Matroid

BRAND GUIDELINES

Matroid is an advanced AI platform pioneering automated vision. Our mission is to drive global progress by harnessing the power of computer vision to shape the future.

Our mission is for everyone to better visually understand the world around them.

Our Vision is to make computer vision easy to use with no code required.

THE NEED FOR MATROID

Challenge

Quality control, object detection, asset maintenance, agricultural inspection, insurance claims, or any other visually oriented challenges.

Solution

Matroid offers a new vision, a better way to automate processes in a multitude of industries. Computer vision in minutes that is adaptable with no coding required.

Result

With Matroid, anyone can have the power of an AI software engineer. Create your own CV models to detect anything visually detectable quickly.

BRAND VALUES

POWERFUL
Authoritative, Capable, Energetic

Much alike our product our company as a whole is also powerful. We strive to exceed the expectations of standards set by competitors or industry standards alike. To achieve this we also seek out powerful employees in all respective industries.

FAST
Quick, accelerated, High-speed

Computer vision in minutes not months has long been a code we at Matroid live by. Our product delivers computer vision models (detectors) almost immediately.

RELIABLE
Dedicated, Dependable, Sturdy

Matroid's computer vision software is at its roots tested on massive data sets in order to be more reliable and more precise than human eyes.

TRUSTWORTHY
Assurance, Certainty, Confidence

As an AI company we at Matroid want to make it clear that we hold the citizens of all countries at utmost priority. Matroid is here to make everyones lives easier, safer, and more efficient.

PERSONALITY & AUDIENCE

We are elite, serious, authoritative, and innovative

Matroid's personality and tone reflect the audience or customer base we have come to service. Currently a large need for computer vision based software lies in the **Manufacturing** industry. Use cases such as quality control, defect detection, assembly verification, and asset maintenance are common.

Another major industry in which computer vision is sought after is **Security**. Matroid's offering is much more powerful than one set of human eyes, and as such can be used to make large complex's safer.

While manufacturing and security are the two main industries we service, we have resolved use cases for large **Enterprise Companies** all over the world. Don't hesitate to reach out if you think computer vision can help you too!

DIFFERENCIATORS & GUIDES

DIFFERENTIATORS

Speed
Deploy training models in minutes not months.

Adaptable
We work with all levels of media quality and industries.

No coding required
Anyone in the organization can build, test, and deploy models.

BRAND GUIDES

1. Simple in usability but not simple in messaging
2. No security cameras
3. Use logo colors in a simple way
4. Patterns are okay for background elements
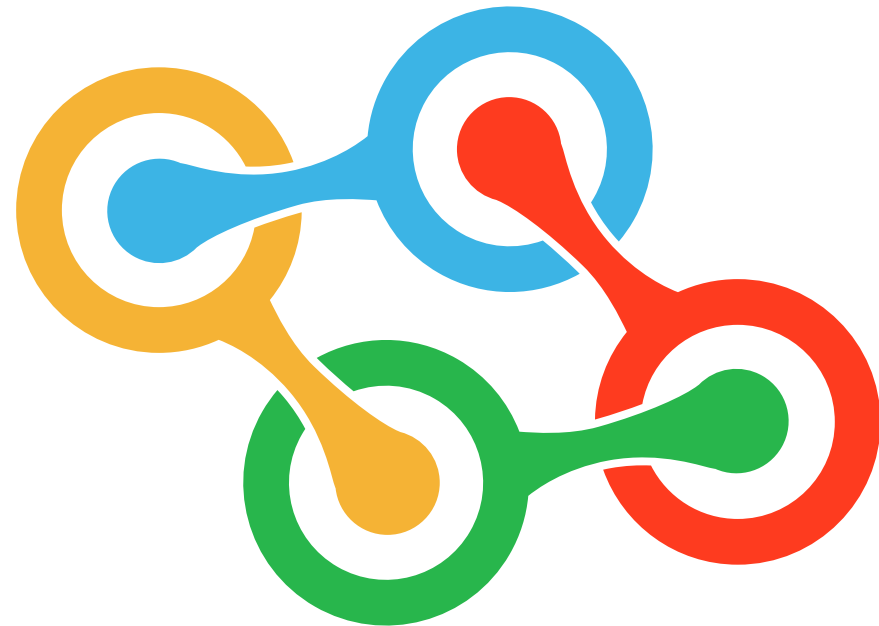5. Images matter
6. Bounding boxes should be distinct

LOGO MARK

Neural Network - A computer system modeled on the human brain and nervous system.

