

Brand Identity Guidelines

Automation That Powers Your Business



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Preface

Welcome to the AUTOMAZE Brand Identity Guidelines. At AUTOMAZE, we believe that our brand is more than just a name or a logo; it is the essence of who we are, the values we stand for, and the promise we make to our clients. Our brand is a reflection of our commitment to innovation, precision, and the drive to revolutionize automation solutions that empower businesses worldwide.

These guidelines are designed to ensure that every touchpoint with our brand communicates the same consistent message: quality, reliability, and forward-thinking. From our visual elements, such as the logo and color palette, to the tone of voice we use in communication, every detail plays a crucial role in defining how the world perceives AUTOMAZE.

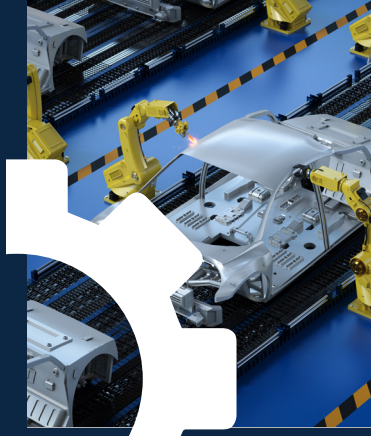
This document serves as a comprehensive guide for anyone involved in representing AUTOMAZE, whether internally within our teams or externally with our

partners. It outlines the core elements that make up our brand, providing clear instructions on how to use them correctly to maintain the integrity and impact of our visual identity.

By adhering to these guidelines, we ensure that every representation of AUTOMAZE—across print, digital, and environmental media—resonates with our vision and values. Together, let's build a brand that not only stands out but also stands for something remarkable.

Thank you for being a part of the AUTOMAZE journey.

Tagline Alternatives



Precision in Automation, Excellence in Execution

Highlighting AUTOMAZE's commitment to delivering high-quality solutions, this tagline speaks to their meticulous approach in designing, programming, and commissioning automation systems.

