



BRAND BASICS

Fintech for fulfillment. Built by 3PL operators.

Our mission is simple — **to save 3PLs money.**

ISSUED
7 AUGUST 2026

TYPEFACE
SPACE GROTESK

WEB
rocketfuelrecharge.com

What RocketFuel Recharge is

MISSION

To save 3PLs money.

TAGLINE

Fintech for Fulfillment

A 3PL fronts carrier costs, then waits 30 to 90 days to be paid back — acting as an unpaid bank for its own customers. RocketFuel inverts that. Customers fund a prepaid balance, costs deduct in real time as labels generate through the existing WMS, the balance auto-recharges, and the money lands before the truck leaves the dock.

It also catches carrier billing errors at invoice time rather than 30–90 days later, with no recovery commission.

Case study — Launch Fulfillment

The full story of a 3PL running the platform end to end.

[↓ READ THE CASE STUDY](#)

THE PLATFORM — SIX FEATURES

Recharge Meter

Flip your cash flow. Prepaid balance drawn in real time.

</product/recharge-meter>

Adjustment Reconciliation

Carrier adjustments caught at invoice time. Exceptions handled.

</product/adjustment-reconciliation>

Comprehensive Billing

Invoices, charge types, QBO mapping, real-time notifications.

</product/comprehensive-billing>

Advanced Rate Markups

Per-customer × per-carrier × per-service rule engine.

</product/advanced-rate-markups>

Claims & Disputes

Lost, damaged, delayed — one queue.

</product/claims-and-disputes>

Reporting & Analytics

Dashboards, exports, visual analytics for 3PLs and brands.

</product/reporting-analytics>

Orbit AI

IN DEVELOPMENT

A natural-language layer sitting over the top of the platform — ask a question in plain English, get the profit math back. It is **not** a seventh feature and is still in development; keep any mention of it light.

Horizontal lockup

The primary mark — ratio **4.83 : 1**. White on dark, black on light, full colour on dark only.



WHITE · ON DEEP NAVY, DARK NAVY, DARK FOOTAGE

[↓ PNG](#)

BLACK · ON WHITE AND LIGHT NEUTRALS

[↓ PNG](#)

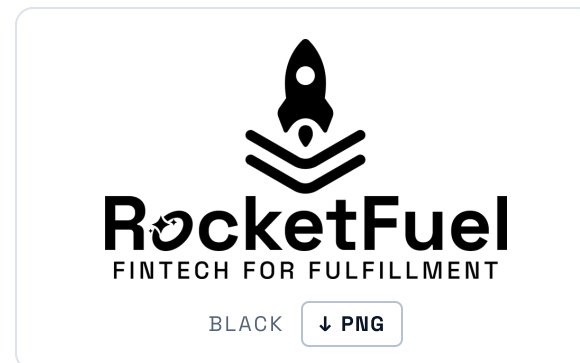
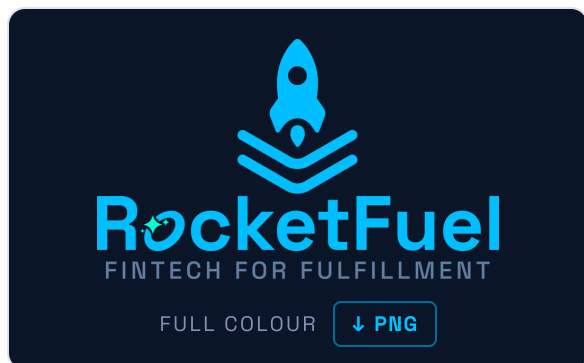
FULL COLOUR · DARK BACKGROUNDS ONLY

[↓ PNG](#)

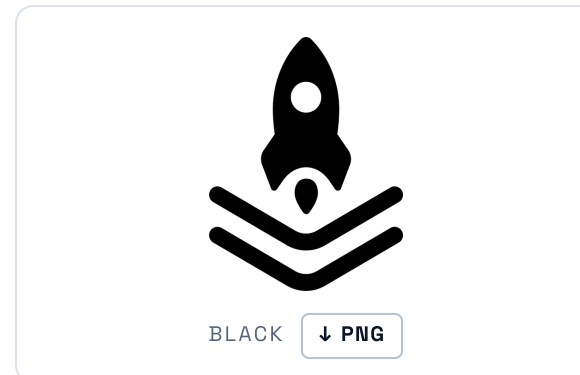
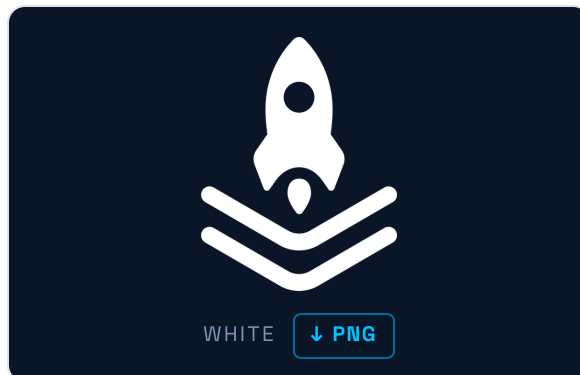
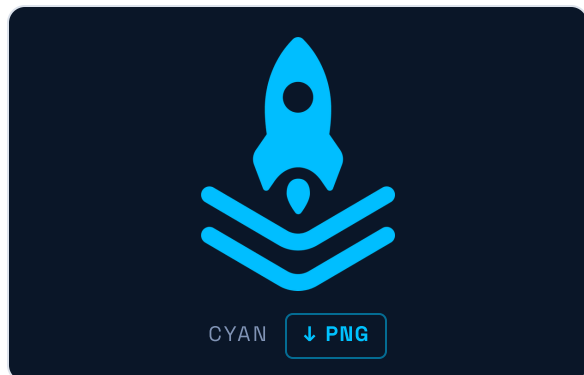
Vertical lockup & icon

