



AlphaCart

Brand Guidelines



Product

The Alpha Cart, a semi-autonomous vehicle, following people with their belongings.

Product

Logo

Color

Type

Imagery

Brand

Merch



About the Alpha Cart

Alpha Cart is an automatic cart that can follow its owner while carrying items in the basket attachment at its top, easing the burden of carrying things manually, and helping them live more independently. Alpha Cart is the best fit for people who want simplicity while leveraging the benefits of sophisticated technology - all at an affordable cost.

The cart has been developed for both outdoor and indoor applications where agility, maneuverability, and flexibility will be required, and it can be easily controlled using a mobile app. The cart will function in follow-me mode, following the authorized user's trajectory as well as detecting and avoiding obstacles in full security. Alpha Cart has smart sensors that can recognize human voices and avoid obstacles so it can follow specific consumers.

The cart is meant to assist seniors and parents in both their environment and outside their usual environment. Alpha Cart will be a perfect choice for elderly people who live far from their children or have to live alone for the major part of the day when their children are busy within their professional settings and mothers of young children. They do not need to lift and push heavy trolleys to get the groceries and other belongings to their home, rather Alpha Cart will do all these tasks itself without any assistance required from the customer. They only need to switch on the cart with the push of a button on their mobile phone and the cart will automatically come into a workable position and start following them.

Alpha Cart will serve both corporate and individual clients. The company will develop and distribute products to help people lead independent life while assisting offices and industrial clients in their daily tasks. The products will be manufactured in-house using proven production processes and high-quality and reliable inputs. The founder will focus his efforts on setting-up the manufacturing unit, getting the clients on-boarded and the accurate functioning of the mobile application. The company plans to further improvise its manufacturing process with the use of latest technology equipment and tools to save production costs, thereby transferring the benefit to its customers in the form of reduced pricing.

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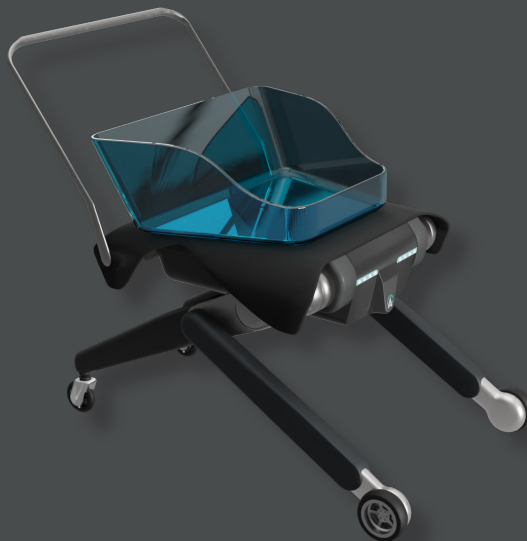
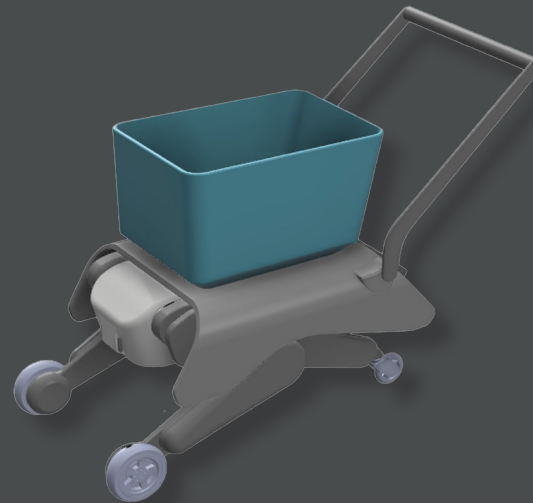


The Alpha Cart 2022

Version 1 of the Alpha Cart featured a cart with various colored wheels, a simplistic design, and a flat platform.

The Alpha Cart 2023

Version 2 of the Alpha Cart featured a lower stationed platform with a basket.



