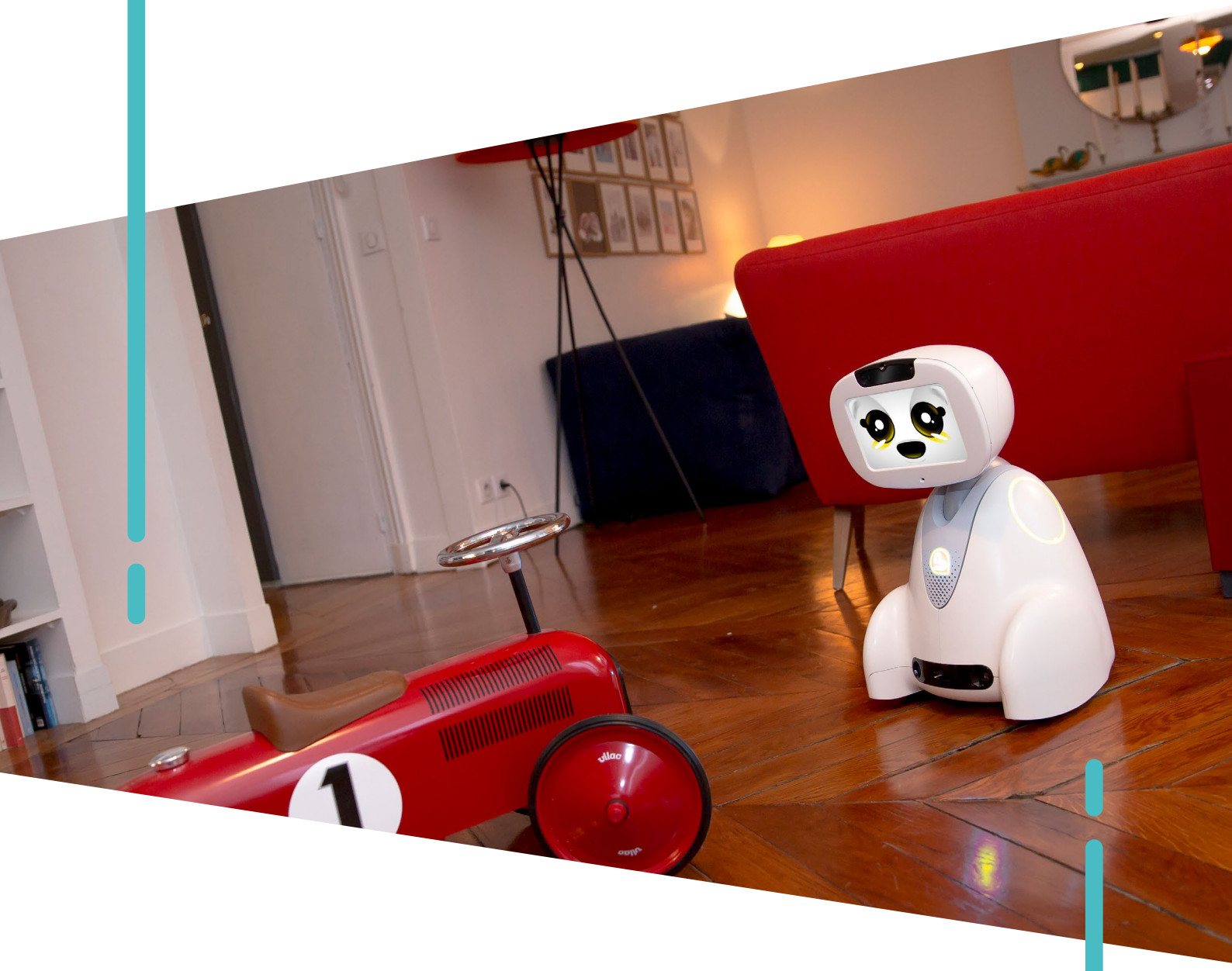
GUIDELINES

BLUE FROG The Robot Company



BLUE FROG

THE ROBOT COMPANY

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2 ABOUT

2.1 - ABOUT BLUE FROG ROBOTICS

Blue Frog Robotics exists to create smart robots with a smile that benefit everyone around them. Using Artificial Intelligence (AI) technologies, computer vision, natural language processing, and gesture controls, we are changing the way personal robots are used in homes.