Our neural network logo symbolizes artificial intelligence, and computer vision, but most of all it symbolizes the limitless potential for technological innovation and collaboration.
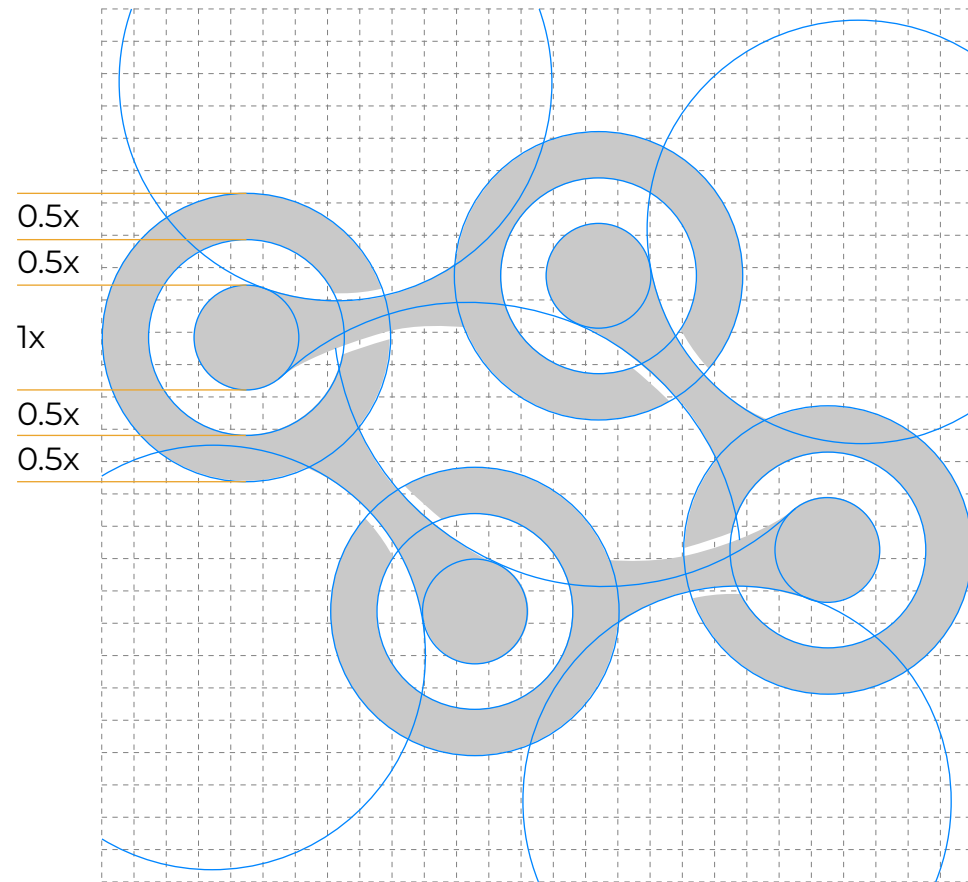
LOGO MARK STRUCTURE

BUILD, TEST, DEPLOY, MAINTAIN

The steps it takes to deploy a Computer vision model form a circle; something inherent in the construction of our logo.

