

**fruitcore robotics**

# Basic Styleguide

V7.3 | 12.02.2024

# Table of contents



<b>I. Word – figurative mark</b> .....	<b>3</b>
1. Colors	3
2. Variants	4
3. Negative variants	9
4. Protective space	10
5. Localization	12
<b>II. Typography</b> .....	<b>14</b>
1. Font	14
2. Font styles	15
<b>III. World of color</b> .....	<b>15</b>
Color codes	15
<b>IV. Website</b> .....	<b>17</b>
1. Layout	17
2. Spacing	18
3. Typography	20
4. Color codes	21
5. Iconset	23
<b>V. Design</b> .....	<b>25</b>
1. Brand	25
2. Examples	27

## I. Word - figurative mark:

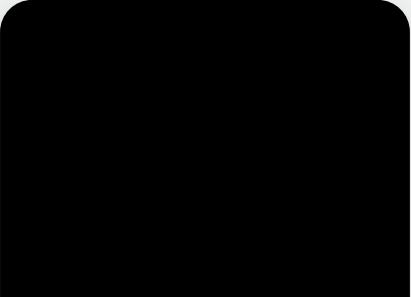


# 1. Colors

The fruitcore robotics word-figurative mark is always composed of a basic color from the fruitcore color spectrum.

The fruitcore robotics colors are used throughout the entire corporate design in order to communicate fruitcore as uniformly as possible to the outside world.

However, due to the use of colors in different media, slight deviations may occur, but these are within the tolerance range.



		
<b>robotic black</b>	<b>robotic petrol</b>	<b>robotic white</b>
CMYK: 0 0 0 100	CMYK: 100 35 50 10	CMYK: 0 0 0 0
RBG: 0 0 0	RBG: 0 112 121	RBG: 255 255 255
HEX: #008692	HEX: #006f78	HEX: #ffffff

## I. Word – figurative mark:



# 2. Variants

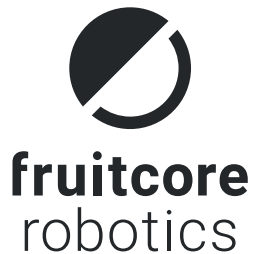
The fruitcore robotics word-figurative mark is available in four different versions. The variants have a modular structure and can be used individually depending on the application. The entire construct of the respective word-figurative mark is surrounded by a protective space, which is explained below.



Compact version



Figurative mark



Medium version




Long version




# Compact version


The variants are each supplemented with three color variants.



**Compact version 1**  
robotic black

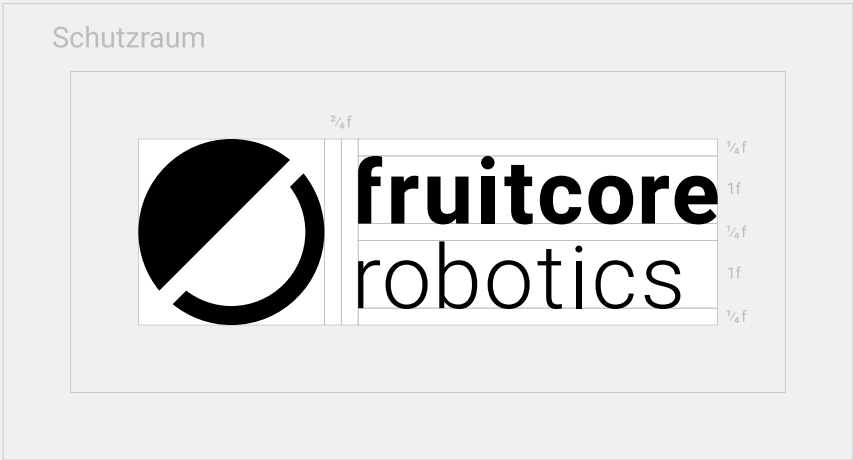


**Compact version 2**  
robotic petrol inverted



**Compact version 3**  
robotic petrol

## Compact version measurement





# Long version

The variants are each supplemented with three color variants.



**Long version 1**  
robotic black



**Long version 2**  
robotic petrol inverted



**Long version 3**  
robotic petrol

## Long version measurement

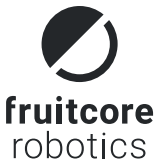
Schutzraum



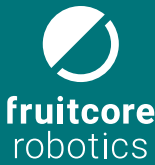


# Medium version

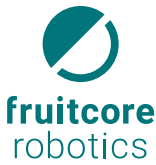
The variants are each supplemented with three color variants.



**Medium version 1**  
robotic black



**Medium version 2**  
robotic petrol inverted



**Medium version 3**  
robotic petrol

## Medium version measurement





# Figurative mark

The variants are each supplemented with three color variants.



**Figurative mark 1**  
robotic black



**Figurative mark 2**  
robotic petrol inverted



**Figurative mark 3**  
robotic petrol

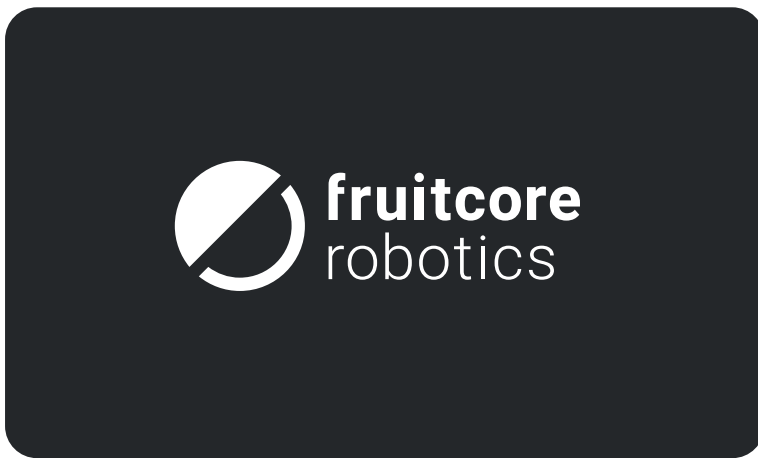




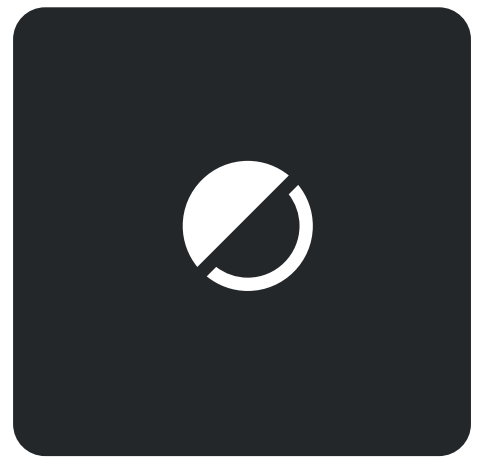


### 3. Negative variants

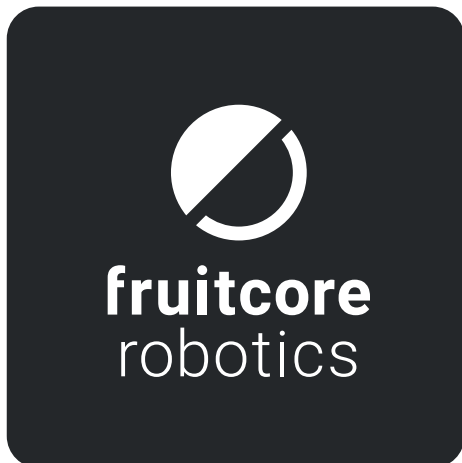
If necessary for technical reasons, the word-figurative mark can also be depicted in a black and white negative version.



