



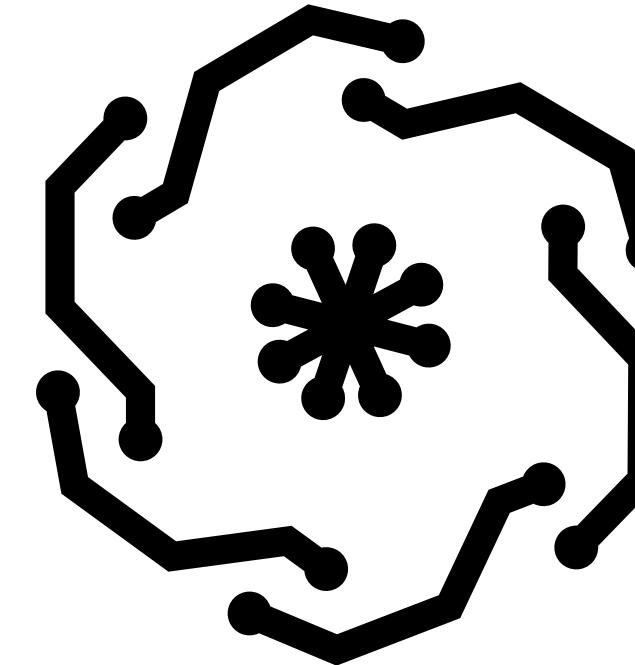
Rose City Robotics

Brand Guidelines

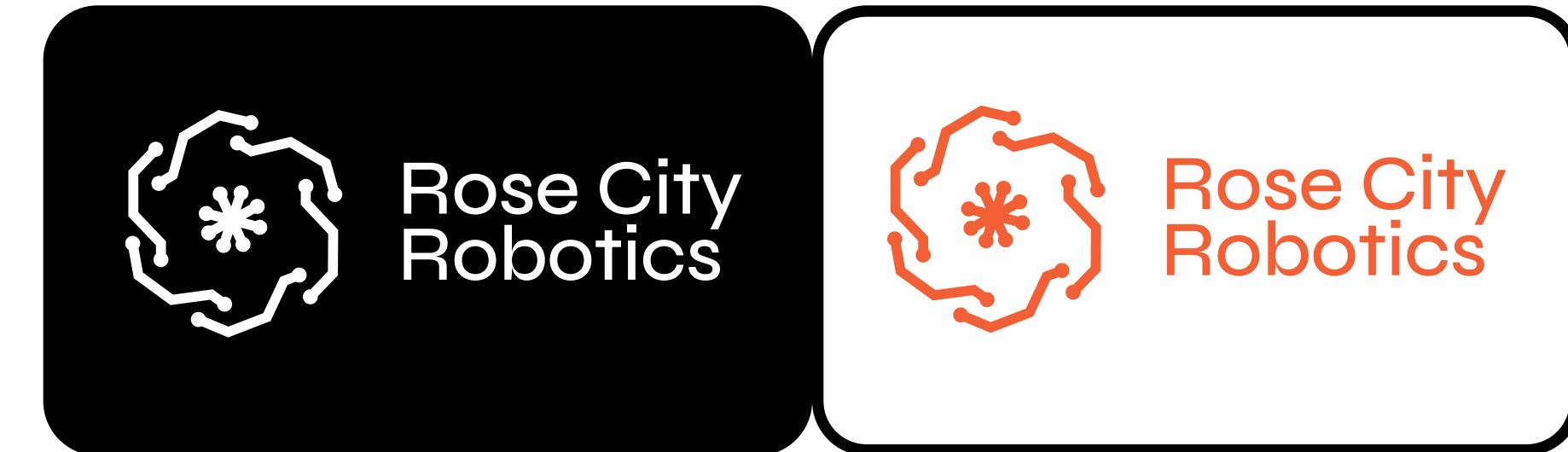
2024

Primary Logo

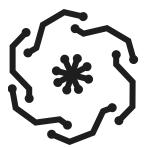
The Rose City Robotics logo is the single most recognizable element of the brand identity. Its consistent application throughout all communication materials is imperative to the strength of the identity.



