



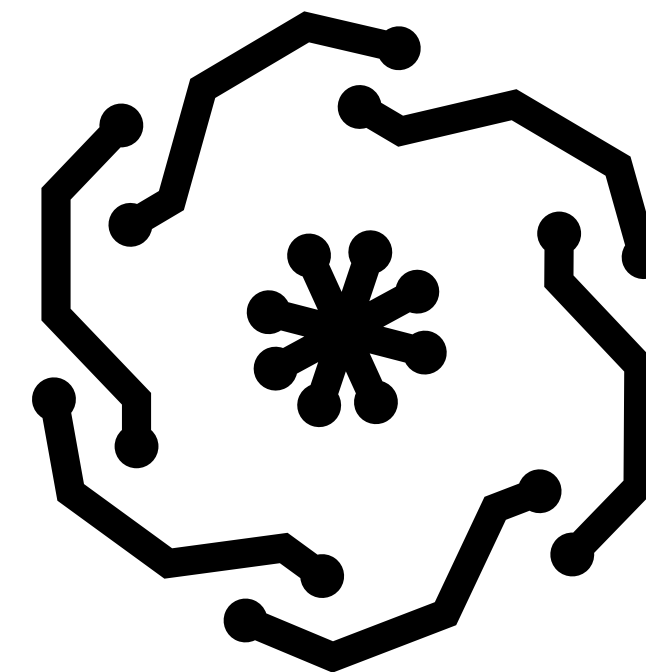
Brand Guidelines

2024

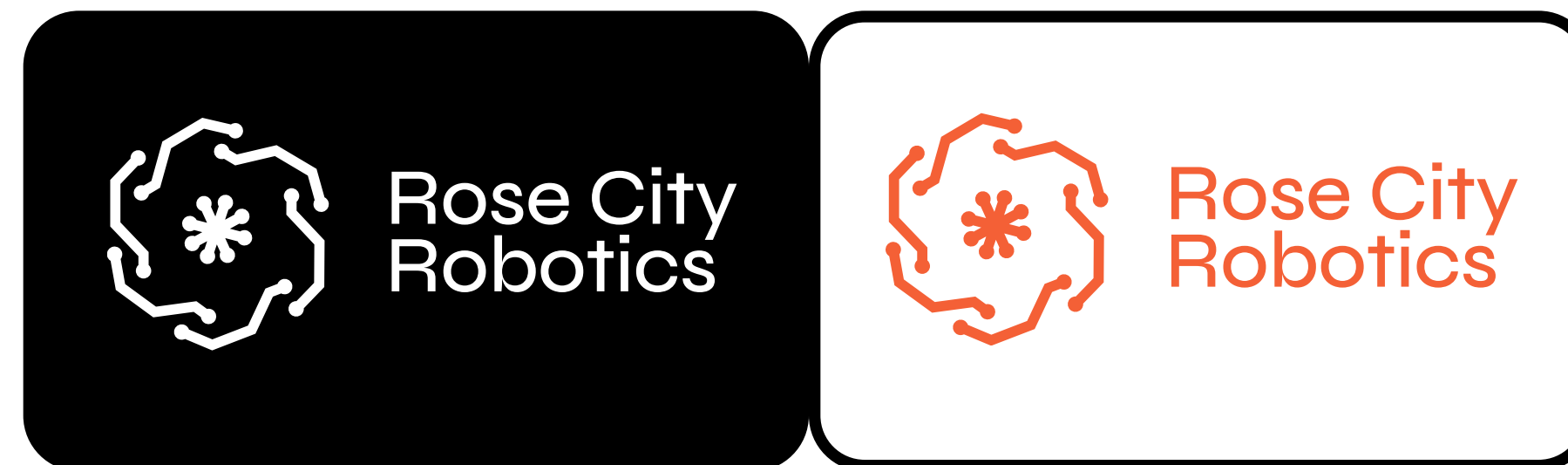


Primary Logo

The Rose City Robotics logo is the single most recognizable element of the brand identity. It's consistent application throughout all communication materials is imperative to the strength of the identity.