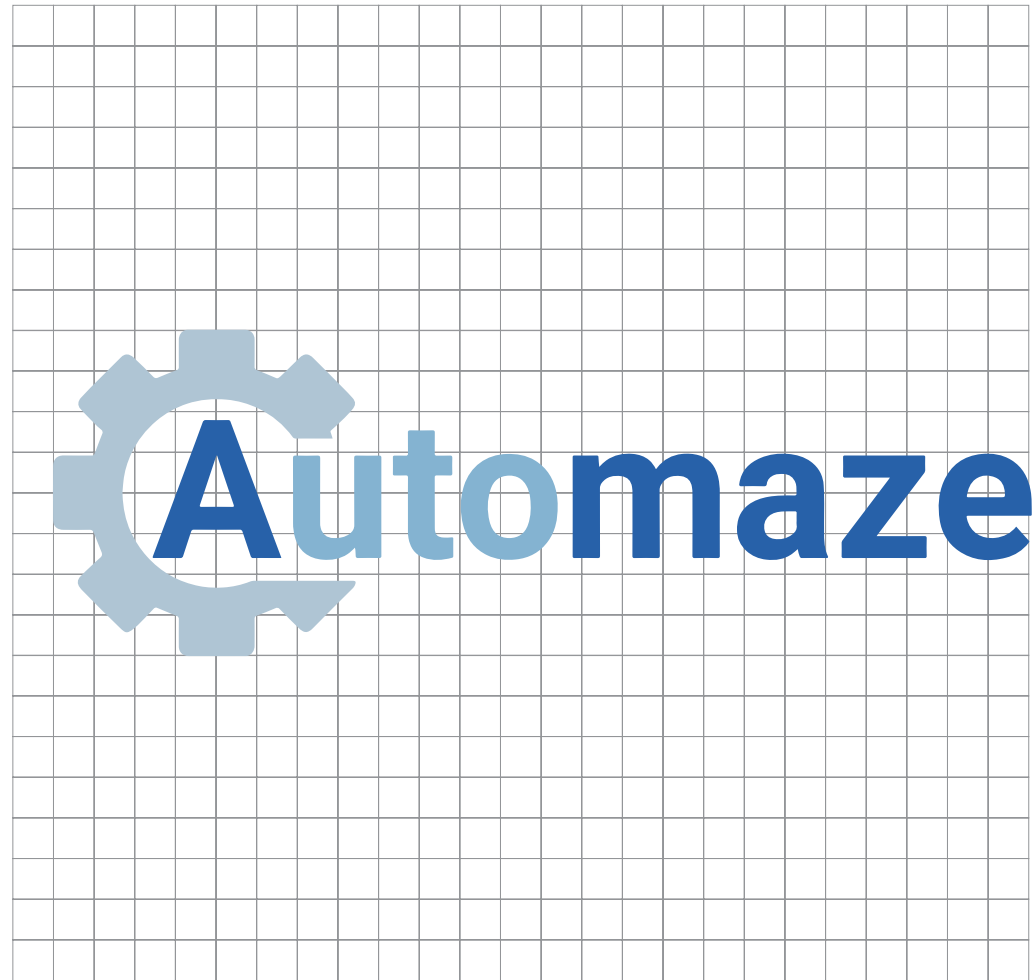
Engineering Tomorrow's Automation Today

This tagline emphasizes AUTOMAZE's focus on innovation and forward-thinking in automation, reflecting their expertise in integrating advanced technology with production lines.



Refined Shape Construction

Logogram



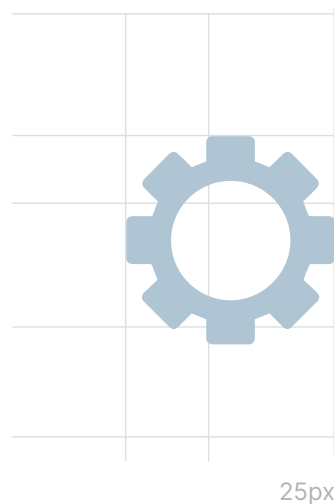
The construction is guided by exact geometric principles, ensuring that each curve, angle, and line is purposefully designed. This reflects AUTOMAZE's emphasis on precision and technical excellence, paralleling the accuracy required in automated systems.

The logogram's shapes are proportioned to create a harmonious and visually balanced appearance. This symmetry represents the seamless integration of technology and human expertise, a core value of AUTOMAZE.

The refined shapes are sleek and contemporary, which aligns with the brand's focus on cutting-edge technology and innovation in the automation industry. The streamlined construction communicates a sense of forward movement and adaptability, key qualities that resonate with AUTOMAZE's mission.

Refined Shape Construction

Logogram



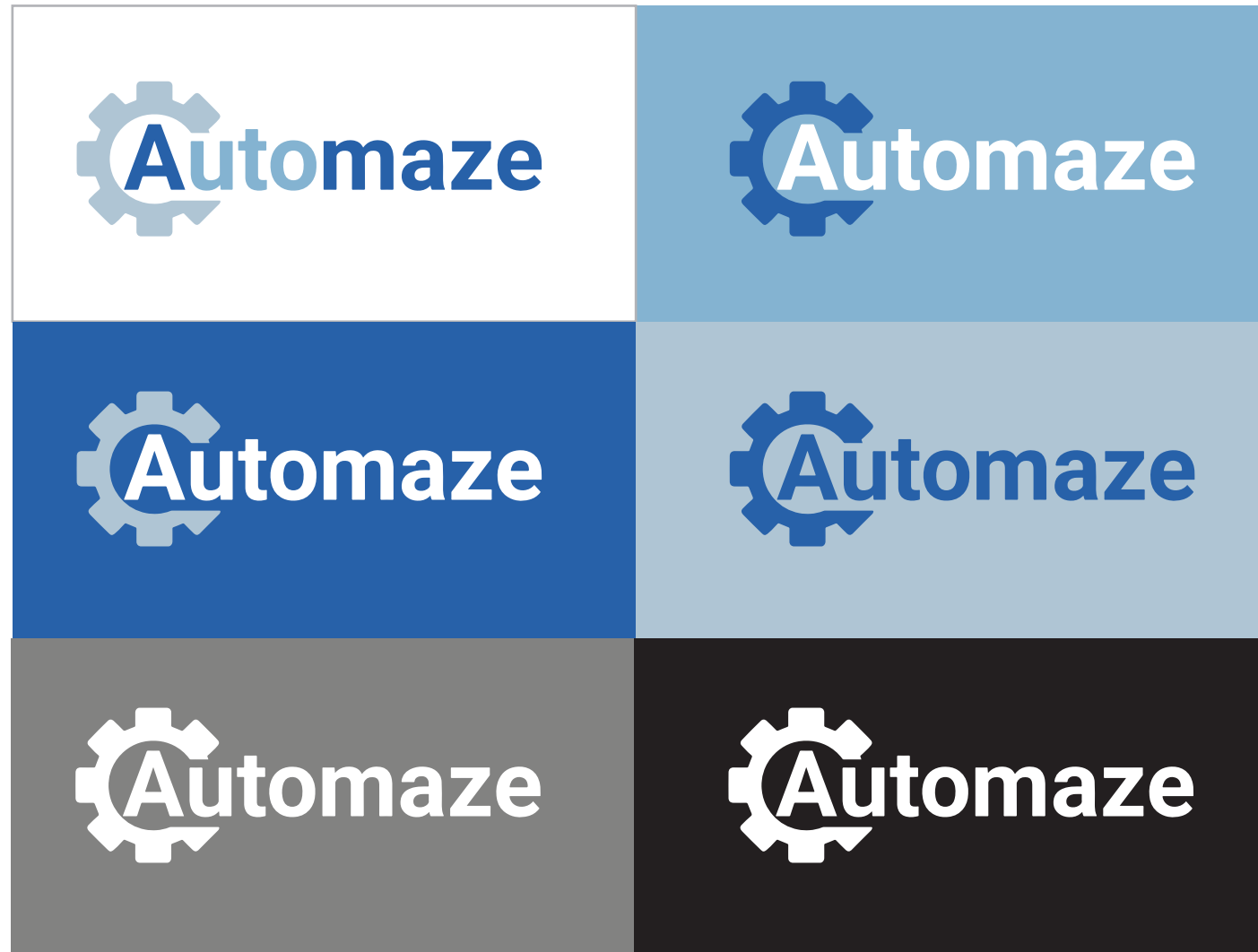
The serration gear symbolizes precision, engineering, and the technical expertise of AUTOMAZE in the field of automation. The gear element highlights the company's connection to machinery and industry, reflecting its focus on providing seamless, efficient, and innovative solutions. It also conveys movement, dynamism, and the constant drive for progress and innovation.

