

Launch Workbench

Brand Guide



Plan. Build. Launch. Grow.

1. Logo system

The primary logo pairs the geometric rocket-and-growth mark with the Launch Workbench wordmark. Use the horizontal logo for most website, document, and product contexts.

Clear space

Maintain clear space equal to the height of the rocket window around every side of the logo. Do not stretch, rotate, recolor, or add effects.

2. Color palette



Midnight

#071B3B



Launch Blue

#2563EB



Sky Blue

#60A5FA



Ignition Orange

#F97316



Cloud White

#F8FAFC



Slate

#64748B

3. Typography

Plus Jakarta Sans

Use Plus Jakarta Sans for headings, interface labels, buttons, and body copy. Recommended weights: 700-800 for headings, 600-700 for controls, and 400-500 for paragraphs.

Readable by default

Body copy should generally remain at 16px or larger in product interfaces. Helper text should not fall below 14px. Maintain generous line height and spacing.

4. Interface principles

- **Readable**

Use comfortable type sizes, clear hierarchy, and generous spacing.

- **Focused**

Keep screens calm. Prioritize the next meaningful action.

- **Confident**

Use Launch Blue for primary actions and Ignition Orange sparingly.

- **Consistent**

Apply the shared radius, spacing, icon, and shadow tokens.

5. Included files

Use SVG files whenever possible for logos, marks, illustrations, and social layouts. Use PNG files where a platform requires raster artwork. The favicon folder includes ICO, PNG, SVG, and a web manifest.

The CSS file contains production-ready color, radius, shadow, typography, button, and card tokens. The HTML file demonstrates the starter component system.