Rootstrap Press Kit

VERSION 1.0 / 2017

Overview

We're not your typical development agency, but then again, your product idea probably isn't typical either.

That's why you need a team of designers, engineers, and thinkers on your side who know what it means to disrupt the status quo and make a little noise.

Services

We create gorgeaous, functional digital products with a focus on building things people want to use.

We use early validation, use-centric design, and iterative development to bring products to market the right way - whether you´re enterprise or hustling towards your dream.

Roadmapping

Alumni include Snoop Dogg, Tony Robbins, Fanbread, Spotify

This is our secret sauce

Roadmapping helps you ask and anwer the important questions before writing a line of code: we validate your idea, define your core value proposition and feature, and create a clickable / development prototype.

After a roadmapping session, you´ll have the knowledge of a market-validated product idea - and vereything you need to move into developing at full scale.

PHASE 1

Define

PHASE 2

Sketch

PHASE 3

Prototype

2,600%

Rootstrap alumni have a 2,600% better chance of getting funded than the average startup

13%

13% of Roadmapping alumni go on to receive at least $250,000 in pre-product capital

6.5%

Half of that subset – 6.5% of alumni – raise more than $1 million

$500m

$500 million aggregate capital across 250+ successful product launches

Services

Mobile Development

We´ve helped everyone from no name kids out of Idaho ot the biggest companies in the world build beautiful mobile apps. We focus on Agile and Lean Startup methodologies, user-validated design, and seamless user experience in everything we do.
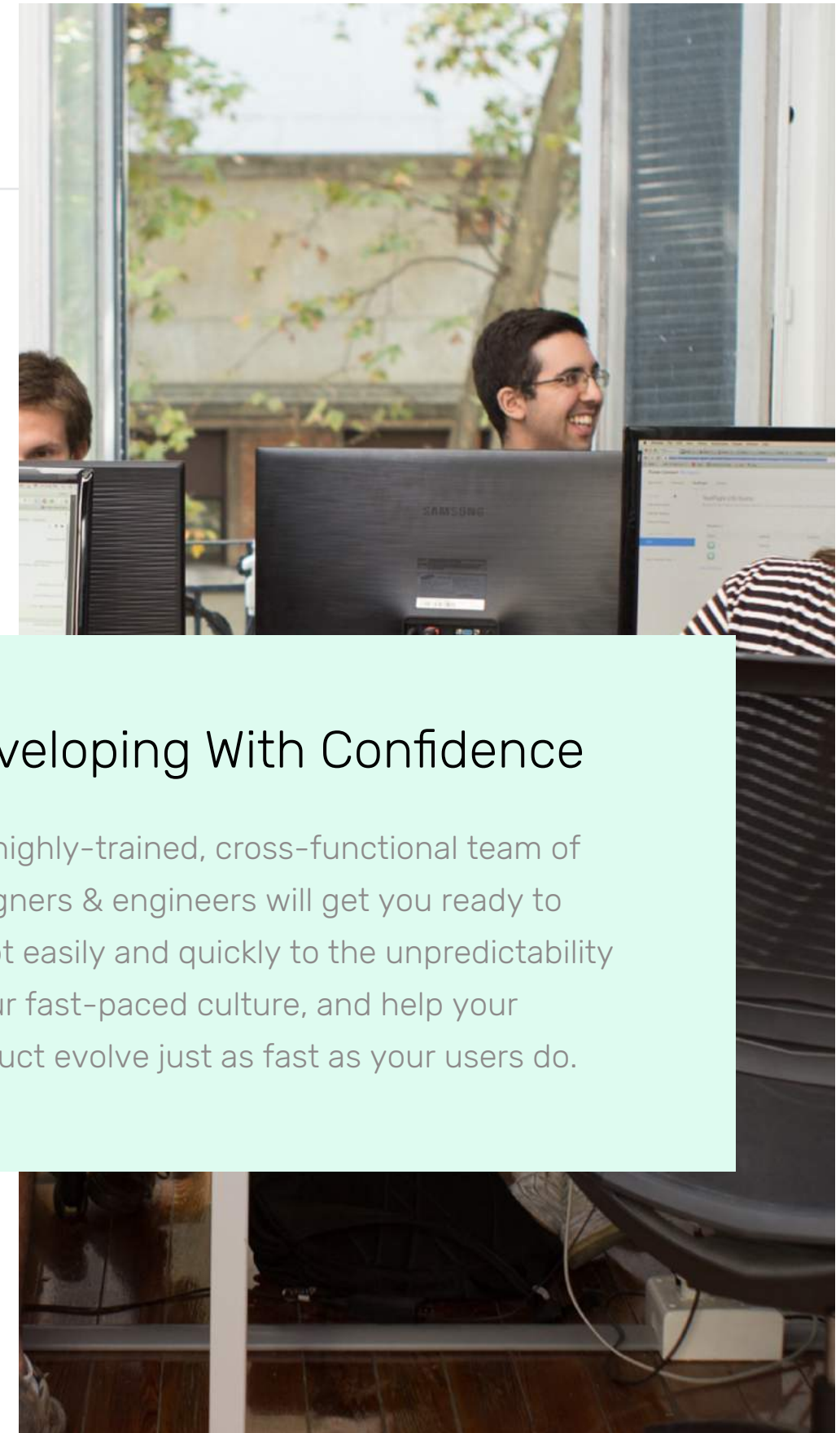
Web Development