Rose City Robotics





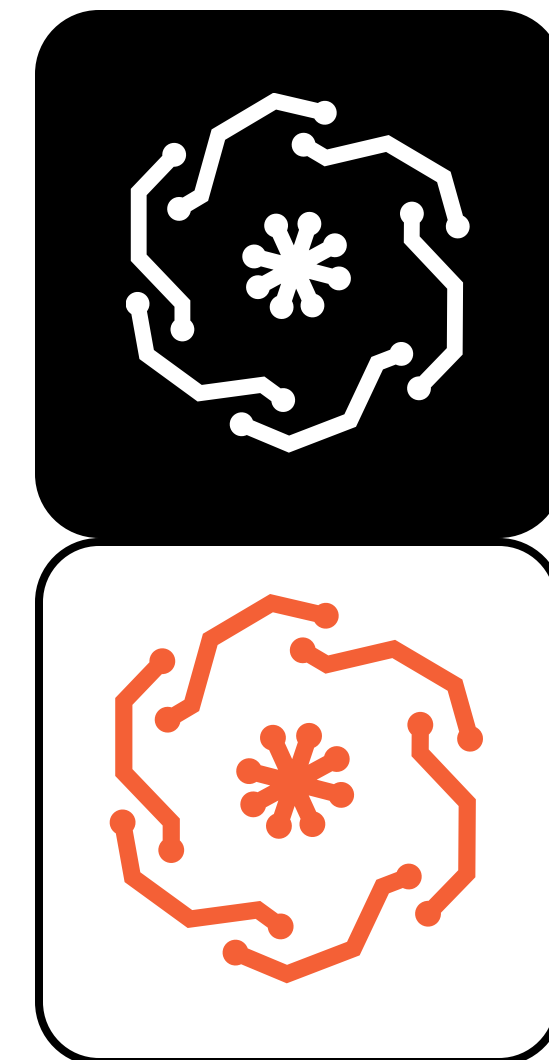
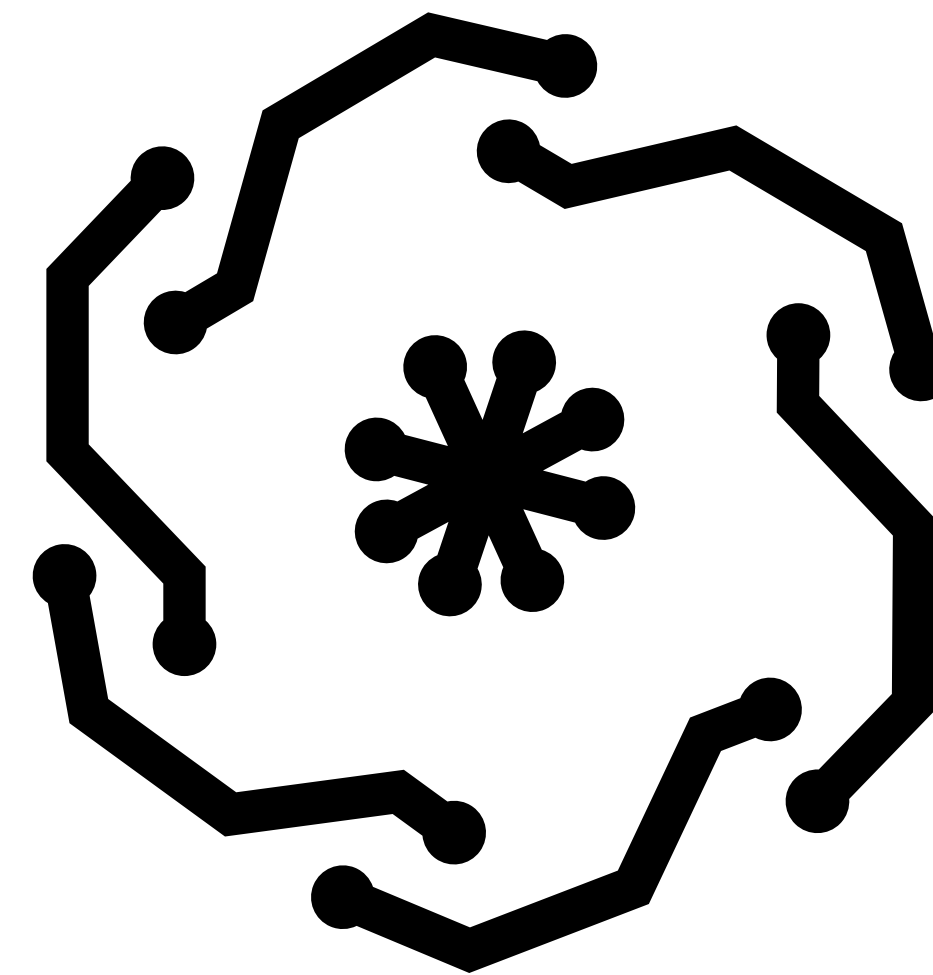
Secondary Logo

