

RLWRLD

Welcome to the RLWRLD brand guidelines. They outline the visual and verbal identity of our brand. In the end guidelines are just that, a guide. Use your best judgement and reference this document as a starting point.

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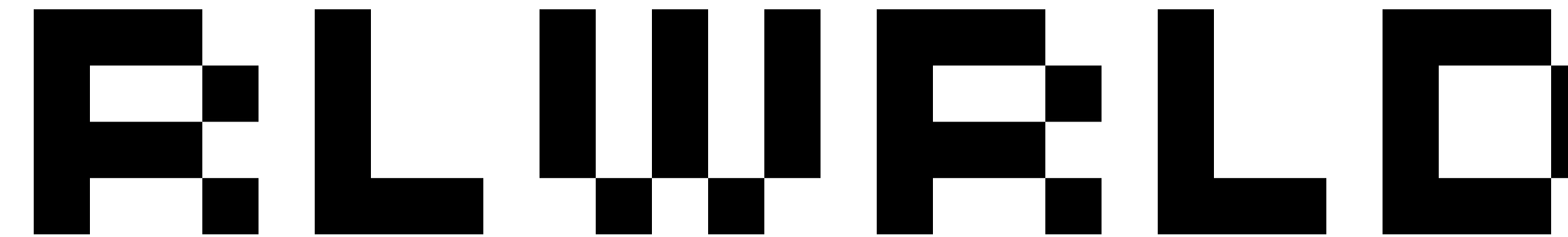
Business cards  
Merchandise

# Logo

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**Logo**

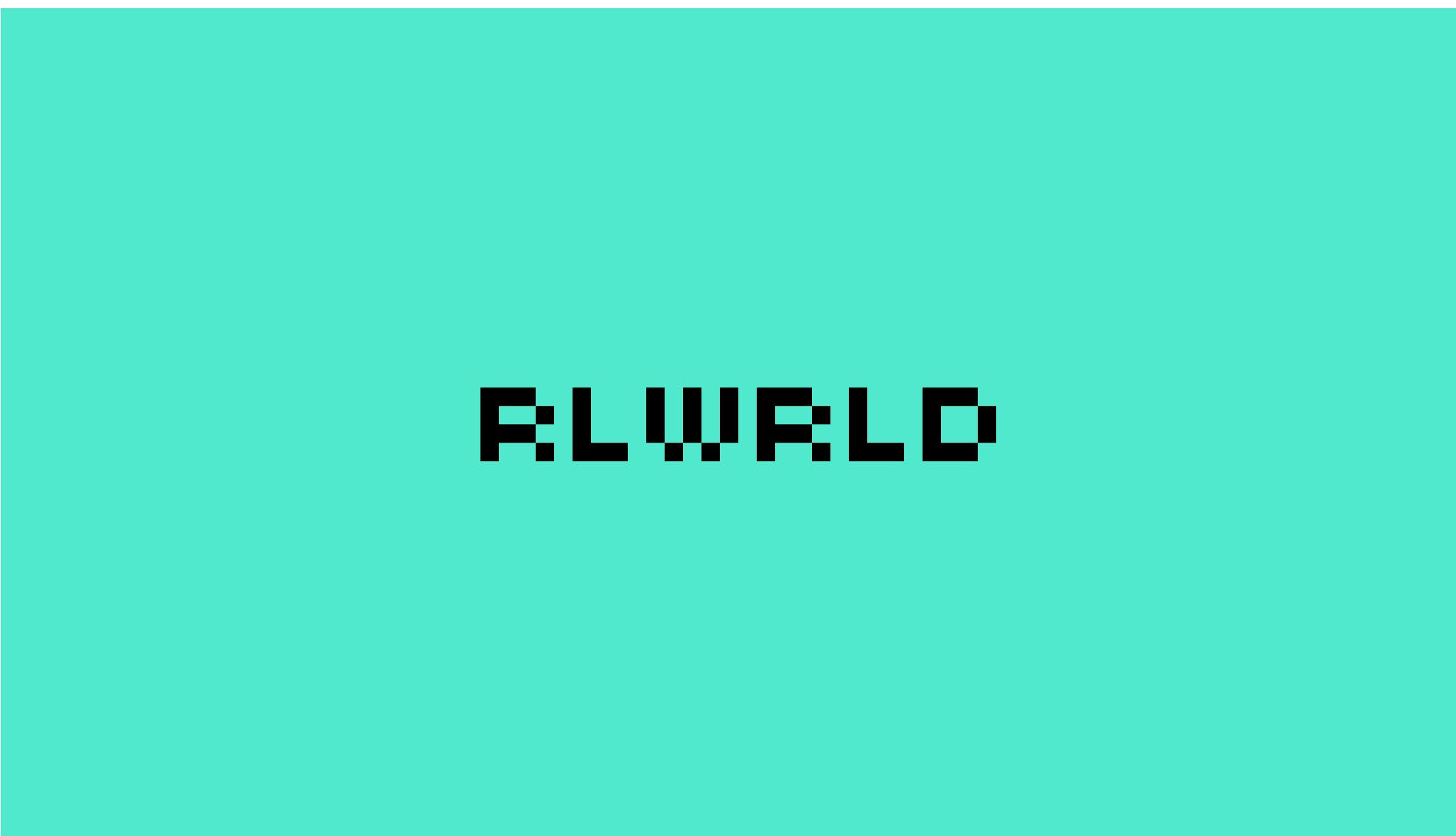
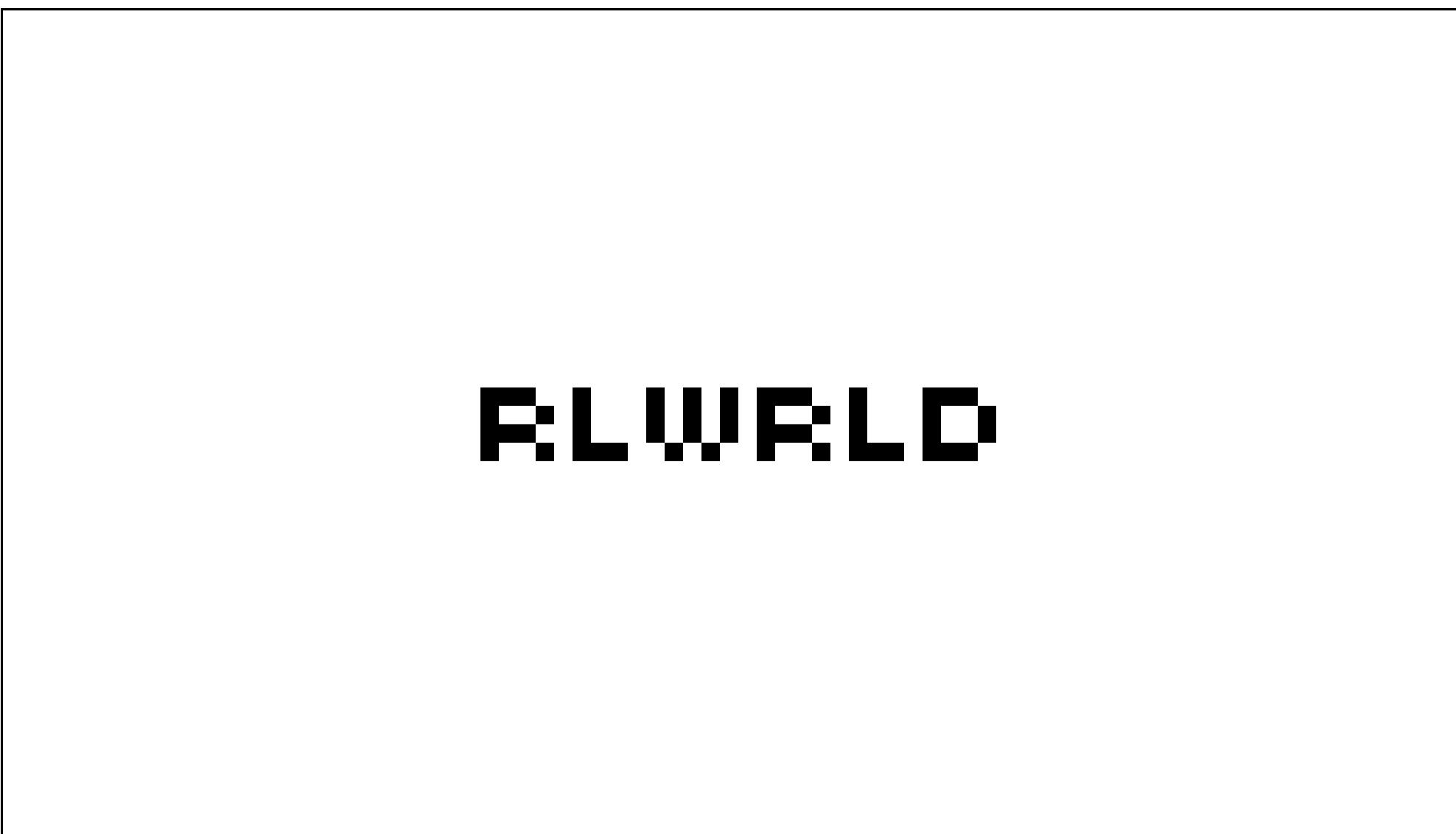
Our logo is the primary identifier for our brand. It captures our name, mission, and legacy.



