

ROSECO CREATIVE

# BRAND STANDARDS



**WELCOME! THIS IS YOUR ROAD MAP TO** *AND TOUR GUIDE*  
**EVERYTHING YOU NEED TO KNOW ABOUT ROSECO**  
**CREATIVE. FROM VISUALS TO LANGUAGE, WE'RE**  
**HERE FOR THE RIDE. LET'S GO!**

# INTRODUCTION

ALL ABOUT  
ROSECO CREATIVE  
←



# BRAND ESSENCE

Stephen and Kylee lead their digital marketing company with a powerful combination of loyalty, innovation, passion, and logic that shapes both their strategy and their client relationships. They prioritize long-term partnerships, committing themselves to truly understanding each client's vision and treating their goals as their own. They approach every project with innovation, leveraging fresh ideas and creative storytelling to craft strategies that cut through the noise and position their clients for growth. Their passion drives them to go beyond surface-level marketing, pouring energy and care into every campaign so that it reflects the unique voice and values of the businesses they serve. Yet, alongside their creativity and personality, they bring a logical, strategic mindset—analyzing data, measuring impact, and making informed adjustments that maximize results. RoseCo combines empathy with expertise, and vision with strategy, Stephen and Kylee help their clients succeed and empower them to build lasting influence and stronger connections with their audiences.

# MISSION

To transform businesses into digital powerhouses by taking their handshake personality and bringing it to life in the digital universe, we elevate the quality, quantity, and caliber of companies' clientele by making them irresistible and explosive online.

**WE ENVISION A FUTURE WHERE BRANDS CONNECT THROUGH STORY, NOT NOISE – WHERE STRATEGY MEETS SOUL, AND BUSINESSES SCALE WITHOUT LOSING WHAT MAKES THEM HUMAN.**

# BRAND ATTRIBUTES

## MAGNETIC

By positioning ourself as brand architects, you craft a presence that magnetically draws in your clients to evoke a sense of attraction and intentional design.

## AUTHENTIC

We place a strong emphasis on relationships, because communication is built on healthy relationships and values like loyalty, passion, innovation, and logic.

## PERCEPTIVE

We exist in the interstitial space between balancing data, research, and creativity demonstrating a sharp awareness of what drives effective communication in the market.

# LOGO SYSTEM



ROSECO  
CREATIVE

R







## **BRINGING THE SPARK**

RoseCo Creative connects through story as they live in the space between elevated branding and dynamic, personality-driven marketing in partnering with high-end businesses to deliver thoughtful, strategic design that's both refined and engaging. The R represents the classic technique of networking mixed with the spark of liveliness and creativity that Stephen and Kylee bring to the table. The spark is built into the fabric of RoseCo and is grounded in who we are as brand architects celebrating effective communication.

