



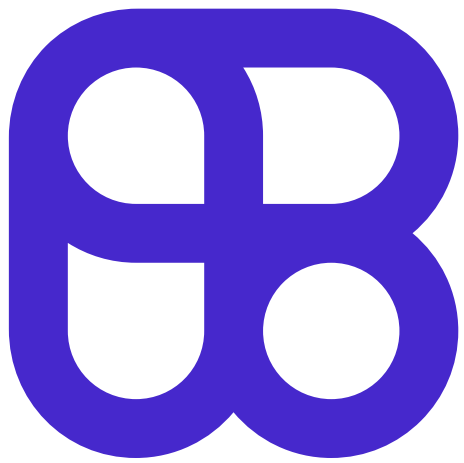
Brand Guidelines



Creating smarter ways for
people, machines, and
systems to work together

Revolutionizing workflow for fulfillment operations

Logo Full version



logo icon

rabbot

word mark

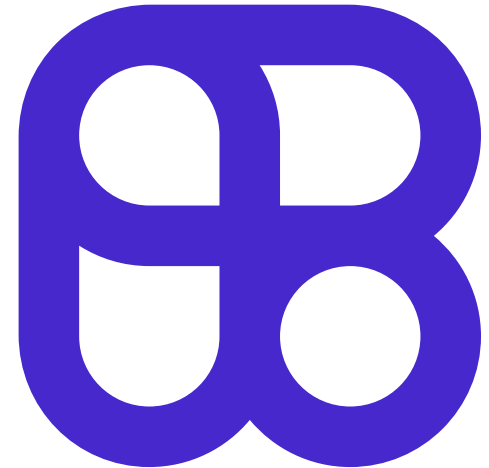
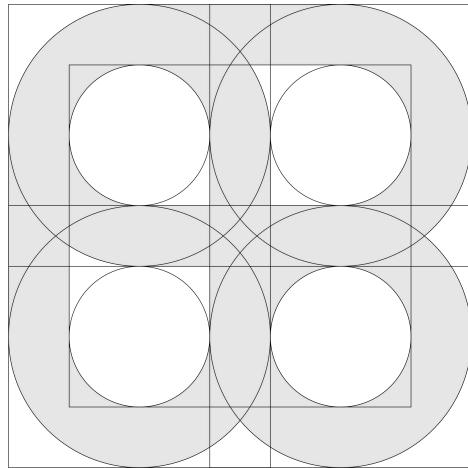
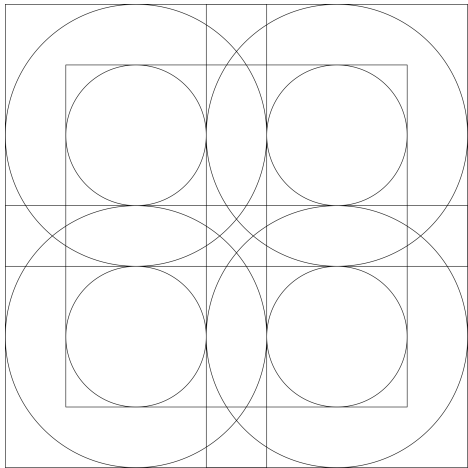
Logo Concept



robot

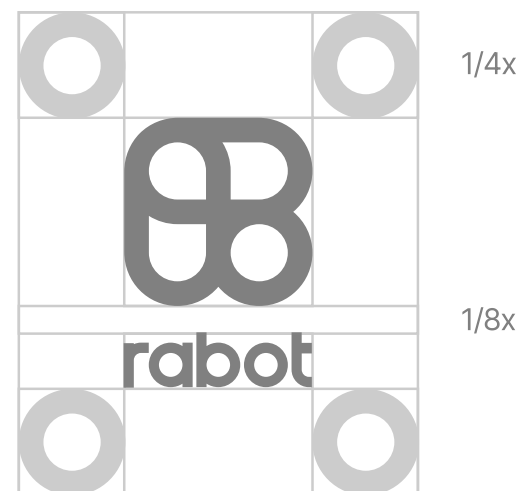
Logo Construction

The logo is formed from the arrangement of the letter 'o' in the wordmark rabot. Using a lowercase to give a friendly impression, for the wordmark take from modification form Typeface Montserrat.



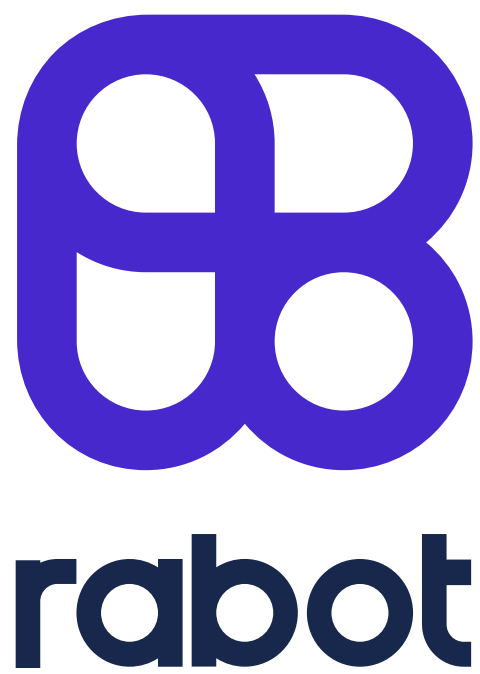
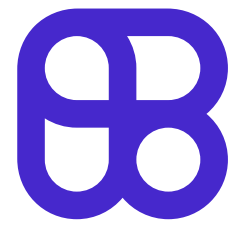
Safe Zone

No other visual elements should be positioned within this area. This safe area is one quarter (1/4) the width of the logo. Providing adequate white space around our logo avoids clutter and ensures the integrity of our brand in visual communications.



