



Brand Guidelines

Style Guide & Identity Manual

Our Mission

**To improve the world's
productivity and quality
of life through automation.**

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“Without a standard, there is no logical basis for decision making or taking action.”

JOSEPH M. JURON

Brand Values

Revolutionizing automation is no small task. We've encountered many obstacles on our path from Robots as a Service provider to the software company we are today. We've studied our shortcomings, standardized our victories, and exemplified agility and resilience in the face of unprecedented challenges.

Whether automating a workcell or aiming to change the world, success is rarely a linear path. We're understanding of our customers' needs and empathetic to their struggles. This is what sets us apart. We're not selling promises. We're aligning with our customers to understand their goals, and their challenges. It is this understanding that allows us to draw from the diverse backgrounds and experiences of every Radian, in order to provide creative solutions.

Continuous improvement is better than delayed perfection.

We can't make everyone an expert robot programmer instantly. We don't sell the fantasy responsible for the cobweb-covered robot sitting on our customer's production floor. We haven't circumvented conscious reasoning to deliver an interface that requires nothing but human intuition. We create tools that work, because we understand the needs and experiences of our customers.

We're here to empower. We're here to offer a familiar, brand-agnostic, universal programming interface for a wide range of robot brands. We're here to make educational content accessible to everyone. We're here to provide proactive support and expert knowledge, from concept to completion. Automation is an iterative process, but we're making it easier. We get it, and we're always READY to help.

BRAND VALUES



Safety first

A bias toward action

**Discipline in hitting
deliverable dates**

Iterate, iterate, iterate

**Be organized,
stay organized**

Design Guidelines

Design Principles

Our commitment to simplicity emphasizes the respect we have for our customers' time and trust. By embracing constraints, we inspire creativity and ensure quality. We are consistent and standard while encouraging innovation. We communicate clearly and honestly, by following these four simple design principles at all times.

Confidence through clarity

To establish ourselves as an industry leader, we must build trust with every interaction we have. A clean visual style is key to instilling confidence in our customers. The better we understand our customers and our products, the easier it becomes to communicate with them earnestly.

Simplicity through reduction

We achieve simplicity through thoughtful reduction. Subtract the obvious, and add the meaningful. Perfection is achieved, not when there is nothing more to add but when there is nothing left to take away.

Communicate with empathy

We listen to our customers and reach them through awareness of their perspective and feelings. We communicate effectively, because we are able to step outside our box and see the world from their point of view. If we're not absolutely sure that we understand their needs, wants, and goals, we continue our research until we are certain.

Design with purpose

We define clear objectives and develop innovative visual solutions. We address actual, urgent problems that people are facing. Until we can clearly articulate the core of the issue, not a single second is invested in developing the design. The true mark of an effective designer is the ability to answer "why?"

Logos

The READY Robotics logos must be used correctly and consistently to maintain a unified brand identity. The primary logo, including the 'R' logomark and the full brand name, should be our standard choice for most applications.

When resizing, ensure the logo remains proportionate. The primary logo's size should not fall below 48px in digital formats or 13mm in print, and it should never occupy more than half of any page's total area.

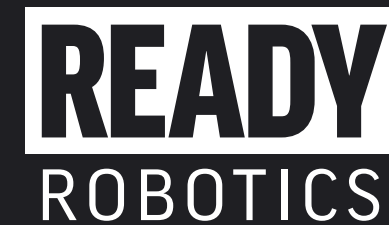
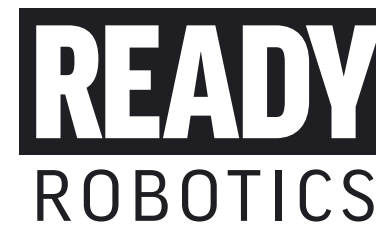
Use the standalone 'R' logomark only when space constraints prevent meeting the primary logo's minimum size requirements.

Logo Files
[Click to download](#)

PRIMARY LOGO



SECONDARY LOGOS



LOGOMARK

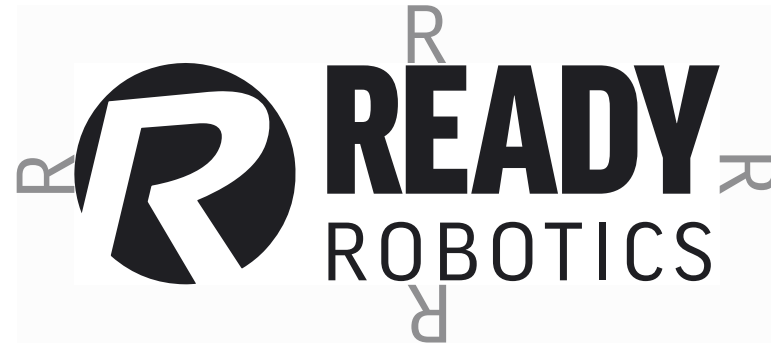


When on dark colors,
logomark changes to
white.