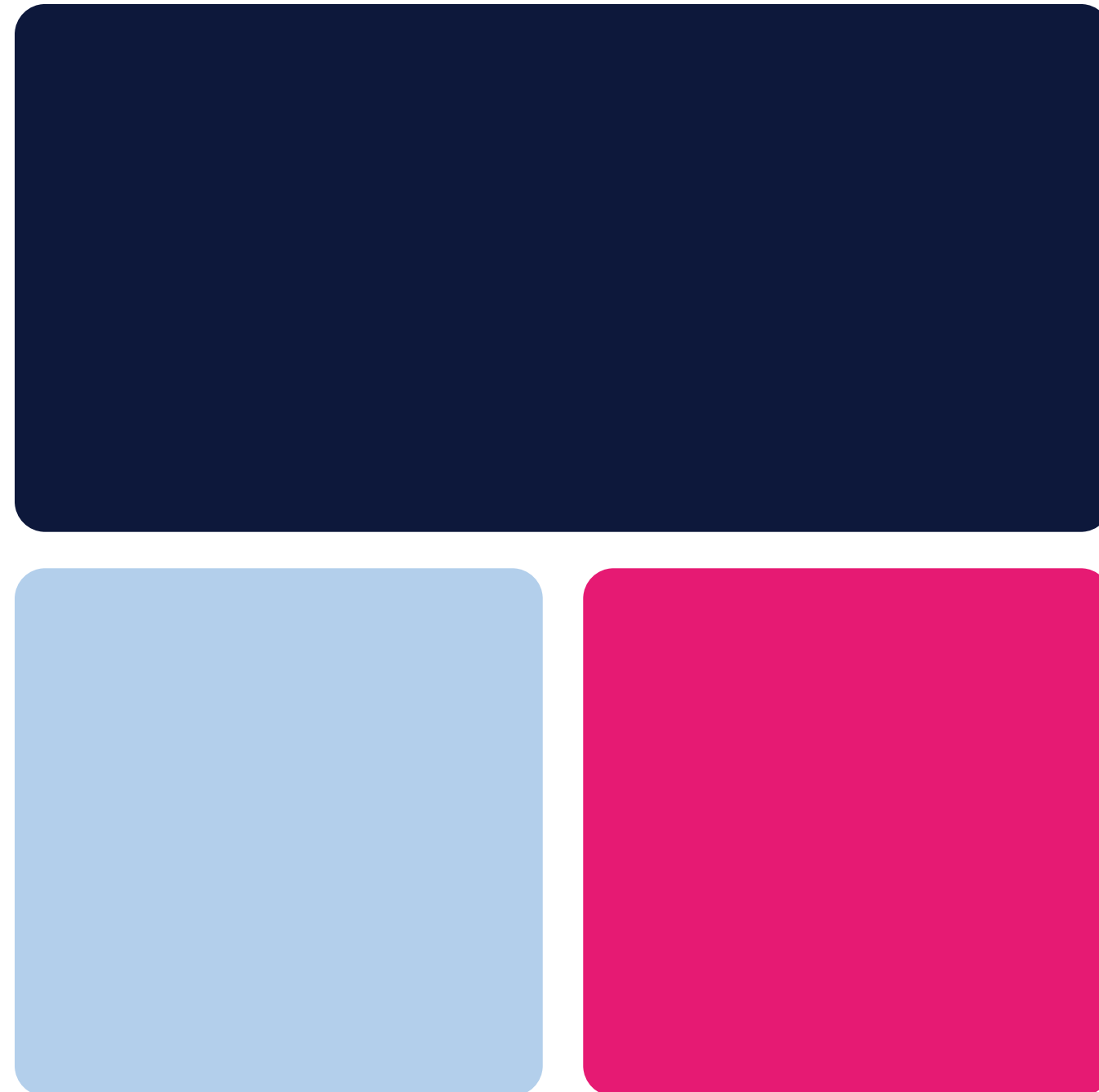
It can be taken and used as bullet points, a period in a bold, large-scale statement, or wherever it fits. As a standalone element, the spark is a memorable asset of the brand that illuminates the passion of RoseCo while seamlessly connecting with their brand and strategy.

# SHAPES



For consistency's sake, we love rounded corners around here. They contrast the sharpness of the spark so well and really “round out” the brand to set it apart and bring it to life. Rounded rectangles and squares are helpful for masking images within them, segmenting text. The square here has some spunk with the bottom right corner without any rounding. We love this! But, if you're going to keep one corner, well, cornered, make sure it's the bottom right one.

# COLORS



## **GUNMETAL JAZZ**

This color serves as the structural elements that hold the system together. It can be heavily leaned on as a branded background in a sophisticated and versatile environment, or as a staple alongside any other complimentary color in the palette. It reflects the high-end tone of our brand and provides contrast to our brighter accent colors.

## **CITRON ZEST**

This lime is the cheery flair of the brand! It's playful, fresh, and catches the eye without overwhelming. This color should be used intentionally to highlight moments of interaction, excitement, or creativity—especially when paired with our cooler tones. For spunk and attention, pair a graphic element in this green with pink heavy text!

## **STORYTELLING SKY**

A gentle nod to trust and joy, this color creates harmony between sophistication and the brightness. It's meant to blend in as a secondary or third color to offset bold tones of others in the palette. It reinforces clarity, removes visual weight, and carries your bold and sincere story forward.

## **MAGENTA MOMENTUM**

Magenta is a stellar home-run. It brings the a strong contrast and immediately draws attention while complementing the cooler tones brought to the table. It brings emphasis and excitement to the table—bringing to life the personality of RoseCo. Its limited use helps maintain its strength and recognizability.

