

Brand Guidelines Ambi



Primary logo

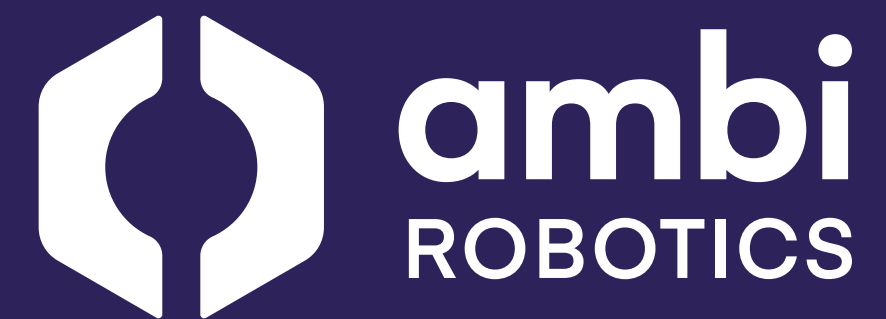
Full Color Version



Black Version

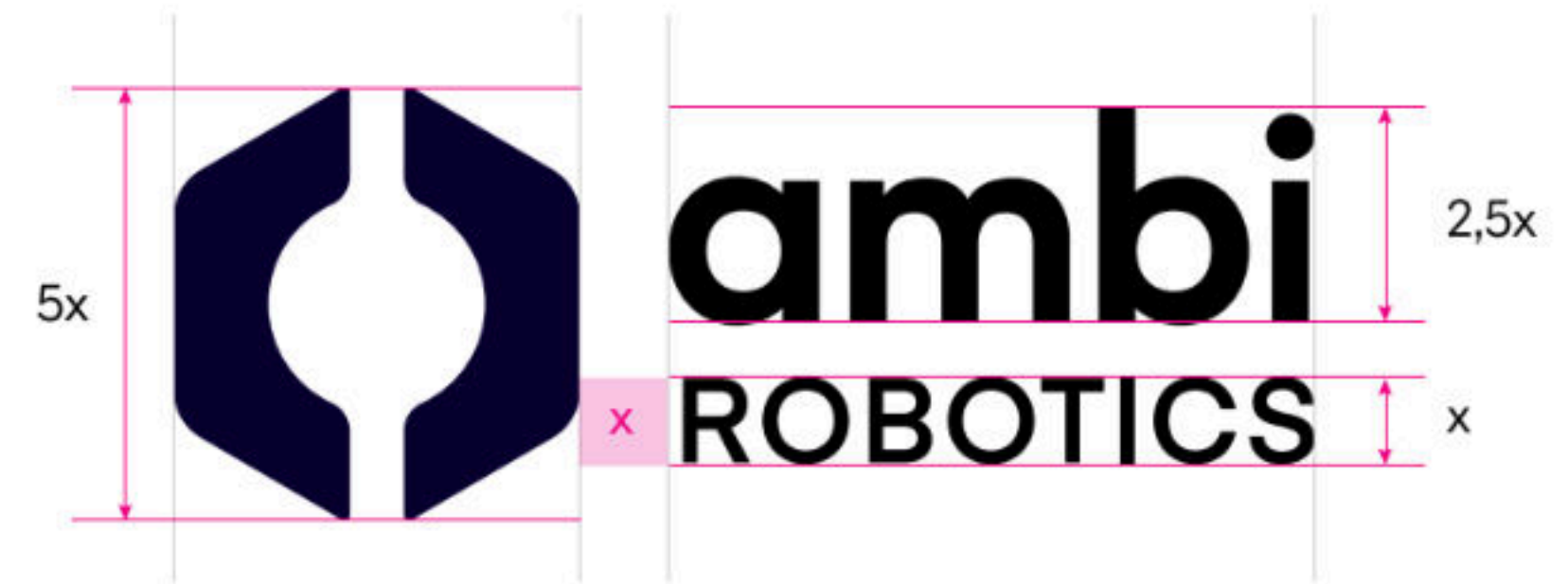


White Version



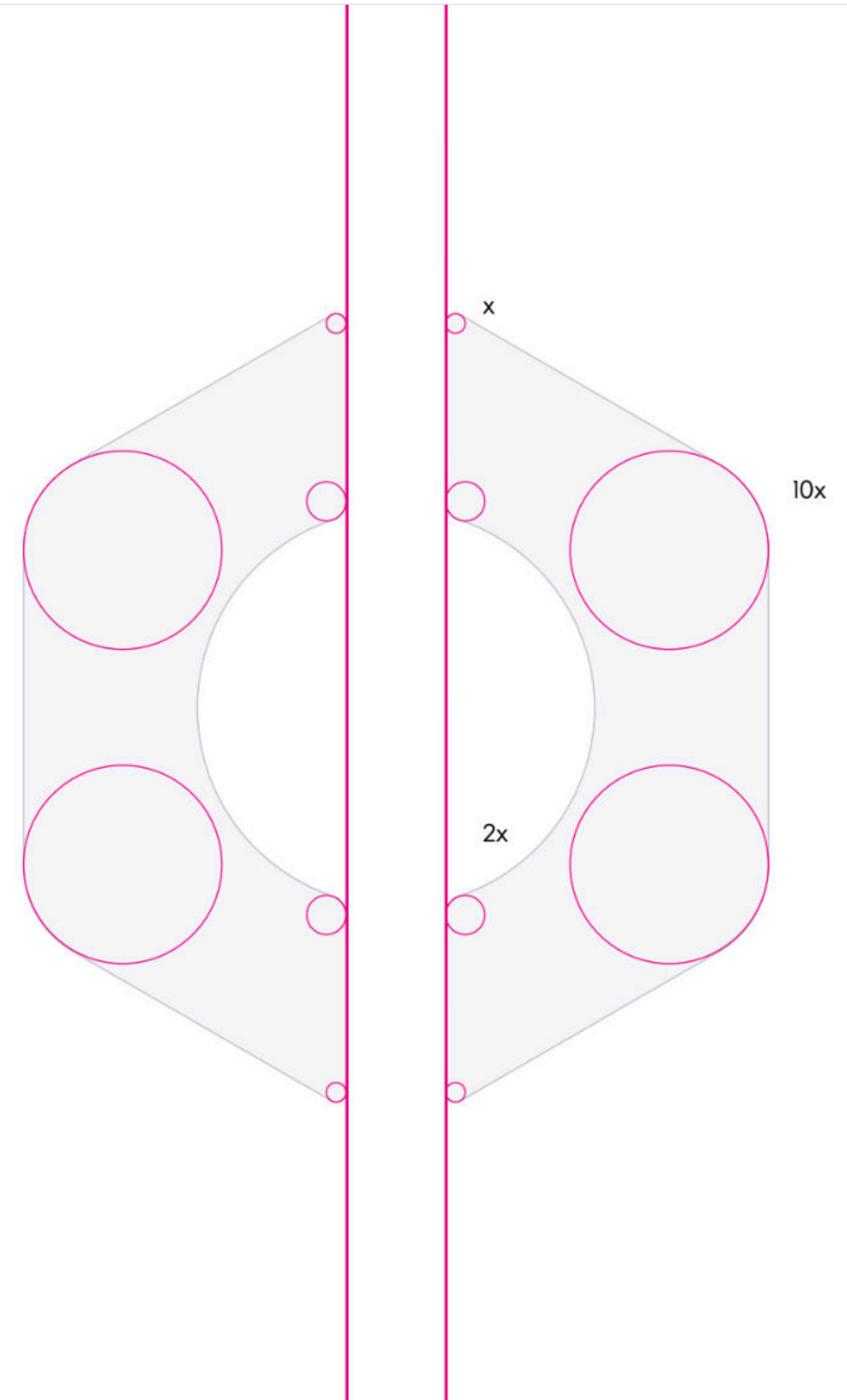
Logo construction

The foundational height of the Primary logo is determined by the height of the word "ROBOTICS" Marked here with an 'x'.



Symbol construction

Our symbol is inspired by the shape of a robot arm. The following illustration showcases the geometrical correlation between parts parts of the logo.



Incorrect usage

- X** Do not rotate the logo.
- X** Do not change the size of any of the logo elements.
- X** Do not change the proportions of the logo.
- X** Do not use gradients or any other effects such as drop shadows on the logo.
- X** Do not move the logo elements too close or too far away from each other.
- X** Do not change the typography.
- X** Do not fill the logo with patterns or photos.

Brand colors

A vibrant color palette is an essential part of our dynamic brand system.

Our color palette is unique, expressive and energetic, reflecting our commitment to innovation.

The proportional size of the rectangles correlates with the suggested usage of the colors.

Primary colors: Ambi Violet, Deep Purple
Secondary colors: Light Grey, Yellow, Black

Ambi Violet

Pantone 2725 C
 CMYK 63 58 0 0
 RGB 102 86 216
 HEX 6656d8

Deep Purple

Pantone 3524 C
 CMYK 82 76 29 16
 RGB 45 35 89
 HEX 2d2359

Light Grey

Pantone 663 C
 CMYK 5 4 2 0
 RGB 241 241 245
 HEX f1f1f9

Yellow

Pantone 2001 C
 CMYK 3 6 40 0
