



Brand Identity Guidelines

For Internal and External Use

2025

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01

Brand Foundation

1. MONOGRAM AND DESCRIPTOR



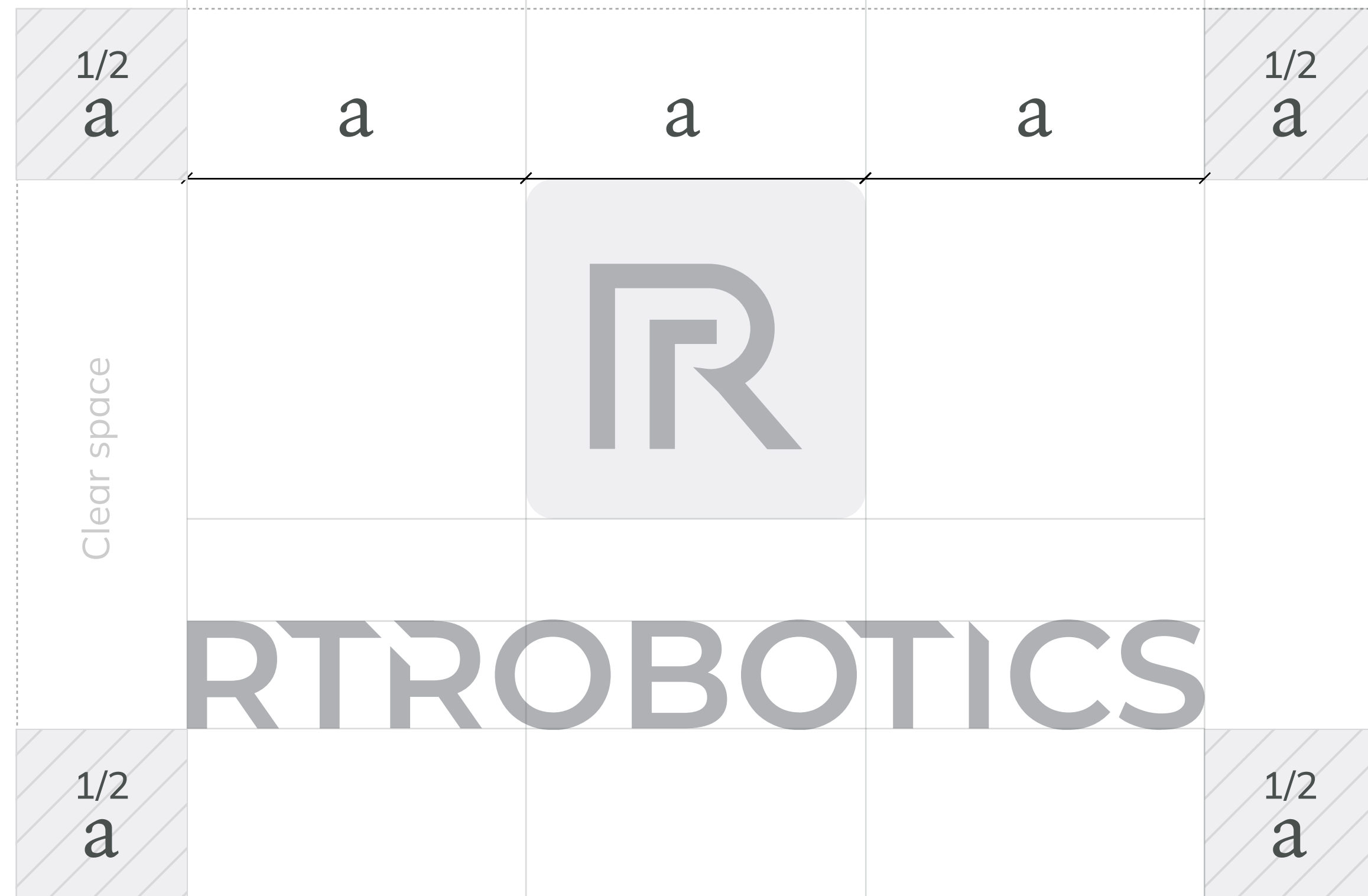
Clear space

To preserve the integrity, visibility, and impact of the monogram, a minimum clear space must be maintained around the logo.

The clear space is defined as $\frac{1}{2}a$, where “a” represents the height of the symbol.

