

# Roberta – Learning with robots Design Manual

Google Code-in 2019

Fraunhofer IAIS



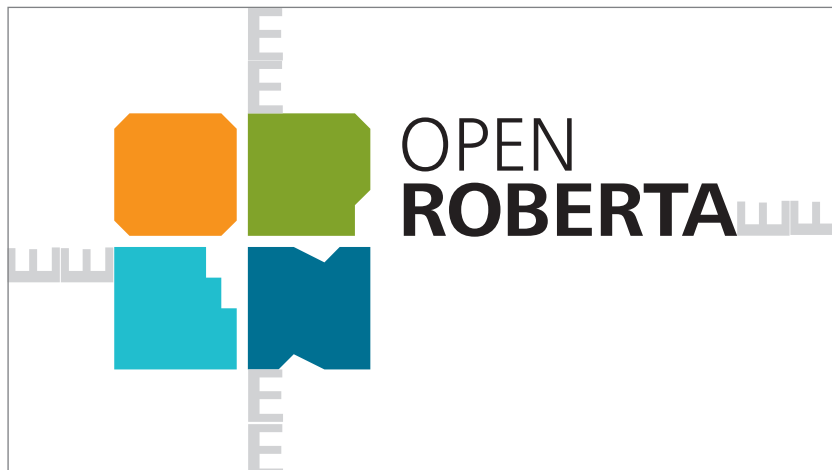
## Roberta Initiative Logo



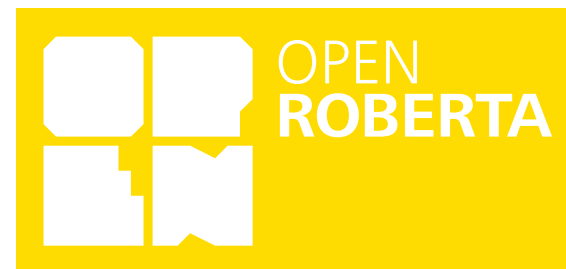
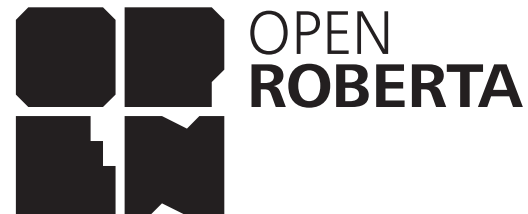
Whitespace of the Roberta logo



