



BRAND DESIGN GUIDELINES

2020

WYZO BRAND DESIGN

The purpose of this document is to provide a comprehensive presentation of the WYZO Brand Guidelines. These guidelines should be used by all WYZO staff and partners for present and future projects, both internally and externally.

1. Logotype
2. Colours
3. Typography
4. Identity Elements
5. Application Examples

DESIGN CONCEPT

The concept is based on the sidebot and its main features: the delta shape & the alpha arm.



DESIGN CONCEPT

WYZO is a cooperative robot that creates a new link between humans and robots.



WYZO

LOGOTYPE



1. Logotype

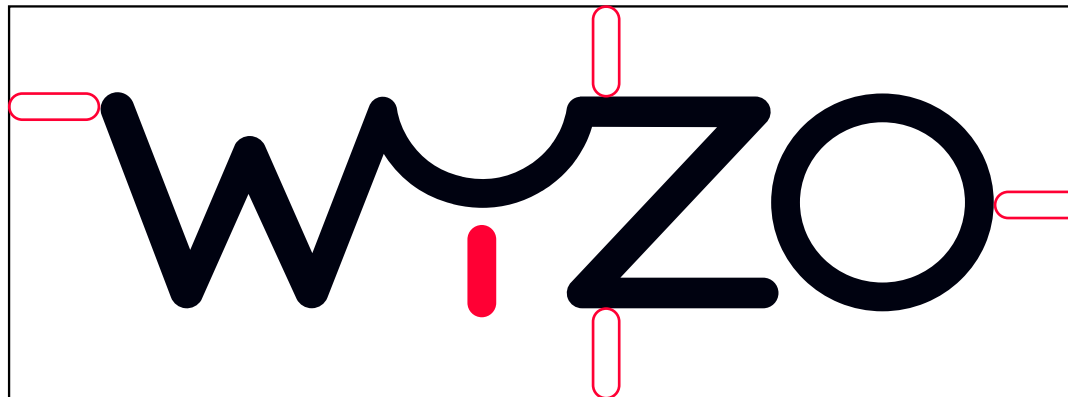
LOGOTYPE

The logo must be used in black & red on white background and in white & red on black background.

The logotype 'WYZO' is rendered in a bold, rounded, sans-serif typeface. The letters 'W', 'Y', 'Z', and 'O' are black. The letter 'i' is represented by a red vertical bar positioned centrally below the 'Y'.The logotype 'WYZO' is rendered in a bold, rounded, sans-serif typeface. The letters 'W', 'Y', 'Z', and 'O' are white. The letter 'i' is represented by a red vertical bar positioned centrally below the 'Y'.

BREATHING SPACE

The space around the WYZO Logo must be kept empty. The empty space must be at least equal to the width of the red part of the Y on the logo, as shown below.



USE OF COLOUR

Classic colour

The correct use of colour is shown below.
When the logo is used on red background, it must be in full white.



Association

When used with other background colours (e.g. for advertising purposes), the WYZO logo colour must be switched to black for light backgrounds, and to white for dark backgrounds.



BLACK & WHITE USE

When using greyscale, the logo must appear in full black or full white, depending on the background.

The WYZO logo is displayed in a bold, black, sans-serif font. The letters are thick and rounded, with a distinctive design where the 'i' in 'WYZO' is a simple vertical bar. The logo is centered horizontally.

LOGOTYPE : INCORRECT USES

The logotype must not be altered or distorted in any way. The examples shown below illustrate some incorrect uses of the logotype.

~~WYZO~~

~~WYZO~~

~~WYZO~~

~~WYZO~~

~~WYZO~~

~~WYZO~~

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MAIN COLOURS

Colours are inspired by the WYZO sidebot.
Colours must be used to create contrast between
red and shades of black.

Ultra Red	Deep Black	Light Grey
PANTONE 1788 C	PANTONE Black 6C	PANTONE 427C
FA0035	000817	ECECEC
C : 0 M : 96 Y : 70 K : 0	C : 98 M : 83 Y : 56 K : 86	C : 0 M : 0 Y : 0 K : 10
R : 250 G : 0 B : 54	R : 0 G : 8 B : 23	R : 237 G : 237 B : 237

COMPLEMENTARY COLOURS

Please use the following colours for graphs, charts and illustrations.

