



MACHINA LABS

BRAND GUIDELINES

V2.0 | 2025

TABLE OF CONTENTS

001	About Machina Labs Our story, values, mission & vision
002	Tone & Voice How not to sound Robotic
003	Logo usage For external use and partners
004	Color & Type Black, orange and bold will hold
005	Photo & Video Where our stories come to life

Why we exist.

MISSION

Unlocking
Manufacturing with AI
and Robotics

VISION

The power to
manufacture at scale—
without the burden of
legacy infrastructure.

OUR STORY

“Not having the freedom to turn your designs into reality really fast... was a big issue for me”

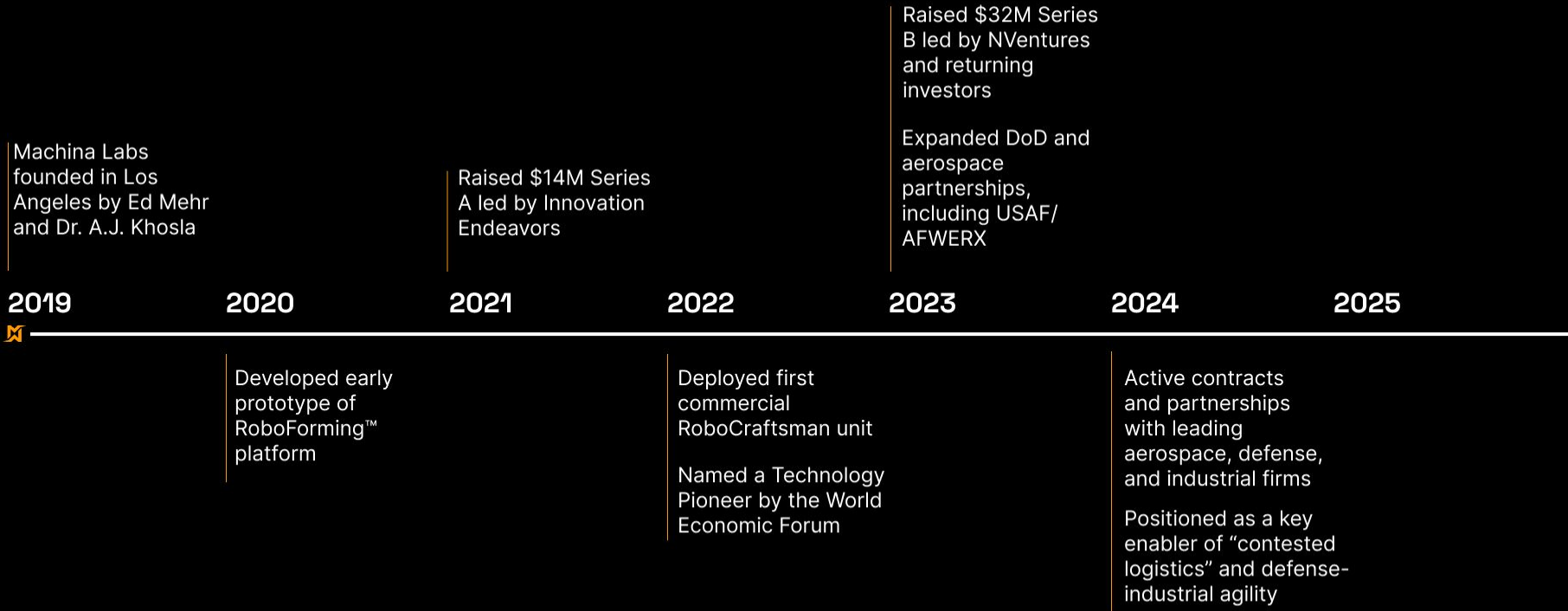
ED MEHR, FOUNDER/CEO



Machina Labs was founded in 2019 in Los Angeles with a bold mission: to reinvent how the world forms metal. Frustrated by the rigidity and sluggish pace of traditional manufacturing, a group of engineers from SpaceX, Relativity, and applied AI set out to design a system that brought speed, flexibility, and autonomy to hardware production.

Our solution? Robotic blacksmiths.

OUR HISTORY



MACHINA VALUES

Lead with Logic & Data

We test, measure, and let the data speak. We're not afraid to fail, as long as we're learning. Logic drives our decisions, not ego or opinion.

Own Your Craft

We take pride in the quality of our work and care deeply about the details.

Progress Over Perfection

Momentum matters. We move fast, learn faster, and keep building. We refine through action and deliver for the customer.

Forge a Brighter Future – for All

We're not just changing how things are made, we're opening up access to manufacturing and building a more inclusive, inventive future together.

Master the Ego

We're here to build, not to posture. We check our egos at the door, own our mistakes, and step up when the team needs us.

