READY ROBOTICS

BRAND GUIDELINES

Style Guide & Identity Manual

OUR MISSION

To improve the world's productivity and quality of life through automation.

BRAND VALUES

Continuous improvement is better than delayed perfection.

Revolutionizing automation is no small task. We've encountered many obstacles on our path from Robots as a Service provider to the software company we are today. We've studied our shortcomings, standardized our victories, and exemplified agility and resilience in the face of unprecedented challenges.

Whether automating a workcell or aiming to change the world, success is rarely a linear path. We're understanding of our customers' needs and empathetic to their struggles. This is what sets us apart. We're not selling promises. We're aligning with our customers to understand their goals, and their challenges. It is this understanding that allows us to draw from the diverse backgrounds and experiences of every Readian, in order to provide creative solutions.

We can't make everyone an expert robot programmer instantly. We don't sell the fantasy responsible for the cobweb-covered robot sitting on our customer's production floor. We haven't circumvented conscious reasoning to deliver an interface that requires nothing but human intuition. We create tools that work, because we understand the needs and experiences of our customers.

We're here to empower. We're here to offer a familiar, brand-agnostic, universal programming interface for a wide range of robot brands. We're here to make educational content accessible to everyone. We're here to provide proactive support and expert knowledge, from concept to completion. Automation is an iterative process, but we're making it easier. We get it, and we're always READY to help.

Design Guidelines

LOGOS

PRIMARY LOGO

Our logo is the primary visual expression that we use to identify ourselves. To ensure that READY is seen as one brand and one team, we need to be careful to use logos correctly and to do so consistently.

The primary READY Robotics logo is comprised of the R logomark and full brand name. This is to be used as the go-to logo.

Logos may be scaled proportionately. The primary READY logo must be a minimum height of 48px digital or 13mm print, and no larger than half of the page.

The standalone R logomark should be used sparingly. It may be used in cases where it is not possible to meet the minimum height requirement of the primary logo.

READY
ROBOTICS
48 PX

READY
ROBOTICS
48 PX

SECONDARY LOGOS

READY
ROBOTICS

READY
ROBOTICS

LOGO MARK

When on dark colors, logomark changes to white 'R'.

LOGO USAGE

Clear space prevents type, imagery, and other graphic elements from interfering with the legibility of our logo. No graphic elements should encroach the border around the logomark. This space is determined by 50% height of the logomark on each side. Measure the clear space for the primary logomark by the height of the letter R in ROBOTICS.

INCORRECT LOGO USAGE

DO NOT resize or change the position of the logomark.

DO NOT attempt to recreate the logo, even if your MS-Paint skills are unmatched.

DO NOT change the proportion of the logo. Any resizing must be in proportion.

DO NOT change the colors, even if they look similar.

DO NOT use logotype on its own unless in secondary logo format.

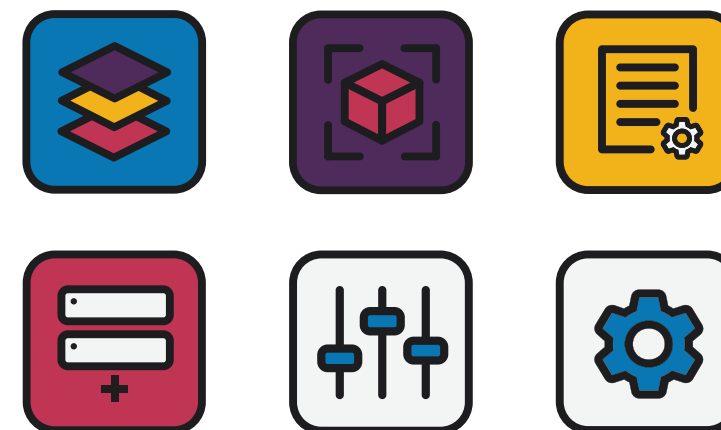**DO** use the official colors specifications detailed in these guidelines.

SUB-BRAND LOGOS

READY
ACADEMY

READY
ACADEMY

When on dark colors,
logomark and READY
change to white.

PRODUCT LOGOS

COLOR

PRIMARY PALETTE

The primary palette should be used on all branded materials. These colors are the foundation of our brand and must be used to build brand consistency.

For digital media, use Black Beauty (#212126) in place of true black (#000000) to reduce eye fatigue for backgrounds, titles, or large blocks of color. For small text (12pt and less), true black is best.

In print applications, use rich black in place of true black and Black Beauty. This is represented in CMYK as C 40% M 40% Y 40% K 100%.
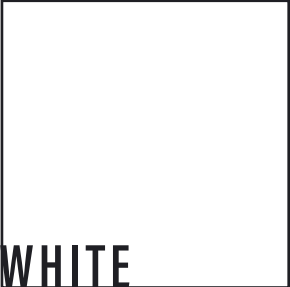
CERULEAN
HEX: #0077B3

BLACK BEAUTY
HEX: #212126

DARK CYAN
HEX: #1B2F42

WHITE
HEX: #FFFFF

TERTIARY COLORS

TERTIARY PALETTE

SNOWFLAKE
HEX: #F1F2F2

DENT CORN
HEX: #F2B216

The tertiary palette is used to highlight and compliment the primary colors. These colors are to be used with clear intent and purpose. They are used to direct the viewer's attention and emphasize a message. The colors in this guide are shown in the proportions they should be used.

With the exception of safety critical messages, do not use colored text in company communication, user documentation, or marketing collateral.

NAKABENI PINK
HEX: #BF3553

IMPERIAL PURPLE
HEX: #502C5C

SAFETY PALETTE

BOSTON UNIVERSITY RED
HEX: #C70000

SELECTIVE YELLOW
HEX: #FABA00

MALACHITE
HEX: #16CC53

TYPOGRAPHY

Acumin Pro is a sans-serif typeface that can be continuously varied in its weight and width. This means the typography can be adapted to the requirements, context, or statement of an application.

The Freight collection of typefaces will be utilized as a secondary typeface for the READY brand. The complimentary typeface is best used for body copy, contrasting against the Acumin family to draw interest and enhance readability in small sizes.

ACUMIN PRO CONDENSED

Aa

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890?!
@#$%&*()

ACUMIN PRO

Aa

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890?!
@#$%&*()

FREIGHT DISPLAY PRO

Aa

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890?!
@#$%&*()

FREIGHT BIG PRO

Aa

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890?!
@#$%&*()

CHARACTER STYLES

For print applications, use Freight Display Pro in cases of small text. Digital applications can use the Acumin family for greater readability.

On dark backgrounds, all text must be white (#FFFFFF). On light backgrounds, all text must be Black Beauty (#212126), or true black (#000000) if under 12pt. Do not deviate from these color combinations.

H1
EX. CONDENSED SEMIBOLD 66 / 58 CAPS

H2
Acumin Pro Semibold 38 / 40

H3
EX. CONDENSED LIGHT 25 / 27 CAPS

BODY
Freight Display Pro Book
11 / 14

**Acumin Pro
10 / 14**

DESCRIPTION
EX. CONDENSED MEDIUM
11 / 13 CAPS

For additional questions, please contact us.

JAMES SUGRUE

VP, Marketing & Technical Communication

james.sugrue@ready-robotics.com
614-395-9575

SAM FAIRCHILD

Graphic Designer

sam.fairchild@ready-robotics.com
614-301-0947