The protected area functions as a visual buffer, preventing any text, imagery, or graphic elements from interfering with or distracting from the monogram.

This space must remain free of all visual elements to ensure clarity, legibility, and brand consistency across all applications.



1. MONOGRAM AND DESCRIPTOR



Minimum size

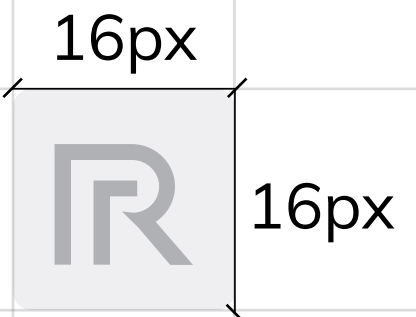
Maintain a minimum size to preserve the clarity and legibility of the RTROBOTICS logo.

Digital:

- Monogram: minimum 16 × 16 px
- Monogram + Wordmark: minimum width 24 px

Print:

- Maintain proportional minimum size ratio.

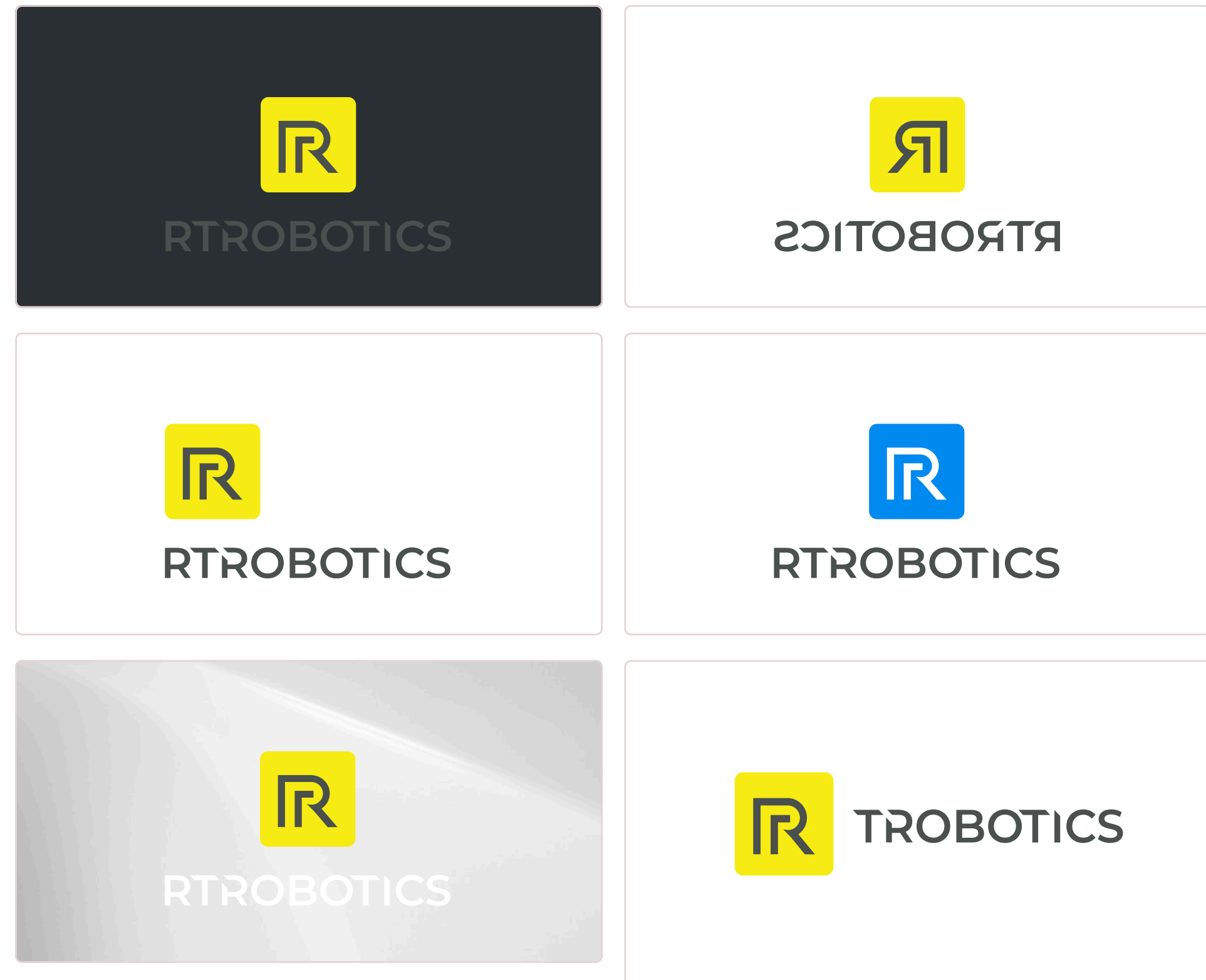


2. APPLICATIONS & EXAMPLES

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Avoid the following

1. Do not use a dark monogram on a dark background.
2. Do not rotate, flip, or mirror the logo.
3. Do not alter the position of the wordmark.
4. Do not use unapproved colors.
5. Do not place the logo on low-contrast backgrounds.
6. Do not modify the monogram-wordmark lockup.



2. APPLICATIONS & EXAMPLES

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Avoid the following

7. Do not add drop shadows, gradients, or other visual effects.
8. Do not change the size or spacing between the monogram and its descriptor.
9. Do not distort or stretch the logo proportions.
10. Do not crop or cut off any part of the monogram.



2. APPLICATIONS & EXAMPLES



Logo Usage Cases

The logo may be used in the following configurations:

