# ROBOT GUIDELINES

2017

Robot Framework

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# Introduction

Robot Framework's visual ID is created to be as clear, easy and modular as the very product it represents.

This guideline document contains the brand and graphic principles of Robot Framework.

Use it as a reference to ensure that the identity remains clear and consistent regardless of the media.

# Brand

Robot Framework's brand consists of its visual identity as well as tone-of-voice and messaging.

Brand communication should be ideally as clear, easy and modular as possible. It derives from the keyword-driven bold, and playful mindset that speaks of a visually confident, thought provoking attitude, leaving room for imagination and insight.

On a brand headline level Robot Framework should avoid jargon and bland explanatory mannerisms.

Brand core:
**Robot** = Keyword-driven, insightful
**Framework** = Robust, modular, clear

Do / Brand headlines

Simple keywords that function as graphic modular units in the layout catching attention and leaving room for interpretation.

RBT FRM WRK

*YES WE'R OPEN SRC*

1109 2018

TEST AUTO MATE IT WORK

Do not / Brand headlines

Using jargon, or explanatory mannerism that fails to create visual or insightful attention thus leading to complexity and lack of inspiration.

Robot Framework is a clear, easy and modular…

Our generic test automation software is open source…

Date: The 11th of September 2018.

Test automation framework for acceptance testing and acceptance test-driven development (ATDD).

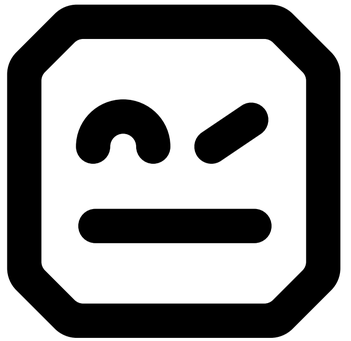
# Mark

Robot Framework’s ‘R’-mark is a key identification asset.

It is bespoke made to represent the product’s clear, easy and modular characteristics.

The mark also contains visual clues that - besides a robot head - can be interpreted as registrated trademark symbol ® or emoticons such as ;-) or (^-^) making it approachable, recognizable and self-confident.

The wink of the eye represents ‘OK’ a visual signal of approval suggesting acceptance testing.

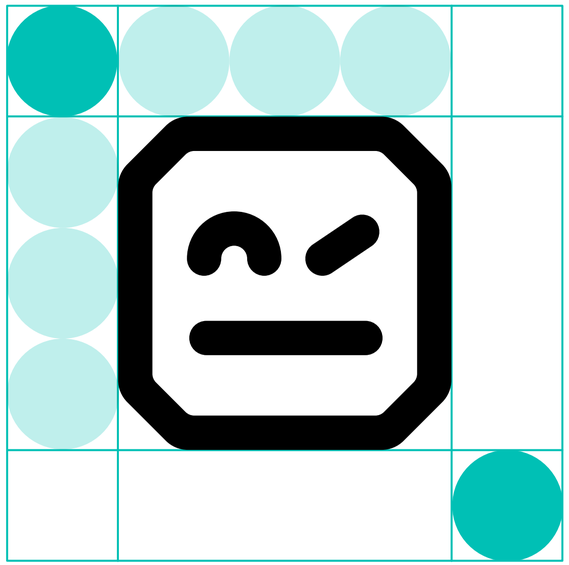


# Mark/Clear space

Do not space invade.

A predefined minimum clear space around the mark should be left free of any other graphic elements that would distract its visual impact.

The clear space is exactly 1/3 of the mark height in both directions.



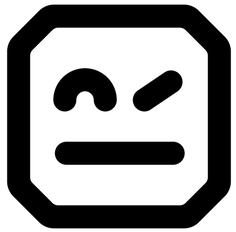
The mark has a minimum size suggestion defined for both print (mm) and digital (px, pixel) media to ensure that it remains clear in reproduction regardless of the media.

9 mm / 22 px

The mark has two color versions: Black and White. Each version comes with specific file originals optimized for print (CMYK,PMS) and digital (RGB) use environments.