 RGB 255 237 148
 HEX ffed94

Black

Pantone Black 6 C
 CMYK 79 73 41 74
 RGB 0 7 21
 HEX 000715

Secondary colors

The secondary colors are used primarily for background, text, and tables on our website or in our marketing materials.

01

HEX 2d2359

02

HEX 5E578E

03

HEX 8484AA

04

HEX AEAEC5

05

HEX CCCCE0

06

HEX E0E0EE

07

HEX F1F1F9

08

HEX FFFFFFFF

Headline Font - GT Eesti Pro

GT Eesti is our primary headline font. Its unique geometric yet dynamic characters perfectly compliment the technological yet human character of our brand.

GT Eesti was developed by Grilli typefoundry based on a font originally created in 20th Century Estonia.

**GT
Eesti Pro**

Light

Regular

Medium

Bold

Body Font - Sofia Pro

Sofia Pro is our body font. Its versatility makes it a perfect choice for our online and print applications

Sofia Pro is a geometric sans-serif typeface designed by Olivier Gourvat and released through French foundry Mostardesign in 2008, updated in 2012.

**Sofia
Pro**

Light

Regular

Medium

Semi Bold

Bold

Black

G-suite Font

We use Source Sans Pro as an alternative font for digital and online usage. It is also the primary font we use for G-Suite.

Source Sans Pro was conceived primarily for user interfaces, and draws inspiration

from the clarity and legibility of twentieth-century American gothic typeface designs.

**Source
Sans Pro**

Regular

Semi Bold

Bold

Featured Photos





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ROBOTICS

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