TONE OF VOICE

Honestly Direct

We say what we mean.

No filler, some filter.

Champions

We celebrate tech and praise innovators.

Human Crafted

We're artisans of robotics, not soulless machines.

Clear Always

We explain hard ideas simply—no jargon ever, quantum mechanics only when needed.

DO

Use active voice:
“Robotics adapt like software.”

Write with precision and purpose.

Highlight outcomes (speed, scale, material flexibility).

Speak like an engineer who knows how to communicate.

DON'T

Use vague language like “solutions” or “next-gen platforms.”

Stuff sentences with jargon or filler.

Fall back on clichés: “empowering,” “revolutionary,” “best-in-class.”

Use emojis or overly casual phrasing.

TONE IN ACTION

GUIDING PRINCIPLE

We're not a platform.

We're not a solution.

We're a robotic blacksmith—smart, fast, and with all the capabilities of a factory.

If it sounds like a brochure, rewrite it. If it sounds honest and informed, you're there.

DIRECT

"We replace fixed tooling with adaptive robotics."

Not: "Our platform revolutionizes manufacturing flexibility."

CRAFTED

"Our robot blacksmith forms titanium parts at room temperature."

Not: "Our automation solution enables innovative metal shaping."

INVENTIVE

"The RoboCraftsman shifts from missiles to car panels instantly."

Not: "Our modular solution supports cross-sector fabrication."

CLEAR

"From CAD to part in days—not months."

Not: "We accelerate time to market significantly."

OUR IDENTITY: COLOR PALETTE

CURRENT

Blacksmith

HEX 191919

Taupe

HEX 8D877D

Grey 2

HEX CFCDCA

White Heat

HEX FCFCFC

Grey 1

HEX 44413E

OG Orange

HEX FF9900

OUR IDENTITY: COLOR PALETTE

OPTION 2

Blacksmith HEX 191919	Steel blue PANTONE CMYK	Grey 2 PANTONE CMYK
White Heat PANTONE CMYK	Grey 1 PANTONE CMYK	Orange 2 PANTONE CMYK

LOGO STORY



MACHINA LABS

The logo mark represents **two robot arms** in support of each other and was inspired by the development of RoboForming.



The negative space in between **the two robot arms forms an abstract infinity sign** representing the endless possibility of creations through Machina Labs.

OUR IDENTITY: LOGO COLOR TREATMENT



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LOGO COLOR TREATMENT



MACHINA LABS



MACHINA LABS

OUR IDENTITY: LOGO & WORDMARK



OUR IDENTITY: LOGO & WORDMARK



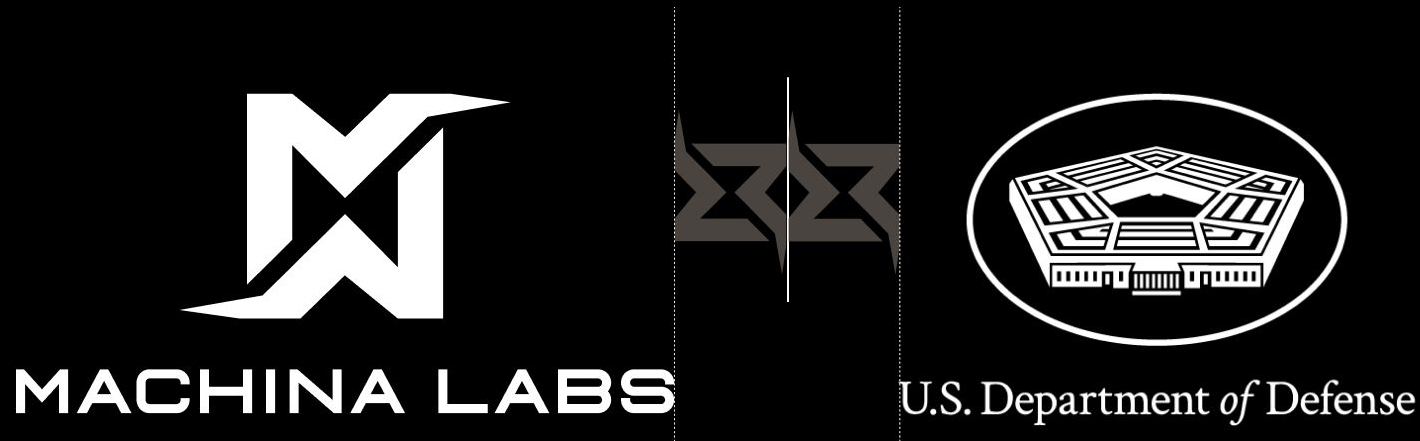
**OUR IDENTITY:
LOGO & WORDMARK**



**OUR IDENTITY:
LOGO & WORDMARK**



LOGO: CO-BRANDING



Place the **Machina Labs** logo on the left, partner logo on the right.

