



RobotaLife | Visual Identity Guidelines

April 2021

Logo

Our logo is the most visible element of our identity a universal signature across all media communications.

It's a guarantee of quality that unites our diverse shows and events. We use the same version in print and on screen.

It's simple. Easy to understand. No drop shadows, no glossy reflections, no flashy graphic effects.

Our logo is a simple, graphic statement. It signifies a touchpoint, and a connection.

The following pages cover the correct usage to ensure the logo always looks it's best.

Vertical



RobotaLife

Horizontal



RobotaLife

Primary Logo

Both positive and negative versions of the logo are the primary versions and are always referred.

Positive



Negative



Monochromatic Logo

In some cases, monochromatic variants of the logo may be used.

Positive



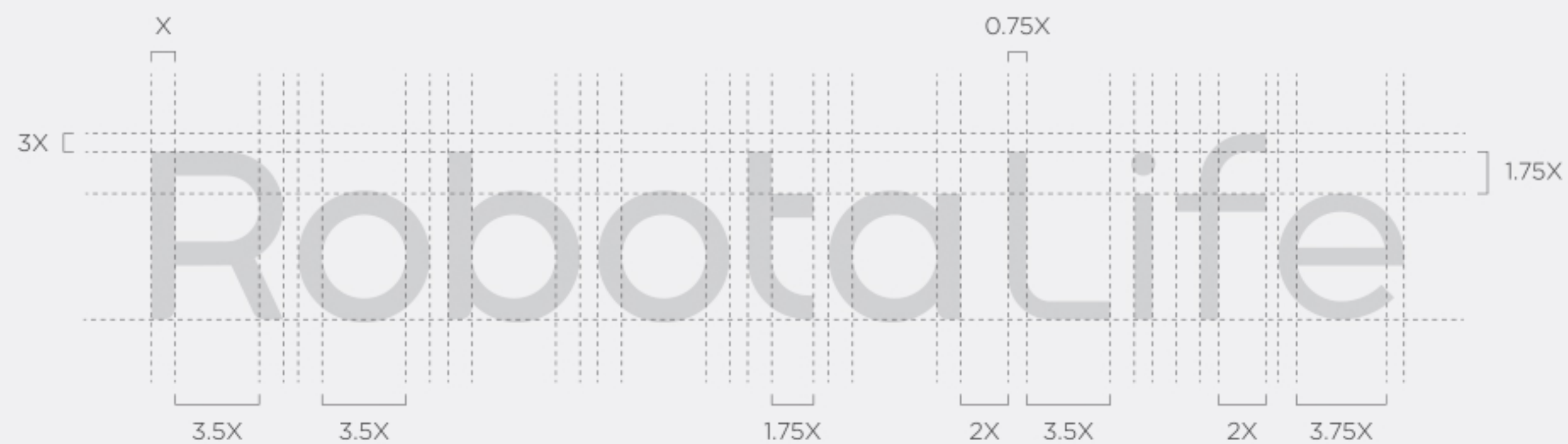
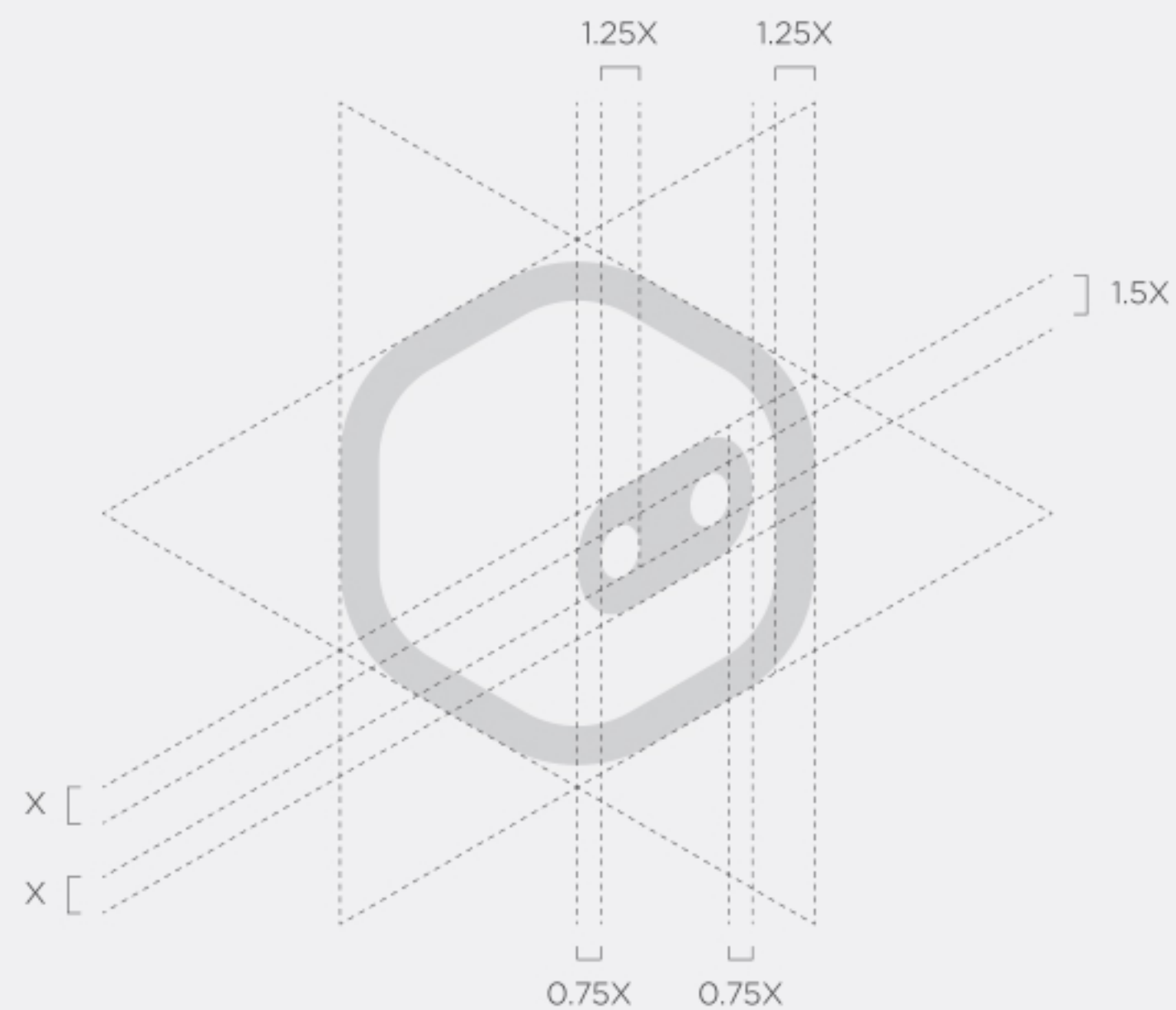
Negative



