

## Brand Guide

### LOGO

The logo embodies the company's core values and focus on cutting-edge technology. The hexagon, a symbol of precision and efficiency, represents Roboto's commitment to high-quality robotics. It features two layers: an outer blue hexagon, symbolizing the company's broad scope across industries, and an inner yellow hexagon, emphasizing innovation and AI-driven solutions.

At the center, a keyhole represents unlocking future potential while ensuring security and trust.

The blue conveys reliability, yellow highlights energy and innovation, and gray adds balance and professionalism.  
Minimum size: 10px height on digital / 15mm on print.

Mini-story:  
The keyhole in the logo represents unlocking future potential with security and trust, aligning with the brand slogan Engineering the Future.

### LOGO VARIATIONS

#### Main



Roboto Industries uses a horizontal main logo for its sleek, modern look, symbolizing innovation and progress. This layout is versatile, making it ideal for digital platforms, marketing, and product designs.

#### Vertical



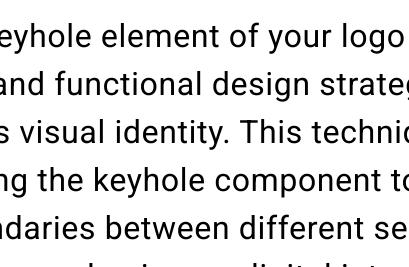
The secondary stacked logo (with the icon or wordmark on top) is used in tighter spaces, offering a bold, compact design for packaging and smaller applications. Both versions ensure brand consistency while adapting to different contexts.



ROBOTO  
INDUSTRIES

11

### PROPER LOGO PLACEMENT



Using the keyhole element of your logo as a spacer is an innovative and functional design strategy that can enhance your brand's visual identity. This technique involves incorporating the keyhole component to create separation or define boundaries between different sections of content, such as in layouts, packaging, or digital interfaces.

When using the keyhole as a spacer, it's important to ensure that it doesn't overpower or distract from the main content. For instance, place one keyhole on the right, two on the left, one at the bottom, and one at the top. These elements can be used subtly to separate sections in a newsletter, as dividers in a webpage, or even as part of background designs in promotional materials.

This practice leverages the brand's visual elements in a functional way, enhancing both usability and the aesthetic appeal of all branded materials.

### LOGO VARIATIONS

#### Dos and Don'ts

##### Dos:

- Logo must always appear on a solid background (preferably white, dark blue, or grey).
- Never distort, stretch, rotate, or apply filters.
- Maintain legibility at small sizes.
- Apply the logo professionally to maintain brand integrity.

##### Don'ts:

- Avoid incorrect colors that reduce readability, like yellow text on a yellow background.
- Don't distort the logo's dimensions.
- Don't use clashing backgrounds that conflict with the logo design.

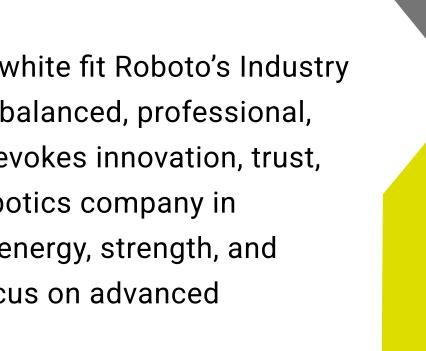
This ensures consistency, brand integrity, and a professional image.



ROBOTO  
INDUSTRIES

12

### Color Palette



#### Primary Color Palette

Yellow, dark blue, dark red (grey), and white fit Roboto's Industry brand because together they create a balanced, professional, and modern image. The combination evokes innovation, trust, and reliability, essential traits for a robotics company in healthcare. These colors also convey energy, strength, and precision, aligning with the brand's focus on advanced technology and quality.

#### Roboto Bold(H1)

Yellow ipsum dolor sit amet, consectetur adipiscing elit. Nulla ac nisl a magna.

#### Roboto Bold(H2)

Yellow ipsum dolor sit amet, consectetur adipiscing elit. Nulla ac nisl a magna.

#### Roboto Medium(Subheading)

Yellow ipsum dolor sit amet, consectetur adipiscing elit. Nulla ac nisl a magna.

Accessibility note:  
• Yellow pops strongly on dark blue backgrounds, aiding contrast and attention.  
• White and light grey provide neutral backgrounds to balance long text.  
• This ensures readability and reduces visual fatigue, increasing time-on-page. This involves incorporating the keyhole component to create separation or define boundaries between different sections of content, such as in layouts, packaging, or digital interfaces.