Another shape that you will notice is the human eye hidden in the center ofthe neural network. This narrows in on the computer vision sub-section of AI.
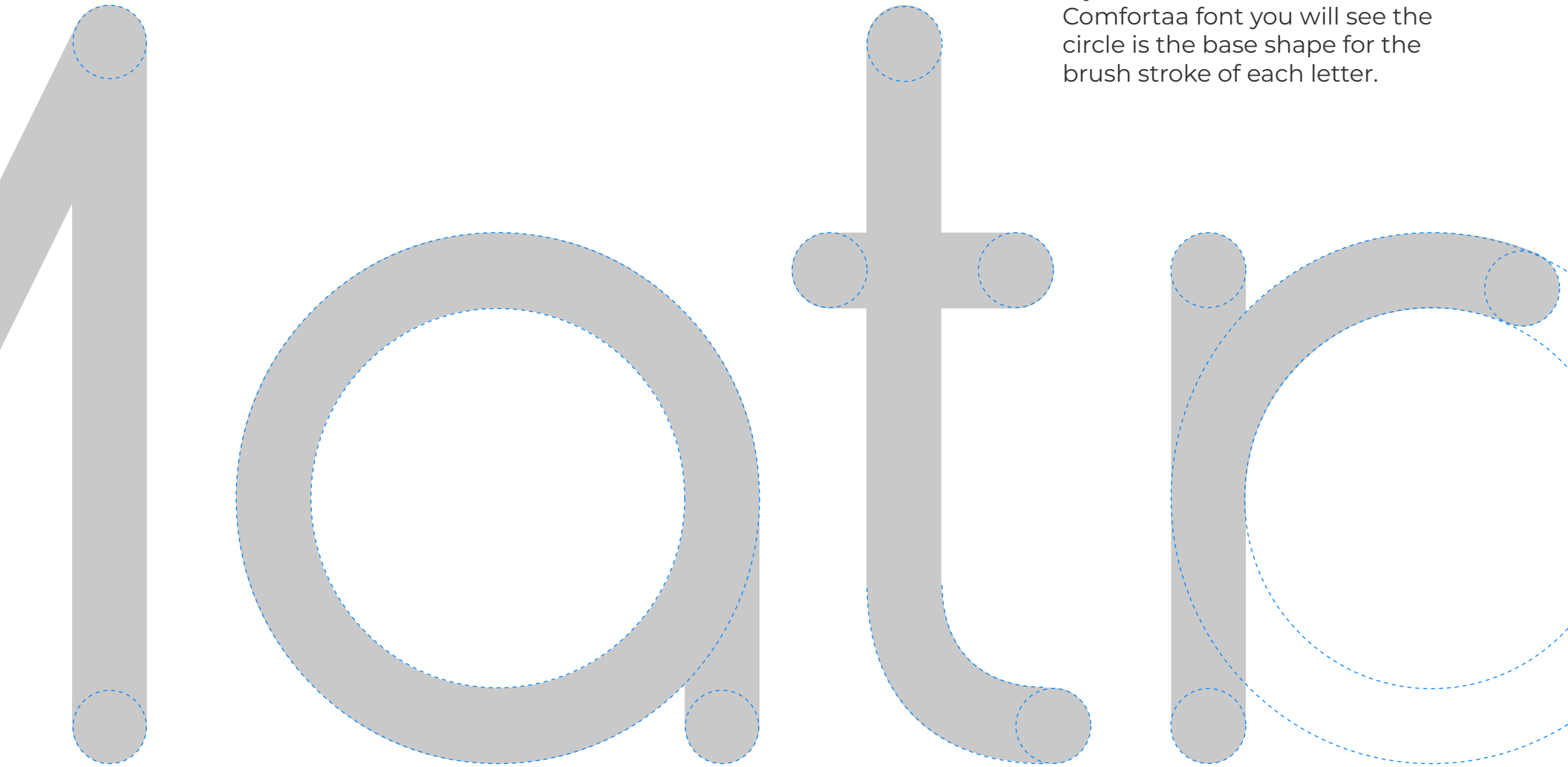
0.5x
0.5x
1x
0.5x
0.5x

LOGO MARK + LOGOTYPE

Font - Comfortaa

The Comfortaa font should not
be used anywhere else in the
Matroid brand.

