



ENJOY
YOUR LIFESTYLE
WITHOUT
BATTERY
LIMITATIONS

UchWear
NEXT-GEN OF RENEWABLE ENERGY

UchGuch

The NZR team designed the Uch umbrella branding to integrate various projects of the MaraRobotics company. Through research into thermoelectrics, MaraRobotics developed the UchGuch nano ink, which enables the creation of technology for wearable device developers. UchWear, the pinnacle of thermoelectric innovation, offers integrated advanced thermoelements and wearable technology, providing a new dimension for active individuals to enhance their daily mobility. The devices are self-charging from body temperature and engineered to withstand extreme conditions, ensuring reliability in any environment.

The final branding elements include the logotype, logomark, brand colors and typography, logo guidelines, brand platform (brand history and legend, values, vision, mission, benefits, RTB, goals, and slogan), key visuals, presentation builder, and [web page design](#).

The Uch branding portrays this revolutionary technology as friendly and welcoming, as suggested by the "smiling" U in the logo, which is also used as an element in key visuals. The logo evolved as an additional visual reference to a smile and a charging element. This same vibe is represented in the promotional materials and tone of voice: friendly, innovative, and open.



UchEnergy

NEXT-GEN OF RENEWABLE ENERGY

Montserrat-Bold for headings

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Montserrat-Regular for body text

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Montserrat-Extralight for large titles

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Montserrat-Extra bold for additional highlighting text

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UchGuch

NEXT-GEN OF RENEWABLE ENERGY

ENERGY
IN YOUR HANDS

NANO INK
innovative technologies of the future