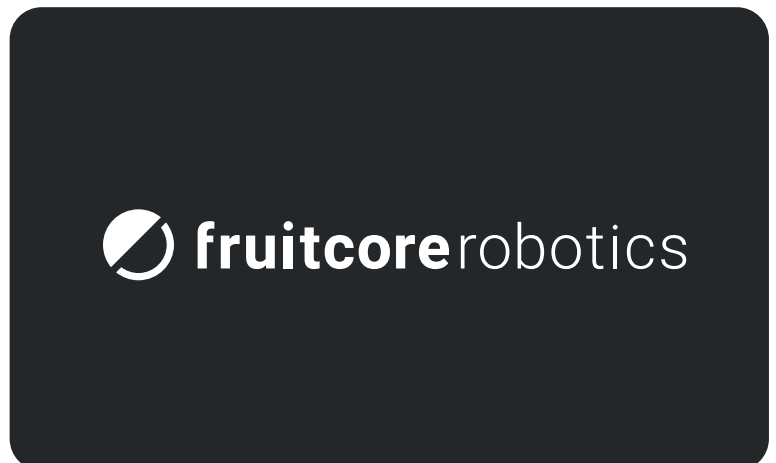
Compact version negative



Figurative version negative



Medium version negative



Long version negative

## 4. Protective space

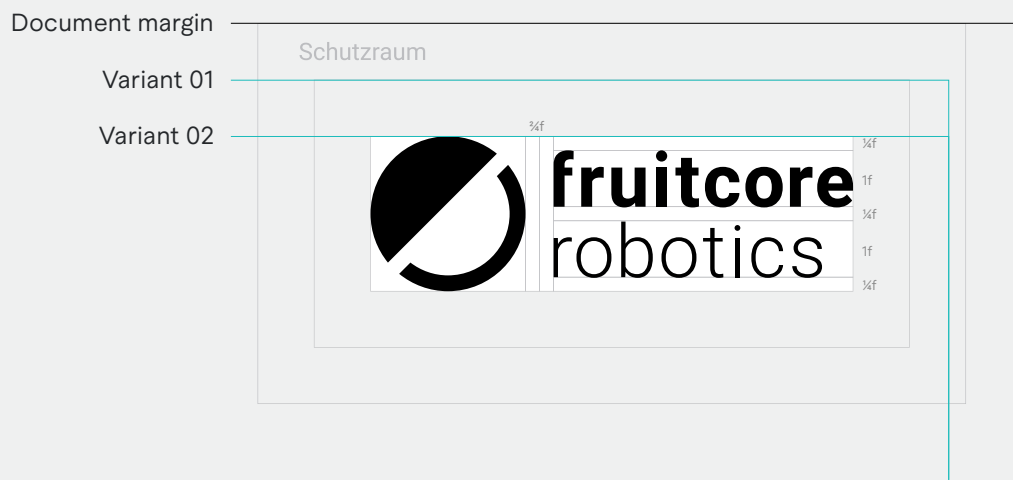
The protective space basically means that no other object may be located in this area.

The word-figurative mark must be given sufficient space so that it a.) can be effective and b.) is easily legible. There are two types of use of the protective space.



The first option is to place the word-figurative mark in the grid of the document.

This variant helps the designer to create a uniform appearance in which the same proportions are maintained.

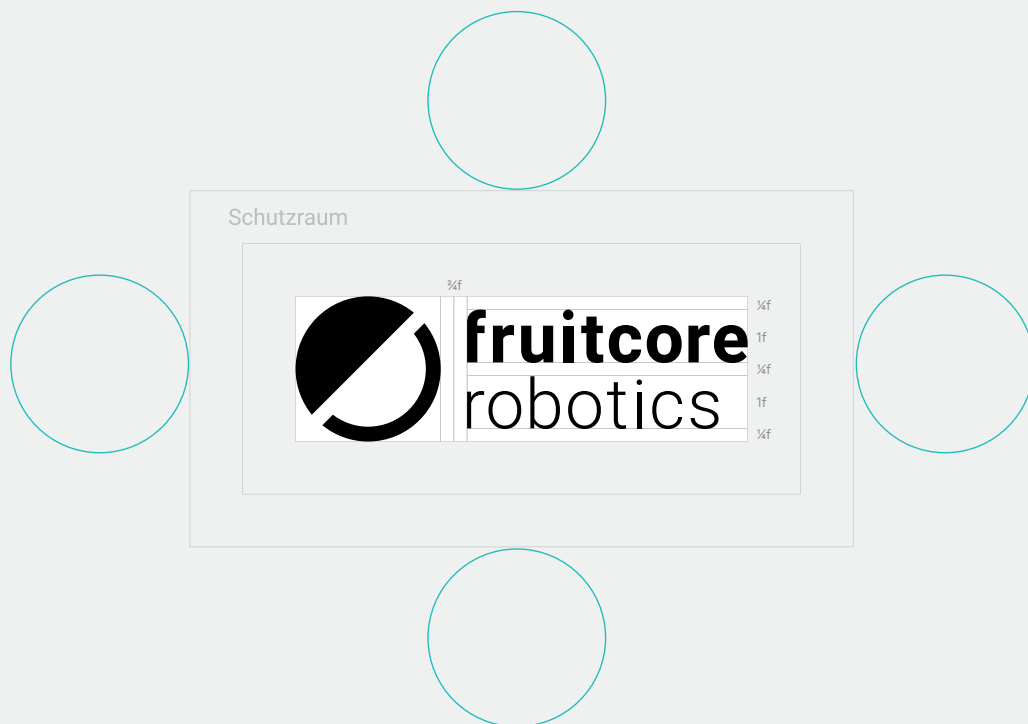
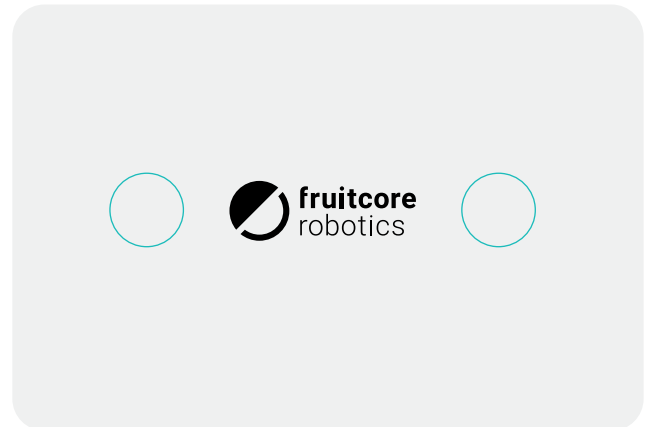




# Protective space

The second option is free positioning. For example, for documents that may only be branded with a logo in a predefined location.