By understanding how consumers want tech to free them from the tedious tasks and offer them an opportunity to focus on what matters, we have innovated a personal robot that benefits everyday people's lives. With some of the brightest and respected minds in robotics, artificial intelligence and engineering, we invented Buddy, an affordable, intelligent and emotional robot, offering his owners a reliable, robust and fun companion.

2.2 - ABOUT BUDDY

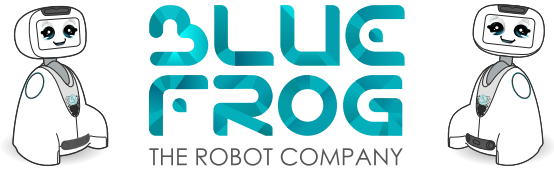
BUDDY is an endearing emotional robot that wins the heart of the whole family, including children and adults. And it is not his 60 cm high that will stop him in his quest for bringing the family around a new emotional experience.

BUDDY has a range of emotions that he will express naturally throughout the day based on his interactions with family members. He will be happy to give you a warm welcome when you come home, he will sometimes be grumpy if you have not paid attention to him, or sometimes without any particular reason, just because that morning, he is not in a good mood.

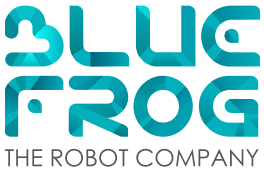
3 LOGOS

3.1 - LOGOS

Blue Frog with Buddy's
The Blue Frog logo with Buddy's is the preferred version to use wherever possible. You should use other variations of the logo only if your composition already have a Buddy visual. Refer to the Variation Page to see how to place this logo.



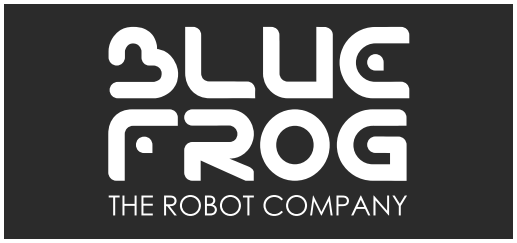
Square Blue Frog
If you already have a Buddy visual on your creation, you should use this version. Refer to the Variation page to see how to place this logo.

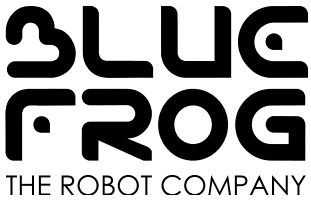


Inline Blue Frog
This logo is mostly used for graphic patterns or really small icons, like «favicon» or "app icon ". You can use this one for visual impact. Refer to the Variation page to see how to place this logo.

3.2 - VARIATION

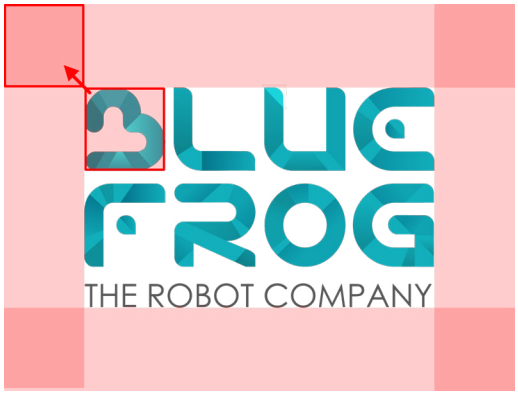
In the event you cannot use any of the above logos due to special restrictions (background, materials ...), you can use white or black version for better legibility. Those variations can be used to create selective varnish or other special effects. Refer to the Variation page to see how to place this logo.





3.3 - CLEAR SPACE

Please respect the clear space around the logo. You can use the «B» as a marker to have the right amount of space around your logo. The «B» must have the same size as provided.



4 COLOR PALETTE

4.1 - COLOR SYSTEM

The Blue Frog Robotics brand primary color palette is comprised of **BFR BLUE** and **DARK GREY**. Find below their denomination and code values.

