Otto DIY brand guide

LOGO main
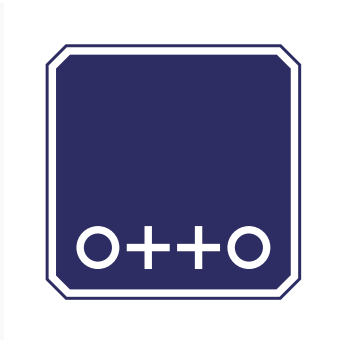
SPACE

LOGO to use on colors

HEX #2D2D64
R 45 G 45 B 100
C55 M55 Y0 K61

HEX #FF5700
R 255 G 87 B 0
C00 M66 Y100 K0

HEX #32D900
R 50 G 217 B 0
C77 M0 Y100 K15

HEX #747F8A
R 116 G 127 B 138
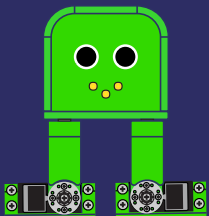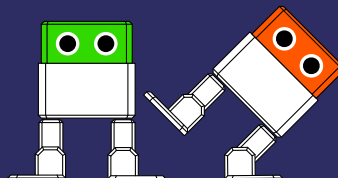C16 M8 Y0 K46
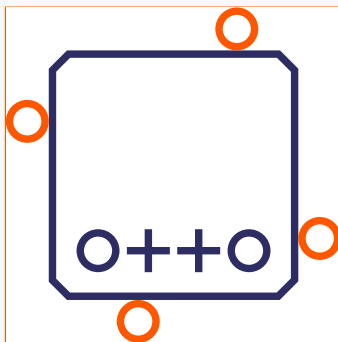
SLOGAN

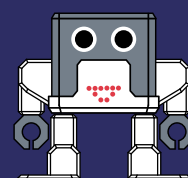build your own robot

CHARACTERS

Tito

Otto DIY & Otto DIY+

Otto DIY Humanoid

FONTS

Titles
Brandon Grotesque Bold

Headings
Brandon Grotesque Regular

Text
Lato Light