



BRAND GUIDELINES

Identity, digital system and asset governance

VERSION 1.0 / SEPTEMBER 2026

ONE SYMBOL. ONE SYSTEM. DISTINCT BUSINESSES.

The bracket-W face is the permanent family signature. Every company uses the same construction, the same spacing logic and the same condensed voice. Colour identifies the business; unnecessary illustration does not.

This document replaces earlier split-colour robots, arm extensions, passport frames, speech bubbles and improvised typography as production logos.



THE WITTY FAMILY

 **WE ARE WITTY** Parent company

 **WITTY LABS** Venture studio

 **ROBOTPASS** Robot intelligence and compliance

 **DRIVERHUB** Fleet operations product

 **WITTY AI** AI systems

 **WITTY ROBOTICS** Robotics division

 **ASK WITTY** Consumer AI assistant

 **GARAGEHUB** Garage operations product

DARK-BACKGROUND VERSIONS



LIGHT-BACKGROUND VERSIONS



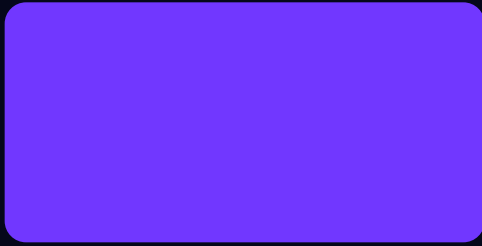
THE BRACKET-W FACE



- Two opposing brackets form the W silhouette.
- The curved left eye and circular right eye are fixed.
- Only the approved brand colour may change.
- Never stretch, rotate, outline or decorate the mark.
- Minimum digital symbol size: 24 px.
- Clear space: at least one eye diameter on every side.

COLOUR

A CONTROLLED SPECTRUM



Witty Purple

#7137FF



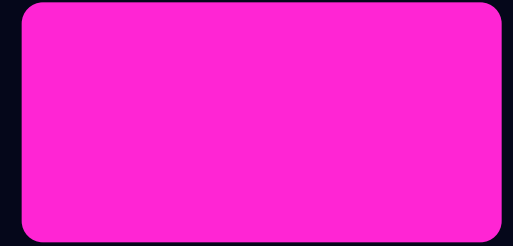
Witty Pink

#FF198C



Robotics Blue

#126BFF



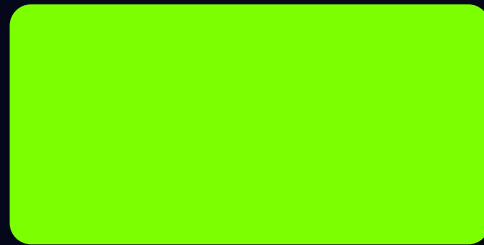
Robotpass Pink

#FF25D4



Ask Cyan

#00E5FF



DriverHub Lime

#7CFF00



GarageHub Orange

#FF6A00

Witty Night

#05071A

CONDENSED CONFIDENCE. QUIET CLARITY.

USEFUL INTELLIGENCE
BUILT FOR REAL LIFE.

DISPLAY AND WORDMARK FOUNDATION

Bebas Neue. Uppercase. Tight but never touching. Production wordmarks remain fixed artwork and are not retyped.

BODY AND INTERFACE

Inter. Regular, Medium and Semibold. Sentence case for readable content; uppercase with tracking for compact navigation and labels.

SPACE PROTECTS RECOGNITION



CLEAR SPACE = AT LEAST ONE EYE DIAMETER

Use more space whenever the layout allows. Do not align other type, borders or interface controls inside the protected zone.

DO NOT

CONSISTENCY IS THE FEATURE



Do not return to the old split pink-and-blue production mark.



Do not attach arms, circuits, passports or speech bubbles to the master logo.



Do not replace the fixed wordmark with a convenient system font.



Do not place the dark-use logo on a white background.



Do not add shadows, outlines, bevels, glow or photographic texture.



Do not recolour a business with another brand's assigned colour.

DARK FIRST. LIGHT WHEN USEFUL.



TRUSTED ROBOT INTELLIGENCE

Primary websites, campaign pages and high-impact presentations use the dark system.



CLARITY FOR EVERYDAY USE

Documentation, forms, tenders, invoices and practical applications may use the light system.

COMPONENTS SPEAK THE SAME LANGUAGE

START A CONVERSATION ■

EXPLORE THE PLATFORM →

Use squared or lightly rounded geometry, thin keylines, strong condensed headings and generous negative space. Avoid bubbly cards and playful gradients.