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On color

When combining the logo with brand colors, always ensure there is ample contrast in color pairings. The following examples are approved combinations.

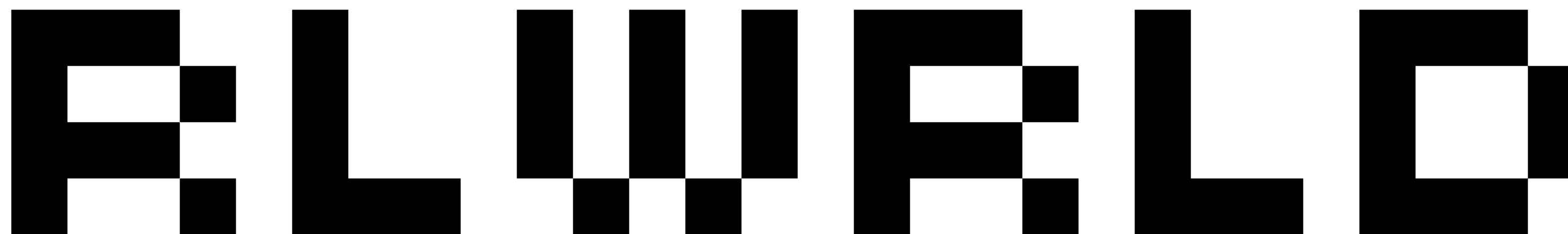
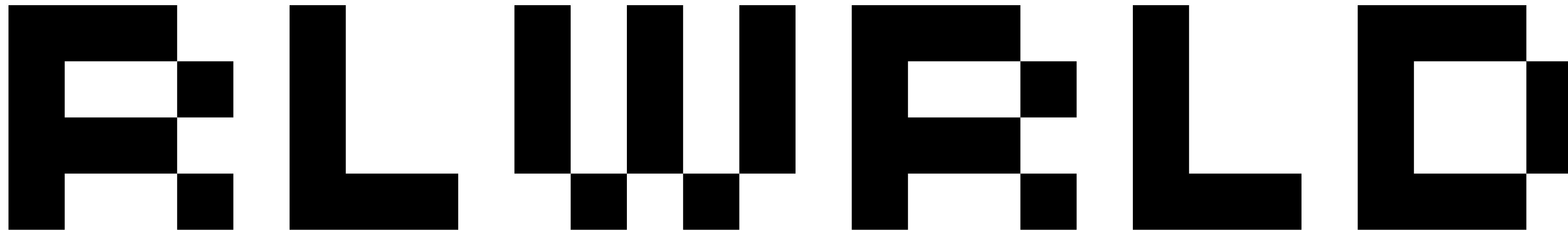


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## Scaling

The logo has been carefully crafted to read well, even at small sizes. There is no limit at large scale, but be careful at smaller sizes. If legibility is an issue, it's too small.

Recommended minimum size is 20 pixels for screen, and 1/4 inches in print.