# SECONDARY COLORS

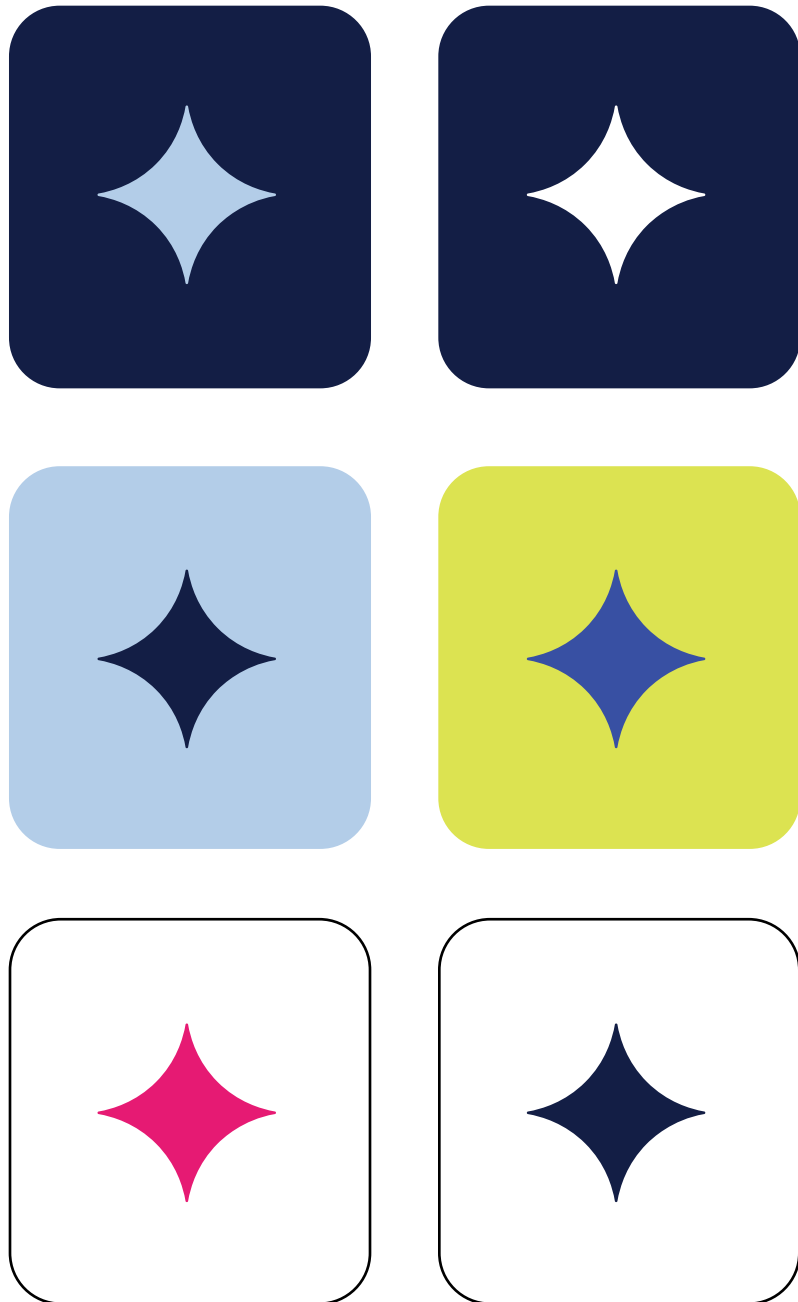


### A HELPING HAND

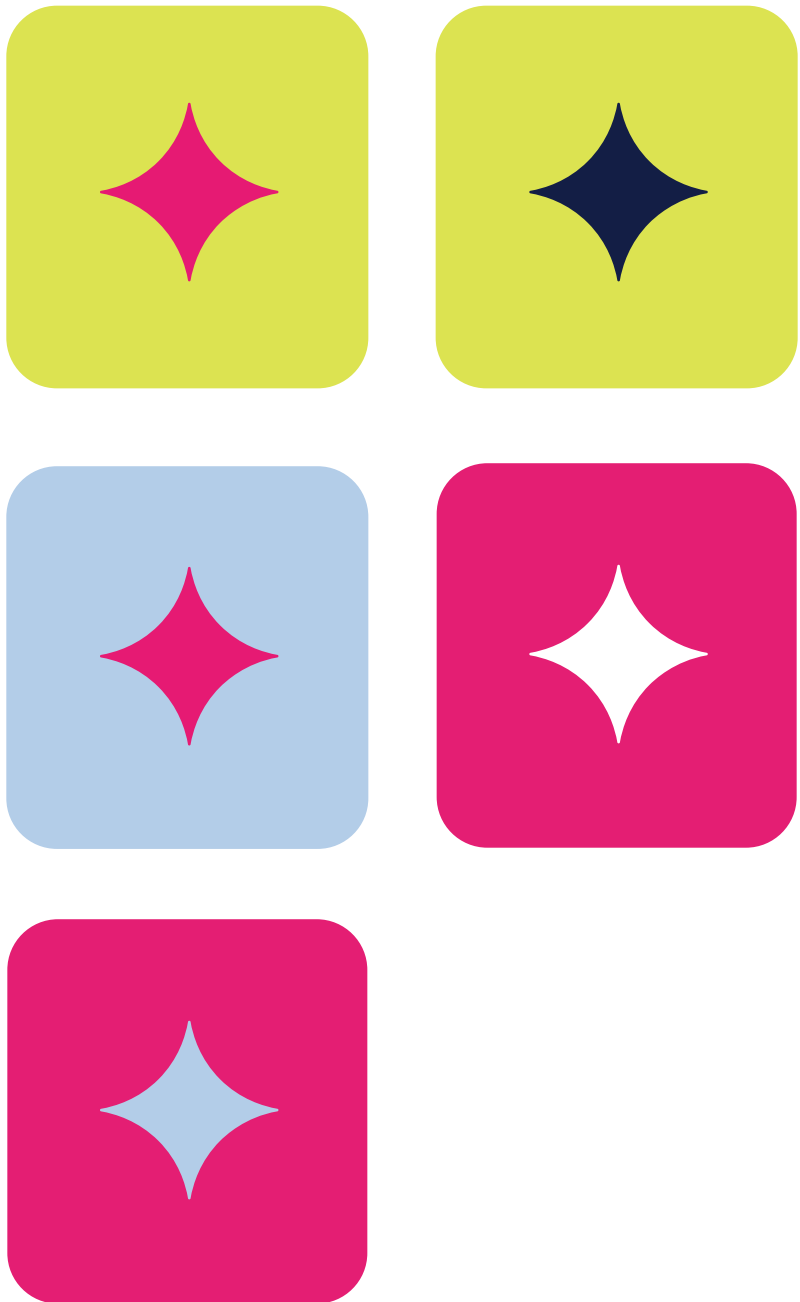
Our primary palette is well-balanced, so these secondary colors are truly intended to supplement when layering colors like the lime and magenta. Secondary colors are the supporting element to tell our story. We use them sparingly, but they can often drive home elements. See “Color Context” to visualize combinations that help RoseCo glow in each respective space.

