

Brand guidelines



R O B O T I C S F O R H U M A N S

.00 Intro

Welcome to the Oversonic brand guide. This document serves as a comprehensive reference to ensure a consistent and impactful representation of our brand across all touchpoints.

By embracing these guidelines, we can create a cohesive brand experience that reinforces our core values, communicates our innovative spirit effectively and resonates deeply with our audience.

Update notes

This document updates the previous brand guide released in 2023, which formalized the visual identity rules developed in 2022.

In early 2025, a few new guidelines — mainly typographic and color-related — were introduced with a more functional approach.

ITALIAN
CULTURE
AND
EMPATHY
IN ROBOTICS

2023

Open Sans Semibold

Oversonic Blue #18212B

ITALIAN
CULTURE
AND
EMPATHY
IN ROBOTICS

2025

Inter Bold

Black #111111

Comparisons

The former typeface, Open Sans (2011), was designed for natural readability, especially in long texts — open and airy, with soft, human curves.

Inter, released in 2017, offers a more contemporary and rational design, with straight strokes and controlled curves, tailored for digital interfaces, tight spaces, and modular layouts.

C Q S J G

C Q S J G

g b c a i

g b c a i

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.01 Logo

- Primary logo
- Secondary logo
- Clear space
- B/w usage
- Misuses

Primary logo

The official Oversonic logo is monochromatic, in a shade of green which we refer to as Petronas Green in this guide, placed on a monochromatic black background.



Secondary logo

Black is the predominant color in the Oversonic corporate identity, and the logo is presented in this color when placed on a neutral background.



Clear space

The clear space is the minimum area surrounding the logo that must remain free of any other graphic elements, text, or imagery.

The modular unit (a) that defines the clear space is the distance between the top of the brand name and the top of the logo.



B/w usage

The logo can be presented in black and white and in grayscale, both in positive and negative versions.



Black
on White



White
on Black



In grayscale

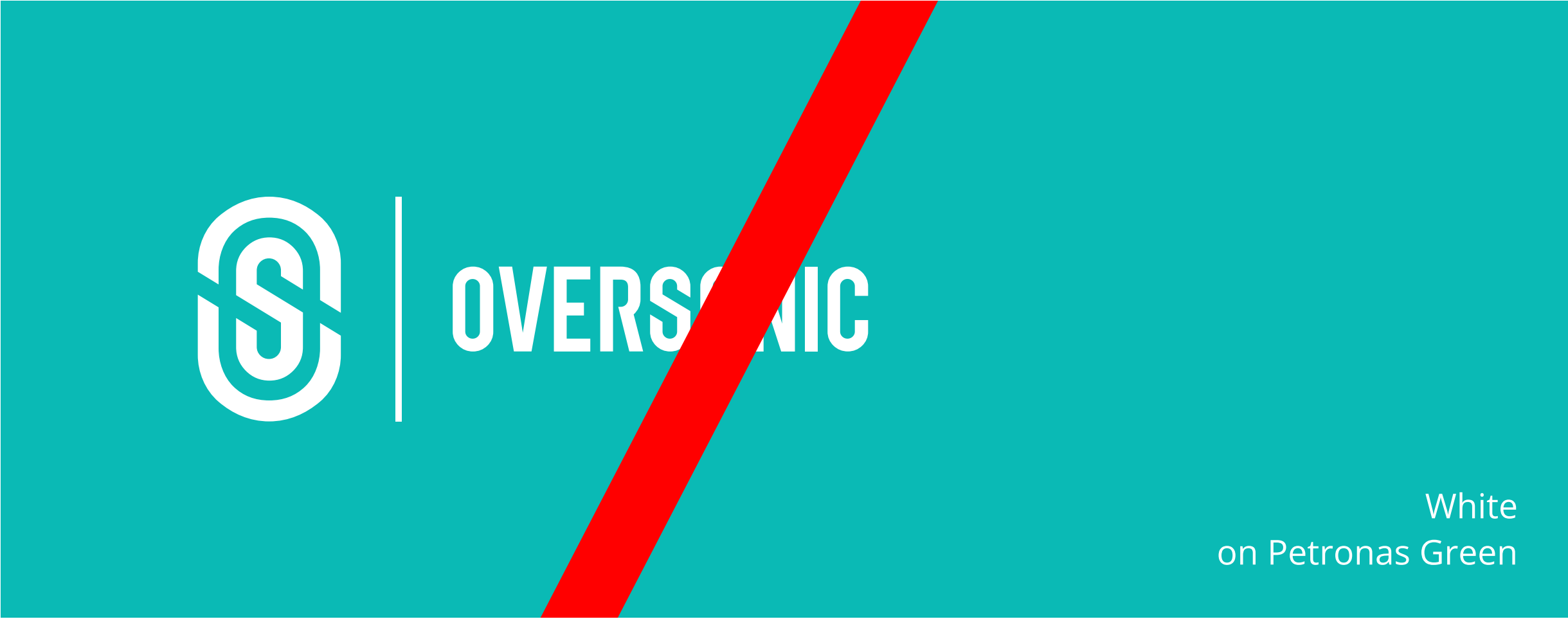
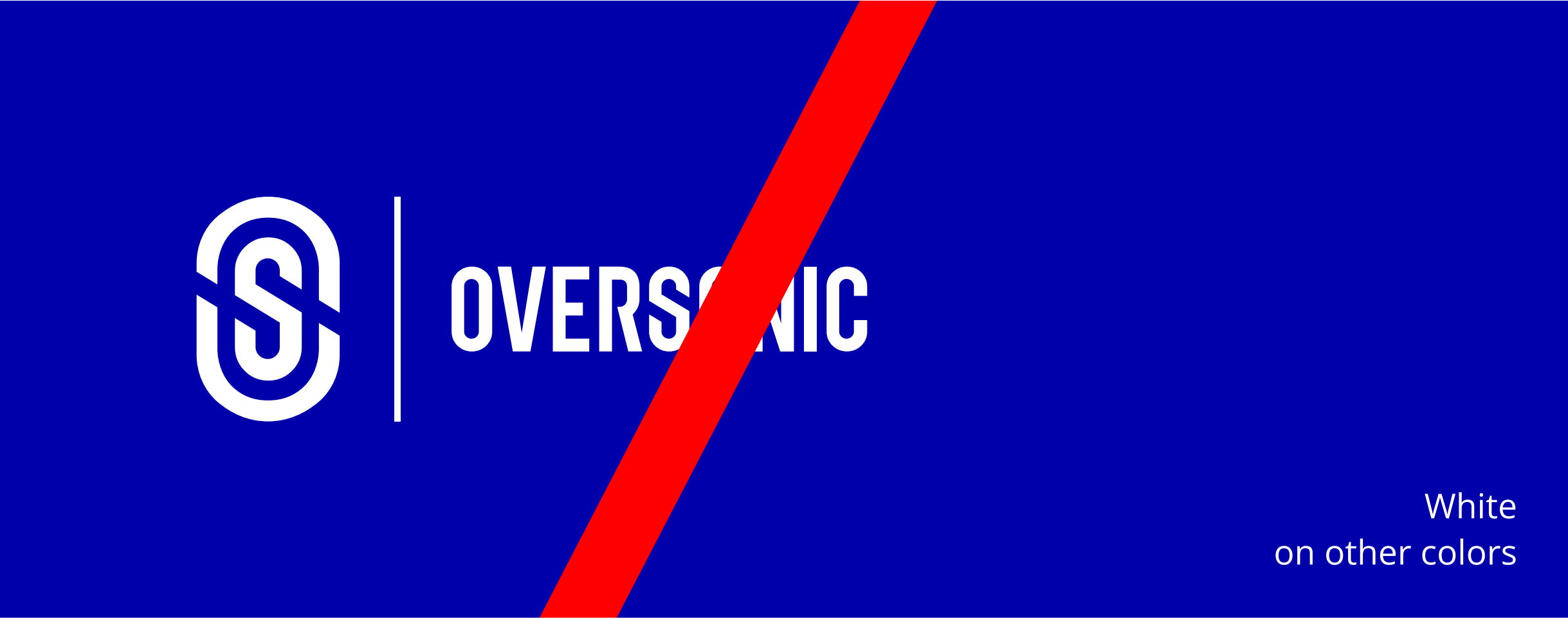
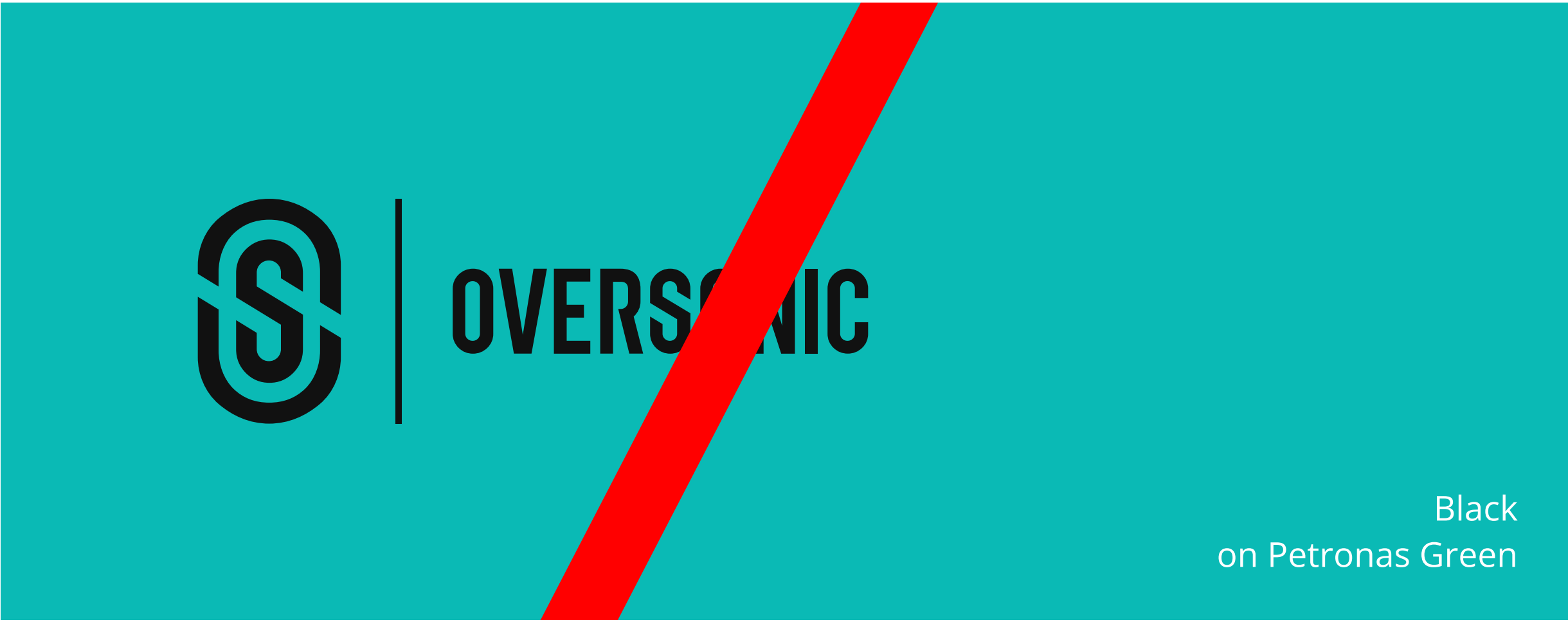