LOGO USAGE

Clear space prevents type, imagery, and other graphic elements from interfering with the legibility of our logo. No graphic elements should encroach the border around the logomark. This space is determined by 25% height of the logomark on each side. Measure the clear space for the primary logomark by the height of the letter R in ROBOTICS.



INCORRECT LOGO USAGE

DO NOT resize or change the position of the logomark.

DO NOT attempt to recreate the logo

DO NOT change the proportion of the logo. Any resizing must be in proportion.

DO NOT change the colors, even if they look similar.

DO NOT use logotype on its own unless in secondary logo format.

DO use the official colors specifications detailed in these guidelines.



ACADEMY LOGO



When on dark colors,
use the white version of
the logo.



PRODUCT LOGO

The horizontal logo should always be used unless a situation requires a vertical layout, or it is acceptable to use the "F" logomark on its own.

The ForgeOS logo combines the 'F' logomark with the full brand name. When resizing, ensure the logo scales proportionately to maintain design integrity.

The primary ForgeOS logo must be a minimum height of 32px digital and no larger than half of the page. Logomark should be no smaller than 32px tall digitally or 8.5mm in print.

PRIMARY LOGO



SECONDARY LOGOS



PRODUCTIVITY
APPS



Task Canvas



Device Control



Rule Engine



Parameter
Manager



Web App



Device
Configuration



Help App



Settings

Color

The primary palette is used on all branded materials. These colors are the foundation of the READY brand and are used to build brand consistency. READY Cerulean is our primary color, with READY Highlighter as a *highlight*. The highlight is to be used sparingly, in no more than 10% of the design. The main focus should be READY Cerulean, READY Black, and white. READY Light Grey is used as a highlight as well, replacing background colors or creating separation between elements.

For digital media, use READY Black (#1F1F23) in place of true black (#000000) to reduce eye fatigue for backgrounds, titles, or large blocks of color. For small text (12pt and less), true black is best.

In print applications, use rich black (C40, M40, Y40, K100) in place of true black and READY Black.

Color Palette
[Click to download](#)

PRIMARY PALETTE

READY Cerulean
 HEX: #0077B3

READY Black
 HEX: #1F1F23

READY Light Grey
 HEX: #F7F7F7

White
 HEX: #FFFFFF

READY Highlighter
 HEX: #D4FF79

TERTIARY COLORS

The tertiary palette is used to highlight and compliment the primary colors. These colors are to be used with clear intent and purpose, and only to be used where additional colors are necessary. For instance, labeling in tables or to display data. Their purpose is to direct the viewer's attention and emphasize a message. The colors in this guide are shown in the proportions they should be used.

With the exception of safety critical messages, do not use these to color text in company communication, user documentation, or marketing collateral.

TERTIARY PALETTE

		HEX: #0077B3 50%
READY Green HEX: #ACEB98		HEX: #ACEB98 50%
READY Light Blue HEX: #B1DDF1		HEX: #B1DDF1 50%
READY Deep Orange HEX: #F96E46		READY Light Orange HEX: #FDB262
READY Deep Purple HEX: #3B3355		READY Light Purple HEX: #A296C7

Typography

Our brand typeface, introduced in 2024, is Urbanist. A sans-serif font, Urbanist was designed for enhanced readability, especially in digital settings. Font weights available to the READY team are Light, Regular, Medium, Semibold, Bold, ExtraBold, and Black.

URBANIST

A d

ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 abcdefghijklmnop
 qrstuvwxyz
 1234567890?!
 @#\$%&*()

WEIGHTS

- Light
- Regular
- Medium
- Semibold**
- Bold**
- ExtraBold**
- Black**

Weights are also available in italics.

Typography Files
[Click to download](#)

CHARACTER
STYLES

H1 is to be used for headings, with H2 and H3 subheadings.

On dark backgrounds, all text must be white (#FFFFFF). On light backgrounds, all text must be READY Black (#1F1F23), or true black (#000000) if under 12pt. Do not deviate from these color combinations. Text may be colored READY Cerulean (#0077B3) if used as eyebrow text as listed.