Logotype

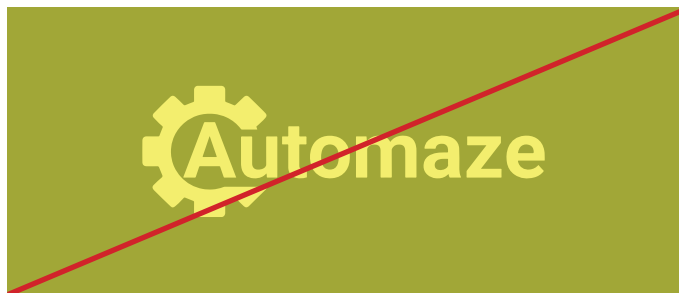


The logotype is designed with a clean, modern font that emphasizes clarity and professionalism. The bold and straightforward typeface reflects the company's reliable and approachable nature, while maintaining a sleek and contemporary look that aligns with its forward-thinking brand identity.

Logo Variation



Logo Usage



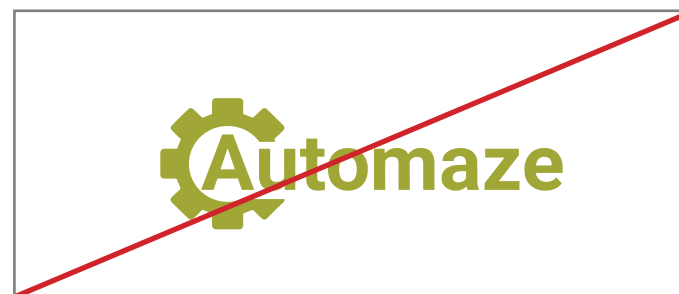
*DON'T CHANGE THE COLOR PALETTE



*DON'T ROTATE THE LOGO



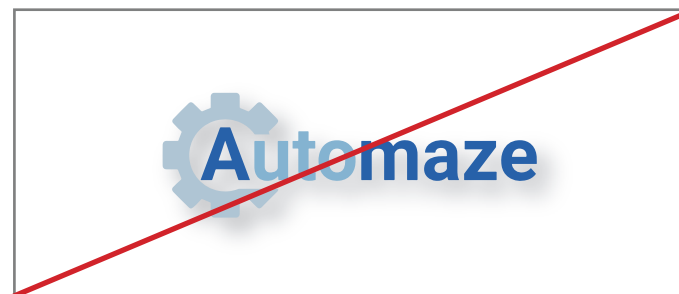
*DON'T STRETCH THE LOGO



*DON'T CHANGE THE LOGO COLOR



*DON'T CHANGE THE LOGO INTO OUTLINE



*DON'T APPLY DROP SHADOW ON THE LOGO

Brand Iconography

The brand iconography of AUTOMAZE is designed to visually communicate key aspects of the company's services, values, and identity through simple, recognizable symbols. Overall, AUTOMAZE's iconography is clean, modern, and consistent with the brand's emphasis on innovation, connectivity, and technological expertise, enhancing the visual narrative of their brand identity.