## Open Roberta Logo



Whitespace of the Open Roberta logo



### Standard logo width:

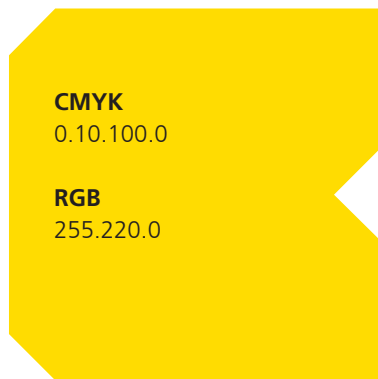
A3 > 4 inch

A4 > 2.8 inch

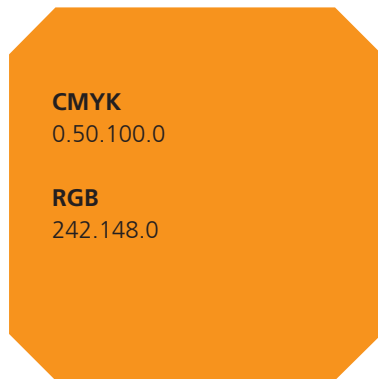
A5 > 1.7 inch

half page long > 1.7 inch

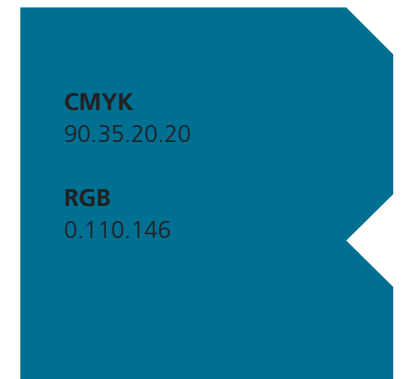
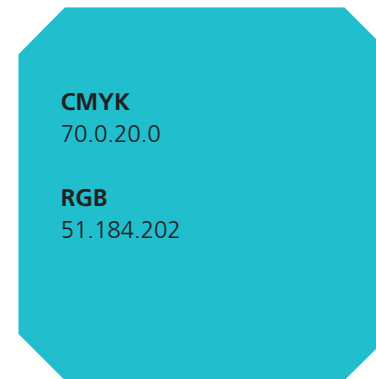
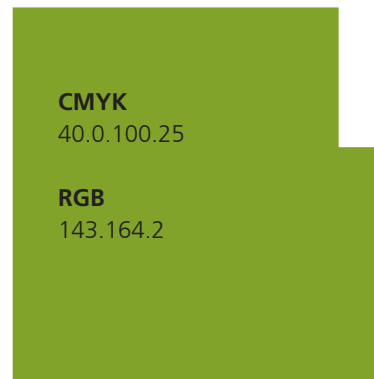
# Rich colour world. A palette of concise and striking tones.



Colour for the Roberta Initiative



Colours for Open Roberta





The letters of the Solida, developed from a square base, are perfectly suited for creating additional logos or striking catchwords. This modular system stands for a wide variety of creative applications are available. For example, individual letters can also function as initials or as colored background areas. This modular approach to typography is a central design feature of the Roberta design.

You will find a vector file with the letters below.

# Font and typography.

## An essential distinguishing feature of the Roberta design.

The fonts and their typical use should contribute to the unmistakability of the brand, guarantee good legibility and therefore be used uniformly and consistently.

The Roberta and Open Roberta corporate typeface is **Frutiger LT Com**. This font is subject to licensing and can therefore not be made freely available, e.g. by download.

Alternatively, external users may use the **Open Sans** font, which is similar in appearance. This font is license-free and available for download.

In exceptional cases and as correspondence font the **Arial** can also be used. However, Arial and Open Sans should not be mixed in order to ensure a uniform typeface.

Headline large

Frutiger LT light 22 pt / line spacing 24pt  
coloured and multiline

**Headline small Frutiger LT bold 16pt / line spacing 20pt**

Headline small Frutiger LT light 16pt / line spacing 20pt

**Subheadline Copytext Frutiger LT bold 11 pt / line spacing 15pt**

**Subheadline Copytext Frutiger LT bold 11 pt / line spacing 15pt**

Copytext in Frutiger LT light 11pt / line spacing 15pt. Um ing enim acin essed molore tio commoloborer suscip enis dolut pratio dipit wis alisi. Sandrero dit ex eraestrud tat wisim zzriusto commy nulla facipit luptatie vel et nullam.

