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# *RISE™Robotics*

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**BRAND GUIDELINES**

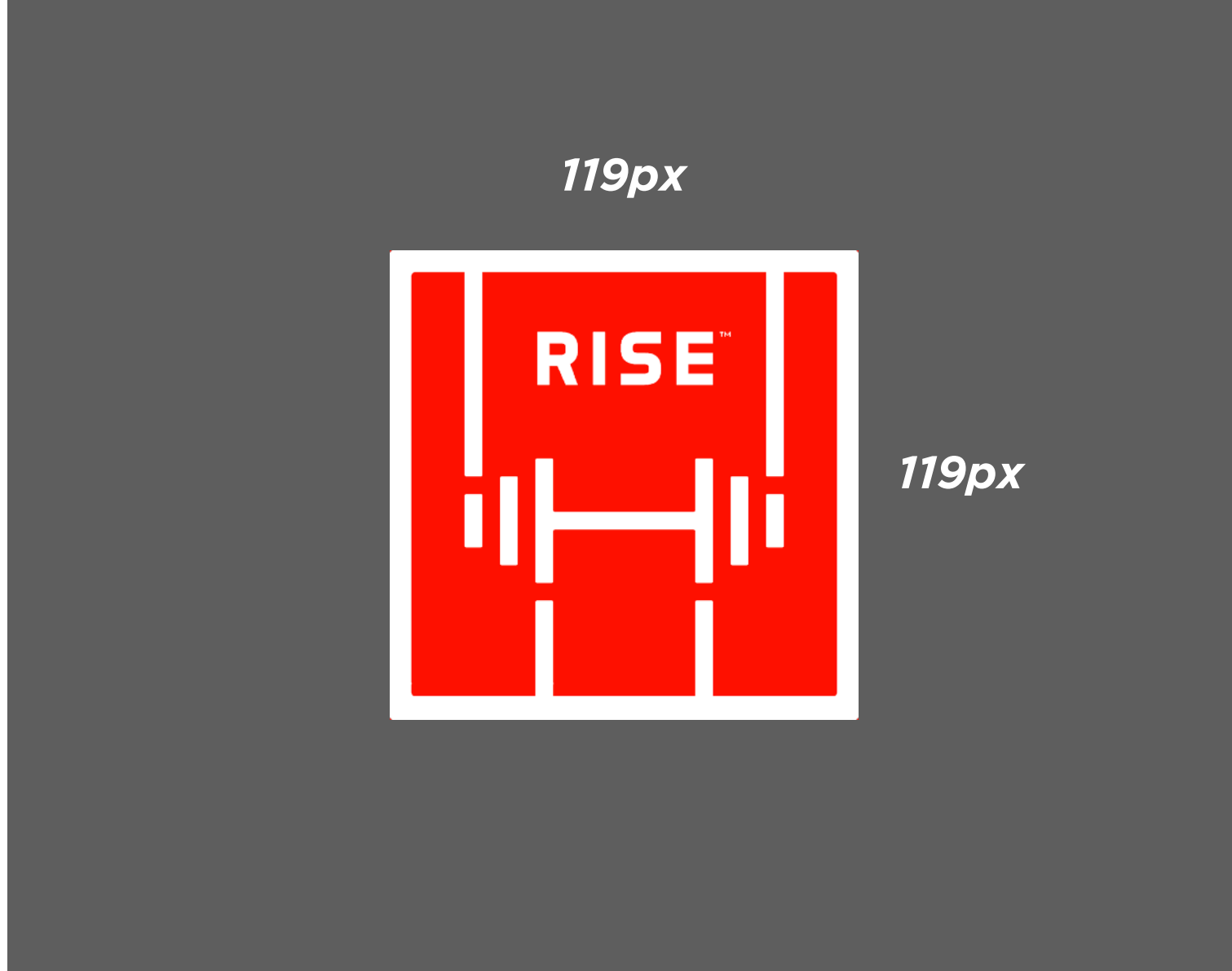




*The RISE™ Robotics brand is highly recognized and sought after. These guidelines help you leverage the power of the brand.*

