

# ROBOTICS ALLIANCE / VISUAL IDENTITY

# ROBOTICS alliance

The inspiration for the new visual identity came from the passion of the people wanting to leave their mark and change the world through robotics technologies.

HUMANS



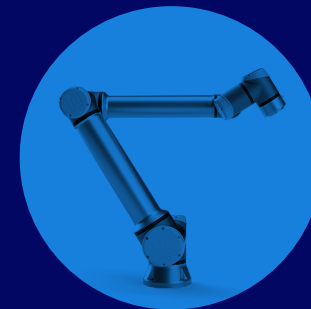
ROBOTICS

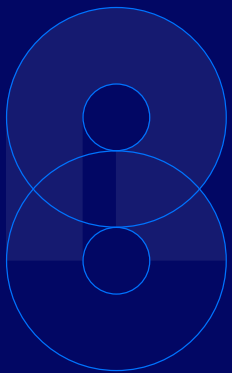


+



+





01

Constructing the R letter shapes



02

Focusing on the core line in the R letter



03

R letter core line growth and evolution



04

Adjusting the lines to create a layered 3d effect

# ROBOTICS alliance

---

## HUMANS



Humans / Fingerprint / Intelligence  
Creativity / Growth / Passion



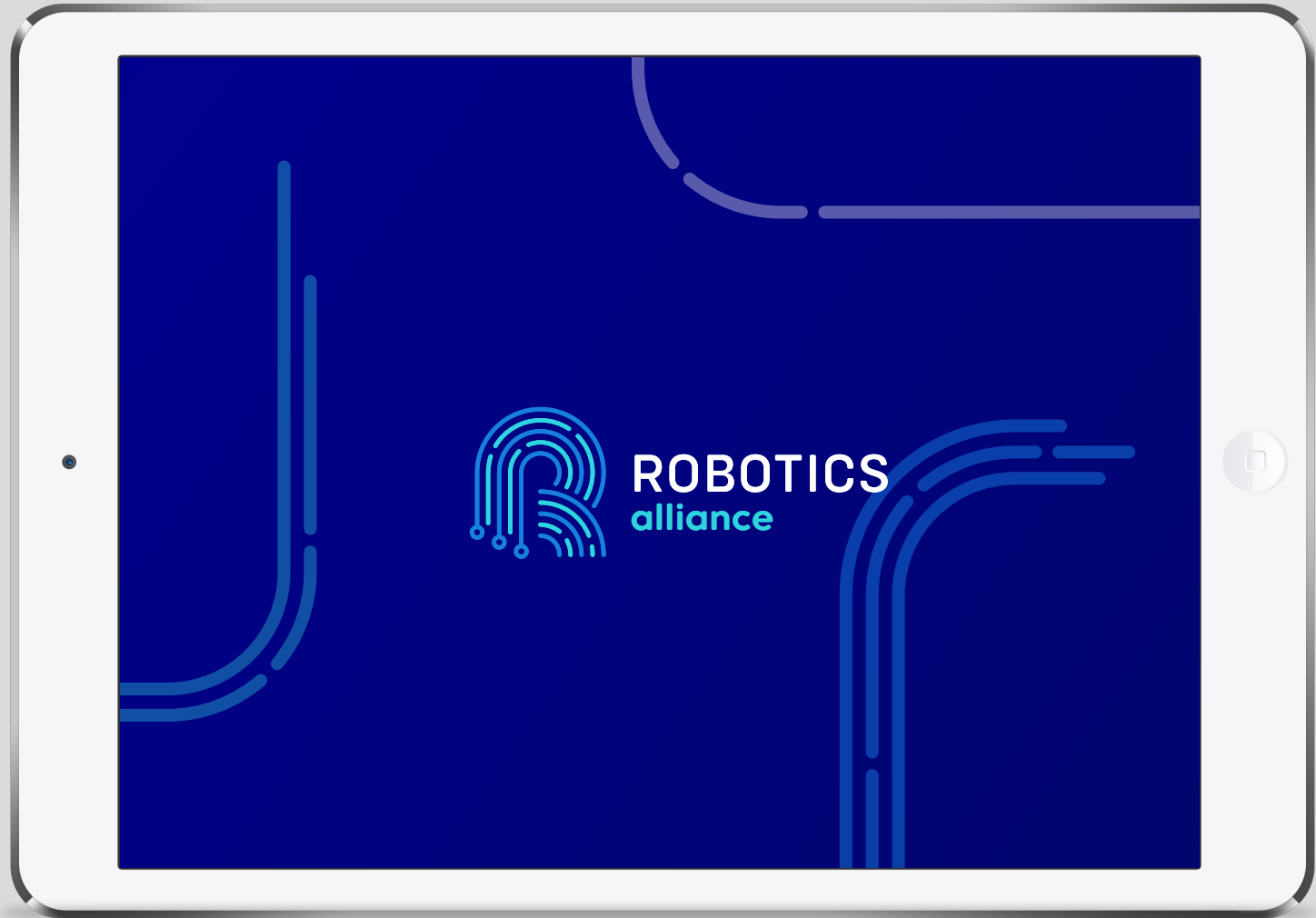
## ROBOTICS



“R” for Robotics / Circuit / Technology  
Innovation / Pioneering

The logo symbolizes humans and technology working together.  
A fingerprint and a network of circuits merged into  
the shape of an “R” letter.