The color versions are available in the standard vector graphics file format (.pdf) as well as office-friendly low-resolution bitmap file format (.png).

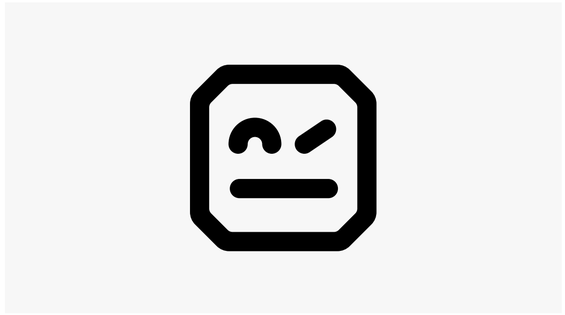
Always use correct original for specific media.



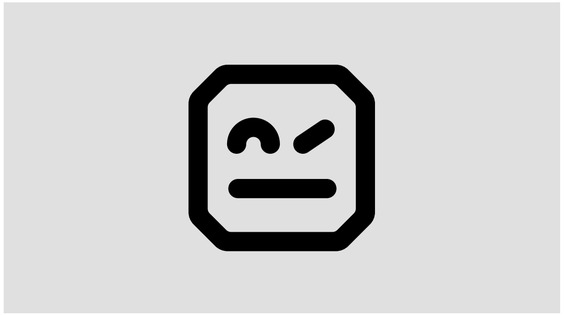
The following examples showcase the correct use principles of the mark with color and image backgrounds. Make sure that there is enough calm uninterrupted surface and contrast when using the mark on an image background.

Never use the mark in any other than specified color versions.

Never try to modify or recreate the mark by yourself.

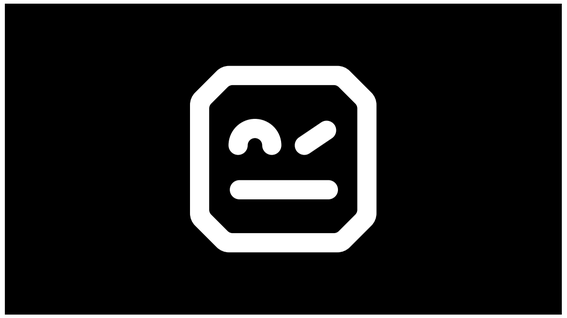


Black mark on white background.



Black mark on light background.

Black mark on light calm image.



White mark on black background.

White mark on color background.

White mark on dark calm image.

This page shows examples of faulty use of the mark where its integrity and visual impact has been affected.

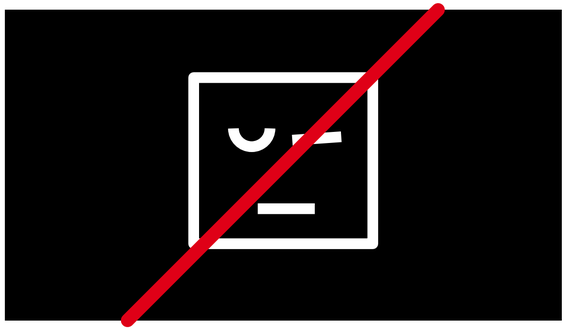
Never use the mark in any other than specified color versions.

Never try to modify or recreate the mark by yourself.

Mark distorted out of proportion.

Mark scaled out of proportion.

Mark on a clashing image.



Not exactly the proper mark.

Added effects and bad colors.

