



Effortless
Robotics.
Endless
Possibilities.

Welcome

These guidelines bring together everything you need to know about how OLO comes to life - from our purpose and personality to how you talk about us.

They're here to help you discuss OLO with confidence and clarity so that every interaction feels unmistakably OLO: simple, human, and full of possibility.

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Who we are



Our Tagline

Summing up OLO in one line.

Effortless Robotics. Endless Possibilities.

Our tagline captures the essence of OLO -
what we do and why it matters.
It should be included alongside our logo
or on any dedicated product page



Our Vision and Mission

Where we're headed - the world OLO is helping to create.

Our vision is a world where anyone can harness the power of robotics to **build**, **solve**, and **shape** what's next.

To remove the barriers within robotics.

So **everyone** – no matter their level of expertise – can innovate with robotics.

By creating products that **simplify robotics** – everyone, everywhere, can embrace the possibilities with ease.



Our USP

What makes OLO different - the spark that sets us apart.

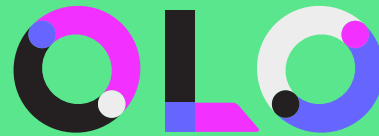
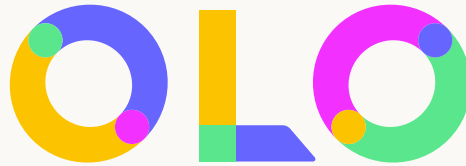
OLO is the only platform that simplifies robotics, so everyone, everywhere, can share its true potential.



Visuals



The OLOGO Variants



OLO

OLO



Clear Space - The OLOGO

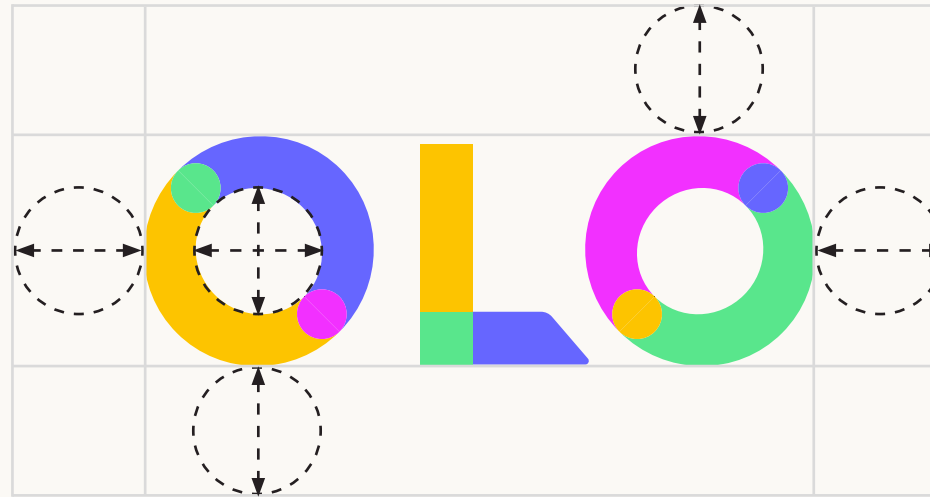
Clear space helps our logo breathe. It's the area around the mark that must stay free of any text, images, or graphic elements — ensuring the logo always stands out clearly and confidently.

Use the width of the inner circle of the O's in OLO as your guide for the minimum amount of space to leave around the logo. More space is always better when layout allows.

Our logo should always be large enough to read easily and never feel cramped. While minimum sizes are provided, aim to use it generously wherever possible.

*Minimum size

Sometimes the logo will need to flex — for example, on small or unusual print areas. That's fine, as long as it stays in proportion and remains fully legible. We've indicated the minimum size for print use opposite.



Width: 15mm
Height: 5mm



Don't do this with our logo...



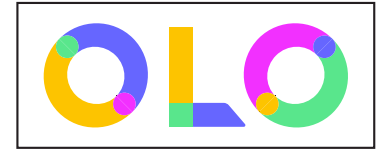
Do not change the logo colours to colours that aren't within our brand colour palette.



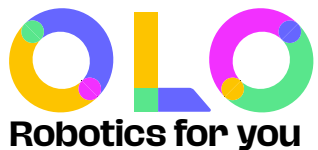
Do not alter the logo's shape in any way.



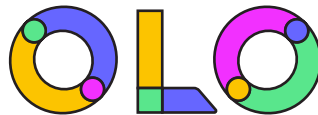
Do not add elements or shadows to the logo.



Do not place the logo in a holding shape.



Do not lock-up text to the logo.



Do not outline the logo.



Do not change the relationship of the logo's components.



Do not rotate the logo.



Questions

If you have any questions on the platform or guides or require more information on discussing our platform reach out to joe.tomkins@olo-robotics.com or visit olo-robotics.com

For support for your customers, please direct their enquiries to support@olo-robotics.com





support@olo-robotics.com
www.olo-robotics.com