







## BRAND KIT

For creativity and consistency

FIND CUSTOMIZABLE MOCKUPS, FRAMES, AND ICONS HERE!









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## PARTI BRAND DNA

## **BRAND ESSENCE**

#### Mission

to create a transparent and equitable trading environment, where every trader has an equal opportunity to succeed through access to real markets — while ensuring a strong sense of safety and trust for our clients.

#### **Brand Promise**

Your success is our success. Always

#### **Core Values**

- Fairness & Transparency
- · Client-First Innovation
- · Partnership & Empathy
- · Compliance & Regulation
- Tech-Driven Reliability

#### Vision

To build a fair and supportive space where newcomers can grow into confident traders, and traders can become long-term investors — all with the help of a skilled and caring team.

#### Tagline

Fair Trading, Approved by Your Cat.

## TONE OF VOICE (TOV)

#### Style

Professional but Friendly Clear, simple, yet confident. Smart, not flashy; reassuring, not salesy.

#### **Voice Variations by Audience**

Experienced Traders: Confident, analytical, precise
Gamblers: Energetic, motivational, bold
Crypto Enthusiasts: Tech-savvy, fast-paced, insightful
Burnt Users: Calm, trustworthy, empathetic

## BRAND LEGEND (BRAND-BUILDING CORE ELEMENTS)

Element	Meaning		
Mascot Lucky Cat (Kitsu)	Symbol of luck, fairness, and care for traders. Used as a "stamp of trust." Never replaces the logo.		
Color #0066FF (Primary Blue)	Action color — buttons, CTAs, key links. Stands for Trust, Confidence and Modernity.		
Font: Montserrat	Primary typeface. Clean, confident, modern. Friendly to global audiences and highly readable.		
Slogan: "Approved by your cat"	"Approved by your cat" is an unconventional, emotionally charged slogan that captures the essence of the Rock-West brand through irony, trust through humor, and a touch of humanity. A meme-style phrase that signals friendliness and transparency — human, unique, viral.		
Tone of Voice	Professional but Friendly Clear, simple, yet confident. Smart, not flashy; reassuring, not salesy.		
Regional Ornament Strips	Localization - Graphic motifs inspired by cultural patterns from each target market (e.g., Vietnam, India, China).		
Poster-style Aesthetic	Bold minimalism with large, clean elements. Communicates clearly at a glance.		

### WHY A CAT?

#### 1. The cat is a symbol of independence and intuition.

- 1. Cats don't give trust easily. If a cat approves it must be safe.
- 2.It's a metaphorical trust filter: "Even a cat approves so the broker must be honest."

#### 2. Culturally and visually, cats = good luck.

- 1. The Japanese Maneki-neko is a symbol of luck and prosperity a reference widely understood across Asia.
- 2.The visual identity already includes the "Kitsu" mascot, making the slogan a natural extension.

#### 3. It contrasts with aggressive competitor messaging.

- 1. Most brokers use forceful slogans like "Dominate the market" or "Crush your goals."
- 2. "Approved by your cat" is counter-positioning: soft, friendly, honest and that makes the brand stand out.

#### 4. It's viral and memorable.

1.It's unexpected, makes people smile, and sticks immediately.2.It works brilliantly in content, memes, social media, and merch. (Picture a t-shirt with a cat and "Approved by your cat" — you want it already, right?)

#### **Brand Communication Value**

- •We say: "We're honest, safe, and transparent even your cat approves."
- ·We show: "We're not like the others. We have personality and humor."
- ·We earn trust through smiles, not pressure.

## PART 2 VISUAL IDENTITY

## LOGO USAGE

#### Main Logo Features





#### Logo Variation









Logo Mark





- 1. Use only approved versions: full-color, mono black/white-color, and icon-only.
- 2. Ensure clear space and contrast. Please, mind Safety field
- 3. Never stretch, rotate, or apply effects.
- 4. Pair with tagline where possible. (minimum size)
- 5.On dark backgrounds: use white or blue (if applicable) version.