Negative version
in grayscale

Misuses

Although they fall within the official color palette, color pairings different than the two versions presented previously are not allowed for the logo.

The Petronas Green on White version may be tolerated in small sizes to avoid instances of eye strain.



.02 Colors

Primary color palette
Extended color palette

Primary color palette

Oversonic's corporate image centers around two main colors reflecting technology and innovation: black and white.

Petronas Green should be used sparingly, serving as an accent to add a distinct touch to Oversonic’s brand identity, avoiding aquatic or healthcare connotations.

50%

Black

Web (HEX): #111111
Digital (RGB): 17,17,17
Print (CMYK): 0,0,0,93
Pantone: 426 C

35%

White

Web (HEX): #FFFFFF
Digital (RGB): 255,255,255
Print (CMYK): 0,0,0,0
Pantone: P 179-1 U

15%

Petronas

Web (HEX): #0ABBB5
Digital (RGB): 10,187,181
Print (CMYK): 95,0,3,27
Pantone: 3262 C

Extended color palette

Cohesive with the corporate colors, an additional set of accent colors may be incorporated.

<div><div></div><div><div>Black</div><div>Web (HEX): #111111 Digital (RGB): 17,17,17 Print (CMYK): 0,0,0,93 Pantone: 426 C</div></div></div>	<div><div></div><div><div>Graphite</div><div>Web (HEX): #23262A Digital (RGB): 35,38,42 Print (CMYK): 17,10,0,84 Pantone: 433 C</div></div></div>	<div><div></div><div><div>Ice</div><div>Web (HEX): #EAE EF5 Digital (RGB): 234,238,245 Print (CMYK): 4,3,0,4 Pantone: 656 C</div></div></div>	<div><div></div><div><div>White</div><div>Web (HEX): #FFFFFF Digital (RGB): 255,255,255 Print (CMYK): 0,0,0,0 Pantone: P 179-1 U</div></div></div>	<div><div></div><div><div>Petronas</div><div>Web (HEX): #0ABBB5 Digital (RGB): 10,187,181 Print (CMYK): 95,0,3,27 Pantone: 3262 C</div></div></div>	<div><div></div><div><div>Lime</div><div>Web (HEX): #E AFF13 Digital (RGB): 234,255,19 Print (CMYK): 8,0,93,0 Pantone: 388 C</div></div><div><div></div><div><div>Screen only</div></div></div></div>	<div><div></div><div><div>Yellow</div><div>Web (HEX): #FEFF00 Digital (RGB): 254,255,0 Print (CMYK): 0,0,100,0 Pantone: 803 C</div></div><div><div></div><div><div>Print only</div></div></div></div>
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.03 **Typography**

One font only
Typography hierarchy

One font only

Inter is a modern, open-source sans-serif typeface designed in 2017. It features a clean, geometric structure with carefully balanced proportions, ensuring optimal readability in digital interfaces.

Inter is ideal for user interfaces, web design, and contemporary branding. Oversonic uses Inter as its sole typeface across all digital and print materials.

Inter

Light

abcdefghijklmnopqr
stuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789
!@#\$%^&*

Regular

abcdefghijklmnopqr
stuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789
!@#\$%^&*

SemiBold

abcdefghijklmnopqr
stuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789
!@#\$%^&*

Bold

abcdefghijklmnopqr
stuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789
!@#\$%^&*

Typography hierarchy

The values of font sizes and line spacing are meant to be proportionate to each other. The values expressed here are suitable for printing on an A4 sheet.

Sparingly, the use of italics and bold to emphasize parts of the text is allowed only in the body.

HIGHLIGHT
OVERSIZE
UPPERCASE
ONLY

Inter Bold
Font size: 160pt
Line height: 120pt
Letter spacing: -8%
Uppercase only

Heading:
for titles

Inter Regular
Font size: 64pt
Line height: 72pt

Subheading: used
for secondary titles

Inter Bold
Font size: 24pt
Line height: 29pt

Body text: for longer blocks of content that convey detailed information or support the main message. It should be easy to read, with appropriate line spacing and contrast to ensure accessibility across all devices. Use it for paragraphs, explanations, or any informative content that requires clarity and consistency. **Bold** and *italic* formatting allowed.

Inter Regular
Font size: 18pt
Line height: 22pt

.04 Copy

- Highlight oversize
- Line and letter spacing
- Word and line balance
- Recommended usage
- Allowed usage
- Misuses
- On video
- On signage

Highlight oversize

Oversonic's Highlight Oversize copy is a distinctive typographic format featuring robust uppercase letters in Bold. With its oversized dimensions and minimal interline spacing, this style stands out as

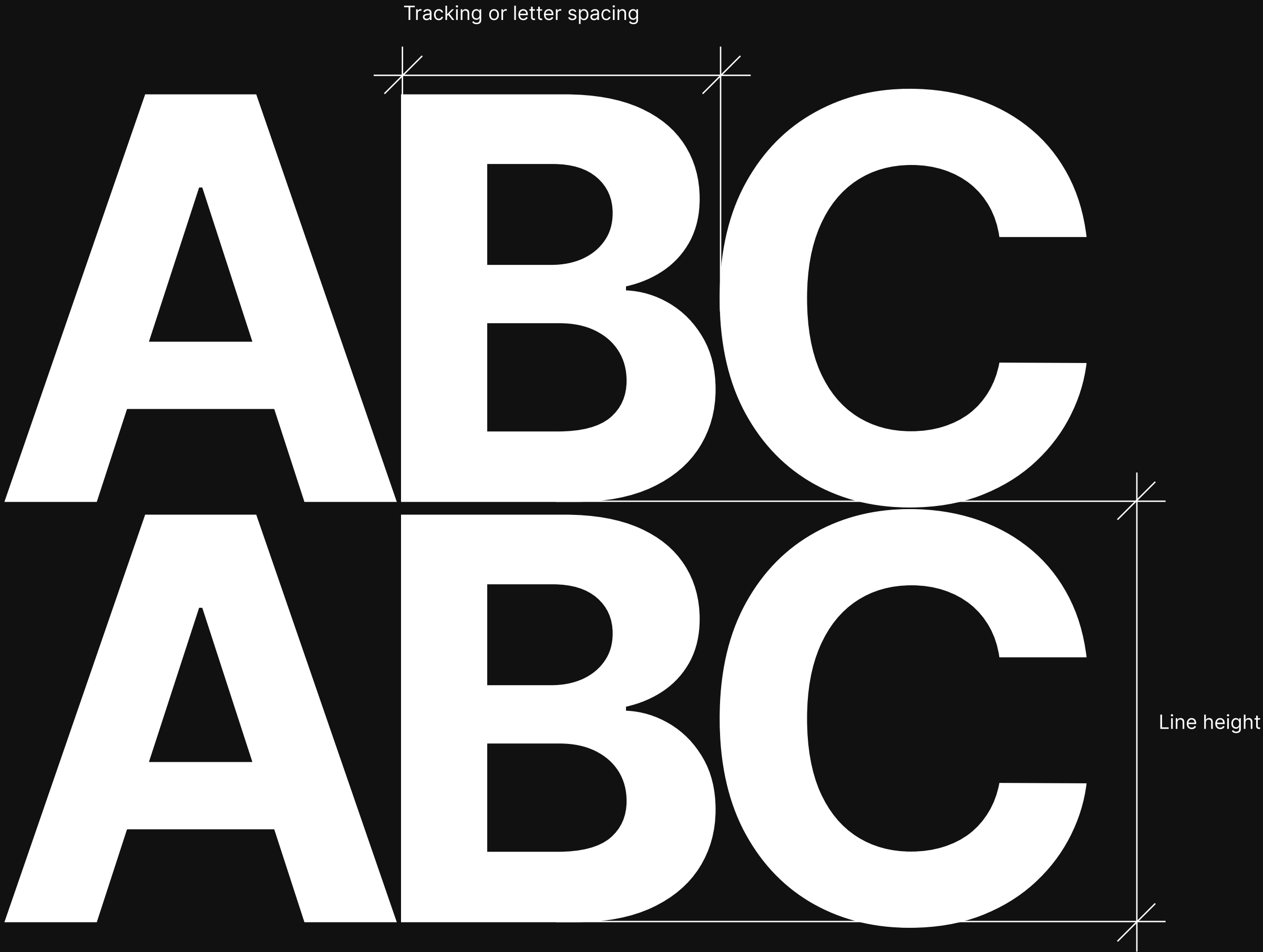
a powerful and unique element seamlessly integrated into Oversonic's brand identity. A striking visual statement, leaving a lasting impression on the audience.