H1 **URBANIST BOLD**
48 / 54

H2 **Urbanist SemiBold**
36 / 38

H3 **Urbanist Medium**
24 / 28

EYEBROW **URBANIST SEMIBOLD**
14 / 18 CAPS

BODY Regular
10 / 14

DESCRIPTION REGULAR
7 / 13 CAPS
TRACKING 180

Social Media

Social media is one of our most powerful tools we use to connect to our target audience. It is also an opportunity to build brand loyalty and trust. For this reason, we want to build consistent social media posts and ads that are true to the READY brand.

PRESS RELEASE

Mishima Kosan Co., Ltd.
partners with READY Robotics
to deploy ForgeOS for simulation
testing with NVIDIA Isaac Sim.



The graphic is a square with a blue background and a white border. It features a man in a dark shirt working with a robot arm. The text is white and yellow. In the top left corner, there is a vertical 'ABB' logo. In the top right corner, there is a small 'R' logo. The main text reads 'Robotics Webinar'. Below that, it says 'Robotics experts reveal the secret to programming any robot.' At the bottom left, it says 'FREE WEBINAR'. At the bottom right, there is a yellow button with the text 'REGISTER NOW'.

SIZING & STYLE

Each social media platform has a recommended size for posts/ads. For example, LinkedIn recommends 1200x1200 square post or 1200x627 for rectangular posts, whereas Instagram recommends a 1080x1080 square.

Posts should be eye-catching, feature brand colors and correct typography.

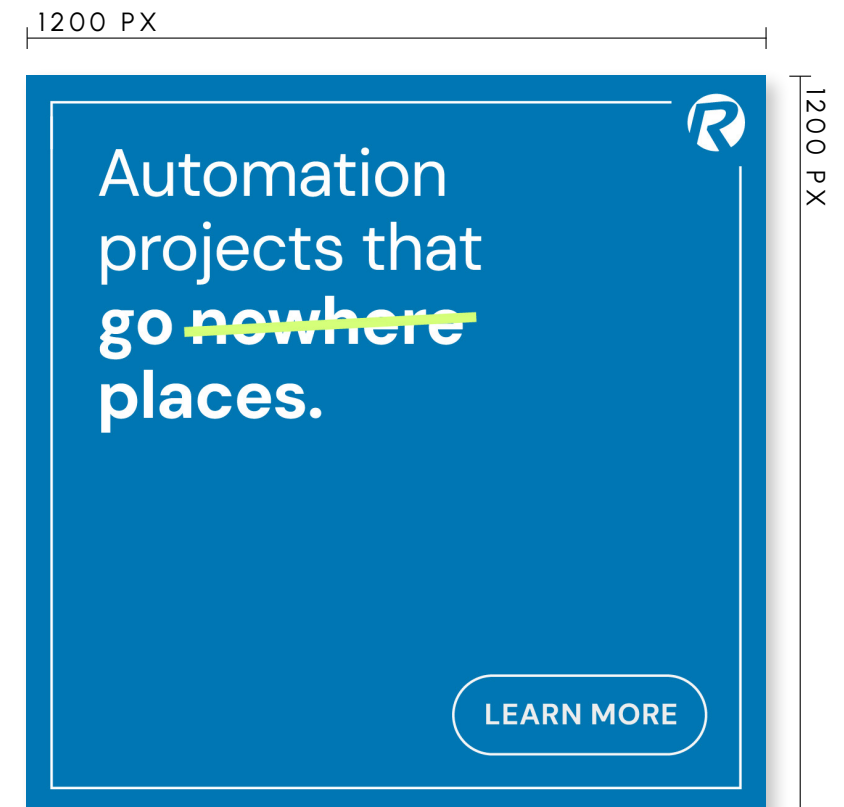
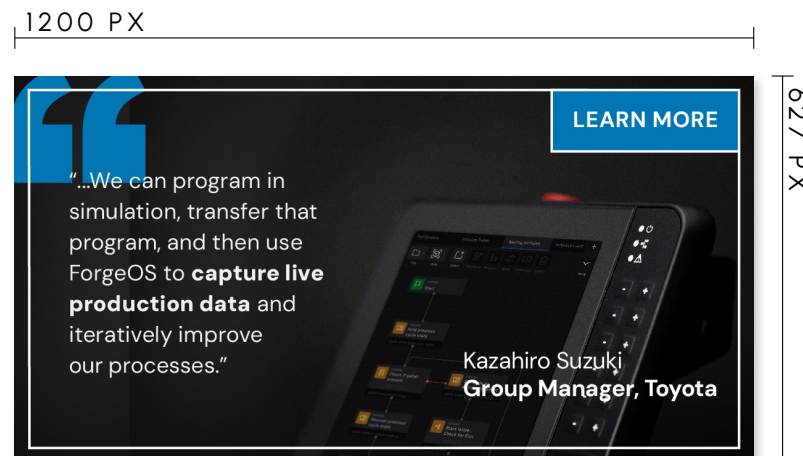


Photo & Video

Authenticity is important

Whenever feasible, opt for approved photography and renderings from our library rather than resorting to generic stock images. While stock images are permissible, they should be used selectively and purposefully to maintain authenticity and uphold brand consistency. Authentic posed photos are acceptable if they genuinely represent the subject in a meaningful and engaging manner, avoiding staged or insincere appearances.