- 1. Use only approved versions: full-color, mono black/white-color, and icon-only.
- 2. Ensure clear space and contrast. Please, mind Safety field

#### Main Logo Features





#### Logo Variation









Logo Mark





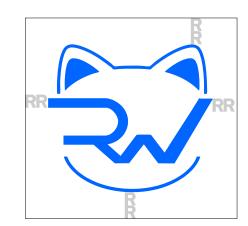
Logo safety field



#### Safety fields



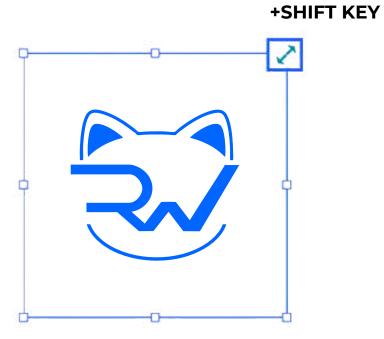




- 1. There is a minimum mandatory amount of empty space around the logo. The measure is defined by the size of the letter "R".
- 2. There should be no other elements crossing in to that areas.

#### **Logo Resizing**





- 1. If you need to manually resize the logo, always hold **SHIFT KEY** and drag the logo by one of it's corners.
- 2. Do not change the proportions of the logo in any way do not stretch it, do not ungroup the elements, do not resize the letters inside the logo or change the spacing of any of it's elements.



Do not distort or stretch



Do not use an outlined version



Do not rotate



Don't use shadows, glows, or any visual effects on the logo



Always display the logo in full – do not crop, cut off, or hide any part of it

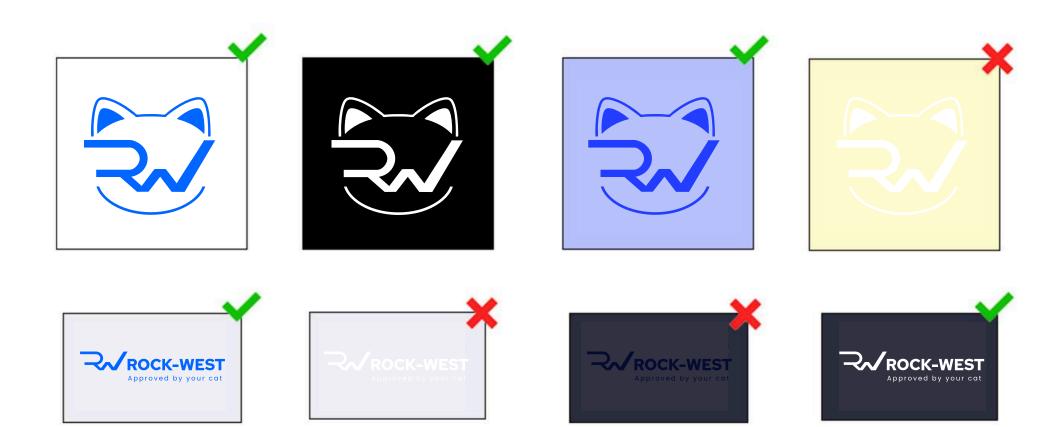


Do not use blurry, pixelated, or low-quality versions of the logo



Do not alter, edit, or add any elements to the logo. Always use the approved version without modifications.

#### **Colour Backgrounds**



- 1. Whenever possible, use the logo on a white or black background.
- 2. If you cannot use a white or black background, choose a solid, pure-colour background. In such cases, select the appropriate version of the logo based on the background colour. First, determine whether your background is light or dark.
- 3. Use the Black/Blue logo on light backgrounds, and the White/Blue logo on dark backgrounds.
- 4. If you must place the logo on a highly saturated colour background, consider using a positive or negative version that is, an all-white or all-dark logo.

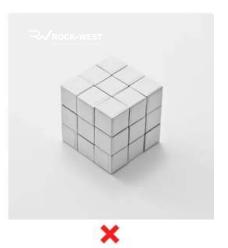
#### **Photo Backgrounds**

- 1. If you're placing the logo on a colourful photo background, use a black or white rectangle to separate the logo from the image.
- 2. You may use the logo directly on a photo only if the image has a very clean, dark or white background with no elementsthat could interfere with the logo's readability.
- 3.Also, make sure the logo is not placed too close to other elements in the photo maintain clear spacing around the logo.