Main Typography

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Inter

Secondary Typography

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()**

Montserrat

Main Color Schemes

The main color schemes of AUTOMAZE reflect the brand's professional, modern, and technological identity. Here's a brief description of the key colors:

Deep Blue (#2461A7)

RGB: 36, 97, 167 | CMYK: 90, 66, 4, 0

This primary color symbolizes professionalism and reliability, reflecting AUTOMAZE's commitment to high-quality and dependable automation solutions.

Soft Blue (#86B3D1)

RGB: 134, 179, 209 | CMYK: 47, 18, 9, 0

Used as a complementary color, it adds a sense of calm and balance, enhancing the visual appeal of the brand by providing a lighter, more approachable feel.

Light Gray-Blue (#B2C6D4)

RGB: 178, 198, 212 | CMYK: 30, 14, 10, 0

This neutral shade serves as a background or accent color, supporting the primary colors and maintaining visual coherence across brand materials.

These colors work together to create a cohesive and visually appealing brand identity that conveys AUTOMAZE's core values of innovation, reliability, and technological expertise.

86B3D1

R134 G179 B209

C47 M18 Y9 K0

2461A7

R36 G97 B167

C90 M66 Y4 K0

B2C6D4

R178 G198 B212

C30 M14 Y10 K0

Secondary Color Schemes

The secondary color schemes, providing a range of complementary hues that enhance the visual branding of AUTOMAZE. These colors are intended to support and balance the primary color palette, adding depth and flexibility to design applications. Here's a breakdown of the secondary colors shown:

Oxford Blue (#0B2743)

A deep, bold blue (RGB 11, 39, 67; CMYK 99, 82, 46, 48) that conveys trust and professionalism. Perfect for strong headers, text, and dark backgrounds.

Steel Blue (#4F7FB5)

A balanced blue (RGB 79, 127, 181; CMYK 73, 45, 8, 0) that adds calmness and professionalism. Ideal for buttons, charts, and subtle accents.

Columbia Blue (#B1C6D3)

A soft, neutral blue (RGB 177, 198, 211; CMYK 30, 14, 11, 0) providing a light, airy feel. Great for backgrounds and supporting elements.

Payne's Gray (#4C606E)

A modern, muted gray-blue (RGB 76, 96, 110; CMYK 74, 55, 43, 19) perfect for borders, dividers, and subtle contrasts to add sophistication.

Eggshell (#E9E7D0)

A soft, warm neutral (RGB 233, 231, 208; CMYK 8, 5, 19, 0) that works as a background to soften designs and make them more approachable.

0B2743

R11 G39 B67

C99 M82 Y46 K48

4F7FB5

R79 G127 B181

C73 M45 Y8 K0

B1C6D3

R177 G198 B211

C30 M14 Y11 K0

4C606E

R76 G96 B110

C74 M55 Y43 K19

E9E7D0

R233 G231 B208

C8 M5 Y19 K0

Sub-Color for Neutral

The neutral color schemes in Automaze's brand guidelines are ideal for situations where a more understated or elegant look is required, such as corporate documents, formal presentations, or minimalist designs where the focus should be on the content rather than bold visuals. These neutral tones (such as beige, gray, and light yellow) offer versatility and sophistication, complementing the primary blue color without overpowering it. They are especially suitable for backgrounds, secondary elements, or where a calm and professional appearance is essential, such as in business meetings, client-facing materials, or technical reports.

000000

R0 G0 B0

C0 M0 Y0 K100

818181

R167 G107 B60

C28 M59 Y100 K14

FFFFFF

R255 G255 B255

C0 M0 Y0 K0

Brand Image Reference

The image collage effectively showcases AUTOMAZE's integration of human expertise with advanced automation in manufacturing. It highlights skilled technicians working alongside robotic systems, emphasizing the essential role of human skills in enhancing precision and efficiency. This visual representation underlines AUTOMAZE's commitment to blending craftsmanship with modern technology, reinforcing its status as a leader in the automotive industry where human talent is pivotal.