THE
FUTURE
ON A
HUMAN
SCALE

OVERSONIC
BRAND
COPY
FIVE LINES
EXAMPLE

Line and letter spacing

Tracking and letterspacing are typographic adjustments that serve a common purpose: controlling the space between characters in a text. Tracking is commonly used in graphic design software like Adobe Photoshop, InDesign and Illustrator. Other web-based software like Figma and CSS (Cascading Style Sheets) for web design utilize letterspacing.



Font family

Inter

Tracking

-75

or

Letter spacing

-8%

Font weight

Bold

Font size

N pt

Line height

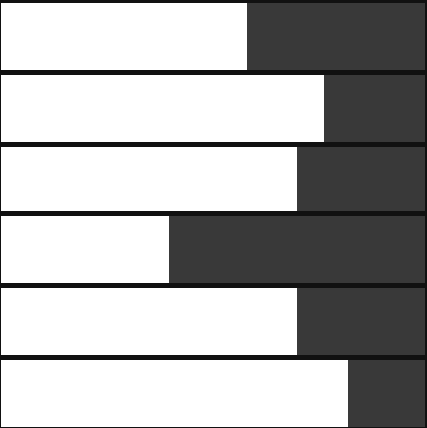
$\frac{3}{4}N$ pt

Font size	Npt	100pt	96pt	64pt	48pt	40pt	32pt
Line height	$\frac{3}{4}N$ pt	75pt	72pt	48pt	36pt	30pt	24pt

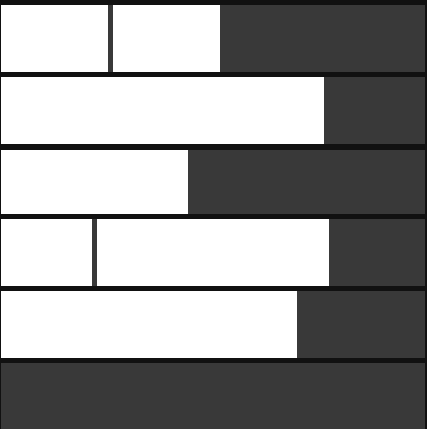
Word and line balance

The Highlight Oversize copy is not meant for long texts or paragraphs.

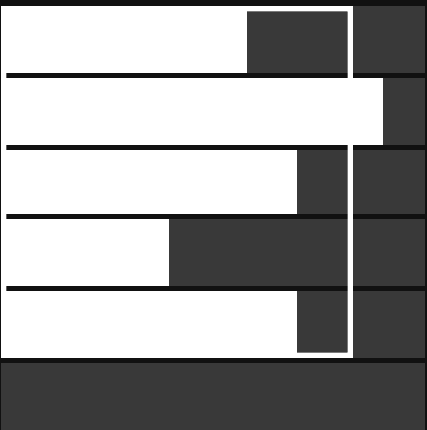
THE
FUTURE
ON A
HUMAN
SCALE



The copy should fit within 6 lines or less



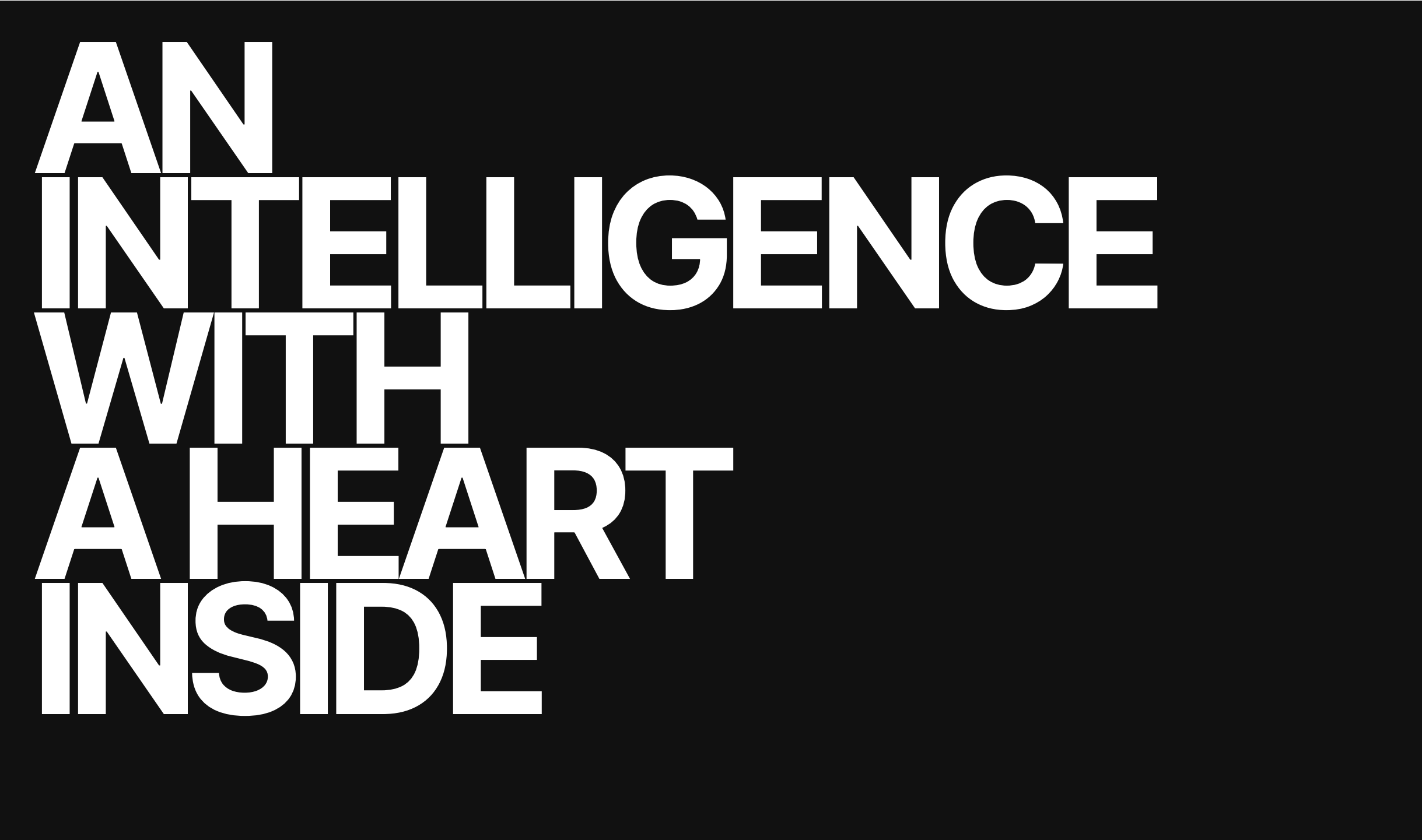
The copy should contain 1 or 2 words per line



The width of the copy should not exceed the equivalent of its height

Recommended usage

The Highlight Oversize copy is generally used in white on a photographic background or in Oversonic Blue background, strictly aligned to the left.



White
on Oversonic Blue



White
on image or video

Allowed usage

The Highlight Oversize, complementarily, can be used on a blue gradient (usually as a cover for slide presentations) or on white (typically on leaflets, brochures, and other printed materials).

The suggested color choices for the gradient background are #0F74EC as the starting color and #86BAF8 as the ending color.