Yellow	Blue	Purple	Ocre	Anthracite
F5B55B	4C6BCE	6A1F74	C14600	36383B
C : 0 M : 36 Y : 71 K : 0	C : 81 M : 58 Y : 0 K : 0	C : 63 M : 100 Y : 11 K : 3	C : 5 M : 83 Y : 100 K : 1	C : 71 M : 60 Y : 54 K : 60
R : 242 G : 181 B : 91	R : 78 G : 103 B : 172	R : 106 G : 39 B : 116	R : 193 G : 71 B : 29	R : 54 G : 56 B : 59

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COMFORTAA : MAIN TYPEFACE FOR TITLES

« Comfortaa » Google font

<https://fonts.google.com/specimen/Comfortaa>

industrial work



The diagram shows the word 'industrial' in a large, black, sans-serif font. Two red circles are drawn around the letters 'u' and 'a'. A line points from the text 'rounded endings' to the top of the 'u' circle. Another line points from the text 'round letters' to the bottom of the 'a' circle.

the quick brown fox jumps over the lazy dog

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

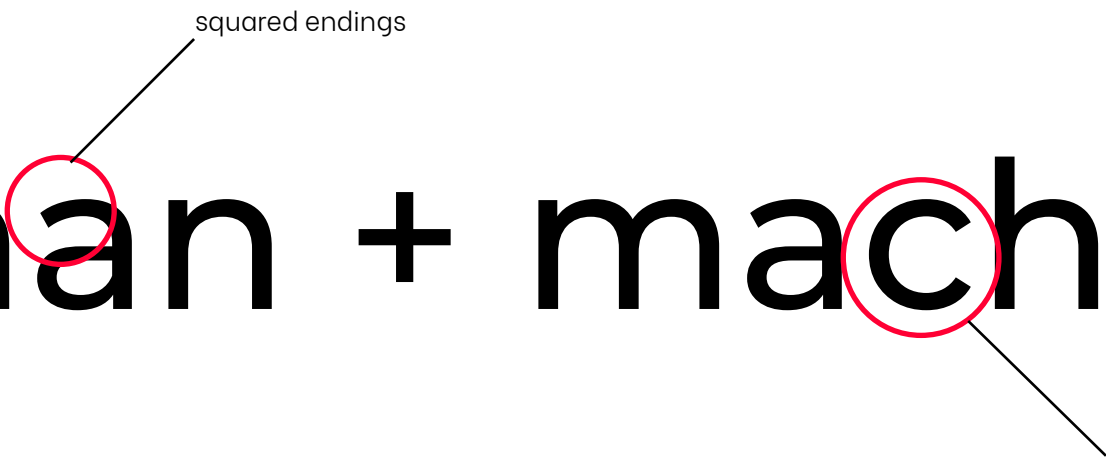
0123456789

MONTSERRAT : SECONDARY TYPEFACE FOR TEXT

« Montserrat » Google font

<https://fonts.google.com/specimen/Montserrat>

Human + machine



squared endings

round letters

the quick brown fox jumps over the lazy dog

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

0123456789

USE OF TYPEFACES



Pudig nis
dolorep but — Comfoorta
bold

«Pudig nis dolorep» — Comfoorta
regular

Itio quo con nessus placepu dianihil
il eventestia dolut fugia qui tet quos
dolecus evendion re laboreraecte — Montserrat
regular
expelia speraereium latis vendest
deles nectore volut etur mi, eosapienis
eaquae. It voluptat eatur re velloreieur?
Rupis ea ipsunt ilis exceprae a plaut
plit verit venis eossi nost officil es
dentiistrum qui venturios autes nis
dolorro torpos quam volesti undipsum

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ICON

The icon must not be used before the logo is well known. It must not be used alone without having WYZO written aside. It can be used as favicon in social profile pictures in the future or as sticker but it must not replace the logo.



LABEL

The label must be used for products working with WYZO. It is a label showing the quality and the official compatibility with WYZO.



SUB BRANDS BASELINE

For internal sub brands, a word between 7 and 10 letters must be used. It will be as large as the «ZO» of WYZO, and the vertical space between the sub brand name and the logo must be the size of the horizontal Y bar as shown below.

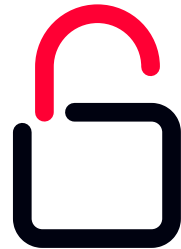


COMMUNICATION ICONS

The icons are designed to be used on WYZO premises as well as on the company website and presentations.