# COLOR CONTEXT

## PRESENTATION



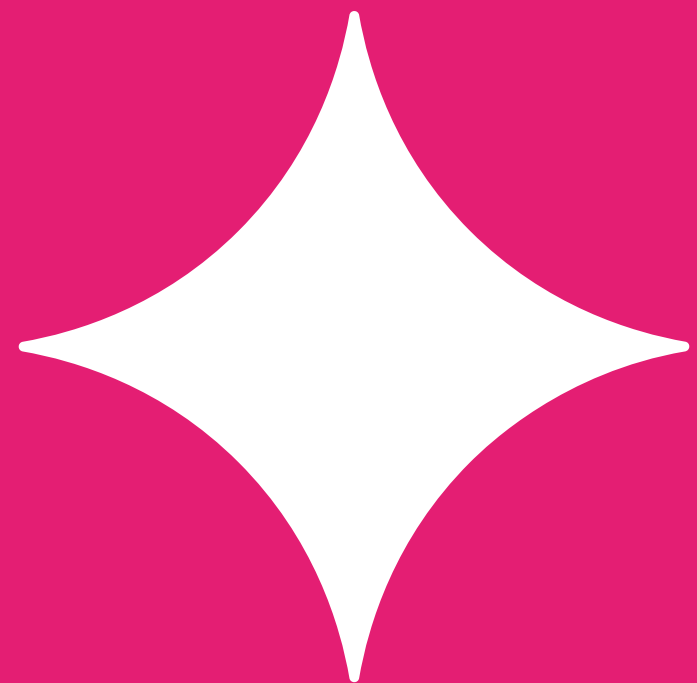
## PERSONALITY



## EMPHASIS



Here's a list of the most striking and successful color pairings from the brand palette. You're encouraged to consult this list as you make selections whether going for bold personality on your website or building a professional presentation deck, to balance the two worlds well.



DOWNLOAD

# FIELD GOTHIC NO. 35

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

DOWNLOAD

# Akzidenz Grotesk Next Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

DOWNLOAD

# MONELLA ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

**LARGE HEADING**

**SUBHEADING**

Body Copy



*HANDWRITTEN  
NOTES*

These body copy options are both correct! For instance, this is Akzidenz-Grotesk Next Regular set in size 14 pt font with a tracking between letters of 50 and a leading between lines of text at 28. This lets your text breath and may be more legible from a far distance for long passages of text. It can be complimented by an ALL CAPS BOLD subhead or Field Gothic No. 35 to attract attention.

This body copy feels more tight and is effective as a subtext of the subtext or for younger audiences (it fits a trendier style). Akzidenz-Grotesk Next Regular is at 17 pt, so a little larger, but its only tracked out at 30 and has a leading of 22 between lines. Feel free to create variations of sizing between these options, but tehy're here so you can get a feel for the different vibes this font can give!