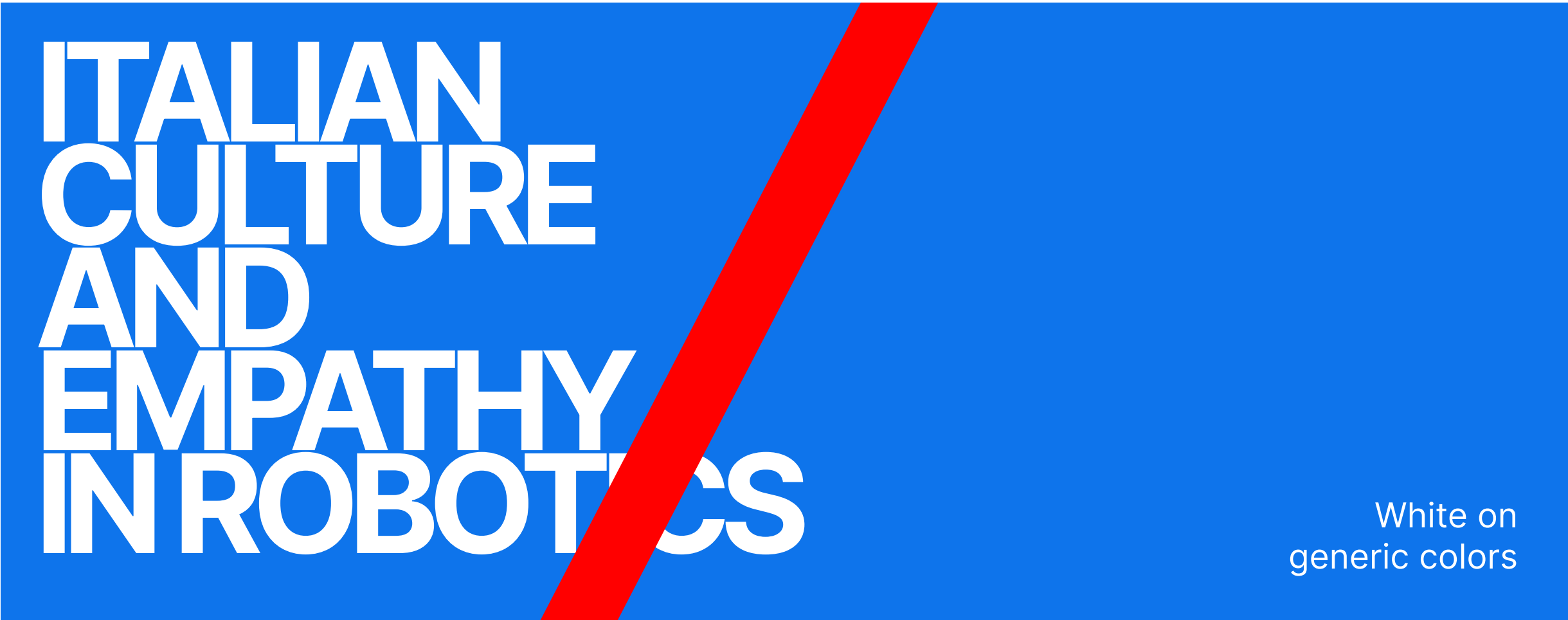


LA CULTURA
EL'EMPATIA
ITALIANA
NELLA
ROBOTICA

Black
on White

Misuses

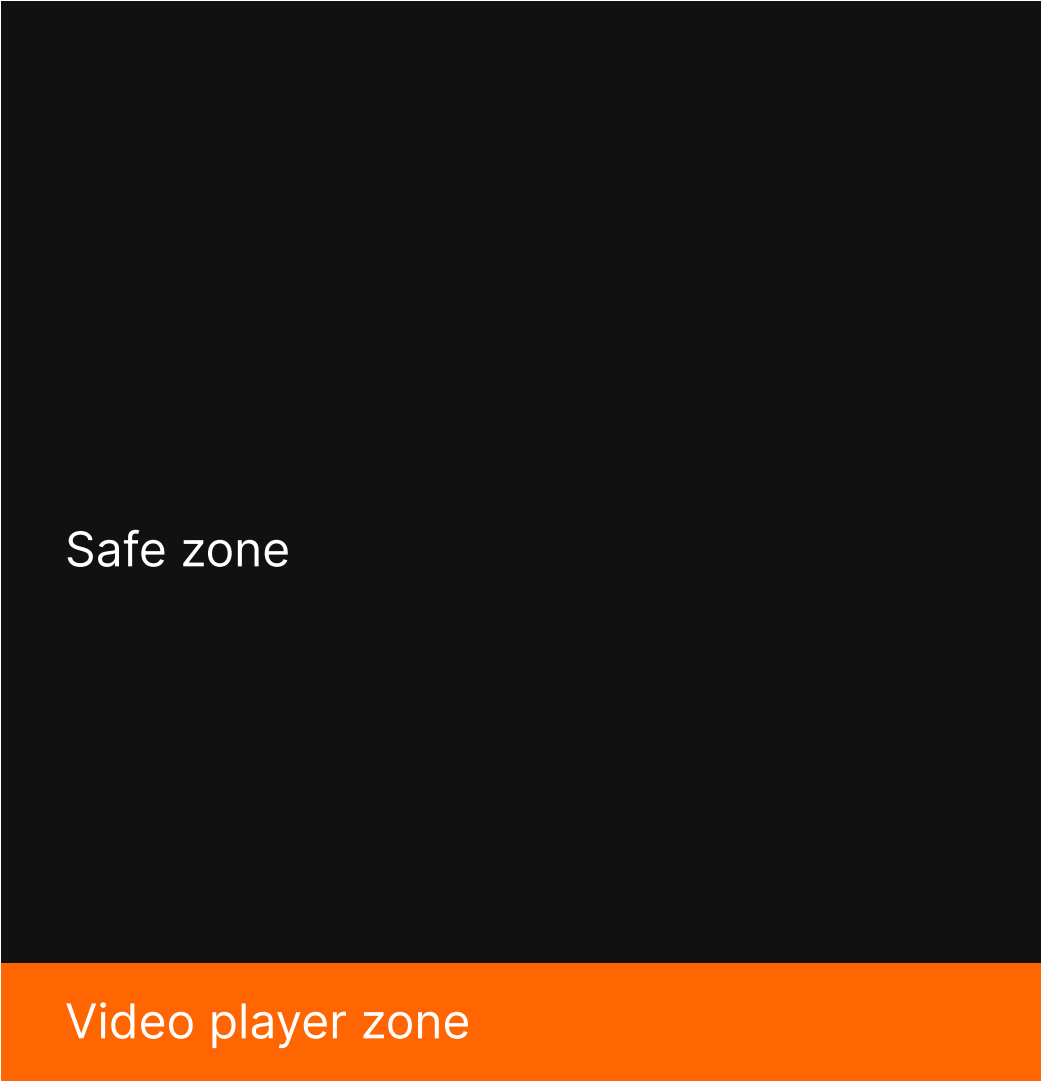
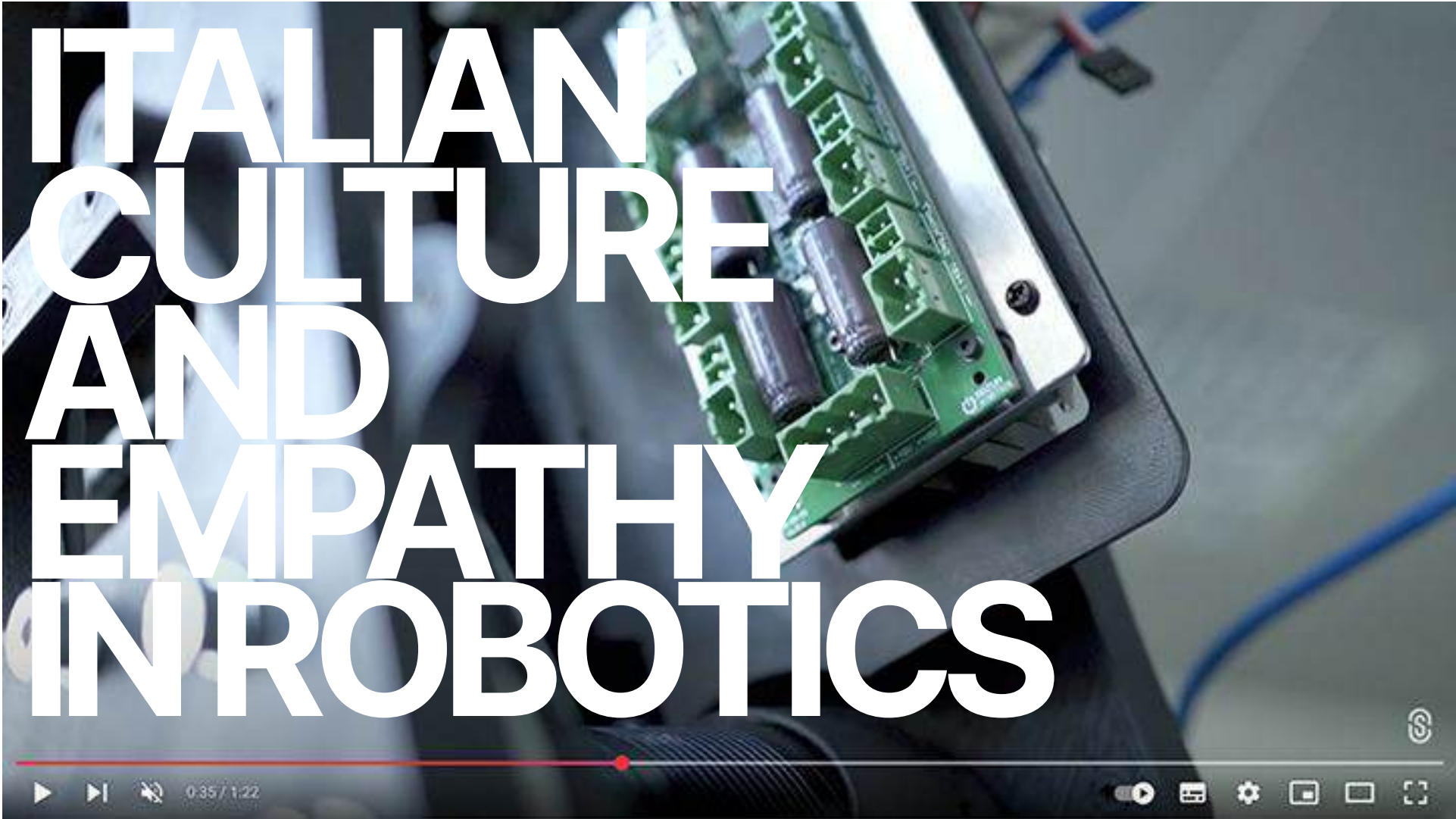
Any other color pairing different from the combinations shown on the previous pages is not allowed.