Rose City
Robotics



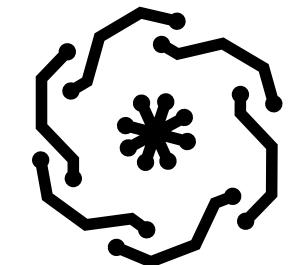
2024



Rose City Robotics

Secondary Logo

The Rose City Robotics secondary marks are to be used when there is more horizontal space available.



Rose City Robotics



Rose City Robotics



Rose City Robotics

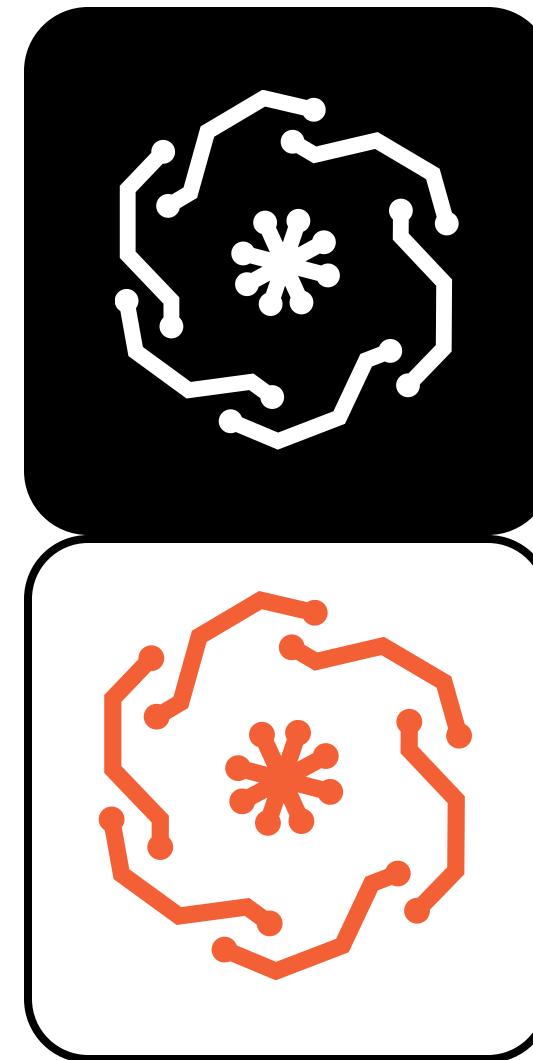
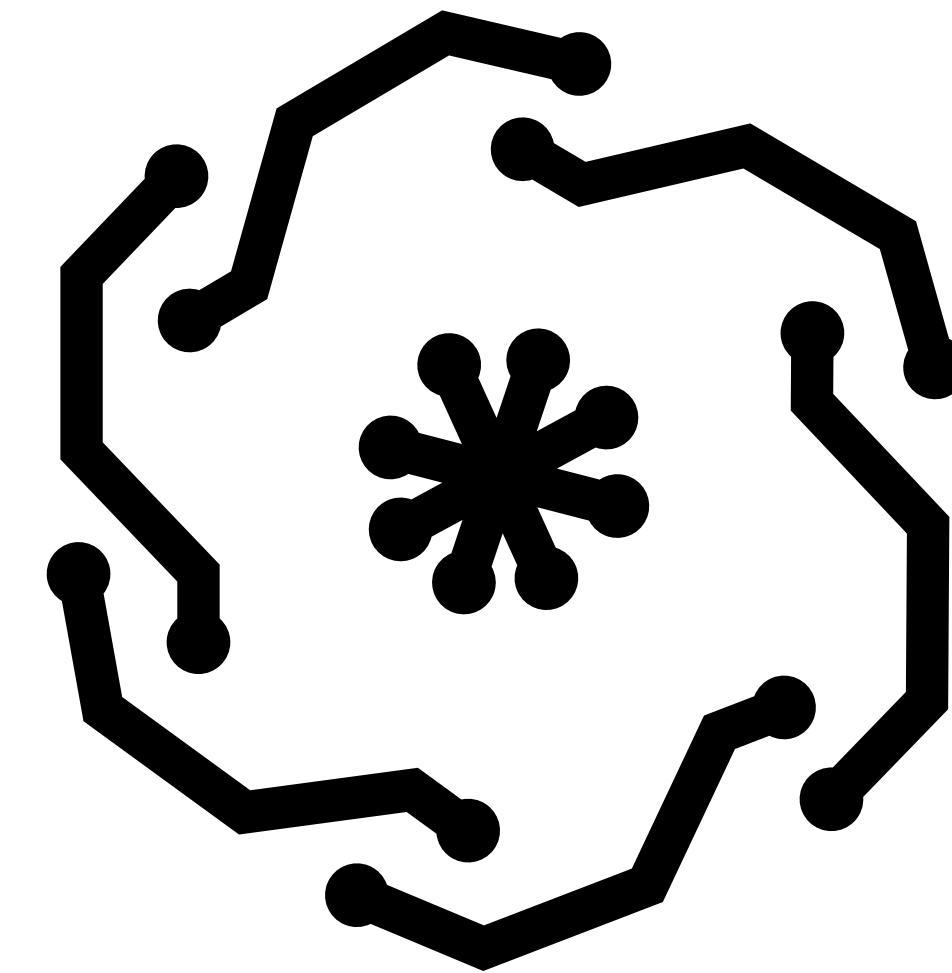
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Rose City Robotics