Size
300px resolution

Material
Technology Photos

Supergraphic Design

The image displays four supergraphic design options for AUTOMAZE, each presenting a unique aesthetic. The first three options feature variations of interconnected shapes in shades of blue, suggesting fluidity, precision, and complexity, aligning with the brand's focus on seamless and advanced technological solutions. The fourth option contrasts sharply in black and white, offering a bold and dramatic visual impact that stands out for its strong statement. Each design caters to different aspects of AUTOMAZE's brand identity, emphasizing modernity and innovation.



First Option



Third Option



Second Option



Fourth Option

Supergraphic Design (zoom out)

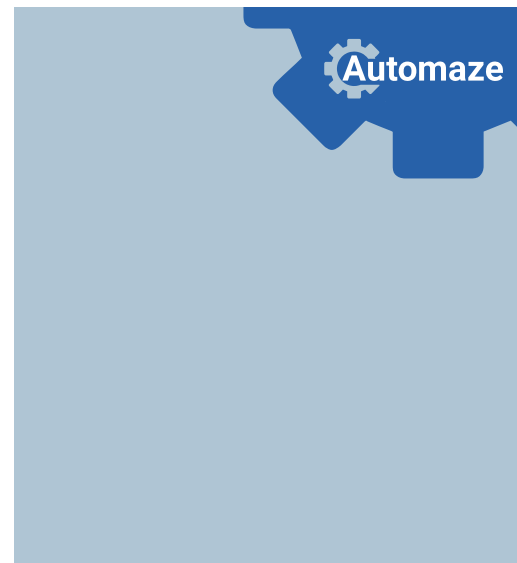
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First Option



Third Option



Second Option



Fourth Option

Supergraphic Usage



*DON'T CREATE A GAP IN THE MIDDLE



*DON'T OBSCURE THE MAIN IMAGE



*DON'T CHANGE THE COLOR OF THE SUPERGRAPHIC



*DON'T CHANGE THE COLOR OF THE LOGO



*DON'T REMOVE THE LOGO

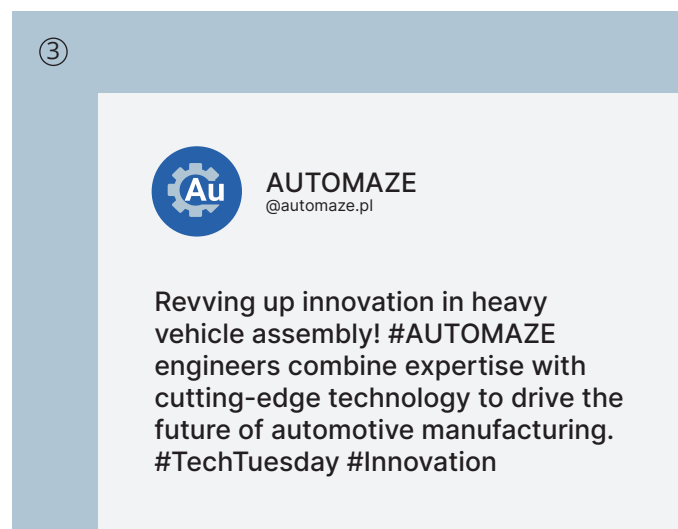


*DON'T PLACE THE LOGO OUTSIDE THE SUPERGRAPHIC AREA

Iconography Application

The iconography for AUTOMAZE is strategically designed for digital applications, featuring app and social media icons that incorporate the brand's logo against a backdrop of blue shades. These designs ensure brand consistency and recognition across digital platforms, optimizing visibility and enhancing the user experience.

