RoboShire Brand Identity
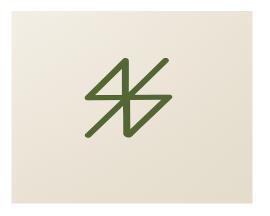
A GUI interface for ROS2 robotics systems

1. Logo Variations

Primary logo with brand name:

Secondary logo (symbol only):

2. Color Palette

Color	HEX	RGB	CMYK
Olive Green	#556B2F	85,107,47	21,0,56,58
White	#FFFFFF	255,255,255	0,0,0,0

3. Typography

Primary Font: Montserrat SemiBold
Used for headings, titles, and main labels.

Secondary Font: Montserrat Regular
Used for paragraphs, menus, and body text.

Monospace Font: JetBrains Mono
Used for technical or code-related elements within the interface.

4. Logo Usage Guidelines

• Maintain clear space around the logo equivalent to the height of the 'R' in RoboShire.
• Do not distort, recolor, or rotate the logo.
• On dark backgrounds, use the white-on-olive version.
• On light backgrounds, use the olive-on-white version.

5. Example Applications

In the RoboShire GUI, the olive tone can be used for button highlights and headers, while maintaining a clean white workspace. The typography hierarchy ensures readability across interfaces.