BFR BLUE

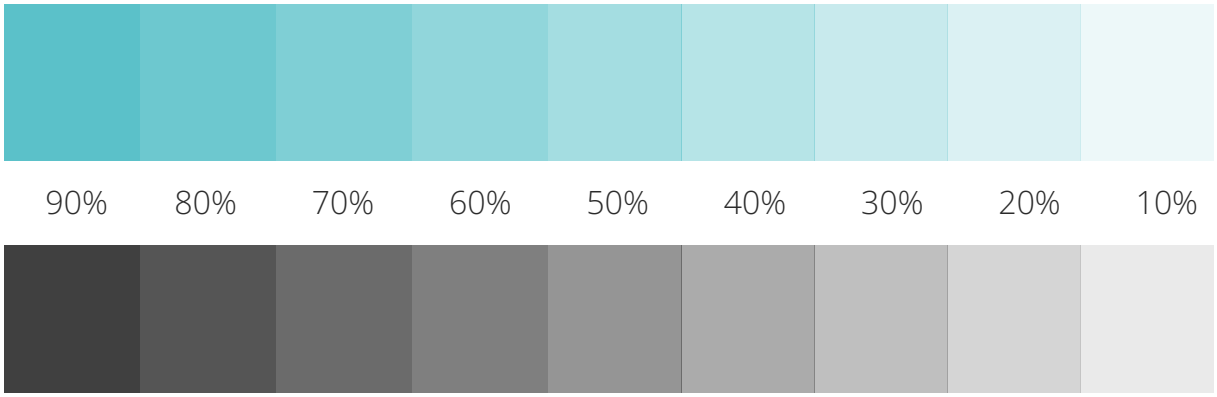
Print usage CMYK ---------- C:66 M:0 Y:27 K:0
Print usage Pantone ---------- 3552 C
Screen usage: RGB ---------- R:0 G:219 B:209
Web usage:HEX ---------- #00D4D1

DARK GREY

Print usage CMYK ---------- C:71 M:62 Y:58 K:71
Print usage Pantone ---------- 426 C
Screen usage: RGB ---------- R:43 G:43 B:43
Web usage:HEX ---------- #2B2B2B

4.2 - COLOR DECLINATION

For other effects, like darken picture to ensure legibility, you can use alpha variants of **BFR BLUE** and **DARK GREY.** Refer to Variation section to see how you can use color variation.



5 TYPO

5.1 - FONTS - OPEN SANS

For all the graphic elements which require some text, please use the OPEN SANS font with the different variations described below.

See how to use the font-weight and font-size in the Typo & Hierarchy section.

OPEN SANS - EXTRA BOLD	**a b c d e f g h i j k l m n o p q r s t u v w x y z**
OPEN SANS - BOLD	**a b c d e f g h i j k l m n o p q r s t u v w x y z**
OPEN SANS - REGULAR	a b c d e f g h i j k l m n o p q r s t u v w x y z
OPEN SANS - LIGHT	a b c d e f g h i j k l m n o p q r s t u v w x y z

5.2 - TYPO & HIERARCHY

For web & print creations, please respect this hierarchy with font-weight and font-size

BIG TITLE

HEADLINE

SECTION

SUB SECTION

Font weight: Extra bold
Font size: 60pt & more

Font weight: Bold
Font size: 48 to 60pt

Font weight: Regular
Font size: 36 to 48pt

Font weight: Light
Font size: 24 to 36pt

6 VARIATION

6.1 - PRINT EXAMPLES

Find here some example with guidelines usage. For print, do not forget to use the Panthone or CMYK value for color.

Find below some best practices:

- If you use a visual of Buddy, always make sure that the head and B logo on his chest are visible. Shoulders need to be visible also or at least partially.
- If you place our logo into your creative work, please place it at the top left corner. Do not forget to have the clear space around the logo to respect its legibility.
- For all of your creative works, please make sure you have at least the same clear space margin for your text than for the blue Frog Robotics logo.

6.2 - UI EXAMPLES

For your web creation, make sure to respect above mentioned-guidelines.

In order to maintain our brand consistency and Buddy personality, please use animated visual text or illustrations. Do not forget that Buddy is a charming and friendly robot to enhance your message. You should respect a minimum of 72dpi for your visual.

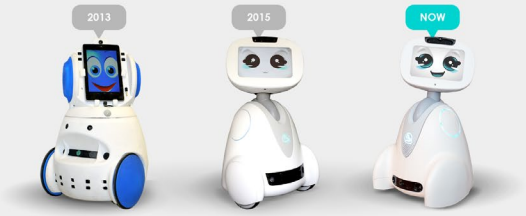
ORIGINS

Since I was a child, I have always been inspired by robots. Back then, I dreamt of a machine that would support me as a young boy (cleaning my room or doing my homework). This idea never left me, and with the help of my passionate team of engineers and roboticists I was able to make this dream a reality. What I once imagined in my room as a child has come to life: an assistant robot that supports humans in every way possible.