On video

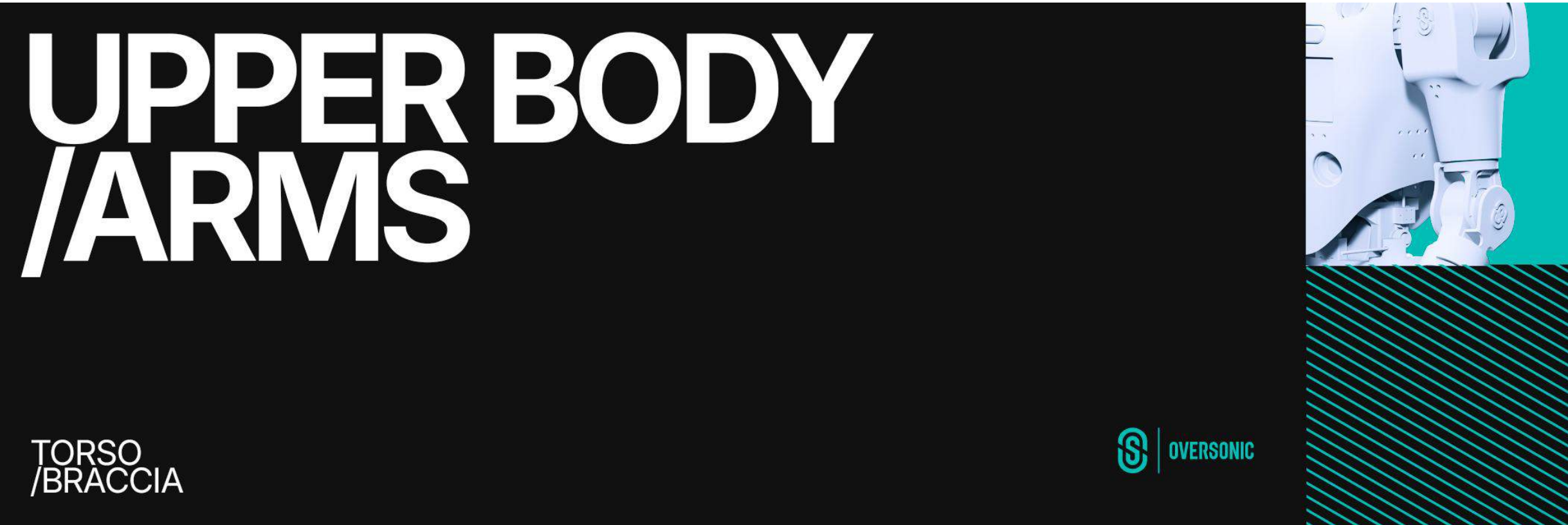
The Highlight Oversize copy can be used as an overlay in videos. Ensure to avoid overlapping the player controls typically located at the bottom of the screen on web-based or PC players.

Leave a sufficient space to ensure a clear view. The copy can enter the video through a quick animation. For inspiring examples, check out Oversonic's YouTube channel.



On signage

The Highlight Oversize, formatted in white on an black background, is also employed in our signage. The typographic treatment ensures visibility and reinforces our brand identity in various wayfinding applications. Examples displayed on this page have been utilized to identify areas within our production department.



.05 Tagline

Robotics for humans

Letter spacing

Logo and tagline 1

Logo and tagline 2

Clear space

Tagline width

Misuses 1

Misuses 2

Centered tagline

Tagline alone

Tagline pattern

Robotics for humans

This concise tagline holds immense importance in the brand identity of the company. "Robotics for humans" embodies Oversonic's focus on human-centric innovation and serves as a powerful

reminder of their dedication to creating technologies that positively impact people's lives.

R O B O T I C S F O R H U M A N S

Letter spacing

Tracking and letterspacing are typographic adjustments that serve a common purpose: controlling the space between characters in a text. Tracking is commonly used in graphic design software like Adobe Photoshop, InDesign and Illustrator. Other web-based software like Figma and CSS (Cascading Style Sheets) for web design utilize letterspacing.

Font weight

Regular

Tracking

500

or

Letter spacing

50%

OR

Tracking or letter spacing

Use the uppercase 'O' as a visual reference to check the character spacing

HOUON

Logo and tagline 1

The Oversonic logo, in its primary coloration of Petronas Green on an Oversonic Blue background, is accompanied by the tagline rendered in white text.



R O B O T I C S F O R H U M A N S

Logo and tagline 2

In its secondary version, with Oversonic Blue on a neutral background, the tagline adopts the same color as the logo, with monochromatic presentation.



R O B O T I C S F O R H U M A N S

Clear space

According to the logo clear space rules, the distance between the logo and the tagline is equal to twice the distance between the top of the brand name and the top of the logo.

Please refer to the general logo clear space rules outlined on page 6.



Tagline width

Following the logo's clear space rules and strict left alignment, the width of the tagline may vary based on layout and readability needs.

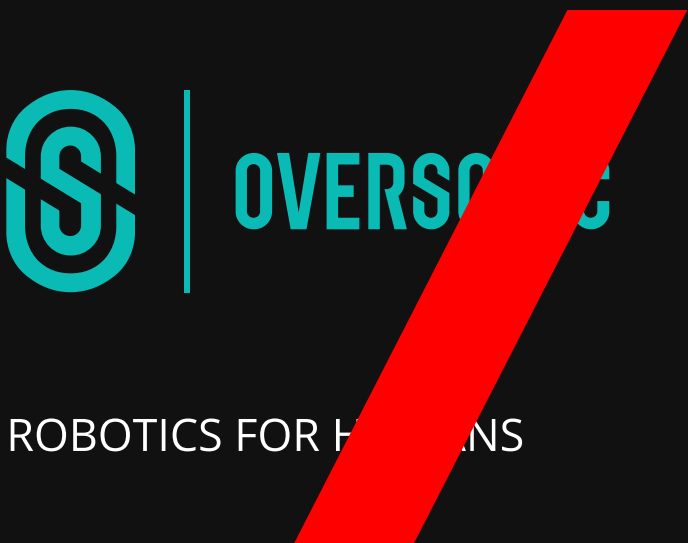
In smaller sizes, a broader and more legible tagline could be beneficial, while in larger sizes, a narrower tagline might be more suitable, for instance, on a panel or a wall.



