



I.ROCKETLABS

ABOUT US

[ABOUT US](#)[LOGO](#)[COLOR](#)[TYPO](#)[MOCKUP](#)

In a digital landscape where threats are constantly evolving and IT infrastructures are becoming increasingly complex, i.ROCKETLABS is a strategic partner. We leverage artificial intelligence (AI) and advanced automation technologies to anticipate, detect and neutralise potential vulnerabilities and attacks before they cause damage.

Proactive and Automated Security: We don't just react to incidents. Our AI-based systems constantly monitor your IT estate, identify anomalous patterns and autonomously implement corrective measures, minimising risk and downtime.

Clarity and Transparency: IT security can be a complex business. That's why we're committed to translating that complexity into understandable information. Our reports are designed to be intuitive, highlighting key points, actions taken and recommendations, enabling IT managers and teams to make informed decisions without being overwhelmed by technical jargon.

Expertise and Innovation: Our ROCKETLABS team is made up of engineers and cybersecurity experts with a passion for research and development. We are constantly on the lookout for the latest technological advances to integrate the most effective and resilient solutions.

Chez i.ROCKETLABS, nous croyons qu'une sécurité informatique robuste ne devrait pas être un fardeau, mais un atout stratégique. Nous permettons aux entreprises de se concentrer sur leur cœur de métier, en ayant l'esprit tranquille quant à la protection de leurs actifs numériques.

LOGO

ABOUT US **LOGO** COLOR TYPO MOCKUP

Elegant and Tailored Silhouette: The man's silhouette, although simplified, evokes a structured and elegant outfit. The lines of the garment suggest precise tailoring and attention to form, characteristic of haute couture.

Exposed Buttons: The presence of small circles along the jacket, representing buttons, highlights an essential detail in the tailoring of the garment. It is a functional and aesthetic element that requires careful placement.

Dynamic but Controlled Posture: The silhouette's fluid yet balanced pose can symbolize the ease and comfort provided by well-cut garments, which hug the body without restricting movement. This is the result of a perfect fit.

Sophisticated Minimalism: The minimalist style and the use of black and white convey a sense of sophistication and timelessness, values often associated with haute couture and craftsmanship, where attention is paid to the essence of the garment.



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Choosing the right colors for a brand is vital because they :

Evoke emotions and convey the desired message.

Ensure rapid recognition and memorization.

Differentiate the brand from the competition.

Ensure visual consistency across all media.

Shape the public's overall perception of the brand.

#970000

#a92d00

#f05a23

#ff7340

#5f3100

#af5e00

#f7921e

#ffaa48

#090909

#111111

#555555

#ffffff

The choice of typography is crucial in branding because it conveys the brand's personality even before the text is read. It establishes the tone (modern, luxurious, friendly, serious), reinforces visual recognition by being associated with the brand, and ensures readability. Well-chosen typography supports the brand's identity and message.

Communicates the brand's personality (e.g., elegance, modernity, playfulness).
Contributes to the recognition and memorization of the logo and messages.
Ensures readability and a good user experience.
Reinforces visual consistency across all media, consolidating the brand identity.

BD CARMEL

Aa

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Abacaxi Latin

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

MOCKUP

ABOUT US LOGO COLOR TYPO MOCKUP

Mockuping your logo is essential for several reasons. First, it allows you to visualize how your logo will look in a real-world context, whether on clothing, a website, a business card, or something else. This helps you judge its effectiveness, size, and

Additionally, logo mockups are powerful marketing and presentation tools. They allow you to present your brand in a professional and engaging manner to potential clients, investors, or partners. Ultimately, they help strengthen your brand's visual identity and make it more memorable.