Icon

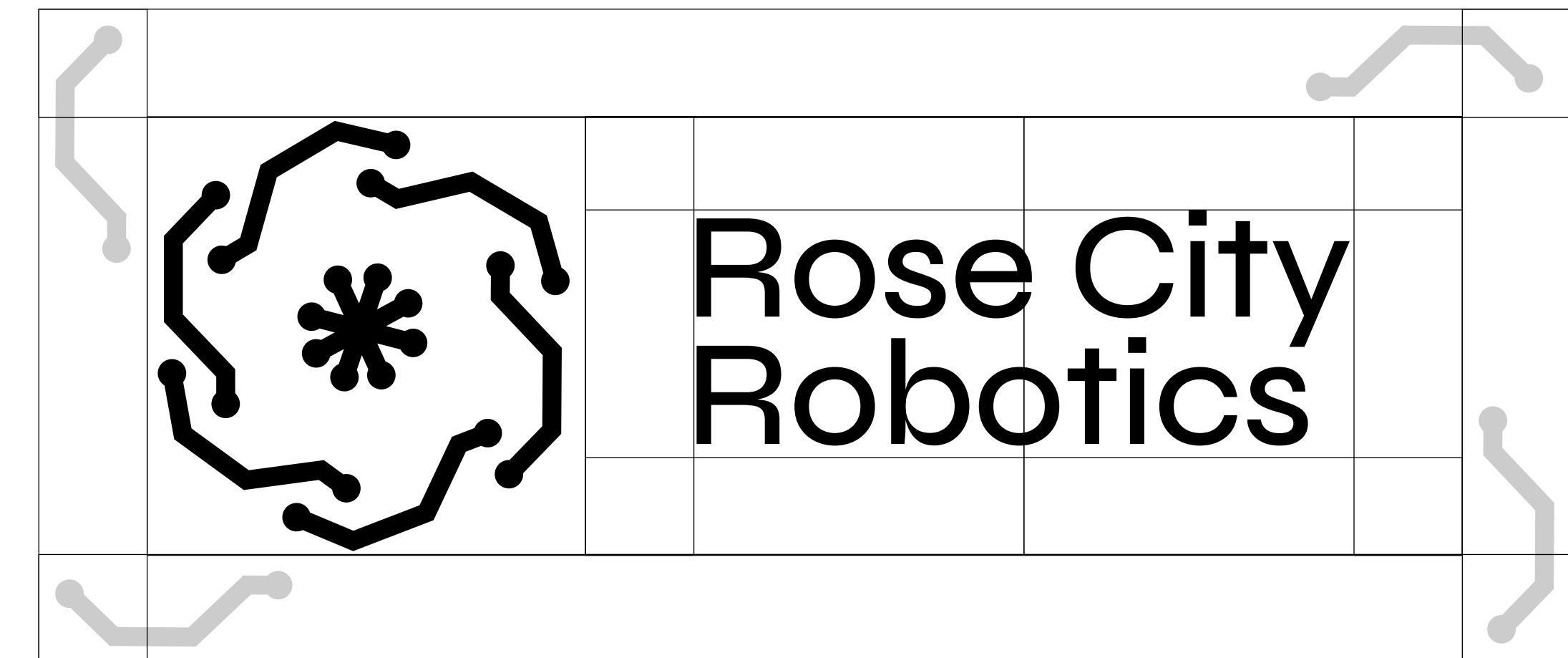
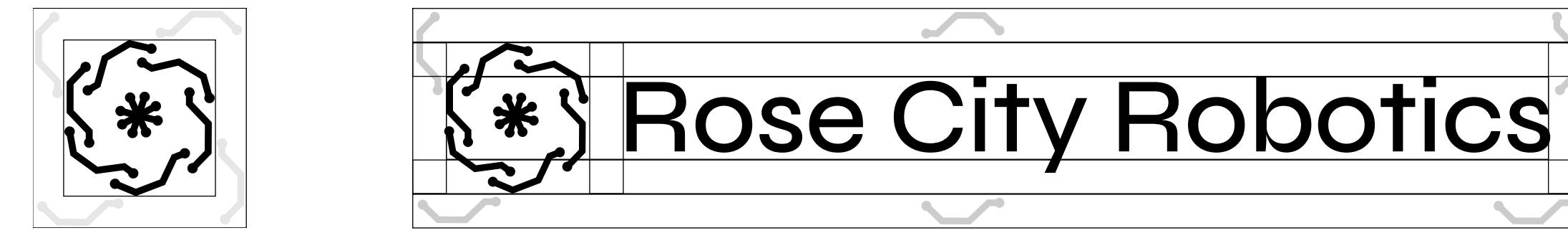
The Rose City Robotics icon is to be used only when there is limited space available, like a social avatar.



2024

Logo Safe Zones

The logo's safe zone is equivalent to the width of the Circuit Bracket on all sides.



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Rose City Robotics

Typography

Typography is a fundamental building block of the Rose City Robotics design architecture. Rose City Robotics uses Manrope across all applications.

Manrope Extra Bold
Manrope Bold
Manrope Semi Bold
Manrope Medium
Manrope Regular
Manrope Light
Manrope Extra Light

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Rose City Robotics

Color Palette

Rose City Robotics uses a naturally bright color palette, with Peachy Red being the primary color, with Green and Blue being the secondary colors. The additional shades provide options for enough contrast across all mediums.

2024

HEX: F46036
RGB: 244, 96, 54
CMYK: 0, 60, 78, 4

HEX: CC4018
RGB: 204, 64, 24
CMYK: 0, 68, 88, 20

HEX: FF9D81
RGB: 255, 157, 129
CMYK: 0, 38, 49, 0

HEX: FFD686
RGB: 100, 84, 52
CMYK: 0, 16, 48, 0

HEX: 497718
RGB: 71, 119, 24
CMYK: 40, 0, 80, 53

HEX: 197BBD
RGB: 25, 123, 189
CMYK: 87, 35, 0, 26

HEX: FDB833
RGB: 253, 184, 51
CMYK: 0, 27, 80, 1

HEX: A0E656
RGB: 160, 230, 86
CMYK: 40, 0, 85, 0

HEX: 2E4FOB
RGB: 46, 79, 11
CMYK: 42, 0, 86, 69

HEX: 9BC3EE
RGB: 155, 195, 238
CMYK: 35, 18, 0, 7

HEX: 07446D
RGB: 7, 68, 109
CMYK:



