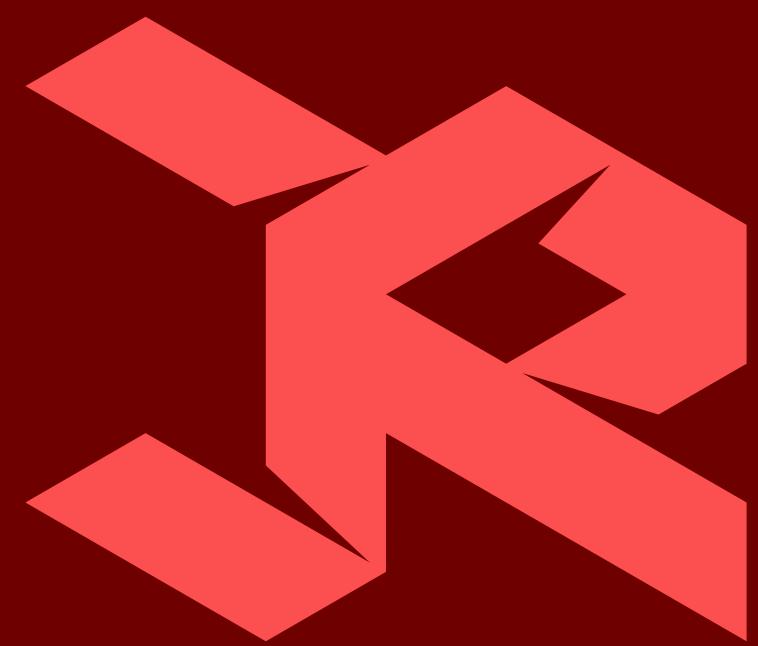


Janky Robotics



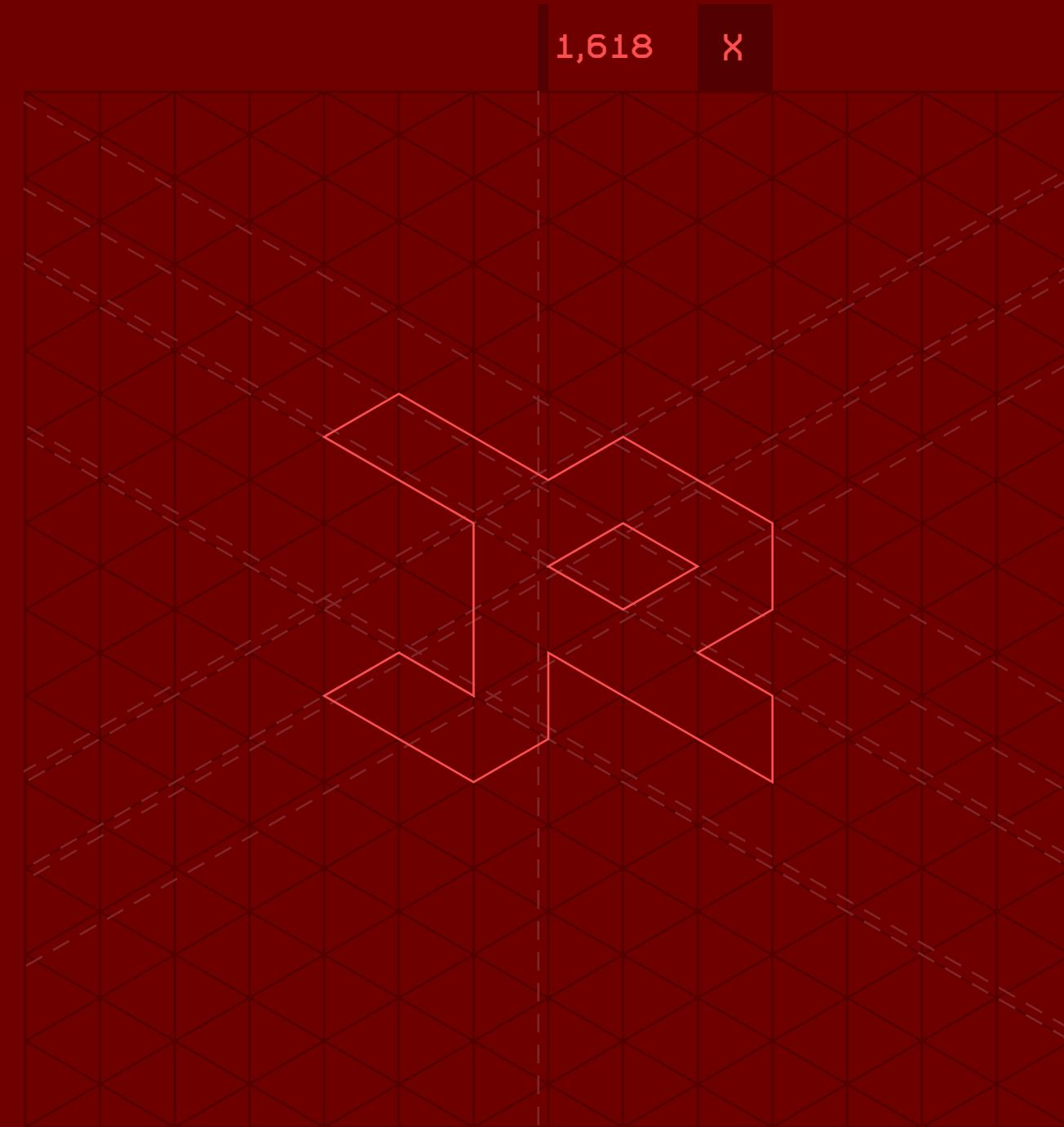
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Logo concept