At this point, the protective space serves as a coloring and spacer to other elements.



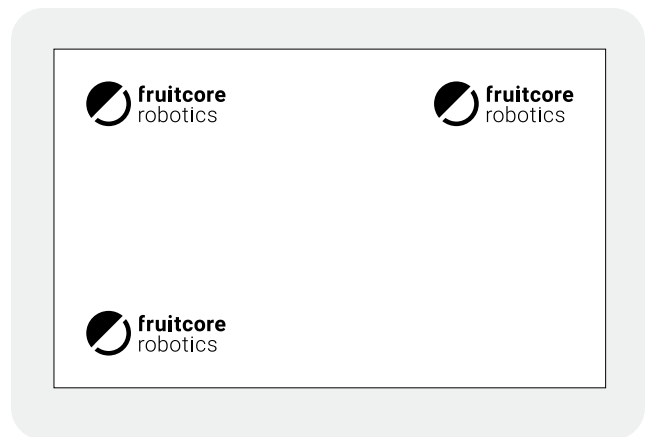
# 5. Localization

The position of the **word-figurative mark** with its spacing can be defined from the protected space. However, the positioning of the different variants must be fundamentally restricted.

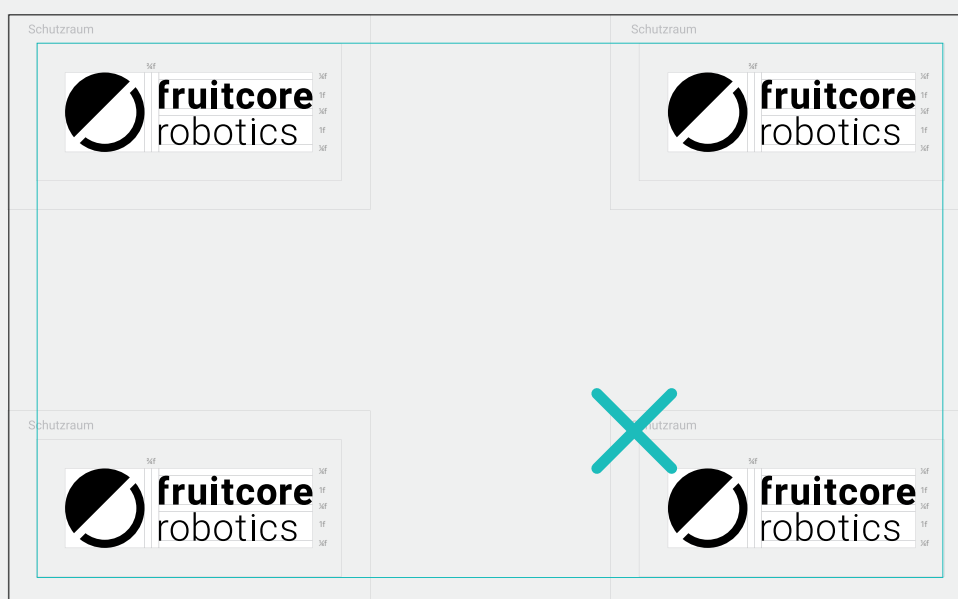
### Compact version and long version

The compact version and long version can be placed in almost all corners of a document. The bottom righthand corner is always reserved for the URL.

The system is demonstrated using the compact version as an example.

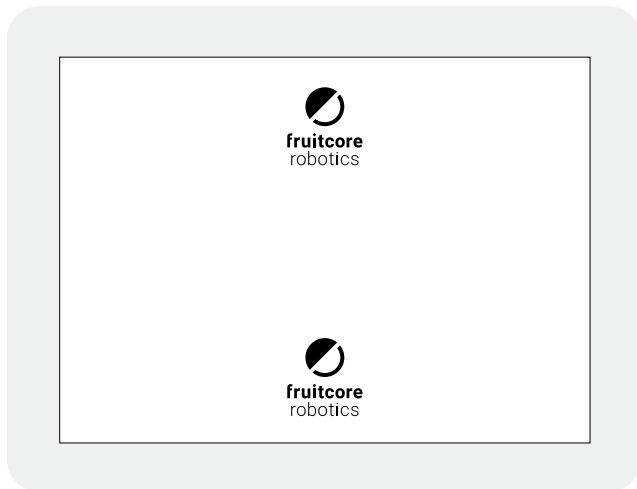


Document margin





# Localization



## Medium version

The medium version may only be positioned centrally at the top and bottom of the document.

The position of the URL box remains unaffected and is positioned at the bottom right.

## Document margin



## II. Typography:

# 1. Font

The Macan font is used for all means of communication.

The exception is communication in texts to be edited. For example, in documents that are exchanged between fruitcore and customers. A system font that the customer can edit may be used here. Arial should be used here.

If text is set against a petrol-colored background in its gradations, the font color is robotic white, otherwise robotic black should be used as standard. The Macan Stencil Semibold supports the clarity and is used specifically in a few places.

AaBbCc

### Macan Extralight

Macan Extralight or Macan Semibold is used for headlines.

AaBbCc

### Macan

Macan is used in regular font style in all continuous text and lists.

AaBbCc

### Macan Medium

Macan Medium can be used for highlighting in continuous text.

AaBbCc

### Macan Semibold

Macan Extralight or Macan Semibold is used for headlines.

AaBbCc

### Macan Bold

Macan Extralight or Macan Semibold is used for headlines.

AaBbCc

### Macan Stencil Semibold

For the H1 headline, product, product category or feature. Only the first letter of the word and/or the umlauts A and O may carry the font.

## II. Typography:

# 2. Font styles

Font styles, font variants and colors are used as font markups.

In continuous text, passages can be highlighted using Macan Semibold.

Depending on the background color, either robotic yellow or robotic petrol is used.

Contrasting colors are used for headlines to emphasize certain words.