**RLWRLD**

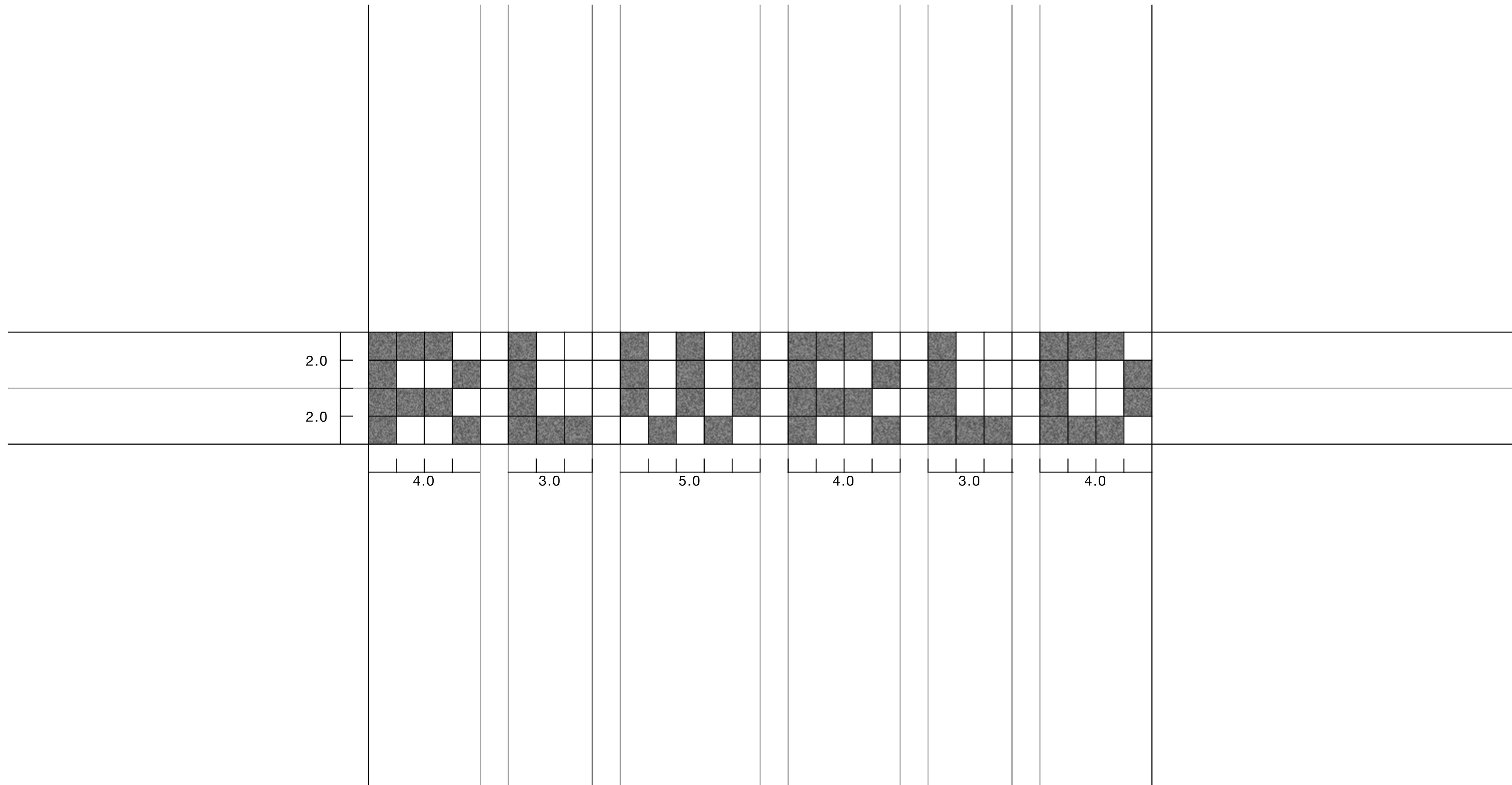
**RLWRLD**

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**Clear space**

Don't crowd the logo. When placing other elements nearby, ensure minimum clear space for brand consistency.

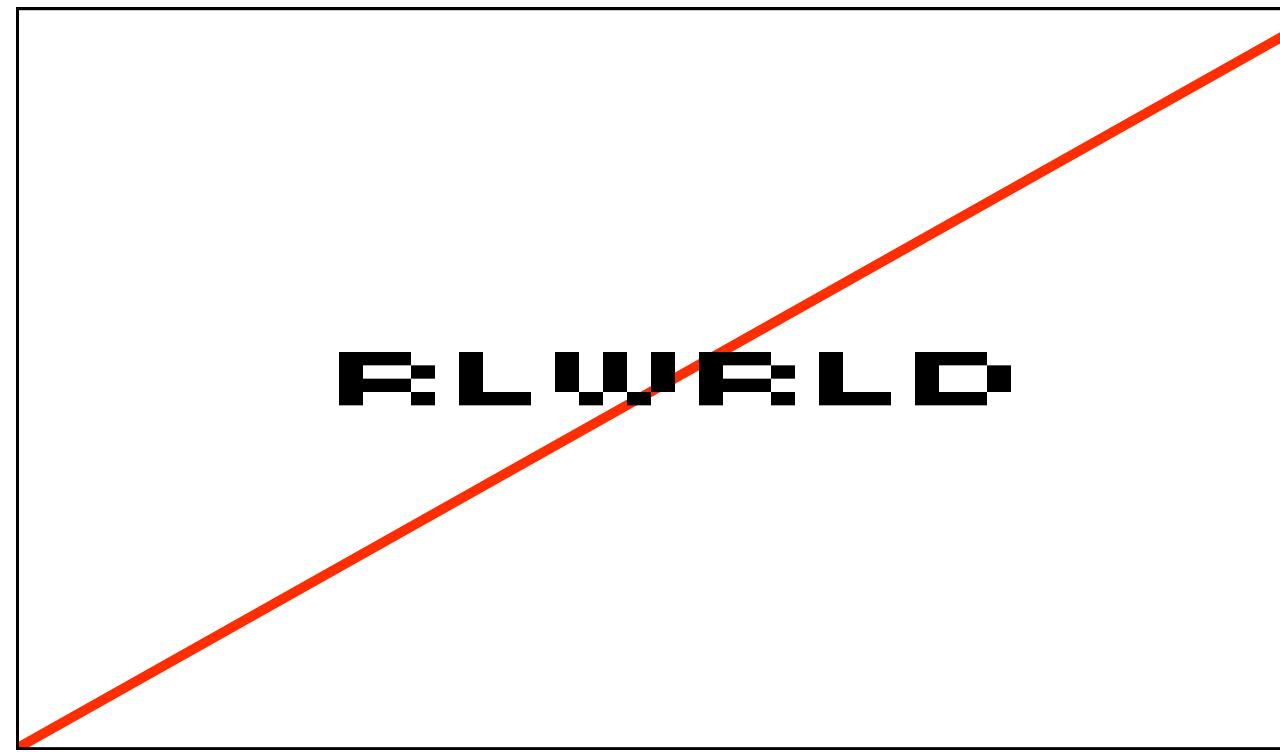
Describe how the clear space is calculated relative to a fixed element from the logo. See example below.



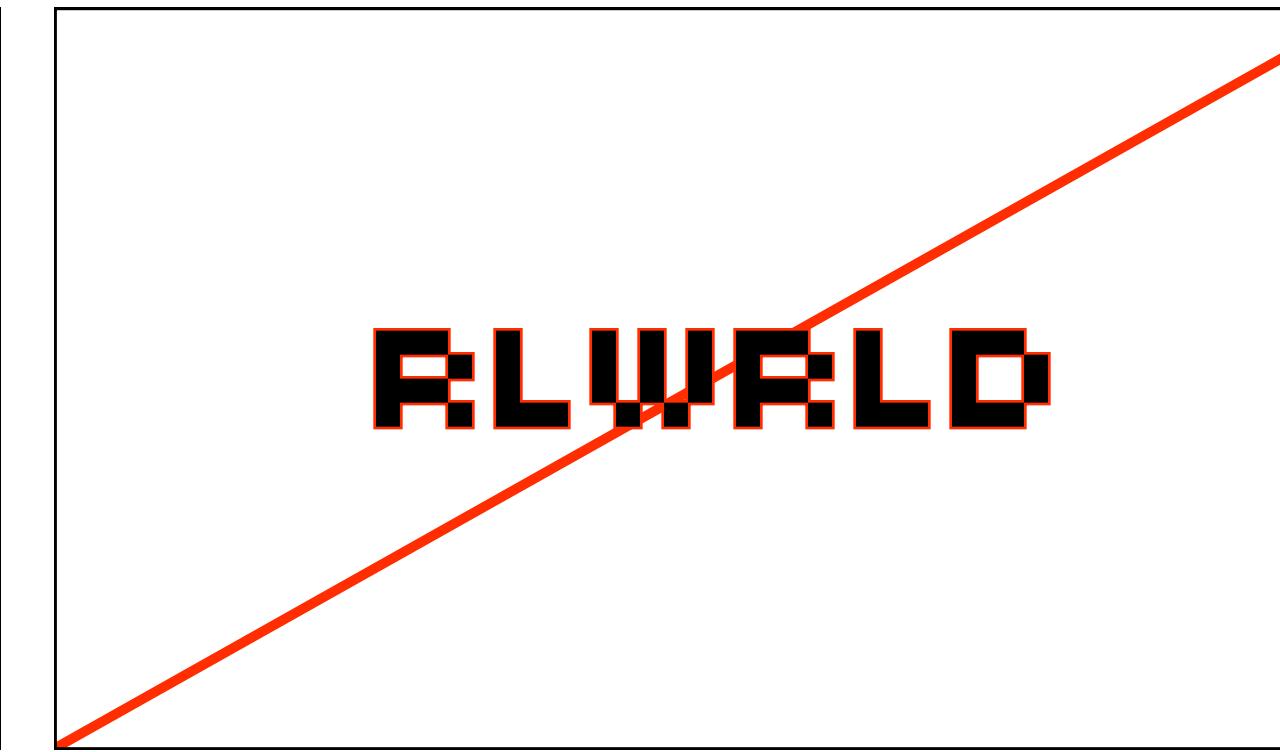
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Don'ts

