



BRAND GUIDELINES

04	OUR STORY
10	LOGO
20	COLORS
25	TYPOGRAPHY
30	VISUAL ELEMENTS
33	ADVERTISING

04	<i>OUR STORY</i>
10	LOGO
20	COLORS
25	TYPOGRAPHY
30	VISUAL ELEMENTS
33	ADVERTISING

WHO WE ARE

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.

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.

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.

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!

DIFFERENTIATORS & 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

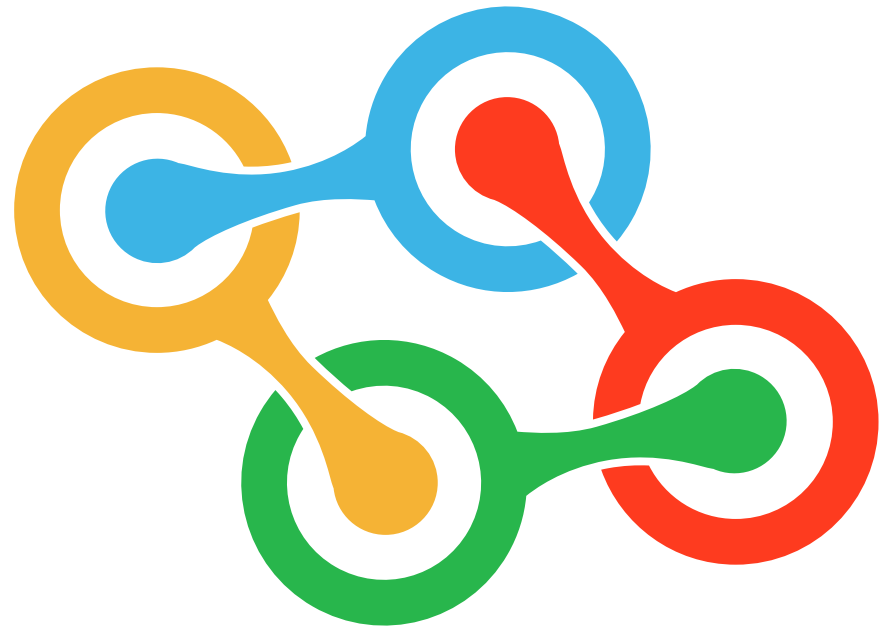
1. Simple in usability but not simple in messaging
2. [No security cameras](#)
3. Use logo colors in a simple way
4. Patterns are okay for background elements
5. Images matter
6. Bounding boxes should be distinct

04	OUR STORY
10	<i>LOGO</i>
20	COLORS
25	TYPOGRAPHY
30	VISUAL ELEMENTS
33	ADVERTISING

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.