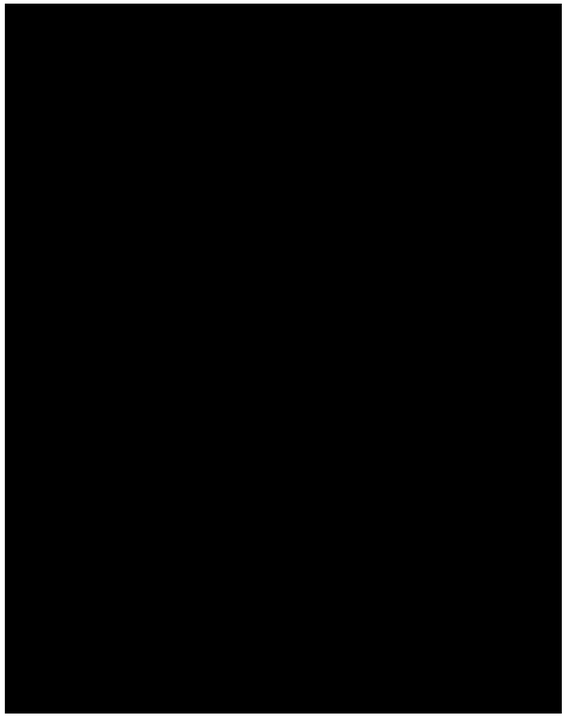
Too little contrast.

Robot Framework's color standard specifications include Pantone® standard spot color (PMS,offset) and its optimized conversions for digital (RGB) and four color printed (CMYK) environments.

An additional paint (RAL) standard is also defined for the use of spatial design and products for textile, glass, wood, concrete, plastic or metal surfaces.

Note! The reference colors in this document are optimized for digital (RGB) display use and will not reproduce accurately if printed. Always use specific Pantone® (PMS) swatches for the most accurate result.

## Robot Black



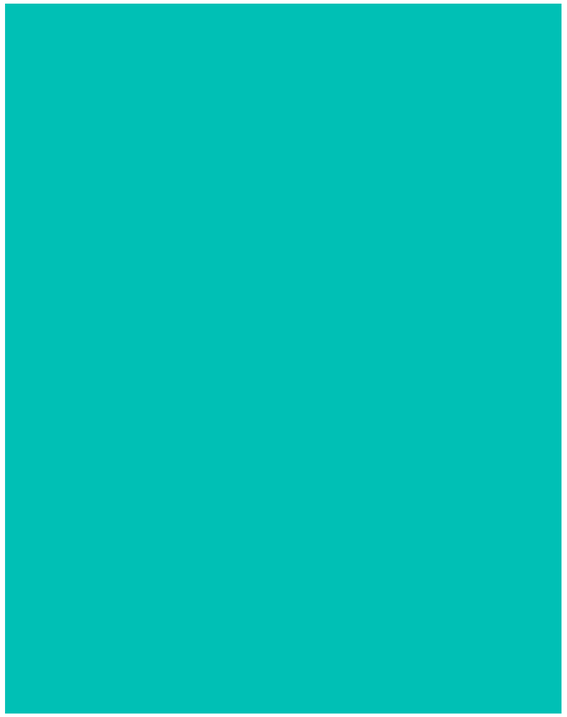
| | |
|---|---|
| PMS | Process Black |
| RGB | 0/0/0 |
| CMYK | 0/0/0/100 |
| RAL | 9005 Jet Black |

## Robot White



| | |
|---|---|
| PMS | – |
| RGB | 255/255/255 |
| CMYK | 0/0/0/0 |
| RAL | 9003 Signal White |

## Robot Turquoise



| | |
|---|---|
| PMS | 7466 |
| RGB | 0/192/181 |
| CMYK | 100/0/30/0 |
| RAL | 5018 Turquoise Blue |