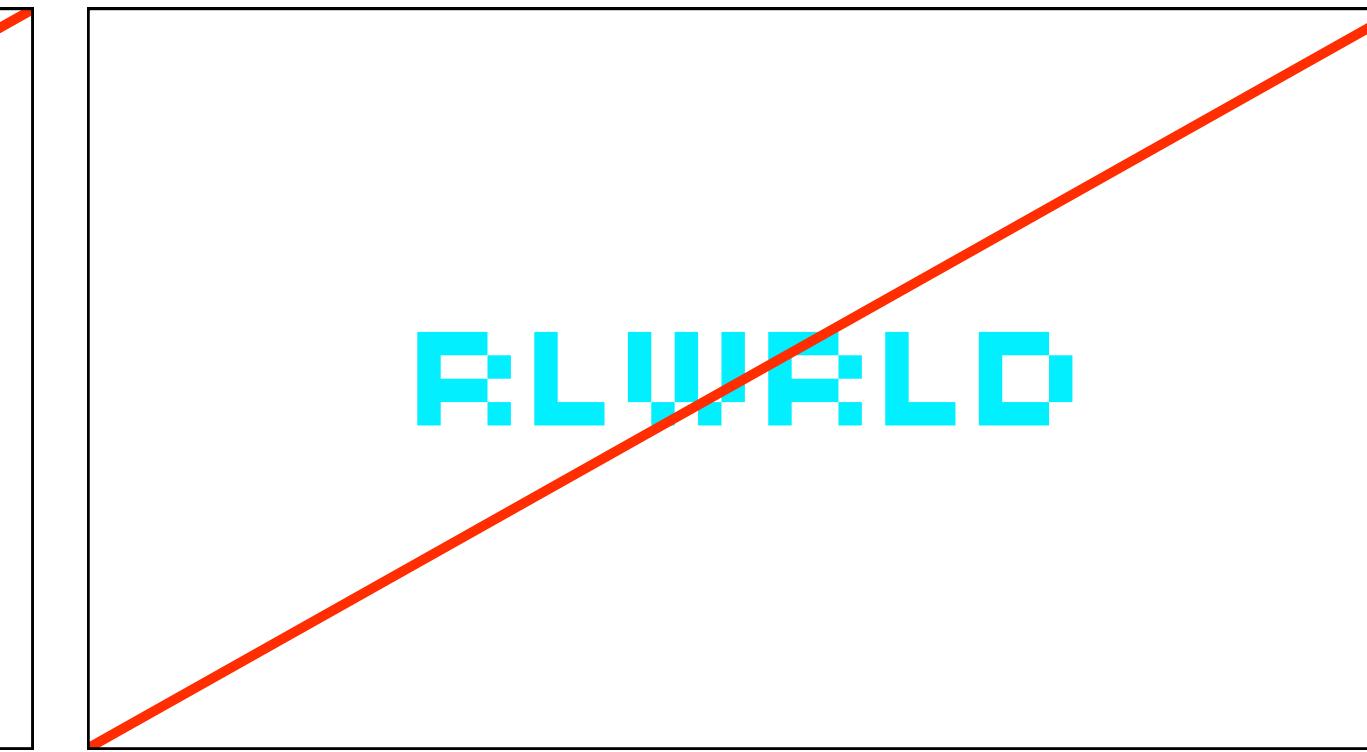
Do not diminish the value of the logo in our brand. Avoid the following treatments.



