ROSSUM

Created by the Rossum team
Tools used: Figma, Midjourney, Adobe

Core principles and visual guidelines

Brand book

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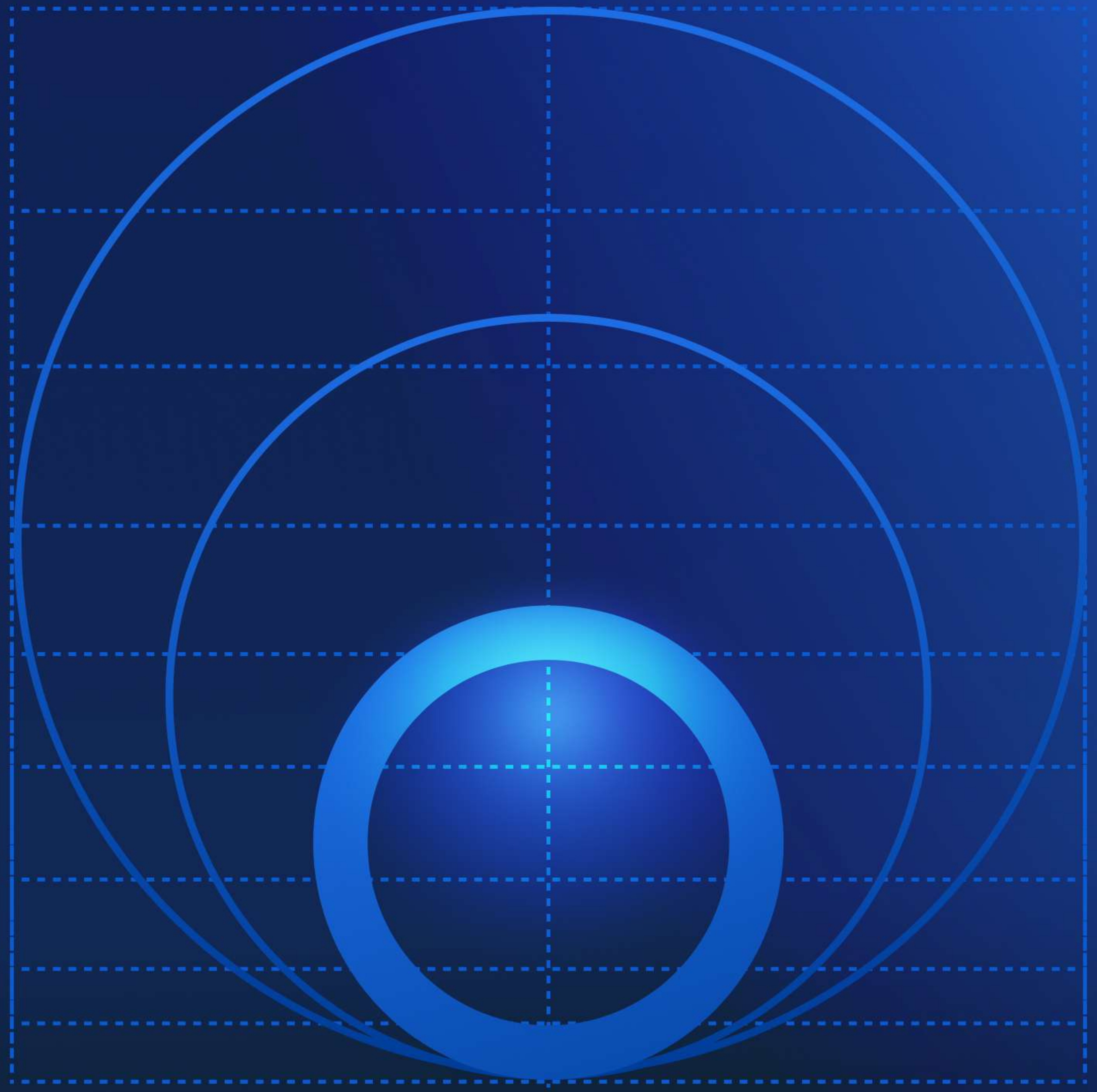


Intro

We envision a future where AI and humans collaborate to achieve unparalleled performance and innovation. With a conversational, personable, and knowledgeable voice, we share expertise grounded in data. Our brand book ensures consistency in how we express our identity, uniting all visual assets.

Tone of voice

Our transactional document automation platform delivers unmatched productivity & accuracy for enterprise businesses. We automate document processing end to end, protecting companies from document-based risk, improving relationships with business partners, and unlocking strategic insights to fuel business transformation.

We dream of a future where the collaboration between AI and humans delivers unparalleled performance, creativity, and innovation.

Brand voice

Human, inspiring, accessible, precise, trustworthy

Target audience

Leaders looking for maximum productivity & efficiency

Our mission

We are obsessed with building AI-first, cloud-native technologies that enable one person to effortlessly process one million transactions from start to finish.

Elevator pitch

Unlike other IDP platforms, Rossum automates your entire transactional document process end to end, from reading and answering emails to document approvals.

Our specialized AI handles millions of complex documents, acting as a cloud platform that connects seamlessly with your business partners.

We involve humans and technology where they bring the most business value, for maximum return on automation. Built for real-world enterprise needs, Rossum continuously adapts and integrates with your IT system.

Our pillars

01

AI-first & cloud-native

Benefit from the next generation of AI technology, trained on the world's largest transactional document dataset.

02

End-to-end automation

Orchestrate the transactional process end to end, from document understanding to workflows & communication, extensions & integrations, and reporting & insights.

03

We work ~~for~~ with you

We involve humans and technology where they bring the most business value, for maximum return on automation.

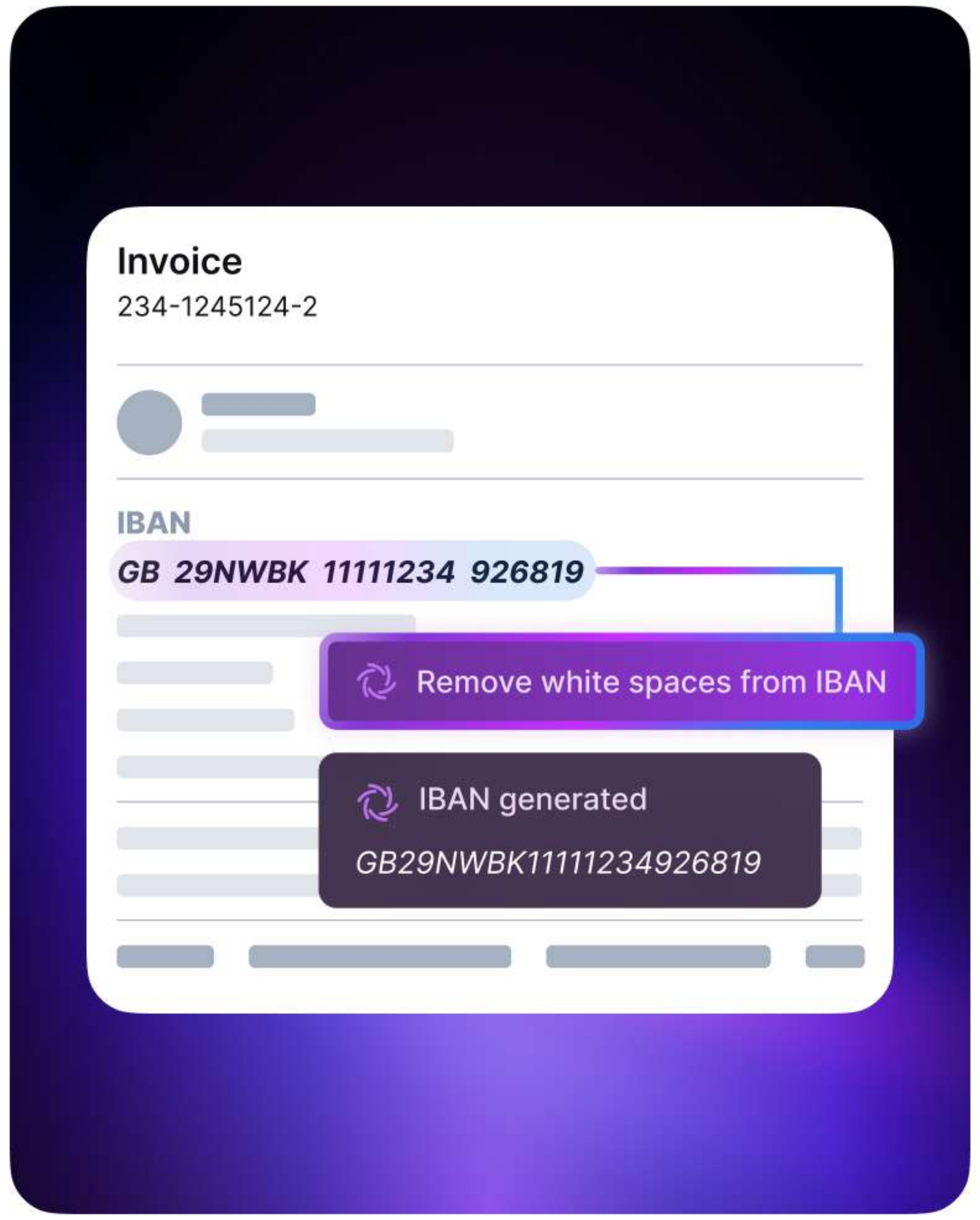
ROSSUM

Automate your transactional workflows

AI-first, cloud-native platform that will automate your entire transactional document process end to end.

Learn more at **rossum.ai**

ROSSUM
Automate your transactional workflows
AI-first cloud platform to automate your entire transactional document processing.
Learn more at rossum.ai



Invoice
234-1245124-2

IBAN
GB 29NWBK 11111234 926819

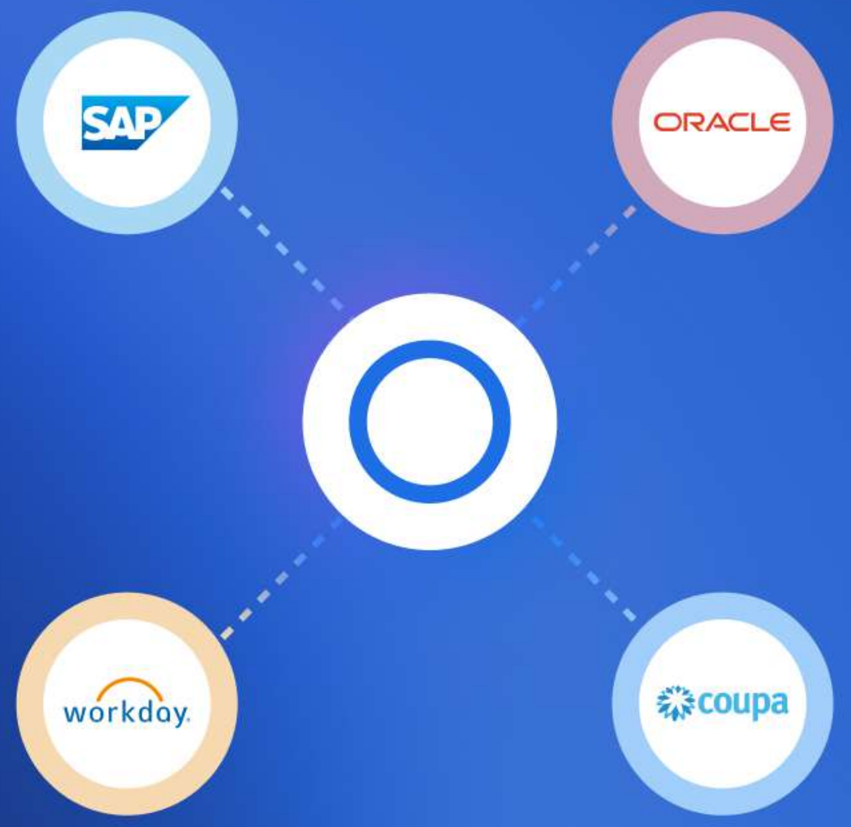
Remove white spaces from IBAN

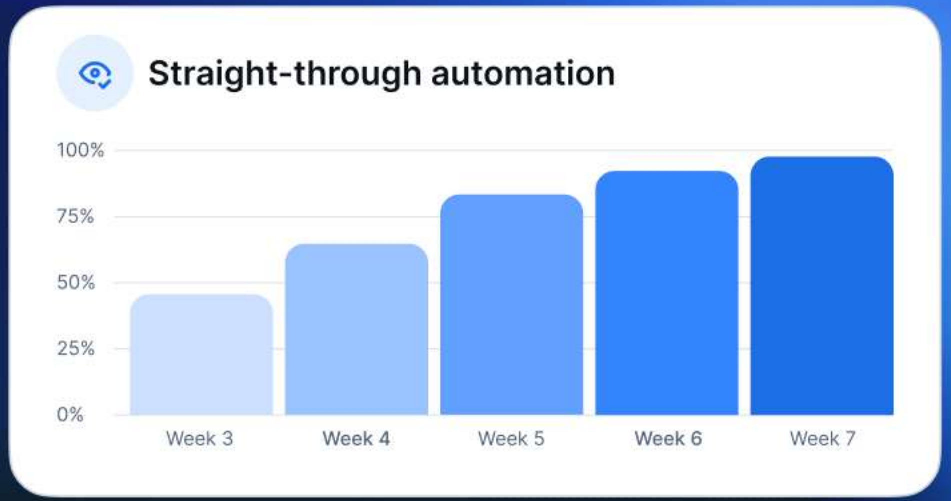
IBAN generated
GB29NWBK11111234926819

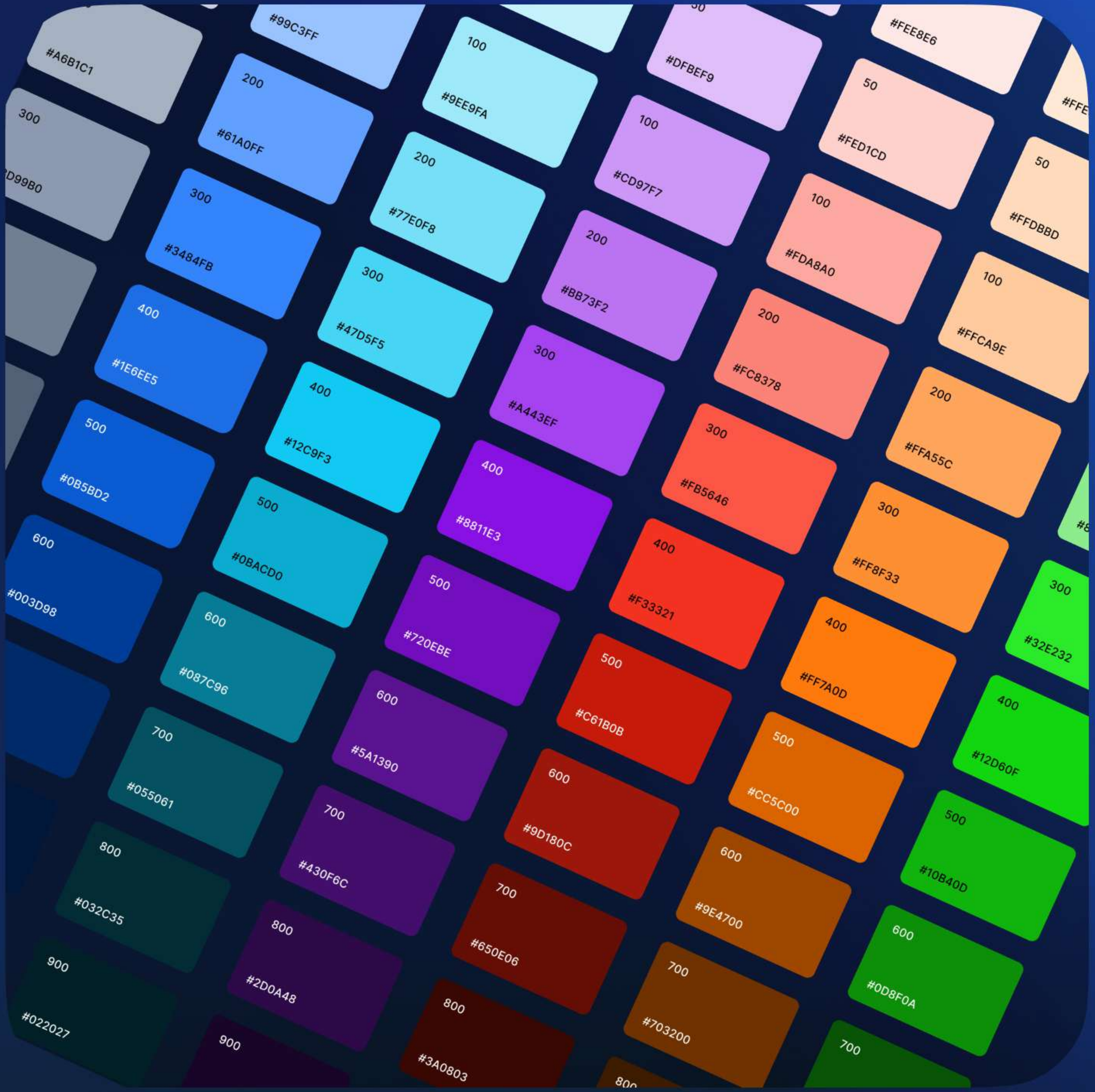
ROSSUM

Integrate with your downstream system

Take the burden off systems integrators
with seamless integrations into your downstream ERP.