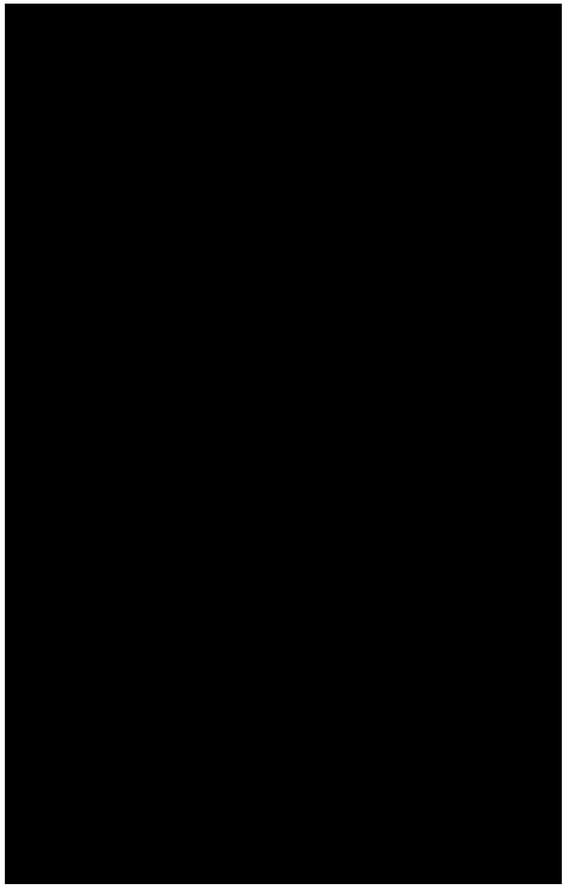
Robot Framework's primary palette is simple and straight-forward to clear through the clutter with Black, White and Turquoise as the primary colors.

The role of white is crucial as it introduces an important element of clarity and structure to the overall design.

Black should be used as the primary text color and Turquoise as the primary highlight/accent color.

Grayscale tints can be utilized as subtle interface purposes to add structure and emphasis.

Robot Black

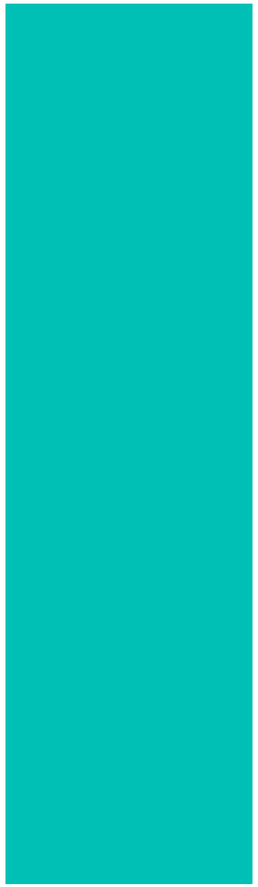


Gray tint (%)

Robot White



Robot Turquoise



Robot Framework's typefaces have strong monospaced and technical characteristics. OCR-A should be used as the primary identity and impact typeface.

Courier Code is intended for code interface but works also in longer paragraphs of bodycopy.

Georgia can be used as a substitute typeface for long continuous text-heavy documents due to its non-monospaced characteristics.

Courier and Georgia work as backup typefaces in office environment where the use of Courier Code is not possible due to its limited character set or availability.

Primary

OCR-A

AaBb01234

Secondary

Courier Code

Aa01 **Aa01**

Substitute

Courier

Aa01 **Aa01**

Substitute

Georgia

Aa01 **Aa01**

Typographic hierarchy — the way in which select typefaces and weights are used — is fundamental to Robot Framework's brand ID to evoke a sense of character, consistency, structure and clarity.

The following specifications are a set of basic principles that should be applied accordingly for the most effective and consistent outcome.

As a thumb rule typography should be kept simple and basic, nothing too fancy or complex.

| | |
|---|---|
| Headlines /Tight modular stacking, where possible. | Uppercase<br>TEST RBT<br>HEAD FRM<br>LINE WRK |
| ¶ alignment /all texts | Align left, ragged right<br>SAMPLE<br>HEADLINE<br>HERE |
| Emphasis /color | OCR-A<br>Color as emphasis. |
| Emphasis /underlining | Courier Code<br>Underline as emphasis. |
| Bodytext | Sentence case, align left<br>**Sample Subheadline**<br>Sample Bodycopy — resciis etur molorem porrupti ut od quo velit pores maio cone velitatquoa ad fugiam, officaeperum harum dolute aut everro in nisque moditias. |
| ¶ break /depending on the space available. | Hard return or identation<br>Paragraph break options.<br>Dolorem et sitem resciis etur molate porrupti ut od quo velit pores maio cone velitatqua ad.<br>Velest, cor reptiat veris quam fugiam, officaeperum harm dolut. |

Robot Framework or its foundation do not have ready-made logotypes due to their lengthy names.

