The logo

A stacked, lowercase wordmark in Outfit Regular, with the orange beak after “the”. Use the outlined SVG files — they render without the font installed.

On light
`wordmark-ink.svg`

On dark
`wordmark-ivory.svg`

Beak mark
`beak-orange.svg`

App icon
`app-icon.svg` · beak 64% of width

One color
`wordmark-mono-ink.svg`

Knockout
`wordmark-mono-white.svg`

Clear space

Keep empty space on every side at least as tall as the lowercase “o”. The card files already include it.

Minimum size

52 px · 15 mm
Smallest wordmark

Below that
Use the app icon (favicon, avatars)

PNG copies at 600, 1200 and 2400 px wide live in logo/png/; icons at 180, 512 and 1024 px.

One-line lockup

For short, wide spaces only. The stacked wordmark stays the default.

One line, on light
`wordmark-oneline-ink.svg`

One line, on dark
`wordmark-oneline-ivory.svg`

Use it when the space is less than about one-third as tall as it is wide:

- slim web and app headers
- email signatures and newsletter footers
- slide footers, video lower thirds
- narrow labels, badges and merch strips

Same words and clear space as the stacked mark; the beak moves to the end, set a word-space after “works”. Minimum 120 px wide.

Keep it intact

Always lowercase — “the robot works”, even at the start of a sentence.

Don’t retype it or swap the font.

Don’t restack the words.

Don’t stretch or squash it.

Don’t rotate it.

Don’t recolor the beak.

Don’t add shadows or effects.

Ivory, ink and a little orange.

Three core colors from the brand reference. Everything else supports them — and orange stays small: the beak, one warm headline word, the main call to action.

Ivory

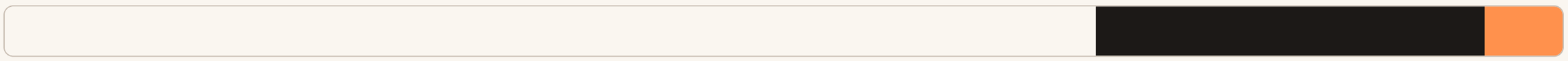
#FAF6F0
RGB 250 246 240
Page background — the brand's paper.

Ink

#1C1917
RGB 28 25 23
Text, primary buttons, dark cards, footer.

Orange

#FF914D
RGB 255 145 77
Signature accent. Never text on light.



Suggested balance on any page or asset — mostly ivory, ink for words and weight, orange as a spark.

~70 · 25 · 5

Orange family

Accessible
#9A3E0B
Orange text, links, controls on light

Heading
#C65C1C
Large warm headline words only

Hover
#FFB88C
Hover on the orange CTA

Soft
#F9E6D5
Warm invitation panels

Supporting

White
#FFFFFF
Cards on ivory

Mist blue
#E1EAF2
Soft accent surfaces

Deep blue
#315571
Accent text, focus ring

Sage
#E2EBDF
Soft green surfaces

Pine
#355544
Supporting green text

Cloud
#F0F3F5
Muted surfaces

Blue hover
#CBDCE9
Accent text on ink

Illustration
#4B2418
Goose linework

Neutrals

Surface
#F2E8DD
Warm panels, nav hover

Text secondary
#625A52
Captions, secondary copy

Control border
#786E64
Input and button outlines

Divider
#C9BEB3
Decorative rules

Pairings · WCAG 2.2 AA

4.5:1 for text, 3:1 for large text (24 px, or 19 px bold).

Aa	Ink on ivory	16.2	All text
Aa	Ink on orange	7.8	All text
Aa	Orange on ivory	2.1	Not for text
Aa	Orange accessible on ivory	6.4	All text
Aa	Orange heading on ivory	3.9	Large text only
Aa	Ink on orange soft	14.4	All text
Aa	Text secondary on ivory	6.3	All text
Aa	Deep blue on ivory	7.3	All text
Aa	Pine on ivory	7.7	All text
Aa	Ivory on ink	16.2	All text

Two typefaces, one voice.