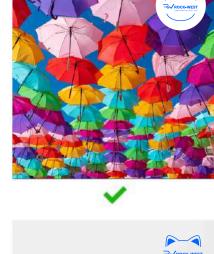




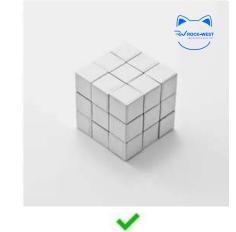
















### **TYPOGRAPHY**

**Primary Font:** Montserrat

**Secondary Font:** Inter

**Localization Fonts:** 

Language / Region	Script	Font Name	Style Support	Link
Chinese (Simplified)	汉字	Noto Sans SC	Regular, Bold	https://fonts.google.com/nc
Chinese (Traditional)	漢字	Noto Sans TC	Regular, Bold	https://fonts.google.com/nc
Vietnamese	Latin + Diacritics	Be Vietnam Pro	Light–ExtraBold	https://fonts.google.com/sp
Hindi (Devanagari)	देवनागरी	Hind / Noto Sans Devanagari	Regular, Medium	https://fonts.google.com/sp
Thai	ไทย	Sarabun / Noto Sans Thai	Regular–SemiBold	https://fonts.google.com/sp
Urdu (Arabic script)	اردو	Noto Nastaliq Urdu / Noto Sans Arabic	Regular	https://www.google.com/ge
Malay / Indonesian	Latin	Montserrat	All weights	https://fonts.google.com/sp
Filipino / Tagalog	Latin	Montserrat	All weights	https://fonts.google.com/sp

#### **Usage Tips:**

- 1. Always match line-height and font size to balance visual rhythm with Montserrat.
- 2. For bilingual layouts: use Montserrat for English + regional font for local text.
- 3. Prefer Google Fonts for easy web embedding and free commercial use.

#### **MONTSERRAT**

Thin Thin Italic

ExtraLight ExtraLight Italic

Light Light Italic

Regular *Italic* 

Medium Medium Italic
SemiBold SemiBold Italic

Bold Bold Italic

ExtraBold ExtraBold Italic

Black Black Italic

#### **INTER**

Thin ThinItalic

ExtraLight ExtraLight Italic

Light Light Italic

Regular Italic

Medium Medium Italic

SemiBold SemiBold Italic

Bold Bold Italic

**ExtraBold ExtraBold Italic** 

Black Italic

### **COLOR PALETTE**

**Primary Colours** 

**Rock-West Blue** Hex Code #0066FF **CMYK** 100, 60, 0, 0 Pantone 2728 C

**Hex Code** #003399

Pantone 280

**CMYK** 100, 72, 0, 18.5

Fair White Hex Code #F5F5F5 **CMYK** 4, 3, 3, 0 Pantone Cool Gray 1 C

**Night Black Hex Code** #121212 **CMYK** 0, 0, 0, 100 Pantone Black 6 C

**Secondary Colors Electric Violet** Hex Code #BA14F6 **CMYK** 24, 92, 0, 4 **Neon Indigo** Pantone 2592 C **Hex Code** #7717E8 **CMYK** 49, 90, 0, 9 **Cyber Teal** Pantone 2665 C **Hex Code** #17E9E1 **CMYK** 90, 0, 4, 9 **Royal Blue** Pantone 3255 C

Dark Background #1 **Hex Code** #1d2846

Dark Background #2 **Hex Code** #131c2d

Gradient #1 Blue → Teal **Hex Codes** #0066FF → #00C9B1

Gradient #2 Light Blue → Purple **Hex Codes** #004AAD → #CB6CE6

## MASCOT: THE LUCKY CAT

#### Role

- Symbol of good fortune, fairness, and positive trading outcomes
- Used as a "stamp of trust" on certified creatives, cards, and merch

#### Visuals

- Minimalist Japanese-style maneki-neko
- Always white cat with blue accents (matching primary palette) or pure gold with black logo
- Can wink, high-five, or show thumbs up (when animated)

#### Placement

- Business cards: embossed or Spot UV
- Landing pages: as trust icon
- Onboarding emails: greeting at step 1















#### Tone

- Friendly, humble, confident
- Uses short, emoji-style phrases (Let's go!/ Deal secured. / Approved!)

#### **Usage Restrictions**

- Only Rock-West official team may alter mascot graphics
- Never used in place of logo, but always in support

#### Modifications

Can be used as ears only element or as a sneaking part-visible teaser









## VISUAL STYLE GUIDE



















Minimalism, poster-style design.
Large, bold elements.
Avoid clutter and overuse of shadows or gradients.
Clarity for mobile and desktop use.