- ① App icon
- ② App icon
- ③ Social Media icon
- ④ Color Configuration



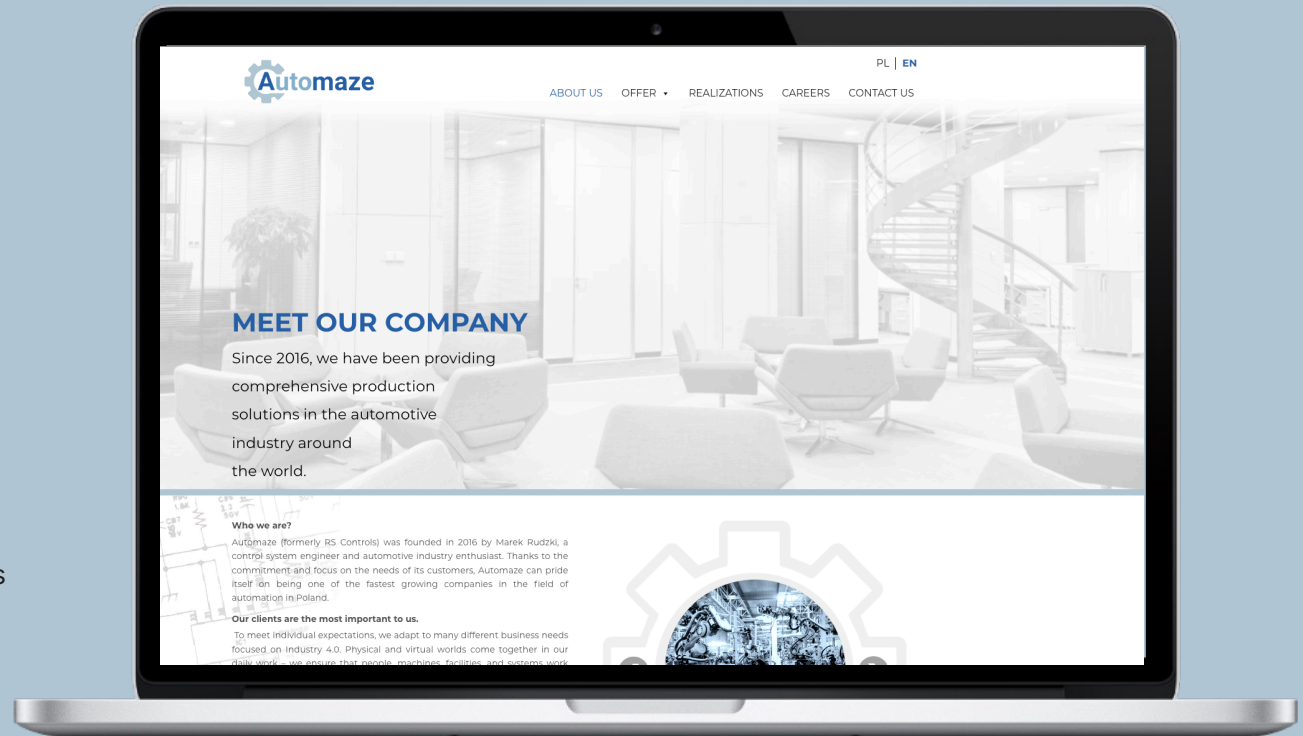
Website Application



The displayed image provides a visual overview of AUTOMAZE's website application as seen in their brand guidelines. It features a clean, modern design showcased on a laptop screen, detailing the "About Us" page of the AUTOMAZE website.

Size
1920 × 1080

Material
Official Photos



This page is optimized for a resolution of 1920 x 1080 and uses official photos to enhance its professional look, aligning with the company's branding strategy. The layout is designed to be user-friendly, efficiently guiding visitors through the company's history, services, and core values while maintaining the

aesthetic continuity of the AUTOMAZE brand identity. This design strategy not only reinforces the brand's professional image but also ensures a seamless and informative user experience.



automaze.pl

Design Application

Automation That Powers Your Business

Letterhead - A4

Stationary Letter & Business Card

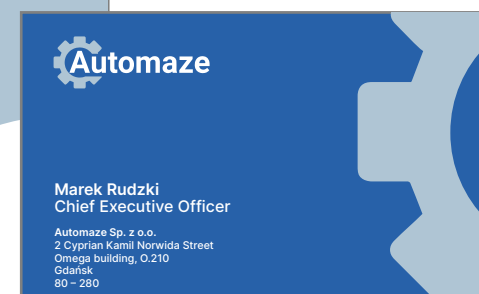
The stationery designs, including a letterhead, envelope, and business card, all unified by the brand's blue color scheme and clean aesthetic. The letterhead and envelope feature the AUTOMAZE logo prominently, maintaining a professional look, while the business card neatly presents essential contact information, reinforcing the brand's identity in automation technology. This cohesive design approach ensures that each piece of communication not only meets professional standards but also enhances brand recognition.