The Rose City Robotics secondary marks are to be used when there is more horizontal space available.



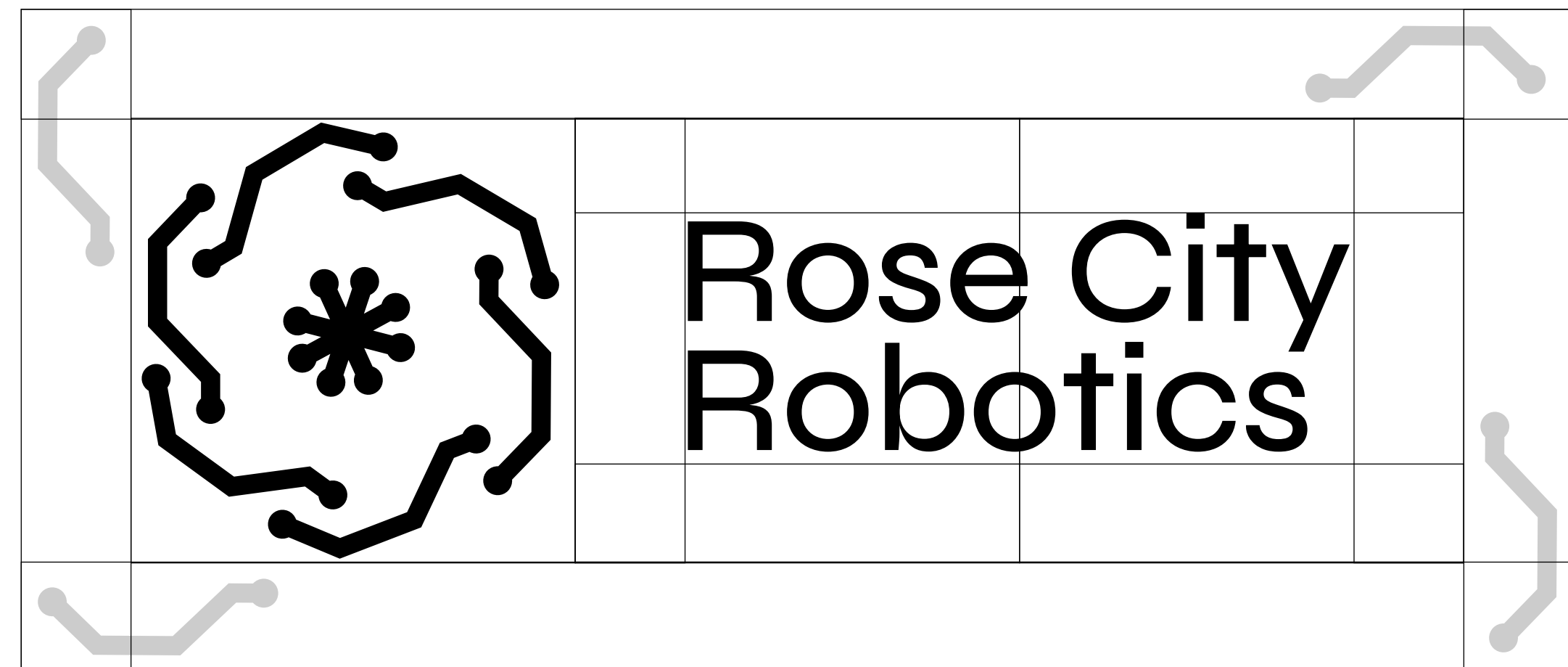
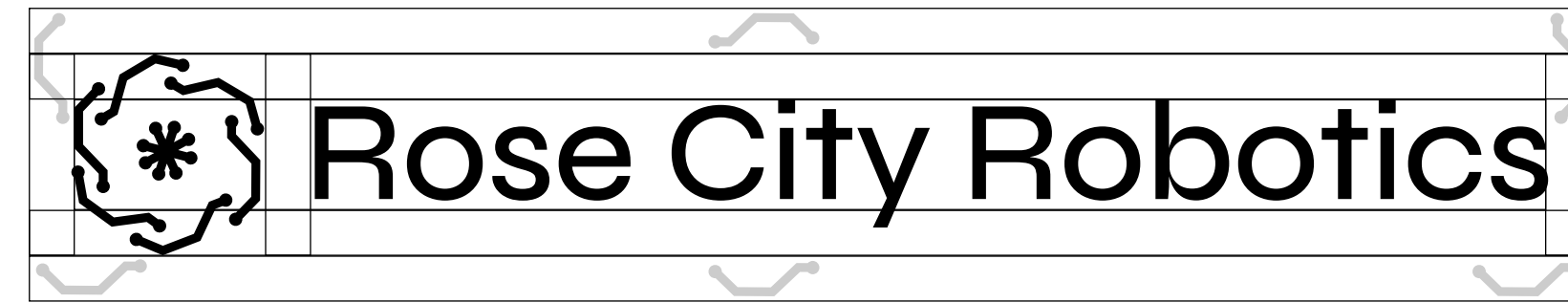
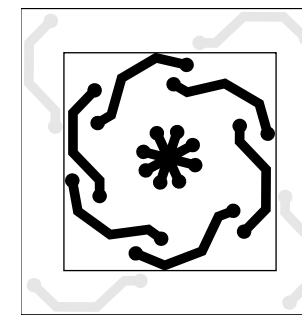
Icon