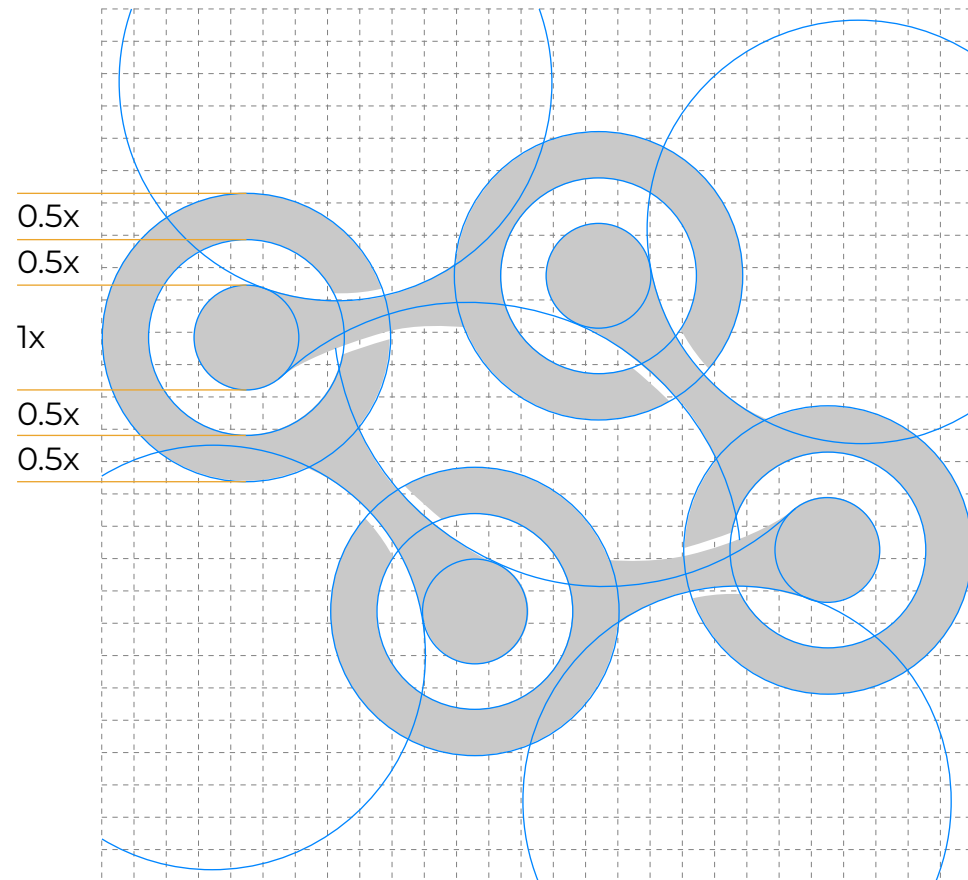


LOGO MARK STRUCTURE

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 of the neural network. This narrows in on the computer vision sub-section of AI.