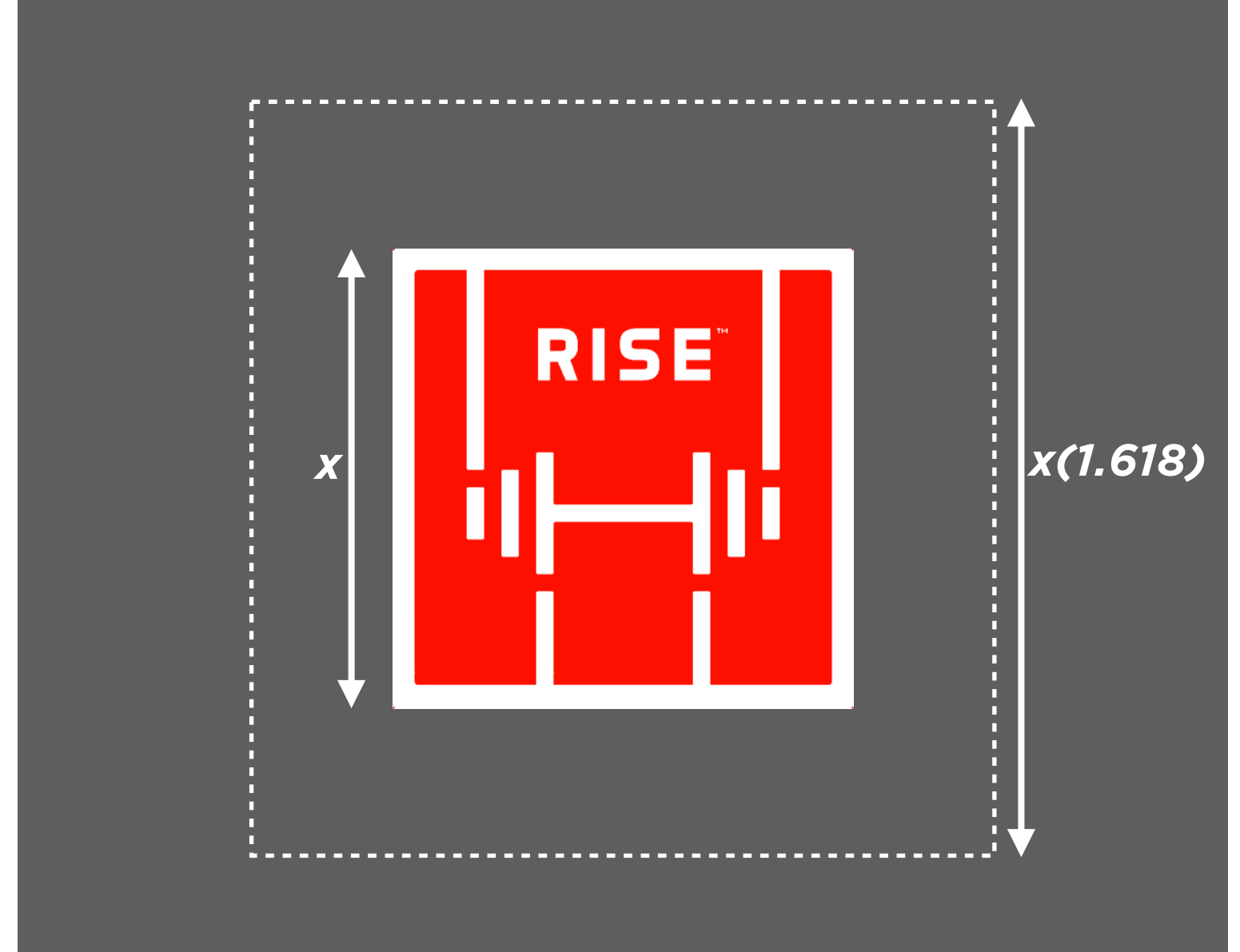
## LOGO SIZE AND CLEAR ZONE

The logo is a central component of the brand design. With its characteristic form, it attracts attention and is instantly recognized by viewers.



### Logo size

We recommend a logo size of 119 x 119 pixels for web usage (42 x 42 pixels is the minimum size). When it is this size the logo appears sharper and legible.