SAP
ORACLE
workday
coupa




#A6B1C1
300
D99B0
#99C3FF
200
#61A0FF
300
#3484FB
400
#1E6EE5
500
#0B5BD2
600
#003D98
100
#9EE9FA
200
#77E0F8
300
#47D5F5
400
#12C9F3
500
#0BACD0
600
#087C96
700
#055061
800
#032C35
900
#022027
#DFBEF9
100
#CD97F7
200
#BB73F2
300
#A443EF
400
#8811E3
500
#720EBE
600
#5A1390
700
#430F6C
800
#2D0A48
900
#FEE8E6
50
#FED1CD
100
#FDA8A0
200
#FC8378
300
#FB5646
400
#F33321
500
#C61B0B
600
#9D180C
700
#650E06
800
#3A0803
50
#FFDBBD
100
#FFCA9E
200
#FFA55C
300
#FF8F33
400
#FF7A0D
500
#CC5C00
600
#9E4700
700
#703200
800
300
#32E232
400
#12D60F
500
#10B40D
600
#0D8F0A
700

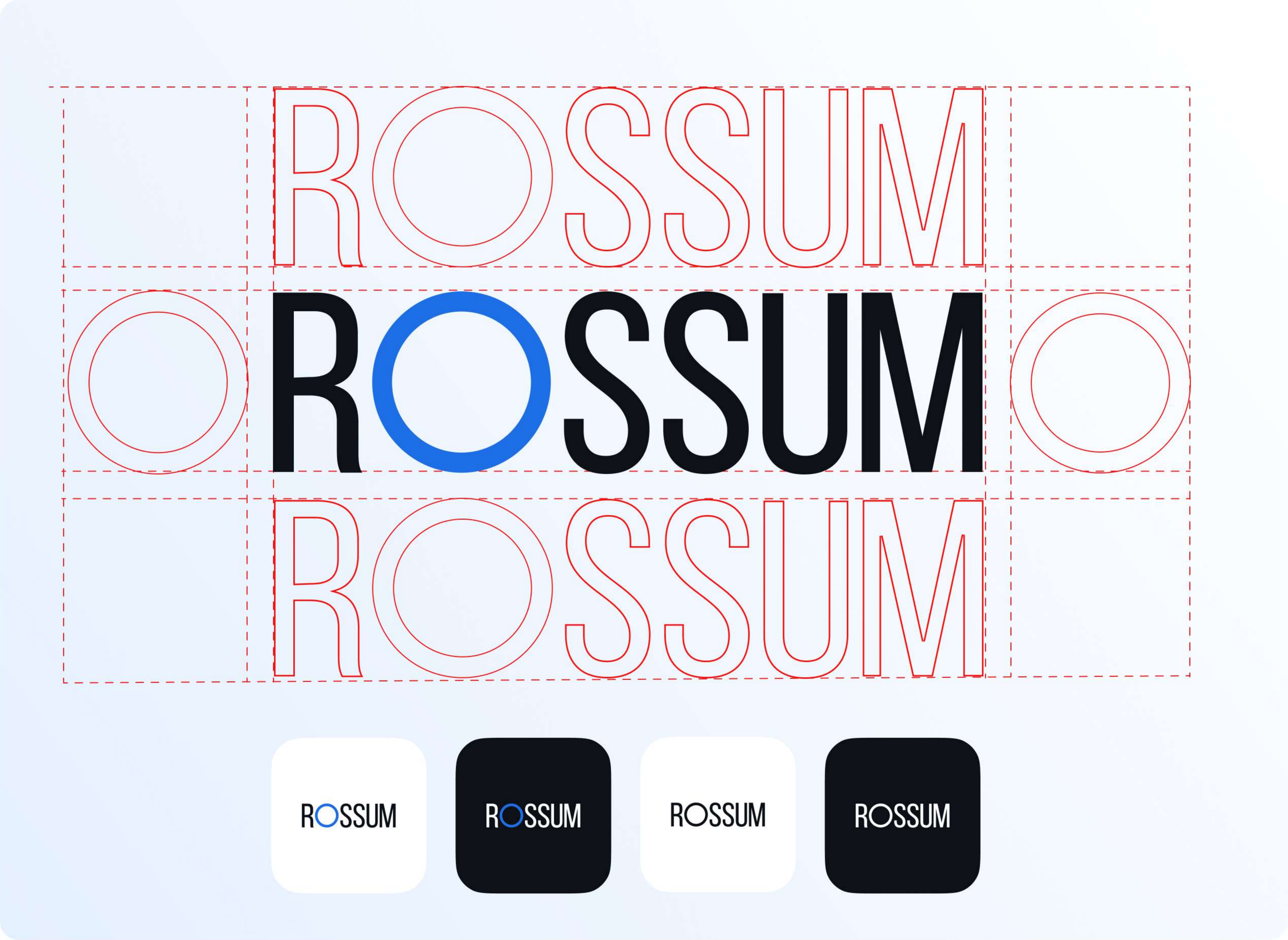
Graphic foundations

Our graphic foundations define the core visual elements that shape Rossum's identity. From colors and typography to layouts and patterns, these elements ensure consistency and clarity across all touchpoints, creating a cohesive and recognizable brand experience.

Logos

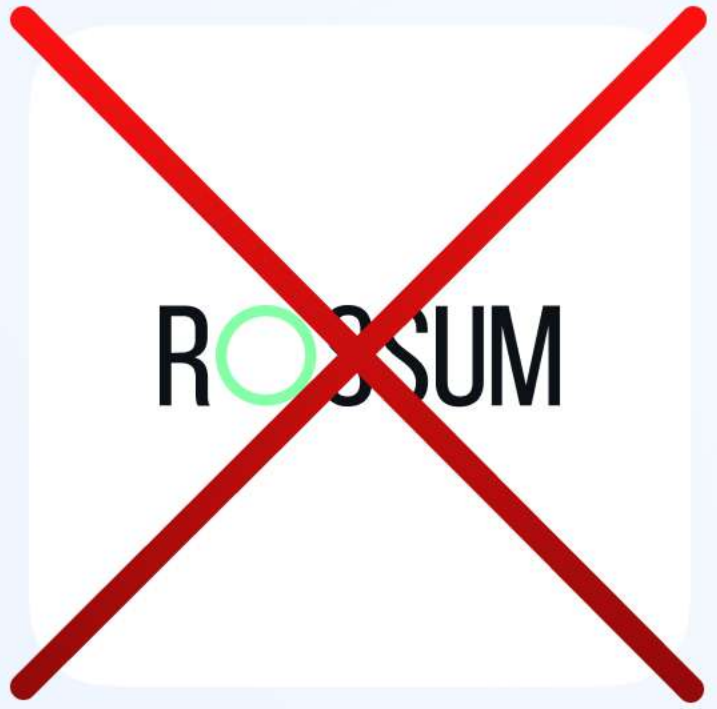
Logo/ Wordmark

Rossum's wordmark is the most recognizable visual element of our company, epitomizing our brand's identity. We've designed four main variants to ensure legibility across all mediums. These variants are crafted to adapt seamlessly to different contexts, preserving the clarity and impact of our visual signature.

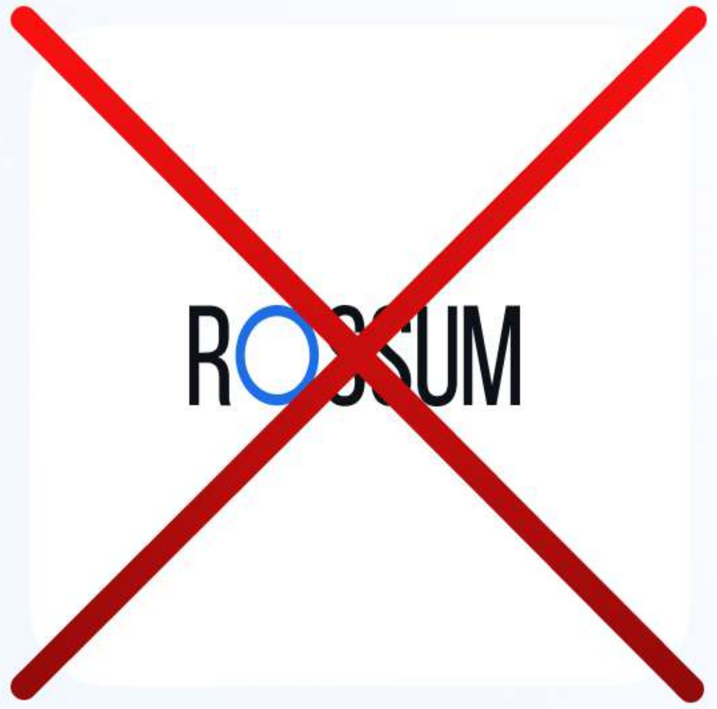

ROSSUM
ROSSUM
ROSSUM
ROSSUM
ROSSUM
ROSSUM
ROSSUM

Wordmark don’ts

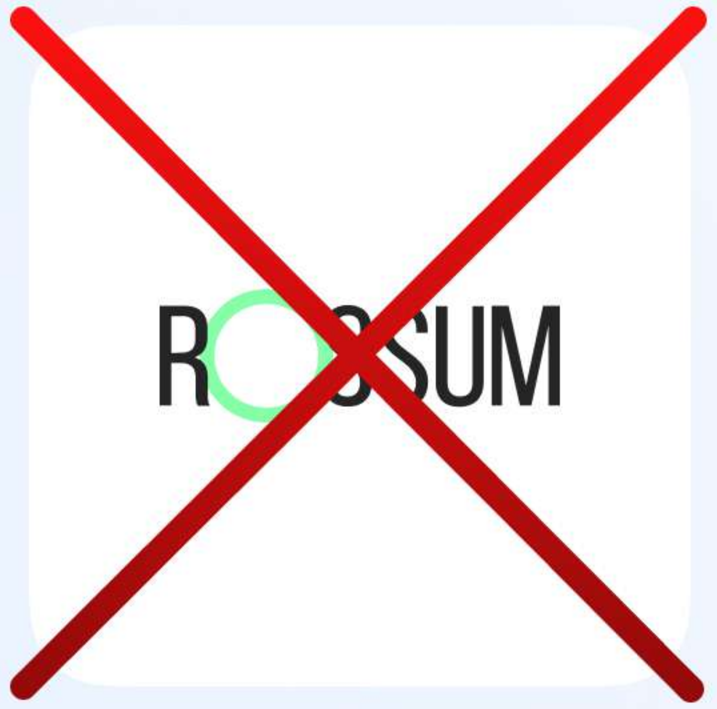
Ensure the integrity of our wordmark by maintaining its original design across all mediums. Avoid any alterations, such as stretching, changing colors, or applying unauthorized effects, as these will compromise its recognizability and consistency. Preserving the wordmark's original form is essential to upholding our brand's identity and ensuring its consistent representation.



Do not change the colour of the symbol

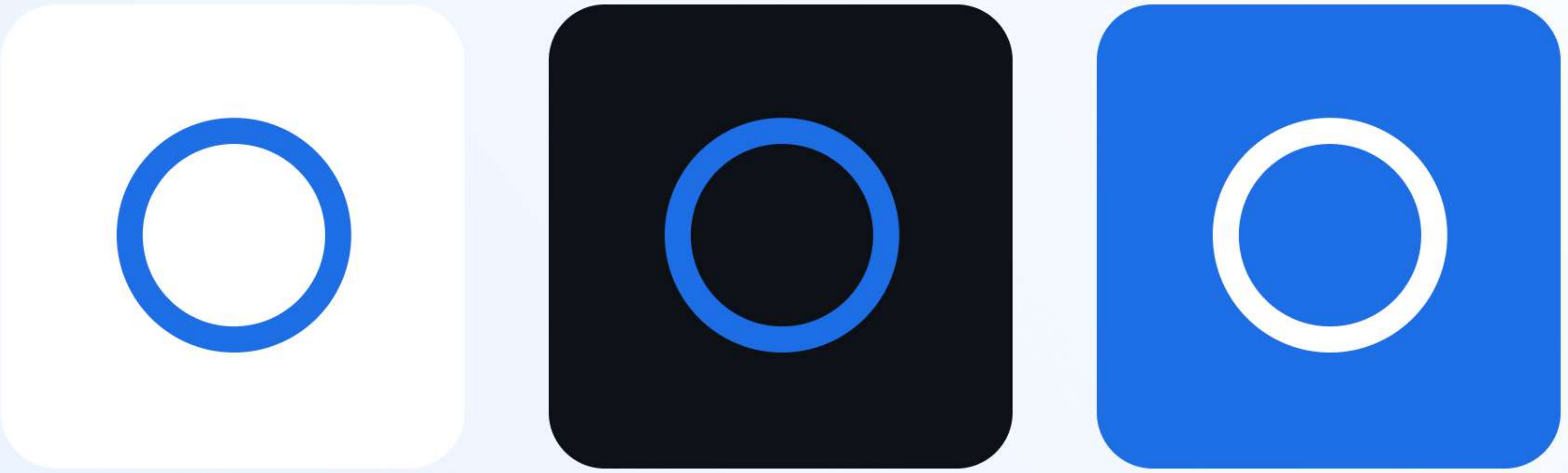


Do not stretch and alter our logo in any way



Do not change the size of position of the symbol

Do not use our logo on busy backgrounds or patterns



Symbol

Our circle symbol is an abbreviation of our logo, and represents unity.

It’s used in internal communication, social media cover images, our favicon, etc., where space is limited.

Typeface

Primary typeface

We use Inter as our primary typeface for its modern, clean, and highly legible design, perfectly suited to digital-first applications. Its versatility and clarity make it an excellent choice for creating a professional and approachable brand identity, ensuring that all communication is accessible and easy to read across platforms.
Inter’s geometric and neutral style complements our brand's focus on precision and innovation.

Inter

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#&$€%@!?*

Aa **Regular** Font weight: 400

Aa **Semibold** Font weight: 600

Aa **Bold** Font weight: 700

Colors

Primary color palette

Our primary color palette, while deliberately limited, serves as the foundation for consistency across our designs. These core colors act as the grounding elements that unify our diverse creations, functioning effectively as accent colors. This strategic limitation ensures that our designs maintain a cohesive identity, allowing for instant recognition and a strong brand presence. Through these carefully chosen hues, we establish a visual language that both distinguishes and connects our various outputs.

Sky Blue
#1E6EE5
C:88 M:61 Y:0 K:10
Pantone 285 C

Pure White
#FFFFFF
C:00 M:00 Y:00 K:00
Pantone White

Dark Sky Blue
#003D98
C:100 M:74 Y:0 K:40
Pantone 294 C

Black
#0D1117
C:82 M:72 Y:59 K:78
Pantone Black 6 C

Secondary color palette

Our secondary color palette enhances our design options, offering more variety and flexibility. It works alongside our primary colors to create a bold and dynamic look, adding energy and excitement to our designs. This selection is designed to connect with our audience on an emotional level, improving the user experience and strengthening our brand's identity.