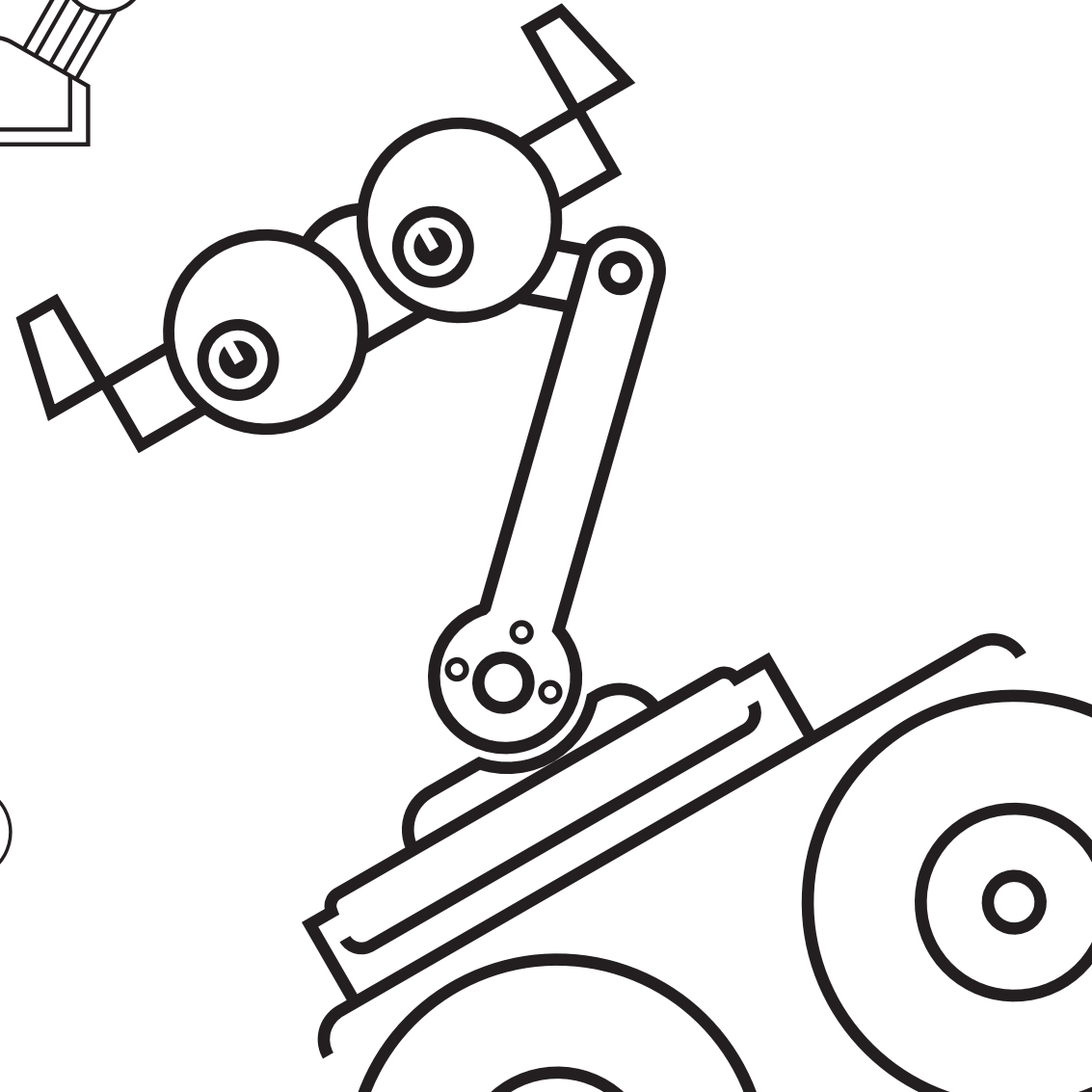
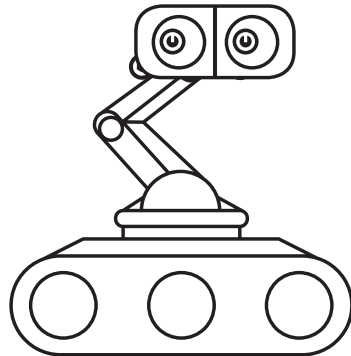
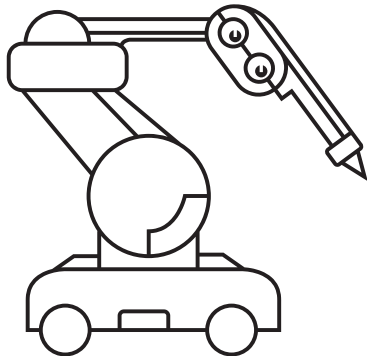
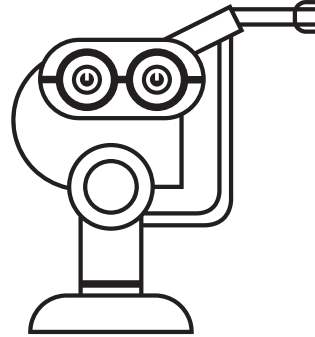
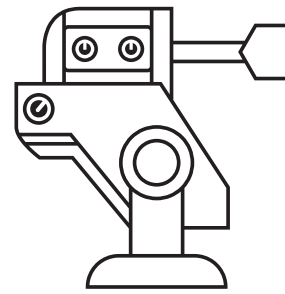