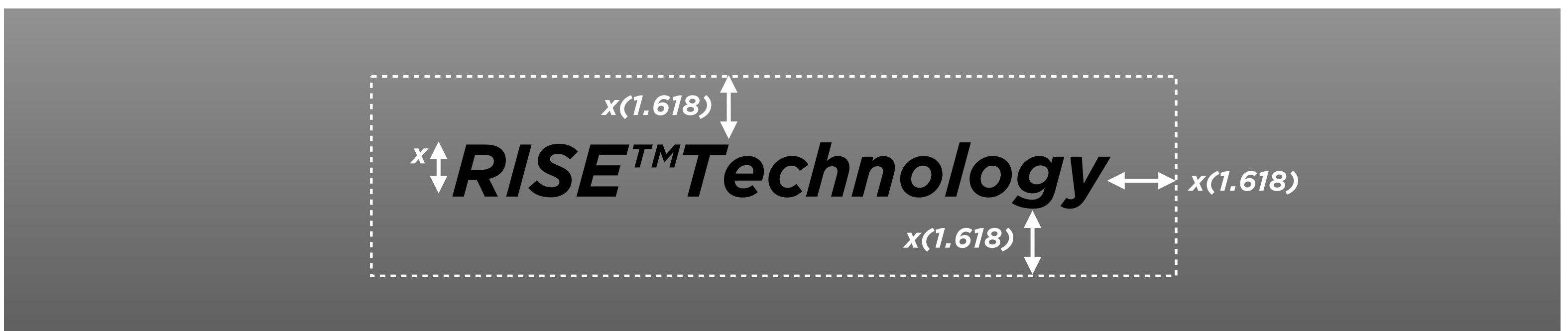


### Clear zone around the logo

The RISE™ brand logo must be surrounded by a clear zone in which no other graphic elements may be placed. The size of the clear zone must always be at least 1.618 the width or height of the logo.

## WORDMARK

The wordmark is only used when it is not possible to use the logo (e.g. due to lack of space, readability etc.).



## OFFICIAL RISE™ COLOR

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The color palette is a statement about our organization's position. It is intended to ensure that a consistent color scheme is maintained in all communication where RISE™ is the sender.

Our primary color palette consists of RISE™ official colors and the secondary color palette is a series of colors to be used when the project requires additional colors. The main color palette color is used in the logo but can be used in other design elements.

The combination of red/orange and white communicate energetic optimism and technical excellence.



Pantone Bright Red C

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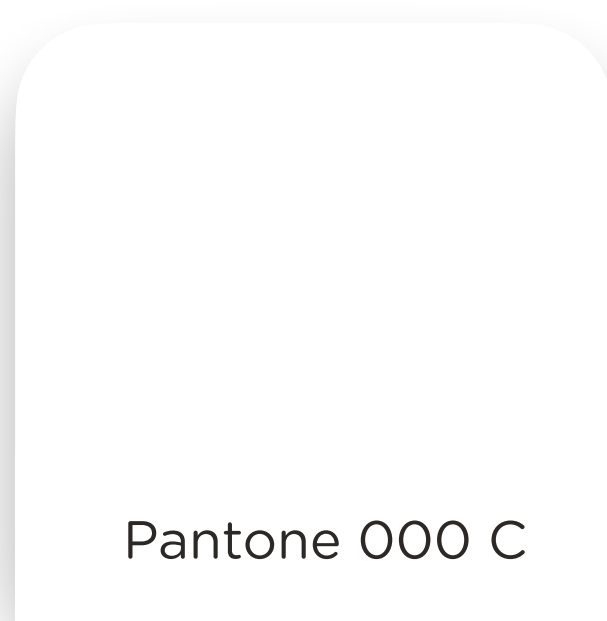
C: 0%  
M: 86%  
Y: 100%  
K: 0%