Warning Orange
#FF7A0D

Error Red
#F33321

Aurora AI Purple
#8811E3

Caution Yellow
#FFC300

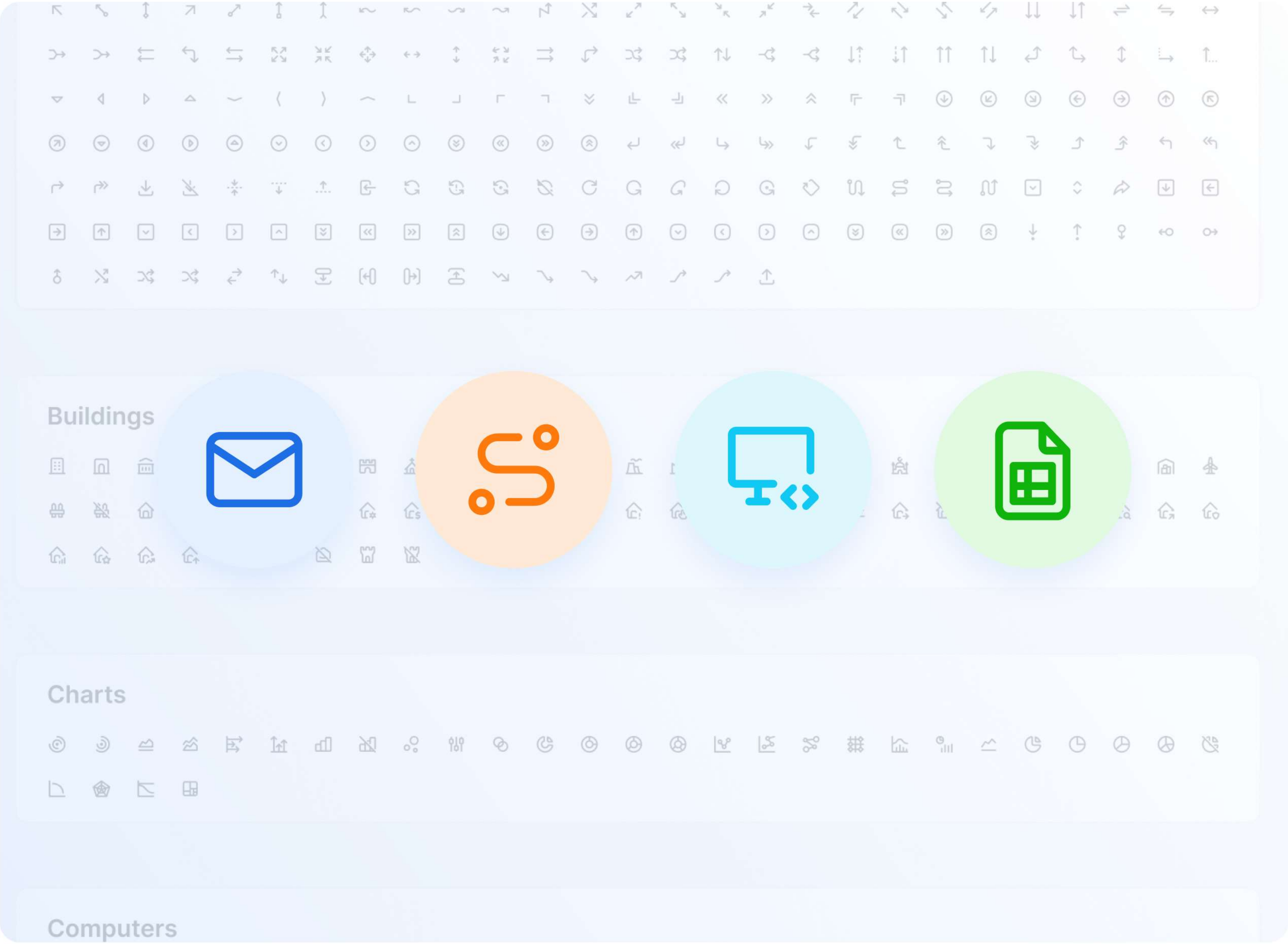
Success Green
#10B40D

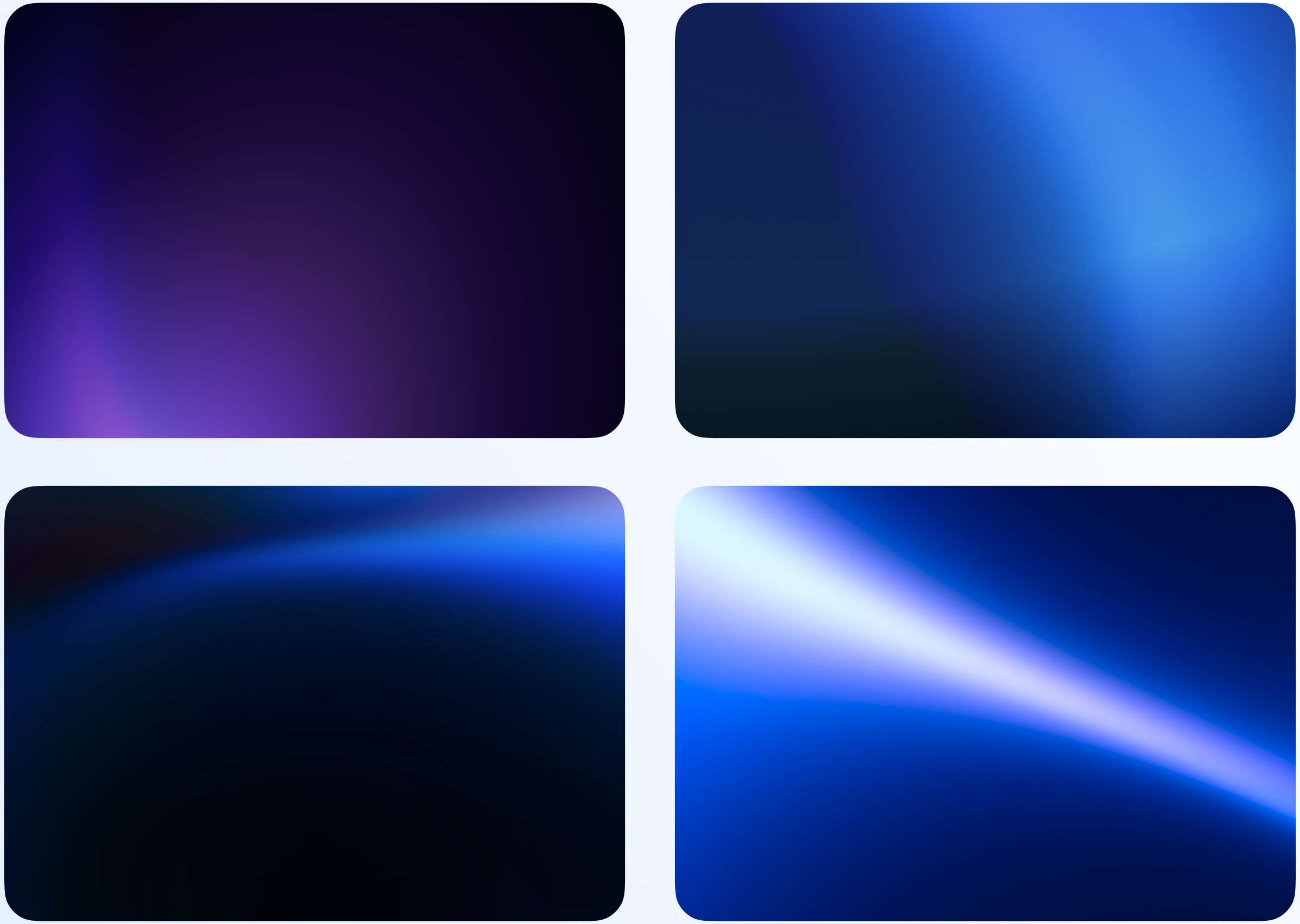
Pale Blue
#E5F0FF

Iconography

Icons

We use Tabler Icons that are a comprehensive, versatile icon library crafted for seamless integration into modern UI design. Tabler Icons fully support Figma component color and stroke overrides, adapting effortlessly to any style.


Buildings
Charts
Computers



Gradients

Image gradients

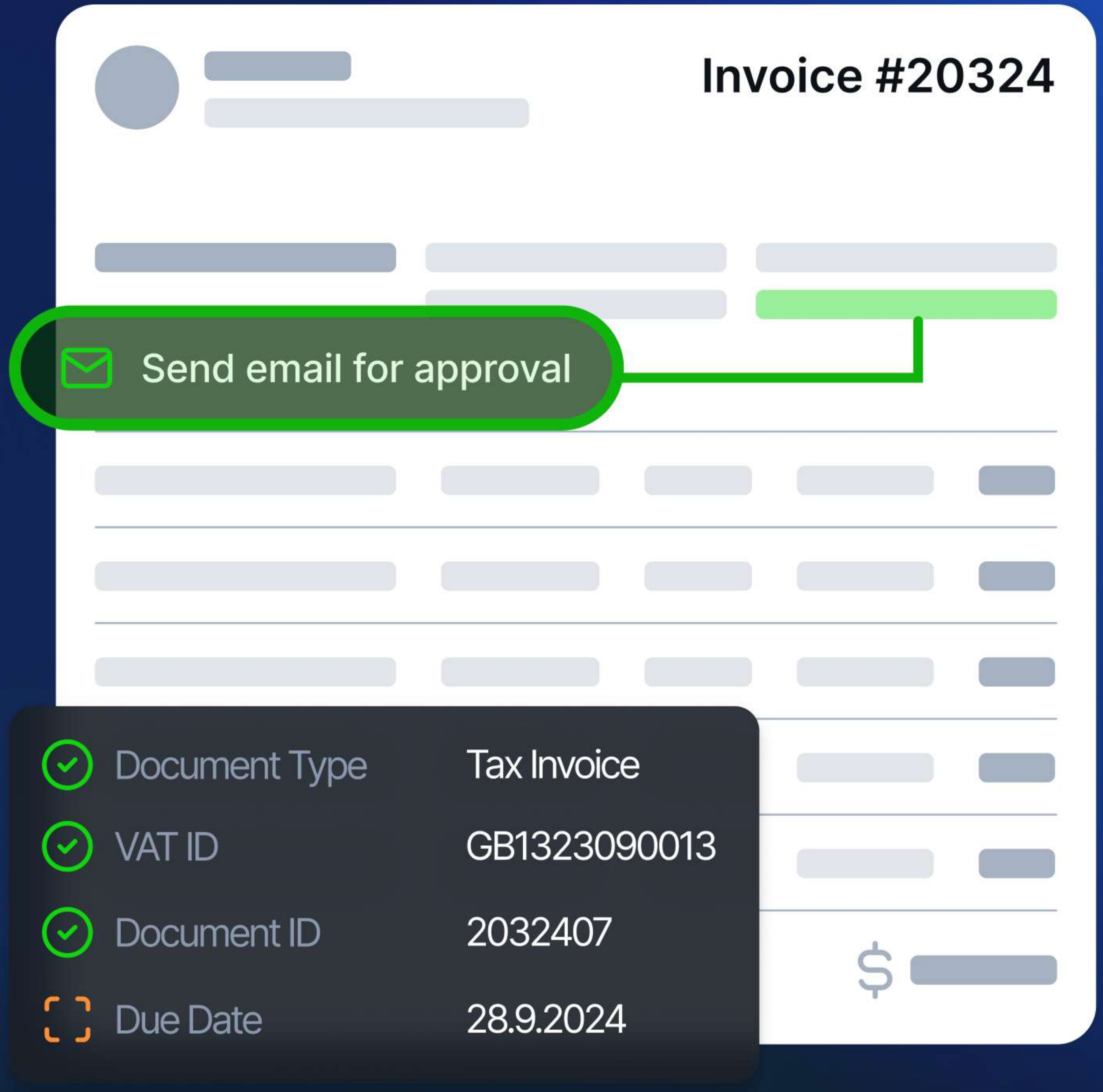
We use pre-made abstract gradients for most of our GTM materials. This set of gradients is leveraged to show modernity and fluidity of the Rossum brand.

Photography

Photography

Illustrative graphics are used primarily across our website to display our platform features. Designed to provide a clear illustration of a specific feature.

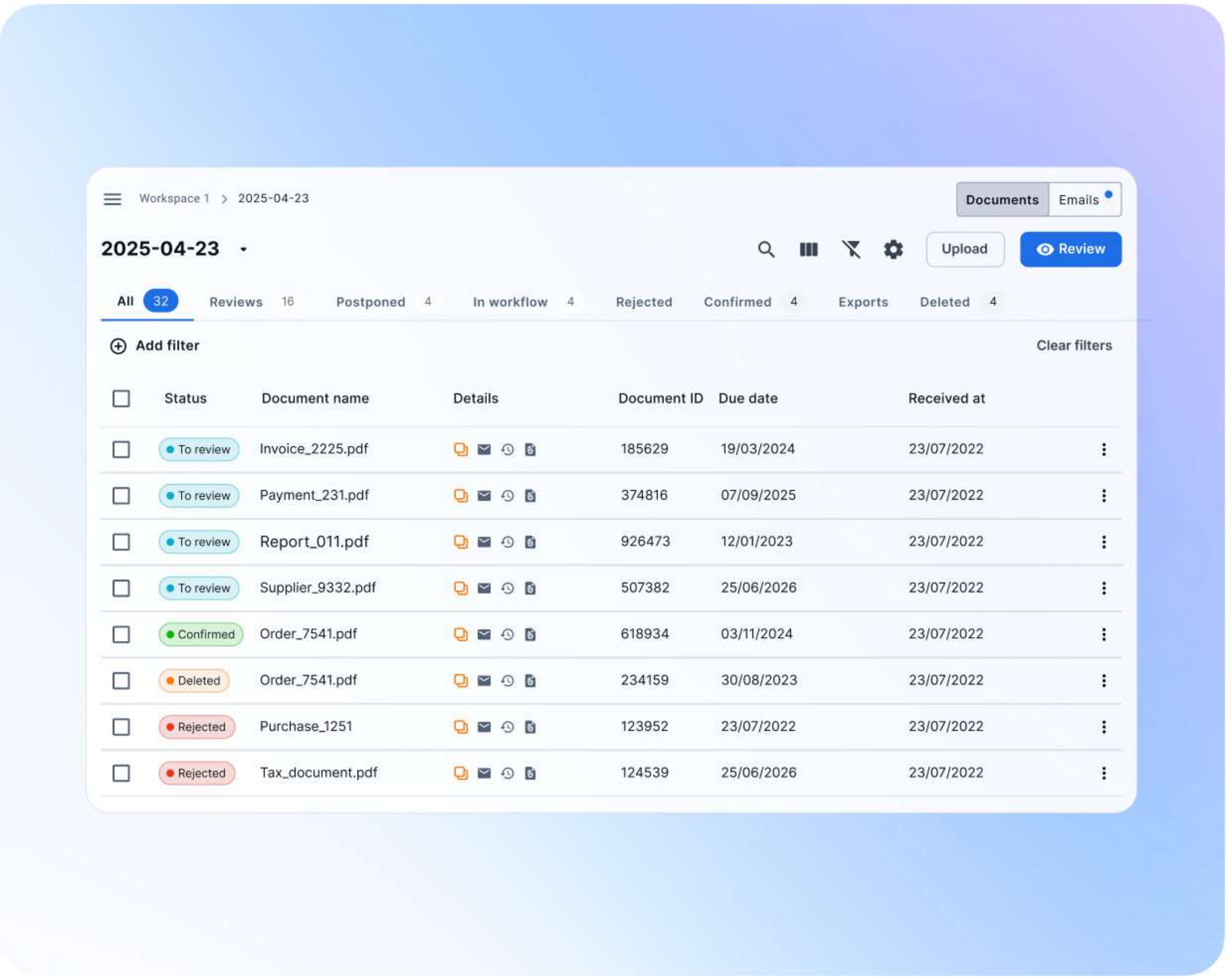
Photographs are secondary images used on our website and blog to humanize our brand and provide eye contact.



✓ Document Type	Tax Invoice
✓ VAT ID	GB1323090013
✓ Document ID	2032407
Due Date	28.9.2024

UI elements

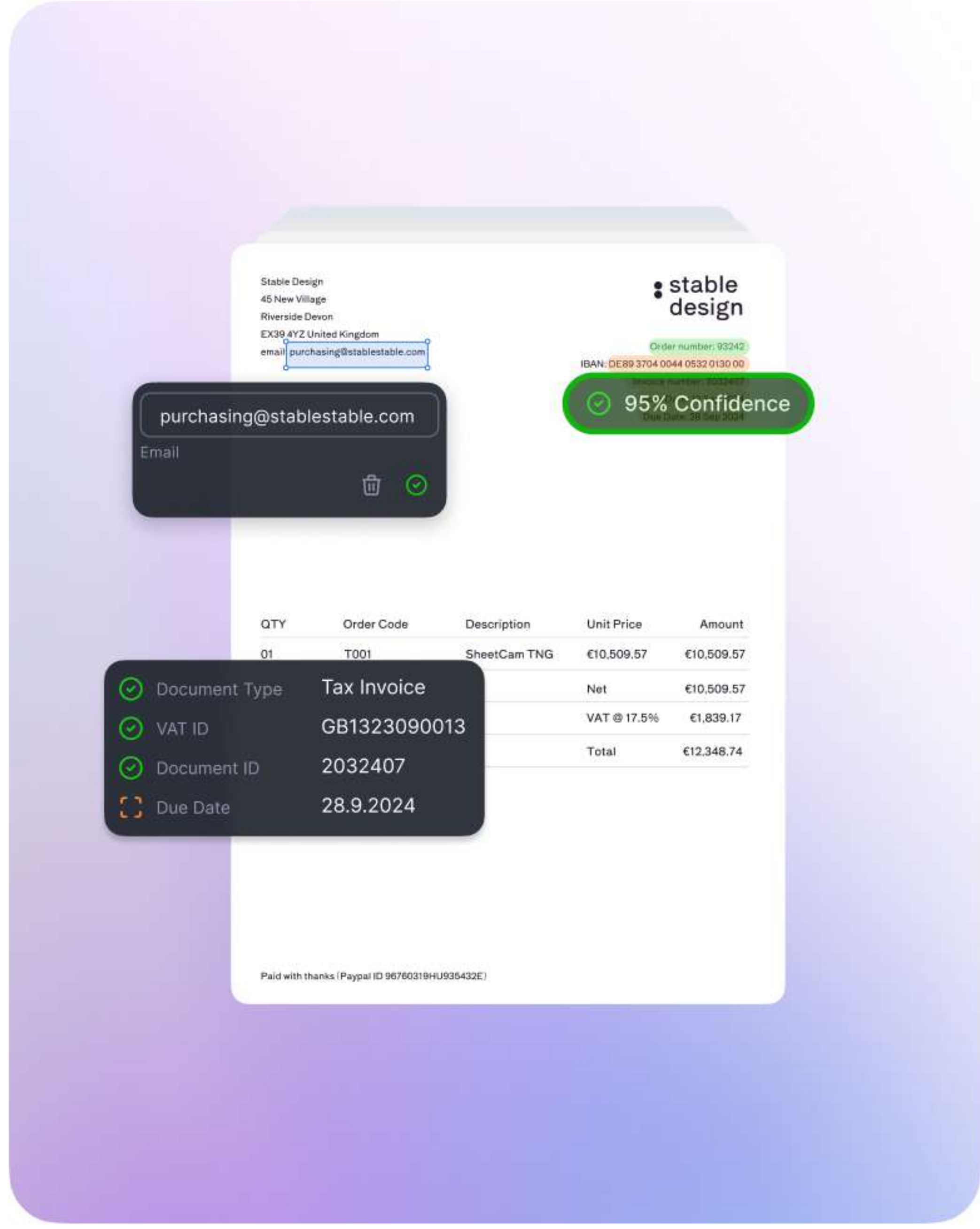
We use graphically edited UI to represent real look and feel of our product in marketing materials. When showcasing our platform in UI, we aim to keep the UI in 1:1 container for easier export into other channels. You can combine light and dark background if applicable.