ROBOTICS  
alliance

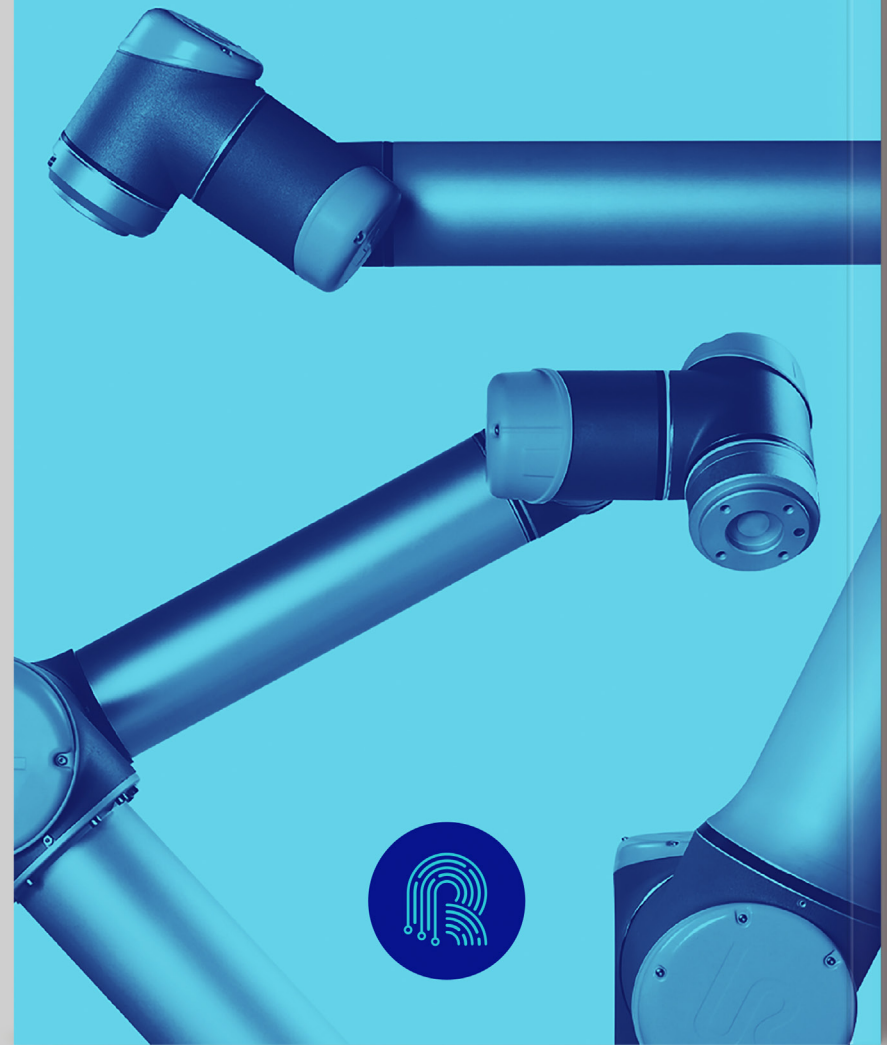
# LEAVE YOUR MARK ON CHANGE

WELCOME TO ROBOTICS ALLIANCE

2019

robotics-alliance.dk

robotics-alliance.dk





WELCOME TO ROBOTICS ALLIANCE

# THE LEADING NATIONAL ROBOTICS CLUSTER

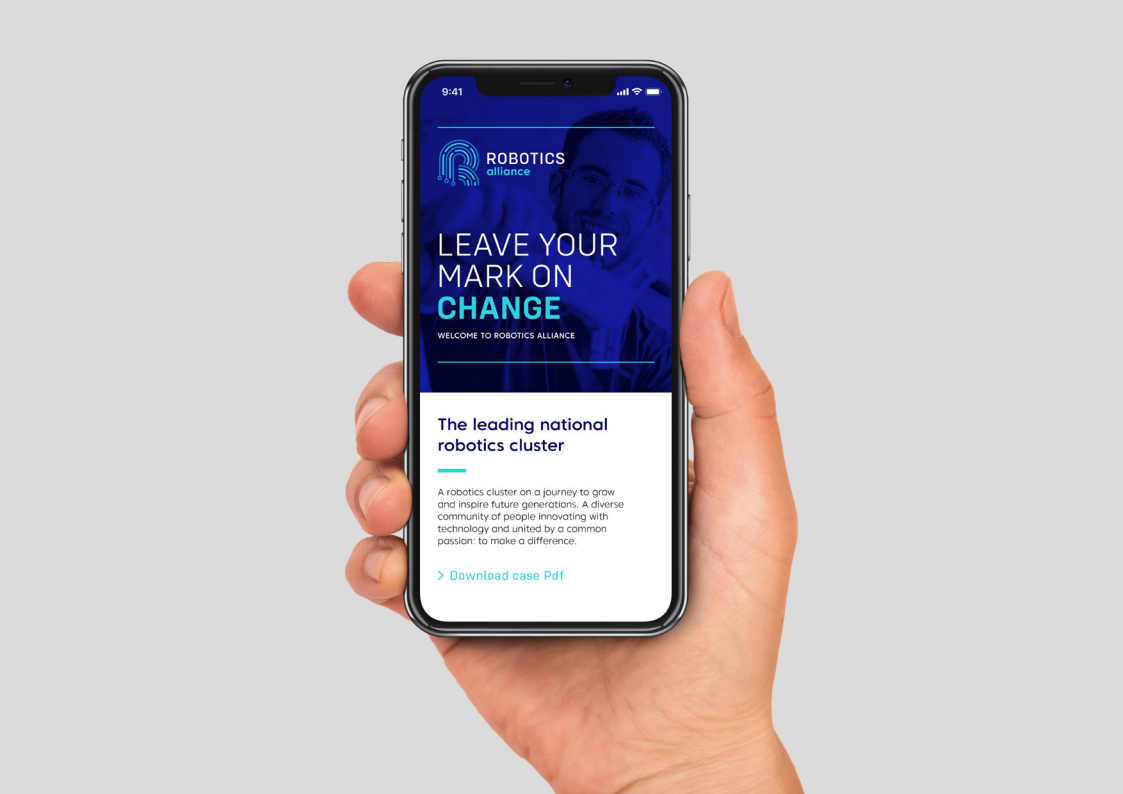
Our mission is to accelerate growth and innovation in Odense's robot and automation community. We do this by connecting businesses, people, research and education and branding the cluster.

## Accelerate growth

For the last 20 years, Denmark has succeeded in making it one of the world's leading robot nations. New figures show great potential for future growth, exports and employment within the Danish robot industry. By 2025, up to 25,000 may be directly employed in the robot industry from a current level of 8,500 employees and total revenue has the

potential to reach DKK 52 billion. If one counts the derived revenue and employment (growth that is dependent on activities in the robot industry), then the total potential is DKK 80 billion in turnover and 55,000 employees in 2025. The robot industry wants to realize this potential. Robotics alliance aims to help realise this.







ROBOTICS  
alliance





ROBOTICS  
alliance

LEAVE YOUR  
MARK ON  
**CHANGE**  
WELCOME TO ROBOTICS ALLIANCE



ROBOTICS ALLIANCE

INTERNATIONAL





ROBOTICS  
alliance