## PHOTOGRAPHY GUIDELINES

#### **Usage Tips**

- 1.Use authentic imagery (traders, emotion).
- 2.Avoid generic stock finance photos.
- 3. Maintain logo contrast.
- 4.Show product UI/screenshots when relevant.
- 5.Live cat of different breeds can be used.

#### Recommended

#### 1. Context Matters

Always indicate where the photo was taken (e.g., exhibition, forum, meeting, training). Photos should tell a story — of collaboration, negotiation, achievement, or engagement.

#### 2. Natural, Authentic Moments

Show the employee in action: speaking, listening, gesturing.

Capture light emotions: involvement, curiosity, calm confidence.

#### 3. Branded or Business Attire

No strict dress code required, but preferred:

- ·Branded T-shirt, name badge
- ·Neat business or smart casual outfit

#### 4. Background & Surroundings

Use clean or recognizable settings: branded booth, screen with logo, meeting space. Avoid visual clutter, unrelated people, or competing brand elements in frame.

#### 5. Visible Branding

Whenever possible, include Rock-West branding in the frame — via clothing, backdrop, objects.

Subtle watermarks or the Lucky Cat icon can be added in post-processing (e.g., in a corner).

#### Not Recommended

- X Using photos without the person's consent (especially for public or promotional use)
- X Poor lighting, blur, pixelation
- X Unflattering expressions (squinting, yawning, eating, etc.)
- X Contexts that don't align with Rock-West's image (e.g., alcohol in the background)



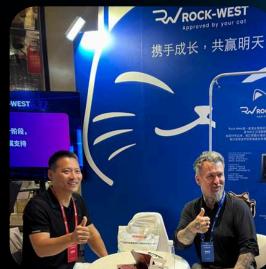






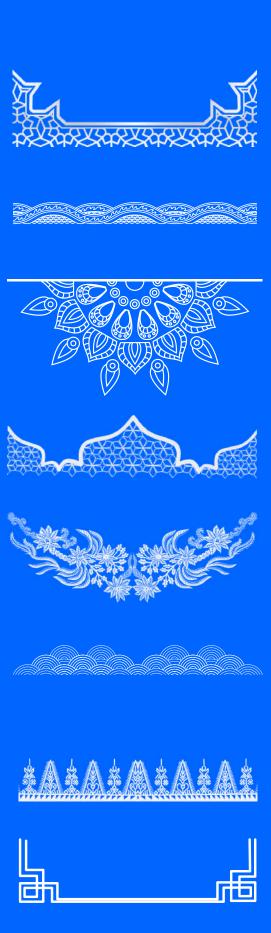






## REGIONAL VISUAL MOTIFS

- 1. Malaysia "Inspired by Islamic geometry and Malay textile borders."
- 2. Indonesia "Drawn from Javanese batik patterns flowing and rhythmic."
- 3. India "Inspired by paisley shapes and mandala symmetry."
- 4. Pakistan "Based on Mughal mosaic tiling and eight-point symmetry."
- 5. Thailand "Inspired by temple roof ornaments and traditional carving."
- 6. Vietnam "Reflects flowing water and rice field lines in folk motifs."
- 7. Philippines "Echoes tribal tattoo and textile patterns of Visayas."
- 8. China "Minimalist reference to scroll motifs and lattice borders in Han design."



## PART3 APPLICATION

## **BUSINESS CARDS & PRINT**

#### Guidelines

- 1. The PDF contains two sides, which are the front and back of the card. There is also a separate layer for the UV (gloss) finish, which should cover only the cat image.
- 2. For the best result, we recommend using 300-400 gsm premium paper with a spot UV finish applied to the cat. If it's urgent, the card can be printed without the gloss.

Please note that the card is digital and contains all your and the company's information via a QR code

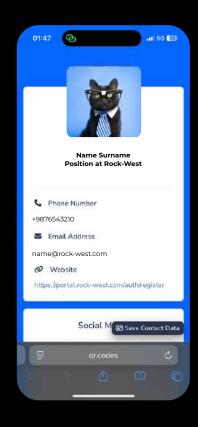
For top management, business cards are white with a subtle shadow under the logo, creating a pseudo-3D effect.

