



A *Small* GUIDE TO OUR BRAND



OUR VALUES

- 1. We make robots. We're not robots**
Small is personal and friendly. It's about outcomes and customers, not the robots.
- 2. By Farmers. For Farmers**
Farmers believed in us first. We're building this with them.
- 3. Be a pioneer, be precise, be kind**
- 4. Purpose first, always**
Feed the world. Regenerate the planet. If it doesn't help our mission, we don't do it.
- 5. Keep it simple**
Farming and robotics is complex. Be clear, avoid jargon, be human.
- 6. If we get the small stuff right, they'll trust us with the big stuff**
Building trust starts with attention to detail.
- 7. We are disruptive, but never dangerous**
Our presence is soft, non-threatening and positive.
- 8. It's a journey - for us and our farmers**
We're changing an age old system. It won't be easy.
- 9. Enjoy it.**





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Farming isn't an exact science. It should be.



Mission Statement

Small Robot Co is reimagining farming with robotics and AI.

We want to make farming more financially and environmentally sustainable.

We help farmers to understand and care for every plant in every field, reducing chemicals and waste.

We call this **Per Plant Farming. It will be the next agricultural revolution.**





BRAND PURPOSE & POSITIONING

Our Purpose

Feeding 8 billion people sustainably is one of the biggest challenges facing the planet today.

The farming system is **wasteful**. Farmers apply chemicals to the whole field, which accumulate in the soil and run off into water courses, reducing biodiversity.

90%

of herbicide applications
can be removed

\$800bn

Global pollution costs
from fertilisers per year

Farmers **need our help.**



Our Solution

Understanding **every** plant.

We help farmers to understand and care for every plant in the field. Knowing what each plant needs to achieve its potential, and finding every weed that will get in the way.

Any farm, growing any crop, anywhere in the world will be able to gather intelligence on each individual plant in their fields, and take action on each plant.

We can cut chemicals and emissions by up to 90%, deliver Net Zero, improve biodiversity and increase yields

It's farming that works for the farmer and the planet.





LOGO

Logo Colour

The arrow is a journey, has motion & reflects positive change. The mark is both a robot and a face, showing our duality.

The script is friendly & personal, and trustworthy.

LIGHT BACKGROUNDS



DARK BACKGROUNDS

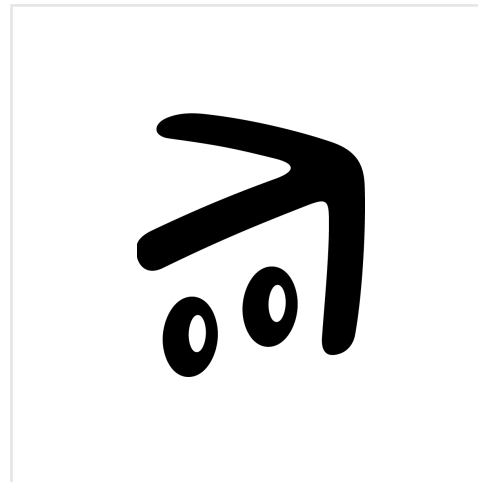




LOGO

The Mark

The mark can be used across touchpints as a standalone symbol for minimalistic branding. It offers subtle brand recognition and flexibility.





LOGO

Layout

Ensure sufficient clear space around the logo, equal to at least 1/3 the logo's width, to maintain its visibility and impact. This 'breathing room' respects the logo's integrity.

SPACE AROUND LOGO





LOGO

Incorrect use

Maintain the logo's original orientation and colour—rotation.

Avoid dark on dark application, and colour alteration to uphold the integrity and consistency of our identity.

DO NOT ROTATE LOGO



DO NOT USE A DARK LOGO ON A DARK BACKGROUND



DO NOT CHANGE THE COLOURS OF THE LOGO





COLOURS

Our Palette

Our orange is bright and memorable. Use it to **grab attention** and for brand association. Be careful not to overuse it - Its strength is helping eyes find key information.



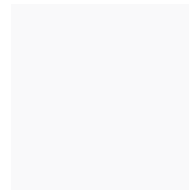
Brand colour
HEX: #FA6400



Dark Shades
HEX: #262540



Icons
HEX: #7BCDDF



Light Shades
HEX: #F9F9Fa



TYPEFACE

Typography

Roboto

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

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

AaBbCc123

Roboto Bold

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

AaBbCc123

Roboto Bold Italic

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AaBbCc123

Roboto Regular

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

AaBbCc123

Roboto Italic

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.



CONTENT

Visual storytelling

Our imagery is **emotive** and **reflective** of written content.