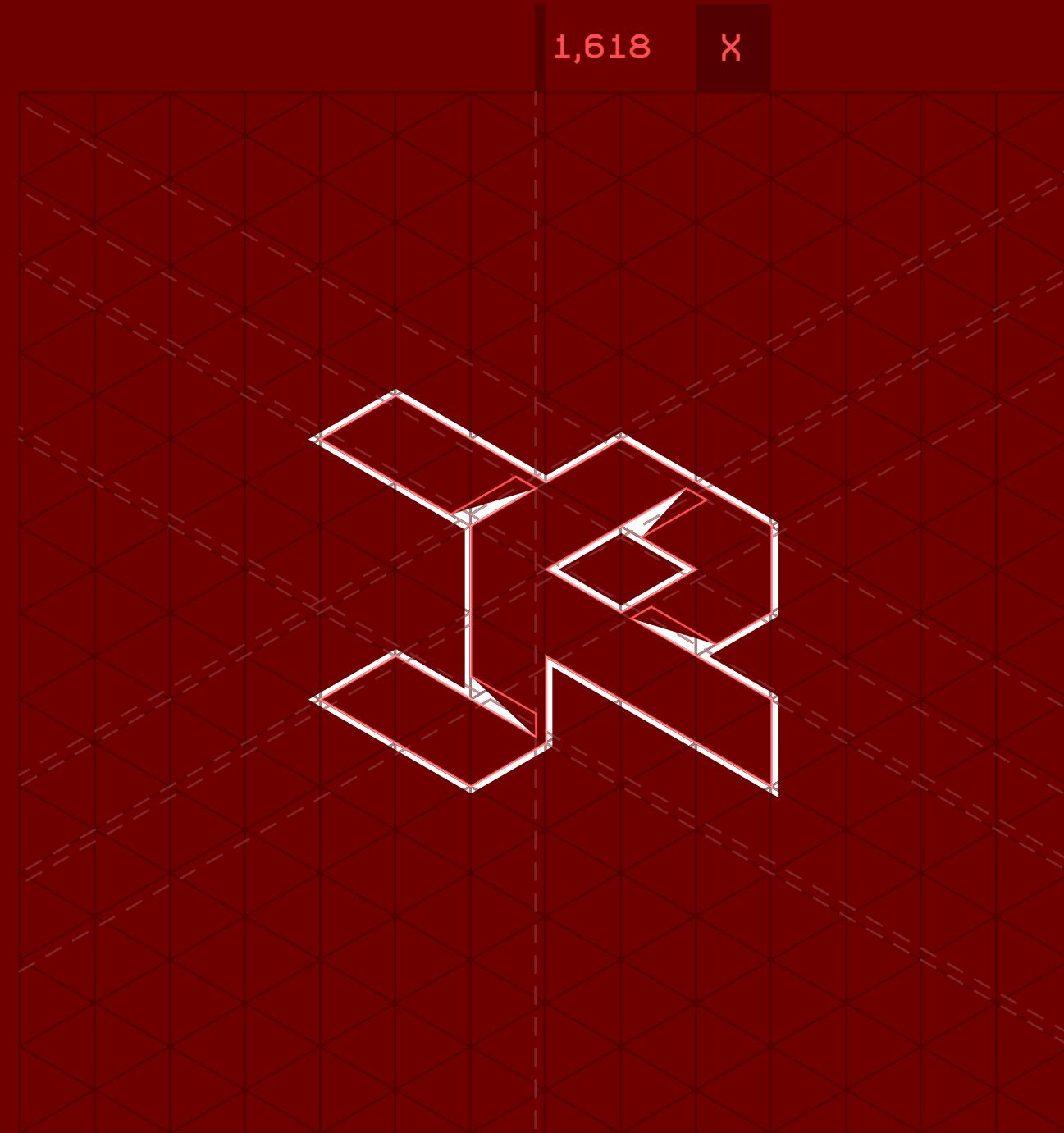
The creation of the brand symbol primarily focused on the business's initials. They were combined to form an anagram.