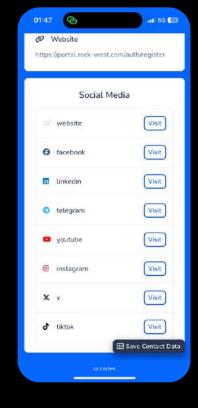
For business development managers, the front side of the card is blue.

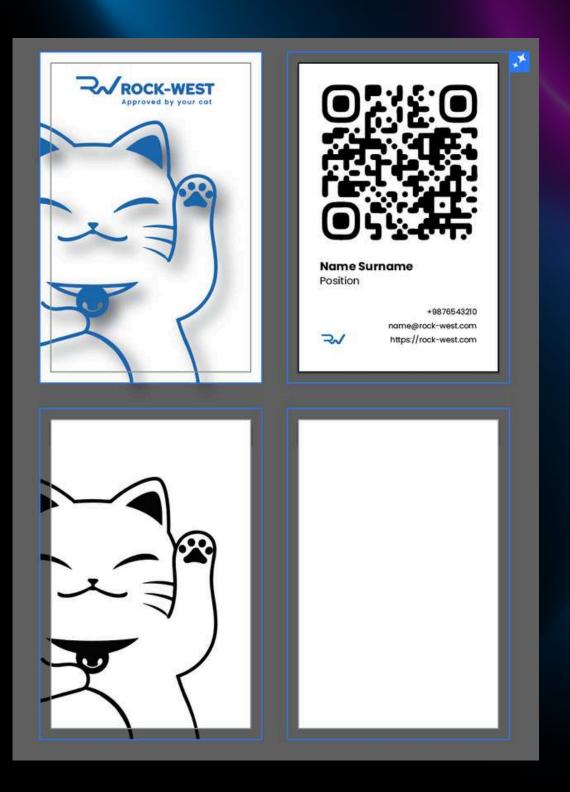
All business cards include a QR code that leads to a personal landing page with full personal details and seven links to the company's official pages and social media..







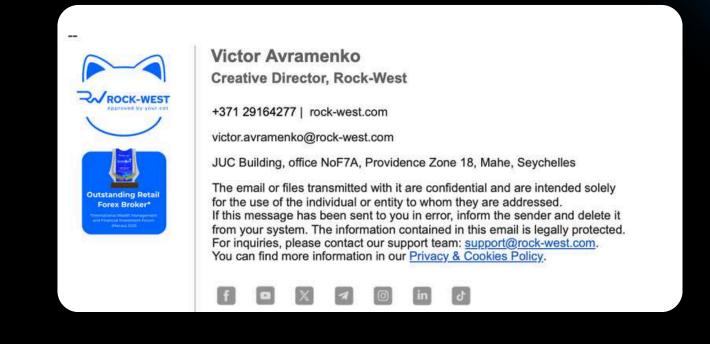


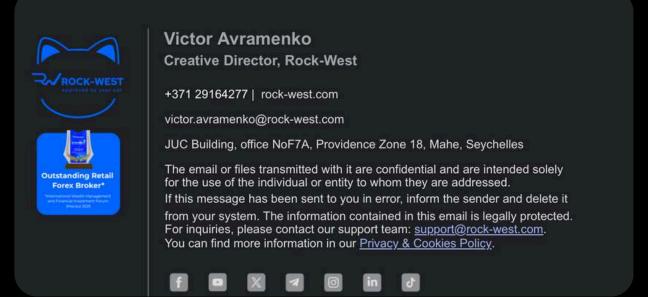


## EMAIL SIGNATURE

The email signature contains all essential information, including links to all company social media accounts, the logo, and an option for customization to highlight promotional content or showcase company achievements.

The signature is fully responsive and automatically adjusts to dark mode for optimal visibility across all devices and email clients.



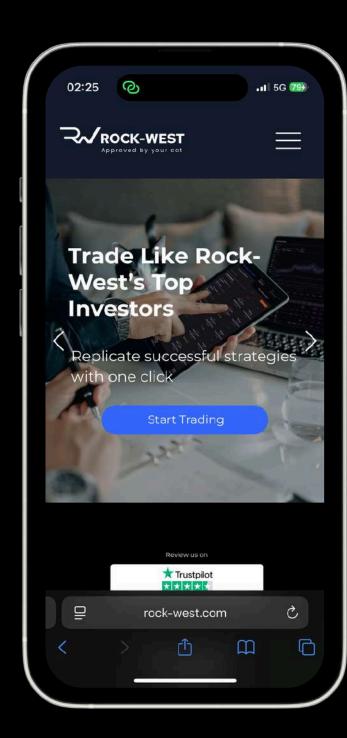


## WEBSITE GUIDELINES

The website is the company's primary promotional and informational tool for both partners and clients.