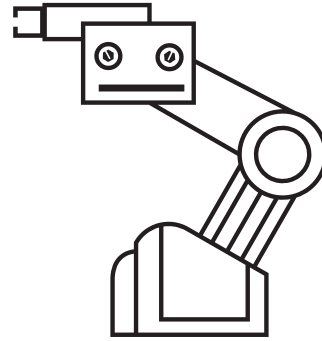
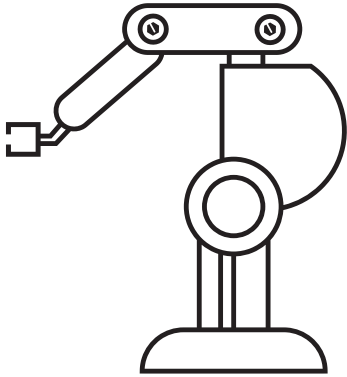
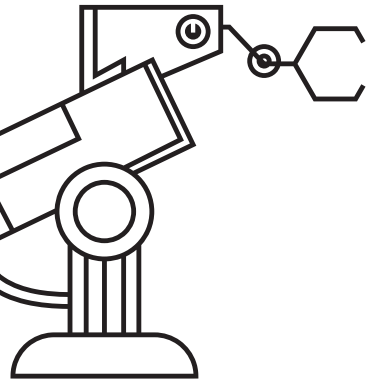
**Subheadline Copytext Frutiger light 9pt / line spacing 12pt.**