Misuses 1



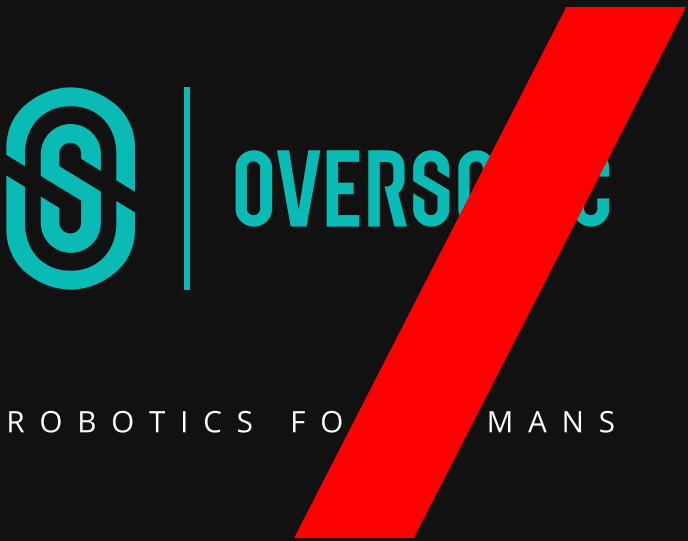
Use of Petronas Green for the tagline



Lack of letter spacing



Tagline in lowercase



Tagline width exactly the same as logo

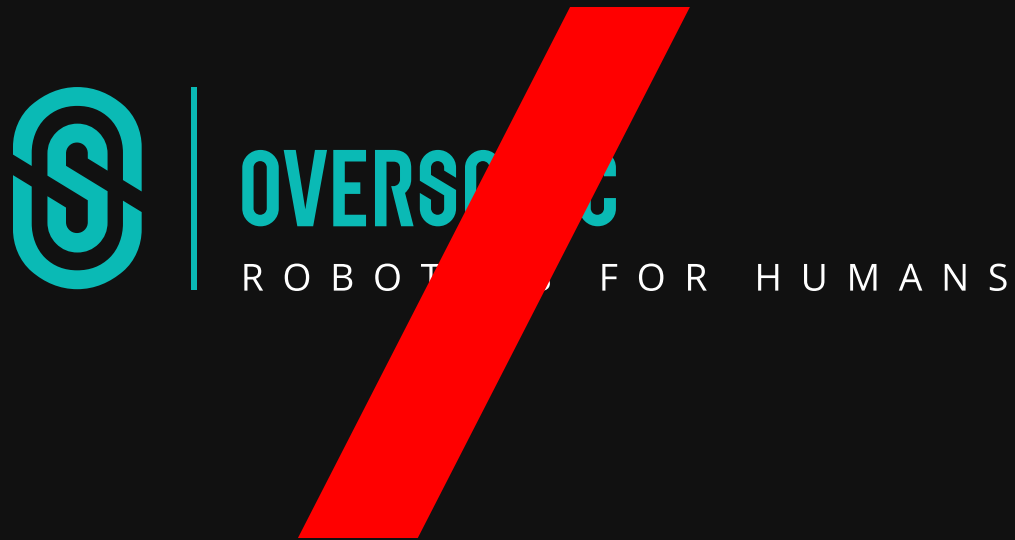


Different wording



Tagline spanning two lines

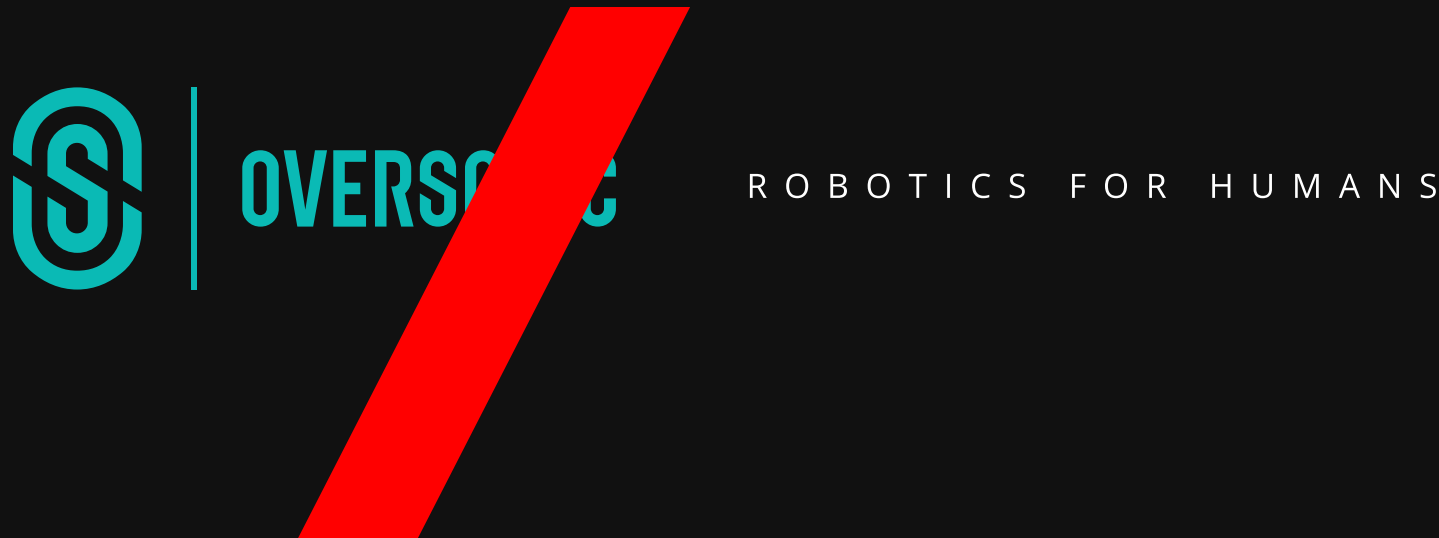
Misuses 2



Infringement of
clear space



Alignment of the tagline
with the logotype



Tagline placed
alongside the logo



Tagline alignment with
the logo's vertical line



Right
alignment



Use of the brandmark
alone next to the tagline

Centered tagline

Centered alignment and placement of the logo and tagline is permitted only when they appear in an empty context without other visual references. For instance in the closing screen of a video or on a plaque to be

placed at the entrance door. In such cases, the logo and tagline can be centered to maintain a clean and balanced appearance in these specific applications.



R O B O T I C S F O R H U M A N S

Tagline alone

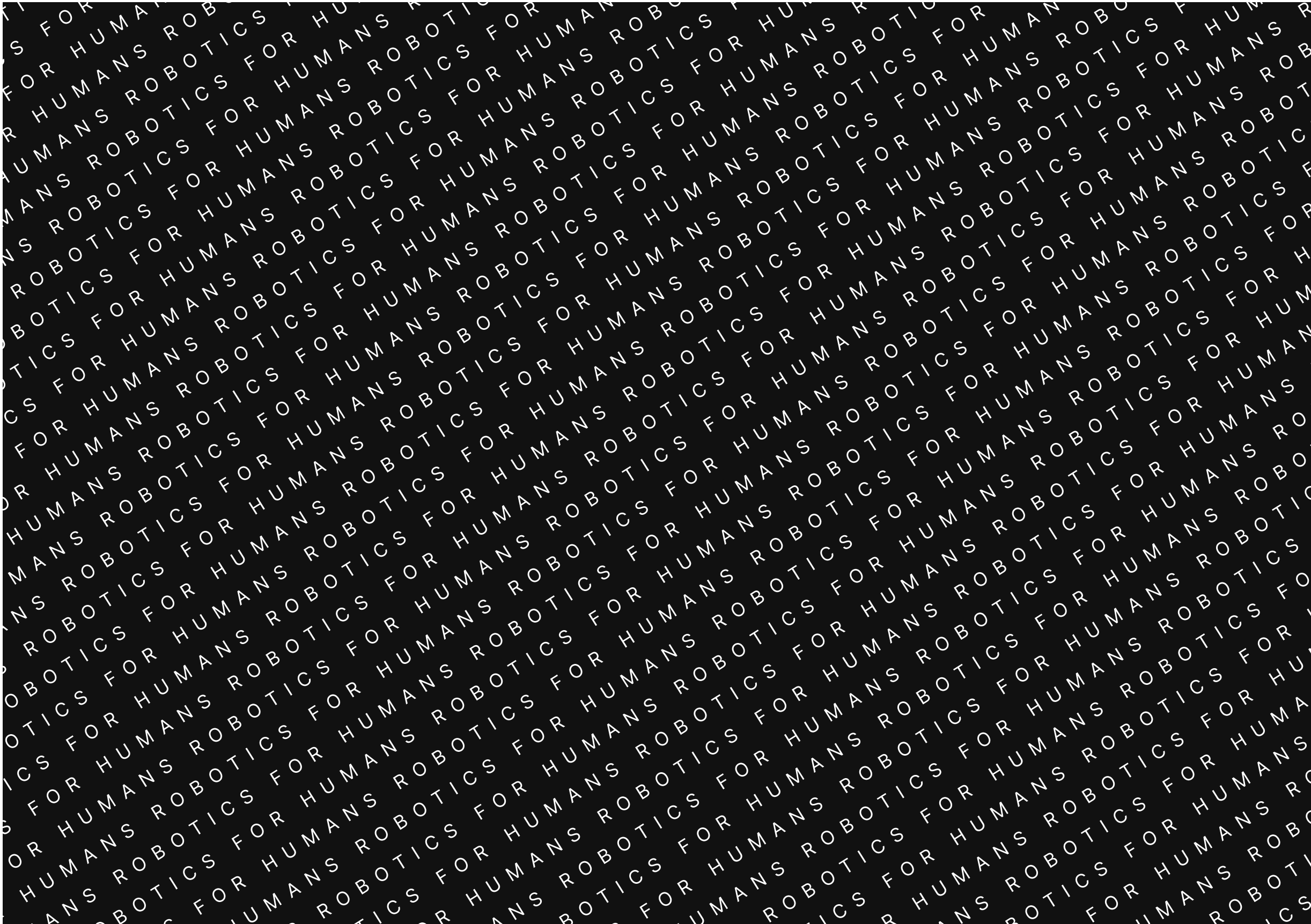
The tagline is permitted to stand on its own, even without the logo, creating unique and emotionally engaging episodes that resonate with the idea of "robotics for humans".

However, it is mandatory to adhere to its typographic rules as explained in this guide.



Tagline pattern

The tagline pattern is used to fill empty and wide surfaces. It finds its main application in packaging and back covers.



.06 Collaterals

Posters

Letterhead

Front cover

Information boards

Stand

Gadgets

Digital business card

Badge/Business card

Social post cover

Website

Posters

Posters are the medium where the typographic and brand guidelines outlined in this manual can find their synthesis. The highlight oversize elements are given maximum emphasis, occupying most of the layout.