Outfit carries the logo and headings. DM Sans carries reading text, interface and labels. Both are free under the SIL Open Font License.

Outfit

logo 400 · headings 450

Reserve your Goose.

Never step on a Lego again.

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 $ % & ?

DM Sans

body 400 · medium 550 · labels 650

Early access

It picks up toys around the house. Not right for you? We pick it up and refund you.

Your deposit is fully refundable until delivery.

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 $ % & ?

Role	Font	Weight	Size	Line
Display (page title)	Outfit	450	56–116 px	1.06
Heading	Outfit	450	40–76 px	1.06
Small heading	Outfit	450	26 px	1.2
Lead paragraph	DM Sans	400	20 px	1.55
Body	DM Sans	400	17 px	1.65
Label	DM Sans	650	14 px	1.5
Caption	DM Sans	400	14 px	1.5

Tight headings

Outfit headings track at about -3.5%. Body text is never tracked.

One warm word

A headline may end on one word in heading orange (24 px and up) — “Goose.”, “life.”, “home.”

Installing

Static Regular, Medium and SemiBold are in fonts/; variable files in fonts/variable/. Install one set, not both. For non-Western scripts, use Google Fonts.

Goose, and the brand at work.

Goose has no separate logo. It's presented through the product render and the warm "Goose." headline. The layouts below show the kit applied — swap in real details where marked.

Life's better with a little Goose.



- Place the cutout directly on ivory or white — the file has a transparent background.
- Keep the robot's own colors. Don't tint the scarf or body to the palette.
- Give each image or film one primary placement — don't repeat the hero render across pages.

`goose/goose-cutout.png · 1536 × 1024 · transparent`

Applications

Life's better with a little Goose.

the robot works



Social post · 1:1 · 1080 px

the robot works

A little more room for life.

Get early access

Story / portrait post · 4:5 · ink

Icon, avatar, favicon · 1024 → 16 px

the robot works

[Name]
[Title]

[email]
www.therobotworks.ai

Business card · 3.5 × 2 in · front ink, back ivory

A little news, now and then.

Articles, tips, and offers from the robot works.

the robot works

Newsletter header · 600 px email width · orange soft

the robot works

Life's better with a little Goose.



Title slide · 16:9

Web address

How to write and place www.therobotworks.ai

www.therobotworks.ai

- **All lowercase**, like the wordmark — never TheRobotWorks.ai.
- **With "www."** in print, signage, video and anywhere people type it. Drop "https://". In tight interface text, therobotworks.ai is fine.
- **DM Sans 550**, ink on light or ivory on dark — not Outfit, not orange.
- **Outside the logo's clear space**, below or beside it, never inside the lockup.
- On screen, link it to https://www.therobotworks.ai.

the robot works

www.therobotworks.ai

Video end card · 16:9 · full logo + address

the robot works

www.therobotworks.ai

Full logo + address, on light · back covers, posters, booth signage, closing slides

the robot works

www.therobotworks.ai

Full logo + address, on dark · square video end cards, merch tags, packaging

The address sits centered under the stacked logo, just outside its clear space. Use the full logo whenever the space is roughly square or taller; switch to the one-line lockup only for short, wide spaces.

the robot works

A little more room for life.

www.therobotworks.ai

Print footer · flyers, posters, one-pagers

Goose drawings

The line-art Goose that appears across therobotworks.ai, plus the drawings already in the repo that aren't on the site yet. Files live in public/images/line-art/.

One brown line

Even-weight rounded strokes in illustration stroke #4B2418. No shading or gradients.

Orange is the spark

Orange fills only the beak and small accents — hearts, sparkles, a block or ball.

Same Goose every time

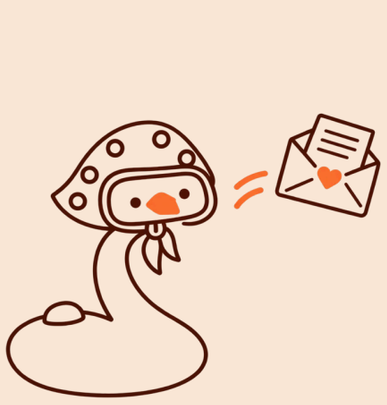
Dotted hood, visor face, neckerchief, long neck and round base.