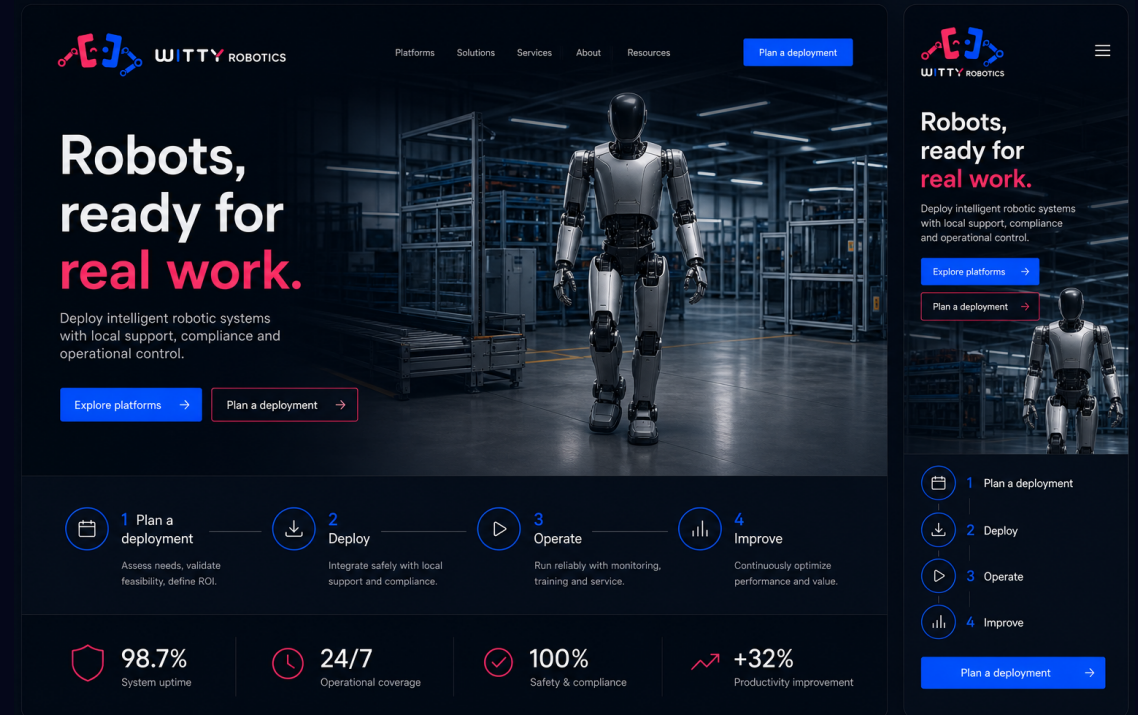
03 WITTY ROBOTICS

Robotics that work safely alongside people.

SHOW REAL WORK, NOT DECORATIVE FUTURISM

Photography should feel precise, credible and operational. Prefer real environments, machinery, people and useful technology. Use colour as controlled accent light, never as visual noise.

Humanoid imagery can lead Witty Robotics and Robotpass communications, but the hardware is never rebranded. The Witty identity belongs to the service, knowledge and software layer.



CHOOSE THE FILE BY DESTINATION

Transparent PNG dark	Dark websites and presentations	White wordmark
Transparent PNG light	White documents and interfaces	Navy wordmark
PNG dark background	Systems without transparency	Near-black field
PNG white background	Office and print workflows	White field
JPEG dark or white	Legacy tools and uploads	Never transparent
Symbol PNG	Favicon, avatar and app icon	Use safe-area version

ONE PLACE TO FIND THE CURRENT TRUTH

HOME

BRANDS

LOGOS

COLOURS

TYPOGRAPHY

COMPONENTS

GUIDELINES

DOWNLOADS

DROPBOX

Lovable presents the library; Dropbox remains the canonical archive. Every download card states the brand, configuration, background, format, dimensions, version and last-updated date.

HOW THE SYSTEM STAYS CLEAN



01 Generate or design a new master only against this system.



02 Review spelling, symbol geometry, colour and spacing.



03 Export transparent, dark and light raster variants.



04 Verify alpha, dimensions, cropping and JPEG backgrounds.



05 Replace the current Dropbox version; archive the superseded set.



06 Update the Lovable portal and test every public download.

Owner: We Are Witty. Review cycle: whenever a company is added, renamed or materially repositioned; otherwise annually.