



VISUAL IDENTITY GUIDELINES



TABLE OF CONTENTS

Core Identity	3
Logo	5
Color Palette	8
Typography	9
Iconography	11
X-Series	12
Imagery	18
Examples	20

CORE IDENTITY

For over 30 years, PushCorp has been a pioneer in robotic surface-finishing solutions. We stand for bold solutions, relentless performance, and a commitment to empowering manufacturers to thrive in a competitive world.

At PushCorp, we stand for manufacturers, their teams, and solving the toughest challenges with grit, relentlessness, and purpose.

CORE IDENTITY

Grit --- Tackling the toughest jobs

Relentlessness ----- Building tools that last

Purpose ----- Empowering teams to succeed

LOGO

The PushCorp logo reflects the partnership between Walter (orange) and PushCorp (green), with the grey dot symbolizing the customer at the center. It highlights our shared commitment to serving manufacturers with rugged, reliable robotic solutions and support.

The full logo should be the default option on all public-facing communications.

The icon is primarily used when the branding is displayed at smaller scales such as headers and footers. It can also be used for apparel and merchandise.

Full logo



Icon

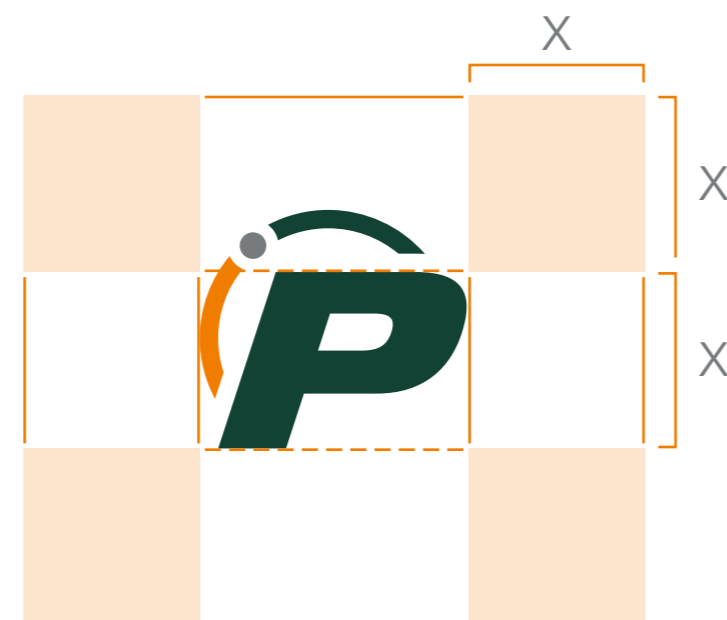


LOGO

Clearspace

Allow sufficient clearspace when placing either the full logo or icon on all public-facing communications.

"X" equals the height of the green text within the logo.



LOGO

Logo useage

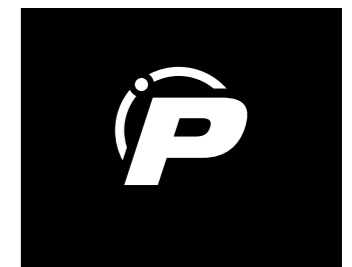
The primary logos and icons should be used when possible. The arrow always appears in the tertiary orange. The text may appear in the primary green or white depending on the application or background.

The limited usage logos and icons may appear etched, embossed or engraved when a non-print application process is required.

Primary usage



Limited usage



COLOR PALETTE



Primary

#114232

R:17 | G:66 | B:50
C:86 | M:47 | Y:77 | K:53
10% Tint value increments



Tertiary

#EF7D00

R:239 | G:125 | B:0
C:0 | M:60 | Y:100 | K:0
10% Tint value increments



Secondary

#099464

R:9 | G:148 | B:100
C:84 | M:18 | Y:78 | K:3
10% Tint value increments



Paragraph

#777B7E

R:119 | G:123 | B:126
C:56 | M:45 | Y:43 | K:9
10% Tint value increments

TYPOGRAPHY

Header text

H1 / H2 / H3

Combinations of Helvetica Neue LT should be used for H1 text.

Combinations of Avenir Next should be used for H2 and H3 text.

Header text should be displayed using the “Primary” green and white when placed over darker backgrounds.

Using the “Point” unit, the H1 leading should be equal to the font size and the H2 and H3 leading should be 1.3 x the font size.

HELVETICA NEUE LT 93 EX

HELVETICA NEUE LT 93 EX ITALIC

HELVETICA NEUE LT 53 EX

HELVETICA NEUE LT 53 EX ITALIC

Avenir Next Bold

Avenir Next Regular

TYPOGRAPHY

Paragraph text

The default paragraph text should be Avenir Next Regular. Variations of the font may be used when needed.

Paragraph text should be displayed using the “Paragraph” grey and white when placed over darker backgrounds.