Similarly, concepts like movement, construction, progress, customization, machine learning, and computer programming were considered based on the briefing.

Logo construction

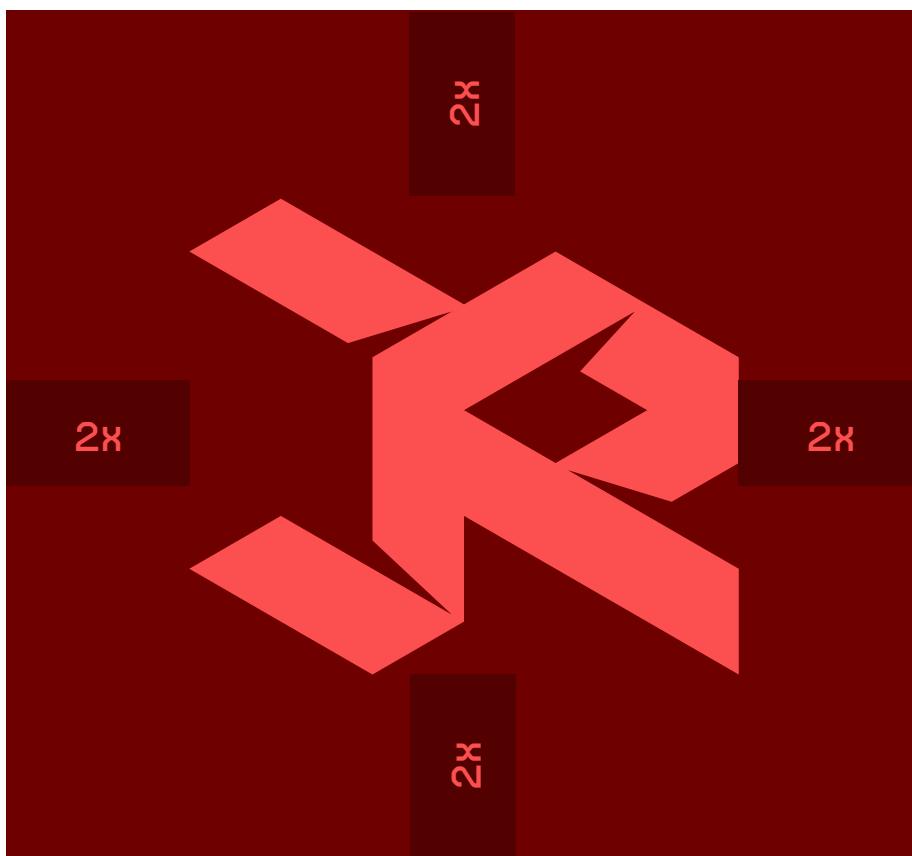


Once the base was built using a thirty degree grid, overlay details were added to accentuate the individual initials and highlight the dynamism of the brand symbol, which was based on the greater than «>» and less than «<» symbols. By constructing it this way, it allows for use of the shape in a clean, defined outline version.