Structure

The construction of the logo is presented here to provide a guide for establishing the correct proportions for reproduction on any medium. These proportions should not be changed under any circumstances.

The proportionate heights and widths are given in relation with what is referred to as X in the logo representation.



Construction

Spacing between the letters of the logo aims to create a harmonic view. This serves the escape of the visual disbalance between the sign and the logotype.



Color Palette

The Robota Life brand color is Purple. It is connected to our values and forms the basis of the identity system.

When reproducing our color for print and web usage, use the codes provided.

Purple

RGB system

R 60
G 45
B 125

Process system

95% Cyan
100% Magenta
20% Yellow
- Black

Hex system

#3C2D7D

Magenta

RGB system

R 210
G 70
B 140

Process system

15% Cyan
87% Magenta
11% Yellow
- Black

Hex system

#D2468C

Blue

RGB system

R 60
G 60
B 155

Process system

91% Cyan
91% Magenta
- Yellow
- Black

Hex system

#3C3C9B

Black

RGB system

R 30
G 30
B 30

Process system

- Cyan
- Magenta
- Yellow
100% Black

Hex system

#1E1E1E

Gray

RGB system

R 230
G 230
B 230

Process system

- Cyan
- Magenta
- Yellow
11% Black

Hex system

#E6E6E6

Photography Style

We only use photography in the marketing of company culture. Images should always tell stories. People, props, activities, events should reflect authentic, real-life moments that viewers can identify with.



Photography Style

Duetone Effect:

The duotone effect is a very striking and colorful effect inspired by a popular printmaking technique. The effect is achieved by recreating an image using just two colors one for the dark parts of the image and one for the light ones.