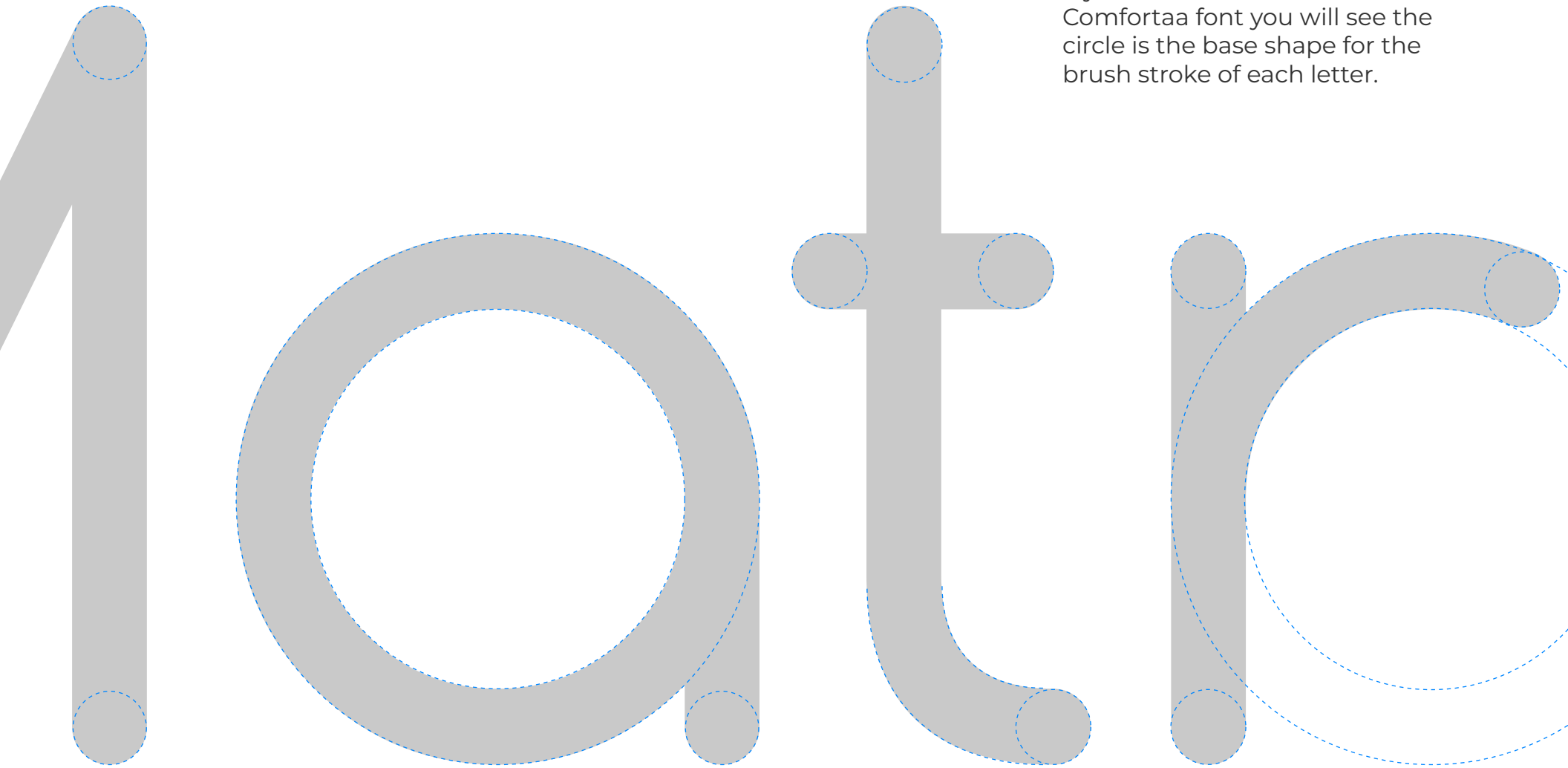
LOGO MARK + LOGOTYPE



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.

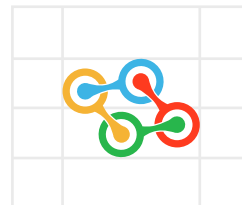
LOGO MARGINS

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

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.



