

BostonDynamics



Co-Brand Guidelines



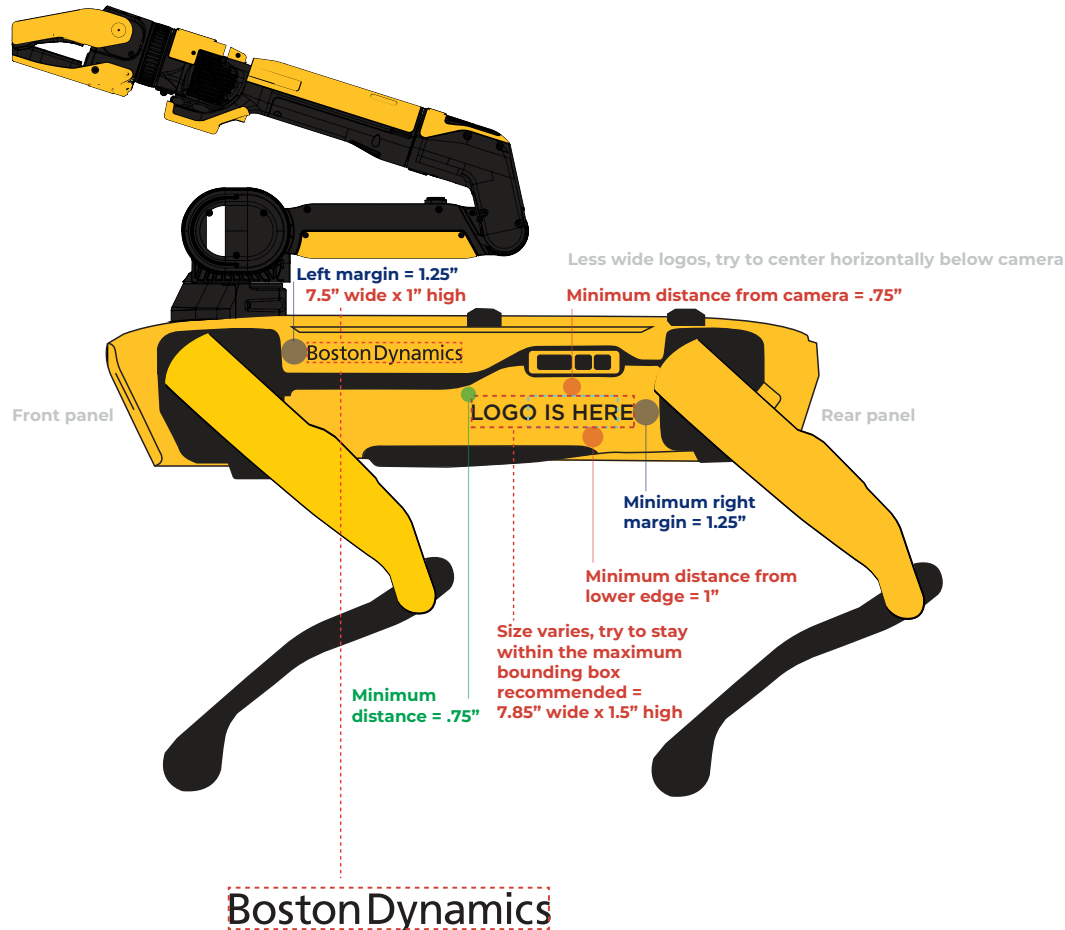
Boston Dynamics is the premier name in robotics. Recognition and awareness of the Boston Dynamics brand is paramount as we continue to grow our product portfolio.

When a customer or partner logo appears alongside the Boston Dynamics logo, it is a celebration of a partnership.

Co-brand on Spot

Custom wrap and logo for co-branding

Spot body measures 882mm (34.75") length (front pbody anel to rear body panel)



Re-apply Boston Dynamics word mark logo. Print as black, white, or gray for best visibility. Logos print separately as vinyl die cut transfers.

7.5" x 1" Logos (x2)

Co-branding guidelines are intended to be a repeatable formula ensuring equal representation of both Boston Dynamics and partner companies.

Color

The Boston Dynamics logo wordmark is black on a standard yellow Spot. A co-branding logo may appear in its brand colors, or white, or black. The contrast between the logo and background color should offer clear readability.

GRAY SPOT: Pantone 4136C (CMYK 24, 14, 0, 50; RGB 111, 121, 140; HEX #6F798C) is a close representation to the blue/grey plastic material used for a standard gray Spot. The Boston Dynamics word mark is Pantone 428C (CMYK 2, 1, 0, 22; Hex #C4C7C8).

Custom wrap

Spot body panels, legs, and arm can be wrapped with custom vinyl and adhere to a customer or partner brand. Boston Dynamics logo decal should be re-applied in the same space and size as originally provided and co-brand guidelines still apply. Other markings, including warnings, should remain unobstructed. We are happy to review designs for skins and help you with this process. More information on how to customize the Spot robot panels can be found on our support center: <https://support.bostondynamics.com/s/article/Maintaining-and-customizing-Spot-leg-and-body-panels> A custom wrap guide is also available here: <https://brandfolder.com/s/f4xtt82mjvgkggnjvf2kw3>

Dimensions and spacing

See diagrams and notes for clarity. If a logo or text is less wide than the example spacing shown, try to center it horizontally below the camera area.