### Continuous text

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, **sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat.**

### Link text

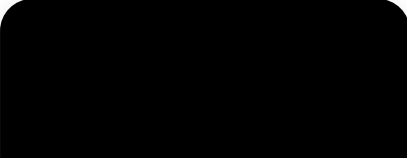
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, [sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat.](#)

### Heading

Lorem ipsum dolor sit amet.


Lorem ipsum dolor sit amet.

# Color codes




**robotic black**

CMYK: 0 0 0 100  
RBG: 0 0 0  
HEX: #008692




**robotic petrol**

CMYK: 100 35 50 10  
RBG: 0 112 121  
HEX: #006f78




**robotic grey**

CMYK: 26 18 2 2  
RBG: 197 199 196  
HEX: #c5c7c4



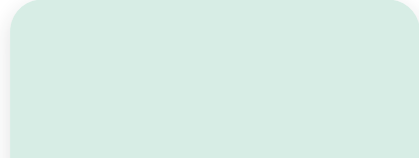
**robotic petrol 40%**

CMYK: 100 35 50 10  
RBGA: 0 112 121 40  
HEX: #99c5c9



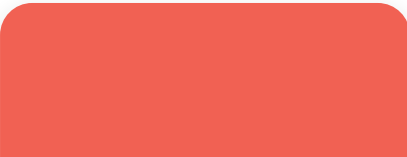
**robotic white**

CMYK: 0 0 0 0  
RBG: 255 255 255  
HEX: #ffffff



**robotic sky green**

CMYK: 14 0 11 0  
RBG: 224 240 234  
HEX: #e0f0ea



**robotic orange**

CMYK: 0 77 67 0  
RBG: 235 88 75  
HEX: #eb574b



## IV. Website:

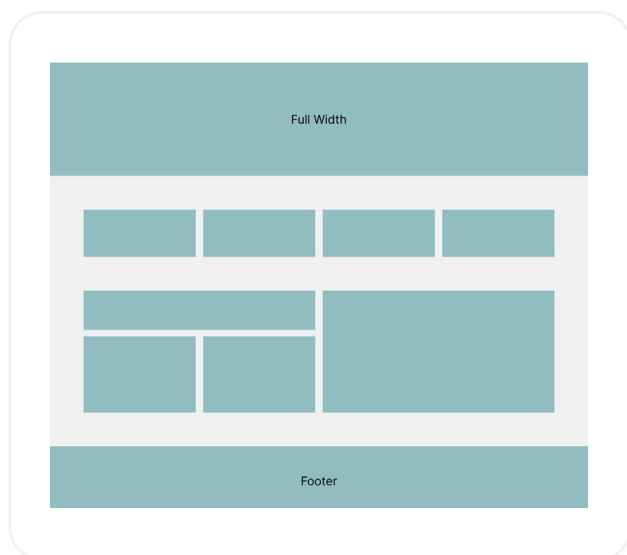
# 1. Layout

The website is structured in different breakpoints for each device to ensure good presentation of the content.

Elements of a section break responsively into the next line.

