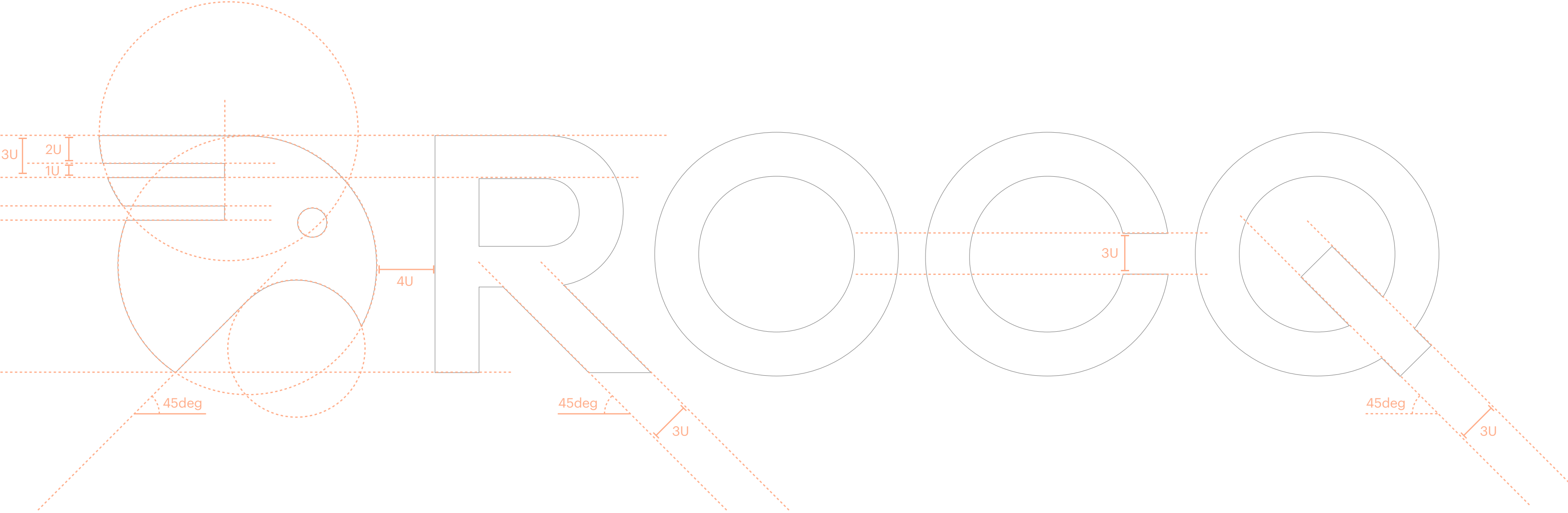


# Identity Guidelines

**This document gives guidance on our logo suite and identity colours. It deals specifically with online use.**

Download our logos [here](#).

# Logo



## Logo Primary

Our logo is based on simple shapes and is carefully constructed to maintain legibility at different sizes and applications.



## Logo Clear Space

Placement of the logo is key to its impact and effectiveness. Always ensure that you leave the minimum clear space around the logo to give it the breathing room it requires.

Whether that be over a coloured background, over a photo or over video. If the clear space rule is applied properly, the logo should never touch the content border of any graphic canvas nor contain any other visual elements.

The minimum clear space is calculated based on the height of the bird symbol divided by two.

In our case the minimum clear space should be two times the total height of the icon.



## Logo Vertical

Our vertical logo should be used with discretion but works well when aligned centrally or standing on its own with lots of clear space around it.



Logo Bagdes

The badge logos are compact versions of the primary logo, designed for flexibility in applications like social media, merchandise, and smaller layouts. All badges versions are pre-designed and available in the "Badges" folder.



Logo Events

The combined logo is a customized version of the brand’s logo, designed specifically for special events. This version incorporates the event name, seamlessly integrated into the logo design to maintain brand consistency while highlighting the occasion.

The event name must use the Instrument ROCQ font Regular in all caps, ensuring uniformity across all applications.

The event name must match the width of the "ROCQ" letters for balanced proportions and visual harmony. If the name of the event is too long adapt the size of text and icon to match the total height of the typography, you can use the medium weight for this particular case.

The combined logo is to be used exclusively for materials and platforms associated with the specific event. Avoid alterations to its layout, font, or proportions.





Logo Usage

- 1 • Do not stretch or alter the logo in any way, shape or form.
- 2 • Do not use foreign colour swatches with any logo element.
- 3 • Do not use gradients or shading.
- 4 • Do not rotate the logo.
- 5 • Do not place the logo in any graphic shape or border.
- 6 • Do not adjust the transparency of the logo.
- 7 • Do not change the size of the individual logo elements.
- 8 • Do not use the text elements of the logo on their own.
- 9 • Do not apply an outline effect any of the logo elements.
- 10 • Do not apply drop shadows, filters or any graphic effects.
- 11 • Do not reposition any elements.
- 12 • Do not type out the logo text
- 13 • Do not create repeating patterns with any of the logo elements.
- 14 • Do not render under poor resolution or sharpness
- 15 • Do not violate the clear-space.
- 16 • Do not place logo over imagery or graphics that deem it illegible.



# Typography

## Typography Primary Font

Typography is one of the most important parts of the Rocq voice, in a visual sense. It must be meticulously executed with care according to the proper specifications.

Our main typeface is called **Instrument Rocq**.

The Bold weight should be used for all headlines and titles, sub-headlines and certain call-to-actions. It must never be set in all caps unless forced to do so under a rare and specific media requirement.

The Regular weight should be used for sentences, paragraphs, labels and lists.

Instrument Rocq is a small variant of the [Instrument Sans font](#), originally designed by Rodrigo Fuenzalida with direction from Jordan Egstad.

Instrument ROCQ

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
*abcdefghijklmnopqrstuvwxyz*  
1234567890

A short introduction to ROCQ

A short introduction to ROCQ

A short introduction to ROCQ

Rocq is a proof assistant. It means that it is designed to develop mathematical proofs, and especially to write formal specifications, programs and proofs that programs comply to their specifications. An interesting additional feature of Rocq is that it can automatically extract executable programs from specifications, as either **Objective Caml** or **Haskell** source code.

## Typography Secondary Font

A second typography, **Source Code Pro**, is preferred for all places where the programming language is used.

Source Code Pro is a set of OpenType fonts that have been designed by Paul D. Hunt to work well in user interface environments.

# Source Code

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
*abcdefghijklmnopqrstuvwxyz*  
1234567890

```
Inductive even : N -> Prop :=
| even_0 : even 0
| even_S n : odd n -> even (n + 1)
  with odd : N -> Prop :=
| odd_S n : even n -> odd (n + 1).
```

```
Inductive even : N -> Prop :=
| even_0 : even 0
| even_S n : odd n -> even (n + 1)
  with odd : N -> Prop :=
| odd_S n : even n -> odd (n + 1).
```

# Colors

## Colour palette

Our palette consists of two main colors, Rocq Blue and Rocq Orange.

Accompanied by a Cream and a Charcoal Black for background and text.

**Rocq Blue**

RGB 38, 0, 133  
CMYK 100, 98, 18, 06  
HEX #260085

**Rocq Orange**

RGB 255, 84, 10  
CMYK 0, 77, 92, 0  
HEX #FF540A

**Cream**

RGB 246, 230, 225  
CMYK 4, 12, 11, 0  
HEX #F6E6E1

**Charcoal Black**

RGB 13, 13, 13  
CMYK 82, 72, 61, 90  
HEX #0D0D0D



**[rocq-prover.org](https://rocq-prover.org)**