Separate the two with a **vertical line**:
Height = height of the Machina logo mark
Spacing = width of the logo mark rotated 90°

Vertically center-align both logos.

OUR IDENTITY: LARGER LOGOMARK



OUR IDENTITY: LARGER LOGOMARK

2:1



1.5:1



PROPOSED: increase size of logo mark to to the right- and leftmost most sides of the first and last letterforms, respectively.

ROBOFORM

ROBOFORMING

ROBOCRAFTSMAN

TYPOGRAPHY

Primary Typeface: ROBOTO

Machina Labs uses Roboto as its primary typeface across all digital platforms, brand communications, and product UI. Its modern geometry and engineered readability support the clarity, precision, and adaptive nature of Machina's identity.

Why Roboto?

- Clean and neutral—doesn't overpower technical content
- High legibility at all screen sizes
- Designed for flexibility across weights and use cases
- Pairs well with Machina's precision-engineered brand voice

**AMERICAN MADE.
ROBOT FORMED.**

BOLD

The power to manufacture at
scale—without the burden of
legacy infrastructure.

Regular

TYPOGRAPHY

Your robotic blacksmith army

Header 1

Size: 56-64px

Your robotic blacksmith army

Header 2

Size: 36-44px

Your robotic blacksmith army

Header 3

Size: 24-32px

Your robotic blacksmith army

Body

Size: 18-28px

YOUR ROBOTIC BLACKSMITH ARMY

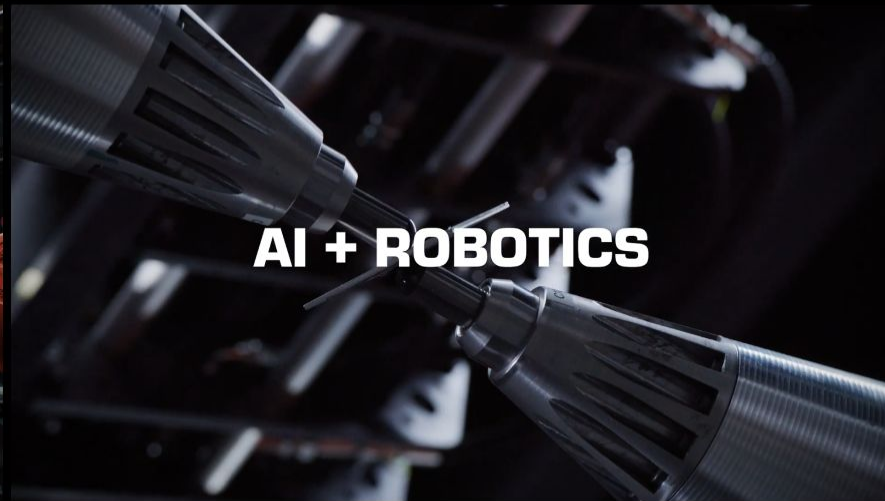
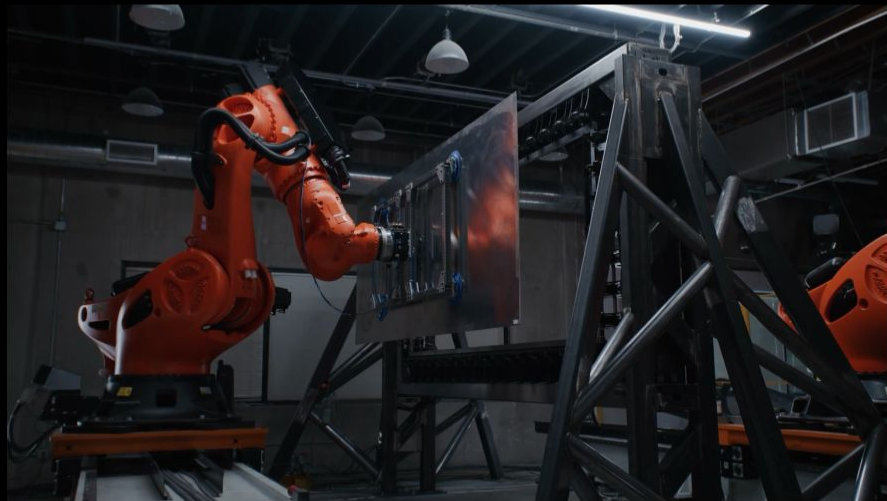
Caption

Size: 14-16px

SWAGGER



PHOTO & VIDEO



Crafted and intentional

Show the work in action—heat marks on form, laser scanning detail—rather than polished perfection. Capture the craft.

PHOTO & VIDEO



Layered storytelling

Use environmental cut-ins: tools, material racks, steel sheets, UI dashboards—show the full forge-to-part journey.