Using the “Point” unit, the paragraph leading should be 1.3 x the font size rounded to the nearest whole number and the space after a paragraph break should be 0.75 x the font size rounded to the nearest whole number.

Avenir Next Bold

Avenir Next Bold Italic

Avenir Next Demi-Bold

Avenir Next Demi-Bold Italic

Avenir Next Regular

Avenir Next Regular Italic

ICONOGRAPHY

Icon useage

Icons are to be displayed as line art without any fill color. The stroke color should be the secondary green when displayed over a white background. The stoke color can be white when displayed over darker backgrounds

Primary usage



Secondary usage



X-SERIES

X-Series logos

The series logo should be used when referring to the suite of the individual products.

The individual logos should be used when referring to the specific products.

Series logo

XSeries

Individual logos

Grind**X**

Drill**X**

Sand**X**

Deburr**X**

Finish**X**

X-SERIES

Clearspace

Allow sufficient clearspace when placing either the series logo or any of the individual product logos.

"X" equals the height of the logos.



X-SERIES

Logo useage

The primary logos should be used when possible. The "X" always appears in the secondary green. The text may appear in the primary green or white depending on the application or background.

The limited usage logos may appear etched, embossed or engraved when a non-print application process is required.

Primary usage

XSeries



Limited usage

XSeries



X-SERIES

Standard naming conventions

Always capitalize the solution names, e.g., Grind X, Finish X, Sand X.

The XSeries name is written without a space or hyphen between "X" and "Series," e.g., XSeries Solutions.

The solution names are written with a space between the application name and the "X", e.g., Grind X.

The "X" is always capitalized.

✓ Grind X

✗ grind X

✗ Grind x

✓ XSeries

✗ X Series

✗ X-Series

X-SERIES

Formatting Recommendations

In Text: Write the solution names in plain text with a space between the main term and "X."

Examples:

Correct: Grind X, Finish X, Sand X

Incorrect: GrindX, Grind-X

Avoid Line Separation: Never separate the application name and the "X" across two lines. If spacing requires it, move the entire solution name (e.g., Grind X) to the next line.

- ✓ Grind X automates the toughest...
- ✗ GrindX automates the toughest...

-
- ✓ From smoothing weld seams to beveling edges, Grind X automates the toughest grinding jobs.
 - ✗ From smoothing weld seams to beveling edges, Grind X automates the toughest grinding jobs.

X-SERIES

Contextual usage

For technical documentation or marketing materials, solution names may be bolded on visual documents like spec sheets, user manuals, or graphic-designed marketing content.

Example:

"**Grind X** delivers precise, consistent results."

For general communications, emails, and social media posts, avoid relying on bolding to maintain flexibility across platforms.

Ensure solution names stand out naturally through context and capitalization.



IMAGERY

Solution based

We want to communicate that we empower companies to tackle a wide range of tough jobs with our reliable X-Series solutions.

Our imagery should rely heavily on showcasing these solutions, especially in action.



IMAGERY

Metal texture

The brushed steel texture can be used as a background image for a variety of material such as cover slides / pages or website hero sections.

Original texture



Primary green overlay with radial gradient

100%

90%



EXAMPLES

Case Study Template



CASE STUDY

Backwoods Adventure Mods



"We had all these welders that were splitting their time between welding and grinding. After implementing the robotic solution, they were able to solely focus on welding... the entire shop saw a big boost in efficiency, morale, and throughput."



Accelerating Output: Backwoods Adventure Mods's PushCorp-Powered Production Surge for Custom Bumpers

Backwoods Adventure Mods, a leading manufacturer of off-road accessories for adventure vans and trucks, specializes in creating high-quality front bumpers, rear bumpers, roof racks, rock sliders, boxes, and storage solutions.

Their commitment to delivering premium products has led them to seek automated solutions to address various challenges as they experience increased demand for their offerings. They had no prior experience automating material removal.

"We were integrating this ourselves onto an older style robot, and the implementation was honestly excellent. The engineers at PushCorp were always available to help us troubleshoot any tooling issues."

THE CHALLENGE

Before implementing robotic material removal, Backwoods Adventure Mods faced significant bottlenecks in their grinding process. Despite having a talented group of welders, the manual grinding process limited production, causing substantial delays.

Key Issues at Play:

- Production Bottlenecks:** Manual grinding slowed down production, with welders responsible for both welding & grinding. A welder could weld up to four bumpers per day but only grind one bumper per day.
- Worker Morale and Safety:** Welders were reluctant to perform grinding tasks due to the laborious nature of the job, which also carries inherent safety risks.
- Inconsistent Quality:** Variations in welder technique & abrasive choice increased the possibility of inconsistent product quality.

THE SOLUTION

Backwoods Adventure Mods sought a solution to enhance throughput and maintain consistent product quality. They implemented a PushCorp robotic material removal system, choosing a PushCorp STC6045 Servo Spindle mounted to a PushCorp AFD310 Active Force Compliance Device. This solution allows them to complete a multistep process, starting with weld grinding & ending with surface conditioning using multiple abrasive types to achieve optimal results.

