



Rachio Brand Guidelines





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Brand Foundations

Our mission is to advance the smart home outside,
through conservation and connection.



Origin Story

It started with a rainy day.

It started with a rainy day. Even during a downpour, sprinklers were still running. Waste was the problem—that much was clear. The solution took some time and tinkering but eventually, the technology to connect outside spaces of the home to a smarter, more efficient way to water emerged.

Today, depending on the weather, the sunshine and the season, you are able to optimally water your home's green landscapes with high precision and low effort.

Our products are expertly engineered to do the work—triangulate the details to lighten the load of optimal watering. We take the guessing out and put the intelligence in to forecast in real time and adjust accordingly.

At Rachio, we water sprawling lawns, blissful backyards, flower beds and urban gardens. We water wherever there is greenery to grow. And we make the most of every drop with high-tech products and low-touch effort.

Rachio bridges the intelligence gap between your home and your yard to bring smart outside.



Positioning Statement

Smart watering is well informed and highly optimized.

Rachio creates innovative technology and solutions that enliven the outside space of any home through exceptional products, data-driven personalized recommendations and an unmatched user experience.



Connect Outside

At Rachio, we believe that
home begins outside.

Before you reach the front door, or cross any threshold, you know you've reached your destination – starting with the space that sits under the sky.

This is the only room in your home where the sun, rain and seasons can change everything. Our mission is to elevate outside from the ground up with smart products powered by real-time data to make it delightfully easy to engage with the elements on your terms.

We simplify making the most of every square foot surrounding the four walls of your home so that any Rachio user is armed with the power to architect their ideal outside. Our suite of products offers high-impact, low-effort control to transform any yard into a home oasis.

Carry the vibe outside and create a space where you can play, unplug, recharge and connect.

Love all of where you live.

#connectoutside



Headlines

A better way to water

Our roots are in water

Come rain or shine

For your home oasis

An upgrade for your greenery

Refreshed irrigation

Intelligent irrigation

Water on purpose

Intentional watering

Water with intention

Leave it to us. We know how to water.

Don't dwell on the details. We make it easy.

Soak it in

Optimization is in our nature

Conservation is in our nature

Intention is in our nature



Primary Content Pillars

These are the content pillars that drive our brand. The pillars guide us through what we choose to talk about on social, web and how we define our positioning, how we create that intangible feeling for Rachio through images and storytelling.



01



Outdoor Spaces

- Backyards
- Lawns
- Greenery
- Patios
- Xeriscape

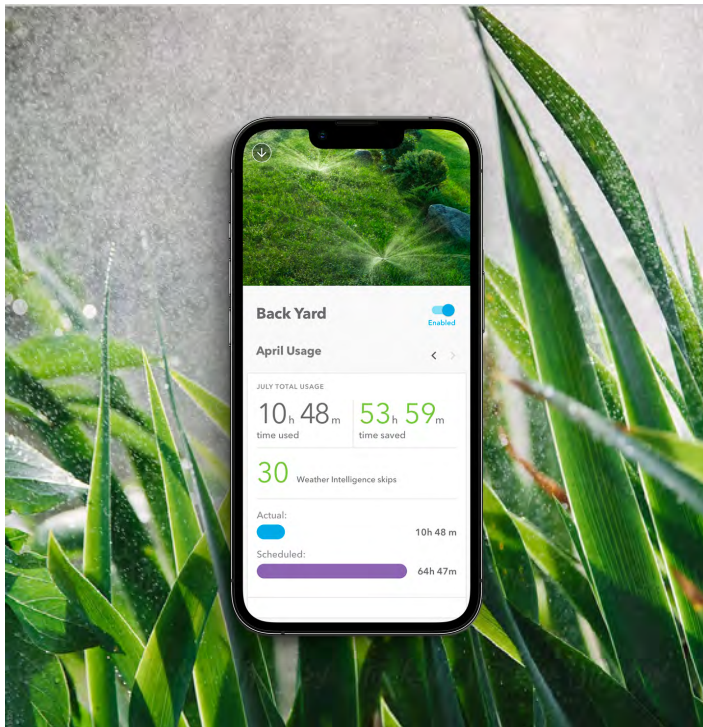
02



The Product

- Design
- Details
- Placement around the home
- UX

03



Usage

- Product Installation
- Using the app (how to's)