Copytext small in Frutiger LT light 9pt / line spacing 12pt. Um ing enim acin essed molore tio commoloborer suscip enis dolut pratio dipit wis alisi. Sandrero dit ex eraestrud tat wisim zzriusto commy nulla facipit luptatie vel et nullam, commy niat nos adionsenis nosto odipsummy nis.

**Subheadline marginal text 7,5pt / line spacing 9pt.**

Marginal text Frutiger roman respectively regular 7,5pt / line spacing 9pt.

# Roberta and Friends.



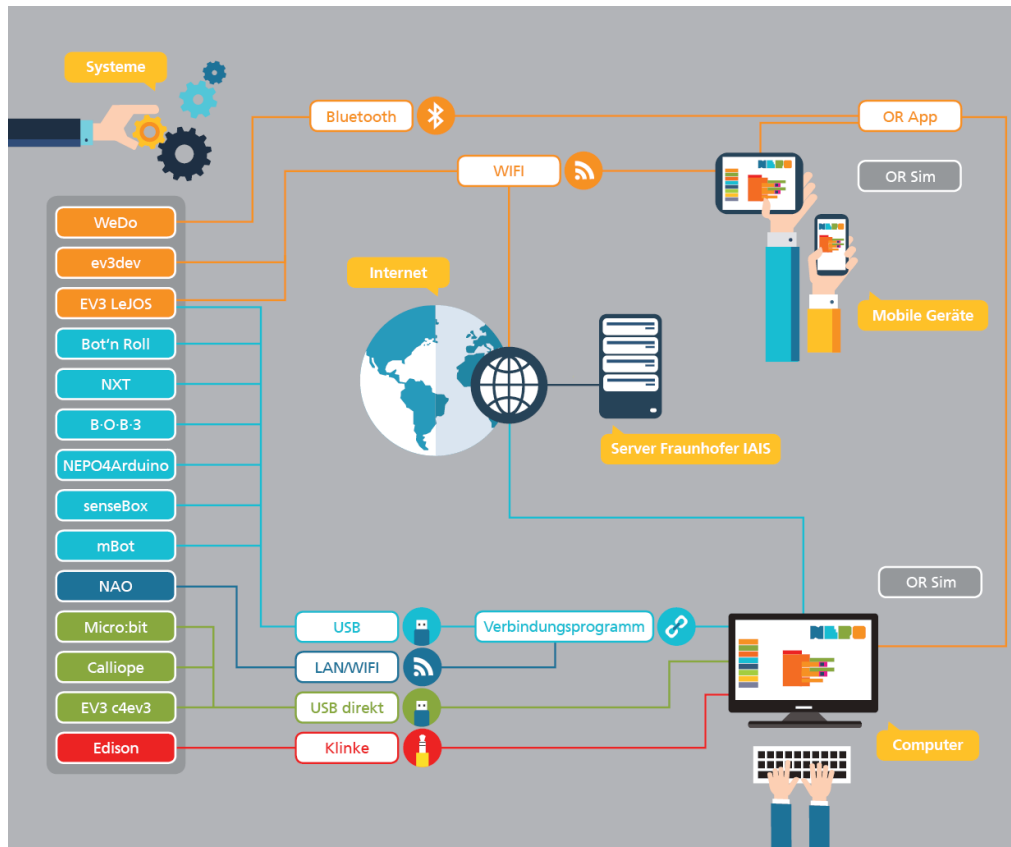
# The sympathizer. The unique Roberta! Curious, likeable, quick and smart.



The three-dimensional Roberta is the key visual and motivating mascot for children of primary school age (6 to 10 years). In this area, it functions as an additional distinguishing mark of „Roberta“. It should therefore only be used for this younger target group.

The key visual is available in several variants, but should only be used alone, i.e. not in combination with the 2D versions of Roberta or the Roberta Friends.

# Illustrated by diagrams.



With diagrams are complex interrelationships easier to understand. The Open Roberta slides are vivid and colorful, the style of illustrations and icons is consistent and creates a friendly and appealing look.