Emphasize the real-world application of ForgeOS by featuring images that showcase actual operators and production environments. Strive to include visuals of individuals interacting with ForgeOS, as well as scenes that highlight the integration of ForgeOS within automated workcells and hardware setups.

Feeling, not filler

Choose images that evoke emotions or provoke thought. Each image should serve a purpose beyond mere decoration. Avoid using visuals as placeholders. Invest time in selecting images that not only enhance the design but also significantly reinforce and clarify the message.

Photo style

Embrace a minimalistic and modern aesthetic that underscores the elegance of our products and highlights the real-world applications by the people who use them. Our imagery should reflect our role as problem-solvers, effectively communicating this through both photography and videography to portray the practical impact and innovative nature of our solutions.

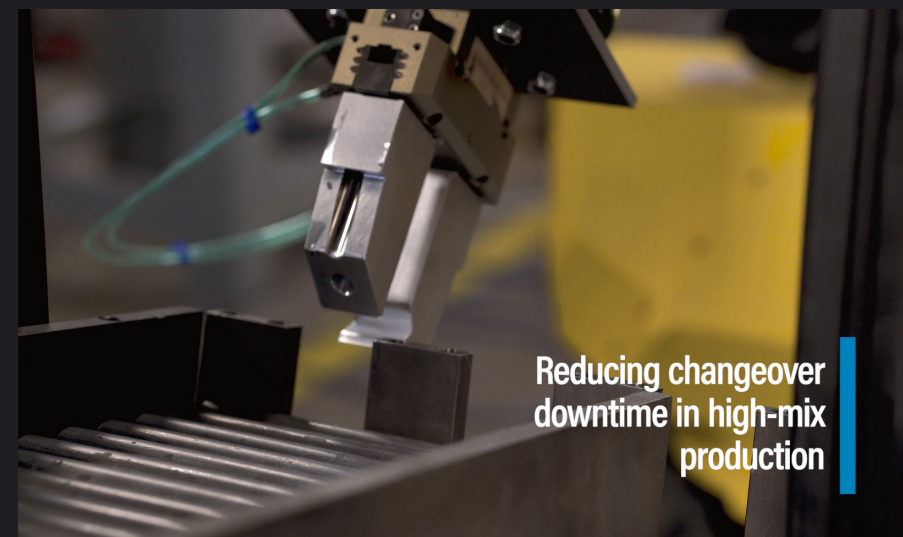
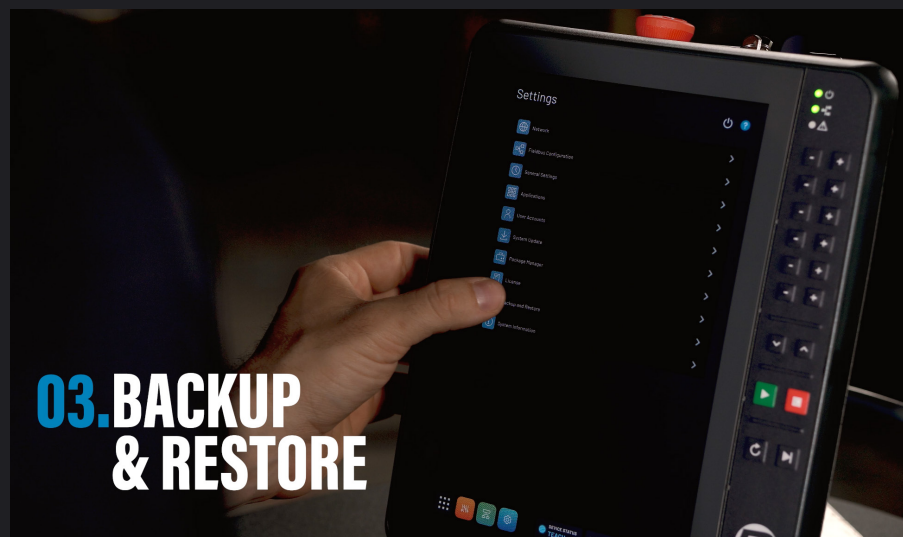
Photo & Video Assets

[Click for approved assets](#)

PHOTOGRAPHY EXAMPLES



VIDEO
SCREENSHOTS



Grammar & Mechanics

Grammar & Mechanics

Be direct

Don't say, "One should typically not put a fork in an electrical outlet" when you mean, "Do not put your fork in the electrical outlet."