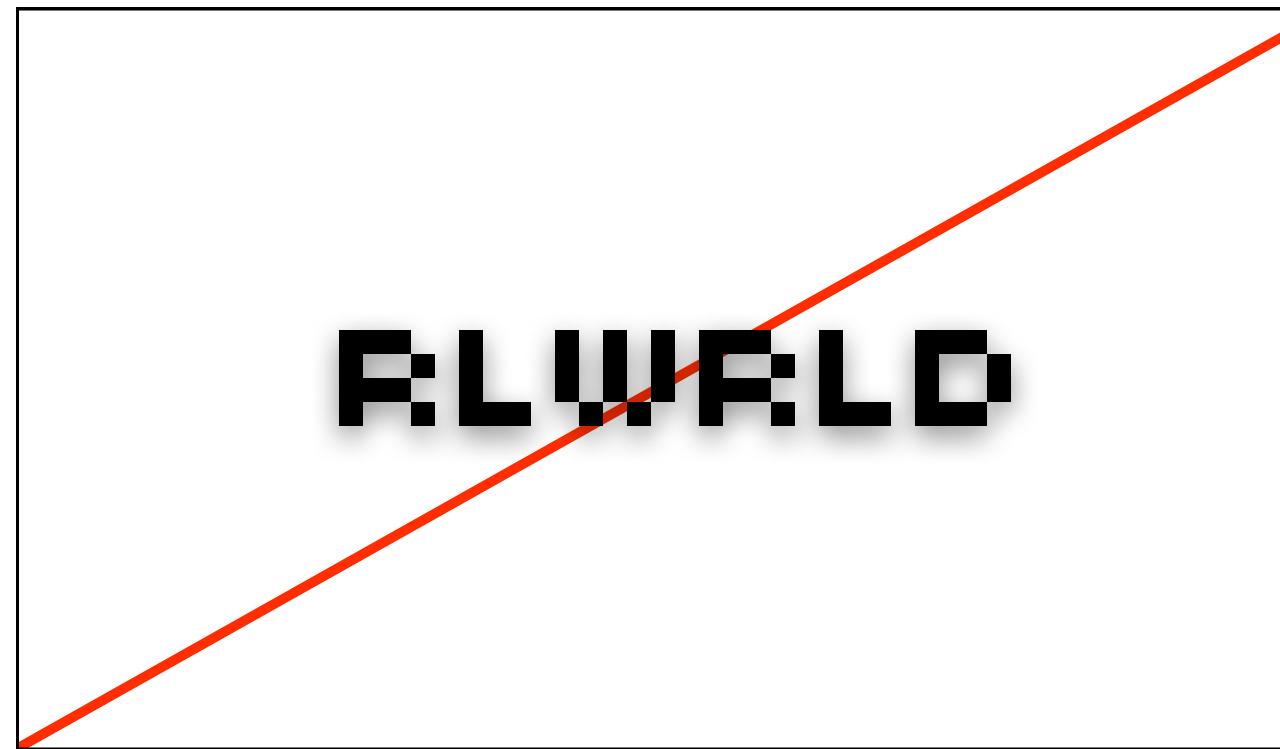
Don't stretch



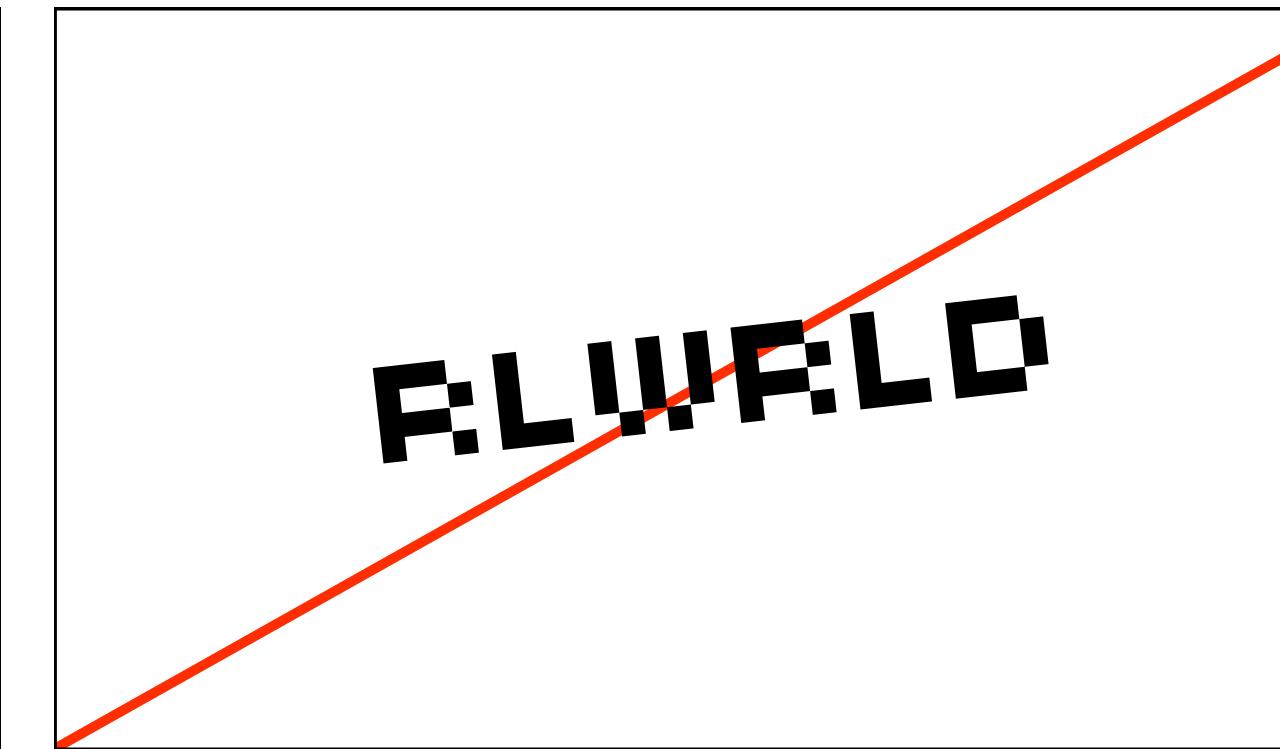
Don't outline



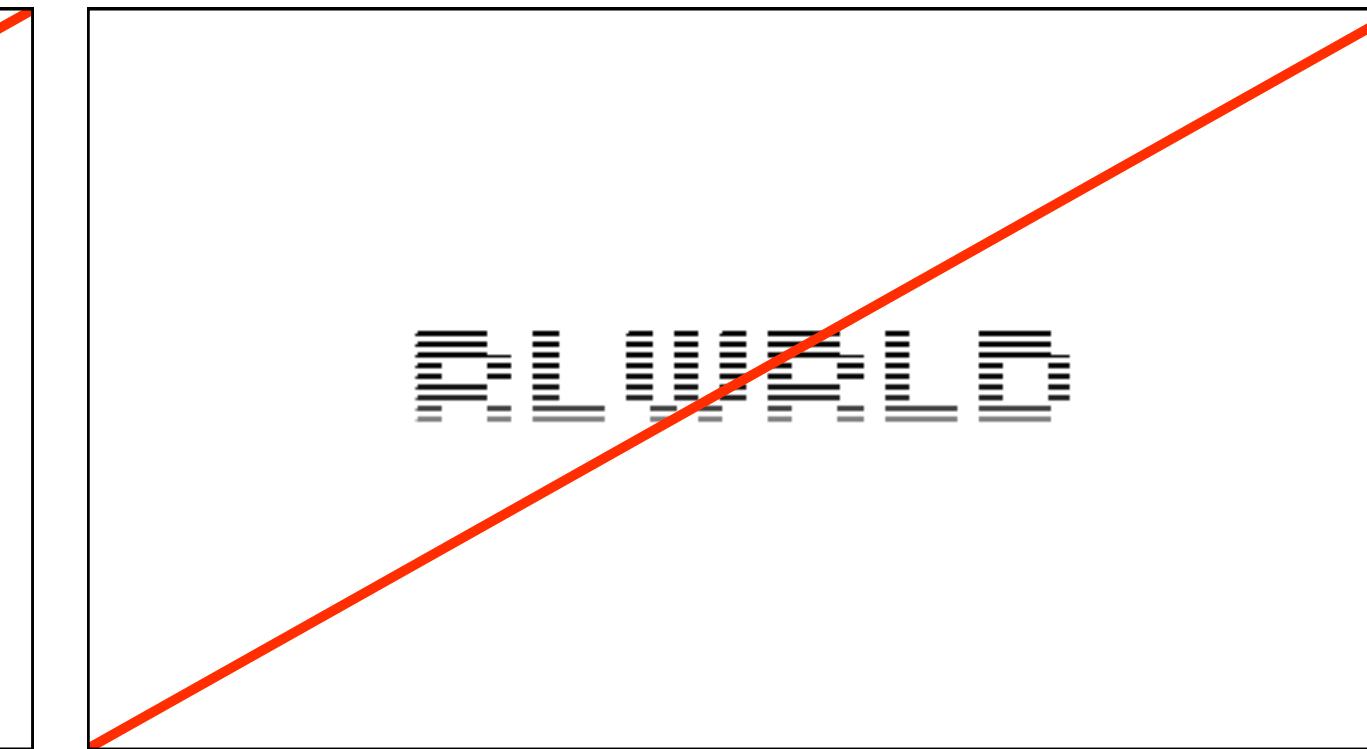
Don't unapproved colors



Don't apply shadows or effects



Don't rotate



Don't apply patterns

# Typography

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Primary typeface

Helvetica Neue is our primary typeface. Briefly describe its qualities.

Helvetica Neue is used in use case and use case.

Helvetica Neue

**Helvetica Neue**  
**A B C D E F G H I J K L M N**  
**O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r**  
**s t u v w x y z**  
**0 1 2 3 4 5 6 7 8 9**  
**! @ # \$ % ^ & \* ( ) ? +**

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Hierarchy

Size, scale and position all play a factor in how information is read. Always ensure there is a purposeful difference between type sizes. Type sizes are for example only.

Headline(H1)  
32pt/130%

We Build Real World Intelligence.  
We Revolutionize Robotics.

KOREAN  
Noto Sans CJK KR

Real World를 이해하는 인공지능을 만듭니다.  
로보틱스의 혁신을 만듭니다.

JAPANESE  
Noto Sans CJK JP

Real Worldを理解する人工知能を作り、  
ロボティクスの革命を起こします

Subhead(H2)  
20pt/160%

World-Class Minds, Real World Impact  
최고의 인재들이 만드는, 현실의 변화  
最高の人材が生み出す、現実世界の変革

Body(P)  
14pt/160%

We're building foundation models that give robots the ability to see, think, and use their hands like humans. From delicate manipulation to dynamic adaptation, our systems achieve dexterity that unlocks real-world autonomy — at scale.

RLWRLD는 로봇이 실제 환경을 스스로 인식하고 판단하며, 손을 사용해 섬세하게 조작할 수 있도록 하는 Foundation Model을 개발합니다. 단순한 자동화를 넘어, 다양한 상황에 유연하게 적응하고 정교한 작업까지 수행할 수 있는 현실 자율성을 실현합니다.