LOGOTYPE STRUCTURE

If you look at the structure of the Comfortaa font you will see the circle is the base shape for the brush stroke of each letter.

HOW TO USE OUR LOGO

GENERAL RULES

1. The logo mark should be used when a very small size is needed to convey the presence of the Matroid brand.

2. The logo mark should also be used if there are square or vertical restrictions on dimensions.

3. If there are not any restrictions on sizes logo mark and logotype should be displayed together.

4. Our logotype should never be used by itself without the logo mark next to it.

SMALL LOGO USE

Logo Mark - Our logo mark should not be smaller than 16px by 16px as seen in our Favicon.

Logotype - Our logo mark should not be smaller than 16px tall and 102px wide.

16px by 16px

16px by 102px

LOGO MARGINS

We kindly ask that if you use our logo you follow the specified margins on this page.
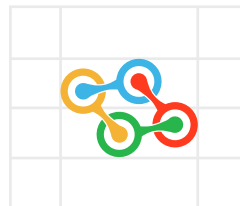
LOGO USE ON BACKGROUNDS

The full-color logos should only be used in on these backgrounds.

If you wish to put our logo on any other color of background besides the ones listed on this page; The following page will explain the rules for solid color backgrounds.

Matroid Light Grey Background - fafafa

Matroid logo full color, Type - 323232

Matroid black Background

Matroid logo full color, Type - White

Matroid White Background

Matroid logo full color, Type - Black

LOGO USE ON SOLID COLOR & PHOTOS

The full color logo should be used only on photographs that make the logo easily readable; And solid color backgrounds within the Matroid color palette.

The solid color logo should only be either black or white.

LOGO MISUSE

Don't alter opacity

Don't shuffle colors of the logo mark

Don't use wrong colors

Don't rotate the logo

Don't outline the logo

Don't distort the logo

Don't use other fonts

Don't change spacing

Don't add a drop shadow
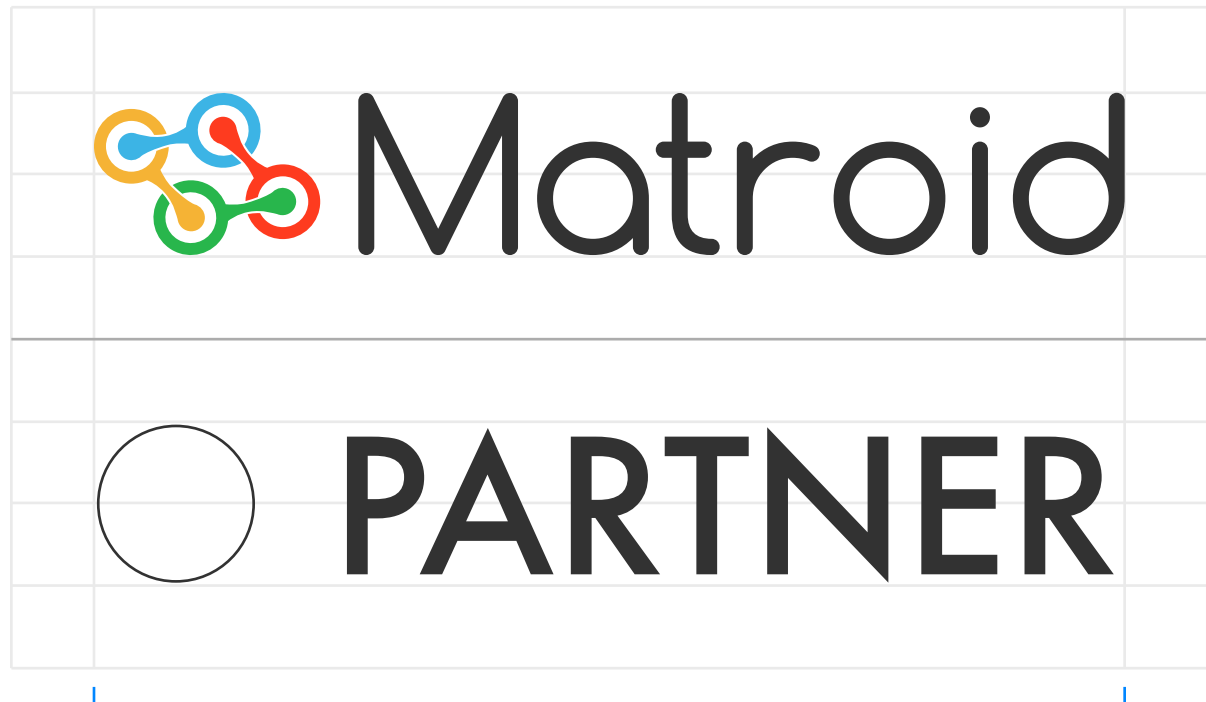
Don't crop the logo