Mobile has it´s perks, but sometimes the woldwide web can´t be beat. We work to make our web apps and websites beautiful, functional and intuitive - and we incorporate user testing and feedback into every stage of the process so when you go live, you know you´re ready for the real world.
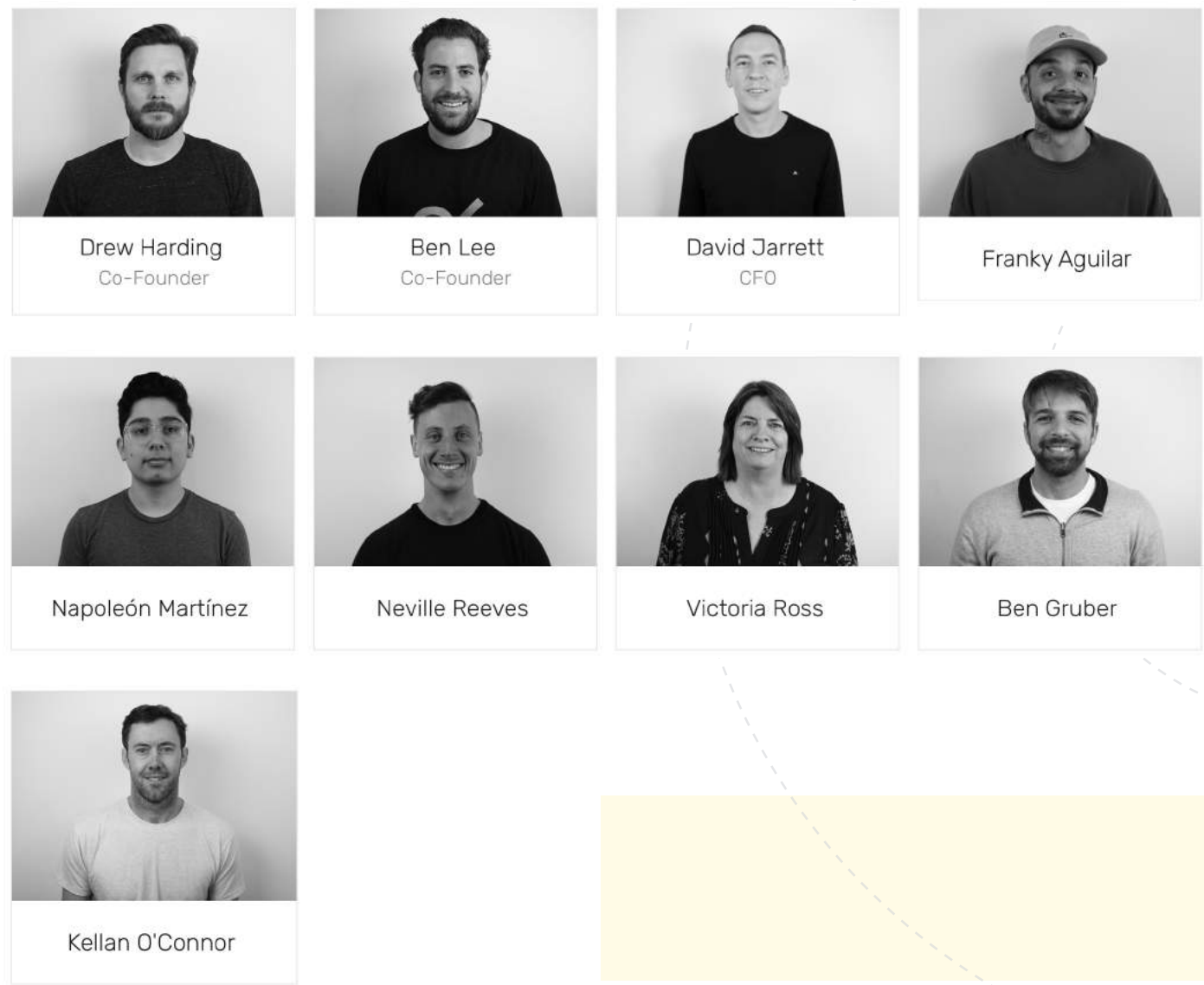
Developing With Confidence