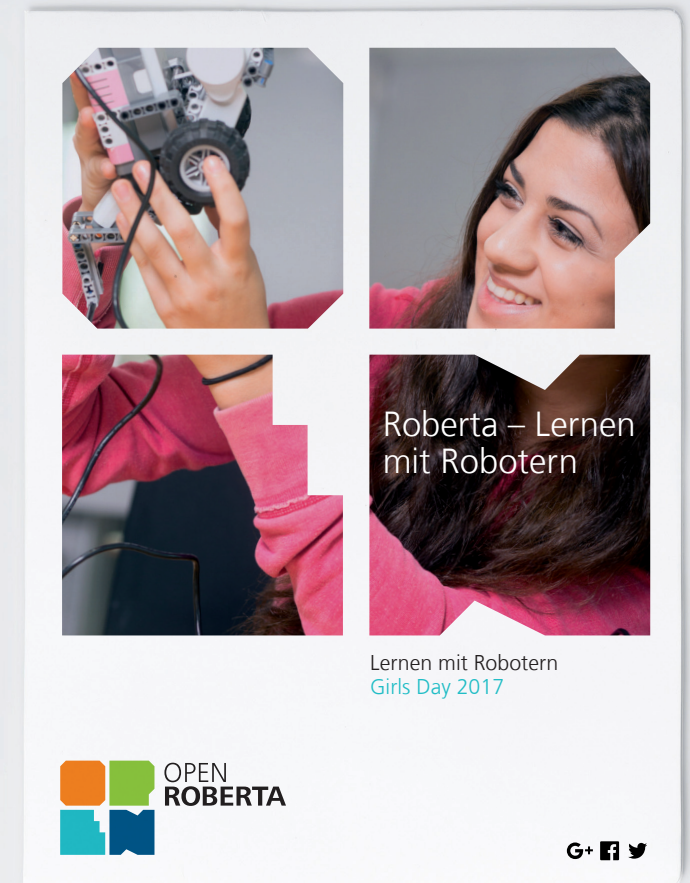


# Exemplary applications.



Poster

The communication media presented are exemplary and demonstrate the free interplay of corporate design elements such as logo, typography, etc. and colour as well as the design principle. They serve as inspiration. Concrete working material is available in the download area.



Poster

# Spellings.

## Singular and plural.

### Singular

Fraunhofer Institute for Intelligent Analysis  
and Information Systems IAIS  
(short: Fraunhofer IAIS)

Roberta Teacher  
Roberta Scout  
Roberta Coach  
Roberta Teacher Training  
Roberta training  
Roberta Regional Center (short: RRC)  
Roberta Academy  
Roberta box  
Roberta course

Open Roberta  
Open Roberta Lab  
Open Roberta Coding Hub

NEPO

### Plural

–

Roberta Teachers  
Roberta Scouts  
Roberta Coaches  
Roberta Teacher Trainings  
Roberta trainings  
Roberta Regional Centers

–

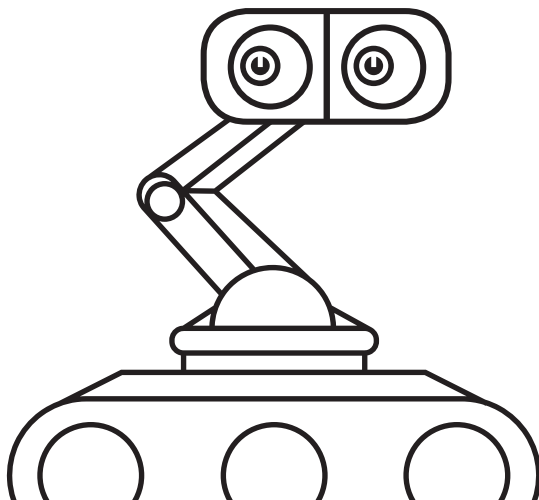
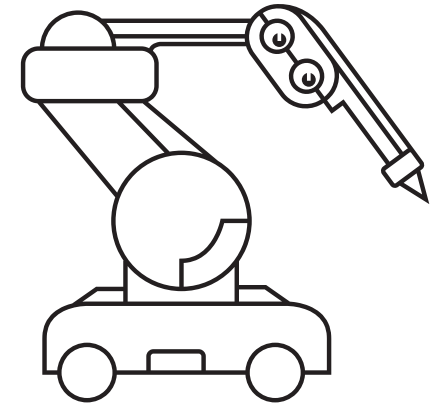
Roberta boxes  
Roberta courses

–

–

Open Roberta Coding Hubs

–





# Step in with us into contact.

## Roberta communication channels

### Platform:

Roberta-Portal  
Roberta on Facebook  
Roberta on Twitter  
Roberta on YouTube  
Roberta on Instagram  
Website Fraunhofer IAIS

### URL:

[www.roberta-home.de](http://www.roberta-home.de)  
[www.facebook.de/Roberta.Roboter](https://www.facebook.de/Roberta.Roboter)  
[www.twitter.com/RobertaIAIS](https://www.twitter.com/RobertaIAIS)  
[www.youtube.com/user/RobIAIS](https://www.youtube.com/user/RobIAIS)  
[www.instagram.com/robertarobotics](https://www.instagram.com/robertarobotics)  
[www.iais.fraunhofer.de](http://www.iais.fraunhofer.de)

### Hashtags:

#Roberta  
#OpenRoberta  
#NEPO

### Open Roberta Lab

[www.lab.open-roberta.org](http://www.lab.open-roberta.org)