The Rose City Robotics icon is to be used only when there is limited space available, like a social avatar.



Logo Safe Zones

The logo's safe zone is equivalent to the width of the Circuit Bracket on all sides.



Typography

Typography is a fundamental building block of the Rose City Robotics design architecture. Rose City Robotics uses Manrope across all applications.

Manrope Extra Bold

Manrope Bold

Manrope Semi Bold

Manrope Medium

Manrope Regular

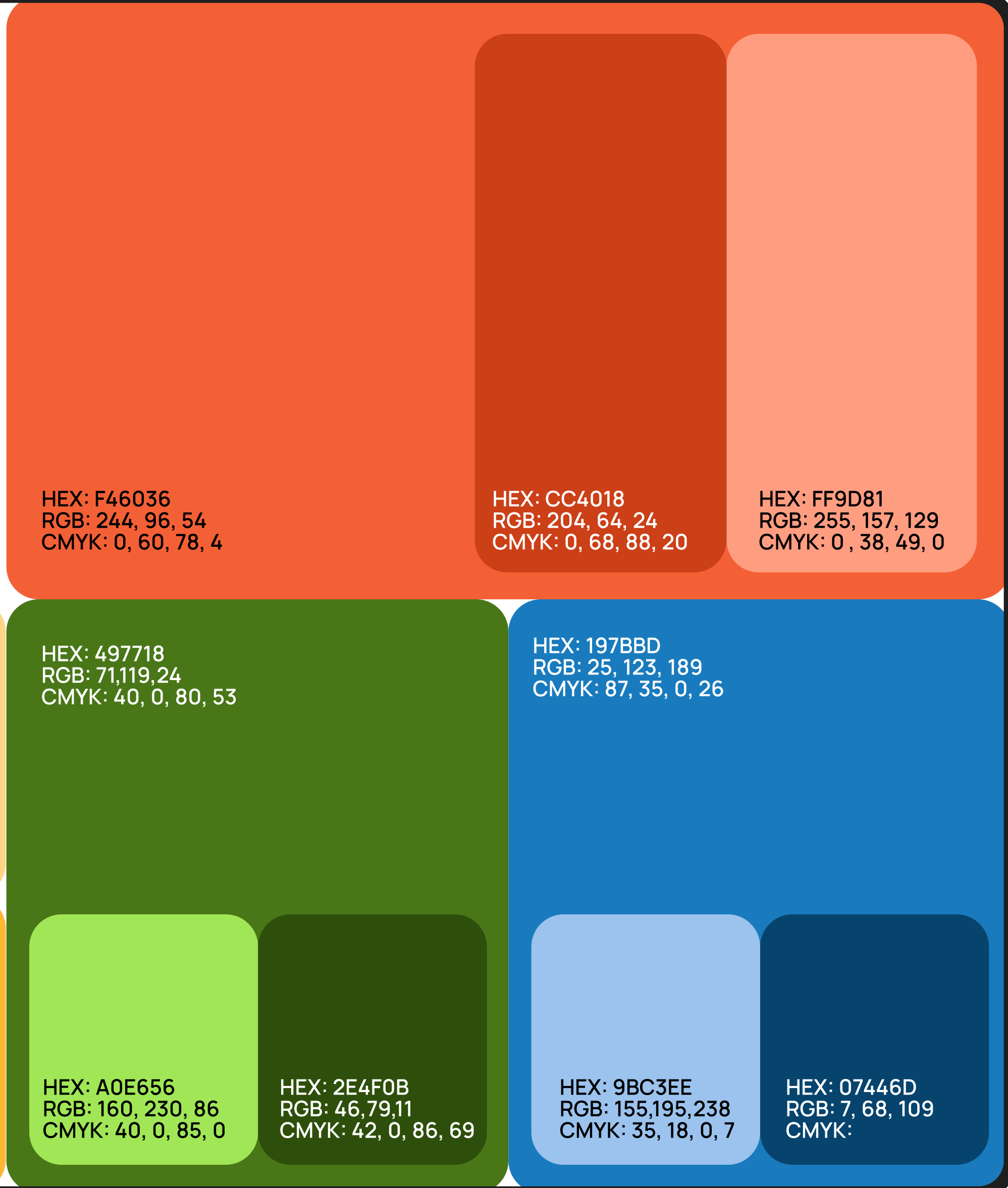
Manrope Light

Manrope Extra Light

Color Palette

Rose City Robotics uses a naturally bright color palette, with Peachy Red being the primary color, with Green and Blue being the secondary colors. The additional shades provide options for enough contrast across all mediums.

2024



HEX: F46036 RGB: 244, 96, 54 CMYK: 0, 60, 78, 4	HEX: CC4018 RGB: 204, 64, 24 CMYK: 0, 68, 88, 20	HEX: FF9D81 RGB: 255, 157, 129 CMYK: 0, 38, 49, 0
HEX: FFD686 RGB: 100, 84, 52 CMYK: 0, 16, 48, 0	HEX: 497718 RGB: 71, 119, 24 CMYK: 40, 0, 80, 53	HEX: 197BBD RGB: 25, 123, 189 CMYK: 87, 35, 0, 26
HEX: FDB833 RGB: 253, 184, 51 CMYK: 0, 27, 80, 1	HEX: A0E656 RGB: 160, 230, 86 CMYK: 40, 0, 85, 0	HEX: 2E4F0B RGB: 46, 79, 11 CMYK: 42, 0, 86, 69
	HEX: 9BC3EE RGB: 155, 195, 238 CMYK: 35, 18, 0, 7	HEX: 07446D RGB: 7, 68, 109 CMYK:



Photography Style

Rose City Robotics uses a warm, natural photography and image style. It should feel real, inviting, and high-quality.