Our highly-trained, cross-functional team of designers & engineers will get you ready to adapt easily and quickly to the unpredictability of our fast-paced culture, and help your product evolve just as fast as your users do.
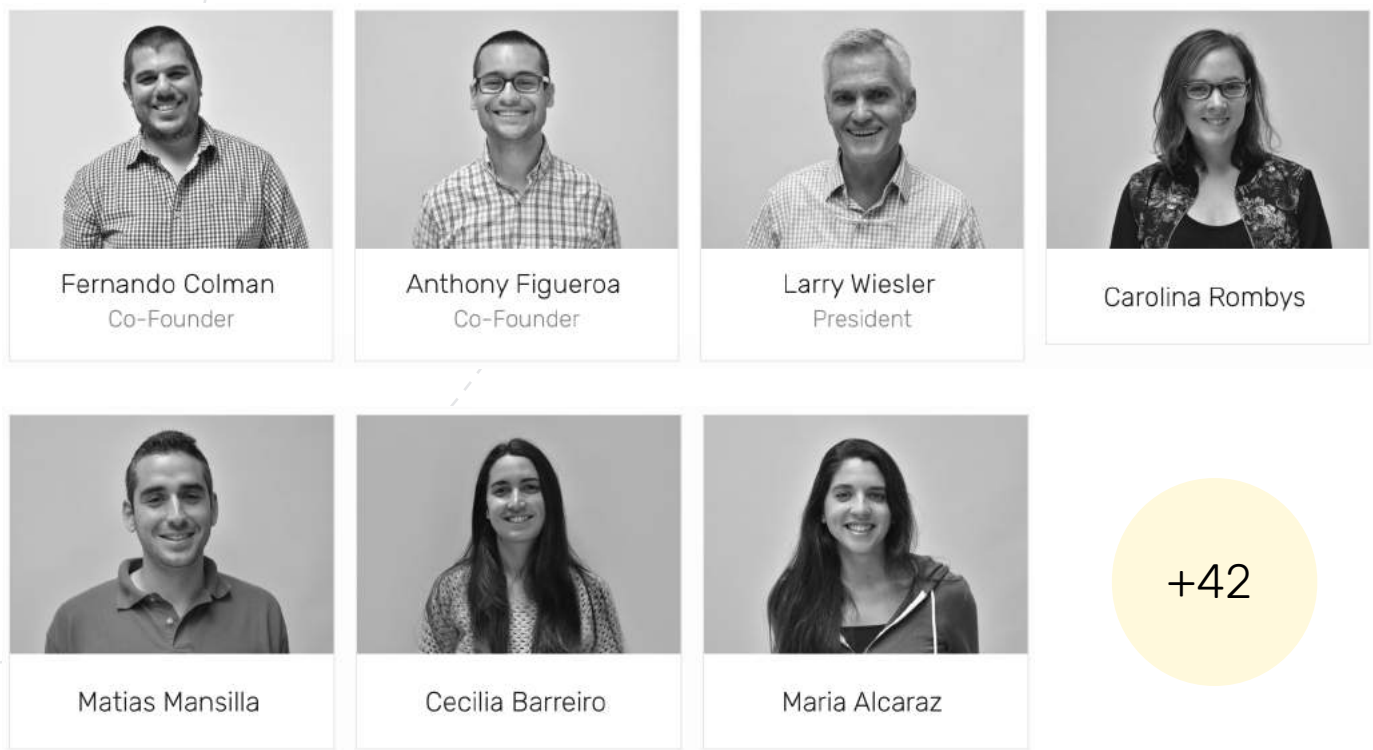
The Los Angeles Team