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



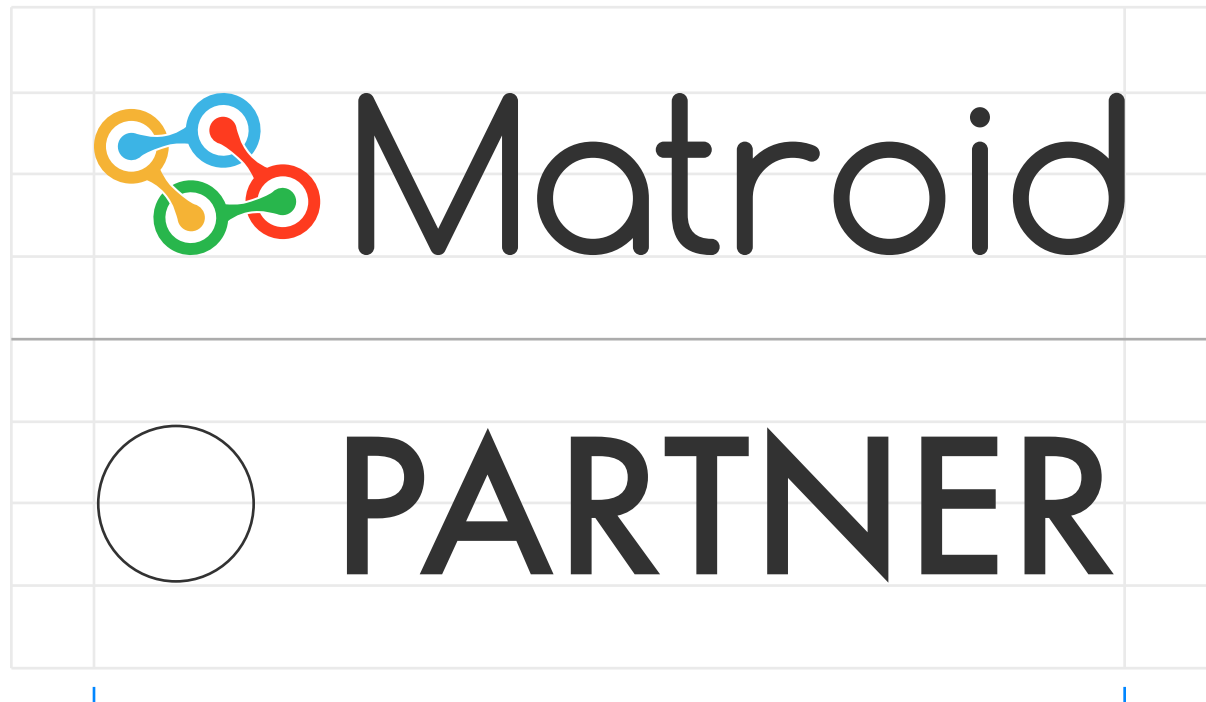
PARTNERSHIP LOCKUP

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.



04	OUR STORY
10	LOGO
20	<i>COLORS</i>
25	TYPOGRAPHY
30	VISUAL ELEMENTS
33	ADVERTISING

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	YELLOW ON DRK BLUE Body copy yellow on blue	- YL #F5B335 - DR BL #001B33
WHT ON MEDIUM GREY Body copy white on Medium grey	- WHT #FFFFFF - GREY #666666	L YELLOW ON DRK BLUE Body copy yellow on blue	- L YL #FEF0D7 - DR BL #001B33
WHT ON MATROID BLUE Body copy white on Matroid blue	- WHT #FFFFFF - BLUE #0089FF	L YELLOW ON M BLUE Body copy yellow on blue	- L YL #FEF0D7 - M BL #003766
BLUE ON LIGHT GREY Body copy blue on light grey	- BLUE #999999 - LT G #FAFAFA	DRK BLUE ON YELLOW Body copy blue on yellow	- DRK B #001b33 - YL #F5B335
DRK GREY ON LT GREY Body copy DRK grey on LT grey	- DRK G #323232 - LT G #FAFAFA	WHT ON DARK GREY Body copy white on Dark grey	- WHT #FFFFFF - DRK G #333333
BLACK ON WHITE Body copy black on white	- BLK G #000000 - WHT #FFFFFF	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, advertisements, 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 too hectic of a composition with too many areas of lighter blue. In addition the light blue should not take up more than one third of the entire composition.