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R: 235  
B: 51  
G: 0

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HEX: EB3300



Pantone 000 C

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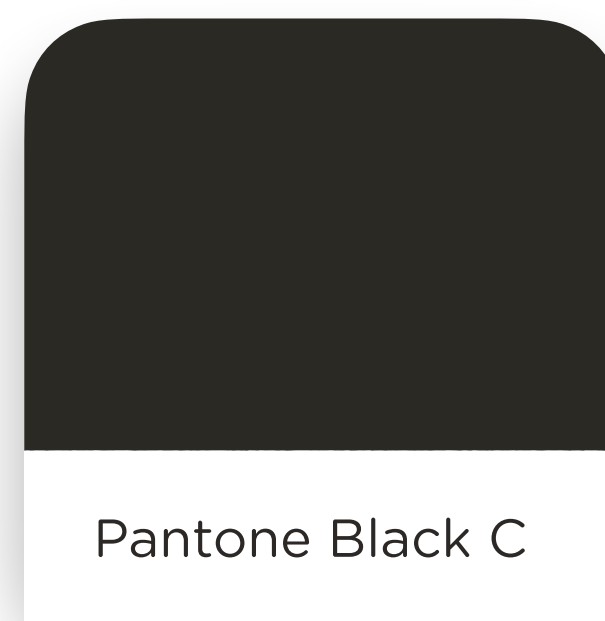
C: 0%  
M: 0%  
Y: 0%  
K: 0%

---

R: 255  
B: 255  
G: 255

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HEX: ffffff



Pantone Black C

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C: 65%  
M: 66%  
Y: 68%  
K: 82%

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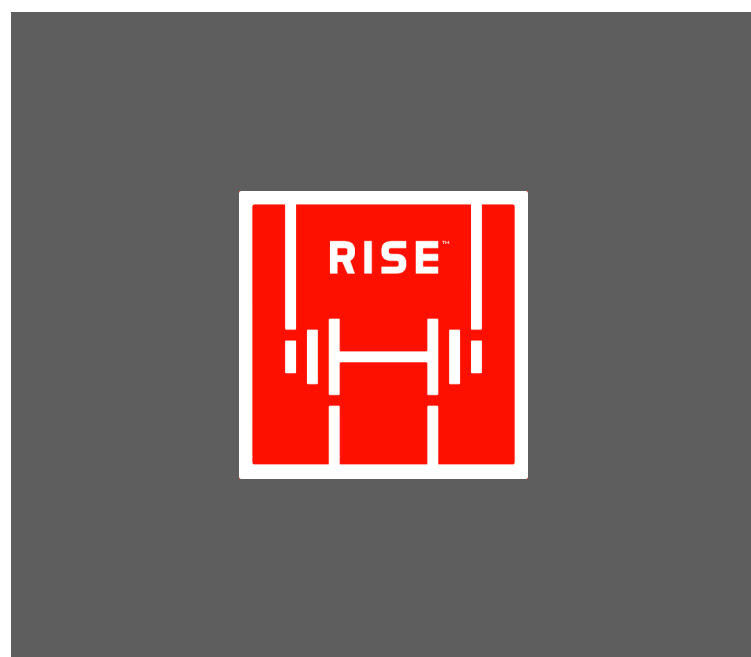
R: 45  
B: 41  
G: 38

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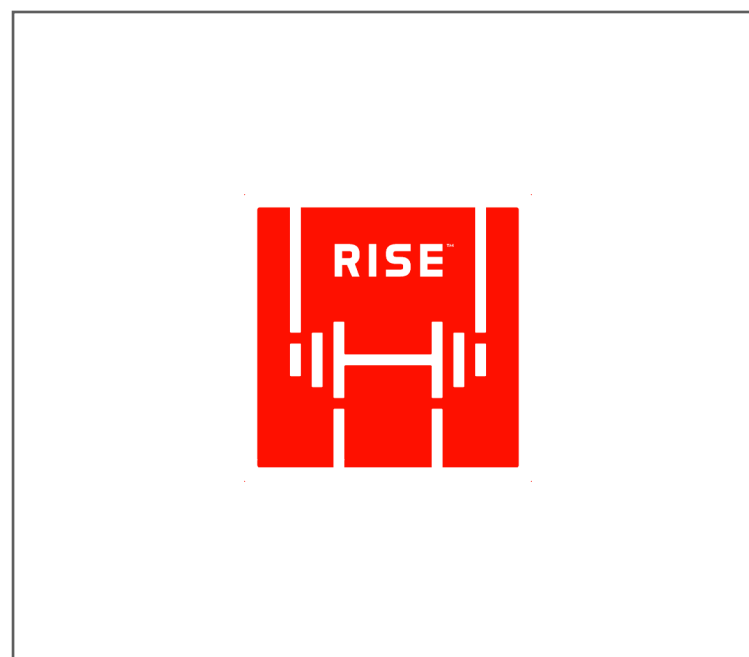
HEX: 2D2926

## DO

The RISE™Robotics logo may be placed on a color or white background, or on a photograph that does not distract from the subject. If the logo is placed on black, it must be outlined in white. When the logo is placed on a photographic background, care must be taken that the area selected for the background is not too busy.