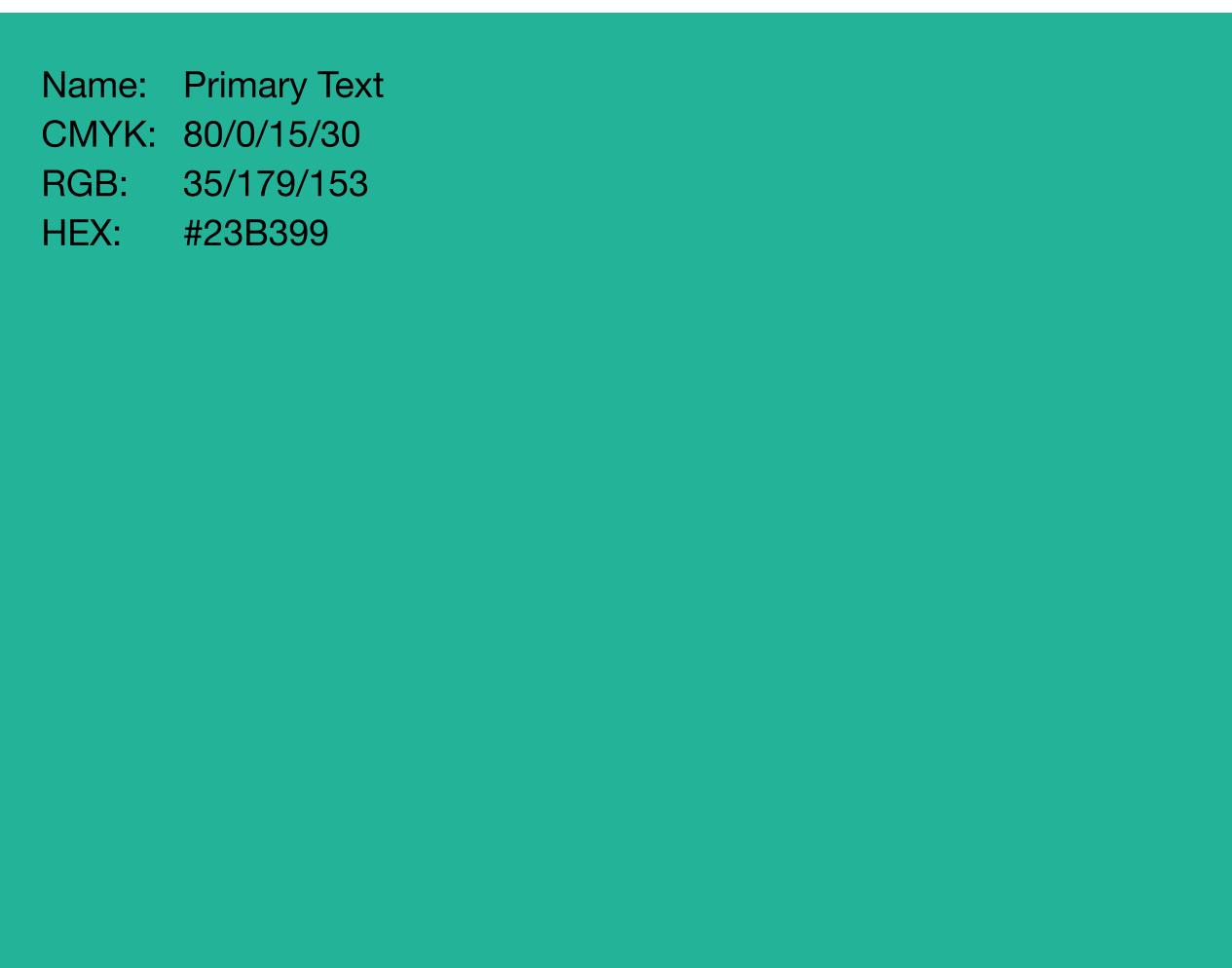
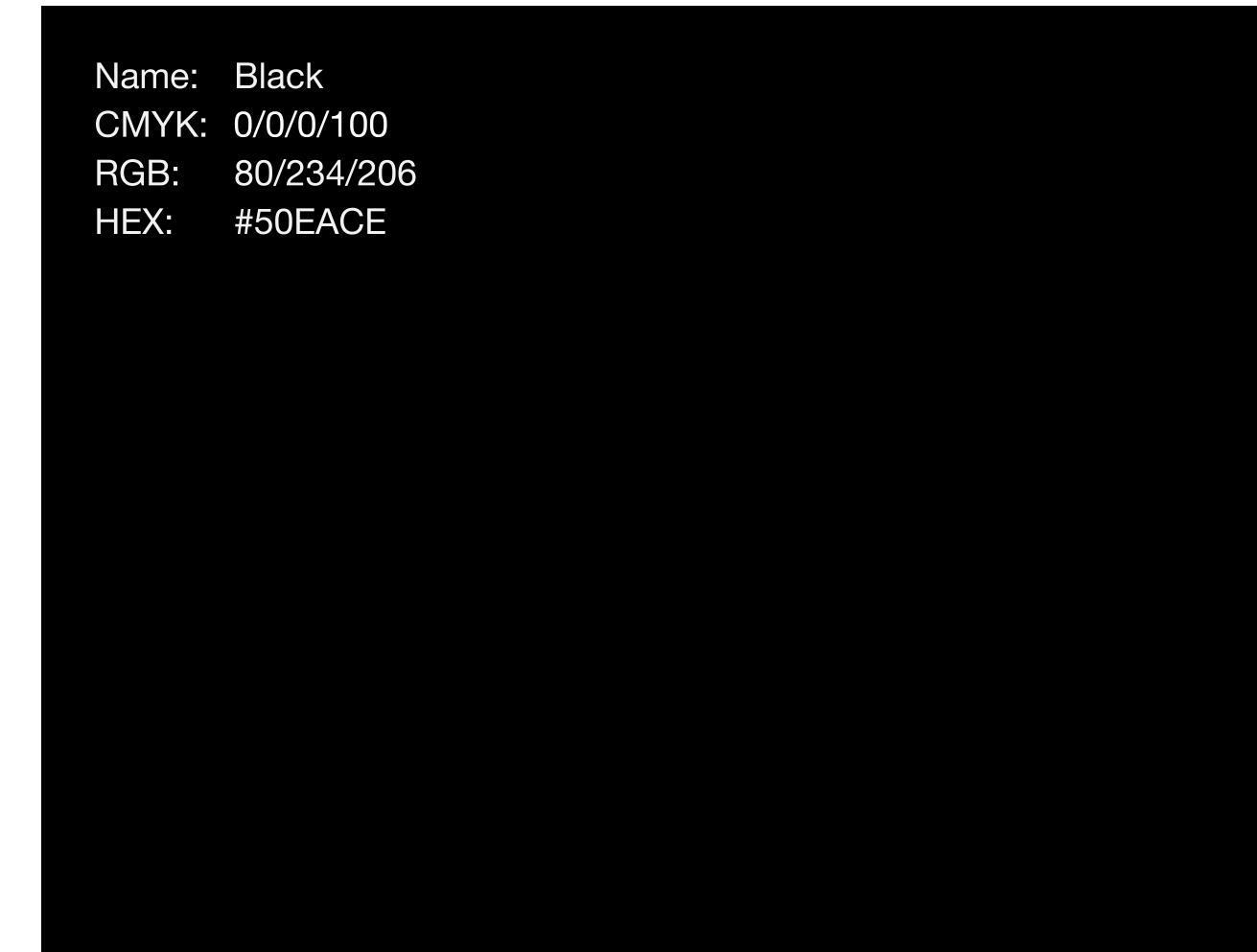
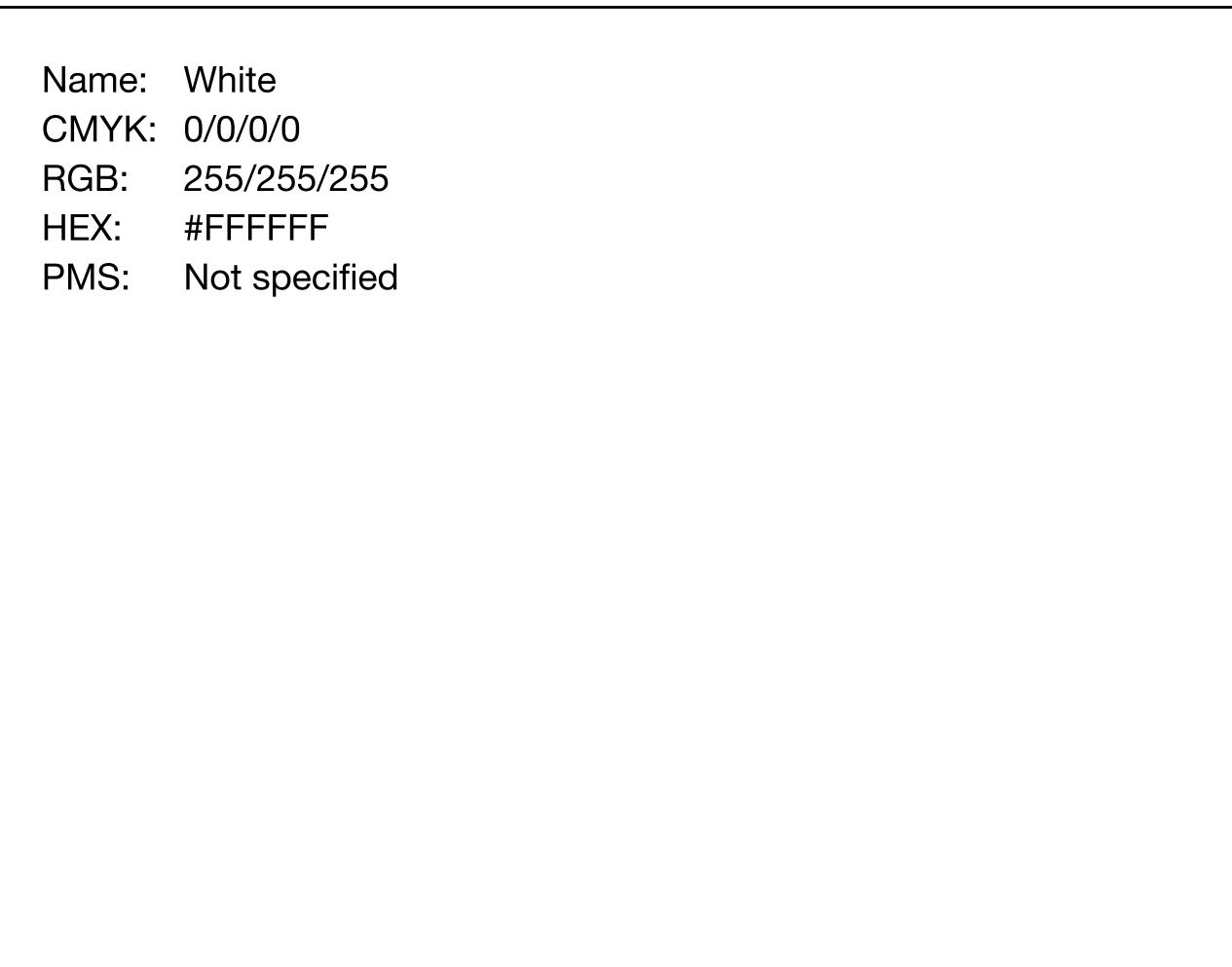
RLWRLDではロボットが実環境を自律的に認識・判断、ロボットハンドで精密作業を可能にする基盤モデルを開発しています。  
単なる自動化を超え、多様な状況に柔軟に対応し、精密な作業までこなすことができる「現実世界での自立性」を実現します。