PARTNERSHIP LOCKUP

The partnership lockup is only used for approved Matroid partnerships.

Notice the evenly scaled spacing regardless of the size of the logos. In addition notice the Matroid logo is either to the left or on top of the Partnership lockup, never to the right, or on the bottom.

Both logos should feel of equal size, and should be aligned with either the height or width of the Matroid logo. We realize that logos vary and may need to break these rules, but only after review by a Matroid designer.

We kindly ask that you make sure you are allowed to use our logo in conjunction with your own before doing so.

MATROID COLOR PALETTE

50 #FEE9E8	**100** #FCD3D1	**200** #F9A8A4	**300** #F67C76	**400** #F35149	**500** #F0251B	**600** #C01E16	**700** #901610	**800** #600F0B	**900** #300705
50 #FEF7EB	**100** #FEF0D7	**200** #FBE1AE	**300** #F9D186	**400** #F7C25D	**500** #F5B335	**600** #C48F2A	**700** #936B20	**800** #624815	**900** #31240B
50 #E9F7EC	**100** #D3EFD9	**200** #A7E0B4	**300** #7CD08E	**400** #50C169	**500** #24B143	**600** #1D8E36	**700** #166A28	**800** #0E471B	**900** #07230D
50 #E6F3FF	**100** #CCE7FF	**200** #99D0FF	**300** #66B8FF	**400** #33A1FF	**500** #0089FF	**600** #006ECC	**700** #005299	**800** #003766	**900** #001B33
50 #F2F2F2	**100** #E6E6E6	**200** #CCCCCC	**300** #B3B3B3	**400** #999999	**500** #808080	**600** #666666	**700** #4D4D4D	**800** #333333	**900** #1A1A1A
25 #FAFAFA									

LIGHT & DARK MODE COLOR COMBINATIONS

DRK GREY ON LT GREY
Body copy DRK grey on LT grey

- LT G #FAFAFA
- DRK G #999999

WHT ON MEDIUM GREY
Body copy white on Medium grey

- WHT #FFFFFF
- GREY #666666

WHT ON MATROID BLUE
Body copy white on Matroid blue

- WHT #FFFFFF
- BLUE #0089FF

BLUE ON LIGHT GREY
Body copy blue on light grey

- BLUE #999999
- LT G #FAFAFA

DRK GREY ON LT GREY
Body copy DRK grey on LT grey

- DRK G #323232
- LT G #FAFAFA

BLACK ON WHITE
Body copy black on white

- BLK G #000000
- WHT #FFFFFF

YELLOW ON DRK BLUE
Body copy yellow on blue

- YL #F5B335
- DR BL #001B33

L YELLOW ON DRK BLUE
Body copy yellow on blue

- L YL #FEF0D7
- DR BL #001B33

L YELLOW ON M BLUE
Body copy yellow on blue

- L YL #FEF0D7
- M BL #003766

DRK BLUE ON YELLOW
Body copy blue on yellow

- DRK B #001b33
- YL #F5B335

WHT ON DARK GREY
Body copy white on Dark grey

- WHT #FFFFFF
- DRK G #333333

WHT ON DRK BLUE
Body copy white on blue

- WHT #FFFFFF
- BLUE #0013BB

DARK MODE BLUE GRADIENT

This background blue gradient is used to spice up landing pages, printed materials, advertisments, landing pages, etc...