Self-Integration: They integrate the solution themselves leveraging a refurbished robot.

Support and Training: PushCorp provided end-of-arm tooling support throughout the process, with engineers readily available to troubleshoot any issues.

Process Development: The team experimented with different abrasives during a de-risking demo at PushCorp's facility, learned how to set the right parameters, and best practices on robot pathing allowing them to own process development back at their facility.

THE RESULTS

- Up to 400% in increased throughput:** Depending on the model, Backwoods Key Adventure Mods saw a minimum of a 200% increase in throughput, with their largest, most expensive model experiencing 400% increase.
- Consistent Quality:** Achieved uniform quality across products, with reduced variations in techniques and abrasives.
- Improved Worker Morale:** Welders could now focus solely on welding, enhancing job satisfaction and safety.
- Labor Efficiency:** Reduced the need for manual grinding, allowing for better labor allocation and overall shop efficiency.

"We've been incredibly pleased with everything related to PushCorp. The service has been excellent, the implementation was smooth, and the support has been great. We're very happy!"

De-risk your Application with PushCorp.
Scan the QR Code to learn more.

Slide Deck Template

Our rugged robotic tooling... material removal with confidence and success.

- Exploration: Application discovery and de-risking.** Gain clarity through detailed application discovery and demo lab validation.
- Solution Validation: Find the right tools for the job.** Access application-focused XSeries solutions, tailored for grinding, sanding, and polishing.
- Implementation: Deploy with confidence.** Work with trusted integrators for seamless installations and comprehensive support.
- Maximize investment for long-term success.** Rely on ongoing support and abrasive expertise to sustain peak productivity and results.

PushCorp supports manufacturers from exploration to optimization, ensuring seamless automation of tough tasks.

Why It Matters

- Small and medium manufacturers are growing but face significant productivity gaps.
- Small to Medium Manufacturers need more flexible and easier to use robotic solutions that are accessible.
- By tailoring our solutions to their needs, we're helping these manufacturers embrace robotics without the steep learning curve or high costs.

Challenges They Face

Key challenges that PushCorp's solutions are built to solve.

Self Pain Points	What They Want (TBO)
"We don't have the technical expertise or resources to automate."	To automate repetitive tasks without high upfront costs or complexity.
"Labor shortages are forcing us to overburden workers with repetitive tasks."	Available solutions that deliver consistent results across production shifts.
"Production seems too expensive and complex for our shop floor."	Available tools and reproducible support to complete automation projects efficiently.
"How can we scale while keeping costs under control?"	
"Personnel results lead to rework, which impacts productivity."	
"We need tools that are reliable and can handle high-throughput demands."	
"We need dependable tooling to build custom solutions that deliver results."	
"Without reproducible support, implementation delays become costly."	
"Finding robust tools that work seamlessly with robotics is a challenge."	

Built for Your Shop

From smoothing weld seams to beveling edges, Grind X automates the toughest grinding jobs. Manual grinding is dirty, exhausting, and inconsistent. Grind X solves these challenges by:

- Automating grinding to save time and reduce your team's workload.
- Ensuring consistent results across production shifts.
- Providing comprehensive support to complete automation projects efficiently.

And We've Been Solving Problems Ever Since

1993: Founded in March 1993 with the World's 1st Force Compliance Device.

1995: Patent for the Adjustable Force Device (AFD), enabling consistent force in robotic applications.

1997: Release of the servo spindle, solving weight and consistency issues for robotic use.

2000s: Expansion of surface-finishing robotic tools and solutions.

2009: Moved to current headquarters.

2014: Purchased 1st robot & 1st demo lab.

2024: Joined WALTER Surface Technologies, enhancing expertise and support.

Legacy & Core Identity

Turning Dirty Work into Safer, Smarter Manufacturing

PushCorp Branding Strategy | 12/25/2024

Standing Out in a Competitive Market

PushCorp leads the way in rugged, reliable robotic solutions for material removal, standing apart in an evolving market.

Competitors	PushCorp
EuroRobotics	ALL Industrial Automation
Advanced compliance technology, well-known in Europe.	Known for precision sensors and general-purpose EQAs.
Limited focus on material removal products overall, primarily with PushCorp's marketing.	Extensive line of manual tools and some robotic solutions.
	Lack of cohesive automation strategy and poor durability compared to PushCorp.

Key Differentiators:

- Rugged Reliability:** Robotic tools designed to handle the most demanding environments, delivering consistent results with minimal maintenance.
- Application Focus:** Solutions tailored for grinding, sanding, and polishing, making material removal accessible for manufacturers of all sizes.
- Customer Support Network:** Trained integrators and job partners with 24/7 technical support and on-site assistance.

Our Portfolio Po

PushCorp's portfolio offers unmatched cobot-ready toolwhile maintain

