Chat brand team.