The secondary purpose for the gradient is to draw viewers eyes to certain areas of designs.

Place the gradient in one area or many, but don't create to hectic of a composition with to many areas of lighter blue. In additon the light blue should not take up more that one third of the entire compostion.

Color Codes

Dark Blue - #001B33
Lighter Blue - #005299

TYPOGRAPHY: RALEWAY

Matroid headlines are set in raleway bold. Headlines can either be blue, white, black, or dark grey. When using raleway for Matroid headlines always set the kerning to automatic, set the tracking to 0, and set in all caps or title case.

Note: Ralway should only be used for headline text. Do not use the Raleway font for body copy.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Thin	The quick fox jumps over the lazy dog.
Light	The quick fox jumps over the lazy dog.
Regular	The quick fox jumps over the lazy dog.
Medium	The quick fox jumps over the lazy dog.
Semi Bold	**The quick fox jumps over the lazy dog.**
Bold	**The quick fox jumps over the lazy dog.**
Extra Bold	**The quick fox jumps over the lazy dog.**
Black	**The quick fox jumps over the lazy dog.**

TYPOGRAPHY: MONTSERRAT

Matroid subheads and body copy should be set in Montserrat. When using Montserrat for body copy set the kerning to 0, set the tracking to 0, however tracking can be adjusted if needed, and set the leading to no less than 14.

When using Montserrat for subheads all setting should be the same however you can make the subheads all caps if desired. Body copy should never be all caps.

Note: See the color combinations page under the color section to see what colors you can make headlines and or subheads against certain backgrounds.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Thin	The quick fox jumps over the lazy dog
Light	The quick fox jumps over the lazy dog
Regular	The quick fox jumps over the lazy dog
Semi Bold	**The quick fox jumps over the lazy dog**
Bold	**The quick fox jumps over the lazy dog**
Extra Bold	**The quick fox jumps over the lazy dog**
Black	**The quick fox jumps over the lazy dog**

H1
Raleway, Bold, 40pt

NO CODING REQUIRED

H2
Raleway, Bold, 36pt

A new vision for automation

H3
Raleway, Bold, 28pt

Quality control at its finest

SUBHEAD
Montserrat, Bold, 12/15pt

A NEW VISION FOR AUTOMATION

P
Body Copy 10/12 pt
Montserrat Regular
Auto Kerning
Tracking 0
Leading 14 min

Body Copy - Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod consectetuer adipiscing. sed diam nonummy nibh euismod copiscing.

We improve operational efficiency by automating quality control procedure, & lowering workplace risks.

P
BC - 15pt
Montserrat
K - Auto
T - 0
L - 18

QUOTE MARK
Montserrat Regular, 36

"

PULL QUOTE
Montserrat light/
Italic, 18/36pt

Matroid is an AI platform that serves as a new type of vision for automation.

REQUEST A DEMO

CTA TEXT
Montserrat
Bold, 12/14
K - Auto
T - 0

ATTRIBUTION
Montserrat Bold/
Italic, 9/12

Jeffery Zeller
Director of Sales, Matroid

H1
Raleway, Bold, 40pt

NO CODING REQUIRED

H2
Raleway, Bold, 36pt

A new vision for automation

H3
Raleway, Bold, 28pt

Quality control at its finest

H4
Raleway, SemiBold, 22pt

Computer vision in minutes not months

H5
Raleway, Semi Bold, 18pt

Simpler and faster computer vision like never before

SUBHEAD
Montserrat, Medium, 15pt

The future of automation; A new vision for automation

P
Body Copy 12pt
Montserrat Regular
Auto Kerning
Tracking 0
Leading 14 min

Matroid continuously monitors and verifies manual operations to capture various timestamps, cycle counts, and cycle times.