Be specific

Don't say, "Plug the stick in the controller" when you mean "once the pendant says it has safely ejected the USB drive, remove the USB drive from the Forge/hub, then connect it to the USB port on the Fanuc R-30iB controller."

Be concise

Use simple words and short sentences. If you struggle to explain something simply, you may not understand it well enough.

Be consistent

Follow this style guide when creating content and it will always be consistent.

TARGET AUDIENCE

It's important to focus on the right audience and niche in all of our communication, regardless of medium. Instead of casting a net with too broad of a reach, target a specific audience and create brand loyalty by filling the unique needs of their demographic.

Large Enterprise Manufacturers

- Seeking scalable automation solutions to deploy globally
- Typically have development center or automation group responsible for deploying new technology
- Have in-house robot programmers and controls engineers
- Struggle to deploy large scale solutions due to shortage of skilled workers

Mid-Market Manufacturers

- Likely have some automation experience, but have not scaled up robotic automation
- May have in-house robot programmers or automation engineers
- Improving efficiency and productivity is important as they compete with foreign manufacturers or larger domestic manufacturers with more automation
- Limited by lack of available skilled workers

VOICE & TONE

We are able to produce consistent, empowering content, by being aware of our voice and our tone. It's important to understand the difference between voice and tone, and recognize how they each apply to the READY brand.

What's the difference between voice and tone? To put it simply: You always have the same voice, but your tone changes. Tone depends on where you are, who you're with, the emotional state of the person you're addressing, etc. This is true for READY as well. Our voice remains constant, but our tone is dynamic.

Voice

By understanding our user community, our products, and our industry, we're able to communicate complex ideas in the simplest ways possible. We're not dumbing things down, we're making them relatable. We don't patronize our customers by telling them that we made robot programming so easy that even they can do it. We empower them by creating tools that feel familiar and resources written by people just like them. We're here to level them up and get them READY to face any challenge that automation may throw at them.

Tone

We're a little bit informal, but always professional and respectful. We know where to make a joke, and it's not the troubleshooting section of the manual. People only end up there when they're frustrated. We consider our audience, and adjust accordingly.

Writing Guidelines

Copy Standards

Abbreviations and Acronyms

Spell out abbreviations and acronyms the first time they are used in documentation.

- First use: Programmable Logic Controller (PLC)
- Second use: PLC
- First use: Software Development Kit (SDK)
- Second use: SDK

If the abbreviation or acronym is common knowledge, like "laser," it is unnecessary to spell it out.

Active Voice

Use active voice. Avoid passive voice.

In active voice, the subject of the sentence does the action. In passive voice, the subject of the sentence has the action done to it.

- Yes: Brad jogged the robot.
- No: The robot was jogged by Brad.

Words like "was" and "by" may indicate that you're writing in passive voice. Scan for these words and rework sentences where they appear.

Pro tip: If you can add "by zombies" after the verb in your sentence and it makes sense, you're using passive voice.

COPY STANDARDS

Present Tense

Use present tense in technical writing. Avoid using past/future tense modal verbs whenever possible.

Modal verbs express necessity, advice, ability, expectation, permission or possibility. Modal verbs often come in pairs.

These include:

- Can, Could
- Will, Would
- May, Might
- Shall, Should
- Must, Ought to

“Can” expresses ability in the present, whereas “could” express ability in the past.

“Could” is also used to express possibility, to make suggestions, and to make requests.

Capitalization

We use several forms of capitalization.

Title case capitalizes the first letter of every word except articles (a, the), prepositions (in, at, on, of, to), and conjunctions.

Sentence case capitalizes the first letter of the first word.

When writing out an email address or website URL, use all lowercase.

Contractions

Let’s use contractions. We’re not robots.

Numbers

General Guidelines

Spell out a number when it begins a sentence. Spell out numbers one through nine. Use numerals for numbers 10 and greater.

For model numbers, write as the OEM does. Spell out ordinals.

- Ten robots need to be shipped this week, plus 12 more next week.
- One UR10 cannot beat two UR5s in a fight.
- I programmed two M-710iCs to battle on my first and last day at READY.
- The SDK allows third parties to develop for ForgeOS.