Color background



White background



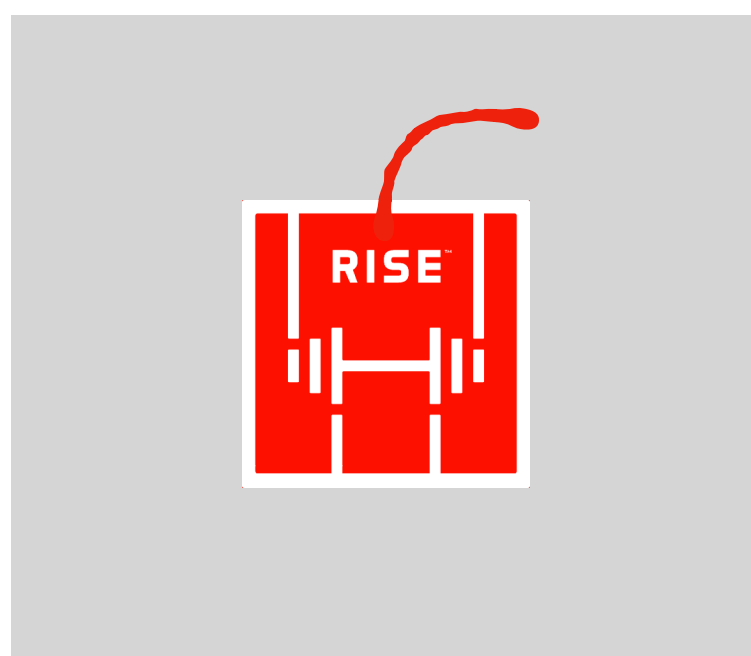
Black background;  
logo with white outline



Photographic background

## DO NOT

The logo may not be altered in any way or incorrectly reproduced.



No additions



No shadow



No turning



No busy backgrounds



No cropping



No change in color



No placement on  
graphic elements



## BRAND COMMUNICATION

Rules	Correct	Wrong
The RISE™ trademark is always written all in caps.	The RISE™ team	The Rise™ team
The ™ symbol always follows the trademark.	The RISE™ team	The RISE team
The trademark may be used in conjunction with an appropriate noun and/or adjective in a phrase or sentence.	RISE™ value RISE™ business cherished RISE™ customer	RISE value RISE business cherished RISE customer
If a product modifier is used after the trademark, the modifier is always written in title-case letters with no space between it and the trademark.	RISE™Cylinder	RISE™ Cylinder RISE™ CYLINDER RISE™CYLINDER
Never corrupt trademarks.	RISE™Cylinder	RISE-Cylinder
No line breaks within the trademark.	RISE™Cylinder	RISE™ Cylinder
No abbreviations	RISE™Cylinder	RISE™CYL
No space after each trademark with no other symbols	RISE™Cylinder	RISE™_Cylinder
Do not use a determiner/article in front of RISE™	RISE™ products	The RISE™ product
RISE™, RISE™Robotics, RISE™Cylinder, RISE™Inside must be used with the appropriate trademark.	RISE™ RISE™Robotics RISE™Cylinder RISE™Inside	RISE RISE™ Robotics RISE™CYLINDER RISE-Inside

## SUGGESTED NOUNS AND ADJECTIVES FOR USE WITH THE RISE™ Robotics BRAND

All nouns can be used also in plural and can be translated. Descriptive adjectives may be added before the nouns for descriptive purposes. Example: RISE™ outdoor jacket.