Workspace 1 > 2025-04-23
Documents
Emails
Upload
Review

2025-04-23

All 32
Reviews 16
Postponed 4
In workflow 4
Rejected
Confirmed 4
Exports
Deleted 4
Add filter
Clear filters

☐	Status	Document name	Details	Document ID	Due date	Received at
☐	To review	Invoice_2225.pdf		185629	19/03/2024	23/07/2022
☐	To review	Payment_231.pdf		374816	07/09/2025	23/07/2022
☐	To review	Report_011.pdf		926473	12/01/2023	23/07/2022
☐	To review	Supplier_9332.pdf		507382	25/06/2026	23/07/2022
☐	Confirmed	Order_7541.pdf		618934	03/11/2024	23/07/2022
☐	Deleted	Order_7541.pdf		234159	30/08/2023	23/07/2022
☐	Rejected	Purchase_1251		123952	23/07/2022	23/07/2022
☐	Rejected	Tax_document.pdf		124539	25/06/2026	23/07/2022


Stable Design
45 New Village
Riverside Devon
EX39 4YZ United Kingdom
email: purchasing@stablestable.com

stable design

Order number: 93242
IBAN: DE89 3704 0044 0532 0130 00

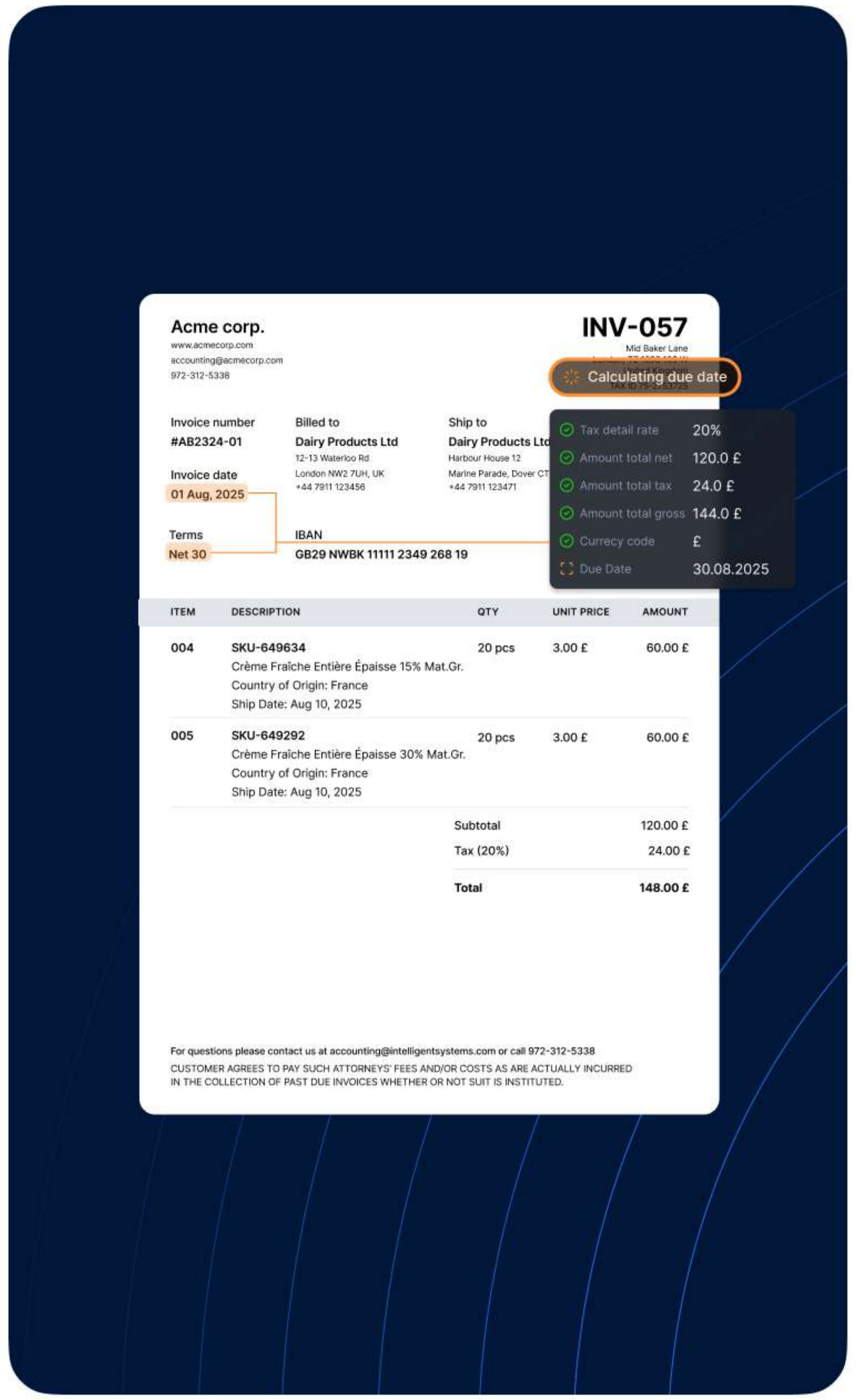
95% Confidence

purchasing@stablestable.com
Email

QTY	Order Code	Description	Unit Price	Amount
01	T001	SheetCam TNG	€10,509.57	€10,509.57
			Net	€10,509.57
			VAT @ 17.5%	€1,839.17
			Total	€12,348.74

Paid with thanks (Paypal ID 96760319HU935432E)

Document Type	Tax Invoice
VAT ID	GB1323090013
Document ID	2032407
Due Date	28.9.2024


Acme corp.
www.acmecorp.com
accounting@acmecorp.com
972-312-5338

INV-057
Mid Baker Lane

Calculating due date

Invoice number
#AB2324-01

Invoice date
01 Aug, 2025

Terms
Net 30

Billed to
Dairy Products Ltd
12-13 Waterloo Rd
London NW2 7UH, UK
+44 7911 123456

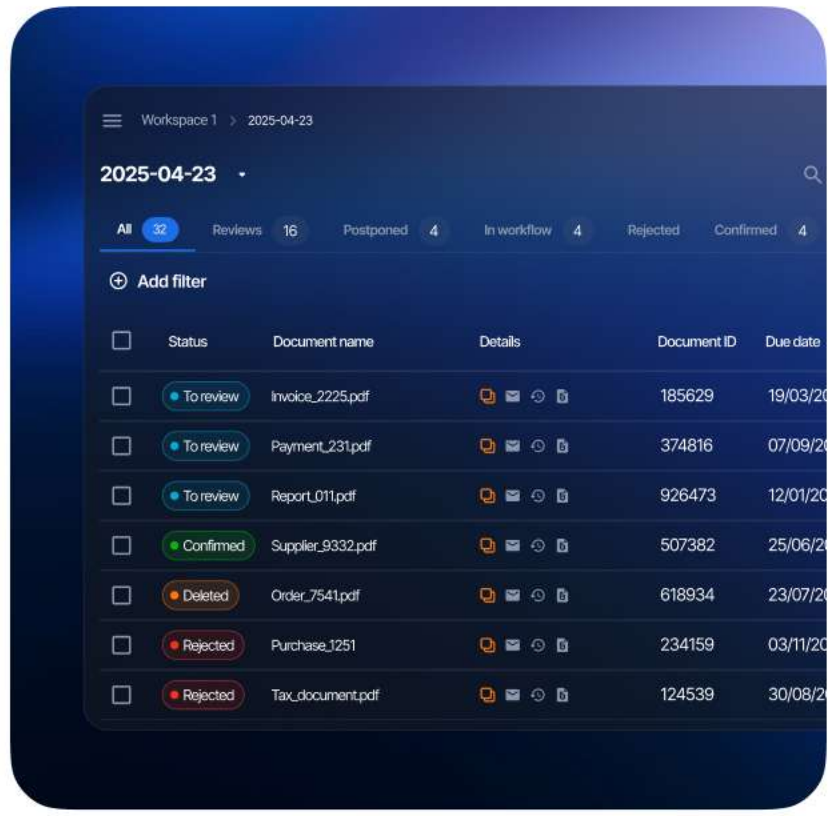
Ship to
Dairy Products Ltd
Harbour House 12
Marine Parade, Dover CT
+44 7911 123471

IBAN
GB29 NWBK 11111 2349 268 19

Tax detail rate	20%
Amount total net	120.0 £
Amount total tax	24.0 £
Amount total gross	144.0 £
Currecy code	£
Due Date	30.08.2025

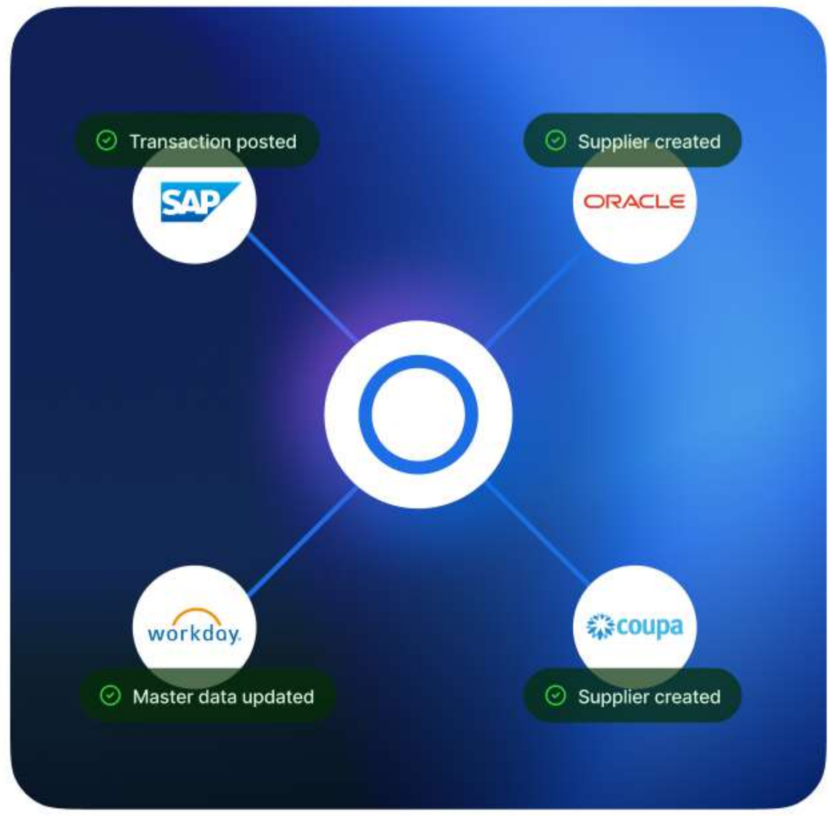
ITEM	DESCRIPTION	QTY	UNIT PRICE	AMOUNT
004	SKU-649634 Crème Fraîche Entière Épaisse 15% Mat.Gr. Country of Origin: France Ship Date: Aug 10, 2025	20 pcs	3.00 £	60.00 £
005	SKU-649292 Crème Fraîche Entière Épaisse 30% Mat.Gr. Country of Origin: France Ship Date: Aug 10, 2025	20 pcs	3.00 £	60.00 £
	Subtotal			120.00 £
	Tax (20%)			24.00 £
	Total			**148.00 £**

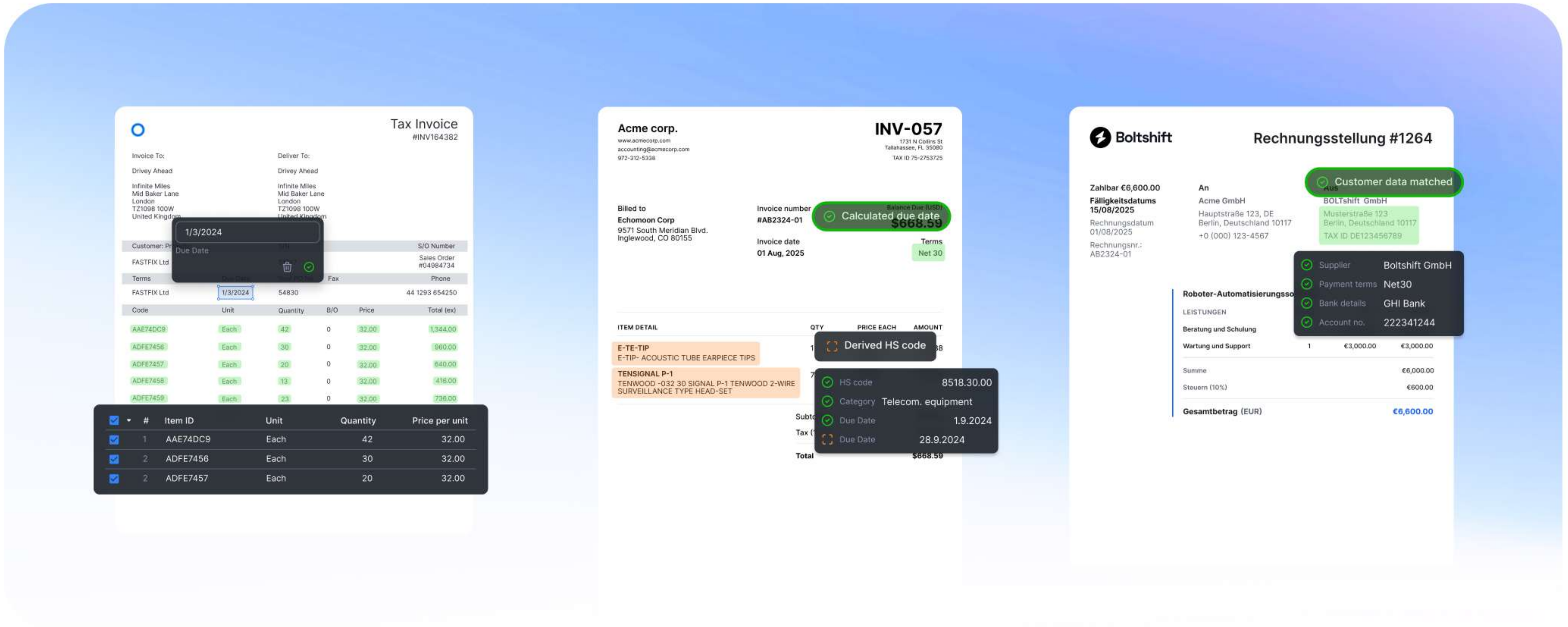
For questions please contact us at accounting@intelligentsystems.com or call 972-312-5338
CUSTOMER AGREES TO PAY SUCH ATTORNEYS' FEES AND/OR COSTS AS ARE ACTUALLY INCURRED IN THE COLLECTION OF PAST DUE INVOICES WHETHER OR NOT SUIT IS INSTITUTED.


Workspace 1 > 2025-04-23
All 32
Reviews 16
Postponed 4
In workflow 4
Rejected
Confirmed 4
Add filter

2025-04-23

☐	Status	Document name	Details	Document ID	Due date
☐	To review	Invoice_2225.pdf		185629	19/03/2
☐	To review	Payment_231.pdf		374816	07/09/2
☐	To review	Report_011.pdf		926473	12/01/2
☐	Confirmed	Supplier_9332.pdf		507382	25/06/2
☐	Deleted	Order_7541.pdf		618934	23/07/2
☐	Rejected	Purchase_1251		234159	03/11/2
☐	Rejected	Tax_document.pdf		124539	30/08/2


Transaction posted
SAP
Supplier created
ORACLE
workday.
Master data updated
coupa
Supplier created


Tax Invoice
#INV164382

Invoice To:
Drivey Ahead
Infinite Miles
Mid Baker Lane
London
TZ1098 100W
United Kingdom

Deliver To:
Drivey Ahead
Infinite Miles
Mid Baker Lane
London
TZ1098 100W
United Kingdom

1/3/2024
Due Date

Customer:			S/O Number
FASTFIX Ltd			Sales Order #04984734

Terms	Due Date		Fax	Phone
FASTFIX Ltd	1/3/2024	54830		44 1293 654250

Code	Unit	Quantity	B/O	Price	Total (ex)
AAE74DC9	Each	42	0	32.00	1,344.00
ADFE7456	Each	30	0	32.00	960.00
ADFE7457	Each	20	0	32.00	640.00
ADFE7458	Each	13	0	32.00	416.00
ADFE7459	Each	23	0	32.00	736.00

☑	#	Item ID	Unit	Quantity	Price per unit
☑	1	AAE74DC9	Each	42	32.00
☑	2	ADFE7456	Each	30	32.00
☑	2	ADFE7457	Each	20	32.00

Acme corp.
www.acmecorp.com
accounting@acmecorp.com
972-312-5338

INV-057
1731 N Collins St
Tallahassee, FL 35080
TAX ID 75-2753725

Billed to
Echomoon Corp
9571 South Meridian Blvd.
Inglewood, CO 80155

Invoice number
#AB2324-01

Invoice date
01 Aug, 2025

Balance Due (USD)
$668.59

Terms
Net 30

Calculated due date
Derived HS code

ITEM DETAIL	QTY	PRICE EACH	AMOUNT
E-TE-TIP E-TIP- ACOUSTIC TUBE EARPIECE TIPS	1		
TENSIGNAL P-1 TENWOOD -032 30 SIGNAL P-1 TENWOOD 2-WIRE SURVEILLANCE TYPE HEAD-SET	7		
Total			$668.59

HS code	8518.30.00
Category	Telecom. equipment
Due Date	1.9.2024
Due Date	28.9.2024

Boltshift

Rechnungsstellung #1264

Customer data matched

Zahlbar €6,600.00
Fälligkeitsdatums 15/08/2025
Rechnungsdatum 01/08/2025
Rechnungsnr.: AB2324-01

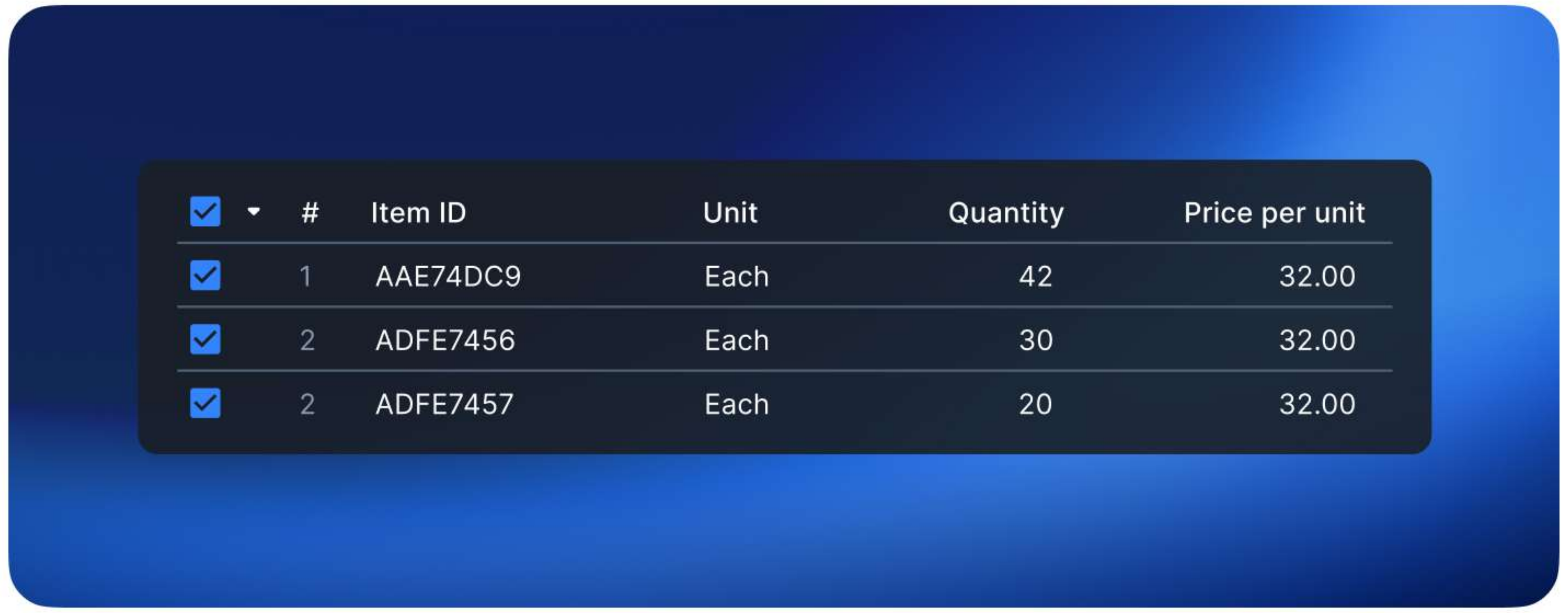
An
Acme GmbH
Hauptstraße 123, DE
Berlin, Deutschland 10117
+0 (000) 123-4567