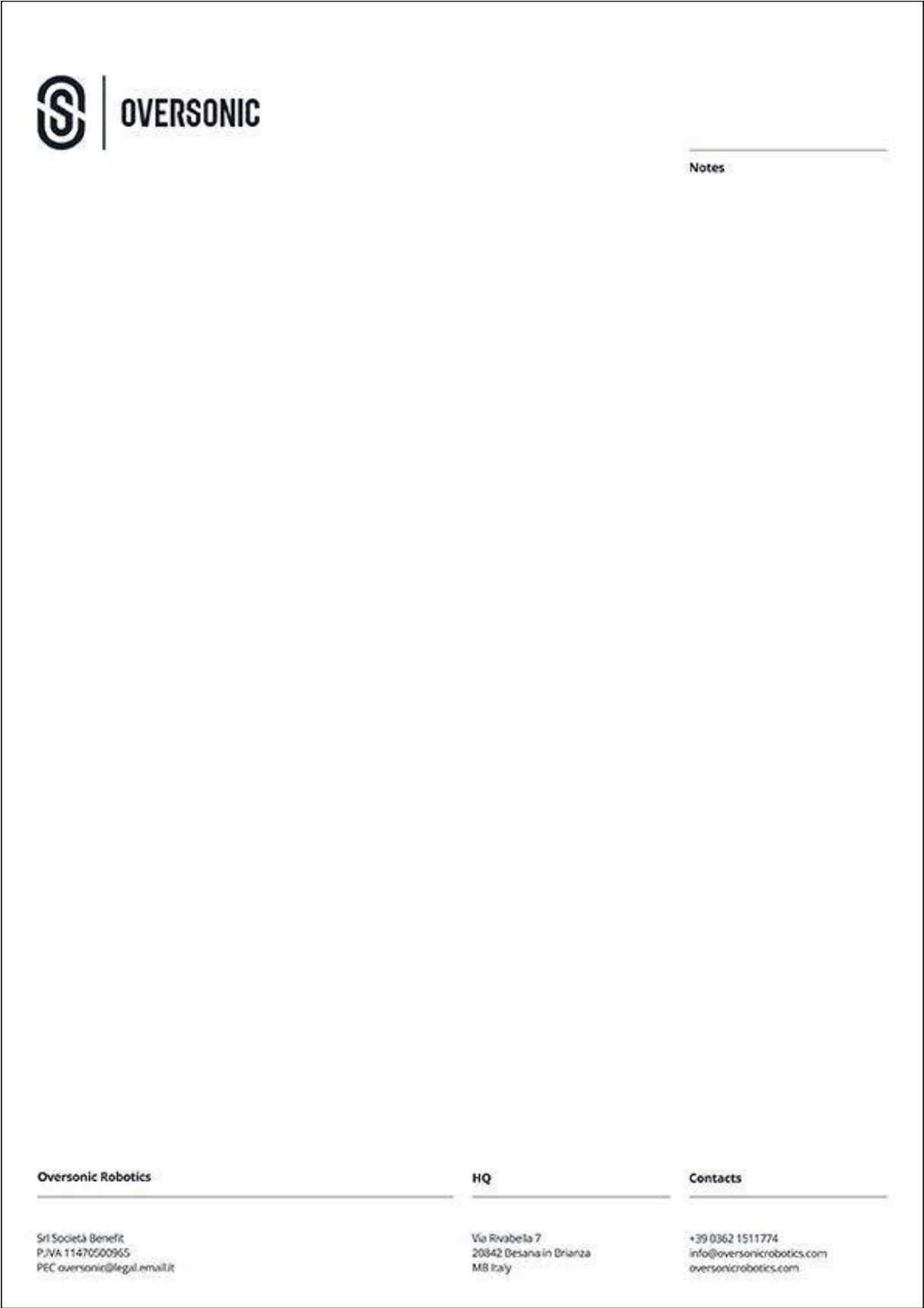
The logo and tagline, arranged according to the guidelines, act as a signature and impart the company's identity to the communication without being overpowering.



Letterhead

The letterhead embodies the robotic spirit of Oversonic through a strict modular grid that divides the company information into functional areas: company name, address, and contact details.

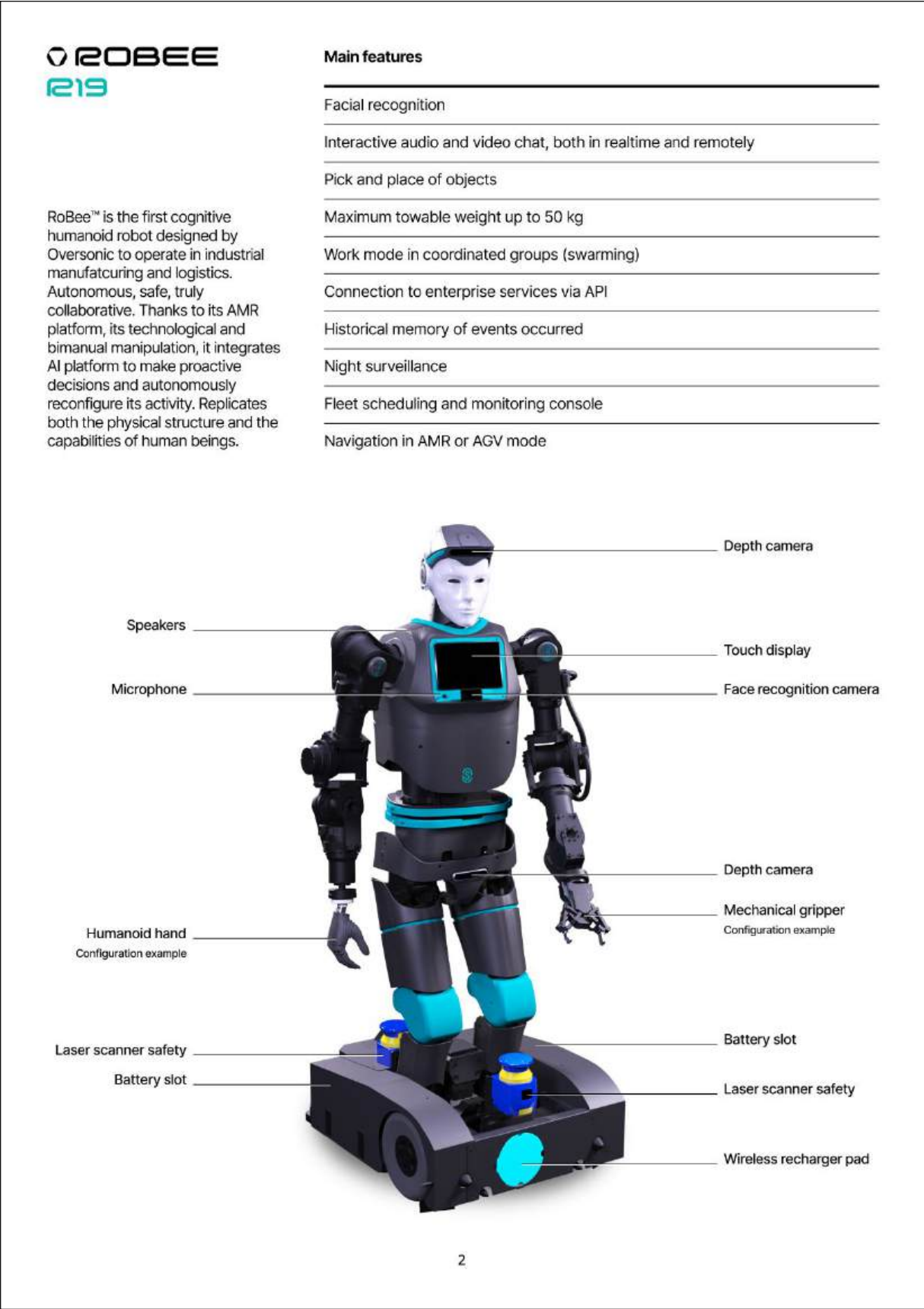
This design ensures a cohesive and professional presentation reflecting Oversonic's commitment to precision and innovation and conveying a sense of efficiency and reliability.



Front cover

The cover pages of the documents maintain the same institutional style as the letterhead, incorporating a modular grid that divides the information into functional areas.

This design approach ensures easy replicability across all company documents and technical folders.



Information boards

The informational panels within the company headquarters are designed with consideration for the reader's eye level and the evolving layout of the furniture. In this example, Oversonic's brand guidelines are displayed on five square panels measuring 200×200 cm, placed in the production area.



Stand

Exhibition stands should feature the Oversonic logo in large dimensions to ensure visibility even from a distance. However, it is advisable to proportionally reduce the tagline compared to the logo for readability at closer distances.

Consideration should be given to the often variable layout of furniture and the legibility of information at visitor eye level. Here the layout of the stand used at the MECSPE fair in Parma in May 2022.



Gadgets

Fabric prints are preferably monochromatic for reasons of cost-efficiency, faster production times, and to minimize printing errors or smudging.

The shopping bag features Petronas green on black fabric, with the logo and website. The lanyard displays only the tagline "Robotics for humans" in white.