Rodolphe Hasselvander, Founder of Blue Frog Robotics

EMOTIONAL AI

Blue Frog Robotics exists to create "Robots for Good' that embody Emotional Artificial Intelligence (AI) to drive significant positive impact on major social issues: Education, Inclusion of vulnerable people and Ageing population.



Using AI technologies, computer vision, natural language processing, and gesture controls, we are changing the way social robots are used for interacting with humans and improving humans well- being.

With his advanced AI intelligence, Buddy is able to sense his surroundings, avoid static and dynamic objects and communicate with humans.

With his multi-purpose brain, Buddy addresses a broad range of needs such as assisting elderly care, educating children, supporting children with special needs, entertaining guests and finally just being a true robot friend.

Buddy is a disruptive innovative robot that is about to revolutionize the lives of millions of people.

HARDWARE & SOFTWARE

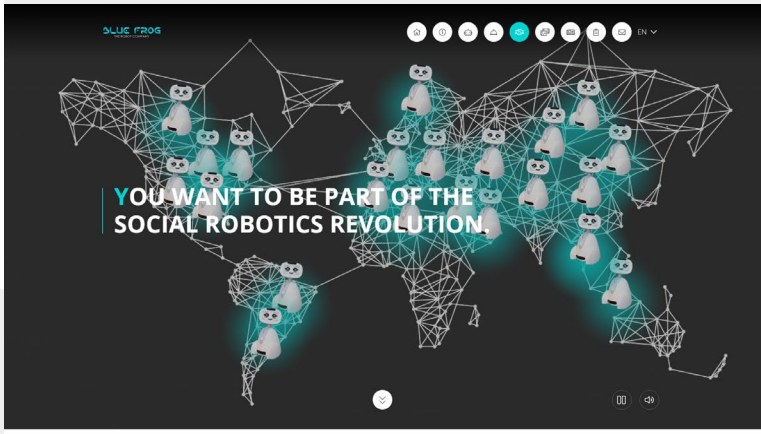
Conçu pour être compatible avec les outils développement les plus populaires pour créer une veritable communauté qui fera grandir Buddy et lui offrira de nouvelles qualités.

TENSOR FLOW

Plateforme de deep learning open source et polyvalente, conçue pour la création d'applications d'intelligence artificielle

ANDROID STUDIO

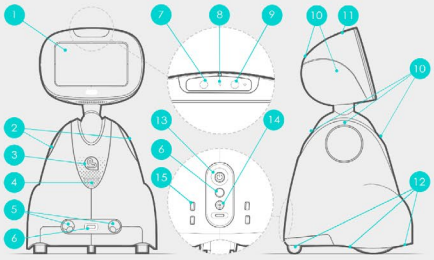
L'environnement de développement pour développer des applications sur tous les types d'appareils Android.



Are you a reseller, a solution provider or a software developer and wish to grow your business and accelerate your success ?
We are looking for partners around the world and new opportunities to making available robotics for everyone!

MATÉRIEL EMBARQUÉ

- Voir
- Entendre
- Parler
- Emotions
- Sentir
- Se déplacer
- Connectivité
- Communication
- Multimédia



1. Ecran Tactile 8'
2. LEDs et connecteurs d'accessoires
3. LED Coeur
4. Haut-Parleur
5. Capteurs de distance (Ultrason)
6. Capteurs de distance (infrarouge)
7. Caméra 13Mpx(130°)
8. LED d'éclairage
9. Caméra 13Mpx(80°)
10. Capteurs tactiles
11. Microphones Omnidirectionnel
12. Capteurs de vide (infrarouge)
13. Interrupteur «On/Off»
14. Connecteurs d'alimentation
15. Connecteurs de recharge
- Batterie Lithium-Ion < 100Wh

Hauteur: 560mm Largeur: 350mm Profondeur: 350mm

Poid: 8kg

BECOME A DISTRIBUTOR

At Blue Frog Robotics, we continue to grow and we want your company to grow with us.