Aus
BOLTshift GmbH
Musterstraße 123
Berlin, Deutschland 10117
TAX ID DE123456789

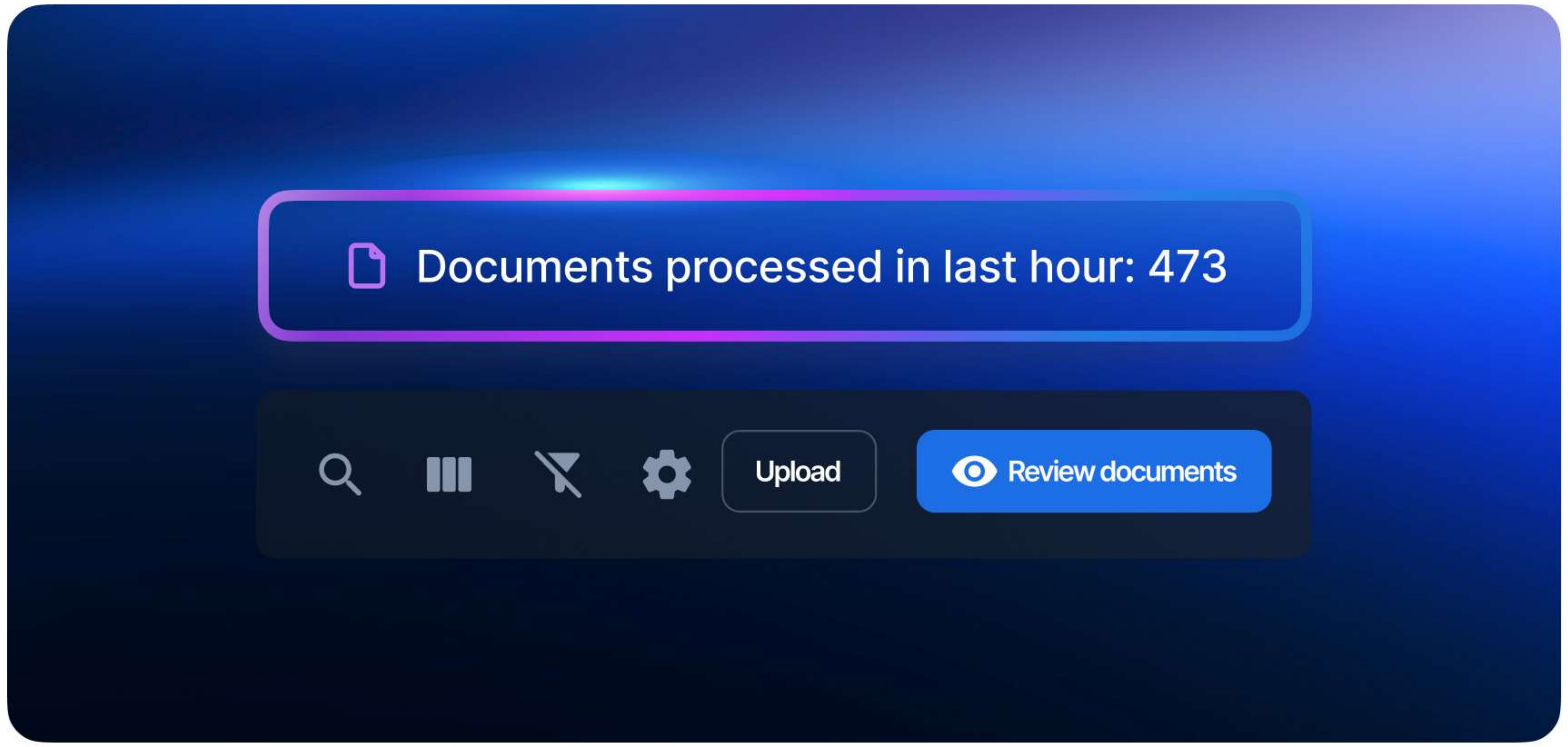
Supplier	Boltshift GmbH
Payment terms	Net30
Bank details	GHI Bank
Account no.	222341244

Roboter-Automatisierungsso
LEISTUNGEN

Beratung und Schulung			
Wartung und Support	1	€3,000.00	€3,000.00
Summe			€6,000.00
Steuern (10%)			€600.00
Gesamtbetrag (EUR)			€6,600.00

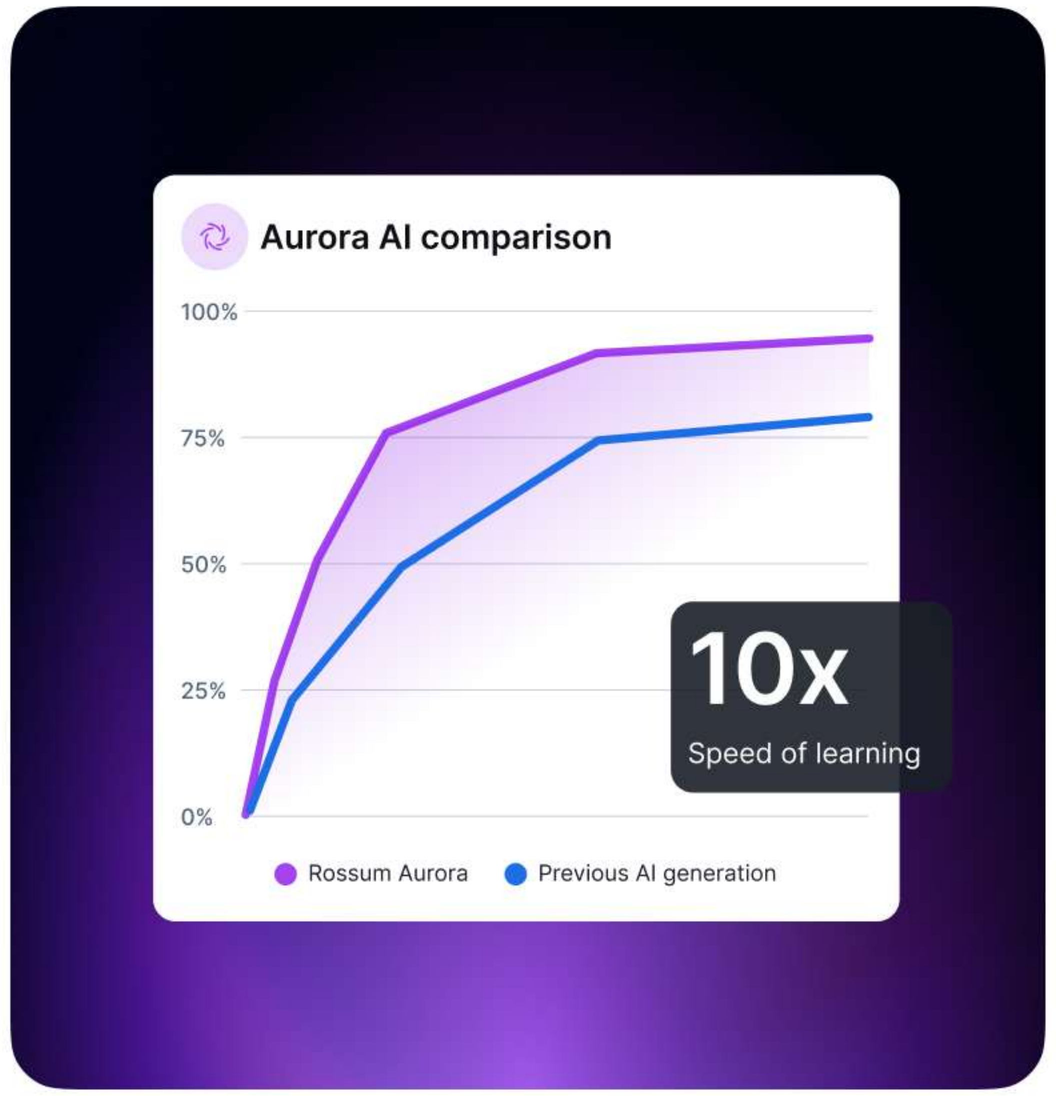


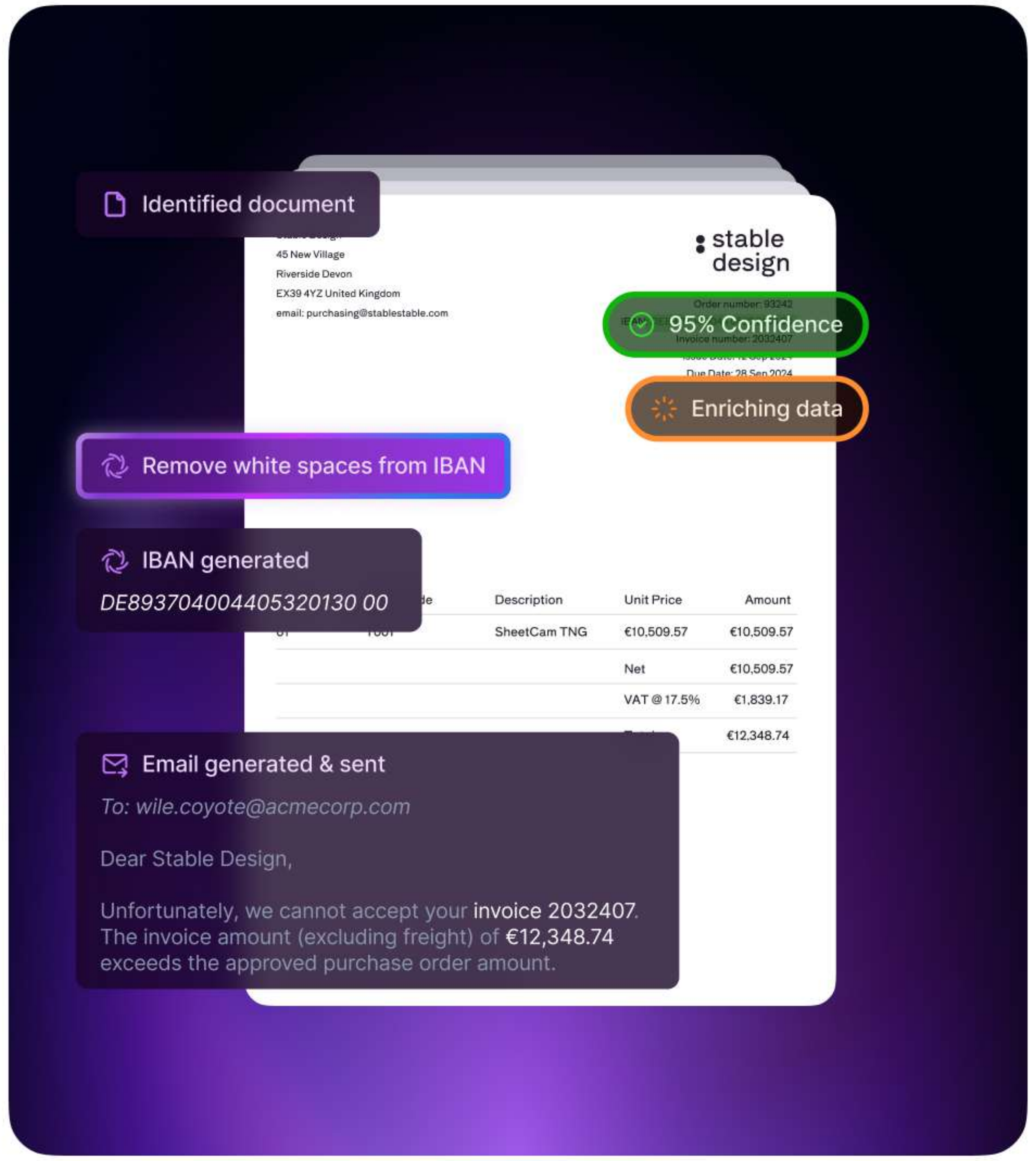
☑	#	Item ID	Unit	Quantity	Price per unit
☑	1	AAE74DC9	Each	42	32.00
☑	2	ADFE7456	Each	30	32.00
☑	2	ADFE7457	Each	20	32.00



Documents processed in last hour: 473

Upload
Review documents




Identified document
95% Confidence
Enriching data
Remove white spaces from IBAN

45 New Village
Riverside Devon
EX39 4YZ United Kingdom
email: purchasing@stablestable.com

stable design

Order number: 93242
Invoice number: 2032407
Due Date: 28 Sep 2024

IBAN generated
DE8937040044053201 30 00

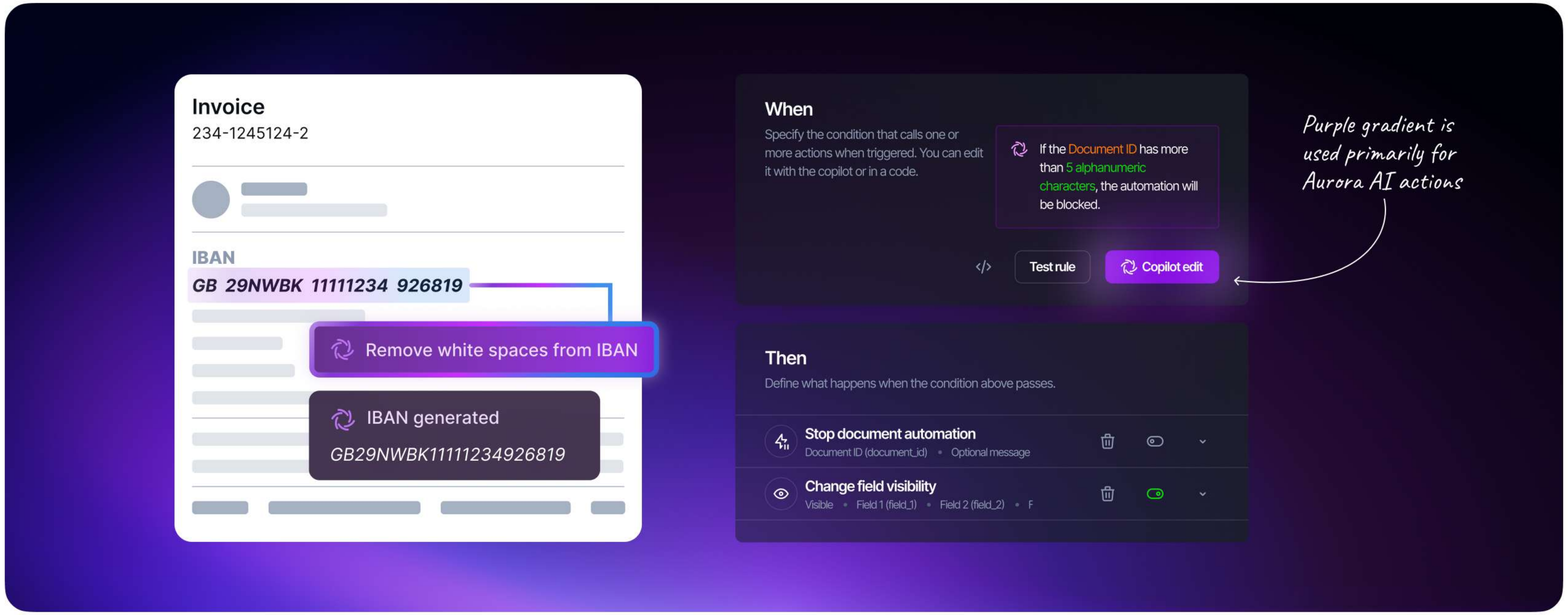
Description	Unit Price	Amount
SheetCam TNG	€10,509.57	€10,509.57
	Net	€10,509.57
	VAT @ 17.5%	€1,839.17
		€12,348.74

Email generated & sent

To: wile.coyote@acmecorp.com

Dear Stable Design,

Unfortunately, we cannot accept your invoice 2032407. The invoice amount (excluding freight) of €12,348.74 exceeds the approved purchase order amount.


Remove white spaces from IBAN
Test rule
Copilot edit

Invoice
234-1245124-2

IBAN
GB 29NWBK 11111234 926819

IBAN generated
GB29NWBK11111234926819

When

Specify the condition that calls one or more actions when triggered. You can edit it with the copilot or in a code.

If the Document ID has more than 5 alphanumeric characters, the automation will be blocked.

