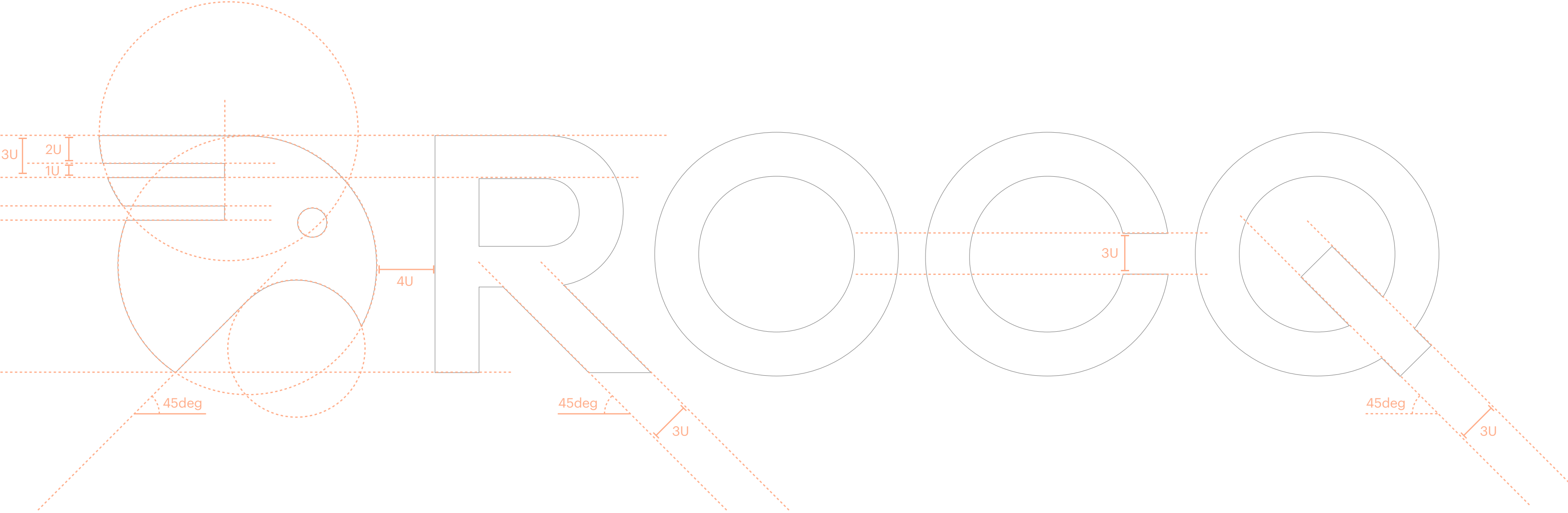# ROCQ

Identity
Guidelines

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

Download our logos here.

Logo

3U
2U
1U
4U
45deg
3U
45deg
3U
45deg
3U

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 minumum 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.

ROCQ

THE ROCQ PROVER

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.

ROCQ
KEYNOTE

ROCQ
PARIS 2025

ROCQ
PARIS 2025

ROCQ
VERY LONG EVENT NAME

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.

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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 <u>Instrument Sans font</u>, originaly 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

rocq-prover.org