Envelope - 23cm x 11cm



Automaze Sp. z o.o.
2 Cyprian Kamil Norwida Street
Omega building, O.210
Gdańsk
80 - 280



Business Card - 9cm x 5,5cm

Social Media Post

The image showcases AUTOMAZE's strategic use of social media formats to enhance brand engagement. The standard post (1080px x 1080px) highlights the company's innovative manufacturing processes, designed for platforms like Instagram and Facebook, to captivate viewers with dynamic visuals of production activities. Meanwhile, the Stories format (1080px x 1920px) provides a more personal glimpse into the company, featuring employees like engineers at work, ideal for temporary content on Instagram Stories with direct call-to-action features. This dual approach effectively balances showcasing AUTOMAZE's technological prowess and connecting personally with the audience.

Post - 1080PX X 1080PX



Post - 1080PX X 1080PX



Stories - 1080PX X 1920PX



Size

1080 pt x 1080 pt

1920 pt x 1080 pt

Material

Social Media Digital

Digital Ads

Digital ads play a crucial role in enhancing brand visibility and market presence within the automation industry. By leveraging targeted digital advertising, AUTOMAZE can effectively reach specific audiences who are most likely to benefit from their advanced automotive solutions. These ads also facilitate direct engagement with potential clients and partners, driving lead generation and conversions through strategic calls to action. Additionally, the measurable nature of digital advertising allows AUTOMAZE to assess ad performance in real-time, enabling them to refine and optimize their marketing strategies to achieve better outcomes and a higher return on investment.

Horizontal - 970PX X 250PX



Horizontal - 600PX X 160PX



Square - 500PX X 500PX



Vertical - 300PX X 1050PX



Printing Ads

Print advertising materials, including X-Banners and a series of posters, designed to highlight the company's technological expertise and industry leadership. The X-Banners feature engaging visuals of engineers at work, effectively demonstrating AUTOMAZE's practical applications in automation, while the posters, available in sizes from A0 to A5, emphasize the brand's commitment to innovation with the tagline "Innovative, Impactful, Impressive." These materials are crafted to catch the eye at trade shows, in corporate settings, and in public advertising spaces, enhancing brand visibility and conveying AUTOMAZE's key messages effectively.

XBanner - 60cm x 160cm



Poster - A0/A1/A2/A3/A4/A5



XBanner - 60cm x 160cm



Car Sticker

This is showcases AUTOMAZE's car sticker designs across various vehicle types, including vans, mini-buses, city cars, and SUVs. Featuring the AUTOMAZE logo and the tagline "Your Reliable Business Partner," these designs utilize the brand's deep blue color to enhance visibility and consistency. Strategically placed for optimal visibility, these stickers transform each vehicle into a mobile advertisement, reinforcing AUTOMAZE's presence on the road.

Type
Van / Mini Bus



Type
City Car / SUV



Anti-Stress Helmet

Showcases two versions of an anti-stress helmet featuring the AUTOMAZE logo, presented in both the brand's signature white and blue colors. This selection allows for brand flexibility while maintaining a strong visual identity. The helmets are designed not only for practical use in ensuring safety but also serve as promotional items that reinforce AUTOMAZE's commitment to quality and workplace safety. The logo placement is strategically positioned for optimal visibility, making these helmets a functional yet marketing-effective accessory in any industrial environment.