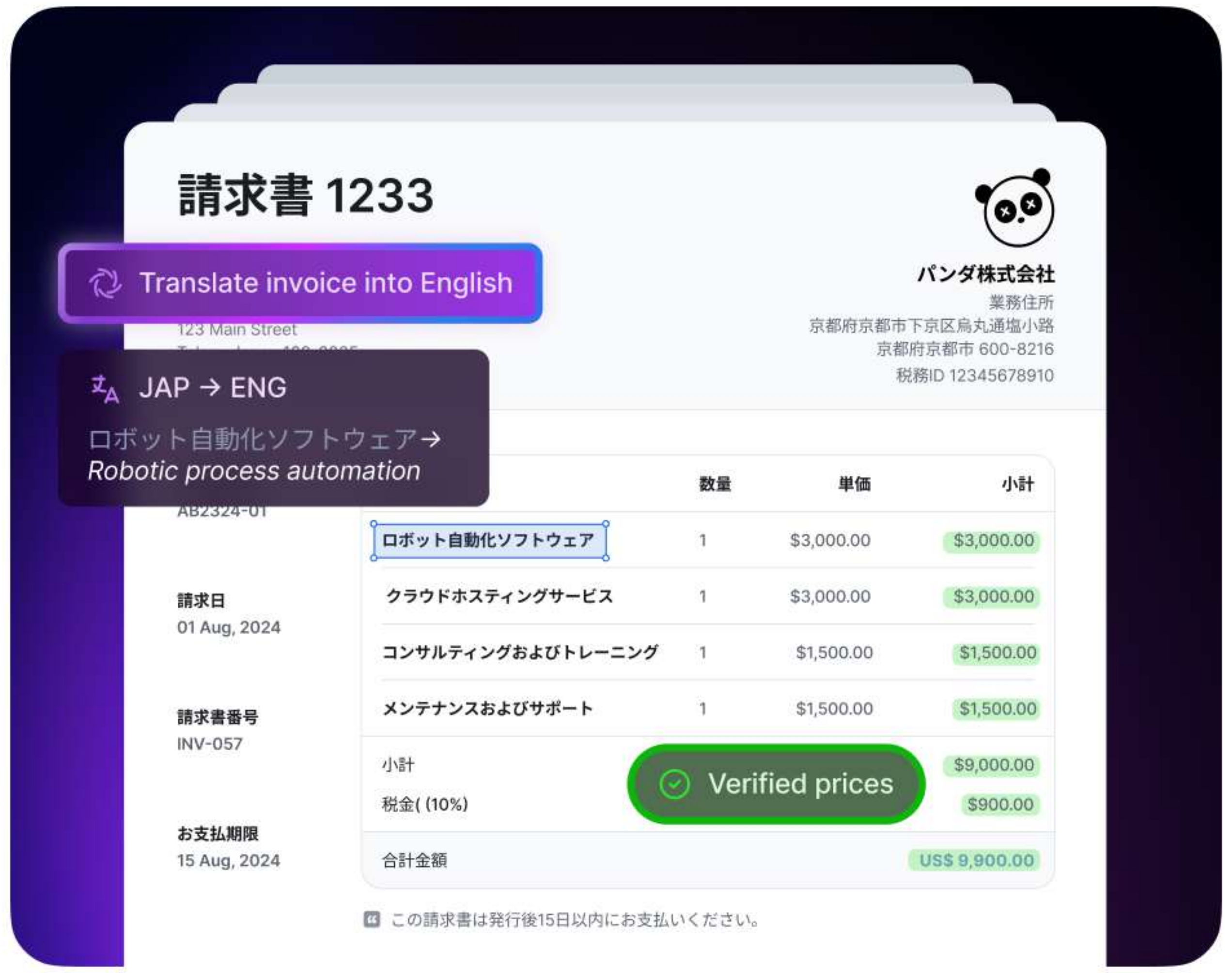
Then

Define what happens when the condition above passes.

Stop document automation
Document ID (document_id) • Optional message

Change field visibility
Visible • Field 1 (field_1) • Field 2 (field_2) • F

Purple gradient is used primarily for Aurora AI actions


Translate invoice into English
Verified prices

請求書 1233

パンダ株式会社
業務住所
京都府京都市下京区烏丸通塩小路
京都府京都市 600-8216
税務ID 12345678910

123 Main Street

JAP → ENG
ロボット自動化ソフトウェア→
Robotic process automation

AB2324-01

請求日
01 Aug, 2024

請求書番号
INV-057

お支払期限
15 Aug, 2024

	数量	単価	小計
ロボット自動化ソフトウェア	1	$3,000.00	$3,000.00
クラウドホスティングサービス	1	$3,000.00	$3,000.00
コンサルティングおよびトレーニング	1	$1,500.00	$1,500.00
メンテナンスおよびサポート	1	$1,500.00	$1,500.00
小計			$9,000.00
税金((10%)			$900.00
合計金額			US$ 9,900.00

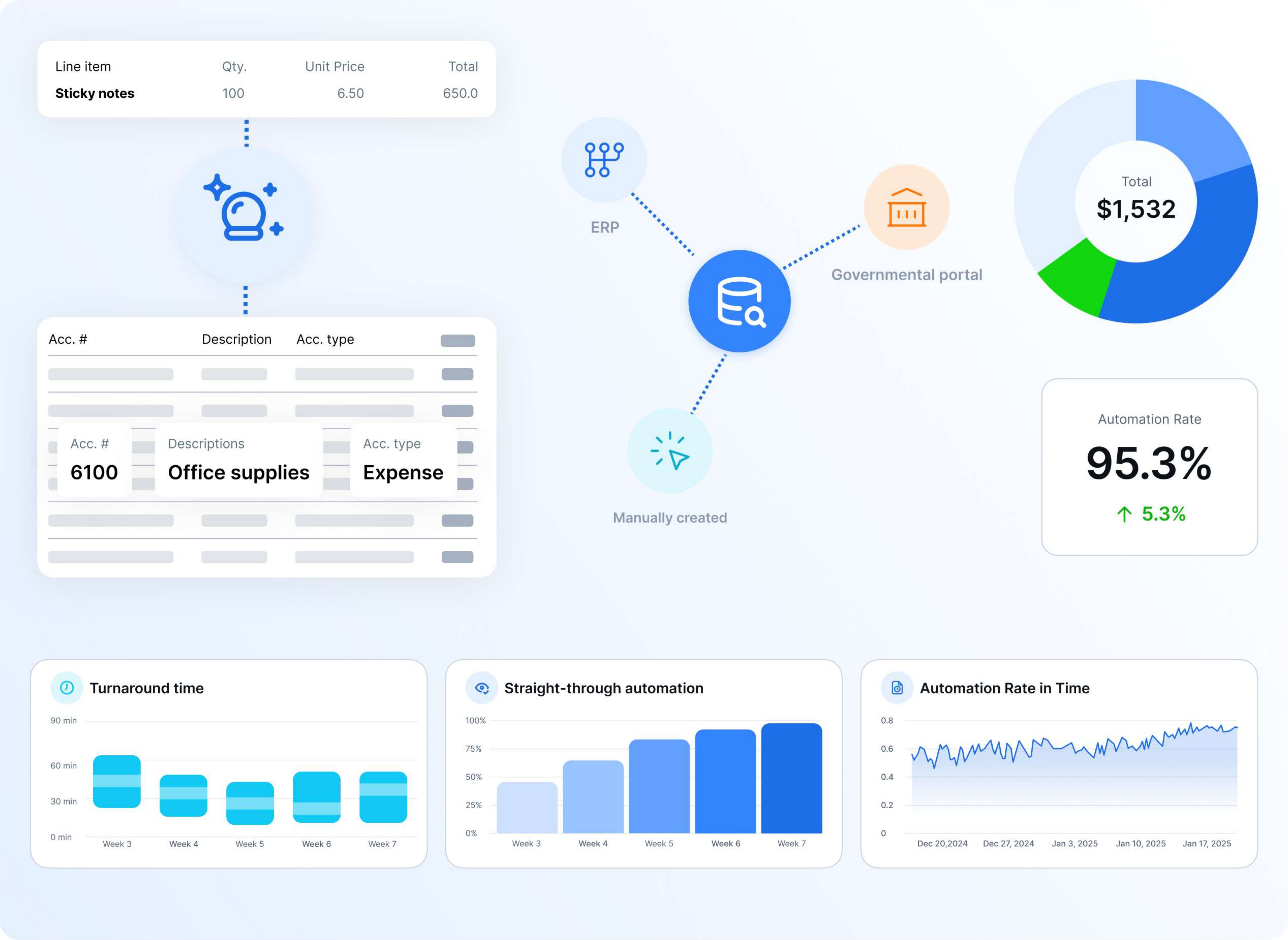
この請求書は発行後15日以内にお支払いください。

Data visualizations

Data visuals

Data becomes powerful when it's easy to understand. Our visualizations transform complex information into clear, insights, enabling better decision-making at every level.

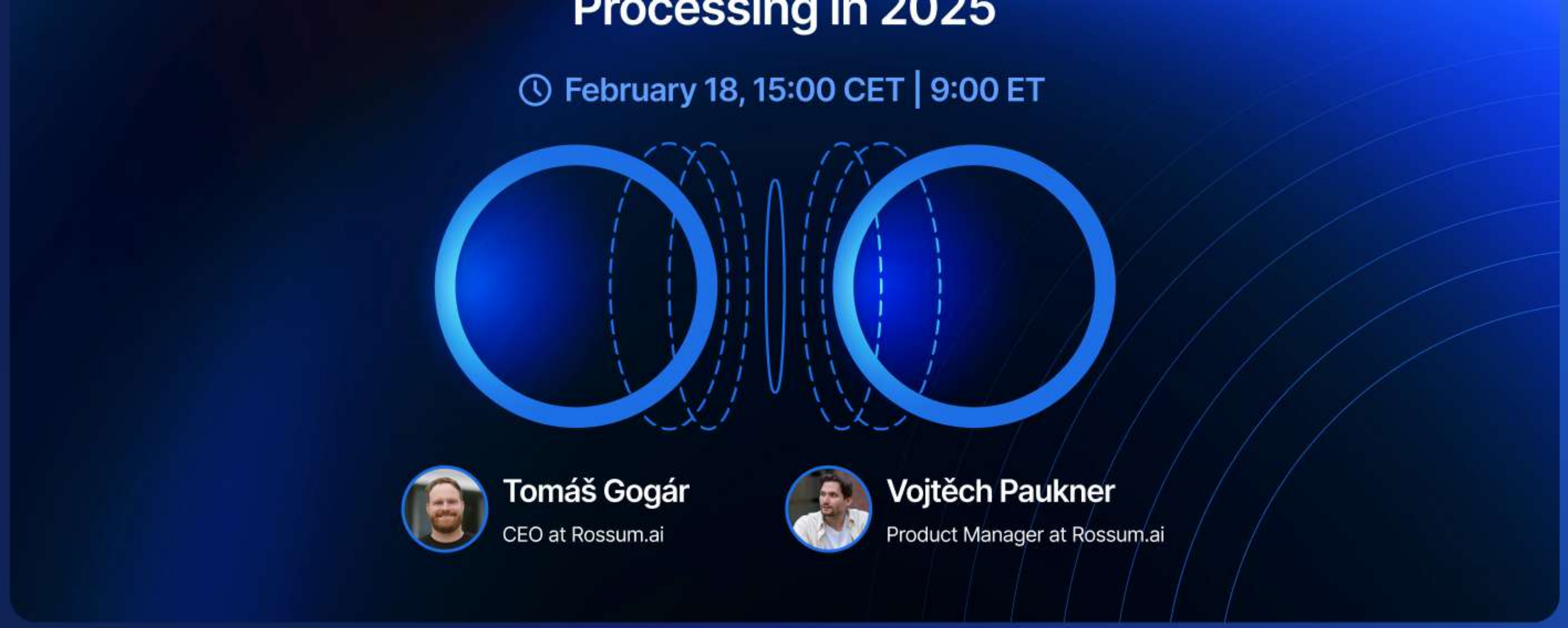
Through intuitive design, dynamic visuals, and customizable formats, our approach to data visualization ensures that every detail tells a story.



Line item	Qty.	Unit Price	Total
Sticky notes	100	6.50	650.0

Acc. #	Descriptions	Acc. type
6100	Office supplies	Expense

Acc. #
Description
Acc. type
ERP
Governmental portal
Manually created
Total
$1,532
Automation Rate
95.3%
↑ 5.3%
Turnaround time
90 min
60 min
30 min
0 min
Week 3
Week 4
Week 5
Week 6
Week 7
Straight-through automation
100%
75%
50%
25%
0%
Week 3
Week 4
Week 5
Week 6
Week 7
Automation Rate in Time
0.8
0.6
0.4
0.2
0
Dec 20,2024
Dec 27, 2024
Jan 3, 2025
Jan 10, 2025
Jan 17, 2025

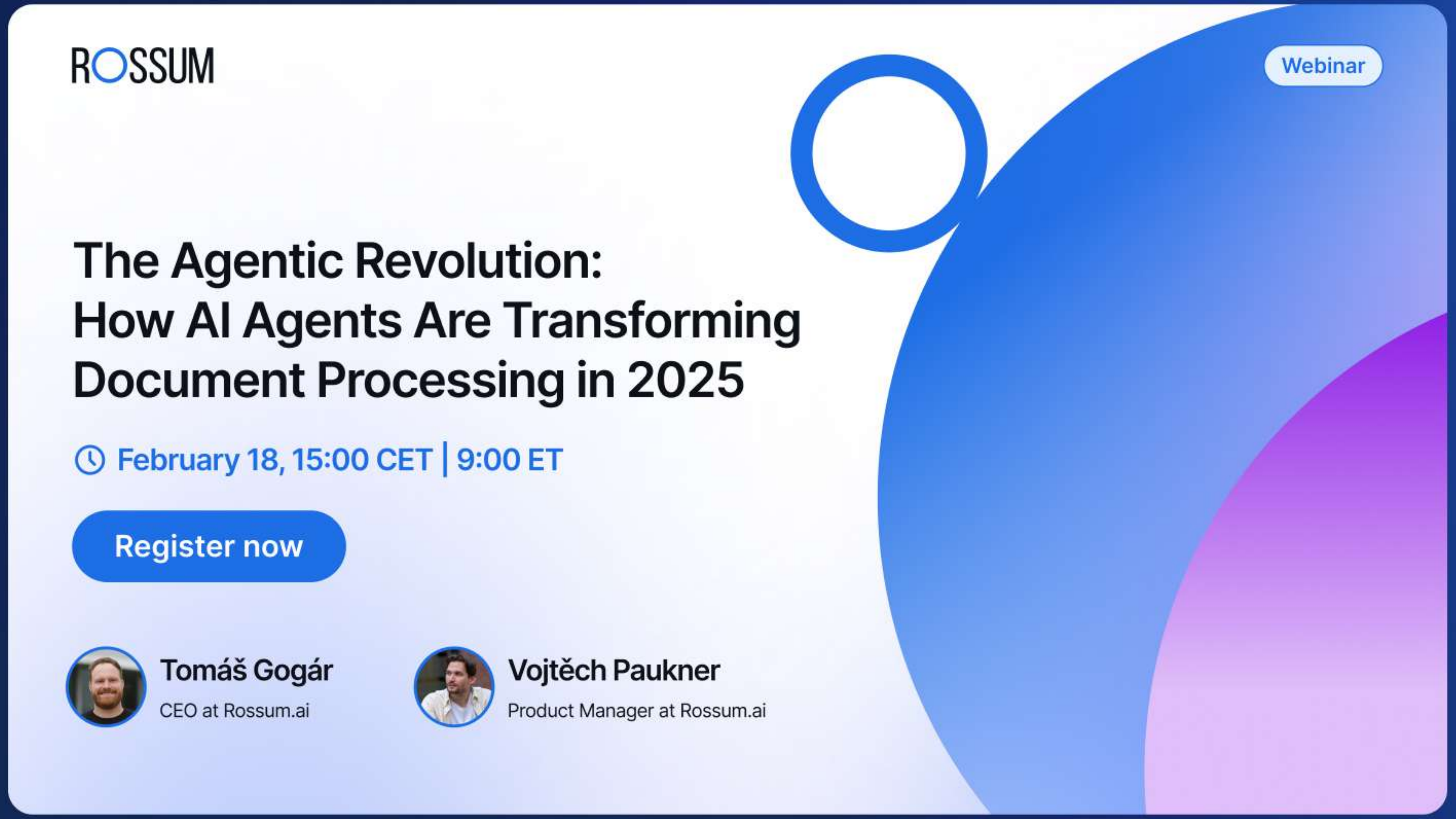


Processing in 2025

February 18, 15:00 CET | 9:00 ET

Tomáš Gogár
CEO at Rossum.ai

Vojtěch Paukner
Product Manager at Rossum.ai



ROSSUM

Webinar

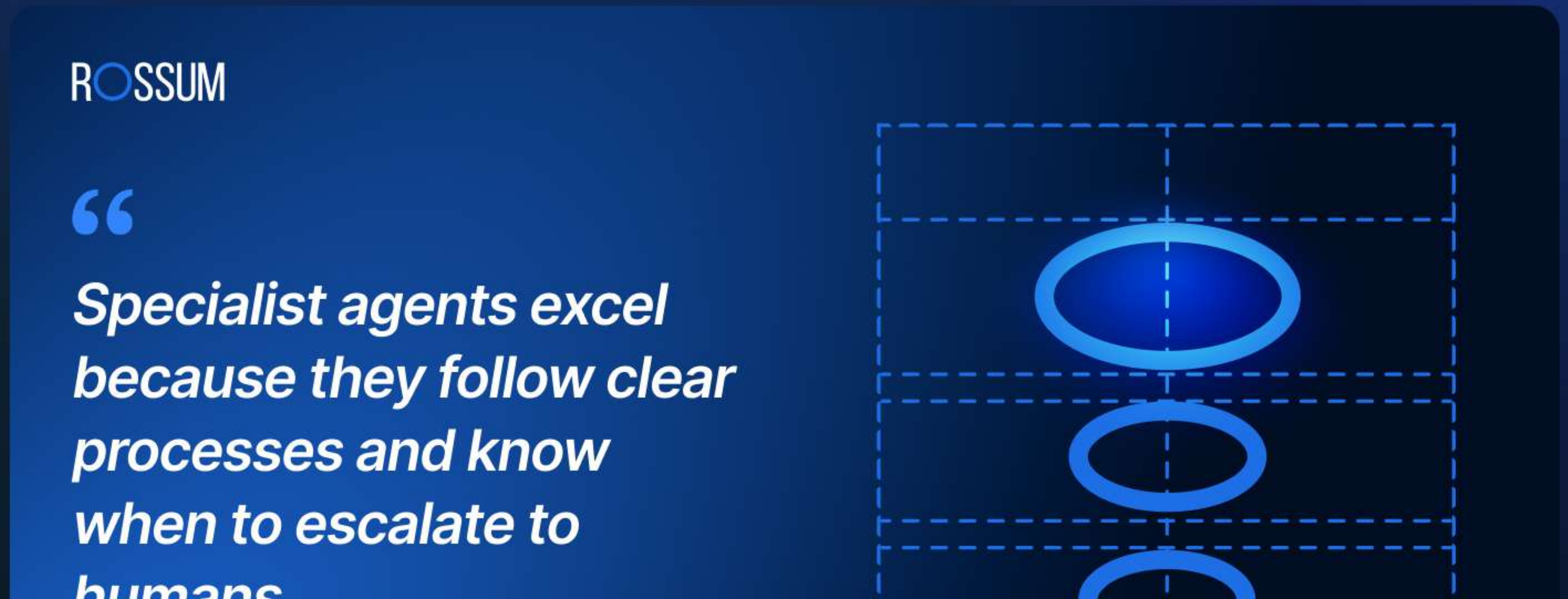
The Agentic Revolution:
How AI Agents Are Transforming
Document Processing in 2025