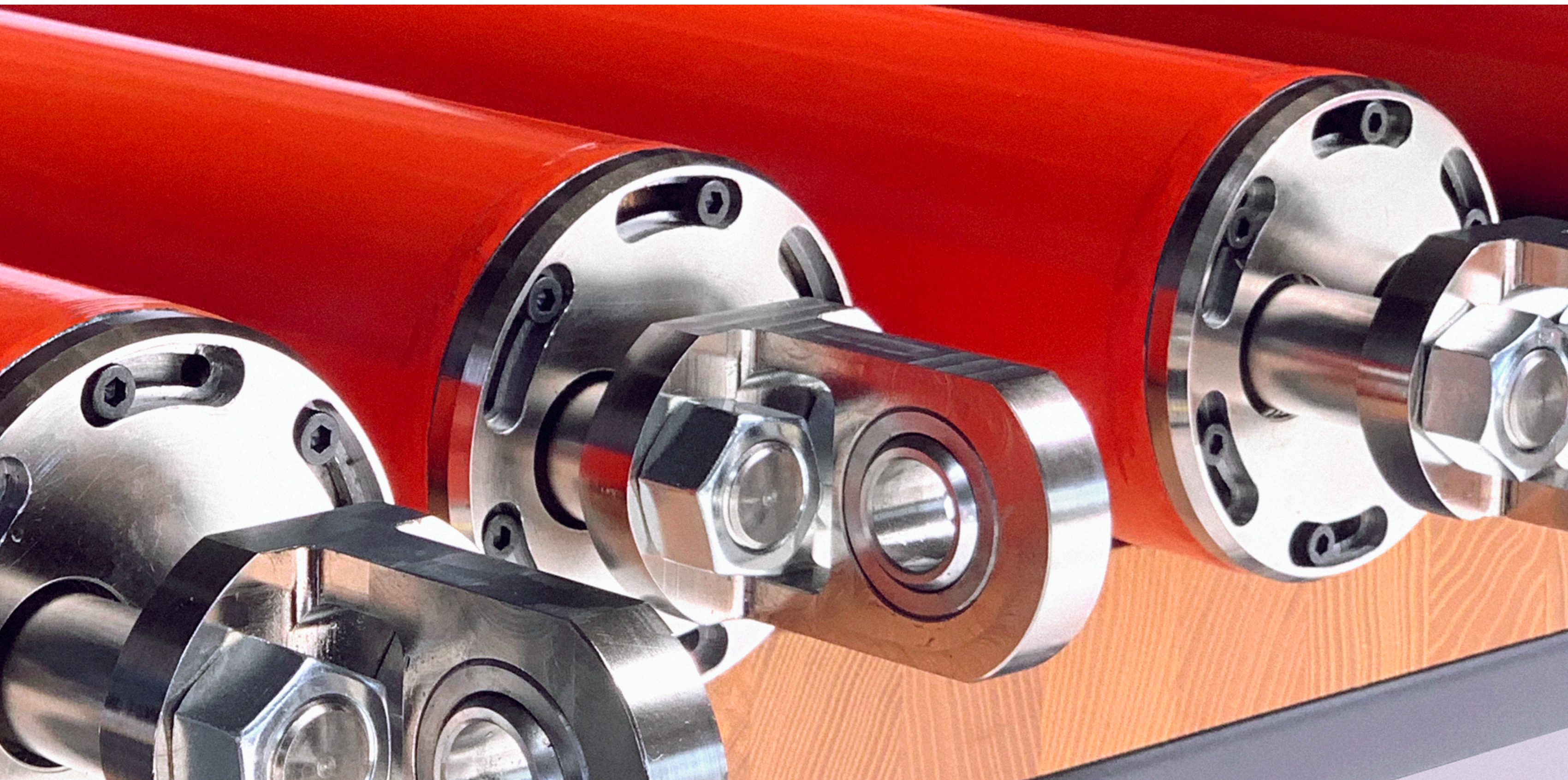
Durable	Accuracy	Acceleration
Longevity	Safety	Velocity
Strong	Security	Quiet
Tough	Power	Silent
Rhobust	Muscle	Quality
Reliability	Precise	Clean
Reliable	Quality	Pure
Stability	Agility	Green
Power	Precision	Cost-effective
Steady	Simple	Value
Controllable	Cool	Zero-Emission
Electric	Environmental	fluid-free
Electro-Mechanical	Tough-Tech	Revolutionary
Enabling	Core	Key



## INTELLECTUAL PROPERTY IDENTIFICATION

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Any image depicting RISE™Technology must include patent numbers embedded in the image.