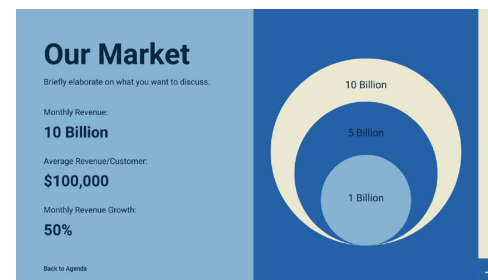
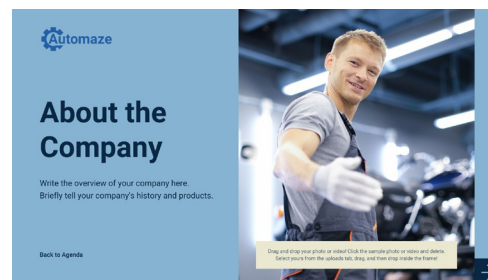
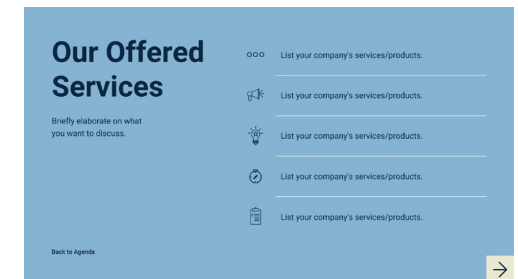
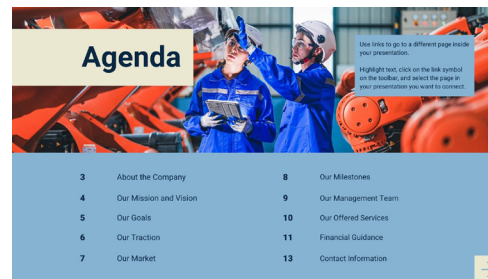
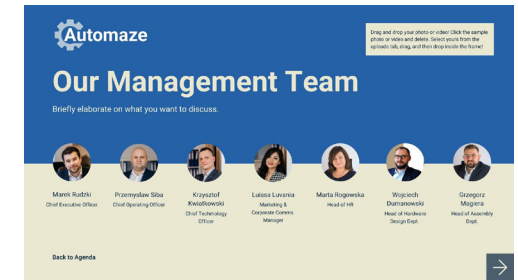
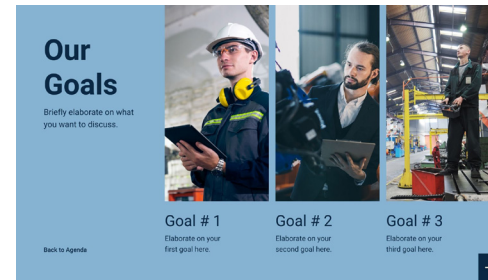
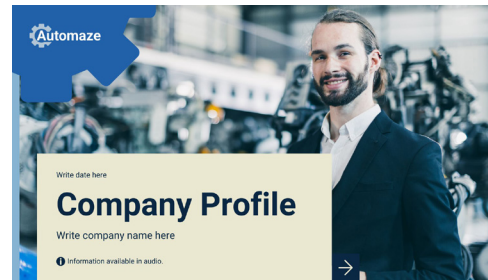


Marking Remarks

FC 1 Full color printing up to 10cm2

Template Presentation

A comprehensive set of presentation templates for AUTOMAZE, meticulously designed to outline the company's profile, goals, and strategic insights. Each slide is crafted to visually communicate different aspects of the business, from the management team and service offerings to financial guidance and market potential. These templates not only ensure consistency across presentations but also enhance the overall narrative by showcasing AUTOMAZE's operational excellence, strategic direction, and market positioning in an engaging and informative manner.



Financial Guidance

Briefly elaborate on what you want to discuss.

*Values amounts are in millions	FY '25	FY '26	YOY change
Revenue	\$ 000	\$ 000	%
Expenses			
Profit			
Dividend/share			



Brand Merchandise Hoodie, Jacket, Polo Shirt, T-Shirt

A range of AUTOMAZE branded merchandise collection, including a hoodie, jacket, polo shirt, t-shirt, and tote bag, all featuring the company's logo in blue and white. Each item is designed for both style and comfort, reinforcing AUTOMAZE's cohesive brand identity and enhancing visibility across various promotional uses.



Clothes Size Guide

XS	41.5	88	88
S	43	92	92
M	44	96	96
L	43	100	100
XL	45	104	104
XXL	47	108	108

Size
38 cm x 42 cm

Material
Canvas with bordir

Brand Merchandise Hat, Beanie, Umbrella, Mug

Featured prominently in the image is AUTOMAZE's selection of branded merchandise, including hats, beanies, umbrellas, and mugs, all adorned in the distinctive blue and white company colors. Each piece prominently displays the AUTOMAZE logo, enhancing brand visibility across a range of practical items. These stylish products are not only functional but also serve as effective promotional tools, ensuring consistent brand exposure in diverse environments.



Spiral Notebook, Engravement Pen, Lunch Set, Thermal Mug, Calendar

A diverse array of AUTOMAZE branded promotional items designed to boost brand visibility and engagement. This collection includes a spiral notebook, an engraved pen, a lunch set, a thermal mug, and a calendar, all adorned with the AUTOMAZE logo in its signature blue and white color scheme. These items not only serve practical daily uses but also reinforce AUTOMAZE's cohesive brand identity across various contexts. Each product is crafted to ensure durability and style, making them ideal for enhancing corporate presence and maintaining top-of-mind awareness among clients and employees alike.



THANK YOU



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Gdańsk
80 – 280