It tells the story of robots working in harmony with both nature and farmers. It focuses on the human element, showing the interaction alongside the autonomy.

We focus on clean, minimal designs to highlight our commitment to precision and sustainable farming. Using vibrant shots of healthy, green fields underlines the non-intrusive capabilities of our robots.

Where possible, we integrate our branding within the actual environment of the imagery, preserving the scene's authenticity



CONTENT



CONTENT

Our Per Plant view



Our ability to identify every single crop plant or weed in a field is truly extraordinary.

Larger maps and visual aids can be necessary, but it's this Per Plant view that captivates and inspires.

As we grow, don't forget to zoom in.



CONTENT

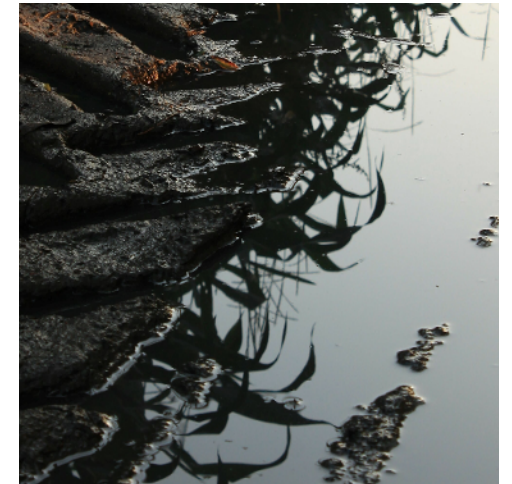
Agricultural imagery

Our choice of agricultural imagery consciously veers away from traditional farming scenes dominated by heavy machinery.

We aim to depict a sustainable future of farming, where our lightweight robots harmonise with nature.

The exception is when illustrating environmental challenges such as soil compaction or excess waste.

We aim to depict a sustainable future of farming, free from the burden of intrusive machinery, and thriving with our smart, minimal technology.





CONTENT

The orange line

Our 'orange line' - a precise path symbolising the careful course of our robots. Its colour vibrantly represents our brand.

Horizontally, the proportions are always maintained with the height equating to 25% of its width.


Use it horizontally to delineate sections, titles, or subtitles, or vertically to highlight key information or compelling quotes.

HEIGHT IS ALWAYS 25% OF ITS WIDTH WHEN USED HORIZONTALLY.



PER PLANT FARMING

 Understand every plant

 We help farmers to understand and care for every plant in the field. Knowing what each plant needs to achieve its potential.



CONTENT

Iconography

Guided by a friendly yet technical approach, our iconography features soft, round hexagons as backgrounds.

Our icons are not abstract but represent a specific process or action.

This clear visual communication echoes our commitment to precision and transparency, offering an intuitive understanding of the process or action at hand.



IDENTIFY



INTELLIGENCE



ACTION



CONTENT

Supporting graphics

Our logo script may sometimes be used independently from the full graphic for enjoyable idioms in our artwork.

Big ambitions start **Small**

It's playful, but not over the top.

The script style is also extended to specific brand elements such as the Tomv4 branding to create a memorable, consistent experience.





CONTENT

Small is good.

Central to our branding is the mantra, 'Small is good.'

Our priority is impactful outcomes and customers, not just our innovative robots.

Our 'small' presence brings positive benefits to both farmers and the planet. The playful 'Small is good' graphic, with the eyes from our logo, invites interaction and reinforces our positive brand identity.

The word 'Small' can initiate meaningful dialogues around our mission and values.

Small is good

Small is
green
precise
good
a service
a community

SMALL CAN START A CONVERSATION



Choosing the right tone

Our narrative is a fusion of **story** and **detail**.

Think Disney and Pixar. Disney serves as the storyteller, captivating our audience with the big picture and the why of our mission, while Pixar fills in the what and the how of our processes.

In every communication, we should first inspire with the Disney, painting the broader strokes of our vision, and then follow with the Pixar, providing the precision and depth that drives our innovation.

This approach enables us to engage diverse audiences, from those drawn to the narrative to those intrigued by the nuts and bolts of our operation.



THE STORY



THE DETAIL

LET'S SEE IT IN ACTION:



We help farmers to understand and care for every plant in the field. Know what each plant needs to achieve its potential, and find every weed that will get in the way.



We autonomously collect Per Plant data and process it for insights at a field scale. By understanding every plant, we can optimise crop care and build a detailed picture of crop health.



COMING TOGETHER

Let's see it in action.



COMING TOGETHER



WWW.SMALLROBOTCOMPANY.COM