The Alpha Cart 2024

Version 3 of the Alpha Cart features an easy to maneuver cart that can be adjusted to different heights. The basket can also be switched out for alternative basket styles.

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Features



Optional maneuvering

Collapsible

Adjustable

Sleek Wheel Design

Baskets are exchangeable

Extendable

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Logo

A Simple, Sleek, and Sophisticated Look

The logo can be used in various formats. Full color, black, and white with black, white, and gray backgrounds.

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Color

Eye-catching color palette

The colors are meant to be simple yet eye-catching for users. A color palette that is up to date with the future of robotics.

The pattern should be used to visually enhance the backgrounds of elements.

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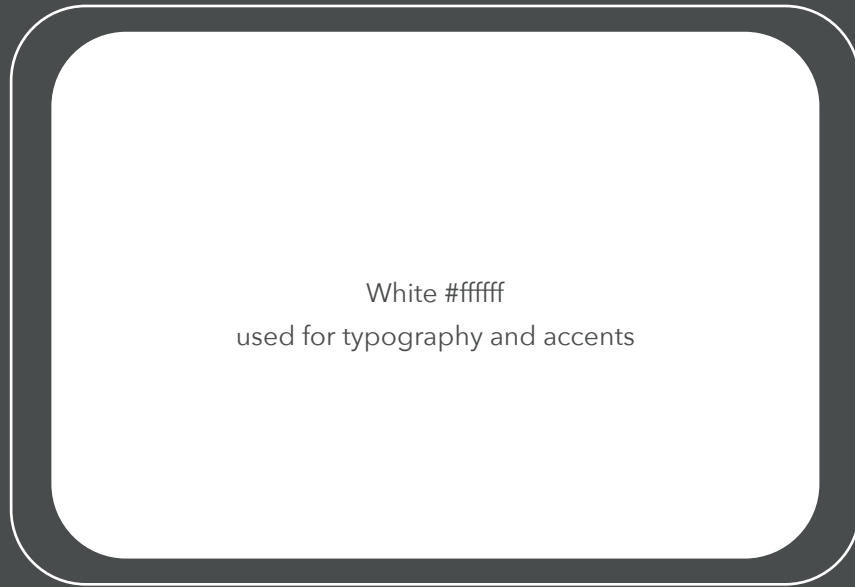
Imagery