Spacing

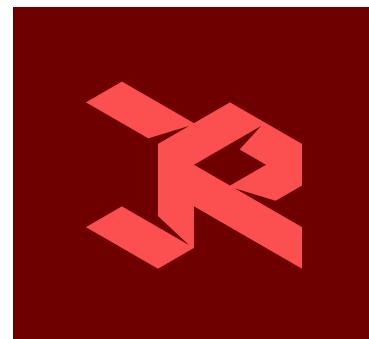
The minimum clear space area shall be at least 2x box, in which other design elements must not interfere. Additionally, the maximum size reduction should not be less than the height of 1x box or 39px in digital environments.



39px | 39px

Logo versions

The logo can appear in a solid color version against a background, in an outline version, or combined with the company name.



JANKY ROBOTICS



Chromatic system

The contrasting and vibrant colors refer to the digital environment. They also convey the ideas of power, confidence, and disruption by departing from the typical colors used by the competition.

Primary colors

HEX: 6D0101

R: 109

G: 1

B: 1

C: 35

M: 100

Y: 95

K: 50

HEX: FD4E4F

R: 253

G: 78

B: 79

C: 0

M: 80

Y: 60

K: 0

Secondary colors

HEX: 1B0000

R: 27

G: 0

B: 0

C: 70

M: 85

Y: 65

K: 90

HEX: B68080

R: 182

G: 128

B: 128

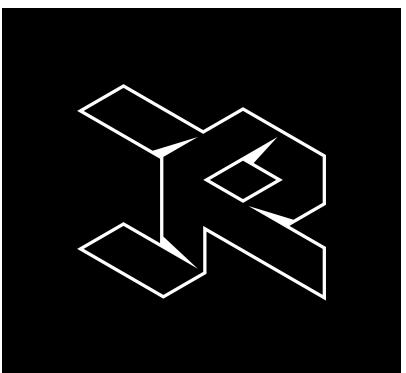
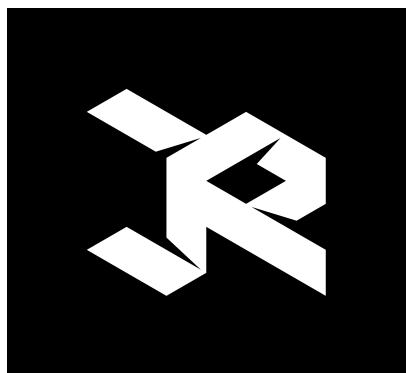
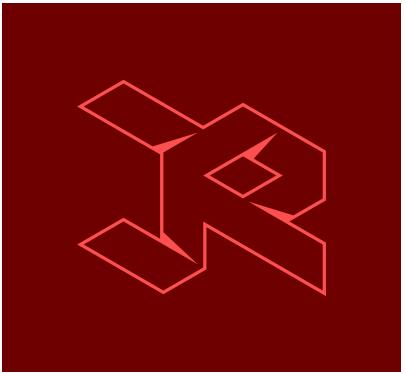
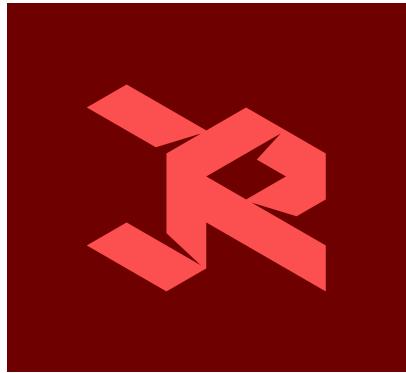
C: 25