# Color

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## Primary palette

The primary palette are the core colors employed in our identity. Briefly describe the rationale behind the primary palette.



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### Secondary palette

The secondary palette are the supporting colors in our identity. Briefly describe the rationale behind the secondary palette.



Name: Dark Slate Gray  
CMYK: 0/0/0/80  
RGB: 51/51/51  
HEX: #333  
PMS: Not specified



Name: Dim Gray  
CMYK: 0/0/0/60  
RGB: 102/102/102  
HEX: #666  
PMS: Not specified

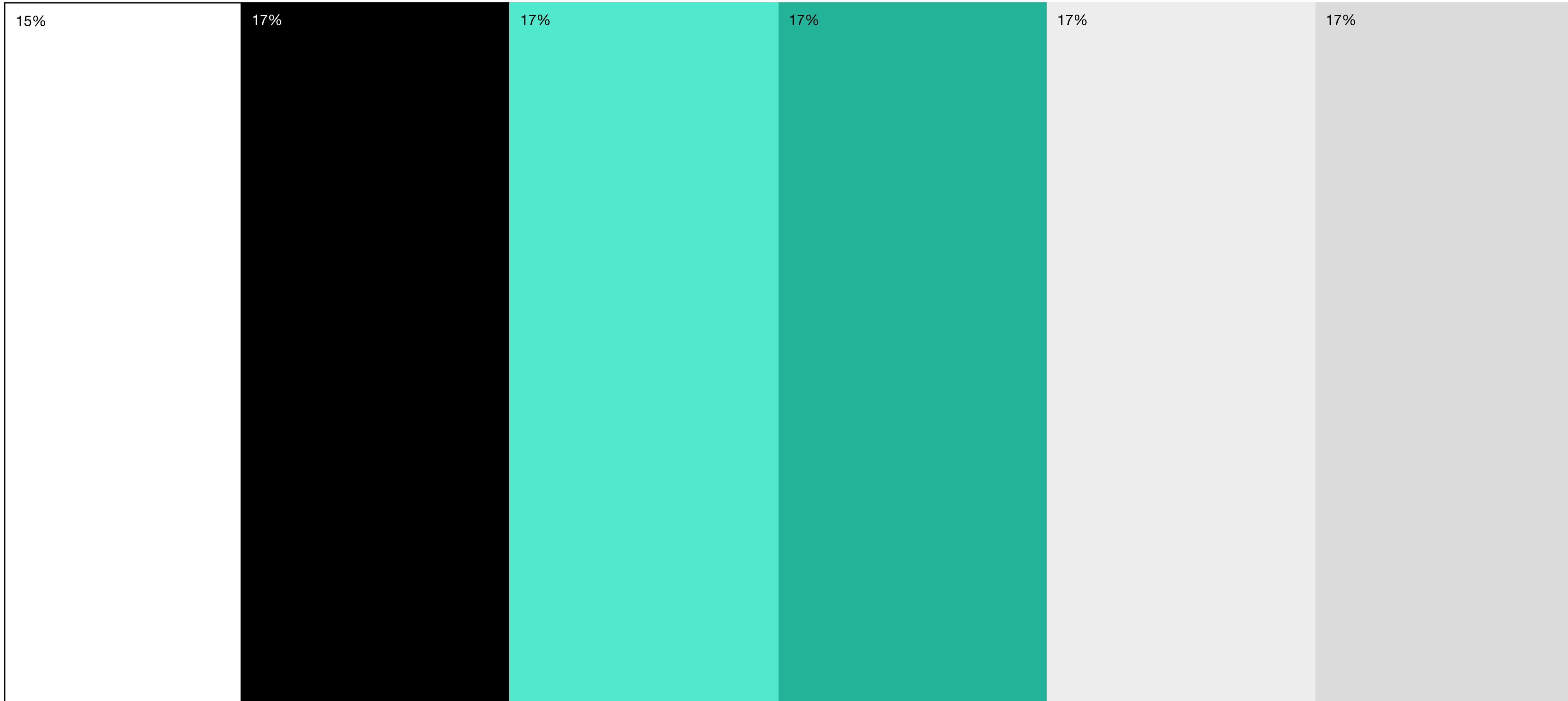


Name: Dark Gray  
CMYK: 0/0/0/40  
RGB: 153/153/153  
HEX: #999  
PMS: Not specified

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**Proportion**

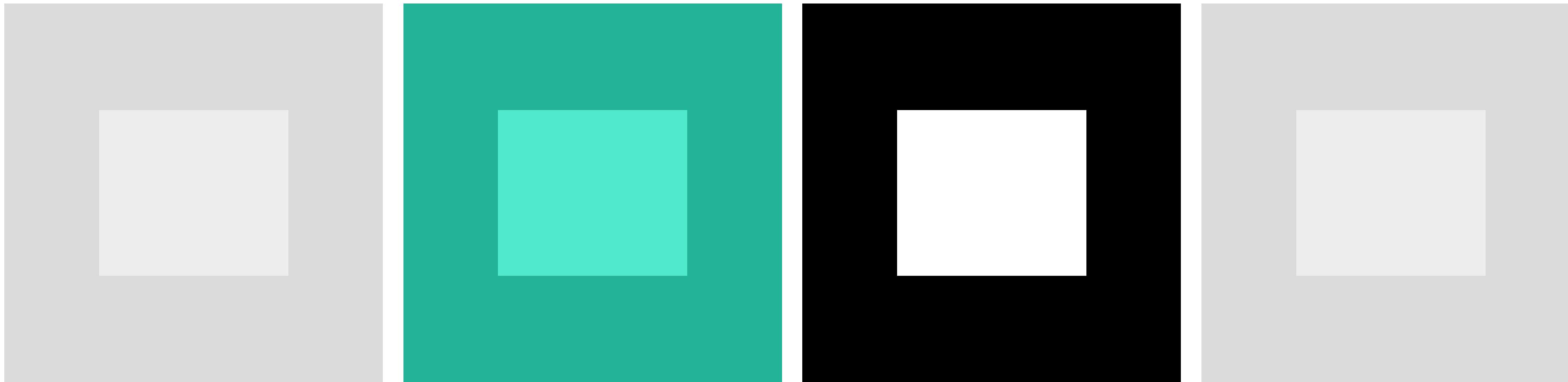
The balance of color is important to maintain a cohesive identity. When using the palette in any context, reference the proportion of colors below.



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## Combinations

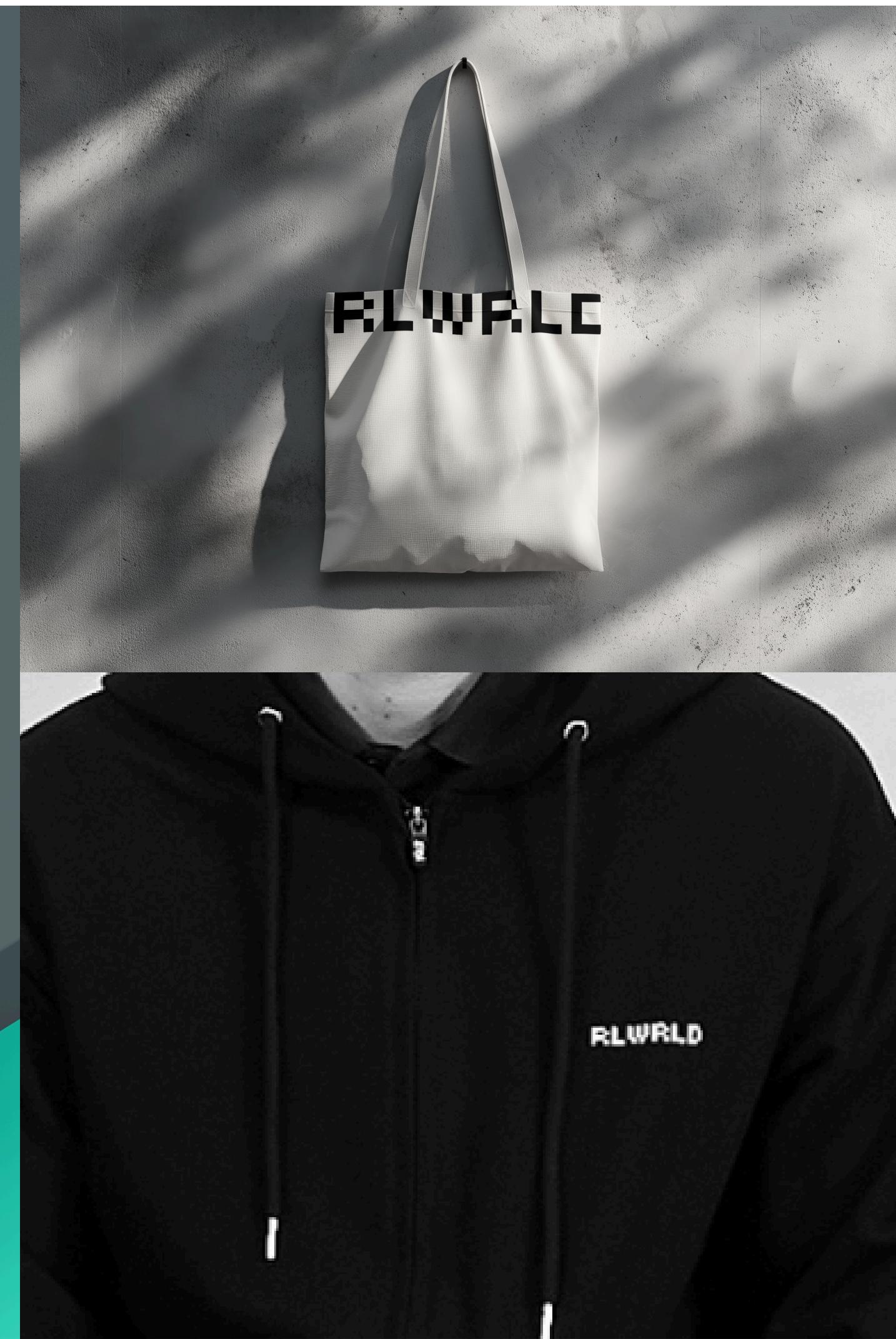
Some colors are not suitable to be used in combination with others. The following diagram demonstrates approved color combinations.



# Applications

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Applications



For any questions about using these guidelines, please contact:

**JEONG JINHO**  
**jinho@aftworks.com**