Instead both names can be typeset for the ease of use.

The following principles showcase a couple of basic typesetting formats to ensure consistency.

Product
/Compact

RBT
FRM
WRK

Typeset in OCR-A Medium
in uppercase.

Product
/Long

Robot Framework

Typeset in OCR-A Medium
in title case.

Foundation
/Long

Robot Framework
Foundation

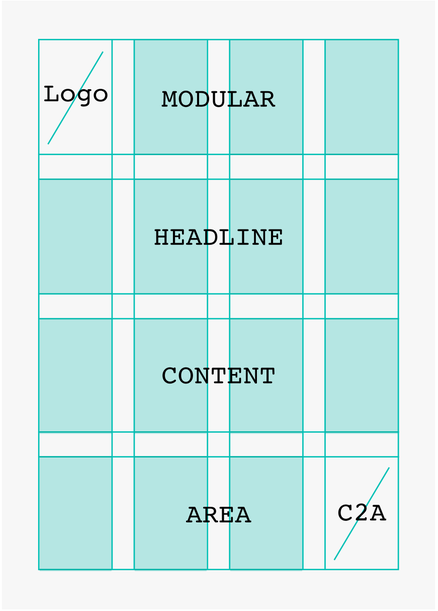
Typeset in OCR-A Medium
in title case.

Robot Framework's layouts utilize a robust, grid-based modular framework that matches with the monospaced characteristics of the typefaces.

The modular flexibility can be easily adjusted to fit different contexts.

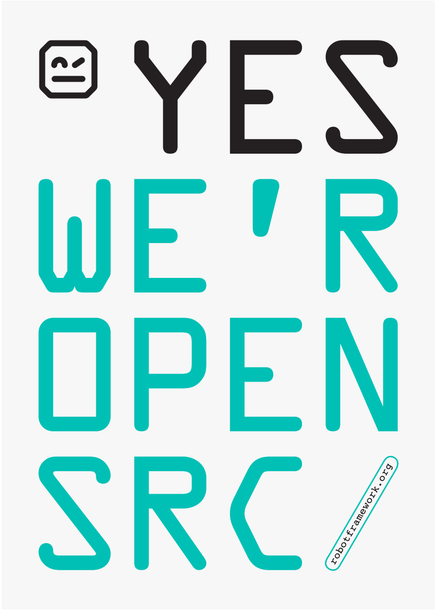
The layout should have a clear two-phased visual hierarchy, where the main message creates an impactful visual foreground while the other elements (mark, copy, call-2-action etc.) remain more subtle and subordinate in a structured background.

Layout / 4×4 modular grid



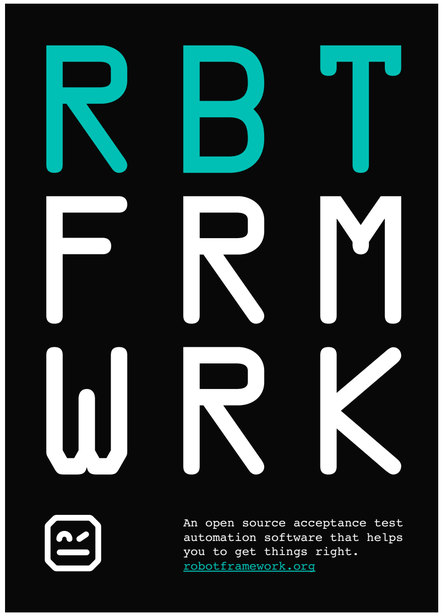

Layout should have a modular grid based on the context and content.

Example / 4×4 modular grid




A simple 4×4 modular grid makes a strong and distinct visual impact.

Example / 3-column grid




A basic 3-column grid where elements have clear alignment and proportion to each other.

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