Drew Harding — Co-Founder

Ben Lee — Co-Founder

David Jarrett — CFO

Franky Aguilar

Napoleón Martínez

Neville Reeves

Victoria Ross

Ben Gruber

Kellan O'Connor

The Montevideo Team

They say that the smartest person in the room isn't an individual

Instead, it's the room itself, blending everyone's perspectives, experiences, and knowledge to make the most of our capabilities.

And at Rootstrap, we believe in having a global outlook that's not only fresh but unexpected. That's why we keep offices in New York, Los Angeles, and Montevideo – because if the smartest person in the room is the room itself, it better be filled with the best minds from around the world.

Fernando Colman — Co-Founder

Anthony Figueroa — Co-Founder

Larry Wiesler — President

Carolina Rombys

Matias Mansilla

Cecilia Barreiro

Maria Alcaraz

+42

Why People Call us America's Best Dev Studio

We partner with brands we believe in. It's that simple. They inspire us, we inspire them. Together we have done great things and we will continue to innovate for them in the future.

Awards & Honors

TONY ROBBINS

EPSON

Microsoft

Spotify

LIVE NATION

Ogilvy

DIGITAL DOMAIN

heroku

KIA

MeUndies.com

VILLAGE ROADSHOW PICTURES

AWWWARDS®

Inc. 30 UNDER 30 2016

Product Hunt

Site of the Day
2015

Neonroots
2016

Arbor
2016

Our logo
Horizontal version

The Logo, comprised of the Icon & Wordmark, is our primary identifier. It is used in all communications.