Blue (Dark parts)

Magenta (Light parts)



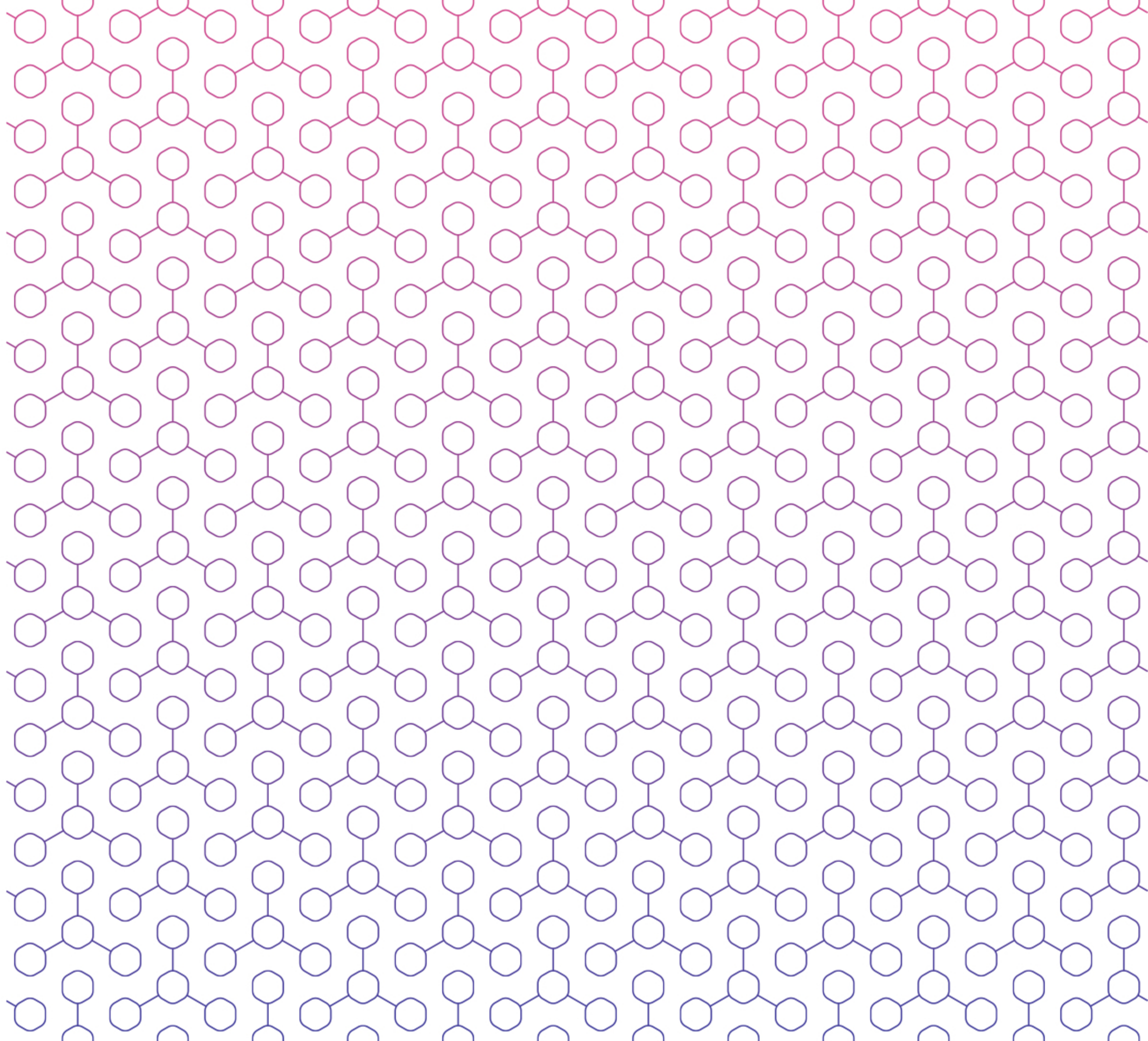
Position %0

Position %100



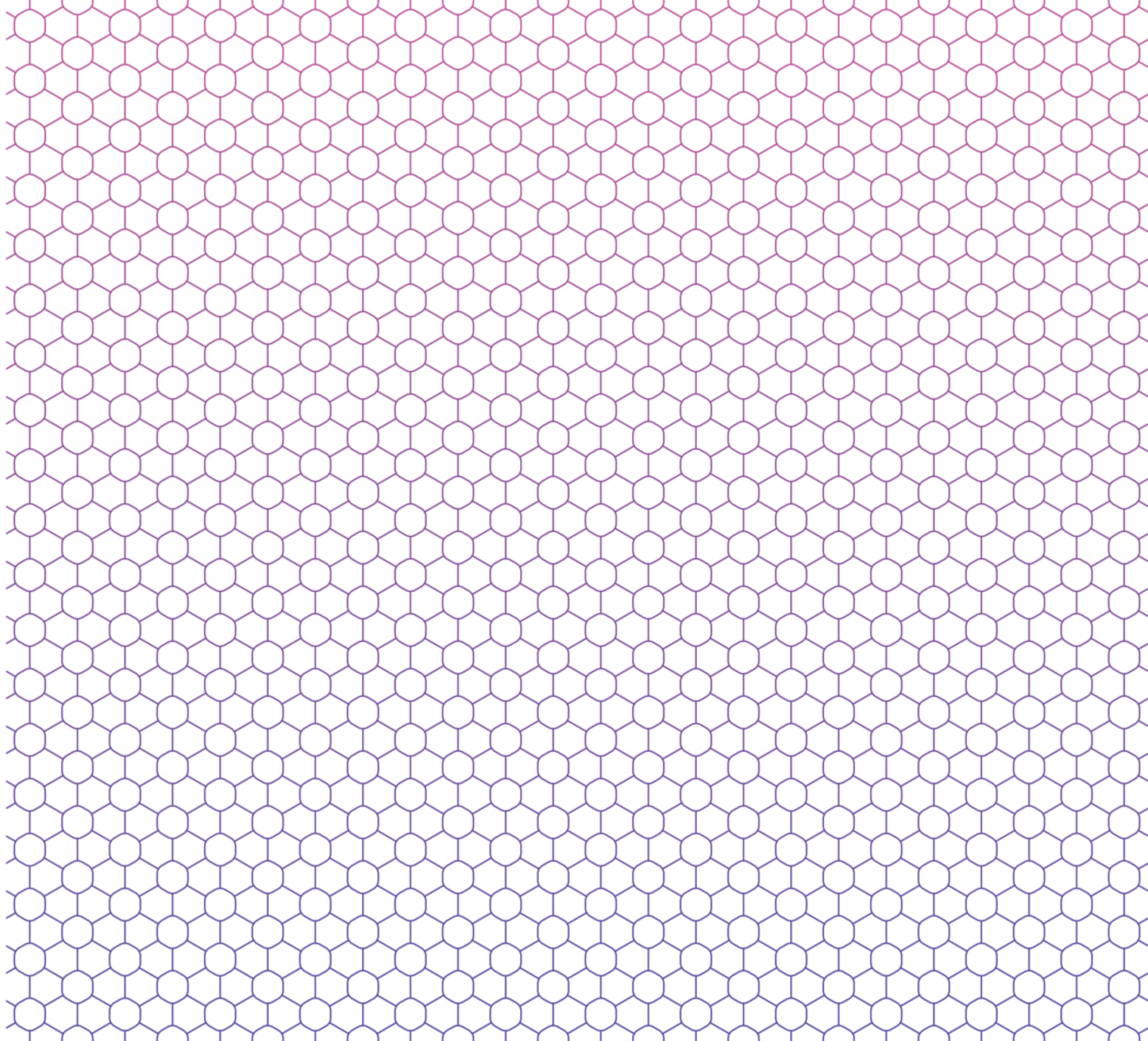
Pattern

To be used in backgrounds, stationery, gifts, branded space etc.



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Pattern Examples



Typeface

Typography is another key element of our brand in communications, in print, web, mobile and video environments. As with the graphic elements, our typography helps in identifying the brand.

Gotham is the primary font that supports all communication materials, and is used for titles and body text.

Gotham
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*(!)-+;'/,.

Gotham
Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*(!)-+;'/,.

Gotham
Light

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