  
*OPTIONS!*

# ARROWS AND SWASHES

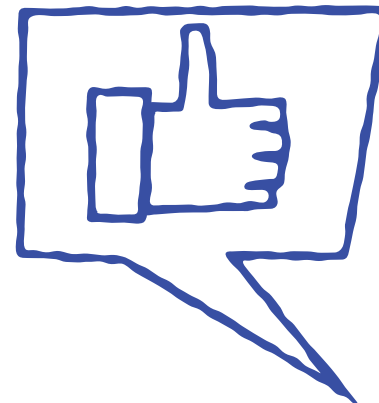
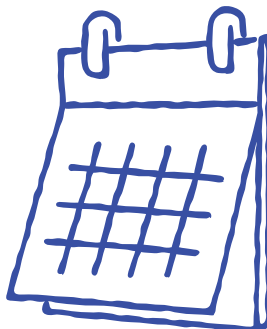
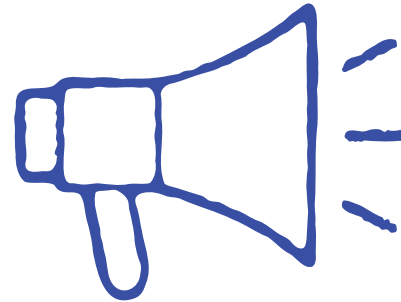
Swashes and arrows complement the font Monella, by adding a playful, human touch that feels natural and approachable. Used as notes or accents on the website and social media, they enhance messages alongside the primary text, drawing attention to key details while reinforcing the brand's personality. These small flourishes bring energy and movement, making supporting content feel more dynamic and memorable.



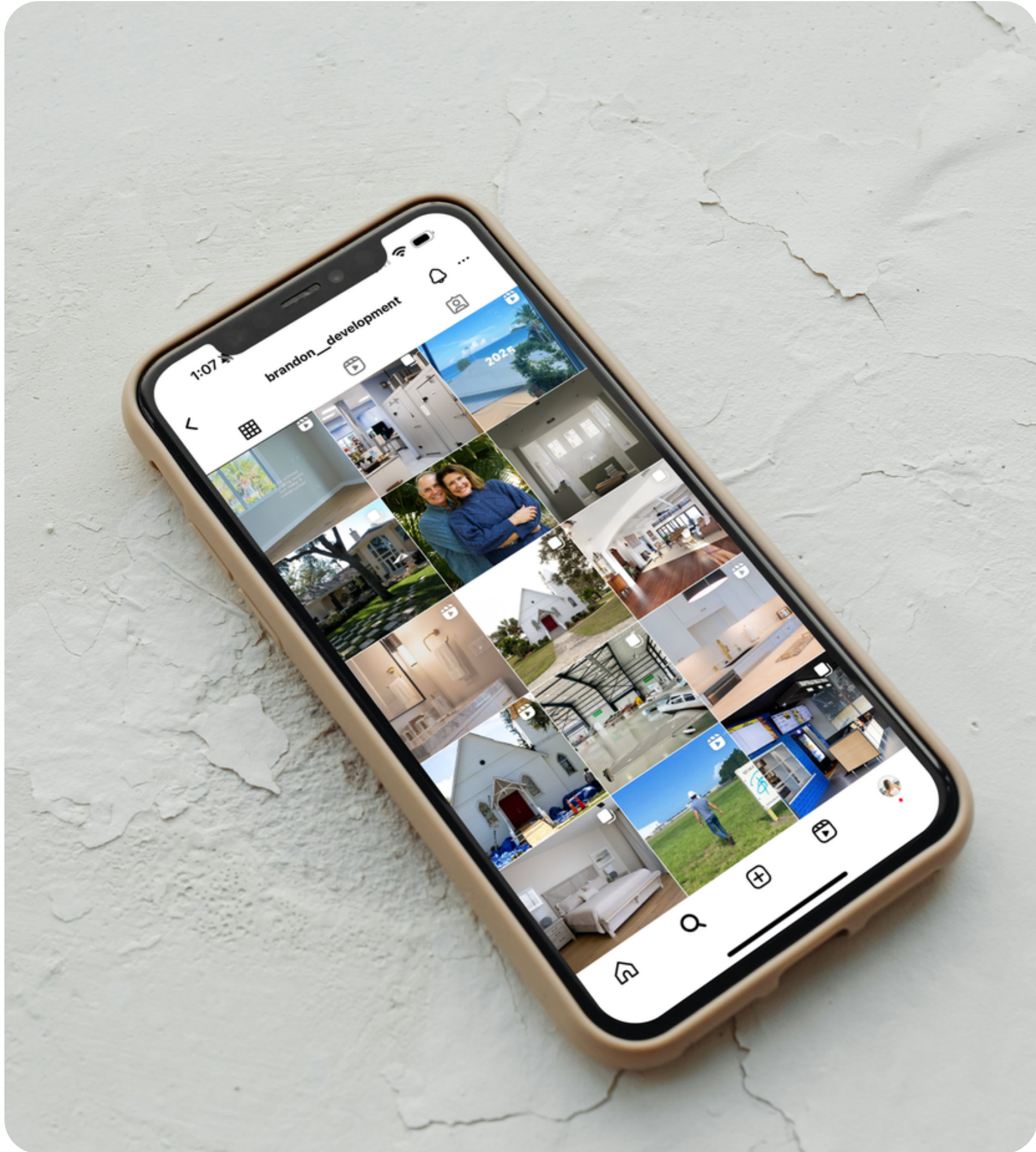
# ILLUSTRATION

Here are some illustrations that can pave the way for creating dynamic relationship through visuals. These sit well alongside digital and print products and feel personal. As silly as it sounds, they relate to viewers as they provide a connection between concept and execution. Icons and illustrations breathe life into a brand by generating a friendly facade.