It must contain comprehensive information about all products and services, be updated and expanded instantly, and remain fully responsive, modern, and fully localized for all priority markets and target audiences.

- ·Use Montserrat + color palette
- Mobile-first
- · CTA above the fold
- · Include mascot where appropriate





### SOCIAL MEDIA STYLE

#### Purpose:

Social media is a key communication and marketing tool for Rock-West, connecting with clients, partners, and the broader trading community.

#### Visuals:

- Use brand colors: deep blue, teal, violet gradients
- Consistent logo use no effects or distortion
- Unified post templates and typography

#### Content Types:

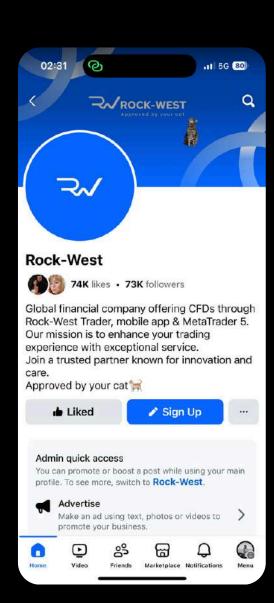
- Market insights & educational tips
- Product updates & company news
- Partner success stories
- Localized content for key markets

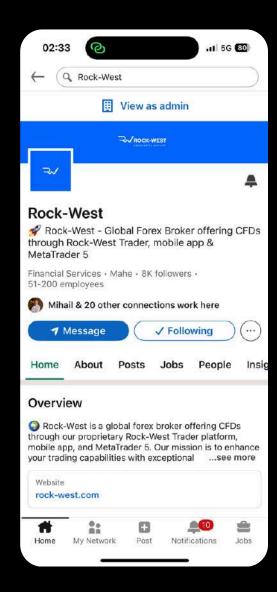
#### Platforms & Tone:

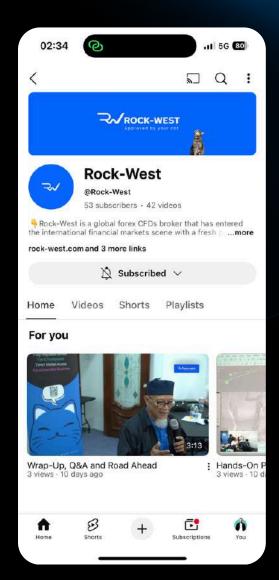
- LinkedIn expert & corporate
- Instagram/Facebook engaging & visual
- YouTube tutorials & explainers
- Telegram/X quick updates & links

#### **Best Practices:**

- 3–5 posts/week across platforms
- Include QR codes, CTAs, and clean visuals
- Encourage interaction (polls, comments)
- Maintain fast response to user inquiries









## MERCH GUIDELINES

- · Based on **RWMerch\_Guides.pdf**
- Apparel: dark blue/black shirts with white/blue logo
- · Lucky Cat mandatory on merch
- · Premium quality focus

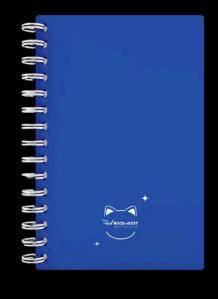
All you need to know about ordering Rock-West merch for staff is **here** 







THE BROKER YOU CAN TRUST













# PART 4 COMPLIANCE & FINAL NOTES

## PARTNER RULES AND LINKS

#### **General Guidelines**

- Only use approved partner links for referrals.
- Fraudulent activity may result in account review or suspension.
- Do not misrepresent yourself as Rock-West or its employees.
- Do not modify or alter official promotional materials.
- Avoid advertising on copyright-infringing or illegal websites.
- Marketing efforts must not target individuals under the age of 18.
- Maintain accurate records of where Rock-West is promoted.

**FULL PARTNER MARKETING GUIDELINES HERE** 

## FINAL NOTE

Rock-West is not just a platform. It's a movement.

Built on **fairness**, **innovation**, and yes — **approved by your cat.** 