Performance
& simplicity



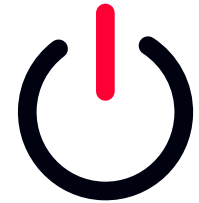
Open integration
approach



Human-centric
automation



An entrepreneurial
story

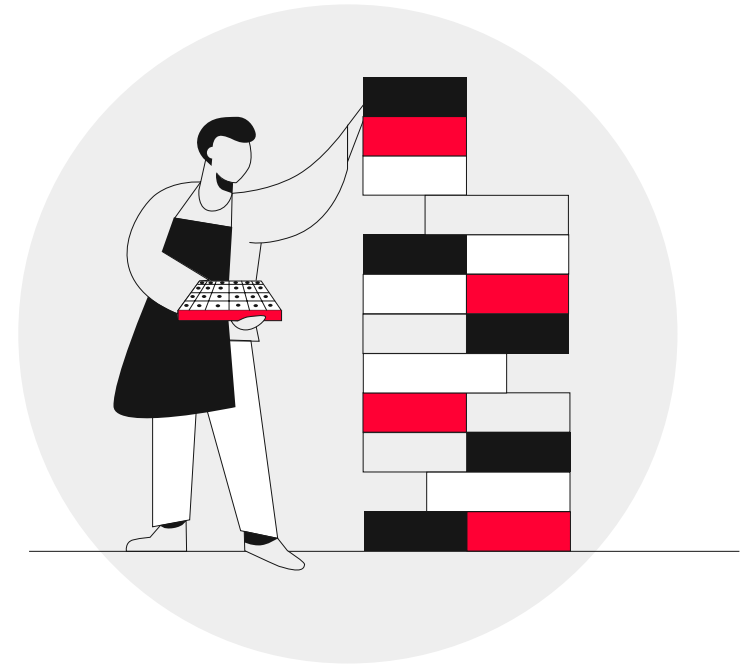


Powerful
technology



PHOTOGRAPHY & ILLUSTRATION

Photography is here to bring human elements to the machine and to highlight the sidebot concept. Illustrations help tell the success stories of entrepreneurs working with WYZO.



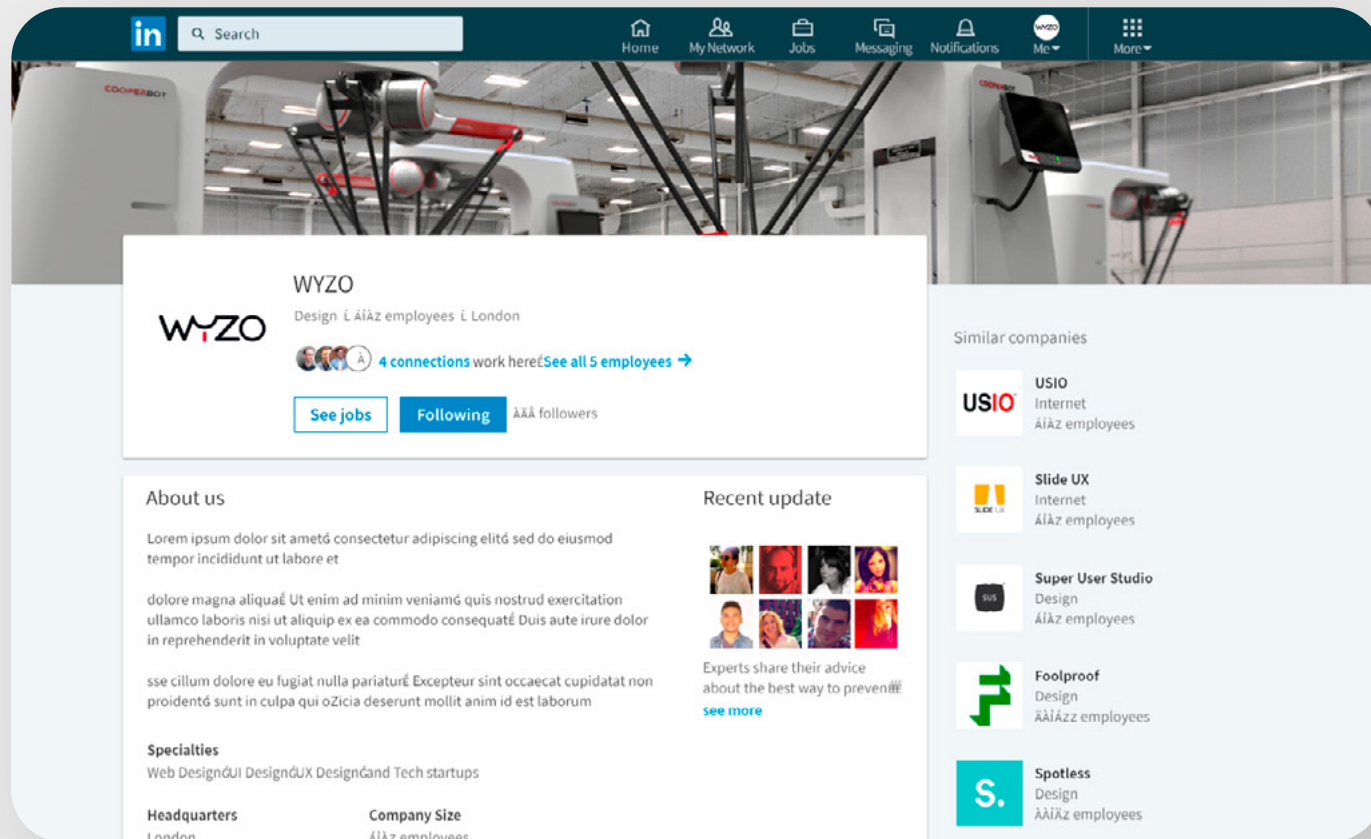
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5. Application Examples



WYZO

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