Brand

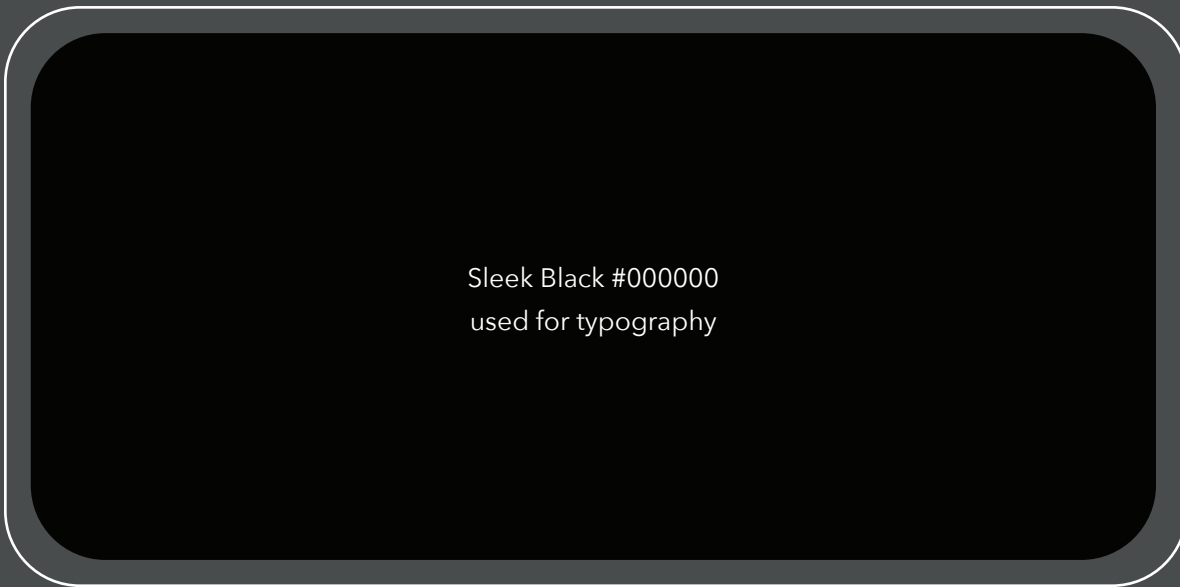
Merch



Teal Green #00a593
primary color



White #ffffff
used for typography and accents



Sleek Black #000000
used for typography



Cool Gray
#4b4d4e
used for
backgrounds

Product

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Pattern



Product

Logo

Color

Type

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Typography

One font with Multiple Weights is used in the brand.

The font used is called Avenir Next. Avenir Next in Bold, Medium and Regular are used the most with an italic applied in certain cases.

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Alpha Cart is meant for a wide range of consumers, with an initial focus on elderly people and parents of young children.

Avenir Next Regular

Automatically gets out of the car and then gets into the car after the customer is done with shopping.

Avenir Next Medium

Placing groceries and other belongings back into the car and carrying the same to your house.

Avenir Next Bold

Alpha Cart will serve both corporate and individual clients.

Avenir Next Italic

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Header

The Header for Alpha Cart

Sub-Head

The Sub-head should be 20pt font and can be regular, medium, **bold** or *italic*.

Bullets and numbers

- The font size for bullet points should be between 12pt and 20pt
- You can also use numbers to replace the bullets
- You can use regular, **medium**, and **bold** weights

Body Copy Title

The body copy title should be bold

Body Copy

Il iditi quam vent doloria et quunt mos il eum quo moluptatem iur aut verunt laborio reruptatur, nam quam, enim fugiatiis sim fugitas pellut acil et, sitat officto et qui doluptatemos et aut duciatqui nonseni stectiis mi, volor am volorro rehendae dolorer uptionseque verum errum, te dolorit re accum aut abore, tem ipsani aut etur aliquidipid earum in nonet as cum quaspicae dunt hitium esto quam etur? Faccae. Oluptat istrum qui blate autquo volore commolorum num sumquam, venti quia que volentisi dolo et volorecta volor sum autatus.

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Product

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Imagery

The imagery shown are 3D Renders of the Cart in a real-life setting.

Product

Logo

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3D Cart



Product

Logo

Color

Type

Imagery

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3D Animation



Product

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Merch



Brand

Alpha Cart is a simple, but highly sophisticated semi-autonomous technology designed to automate one of the most cumbersome, and prolific human tasks in general life or in the workplace related to moving belongings, office files, or other small materials and tools from one place to the other.

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Mission

Change the way people carry their belongings using an automated cart powered by advanced technology.

The product has a vision to become the leading provider of semi-autonomous carts worldwide through a combination of evolving technology, programming capabilities, ease of use, flexibility, and affordability for the end-users.

Audience

Alpha Cart is meant for a wide range of consumers, with an initial focus on elderly people and parents of young children. In addition to assisting individual users, it can also be used by industrial and commercial users or offices, who can carry small materials, tools, or papers while commuting to different parts of the project site or going to attend meetings.

Moreover, Alpha Cart will also be an object of attraction for young tech-savvy customers, who want to live in smart homes, where they can carry things around their homes without any hassles. The geographical focus of the company will initially be the United States, with the ultimate aim to create a worldwide presence.

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Merch

To support the brand, get the merch!

This merchandise is designed to enhance
and expand The Alpha Cart.

Product

Logo

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Type

Imagery

Brand

Merch



T-Shirts



Product

Logo

Color

Type

Imagery

Brand

Merch



This brand guidelines should be used accordingly and to improve the stylistic elements and representation of The Alpha Cart.

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