Color Codes

Dark Blue - #001B33

Lighter Blue - #005299

04	OUR STORY
10	LOGO
20	COLORS
25	<i>TYPOGRAPHY</i>
30	VISUAL ELEMENTS
33	ADVERTISING

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

Light

Regular

Semi Bold

Bold

Extra Bold

Black

The quick fox jumps over the lazy dog

The quick fox jumps over the lazy dog

The quick fox jumps over the lazy dog

The quick fox jumps over the lazy dog

The quick fox jumps over the lazy dog

The quick fox jumps over the lazy dog

The quick fox jumps over the lazy dog

H1

Raleway, Bold, 40pt

H2

Raleway, Bold, 36pt

H3

Raleway, Bold, 28pt

SUBHEAD

Montserrat, Bold, 12/15pt

P

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

QUOTE MARK

Montserrat Regular, 36

PULL QUOTE

Montserrat light/
Italic, 18/36pt

ATTRIBUTION

Montserrat Bold/
Italic, 9/12

NO CODING REQUIRED

A new vision for automation

Quality control at its finest

A NEW VISION FOR AUTOMATION

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



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

Jeffery Zeller

Director of Sales, Matroid

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

REQUEST A DEMO

P

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

CTA TEXT

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

FONT STYLES: MOBILE

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

REQUEST A DEMO

Hover

REQUEST A DEMO

Disabled

REQUEST A DEMO

Hyperlink

Learn More ►

REQUEST A DEMO

REQUEST A DEMO

REQUEST A DEMO

REQUEST A DEMO

REQUEST A DEMO

REQUEST A DEMO

Active

REQUEST A DEMO

Hover

REQUEST A DEMO

Disabled

REQUEST A DEMO

Hyperlink

Learn More ►

REQUEST A DEMO

REQUEST A DEMO

REQUEST A DEMO

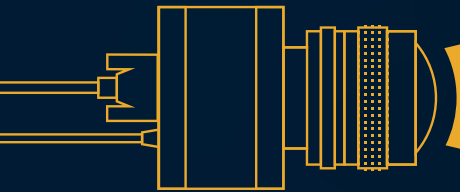
REQUEST A DEMO

REQUEST A DEMO

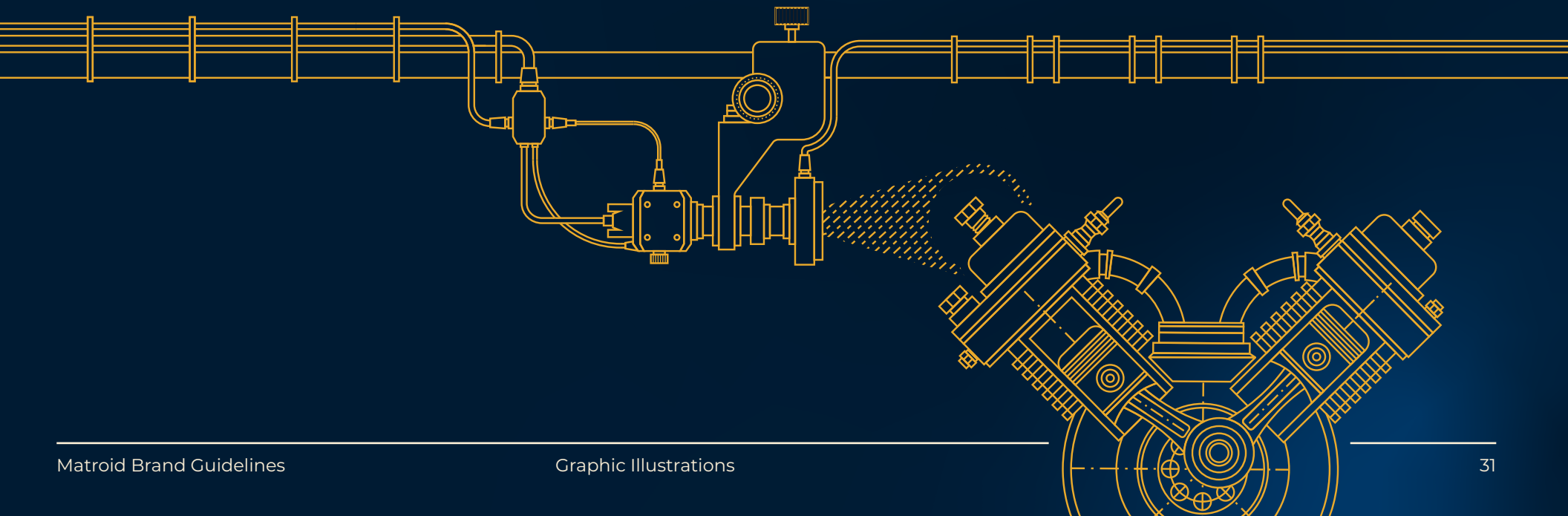
REQUEST A DEMO

04	OUR STORY
10	LOGO
20	COLORS
25	TYPOGRAPHY
30	<i>VISUAL ELEMENTS</i>
33	ADVERTISING

GRAPHIC ILLUSTRATIONS



 Matroid



3D GRAPHICS



04	OUR STORY
10	LOGO
20	COLORS
25	TYPOGRAPHY
30	VISUAL ELEMENTS
33	<i>ADVERTISING</i>

PRINTED MATERIALS



ONLINE & SOCIAL MEDIA ADVERTISING