Transparent, on light

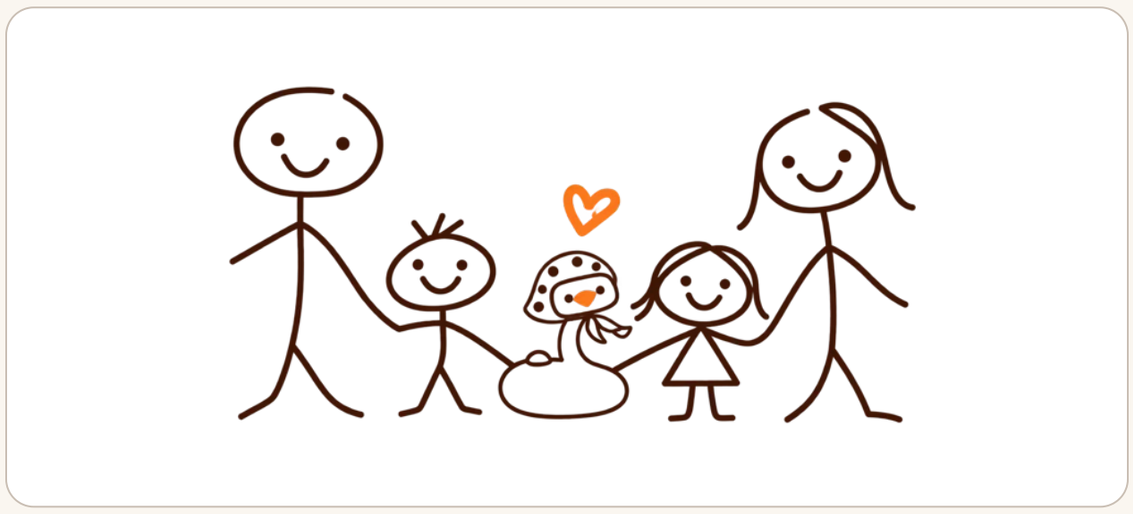
Place on ivory, white or orange soft. Never on ink — the brown line disappears.

On the site now

6 drawings · found across the public pages, Nov 7, 2026



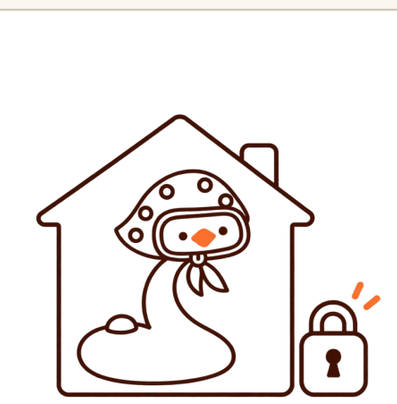
Sending the newsletter
Newsletter block · every page
`goose-sending-newsletter.png`



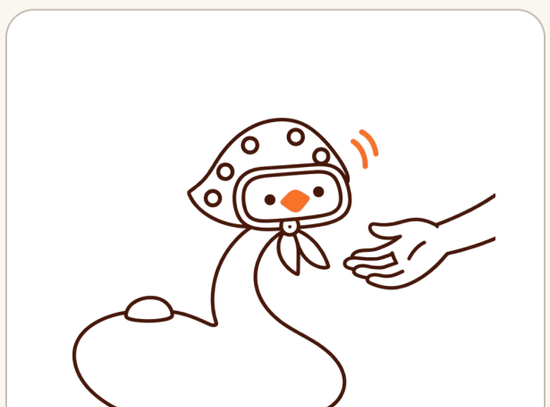
Family and Goose
Footer · every page
`footer-family-goose-v2.png`