Full color versions

ROOTSTRAP

ROOTSTRAP

Black & White versions

ROOTSTRAP

ROOTSTRAP

Our logo
Vertical version

The Logo, comprised of the Icon & Wordmark, is our primary identifier. It is used in all communications.
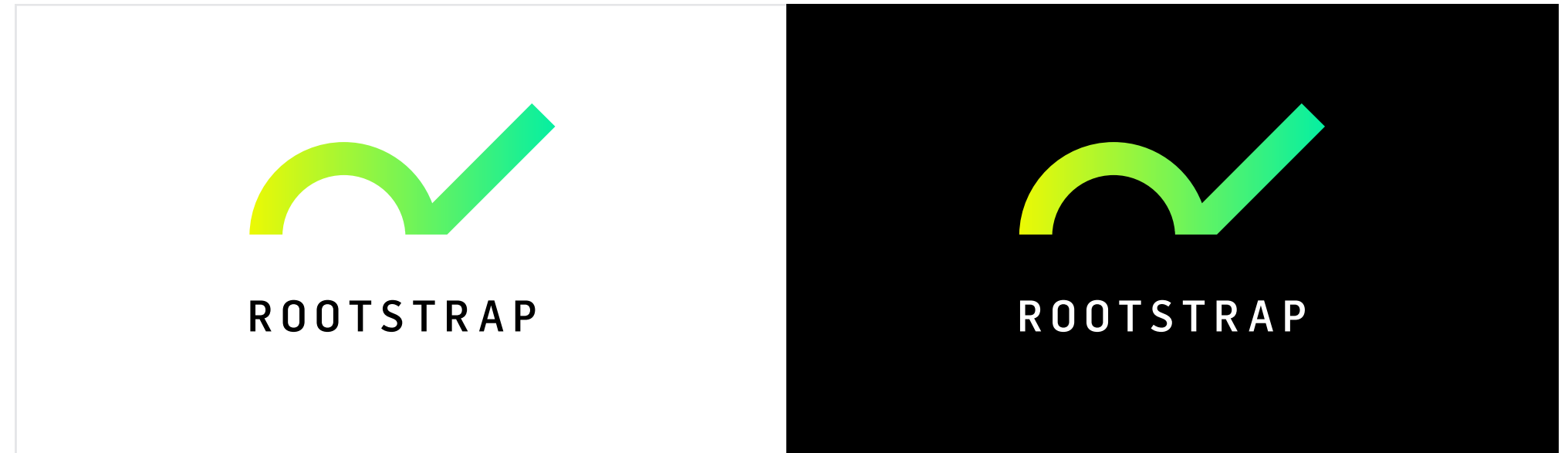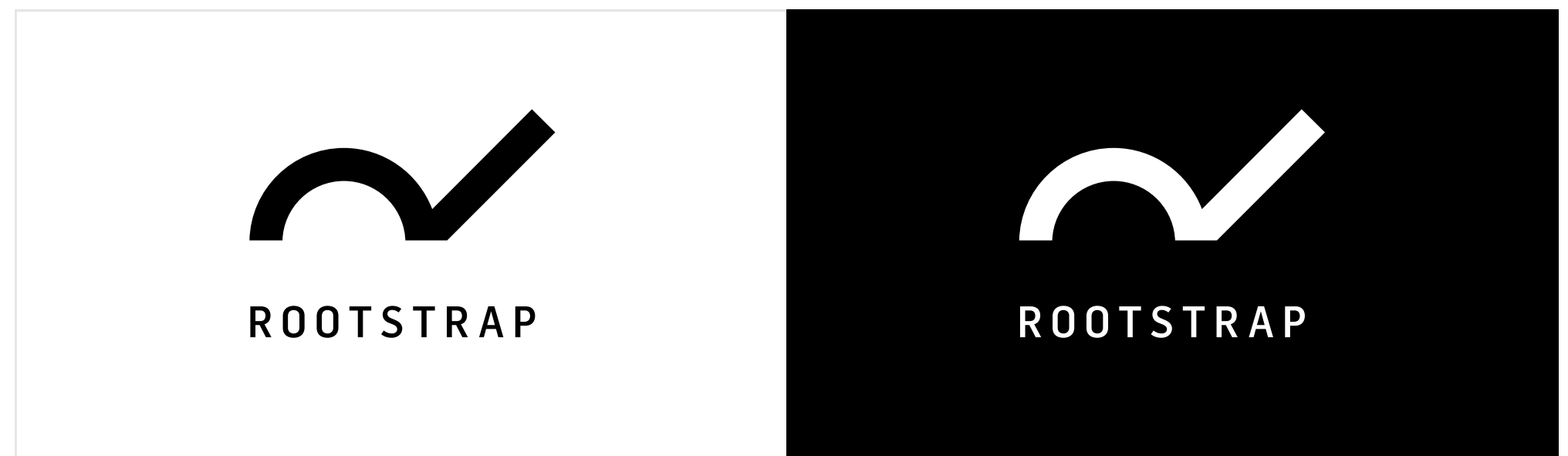
Full color versions

Black & White versions

Our logo
Exclusion zone

To avoid that any element interferes with the brand, let´s try to respect the minimum exclusion zone, in this case created from the repetition of the logo´s "R".