Numbers over 3 digits get commas:

- 999
- 1,000
- 525,600

Write out big numbers in full. Abbreviate them if there are space restraints, as in a chart: 1k, 150k.

Dates

Generally, spell out the day of the week and the month. Abbreviate only if space is an issue.

- Saturday, January 24
- Sat., Jan. 24

Decimals and Fractions

Spell out fractions.

- Yes: Almost two-thirds of workers say they would trust a robot over their manager.
- No: Almost 2/3 of workers say they would trust a robot over their manager.

Percentages

Use the percent sign (%) instead of spelling out "percent."

Ranges and Spans

Use a hyphen (-) to indicate a range or span of numbers.

- From 2021-2026, the Global Robotics Market will be valued at USD 74.1 billion

NUMBERS

Money

When writing about US currency, use the dollar sign before the amount. Include a decimal and number of cents if more than 0.

- \$20
- \$19.99

When writing about other currencies, follow the same symbol-amount format:

- ₪2500
- €1

For non-specific denominations, spell out the currency.

- Automation saved us thousands of dollars.
- Please refer to READY's y'all policy in the contraction section of this guide.

Temperature

Use the degree symbol and the capital F abbreviation for Fahrenheit with Celsius in parentheses using the degree symbol and the capital C abbreviation.

- 6500°F (3593.33°C)

Telephone numbers

Use dashes without spaces between numbers. Use a country code if your reader is in another country. Do not use periods or any other symbols to separate numbers.

- YES: 281-330-8004
- YES: +1-281-330-8004
- NO: 281.330.8004
- NO: 281—330—8004

Sequencers

When writing a sequence of steps, put a comma after the sequence words.

- First
- Next
- After
- Last / Finally

The exception to this rule is the word "then." "Then" is mostly used as a temporal adverb, so including a comma after "then" is unnecessary since it breaks up the sentence needlessly. When "then" is used as an adverb at the beginning of the sentence, however, a comma should be introduced following it.

NUMBERS

Time

Use numerals and am or pm, with a space in between. Don't use minutes for on-the-hour time.

- YES: 5:46 am
- NO: 5:46 in the morning

Use a hyphen between times to indicate a time period.

- 7 am–10:30 pm

Specify time zones when writing about an event or something else people would need to schedule. Do not specify daylight or standard time. Since READY is based in Columbus, we default to ET.

When referring to a period of time, be specific or give an estimate. Do not use ambiguous terms such as:

- A while
- A long time
- Some time

Time Abbreviations

Abbreviate time zones within the continental United States as follows:

- Eastern time: ET
- Central time: CT
- Mountain time: MT
- Pacific time: PT

When referring to international time zones, spell them out:

- Nepal Standard Time
- Australian Eastern Time

If a time zone does not have a set name, use its Coordinated Universal Time (UTC) offset.

Abbreviate decades when referring to those within the past 100 years.

- the 00s
- the 90s

When referring to decades more than 100 years ago, be more specific:

- the 1900s
- the 1890s

Punctuation

Semicolons

Go easy on semicolons. They usually support long, complicated sentences that could easily be simplified. Try an em dash (—) instead, or simply start a new sentence.

Apostrophes

The apostrophe's most common use is making a word possessive. If the word already ends in an s and it's singular, you also add an 's. If the word ends in an s and is plural, just add an apostrophe.

- Brad broke Jessica's robot.
- Brad broke James's robot.
- Brad broke all of our customers' robots too.

Colons

Use a colon (rather than an ellipsis, em dash, or comma) to offset a list.

- James ordered three replacement joints: a wrist, a shoulder, and a base.

You can also use a colon to join two related phrases. If a complete sentence follows the colon, capitalize the 1st word.

- I was faced with a dilemma: I wanted a UR10, but we had five unused UR5s.

Commas

When writing a list, use the serial comma (also known as the Oxford comma).

- Yes: James only respects his parents, Optimus Prime, and Godzilla.
- No: James only respects his parents, Optimus Prime and Godzilla.

Otherwise, use common sense. If you're unsure, read the sentence out loud. Where you find yourself taking a breath, use a comma.

Dashes and Hyphens

Use a hyphen (-) without spaces on either side to link words into a single phrase, or to indicate a span or range.

- First-time user
- Monday-Friday

Use an em dash (—) without spaces on either side to offset an aside.

Use a true em dash, not hyphens (- or --).

- Continuous moves—just one of our new features—have replaced blend moves.

PUNCTUATION

Ellipses

Ellipses (...) can be used to indicate that you're trailing off before the end of a thought. Use them sparingly. Don't use them for emphasis or drama, and don't use them in titles or headers.