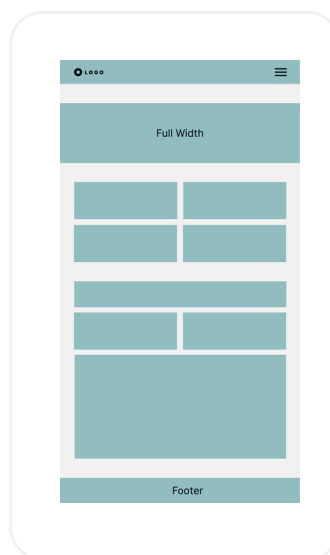
### XL - Desktop

Breakpoint: Width 1440px



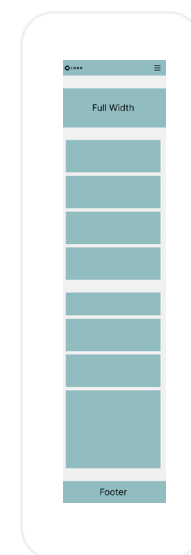
### MD - Tablet

Breakpoint: Width 751px



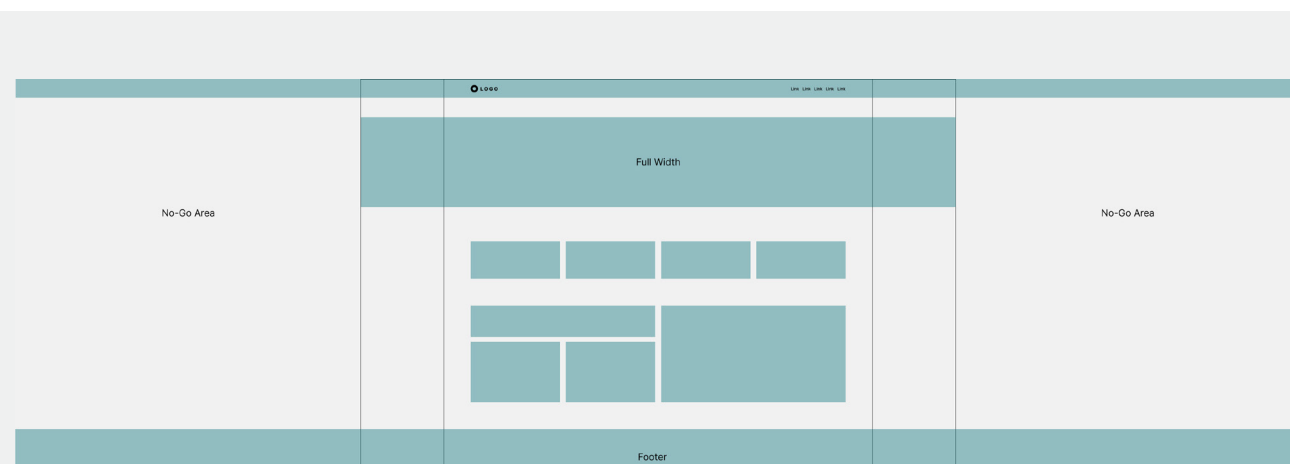
### SM - Mobile

Breakpoint: Width 376px



### XXL - Widescreen

Breakpoint: max Width 2000px



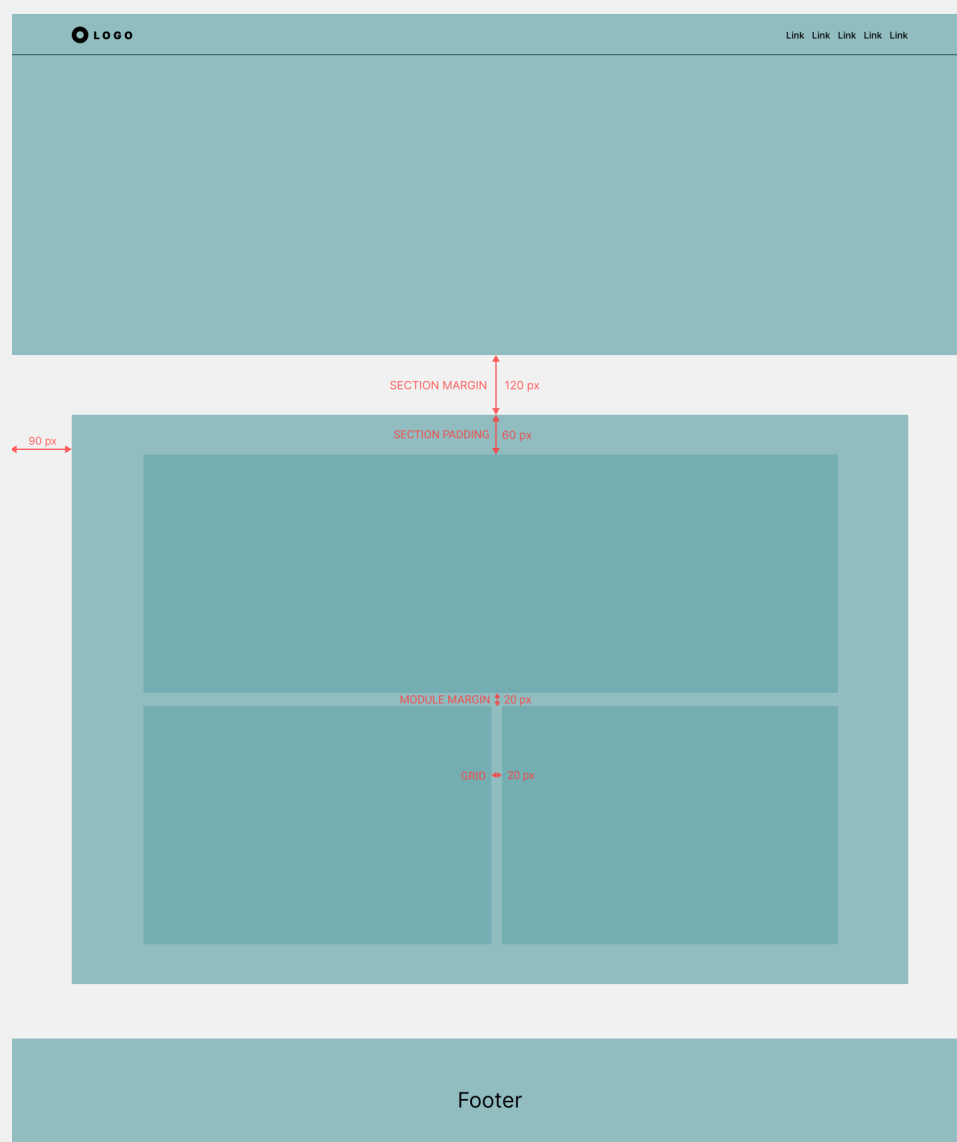
## IV. Website:

# 2. Spacing

The website is structured in different breakpoints for each device to ensure good presentation of the content.