Digital business card

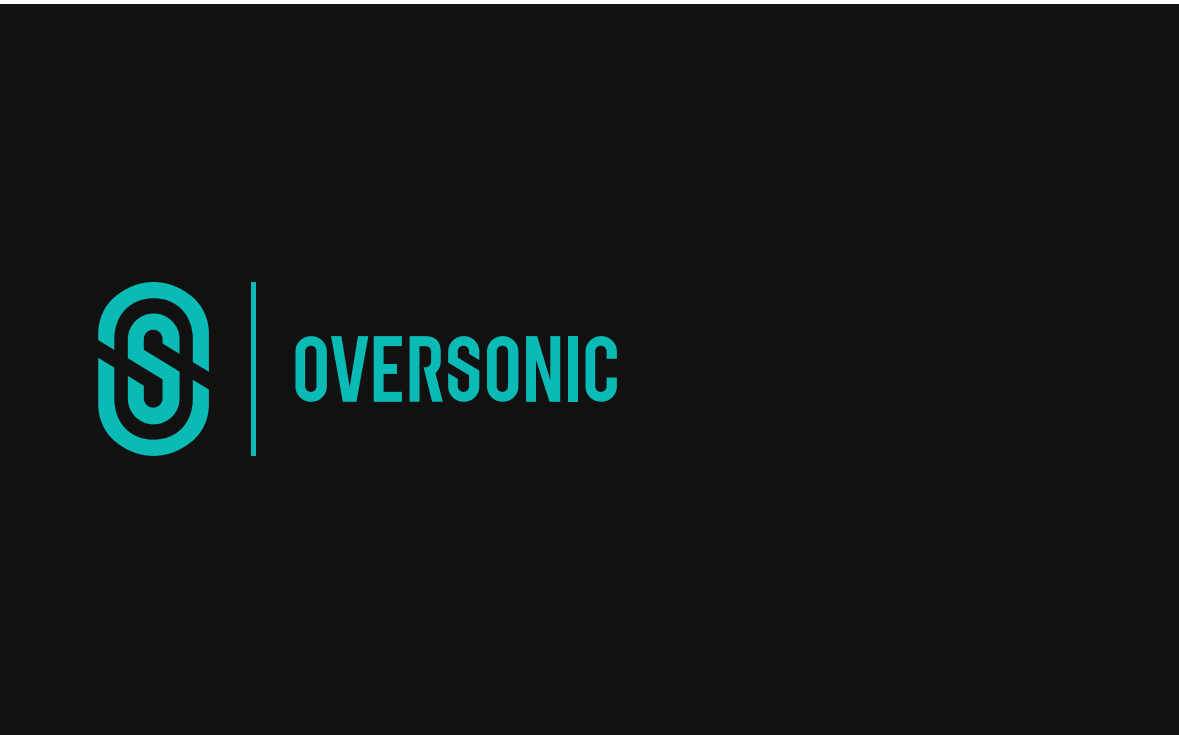
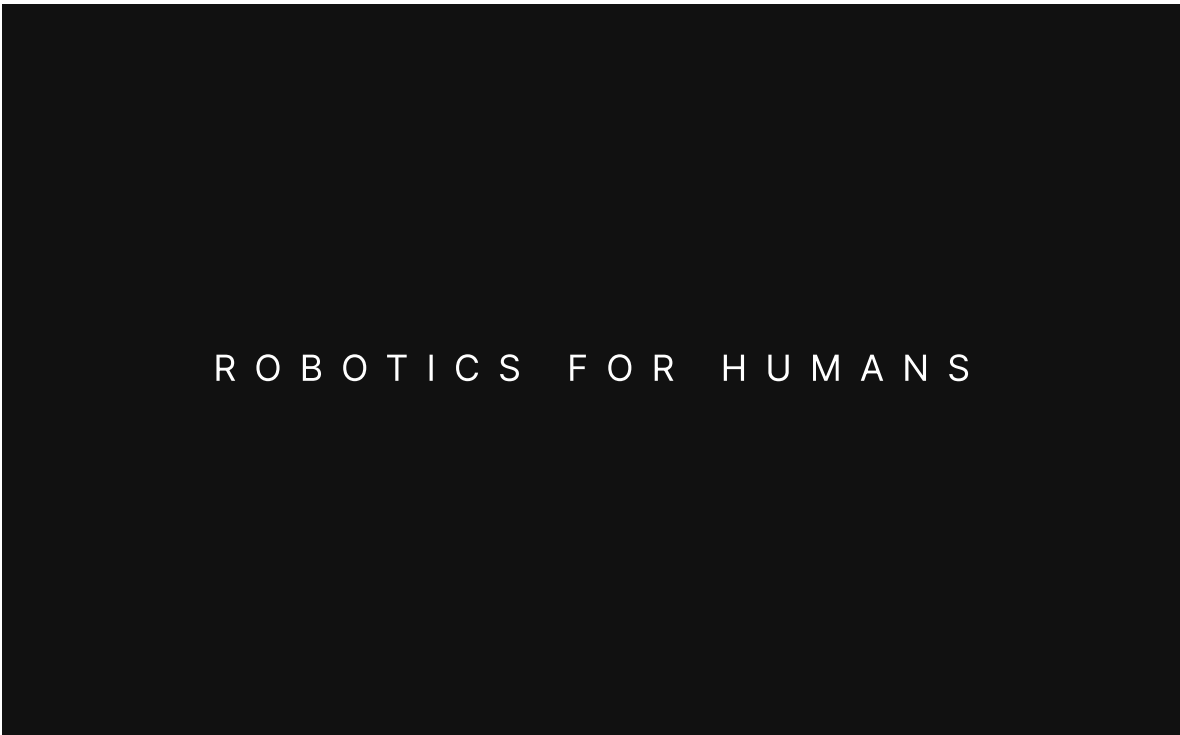
Branded in line with Oversonic’s visual identity, the digital business card features a QR code that allows instant saving of contact details.



Badge/Business card

The same QR code is also featured on the badge worn by Oversonic team members on site.

This page also displays a model of a paper business card, currently not in use.



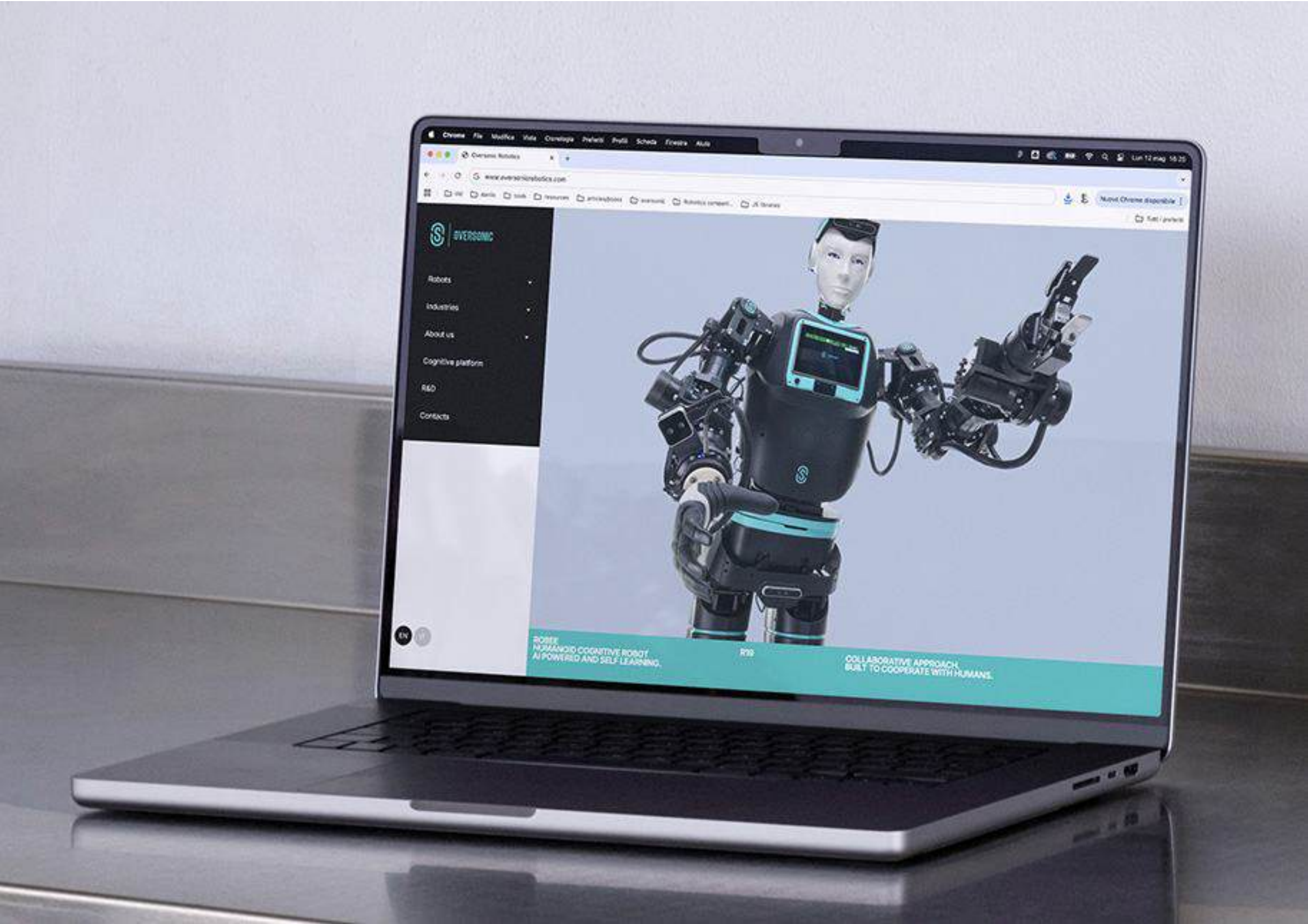
Social post cover

Oversonic’s social media posts typically feature a cover that follows the highlight oversized typography format described in the “Copy” section (page 15).



Website

The website adheres to the brand's color and typography guidelines as outlined in this document.



Thank you

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R O B O T I C S F O R H U M A N S