## CLAUS RYSSER OGIHARA

Experienced Graphic designer & Art director with more than 15 years of experience and a Master's degree in Visual Communication and Design from the Danish Design School. Having worked at/with some of the top Design agencies and Advertising agencies in Denmark and abroad.

Working mainly with Corporate Visual Identity, Packaging design & Webdesign. In the past I have rendered my skills to global & prominent brands such as:

AIAIAI / NOVO NORDISK / NESTLÉ / AAGAARD JEWELLERY / INTERSPORT / UNILEVER / BECEL / GEORG JENSEN / FRITZ HANSEN / DELL / UBISOFT / ARLA / VELUX / LEGO / SELECT / TDC / ROCKWOOL / WIDEX / TV2 / CPH AIRPORT / DANISCO / SONY MUSIC / TELIA / STATOIL / TEMPUR / NESCAFÉ / JACK & JONES / DYRBERG KERN / MUNTHE + SIMONSEN / WOK / CSIS SECURITY / DANSK SUPERMARKED / SUNDAY / SONISTO / WULFF & KONSTALI / BRYGGERIET VESTFYEN / BESTSELLER / SHELL / TOMS / HALDOR TOPSOE / TV3+ / NØRREBRO THEATER / UDVIKLING FYN / ELDORADO / CANE-LINE / LØGISMOSE / SELECTED / DUBEX / BIOTEX / TERUMO BCT / NEUTRAL / DARU / DANPO / MAC BAREN / OMA / VISITDENMARK / SEAS NVE / H+H / MULTIWING / QUANT SERVICES / PEOPLEGROUP / DHI / COMENDO / SUMMERBIRD / REPEAT FITNESS /

My work have been nominated for and has won several internal design awards and is featured in numerous prestigious design books and magazines.





CLAUSRYSSER.COM / HELLO@CLAUSRYSSER.COM