Rose City Robotics

Photography Style

Rose City Robotics uses a warm, natural photography and image style. It should feel real, inviting, and high-quality.

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Rose City Robotics

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Innovation Towards Circularity

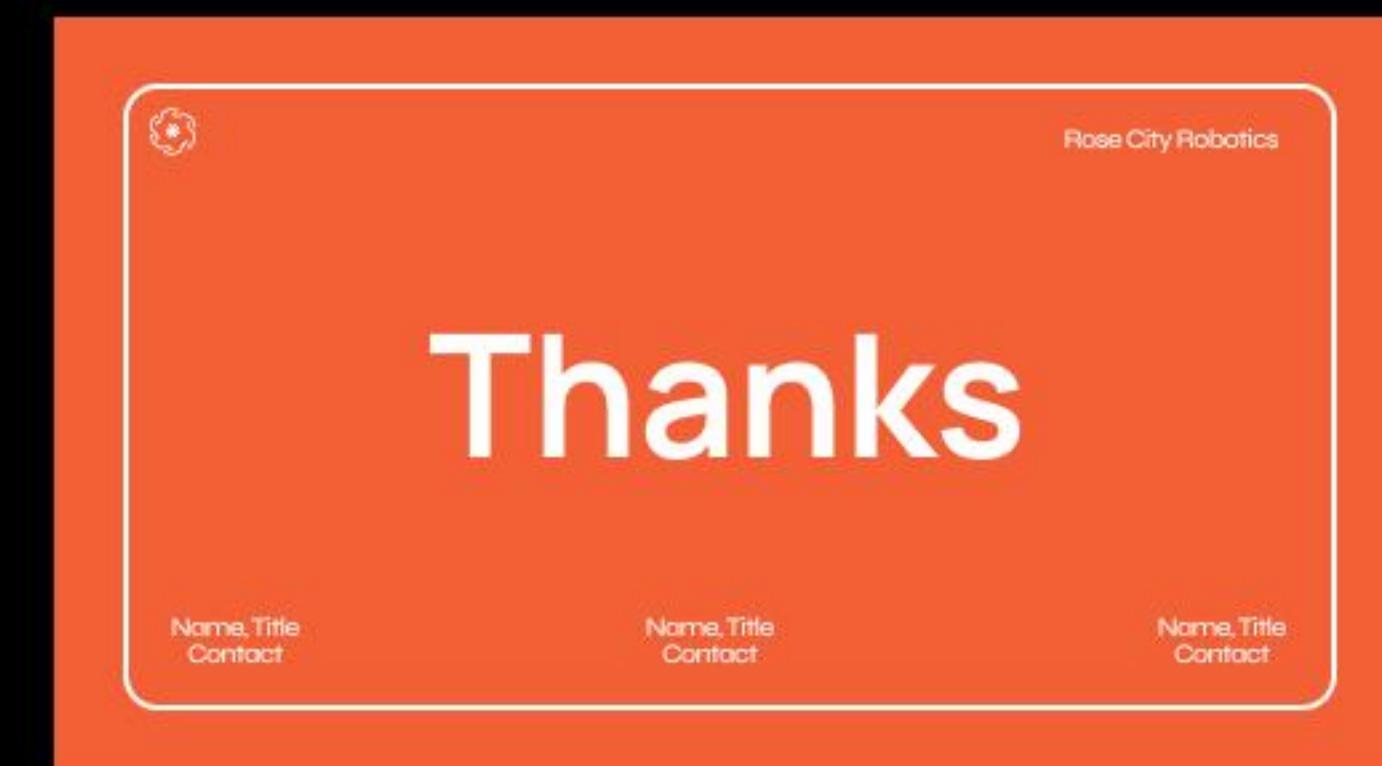
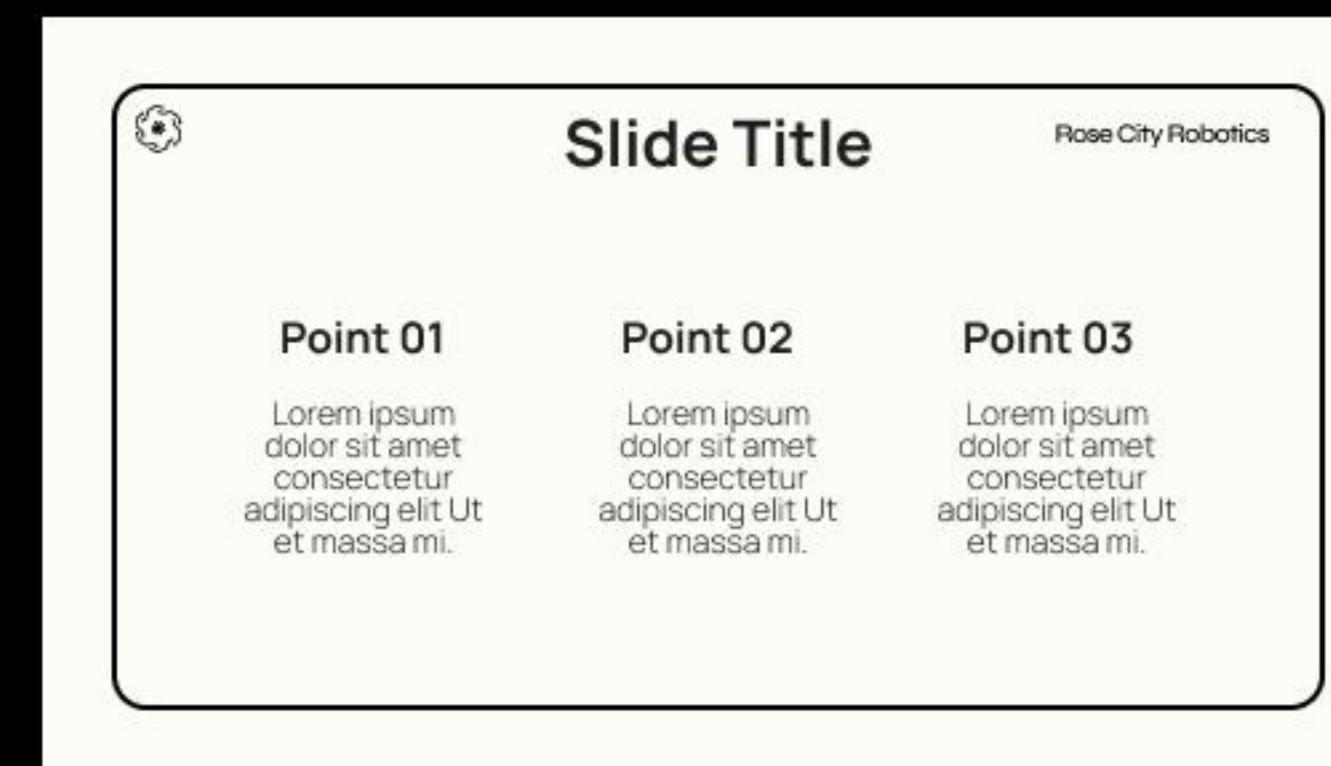
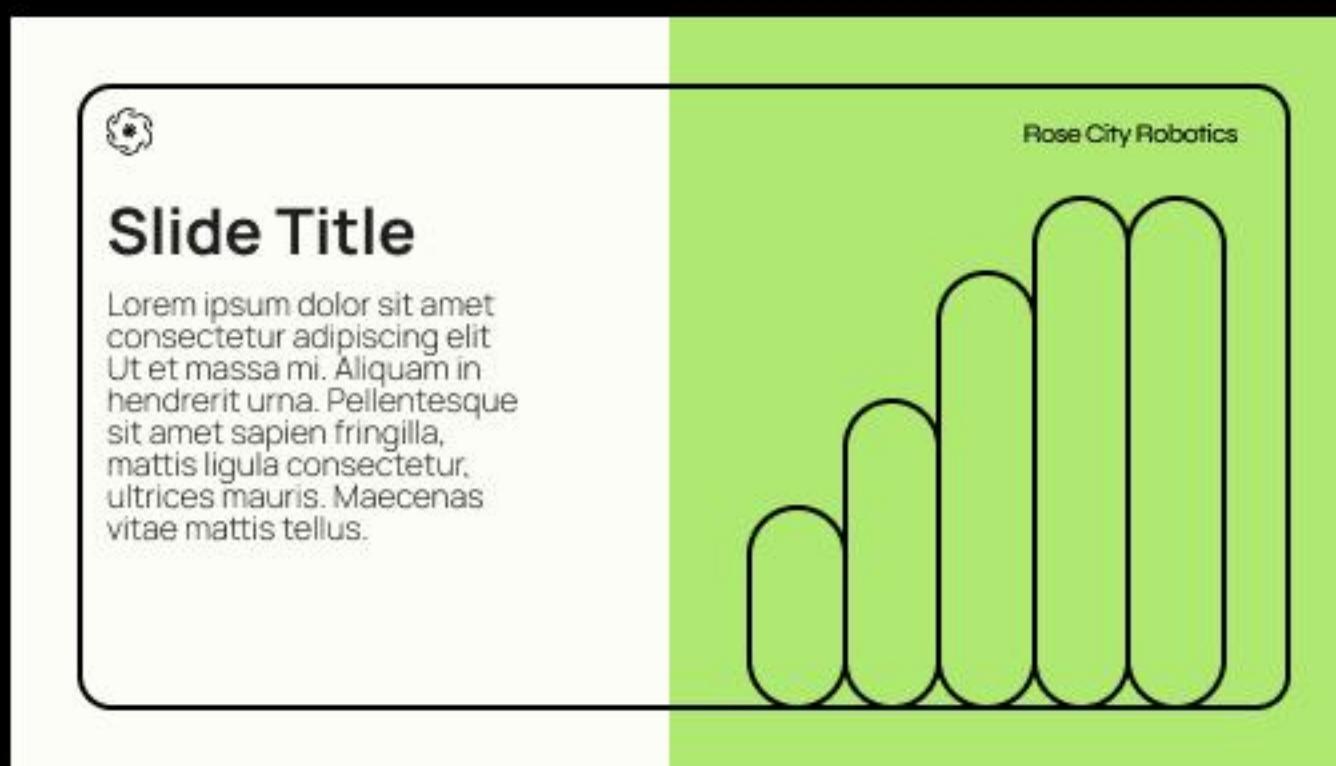
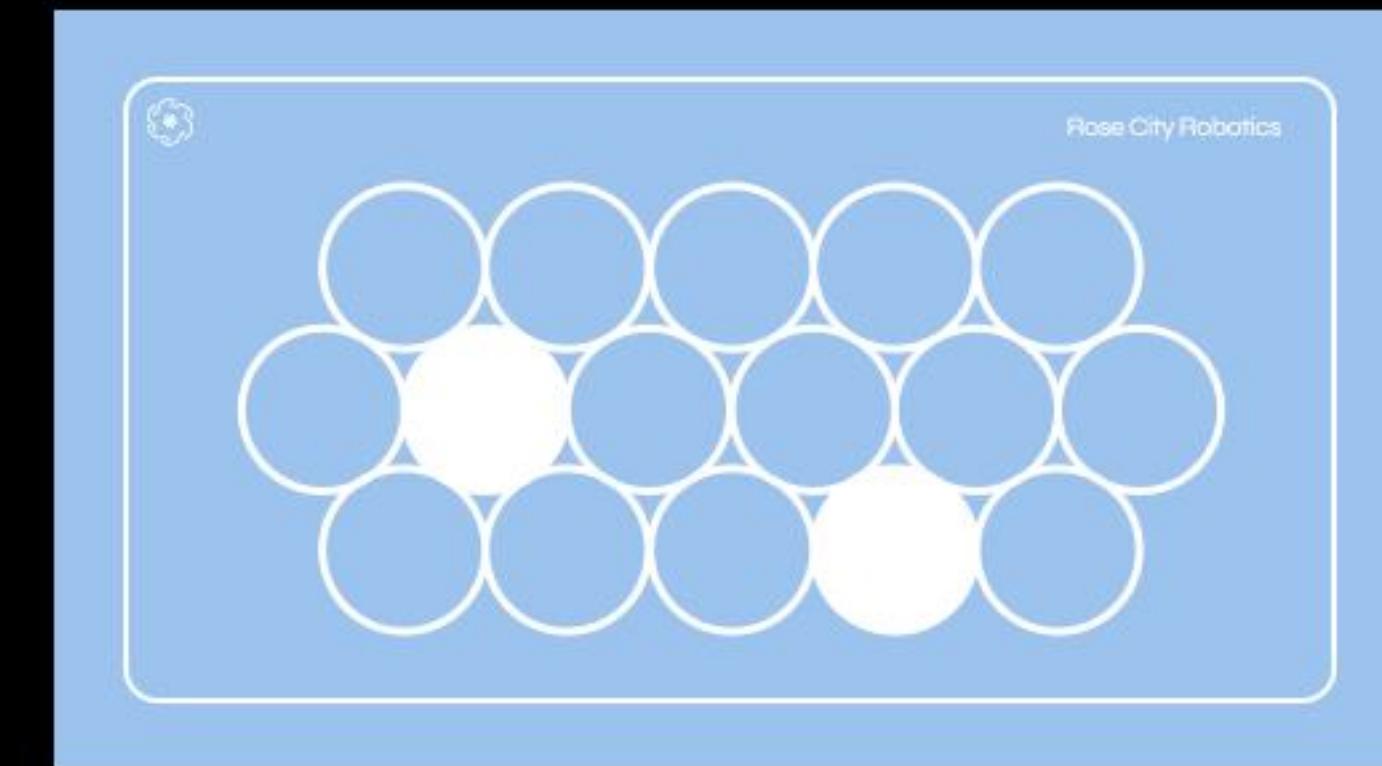
We are committed to closing the loop on the lifecycle of lithium batteries, increasing recovery rates, enabling second-life applications and ensuring that rare earth materials are not wasted but instead recovered as strategic domestic resources to power the next generation of clean energy and electrification solutions.

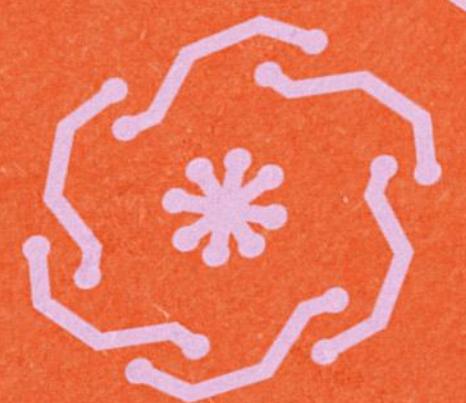
Contact Us

Learn More

MacBook Air







Rose City
Robotics

Portland, Oregon



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Thank You

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FOR QUESTIONS, EMAIL:
HELLO@DESIGNBYALLYSSA.COM