February 18, 15:00 CET | 9:00 ET

Register now

Tomáš Gogár
CEO at Rossum.ai

Vojtěch Paukner
Product Manager at Rossum.ai

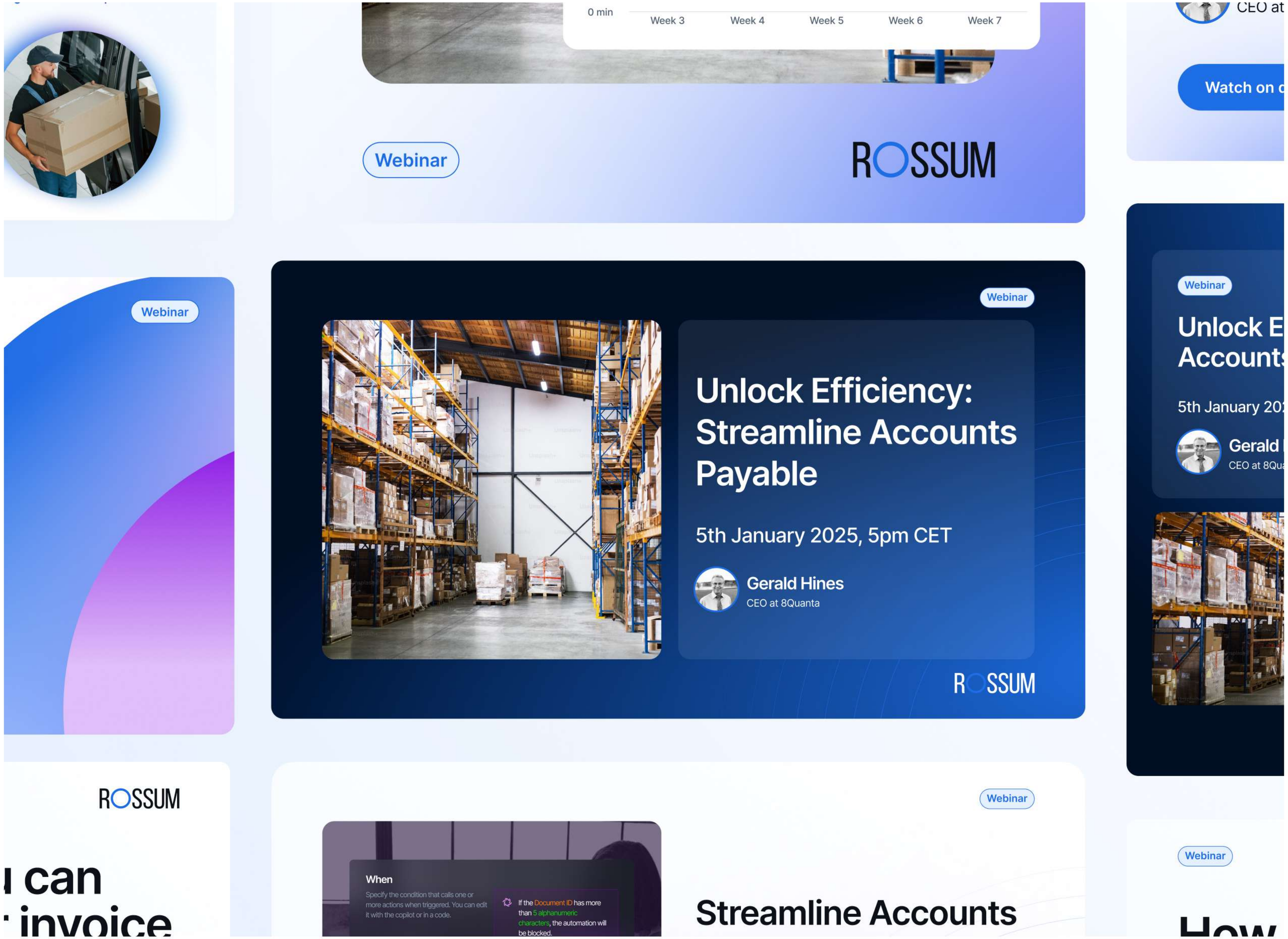


ROSSUM

“Specialist agents excel because they follow clear processes and know when to escalate to humans

Examples

Here are some examples of social media banners, deck slides, and email signatures used across Rossum’s visual communication.


0 min
Week 3
Week 4
Week 5
Week 6
Week 7
CEO at
Watch on
Webinar
ROSSUM
Webinar
Webinar
Unlock Efficiency: Streamline Accounts Payable
5th January 2025, 5pm CET
Gerald Hines
CEO at 8Quanta
ROSSUM
Webinar
Unlock E
Account
5th January 20
Gerald
CEO at 8Qu
ROSSUM
can
invoice
Webinar
When
Streamline Accounts
Webinar
How

Banners

Banners

Examples of banners used across social media for marketing purposes.

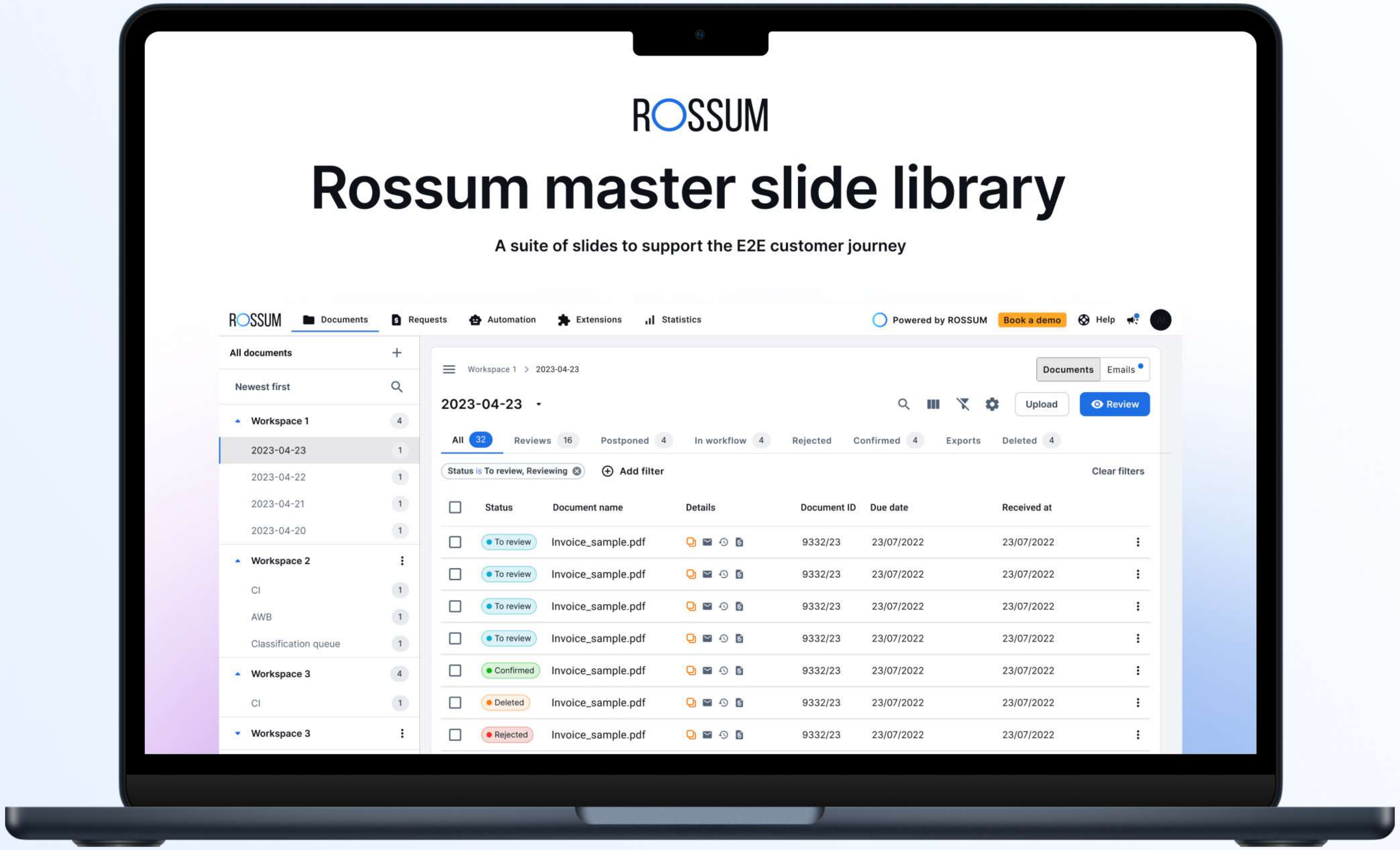
ROSSUM

GTM

Deck

Our deck is more than a presentation—it's a cohesive story that embodies our brand's vision and values. Designed for clarity, engagement, and impact, it seamlessly integrates visuals, content, and messaging to captivate audiences and communicate ideas effectively.

Every element of the deck is purpose-driven, from its clean layout to its consistent design language. It's a versatile tool that adapts to various needs while maintaining a professional and polished appearance. With our deck, we ensure that every presentation leaves a lasting impression.



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Rossum master slide library

A suite of slides to support the E2E customer journey

ROSSUM
Documents
Requests
Automation
Extensions
Statistics
Powered by ROSSUM
Book a demo
Help
All documents
Newest first
Workspace 1 4
2023-04-23 1
2023-04-22 1
2023-04-21 1
2023-04-20 1
Workspace 2
CI 1
AWB 1
Classification queue 1
Workspace 3 4
CI 1
Workspace 3
Workspace 1 > 2023-04-23
Documents
Emails
2023-04-23
Upload
Review
All 32
Reviews 16
Postponed 4
In workflow 4
Rejected
Confirmed 4
Exports
Deleted 4
Status is To review, Reviewing
Add filter
Clear filters

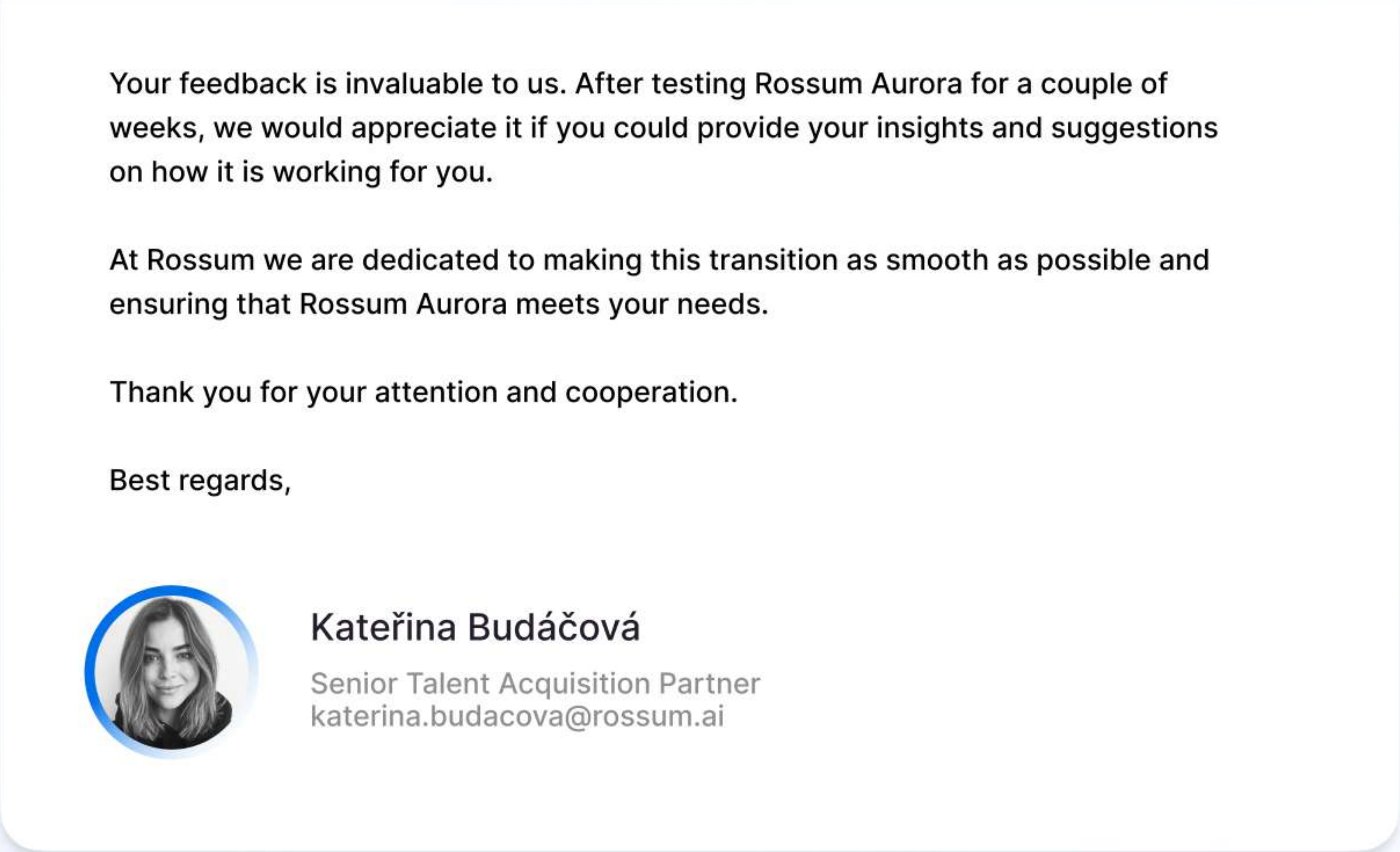
☐	Status	Document name	Details	Document ID	Due date	Received at
☐	To review	Invoice_sample.pdf		9332/23	23/07/2022	23/07/2022
☐	To review	Invoice_sample.pdf		9332/23	23/07/2022	23/07/2022
☐	To review	Invoice_sample.pdf		9332/23	23/07/2022	23/07/2022
☐	To review	Invoice_sample.pdf		9332/23	23/07/2022	23/07/2022
☐	Confirmed	Invoice_sample.pdf		9332/23	23/07/2022	23/07/2022
☐	Deleted	Invoice_sample.pdf		9332/23	23/07/2022	23/07/2022
☐	Rejected	Invoice_sample.pdf		9332/23	23/07/2022	23/07/2022

GTM

Email signatures

Our email signatures are a subtle but powerful extension of our brand. They combine professionalism, clarity, and consistency.

Designed with simplicity in mind, our signatures include essential contact details and branding elements that reinforce our identity. They are clean, modern, and aligned with our visual style, ensuring that every communication reflects the professionalism and reliability of our brand.



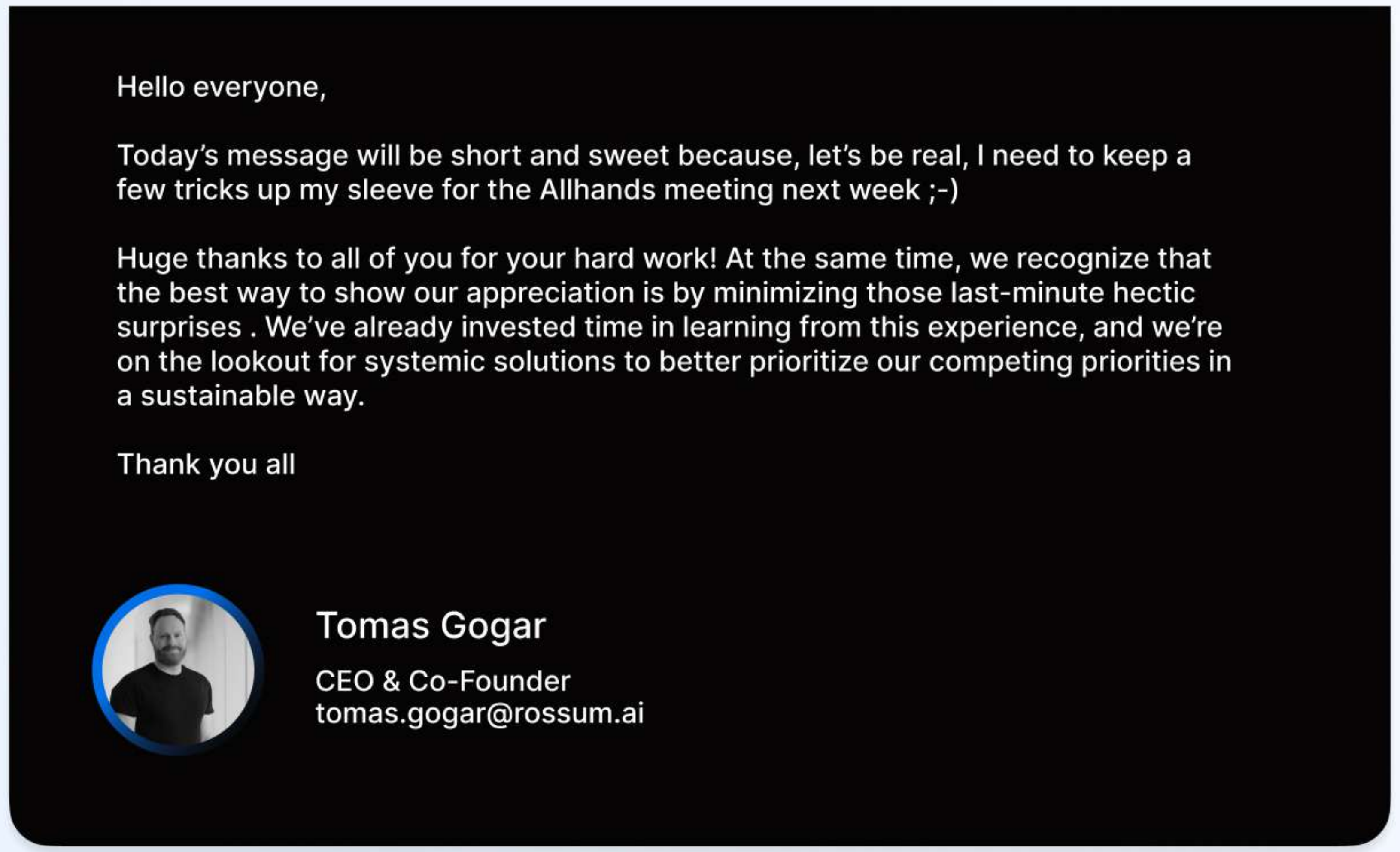
Your feedback is invaluable to us. After testing Rossum Aurora for a couple of weeks, we would appreciate it if you could provide your insights and suggestions on how it is working for you.