Mail in beak
Contact page
`contact-goose-mail.png`



Privacy
Technology page
`privacy-uniform.png`



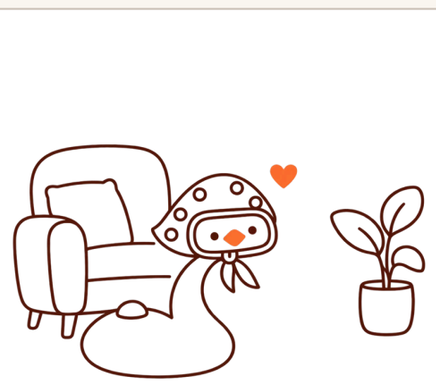
Safety
Technology page
`safety-uniform.png`



Household
Technology page
`household-uniform.png`

In the repo, not on the site yet

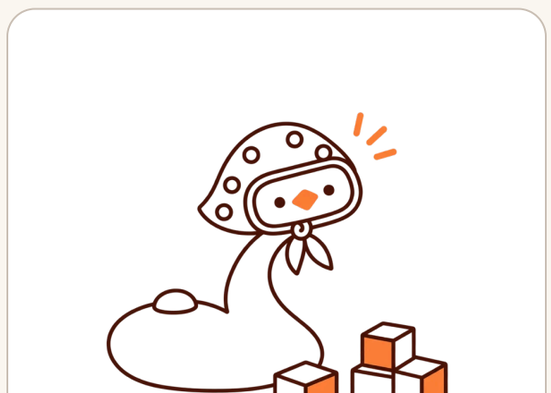
7 drawings · ready for applications, blog posts and social



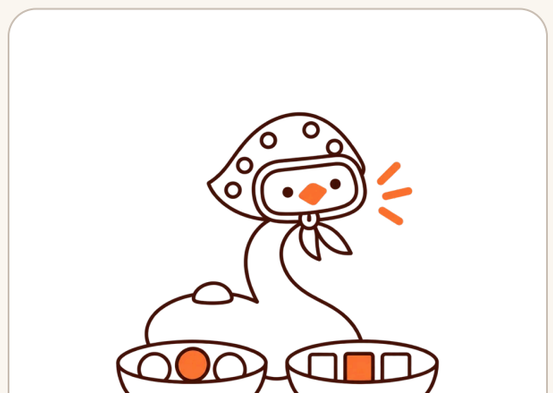
Life at home
`goose-life-at-home.png`



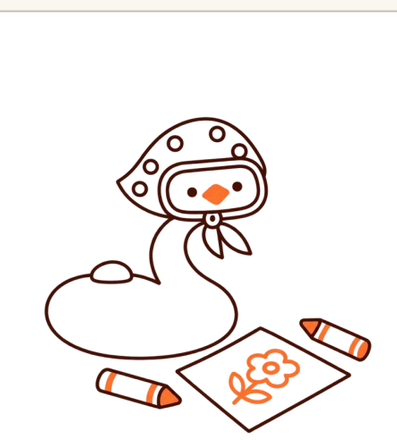
Your choice
`goose-your-choice-v2.png`



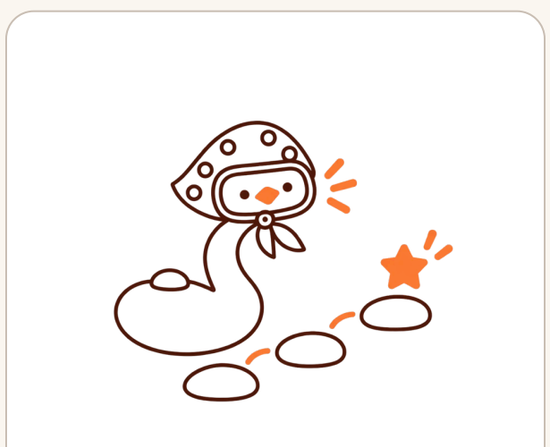
Blocks
`goose-prototype-v2.png`



Sorting
`identify-category-closed.png`



Color with me
`color-with-me.png`



Balance game
`balance-game.png`



Hide and seek
`hide-and-seek.png`