We are looking for national and international distributors. We value our partners and invest in their continuous growth. We offer you training, Sales, Marketing and Technical Support to turn your business into a highly profitable activity.

If you are passionate about the world of social robotics, join our network of distributors.

CONTACT-US

BECOME A VALUE-ADDED DISTRIBUTOR

We are looking for Software development companies, Service providers, System integrators, Digital agencies, Vertical Solution Providers who develop applications, integrate into our Buddy robots, and market these solutions for high value customers.

CONTACT-US

VOUS DÉSIREZ ÊTRE LES PREMIERS À AVOIR ACCÈS À L'API DE BUDDY ? CONTACTEZ NOUS PAR EMAIL ET SOYEZ INFORMÉ DÈS QU'IL SERA DISPONIBLE

CONTACT US

BECOME A DEVELOPER

We are looking for Software development companies, Independent Software Vendors who develop and integrate applications for our Buddy robots.

We offer to build robotic applications using Java and Android Studio with a full access to development tools (SDK, documentation, lessons, methods...)

CONTACT-US

BLUE FROG
THE ROBOT COMPANY

BLUE FROG ROBOTICS
10 rue mercoeur 75011, Paris, FRANCE

SOCIAL NETWORK

WEB SITES

www.bluefrogrobotics.com
www.buddytherobot.com

CONTACT-US

Press
Partners

STAY INFORMED

Your email

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7 IMAGERY

7.1 - CHOOSE YOUR VISUAL

They are many visual of Buddy in situation or Buddy by itself. You can also create a new composition from our various pics. Below, you will find pictures by category : family, elders kids ... and pictures of Buddy alone with and without background.

Please follow some recommendations when you use our visual:

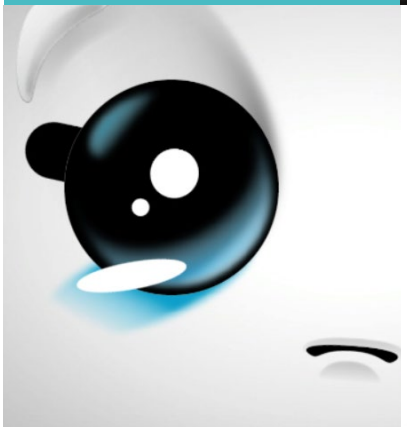
- Check the DPI (dots per inch) value. Usually, for a quality print, we need about 300dpi and 72dpi for screen resolution
- If you have lot of information to display, choose a light visual, such as Buddy alone.
- If your logo as a completely different color variant, try to choose a picture that fits to the chromatics
- Last but not least, select a visual in adequation with your message.

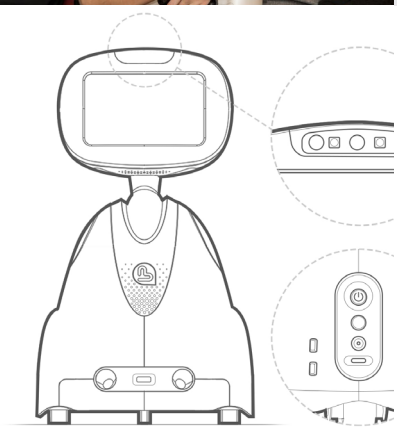
7.2 - IMAGERY READY TO USE

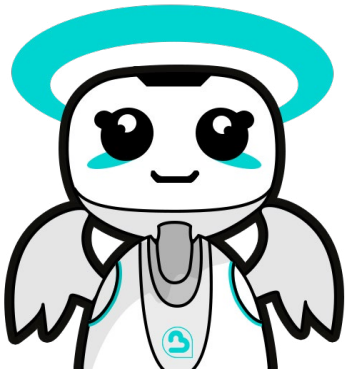
For all of your creations, please find some common sources here:

BLUE FROG
THE ROBOT COMPANY

Aa







8 CONTACT US

8.1 - CONTACTS INFORMATION

For answers to your questions and information on Buddy, feel free to reach the appropriate service according to your request. We will be pleased to help you.

DESIGN ENQUIRY
ag@bluefrogrobotics.com

WEB DESIGN ENQUIRY
webmaster@bluefrogrobotics.com

PRESS ENQUIRY
press@bluefrogrobotics.com

INVESTOR ENQUIRY
invest@bluefrogrobotics.com

CONTACT ENQUIRY
contact@bluefrogrobotics.com