### XL - Desktop

Breakpoint: Width 1440px

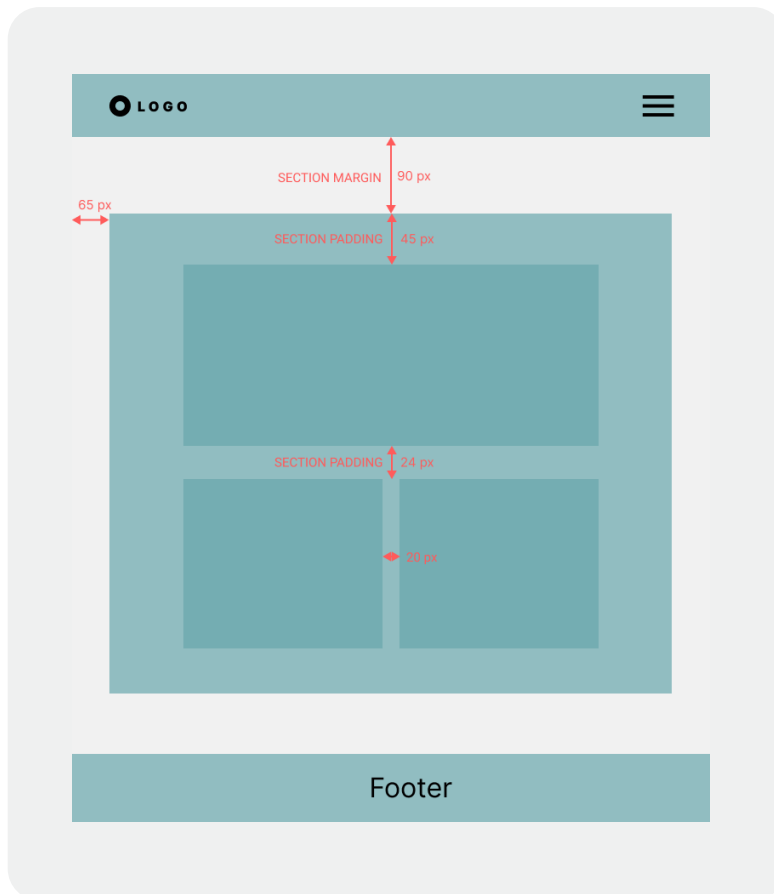


# Spacing



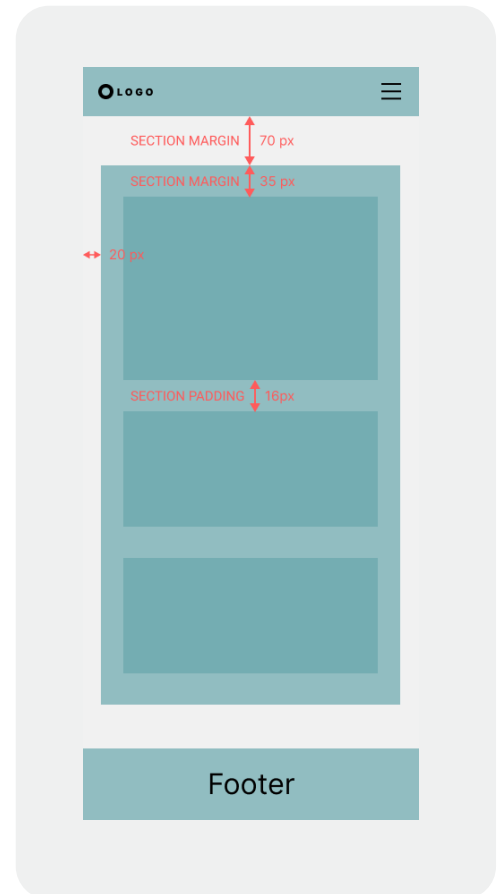
## MD - Tablet

Breakpoint: Width 751px



## SM - Mobile

Breakpoint: Width 376px





## 3. Typography

### Desktop/H1 xl

Macan Trial | Bold | 60 / 120.00000476837158%

### Desktop/H2 xl

Macan Trial | Medium | 40 / 120.00000476837158%

### Desktop/H2 XL CTA

Macan Trial | Bold | 40 / 120.00000476837158%

### Desktop/H3 xl

Macan Trial | Medium | 30 / 120.00000476837158%

### Desktop/H4 xl

Macan Trial | Medium | 24 / 120.00000476837158%

### Desktop/H5 xl

Macan Trial | Medium | 20 / 120px

### Desktop/H6 xl

Macan Trial | Medium | 18 / 120.00000476837158%

### Desktop/Lead xl

Macan Trial | Regular | 20 / 139.9999976158142%

### Desktop/Paragraph xl

Macan Trial | Regular | 16 / 150%

### Desktop/Description xl

Macan Trial | Regular | 14 / 150%

### Tablet/H1 md

Macan Trial | Bold | 40 / 120.00000476837158%

### Tablet/H2 md

Macan Trial | Medium | 32 / 120.00000476837158%

### Tablet/H2 CTA md

Macan Trial | Bold | 32 / 120.00000476837158%

### Tablet/H3 md

Macan Trial | Medium | 24 / 120.00000476837158%

### Tablet/H4 md

Macan Trial | Medium | 20 / 120px

### Tablet/H5 md

Macan Trial | Medium | 18 / 120.00000476837158%

### Tablet/H6 md

Macan Trial | Medium | 16 / 120%

### Tablet/Lead md

Macan Trial | Regular | 18 / 139.9999976158142%

### Tablet/Paragraph md

Macan Trial | Regular | 16 / 150%

### Tablet/Description md

Macan Trial | Regular | 14 / 150%

### Phone/H1 sm

Macan Trial | Bold | 30 / 120.00000476837158%

### Phone/H2 sm

Macan Trial | Medium | 24 / 120.00000476837158%

### Phone/H2 CTA sm

Macan Trial | Bold | 24 / 120.00000476837158%

### Phone/H3 sm

Macan Trial | Medium | 20 / 120.00000476837158%

### Phone/H4 sm

Macan Trial | Medium | 18 / 120.00000476837158%

### Phone/H5 sm

Macan Trial | Medium | 16 / 120.00000476837158%

### Phone/H6 sm

Macan Trial | Medium | 14 / 120.00000476837158%

### Phone/Lead sm

Macan Trial | Regular | 18 / 139.9999976158142%

### Phone/Paragraph sm

Macan Trial | Regular | 16 / 150%

### Phone/Description sm

Macan Trial | Regular | 14 / 150%







## 4. Color codes

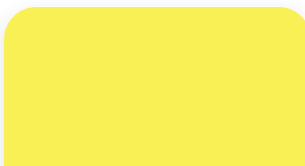
The website is structured in different breakpoints for each device to ensure good presentation of the content.

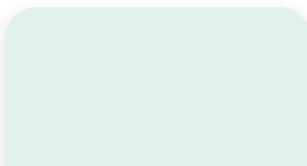
The areas of application are presented in four categories.

### Main Brand Colors

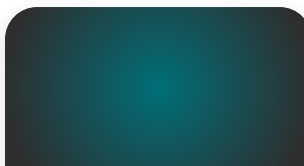
			
<b>robotic petrol web</b> HEX: #008692 - Text-highlights - Icons - Design elements	<b>robotic petrol 40%</b> HEX: #99c5c9 - Backgrounds - Layering	<b>robotic petrol dark</b> HEX: #024247 - Backgrounds - Layering	<b>robotic petrol text</b> HEX: #005057 - Headlines


### Highlight Colors


<b>robotic yellow</b> HEX: #fff158 - Text - Design elements


<b>robotic sky green</b> HEX: #e0f0ea - Background - Layering

### Gradients



<b>robotic radial dark</b> HEX: #03666E HEX: #024247 HEX: #000000 - Background - Layering


<b>robotic radial light</b> HEX: #000000 HEX: #006F78 HEX: #00ECFF Background Layering


# Color codes



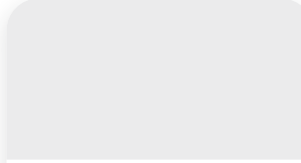
## Neutral Colors



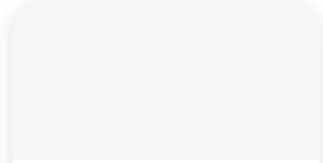
**robotic black web**  
HEX: #2e2e2e  
- Bodytext



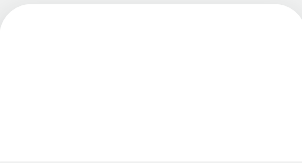
**robotic grey dark**  
HEX: #c5c7c4  
- Backgrounds  
- Layering



**robotic grey medium**  
HEX: #eaeaea  
- Backgrounds  
- Layering




**robotic grey light**  
HEX: #f5f5f5  
- Backgrounds  
- Layering

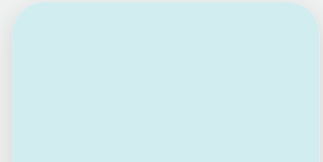


**robotic white**  
HEX: #ffffff  
- Backgrounds  
- Layering  
- Text


## User Interface Colors



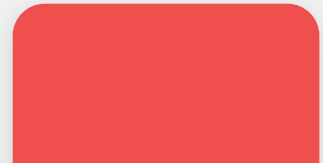
**roboti UI**  
HEX: #43e1db  
- UI elements  
- Navigation  
- Buttons  
- Interaction