At Rossum we are dedicated to making this transition as smooth as possible and ensuring that Rossum Aurora meets your needs.

Thank you for your attention and cooperation.

Best regards,

Kateřina Budáčová
Senior Talent Acquisition Partner
katerina.budacova@rossum.ai



Hello everyone,

Today's message will be short and sweet because, let's be real, I need to keep a few tricks up my sleeve for the Allhands meeting next week ;-)

Huge thanks to all of you for your hard work! At the same time, we recognize that the best way to show our appreciation is by minimizing those last-minute hectic surprises . We've already invested time in learning from this experience, and we're on the lookout for systemic solutions to better prioritize our competing priorities in a sustainable way.

Thank you all

Tomas Gogar
CEO & Co-Founder
tomas.gogar@rossum.ai

ROSSUM

ROSSUM
PARTNER

Partner logo

The partner logo ensures consistency when showcasing partners, clients, and integrations.

Partner

Rossum’s partner logo

Our partner logo shares Rossum’s primary color palette.

ROSSUM

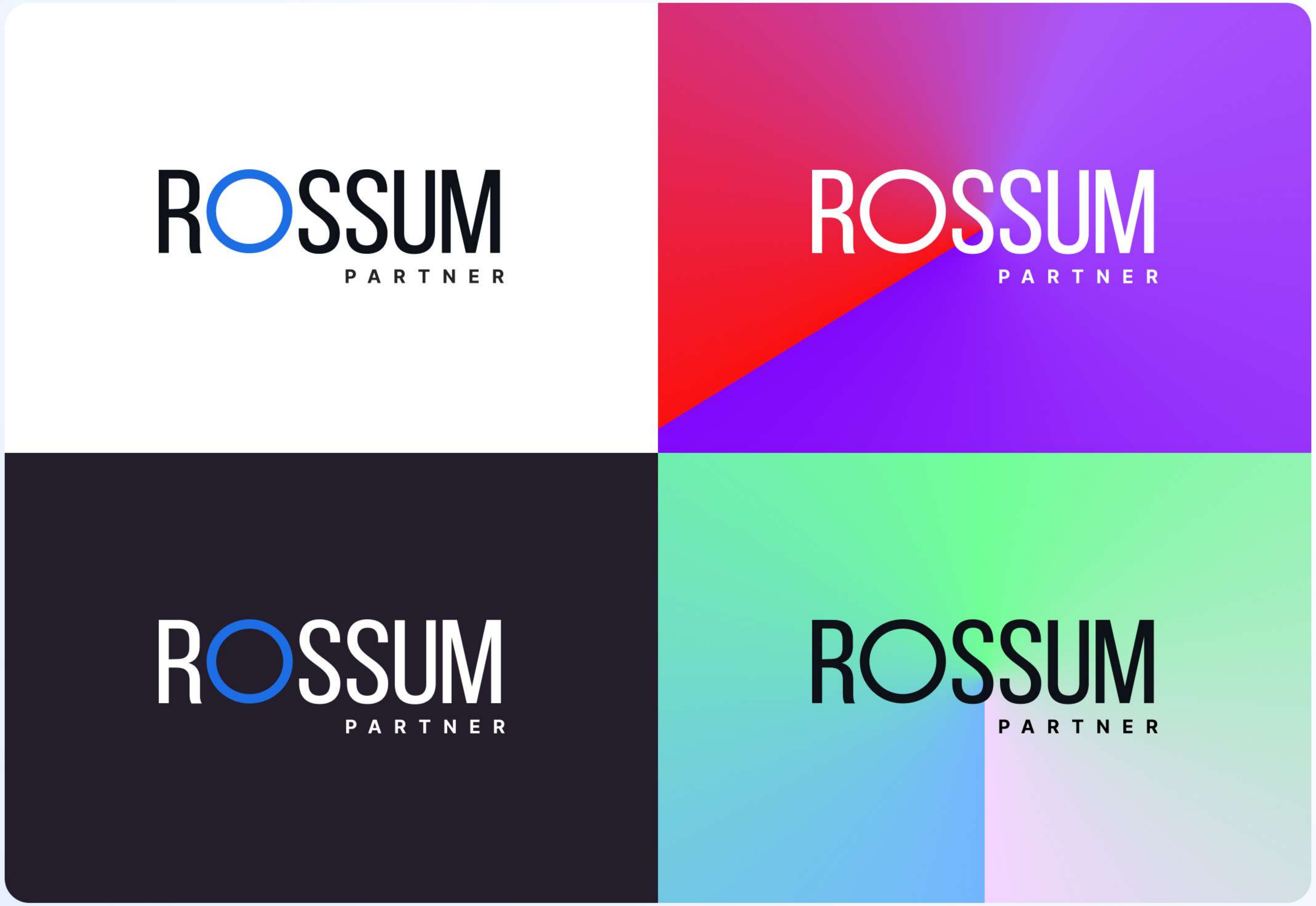
PARTNER

Partner

Rossum's partner logo

We have developed four logo variants to optimize visibility and consistency on different background colors. Here's how to use them:

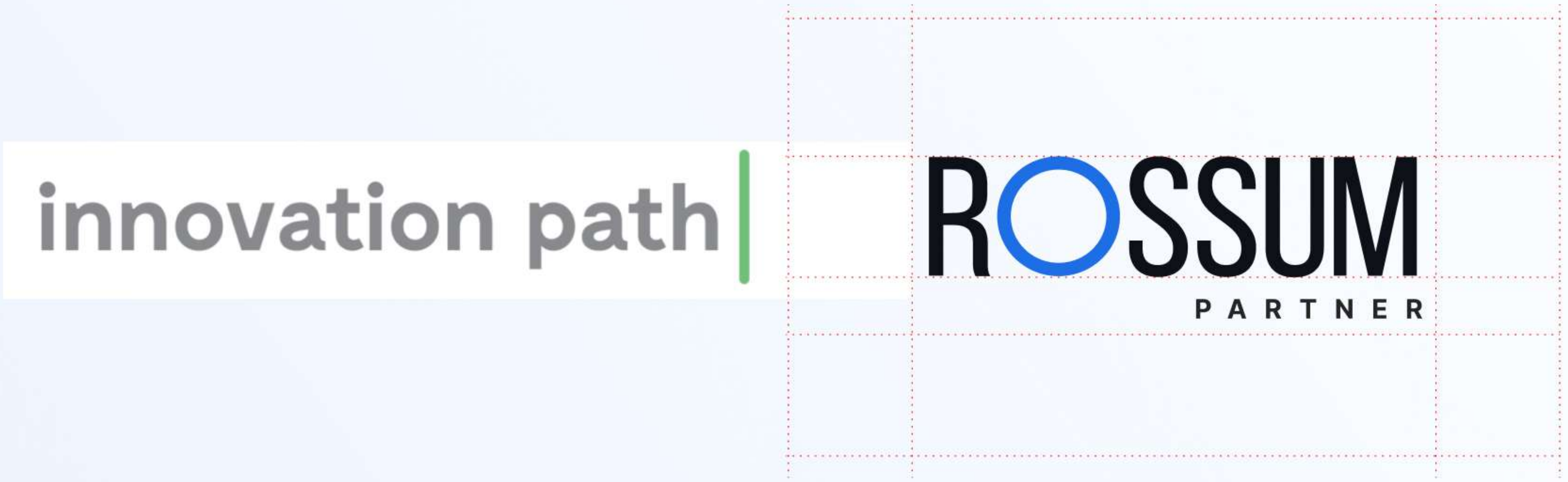
1. Light backgrounds: Use the standard logo variant for light or white backgrounds to ensure the logo stands out clearly.
2. Dark backgrounds: Opt for the reverse-color variant on dark backgrounds to maintain legibility and impact.
3. Busy or patterned backgrounds, use the solid background logo variant with a defining border. This should be **very limited** to cases where clarity is essential.

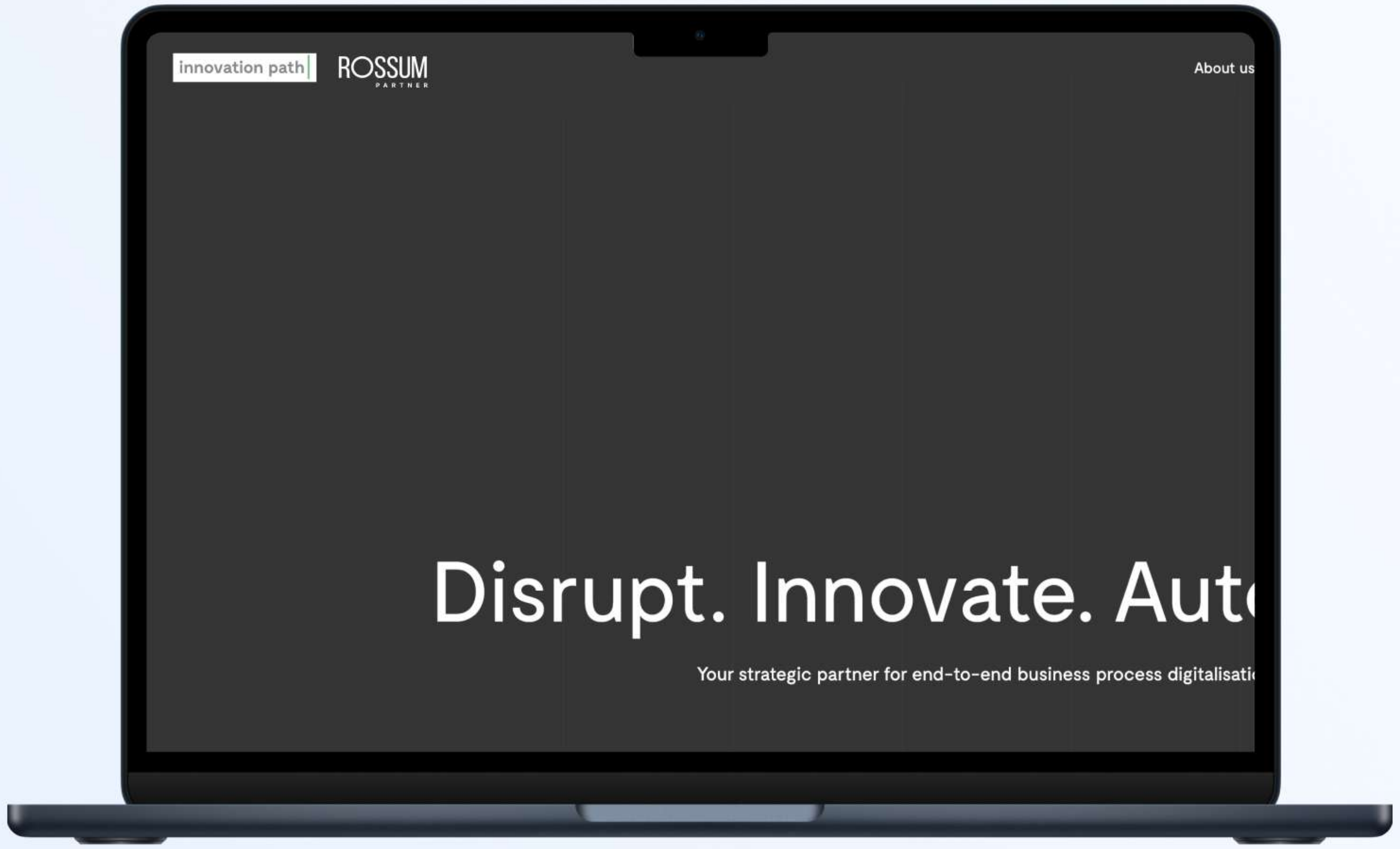

ROSSUM
PARTNER
ROSSUM
PARTNER
ROSSUM
PARTNER
ROSSUM
PARTNER

Partner

Rossum's partner logo placement

Partner's should never use their logos on top of our isolation grid. Both logos should be centred and scaled proportionally.


innovation path
ROSSUM
PARTNER

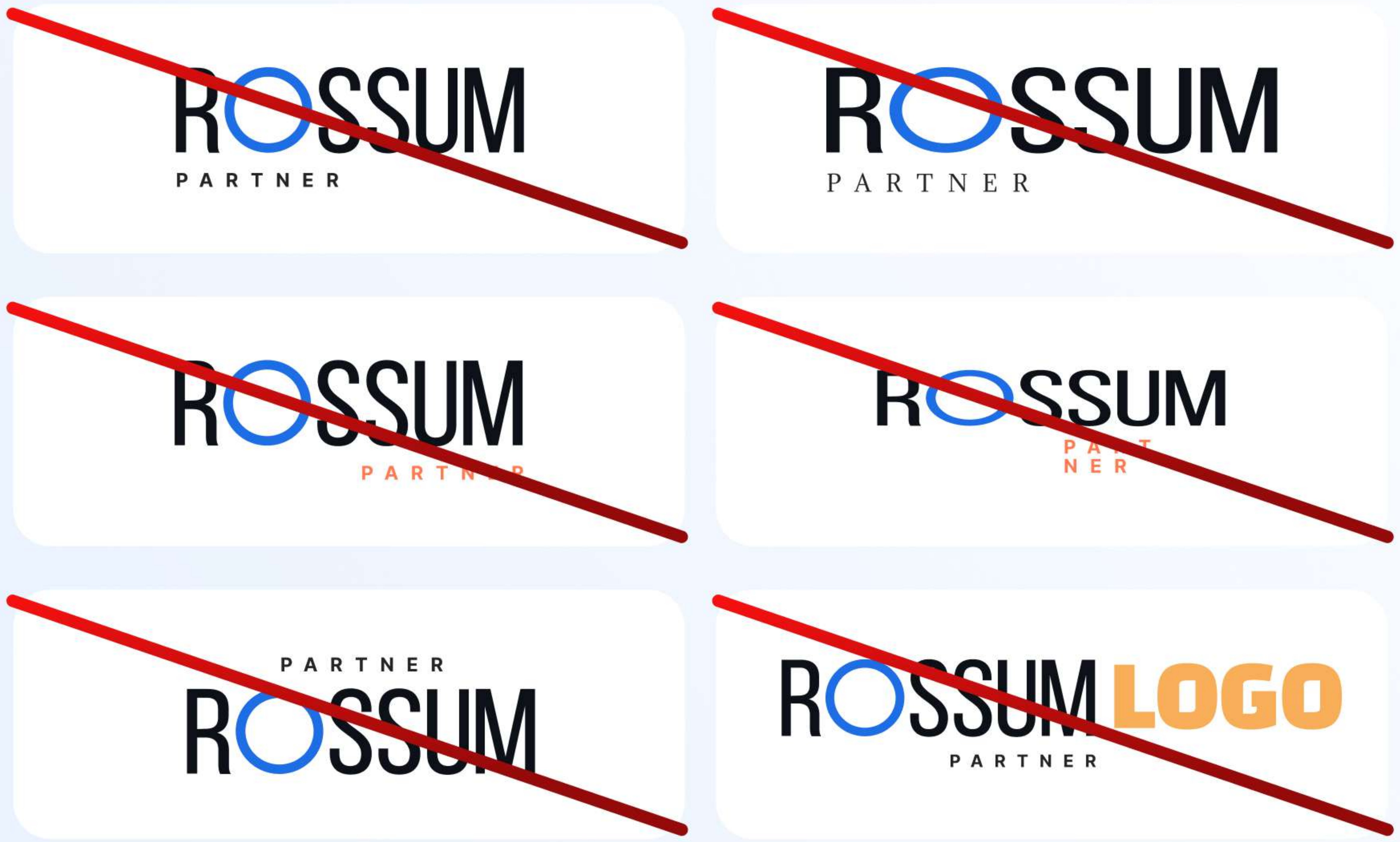

innovation path
ROSSUM
PARTNER
About us

Disrupt. Innovate. Aut

Your strategic partner for end-to-end business process digitalisati

Don’ts

Avoid changing, overstepping, in any shape or form the design of our partner logo.


ROSSUM
PARTNER
ROSSUM
PARTNER
ROSSUM
PARTNER
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PARTNER
PARTNER
ROSSUM
ROSSUM LOGO
PARTNER

Thank you!

Questions?

Contact marketing with questions about the Rossum's brand voice, identity, and usage.

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