#### Image Cohesiveness

Roboto Industries' image cohesiveness is strengthened by the consistent use of shades of blue throughout its visuals. These varying tones of blue create a harmonious and professional look, symbolizing trust and reliability.

By integrating different blue hues across images, the brand maintains a unified, sleek aesthetic, reinforcing its innovative approach while ensuring visual consistency across all materials.

#### TYPOGRAPHY

Roboto is used for headings, subheadings, and body text, providing a clean and modern look. Its versatility ensures readability while maintaining a professional tone throughout all content, creating a cohesive and balanced visual flow that complements the unique logo design.

#### Roboto Bold

#### Roboto Medium

#### Roboto Regular

#### Sizes(px)

10 - 70px



ROBOTO  
INDUSTRIES

12

### PAIRINGS TO USE

#### Multiple Entities

#### HEADING

#### Secondary Heading

#### Subheading

Yellow ipsum dolor sit amet, consectetur adipiscing elit. Nulla ac nisl a magna.

#### Roboto Bold(H1)

Yellow ipsum dolor sit amet, consectetur adipiscing elit. Nulla ac nisl a magna.

#### Roboto Medium(Subheading)

Yellow ipsum dolor sit amet, consectetur adipiscing elit. Nulla ac nisl a magna.

#### Image Cohesiveness

Yellow ipsum dolor sit amet, consectetur adipiscing elit. Nulla ac nisl a magna.

#### TYPOGRAPHY

Yellow ipsum dolor sit amet, consectetur adipiscing elit. Nulla ac nisl a magna.

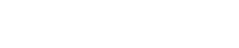
#### Roboto Bold

#### Roboto Medium

#### Roboto Regular

#### Sizes(px)

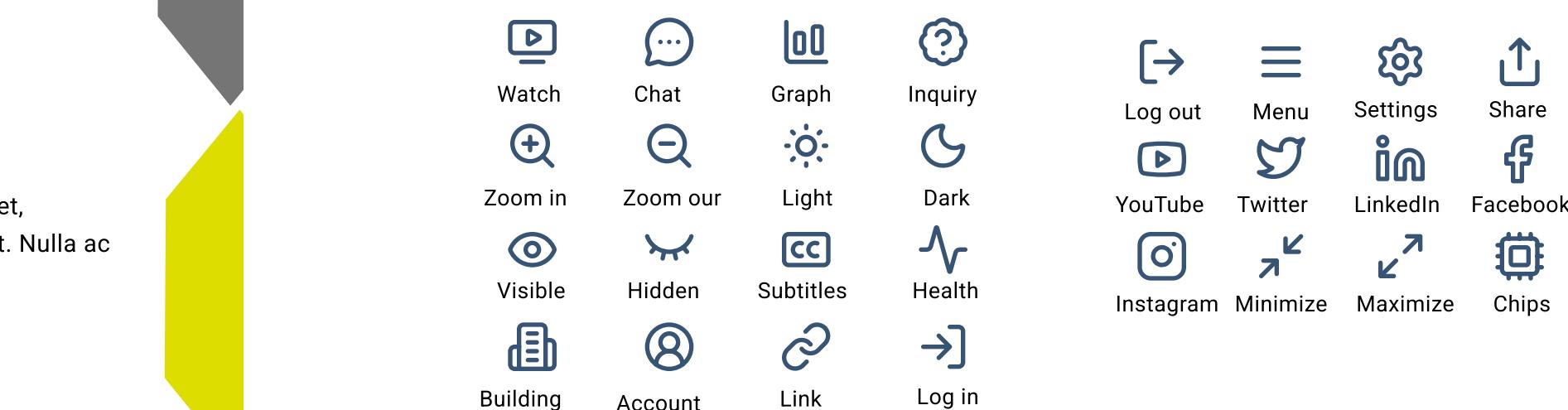
10 - 70px



ROBOTO  
INDUSTRIES

12

### ICONOGRAPHY



### TONE/VOICE

#### LINKEDIN



#### PROFESSIONAL AND CONSULTATIVE

#### YOUTUBE



#### INSTAGRAM



#### CONVERSATIONAL

#### ENERGETIC AND VISUAL



ROBOTO  
INDUSTRIES

12