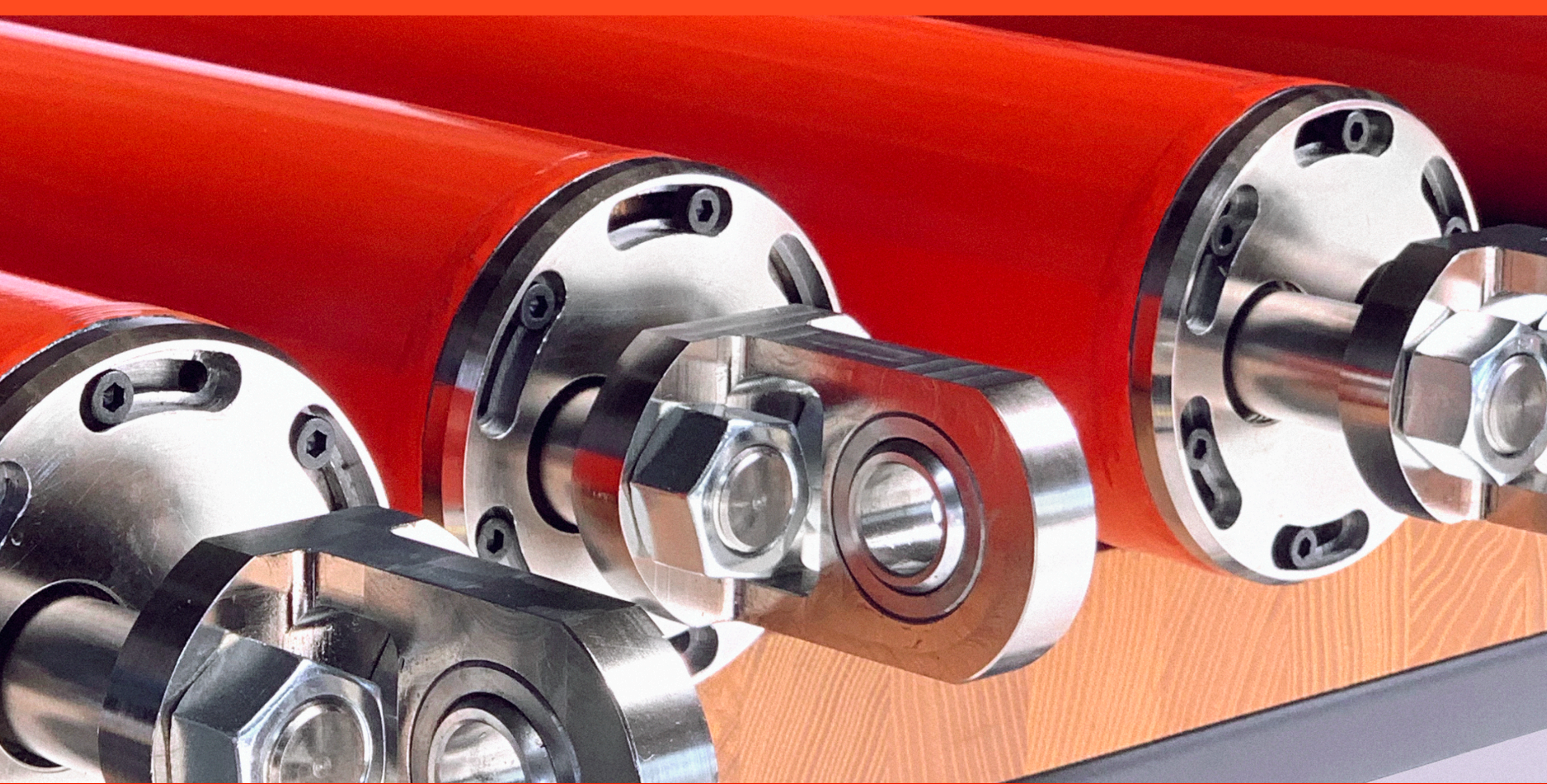
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Any written description of RISE™Technology must include patent numbers.

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**NOTE:** The year of publication must be included in the text.





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## *BRAND GUIDELINES*

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