M: 50

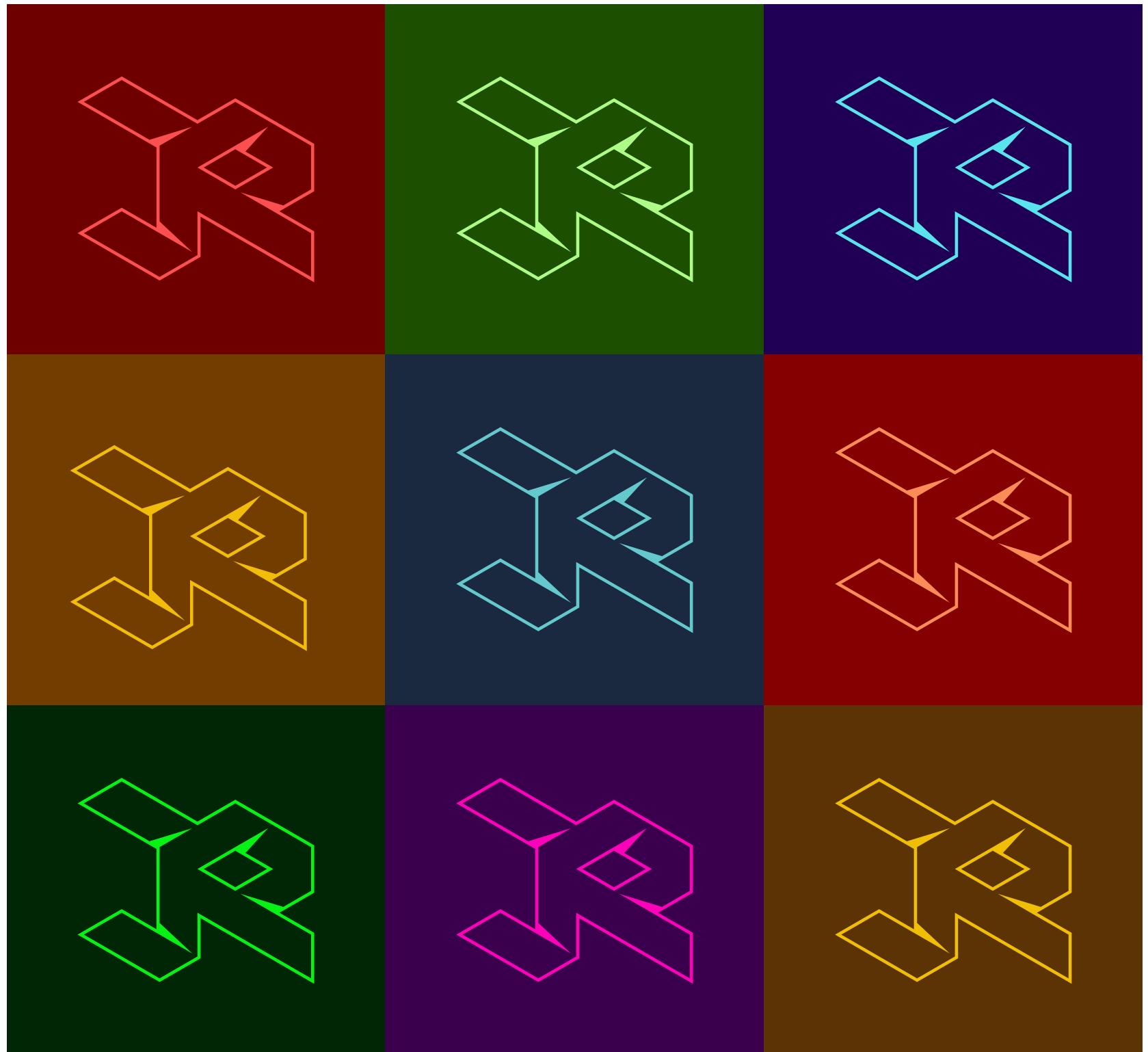
Y: 40

K: 10

Chromatic versions



In other circumstances or in the future, other kind of color palettes could be explored that maintain the vibrant values of the primary brand and apply them depending on the context.



Typeface

When choosing fonts, it is recommended to use modern and geometric ones for headings and short text. For longer bodies of text, slightly rounded fonts may be preferred to avoid visual clutter from many angular elements and ensure a comfortable reading experience. Using both geometric and rounded fonts creates visual interest and maintains readability across different text lengths.

NEUE KABEL

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.