Text and font usage

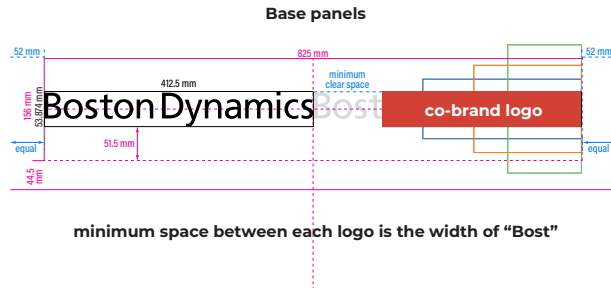
Purposeful text can be added to notify the public of the Spot robot usage, for instance, 'Public Safety' in the example shown. This text follows the same spacing guidelines as co-branding logos. Use Gotham Medium font with 15pt tracking.

Co-brand on Stretch

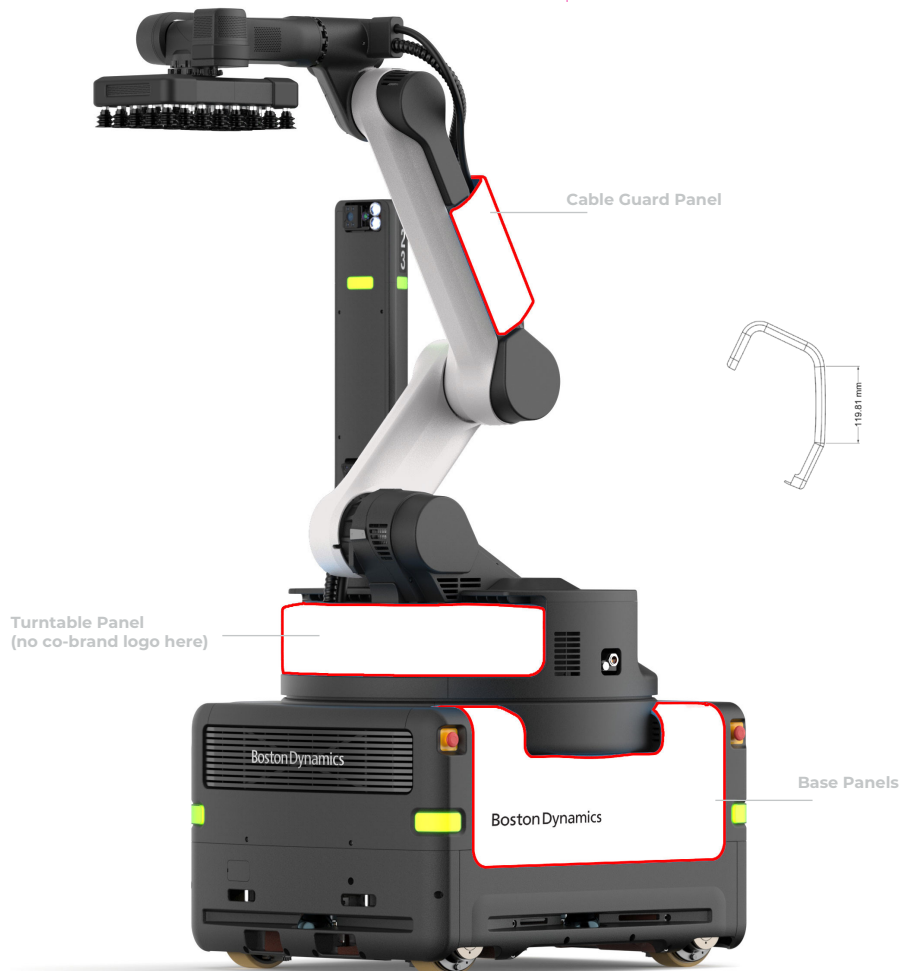
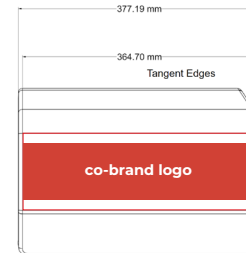
Add logo for co-branding

Co-brand spacing

Formula



Cable guard panel



Co-branding guidelines are intended to be a repeatable formula ensuring equal representation of both Boston Dynamics and partner companies. The 2 areas that can be customized with co-branding logos are the cable guard panel and base panels.

Color

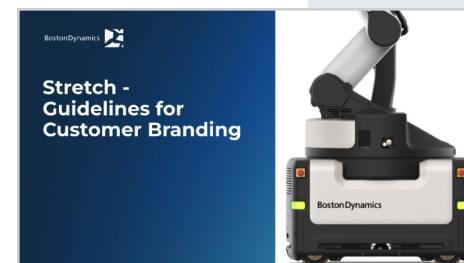
The Boston Dynamics logo wordmark is black RAL9005. A co-branding logo may appear in its brand colors. The color of the cable guard panel, turntable panel, and base panels can be colored a custom color with proper approval, in which case the Boston Dynamics logo wordmark could appear as white or black for best visibility. A co-branded logo is not to be added to the turntable in order to maintain balance of branding.

Sizing

Partner logos should fit within a bounding box of the co-brand spacing formula guide and should not visually dominate the Boston Dynamics logo wordmark.

Spacing and placement

Use the co-brand spacing formula guide to determine proper placement, and maintain equal margins at left and right borders. This would include all claims, taglines, fields, and trademarkings. The minimum required spacing between wordmark and co-brand logo is the width of "Bost" at equivalent size of the Boston Dynamics logo wordmark.



For additional co-branding details, see 'Stretch Guidelines for Customer Branding' document:

<https://brandfolder.com/s/htkqm-fjg4xvq8h3nzck9hsr>