The Exclusion Zone ensures the legibility and impact of the Logo by isolating it from competing visual elements such as text and supporting graphics. This zone should be considered as the absolute minimum safe distance, in most cases the Logo should be given even more room to breath.

Horizontal Version

ROOTSTRAP

Vertical Version

ROOTSTRAP

Our logo Misuse

It is important that the appearance of the Logo remains consistent. The Logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the Logo in any way.

Its orientation, color and composition should remain as indicated in this document — there are no exceptions.

The logo must not be condensed, stretched or deformed.
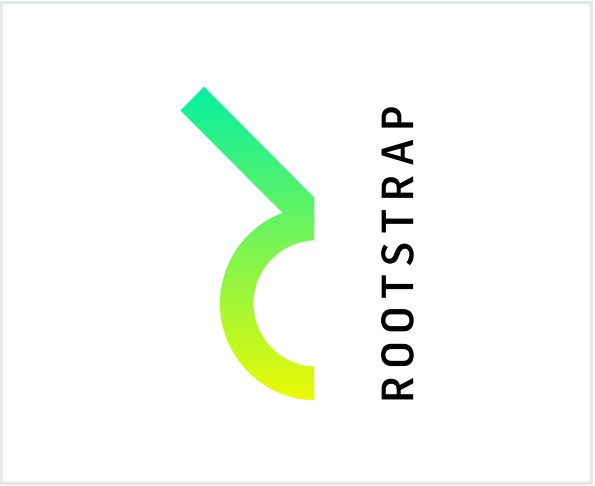
The colors should never be changedor altered.

The components should never change places.

No element of the symbol, not even a node, can be deleted.

The font must be respected.

The logo must not be rotated in order to preserve the recognition of the "R"

Primary Colors

Rootstrap Green is the main color, used to highlight and be a prtoganic visual element.

Rootstrap Gradient

SCREEN
R237 G249 B3
#EDF903

PRINT
PANTONE 396C (NEON)
C12 M0 Y99 K0

SCREEN
R0 G241 B149
#00F498

PRINT
PANTONE 802C (NEON)
C48 M0 Y45 K0

Green

SCREEN
R0 G241 B149
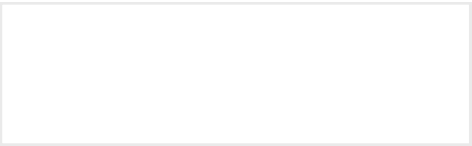#00F498

PRINT
PANTONE 802C (NEON)
C48 M0 Y45 K0

Deep Blue

SCREEN
R0 G0 B53
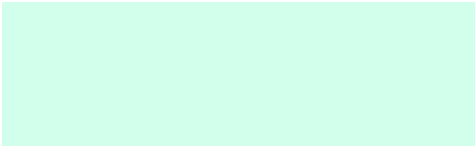#000035

PRINT
PANTONE 532 C
C88 M76 Y30 K82

Secondary Colors

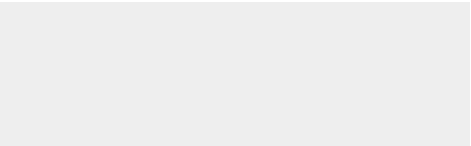Pastel colors are used for backgrounds and as secondary color.

White

SCREEN
R255 G255 B255
#FFFFFF

Pastel Green

SCREEN
R210 G255 B236
#D2FFEC

PRINT
PANTONE 2253C
C21 M0 Y22 K0

Light Grey

SCREEN
R238 G238 B238
#EEEEEE

PRINT
PANTONE 9345 (NEON)
C0 M0 Y0 K15

Grey

SCREEN
R0 G241 B149
#00F498

PRINT
PANTONE 802C (NEON)
C48 M0 Y45 K0

Media Inquires

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Because success isn't determined by what you ship, but by how you adapt.