1. Monogram only
2. Wordmark only
3. Monogram and wordmark combined

[Download Logo](#) ↓

✓ Monogram only



✓ Wordmark only

RTROBOTICS

✓ Monogram and wordmark combined



RTROBOTICS



RTROBOTICS

02

Visual Identity System

VISUAL IDENTITY SYSTEM

2.1 Brand Color Palette

- 1. Primary Colors
- 2. Secondary Colors
- 3. Accent Colors

Primary 6 #F7EC13

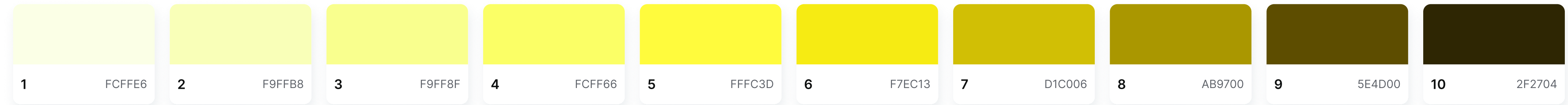
Secondary 8 #4A504E



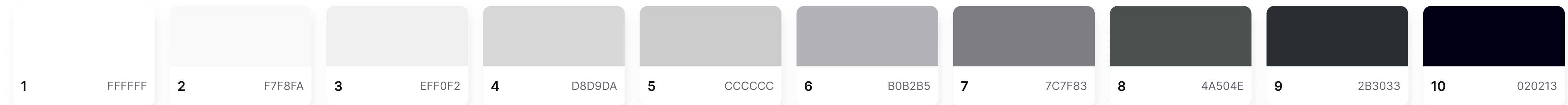
Secondary 8 #4A504E

RTROBOTICS

PRIMARY COLORS

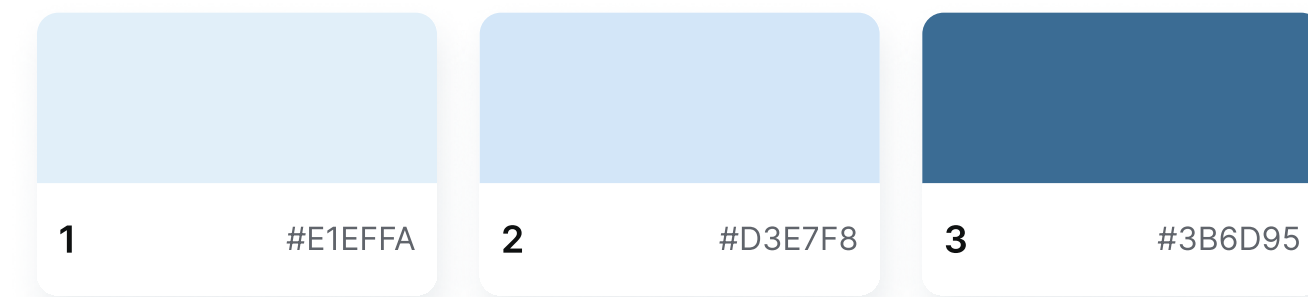


SECONDARY COLORS



STATUS COLOR

INFO



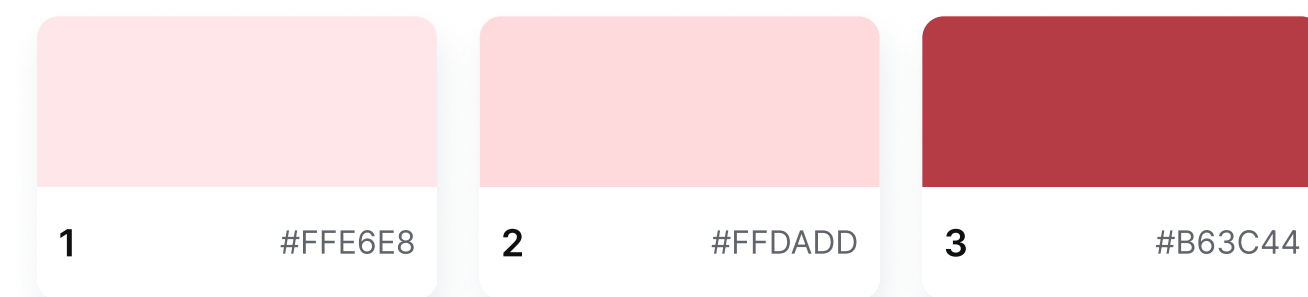
SUCCESS



WARNING

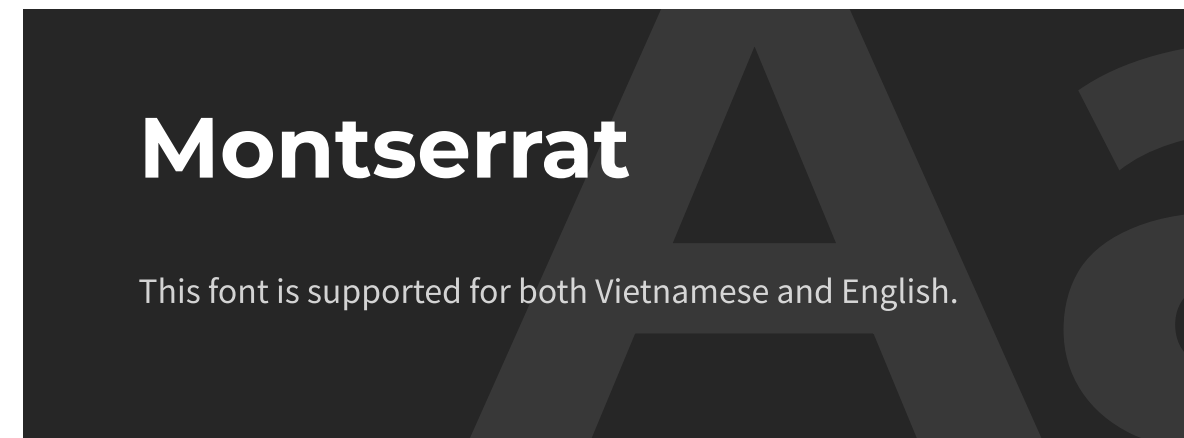


ERROR



VISUAL IDENTITY SYSTEM

2.2 Typography Set



Montserrat - Bold

Montserrat - Medium

Montserrat - Regular

[Download Font](#) ↓

Text style

STYLE	CONTENT	SIZE (PX)	LINE HEIGHT (PX)
40	Best Multicopter Ever Made	40px	56px
36	Best Multicopter Ever Made	36px	52px
32	Best Multicopter Ever Made	32px	46px
28	Best Multicopter Ever Made	28px	40px
24	Best Multicopter Ever Made	24px	34px
20	Best Multicopter Ever Made	20px	32px
18	Best Multicopter Ever Made	18px	26px
16	Best Multicopter Ever Made	16px	24px
14	Best Multicopter Ever Made	14px	20px
12	Best Multicopter Ever Made	12px	16px
10	Best Multicopter Ever Made	10px	12px

03

Resources & Support

RESOURCES

Please contact the Corporate Brand Team via Brand Central (rtrobotics.com) or brand@rtrobotics.com