- "Why are all these robots broken?" Ben asked. Brad said, "I don't know..."

Ellipses, in brackets, can also be used to show that you're omitting words in a quote.

- "With robots set to become our servants, companions, and co-workers, we need to deal with the [...] questions this will raise".

Periods

Periods go inside quotation marks. They go outside parentheses when the parenthetical is part of a larger sentence, and inside parentheses when the parenthetical stands alone.

- Brad said, "I didn't break any of these robots."
- I broke the robot (and I'd do it again, too).
- I broke two robots. (The UR5 was Sam's.)

Leave a single space between sentences.

Question Marks

Question marks go inside quotation marks if they're part of the quote. Like periods, they go outside parentheses when the parenthetical is part of a larger sentence, and inside parentheses when the parenthetical stands alone.

Exclamation Points

Use exclamation points sparingly, and never more than one at a time.

Exclamation points go inside quotation marks. Like periods and question marks, they go outside parentheses when the parenthetical is part of a larger sentence, and inside parentheses when the parenthetical stands alone.

Never use exclamation points in failure messages or alerts. When in doubt, avoid!

Ampersands

Don't use ampersands unless one is part of a company or brand name.

- Stanley Black & Decker
- Johnson & Johnson
- People, places, and things

PUNCTUATION

Quotation Marks

Use quotes to refer to words and letters, titles of short works (like articles and poems), and direct quotations.

Periods and commas go within quotation marks. Question marks within quotes follow logic—if the question mark is part of the quotation, it goes within. If you're asking a question that ends with a quote, it goes outside the quote.

Use single quotation marks for quotes within quotes.

- Who was it that said, "A fool and his robot are easily parted"?
- Brad said, "A wise man once told me, 'A fool and his robot are easily parted.'"

Write Positively

Use positive language rather than negative language. One way to detect negative language is to look for words like "can't," "don't," etc.

- Yes: To use a robot, reserve time on the schedule.
- No: You can't use a robot if you don't reserve time on the schedule.

File Extensions

When referring generally to a file extension type, use all uppercase without a period. Add a lowercase s to make plural.

- GIF (Pronounced GIF)
- PDF
- HTML
- JPGs

When referring to a specific file, the filename should reflect the actual case of the file:

- partyparot.gif
- UR5 guide.pdf
- brad- x-mas party blackout karaoke - blackmail photo.jpg
- ibreakrobots.html

Pronouns

If your subject's gender is unknown or irrelevant, use "they," "them," and "their" as a singular pronoun. Use "he/him/his" and "she/her/her" pronouns as appropriate.

Don't use "one" as a pronoun.

Writing Guidelines

Quotes

When quoting someone in a user guide, knowledge base article, or other publication, use the present tense.

- "ForgeOS has changed my life," says James. "For the better," James clarifies.

Names and Titles

The first time you mention a person in writing, refer to them by their first and last names. On all other mentions, refer to them by their first name.

Capitalize the names of departments and teams (but not the word "team" or "department").

- Marketing team
- Support department

Capitalize individual job titles when referencing a specific role. Don't capitalize when referring to the role in general terms.

- Our new Marketing Manager starts today.
- All of the managers have broken robots.

Schools

The first time you mention a school, college, or university in a piece of writing, refer to it by its full official name. On all other mentions, use its more common abbreviation.

- East Kentucky Advanced Manufacturing Institute, eKAMI

States, Cities, and Countries

Spell out all city and state names. Don't abbreviate city names. Per AP Style, all cities should be accompanied by their state, with the exception of: Atlanta, Baltimore, Boston, Chicago, Cincinnati, Cleveland, Dallas, Denver, Detroit, Honolulu, Houston, Indianapolis, Las Vegas, Los Angeles, Miami, Milwaukee, Minneapolis, New Orleans, New York, Oklahoma City, Philadelphia, Phoenix, Pittsburgh, St. Louis, Salt Lake City, San Antonio, San Diego, San Francisco, Seattle, Washington.

On first mention, write out United States. On subsequent mentions, US is fine.

The same rule applies to any other country or federation with a common abbreviation (European Union, EU; United Kingdom, UK).

WRITING GUIDELINES

URLs and Websites

- Capitalize the names of websites and web publications.
- Don't italicize.
- Omit the http://www.

Writing About READY

- Always capitalize all letters in READY.
- Refer to READY as "we," not "it."
- Always include the READY prefix in the names of sub-brands. Example: Do not refer to READY Academy as "the academy"

Writing about other companies

Honor companies' own names for themselves and their products. Go by what's used on their official website.