Looking for something specific? Just ask!



# IMAGERY



The best way to use imagery in your brand is within rounded corners, keeping the visuals either black and white or light and bright in color. Steer away from dark photos that could interfere with the tone the rest of your brand speaks in. Imagery is most impactful when paired with notes in Monella. Together, they feel essential to the story you're telling and seamlessly integrated into your brand experience.

*A THRIVING  
MEDIA PRESENCE*

**GUIDELINES**




# PROPER USE


✓ Single color mark



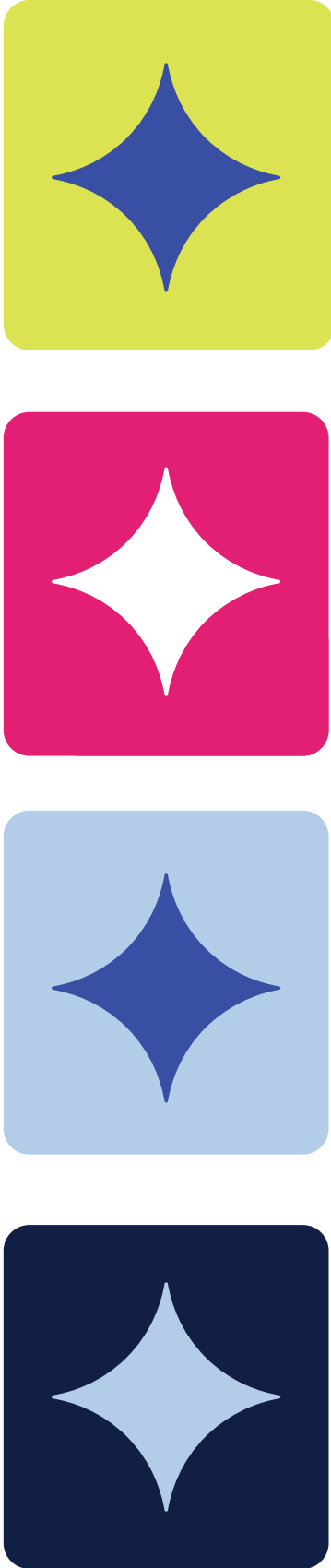
✓ To be scaled from 100 pt, 70 leading, 0 tracking