**robotic UI light**  
HEX: #d0f7f6  
- Backgrounds  
- Responsive success



**roboti success**  
HEX: #78ef4f  
- Success color



**robotic warning**  
HEX: #ef4f4f  
- Warning color

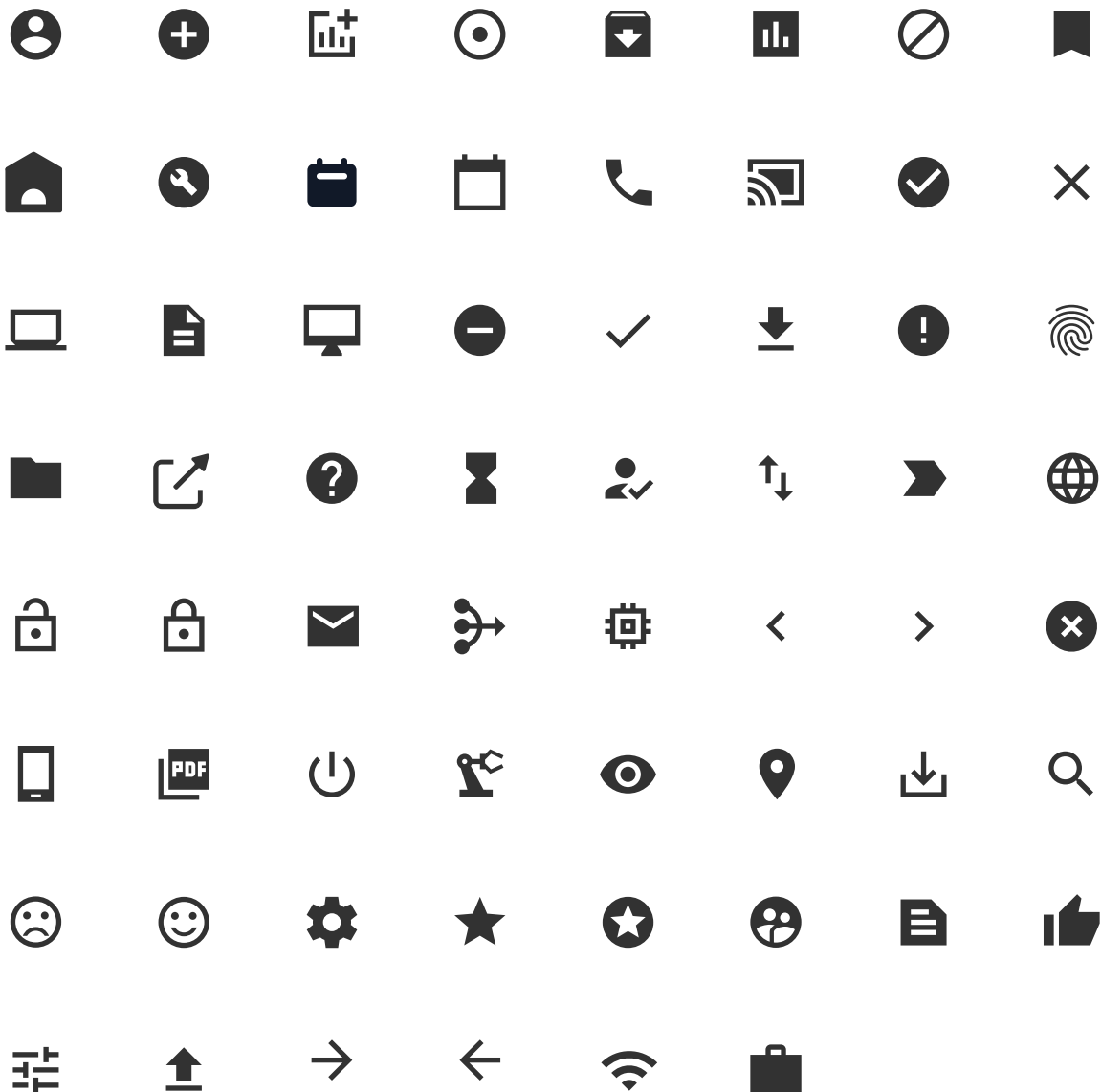
# 5. Iconset

Icons from Google Material Design are used.

Here you will find a balanced range of symbols on various topics.

When new icons are created, they should be based on the style of the „Outline“ variant.

[Material Design Icons](#) →





## V. Design:

# 1. Brand

The „playbutton“ is used as a recognizable design element for the fruitcore brand. It symbolizes the forward-looking direction and technological progress. It is always aligned with content from left to right.

### „Give it to HORST“

is the central idea and the core message of the key visual. It can be placed on or next to the play button. In the dark version, robotic yellow is the accent color, in the light version robotic petrol.

If a key visual is used on its own without context, the logo should be placed at the top right-hand edge (see

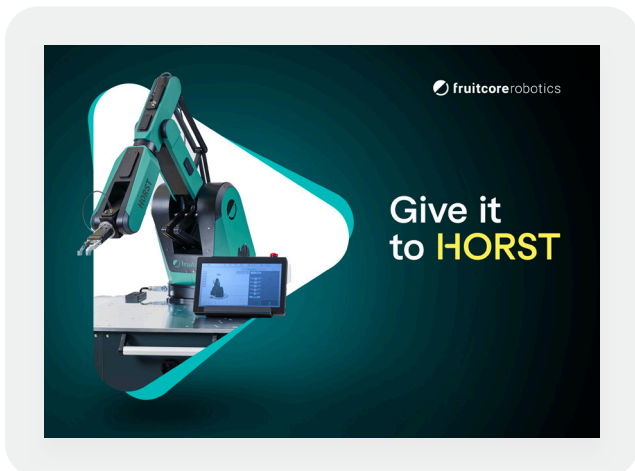
illustration on the left).

If this area is already occupied by a headline or an info area, the logo may also be placed at the bottom right as an exception, as URLs are not placed in key visuals (see illustration on the right).

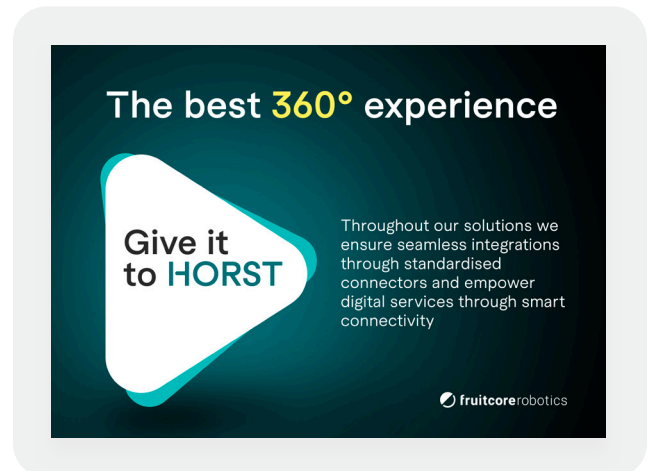
If the connection with fruitcore robotics is recognizable, e.g. social media post, then the use of the logo is not binding.