DISPLAY 1
Raleway, Bold, 100px

The Future

H1
Raleway, Bold, 60px

The Future of Auto

H2
Raleway, Bold, 46px

The Future of Automatio

H3
Raleway, Bold, 40px

The future of automation

H4
Raleway, SB, 36px

The future of automation

H5
Montserrat, SB, 28px

The future of automation

H6
Montserrat, SB, 22px

The future of automation
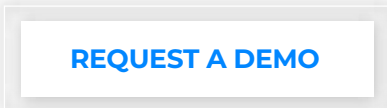
SUBHEAD
Montserrat, SB, 14px

The future of automation; A new vision for automation
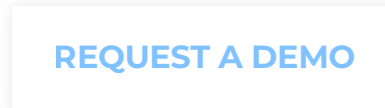
BUTTON STYLES & BUTTON STATES

Active	Hover	Disabled	Hyperlink
REQUEST A DEMO	**REQUEST A DEMO**	**REQUEST A DEMO**	**Learn More ▶**
REQUEST A DEMO	**REQUEST A DEMO**	**REQUEST A DEMO**	
REQUEST A DEMO	**REQUEST A DEMO**	**REQUEST A DEMO**	

Active	Hover	Disabled	Hyperlink
REQUEST A DEMO	**REQUEST A DEMO**	**REQUEST A DEMO**	**Learn More ▶**
REQUEST A DEMO	**REQUEST A DEMO**	**REQUEST A DEMO**	
REQUEST A DEMO	**REQUEST A DEMO**	**REQUEST A DEMO**	