✓ Illustration and text pairings



✓ High contrast



✓ Rounded graphics, single corner



✓ Header text and swashes



# IMPROPER USE

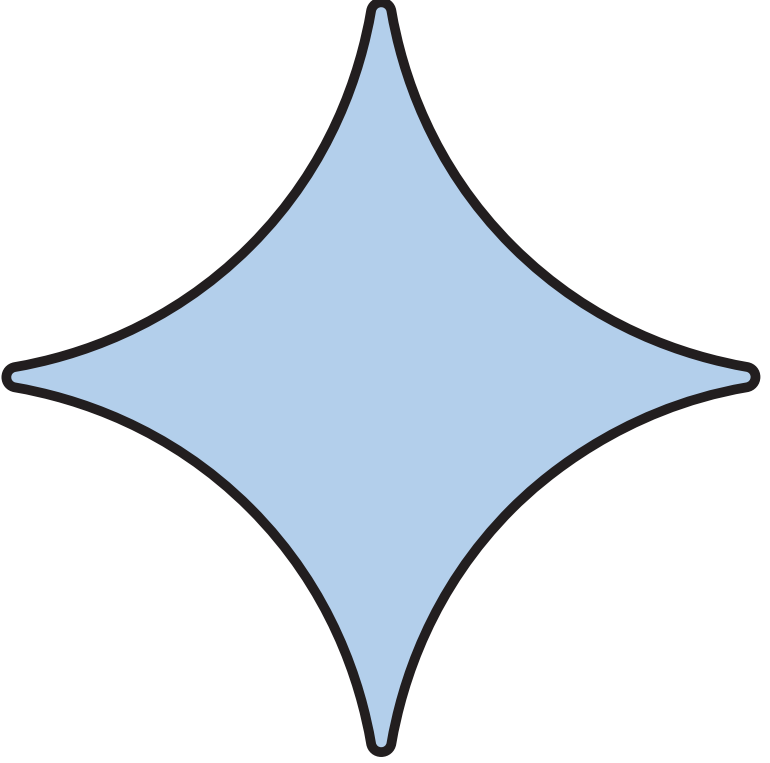
X 2 logomark colors



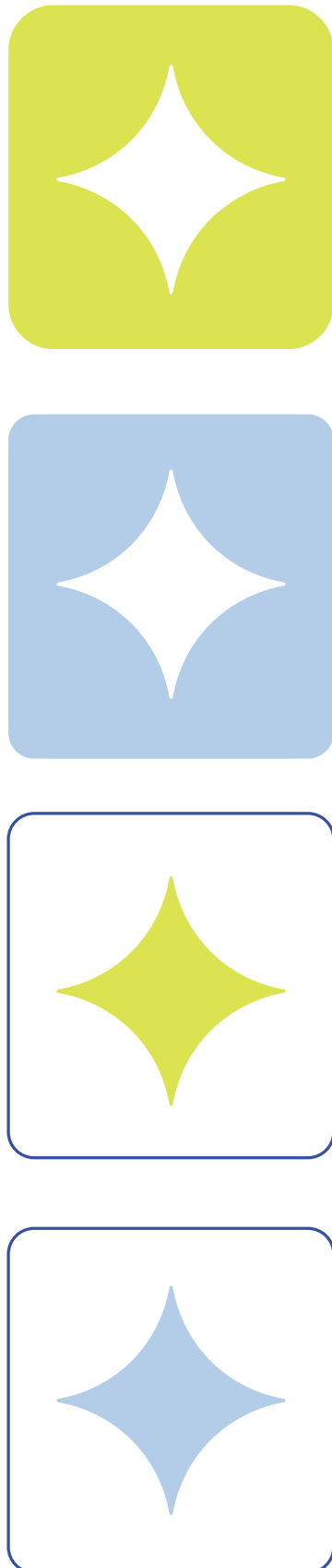
X Adjusted tracking in lockup

ROSECO  
CREATIVE


X Outlines



X Low contrast




X Header copy as notes



EXCEL ACROSS  
ALL PLATFORMS

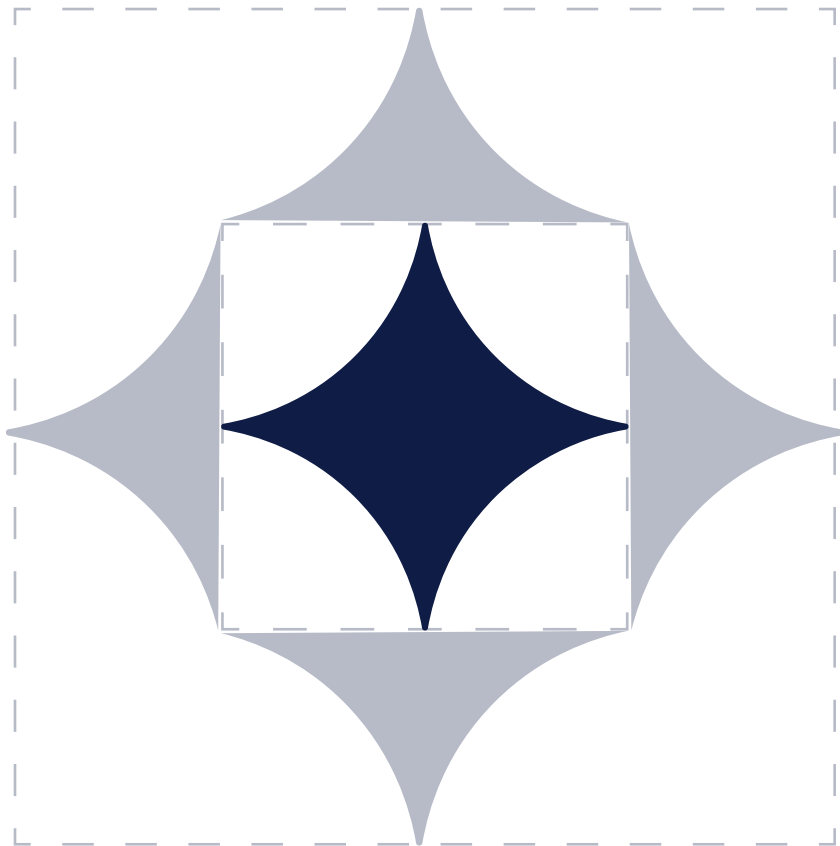
X Large bodies of text and swashes

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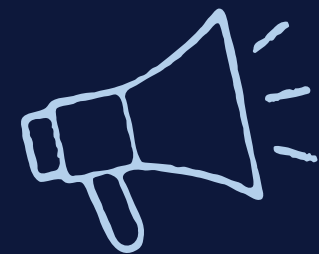


# CLEAR SPACE

These are recommended spacing rules for when using our assets in various contexts to give them adequate breathing room. For example, the spark, when used by itself, should be at least a half width from anything else in the design.