Titles/TITLES
Hydrophilia Liquid
Regular

Paragraphs and long texts
Unit Rounded Pro Regular

Tag line

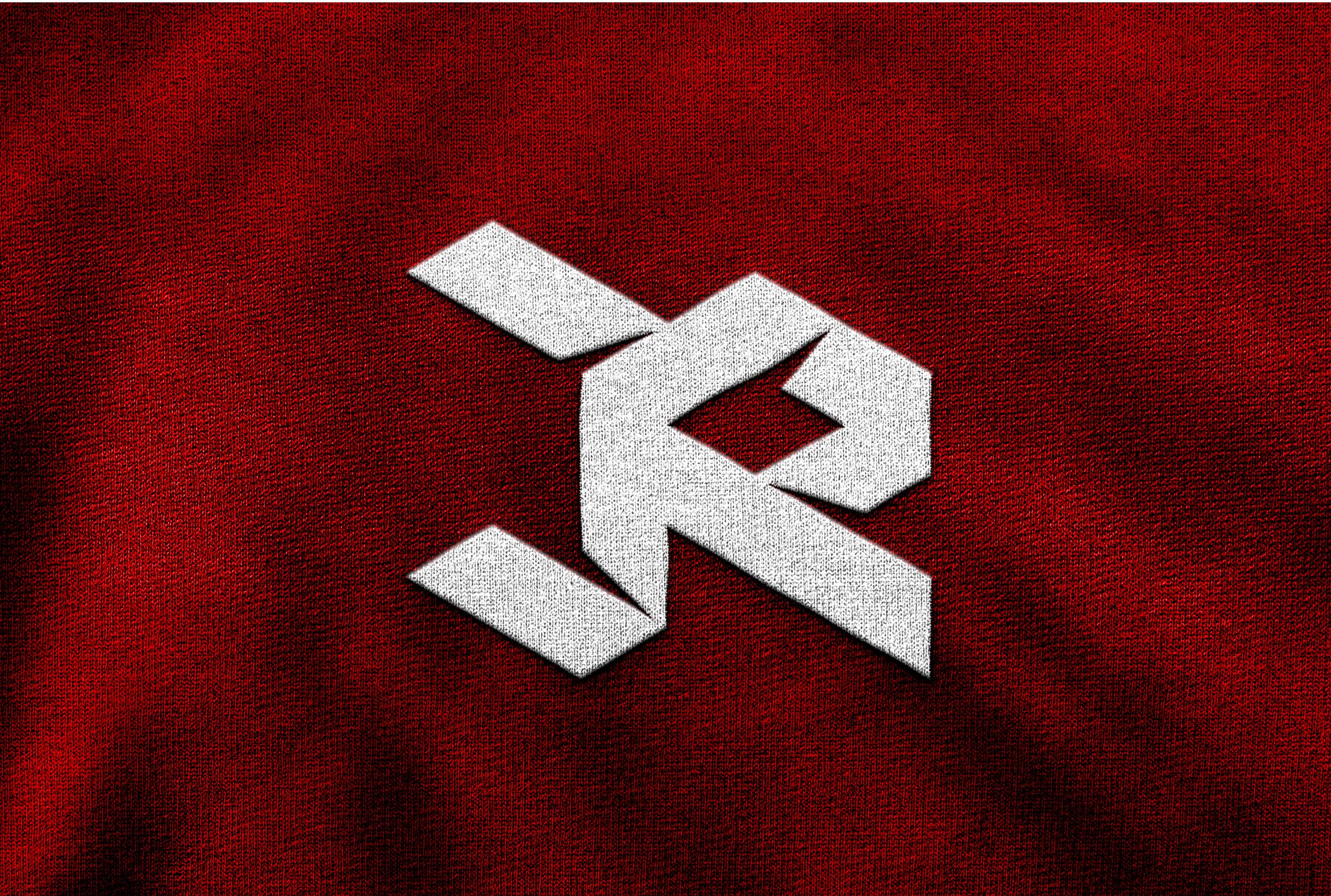
The statement is clear, expressive, and conveys Janky Robotics' dedication to collaborating closely with their clients to turn their visions into reality. The service is appealing to both technical audiences and clients who wish to achieve their goals and aspirations through a tailored solution.



JANKY ROBOTICS
Coding your vision from start to end.

APPLICATIONS





Janky Robotics' Brand book