2024





Rose City Robotics

Services

Blog

About

Contact

Innovation Towards Circularity

We are committed to closing the loop on the lifecycle of lithium batteries, increasing recovery rates, enabling second-life applications and ensuring that rare earth materials are not wasted but instead recovered as strategic domestic resources to power the next generation of clean energy and electrification solutions.

Contact Us

Learn More

MacBook Air

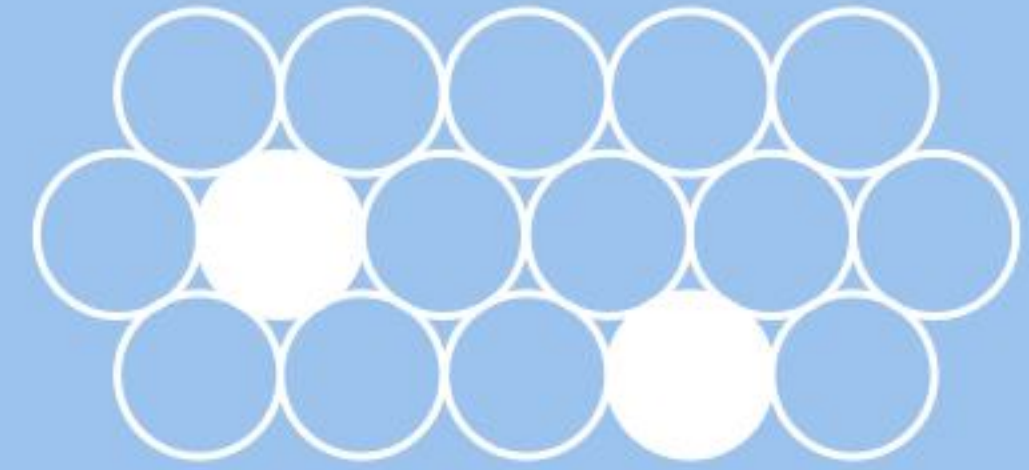




Rose City Robotics

Agenda

Mission Integrations Future of Circularity



Rose City Robotics

Divider Title

Sub-Headline

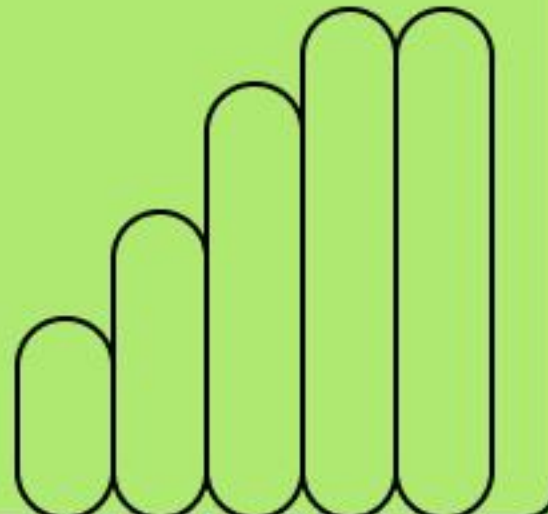
Rose City Robotics

Section Title

Rose City Robotics

Slide Title

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Rose City Robotics

Slide Title

Point 01

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Point 02

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Point 03

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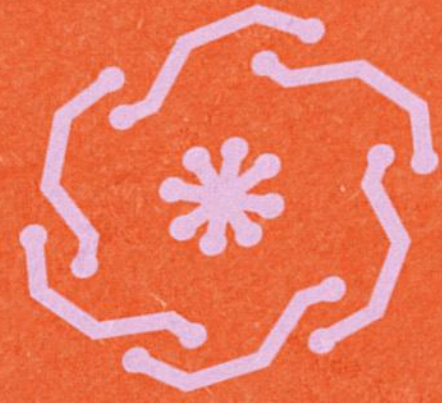
Rose City Robotics

Thanks

Name, Title
Contact

Name, Title
Contact

Name, Title
Contact



Rose City
Robotics

Portland, Oregon



Thank You

2024

FOR QUESTIONS, EMAIL:
HELLO@DESIGNBYALLYSSA.COM