**IN ACTION**





# WE ARE BRAND ARCHITECTS

we help you craft a presence that magnetically draws in your clients

→ AND REVEAL YOUR  
AUTHENTIC PASSION



# WHY WE'RE DIFFERENT



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# PRESENTATION

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# STRATEGY

**SOCIAL MEDIA AND WEB**

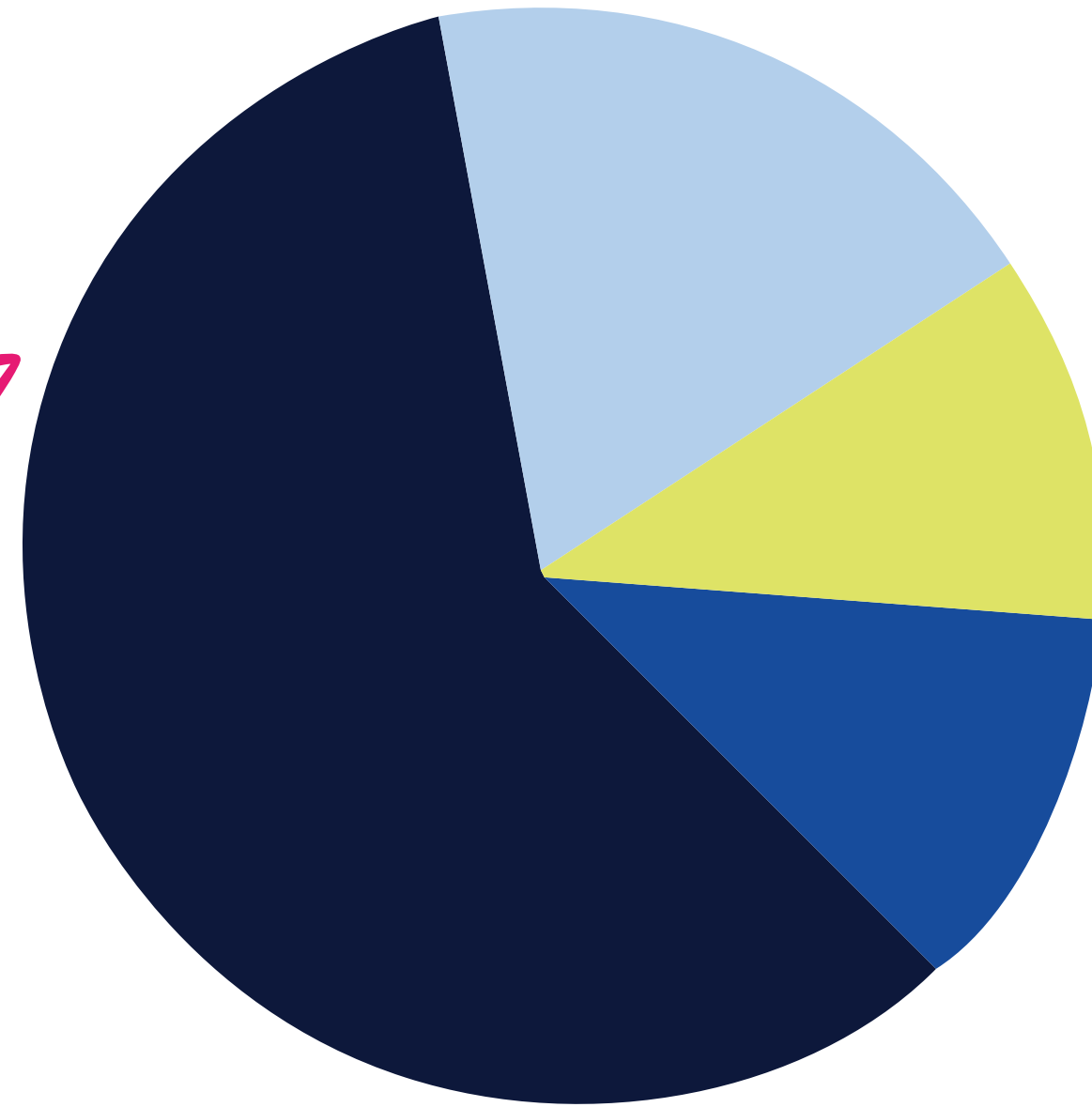
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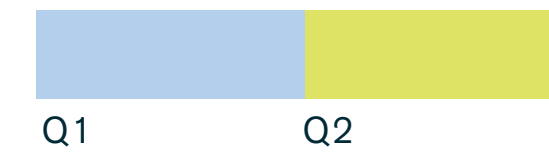
of Users Saw Results in Just One Week

← THE DIFFERENCE?

WORKING  
OUR MAGIC



## Quarterly Analytics



TO REVEAL *YOUR*  
AUTHENTIC PASSION