GRAPHIC ILLUSTRATIONS
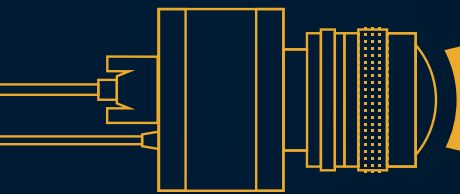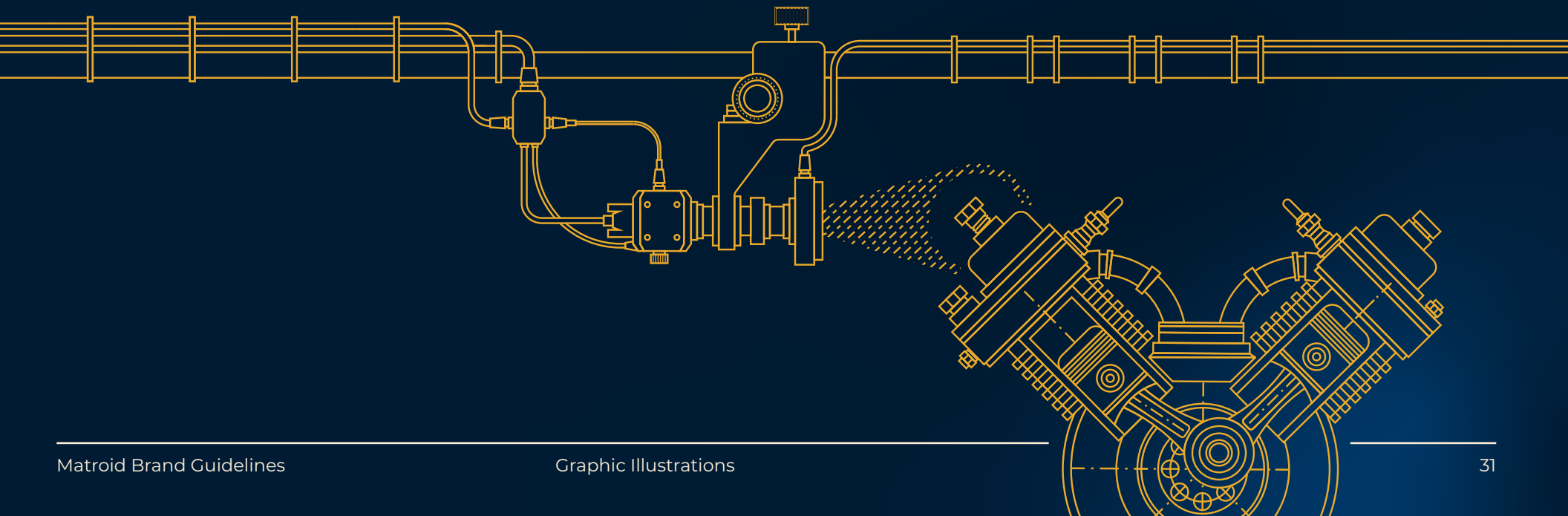
3D GRAPHICS
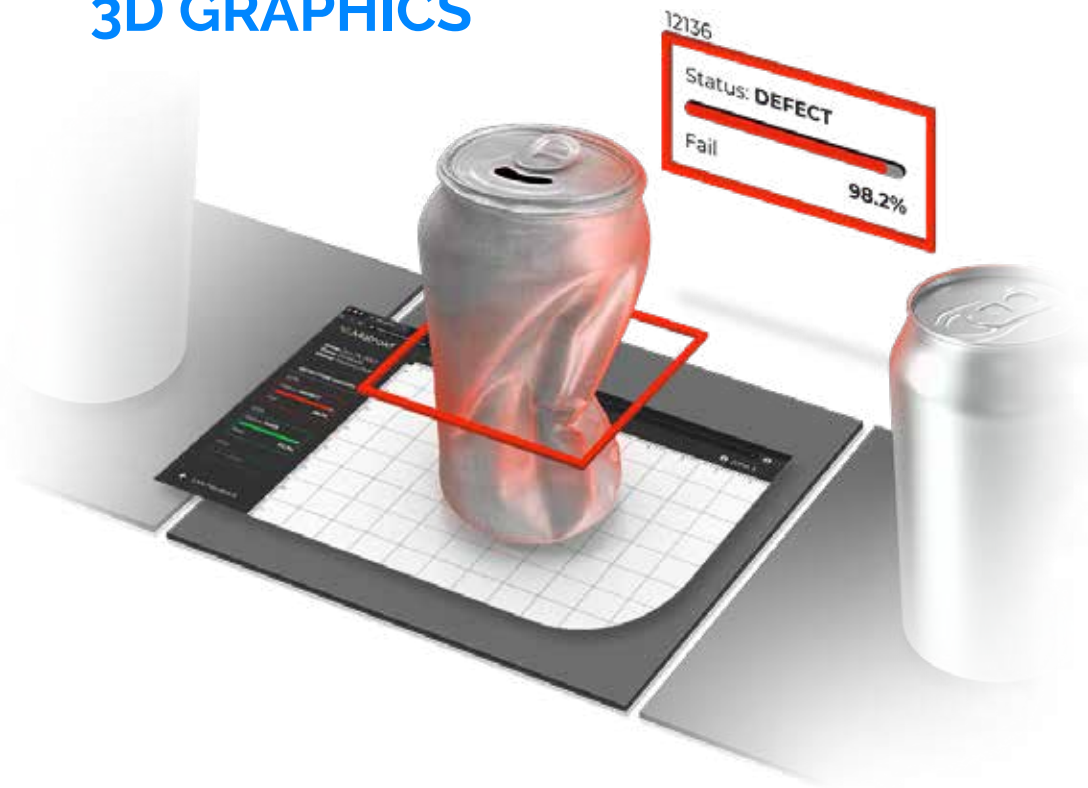
PRINTED MATERIALS

ONLINE & SOCIAL MEDIA ADVERTISING