Vertical is **1.67 : 1** — use it where the space is square or centred. The icon is **0.78 : 1** and is a secondary mark: small scale, avatars, favicons. Never open a video with the icon alone.

VERTICAL LOCKUP

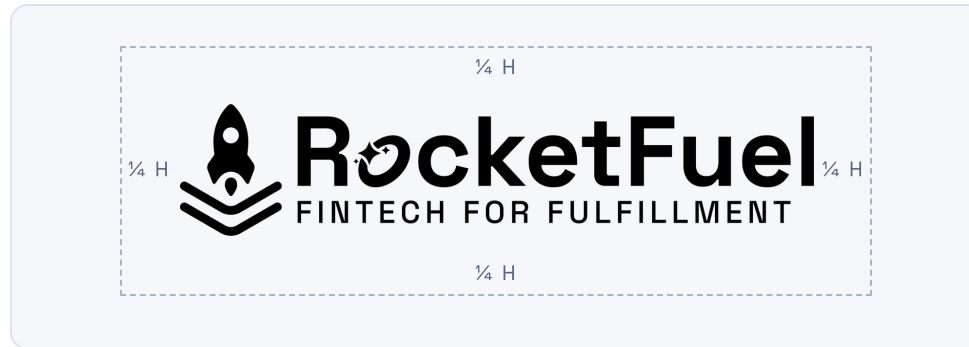


ICON



Margin, size, type & colour

Clear space



Keep clear space equal to **one quarter of the lockup's height** on all four sides. That quarter is exactly **one chevron stroke** — so if the gap looks like one chevron, it is right. Nothing enters it: no type, no rule, no frame edge, no other logo.

Minimum size

The tagline goes illegible first, so it sets the floor.

554 px

min lockup width · 1080p

1107 px

min lockup width · 4K

42 mm

min lockup width · print

Icon

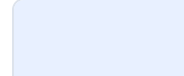
below those, use the icon alone

Typeface

Space Grotesk sets everything — display and body. There is no second typeface. Its variable axis stops at **700**, so never apply a “faux bold” to a lighter cut. The wordmark itself is custom lettering, not type — never re-set it in Space Grotesk.

↓ SPACE GROTESK WOFF2

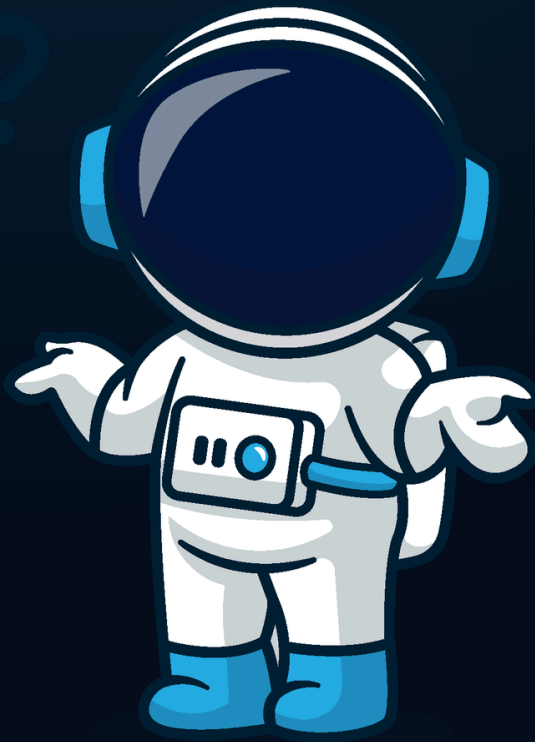
Colour

								
Electric Cyan #00C2FF	Neon Teal #00FFD1	Cool Cream #D2CFC0	Signal Red #FF4136	Cloud White #E8F0FF	Steel Blue #8093B5	Dark Navy #0A1628	Deep Navy #050C1A	Void Black #020810

Roughly **70% dark field** · **20% neutral text** · **10% accent** — accents are signals, not decoration. Two things to avoid: **white type on cyan** (1.80:1, illegible — put Deep Navy on it instead) and **green**, which was retired from the brand entirely.

Orbit

Our mascot. Two variants, each a direct download.



QUESTION

[↓ PNG](#)

OPERATIONS

[↓ PNG](#)