Logo System

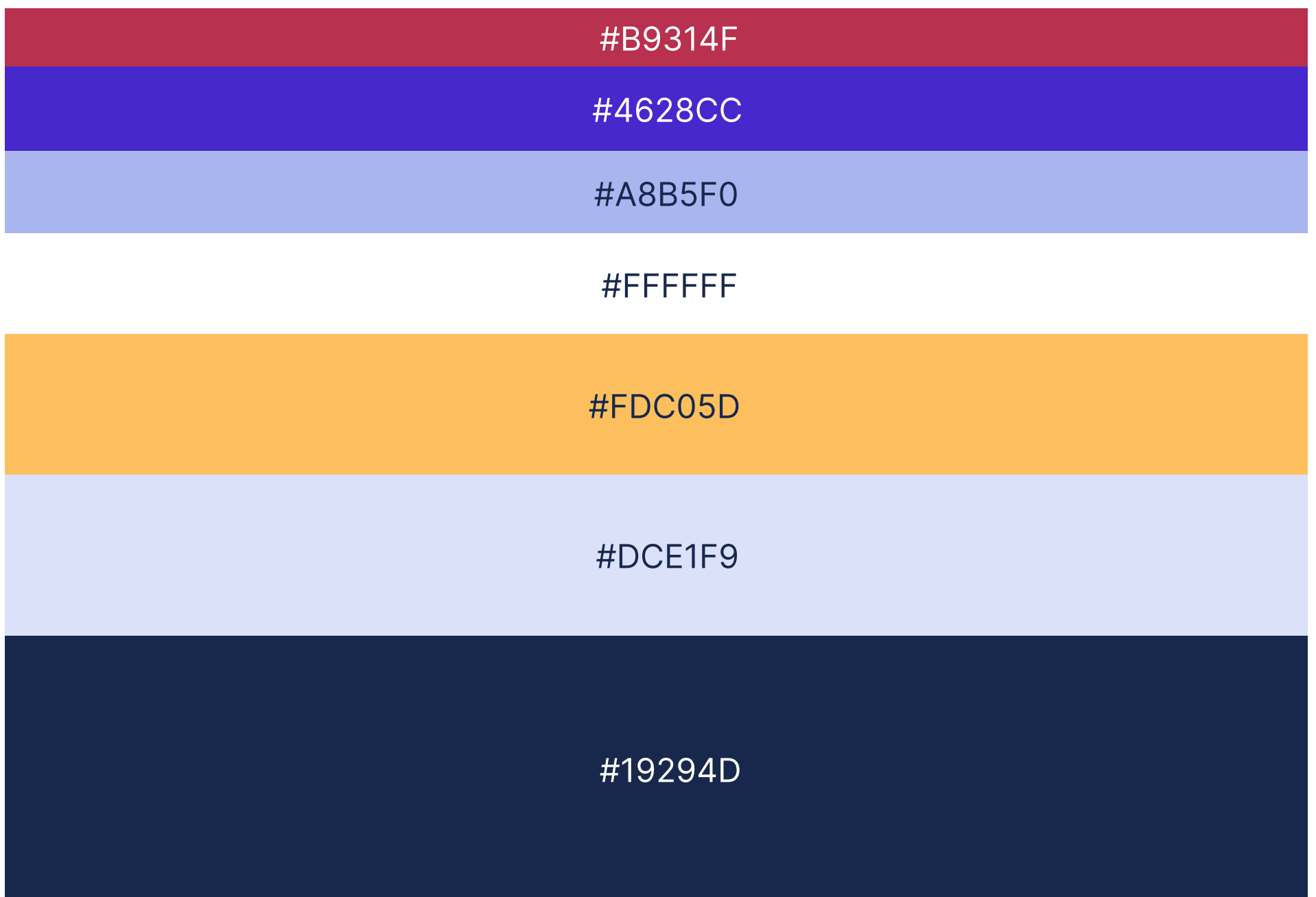
rabot

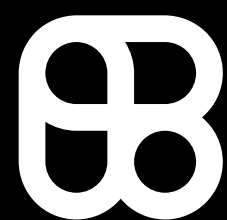


Color Palette



Color Hierarchy





Typography

Inter which will be used for all the design and branding usage of the Rabot company logo. Inter is a free font that can be downloaded from Google Fonts.

Header	Inter Medium	32 pt
Sub Header	Inter Regular	16 pt
Body Text	Inter Light	12 pt
Date	Inter Medium	8 pt

December 2022

Our Story

Why we started Rabot

We believe in the promise of automation to make life easier and better for all. But the path to a meaningfully automated world is not straightforward and full of disappointing exits.

That's why we founded Rabot. We want to work with obsession and excellence on automation technology that's useful today. Traditional automation solutions work great for companies with capital to operate at massive scale — but what about everyone else?

Logo Misuse



Do not distort the Logo



Do not outline the logo



Do not use different color



Do not rotate any part of the logo



Do not use drop shadow or any other effect



Do not recreate using any other typeface



Do not apply a gradient to the logo



Do not change the position of the logomark and wordmark



Do not deconstruct the logo mark