- FANUC
- SCHUNK
- Stäubli
- iRobot

Slang and Jargon

Write in plain English. Don't use slang/jargon.

- No: Dead man's switch
- Yes: Three-position enabling switch

Text Formatting

Use italics to indicate the title of a long work (like a book, movie, or album) or to emphasize a word.

Use bold when citing an example of an in-app element, or referencing button and navigation labels in step-by-step instructions.

- When you're all done, click **Save**.

Don't use underline formatting, and don't use any combination of italic, bold, caps, and underline.

Leave one space between sentences, never two.

Writing Technical Content

This section will define the guiding principles of technical content, discuss the main types of technical content, and outline the process of writing and editing technical articles.

Basics

Someone reading technical content is usually looking to answer a specific question. That question might be broad or narrowly focused, but either way, our goal is to provide answers without distraction.

For each project, consider your audience's background, goal, and current mood. Ask these questions:

- Is the reader a prospective user, a new user, or an experienced user?
- What is the goal of the user? To complete a task? To research a topic?
- Is the user in the middle of a task? Are they in a hurry? Could they be frustrated?

We don't want to overload our audience with unnecessary information, choices, or complex ideas or phrases when we don't have to. This is particularly critical when a user may be new and/or frustrated.

When relevant, provide a brief outline of an article's focus in an introductory paragraph or section, and stick to the topic at hand.

Keep sentences, paragraphs, and procedural steps focused and concise.

WRITING TECHNICAL CONTENT

When writing technical content, follow the style points outlined in the Voice & Tone and Grammar & Mechanics sections. Here are some other goals to keep in mind.

Stay relevant to the title

When a user clicks the title of an article, they expect to find the answer they want. Don't stray too far from the title or topic at hand. Use links to make related content available. If you find you're getting too far from the intended topic, then you may need to create a separate but related article.

Keep headlines and paragraphs short and scannable

Focused users often scan an article for the part that will answer their particular question. Be sure headlines are short, descriptive, and parallel, to facilitate scanning.

Use second person and describe actions to a user

Be as clear as possible. Use simple words and phrases, avoid gerunds and hard-to-translate idioms or words, focus on the specific task, limit the number of sentences per paragraph. If you must include edge cases or tangentially related information, set it aside in a Before You Start list or Notes field.

Strive for simplicity and clarity

Technical content talks to users when READY engineers can't.

WRITING TECHNICAL CONTENT

Write assertively

Be assertive. Avoid filler phrases that weaken your writing. Instead of saying, "you can press this button to do that," try "To do that, press this button." Talk to the reader like they're about to step off the curb in front of a bus. If you said, "in some cases, you may choose to not take that step off the curb" they'd be hurt before you got to the point.

Provide context through embedded images

Images are great for explaining simple ideas and make translation easier. Do not add text to images. Instead, use captions below an image. Images containing text are more difficult to translate, since they will require editing.

Write for accessibility

Make content accessible for all abilities. Use color combinations with a contrast ratio of at least 4:1.

Ask yourself: *Is the message still clear if someone can't see the colors?*

Use directional or other descriptive language when needed.

Capitalization

Capitalize proper names of READY products, features, pages, tools, and teams when directly mentioned. In step-by-step instructions, capitalize and bold navigation and button labels as they appear in the software.

Headings

Organize article content with H2s and H3s. Use H2s for higher-level topics or goals, and use H3s within each section for supporting information or tasks.

Ordered lists

Only use ordered lists for step-by-step instructions. Separate steps into logical chunks, with no more than two related actions per step. When additional explanation or a screenshot is necessary, use a line break inside the list item.

Unordered lists

Use unordered lists to display examples or multiple notes. If an unordered list comprises more than 10 items, use a table instead.

Words

Words and terms to use carefully

- The following (use "the [image/table/list] below")
- According to
- Navigate (use "go to" or "find")
- Walks through/ dives into (use "explains" or "covers")
- Indicates (use "means that")
- Locate (use "find")
- Logs (use "system diagnostic file" or "information for troubleshooting", since Google defines "logs" as pieces of wood or math functions)

Words to avoid using

- Intuitive - Unless someone is born with a natural ability to do something, it is not intuition. Use "familiar" instead.
- Utilize - Just say "use."
- Basically
- Just
- Simply
- Clearly
- Obviously
- Drag and drop (regarding Task Canvas)
- Ensure (use make sure/check)
- Allows you to (use "lets you")
- Would like to (use "want to")
- Additionally
- Accordingly
- Denoted (by...)
- Current, Currently
- Will (use present tense)
- Power up (use "power on")

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