## Gardient (Brand)

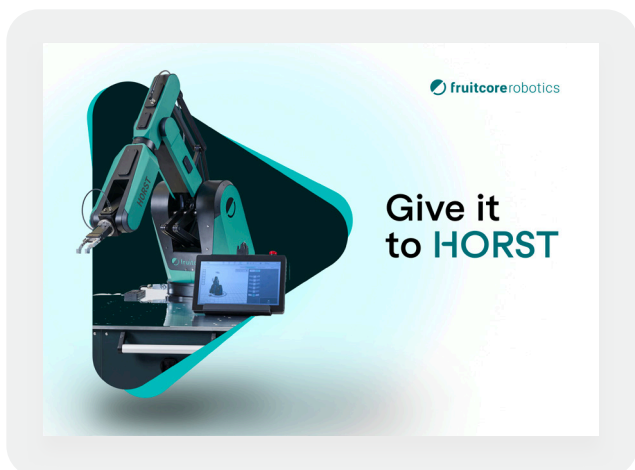
Image



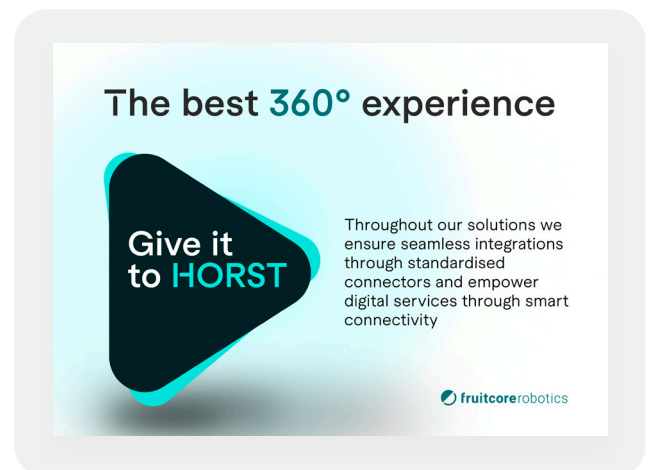
Info



Image



Info







# Levels

## Wave (technology)



## Echo (future)



## Synapses (AI)





## 2. Examples



### 20 Herausforderungen in der **Automatisierung**

Der ultimative Guide für Fortgeschrittene in der Automatisierung: Strategien für die Optimierung Ihrer Arbeit mit Robotern in der Fertigung.

**Jetzt mehr erfahren!**

### 20 Herausforderungen in der **Automatisierung**



Der ultimative Guide für Fortgeschrittene in der Automatisierung: Strategien für die Optimierung Ihrer Arbeit mit Robotern in der Fertigung.

**Jetzt mehr erfahren!**

### 20 Herausforderungen in der **Automatisierung**

Der ultimative Guide für Fortgeschrittene in der Automatisierung: Strategien für die Optimierung Ihrer Arbeit mit Robotern in der Fertigung.



**Jetzt mehr erfahren!**

### So optimieren Sie Ihre Automatisierung mit Industrierobotern



**Jetzt Guide herunterladen**



**Jetzt Guide lesen**

### Alle Werkzeugmaschinen von Robotern bestücken?



**Give it to HORST**



# Examples



Ready to use

### Solution Kits


## Automation modules ready to use immediately

Economical. Flexible. Efficient.

### Solution Kit Pick and Place

## Parts handling

Do you want to automate your production processes as smoothly and efficiently as possible? Our Solution Kit Pick and Place offers you maximum flexibility and customisability, the lowest project costs, simple programming and a quick start thanks to our pre-assembly.



Ready to use

#### Your advantages at a glance

- High flexibility and customisability**  
It can be easily modified and attached to machines. In this way, it can be adapted as required and also used for changing tasks.
- Lowest project costs**  
With the Solution Kit Pick and Place, you can start your automation project with calculable costs.
- Simple handling**  
The Solution Kit Pick and Place is a perfectly coordinated automation module consisting of robot, platform, safety technology and gripping system – all from a single source.
- Quick start due to pre-assembled unit**  
It is delivered fully assembled and can thus be easily integrated on site. The pre-assembly includes the installation of the robot, the assembly of the gripper and the wiring of the safety locking device and the operating console.

### Your advantages at a glance


- High Flexibility**  
Through modular robot platform and flexibly usable functional assemblies, such as docking stations and various peripherals.
- Safe operation according to ISO 10218-2**  
with completed risk assessment and CE certification.
- High reliability & cost transparency**  
with free feasibility analysis on the real system.
- Lowest project cost and time**  
with predefined programs, interfaces and ready-to-go control solutions.
- Return on investment within 6 months**  
Effective cost savings with a payback period within 6 months.
- Simple control without additional PLC**  
Control of the entire Solution Kit via central control software for robots and components.

**fischer**

“ We use the inspection cell for technological feasibility analysis and innovations in product development and are enthusiastic about them. A Solution Kit can be put into operation, programmed and operated quickly and easily without any special prior knowledge. ”


Robert Mellner  
Senior Expert Manufacturing Technologies, Research & Development at Fischer group of companies

### Our Solution Kits




#### Pick and Place

The best basic equipment for a flexible, quick and easy entry into robot-based automation solutions.




#### Part Separation

Flexible parts separation directly operational and very well expandable for subsequent handling tasks with the robot used.




#### Machine Tending

Best cost efficiency and flexibility for loading machines. With this complete package, it is possible to increase productivity in the shortest possible time and remain flexible.



#### Education

The perfect introduction to robotics for educational institutions. The package includes teaching material, a training application and desktop licences for offline programming.




#### Individual Solution Kits

Your individual Solution Kit! Contact us to discuss your individual requirements for our Solution Kits with our experts for intelligent automation.

### With this Solution Kit you receive:

- Mobile Robot Base (MRB) S, M or L with safety fence
- Digital Robot HORST600 or Digital Robot HORST1000
- Robot control (not shown)
- Operating panel (not shown)
- 2-jaw electric parallel gripper or electrical vacuum suction gripper
- Operating console

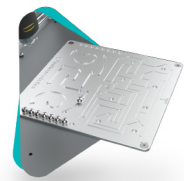



#### More details

<b>Dimensions of MRB with safety fence</b>	1085 x 810 x 1930 mm (size S) 1285 x 905 x 1938 mm (size M) 1500 x 1103 x 2014 mm (size L)
<b>Total weight of MRB with safety fence</b>	141 kg (size S) 175 kg (size M) 235 kg (size L)
<b>Load capacity of MRB with safety fence</b>	150 kg (size S) 220 kg (size M) 145 kg (size L)
<b>Recommended components</b>	HORST600/HORST1000, Mobile Robot Base with safety fence, safety locking device, operating console and electrical parallel jaw gripper kit, standard jaws for industrial applications or electrical vacuum suction gripper

### With this Solution Kit you receive:

- Configurable Solution Kit Pick and Place
- Comprehensive training material
- Online training especially for teachers
- Training application for playful learning the programming of the Digital Robot HORST
- horSTX software licences and access to the online Academy for a school class





### Overall learning objectives

- Installation, set up and safe operation of robot systems
- Creating new programmes based on training applications
- Integration of external sensors and control of external components



fruitcore robotics GmbH  
Macairestraße 3  
78467 Konstanz/Germany

fruitcore-robotics.com  
+49 (0)7531 976 240  
info@fruitcore.de

Follow us on