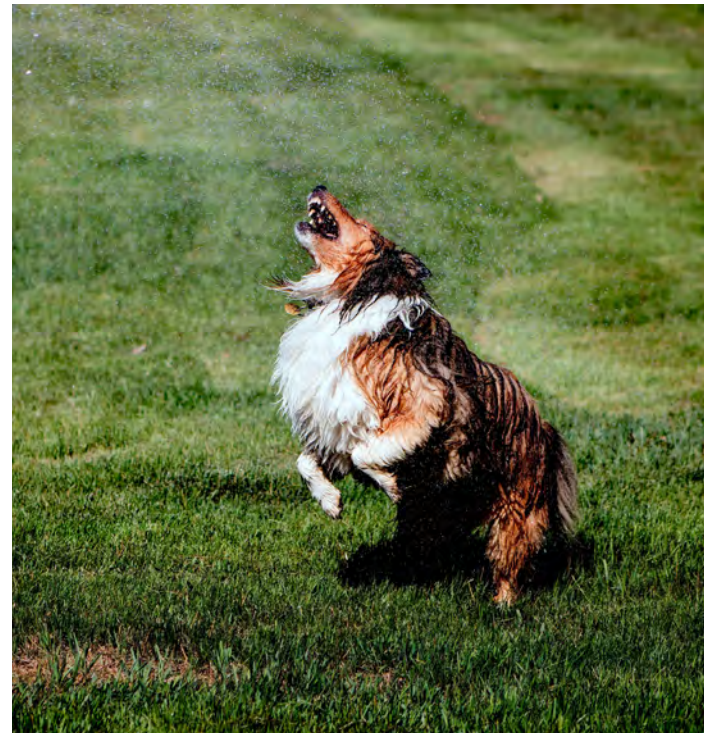
04



Conservation

- Water
- Waste
- Energy

05



Good Times Outside

- Kids Swimming
- Dogs Fetching
- Barbecues
- Fire Pits
- Pool Parties



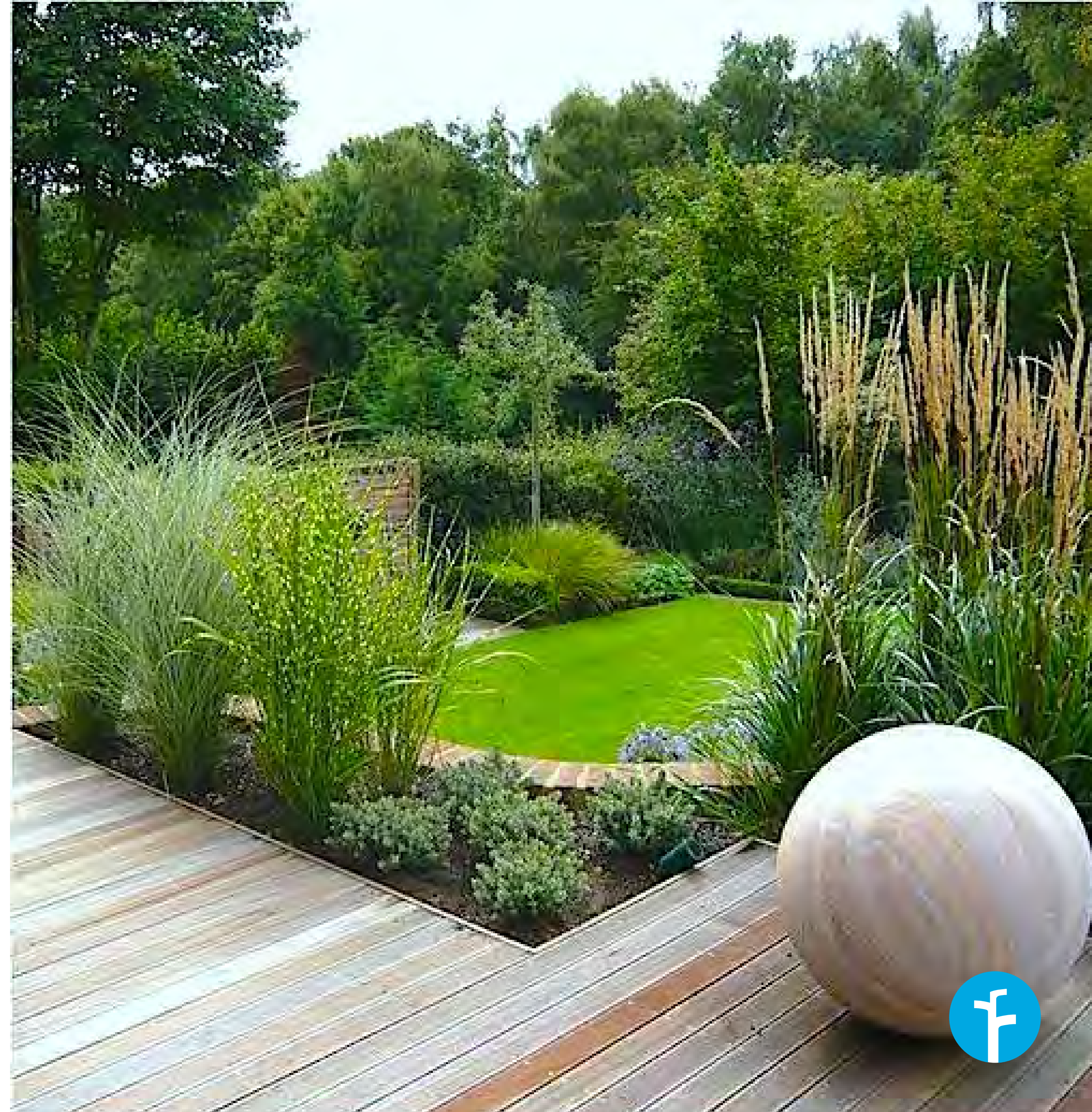
Outdoor Spaces

Sprawling backyards and stunning landscapes. The aspirational outside spaces that surround modern smart homes.

Cozy corners of a home's outside flush with greenery. A yard doesn't have to be big to be a personal oasis.

Patios, balconies, rooftops and urban gardens. A piece of paradise can exist even several floors above the ground.

Spaces designed deliberately to gather. A farm table, fire pit, rows of yoga mats or a spontaneous tent for a popup campsite.



The Product

Soft shadows from geometric arrangements of spheres and blocks paired with intentional use of light give the product an elevated and modern feel.

Dynamic positioning of the product is surreal and captivating, communicating that the product is a completely digitized solution.

Simple backgrounds – locations, in-studio and abstract – that don't dilute focus from the device design.

Macro shots to zoom in on the details and emphasize the intentionality of each element of design.



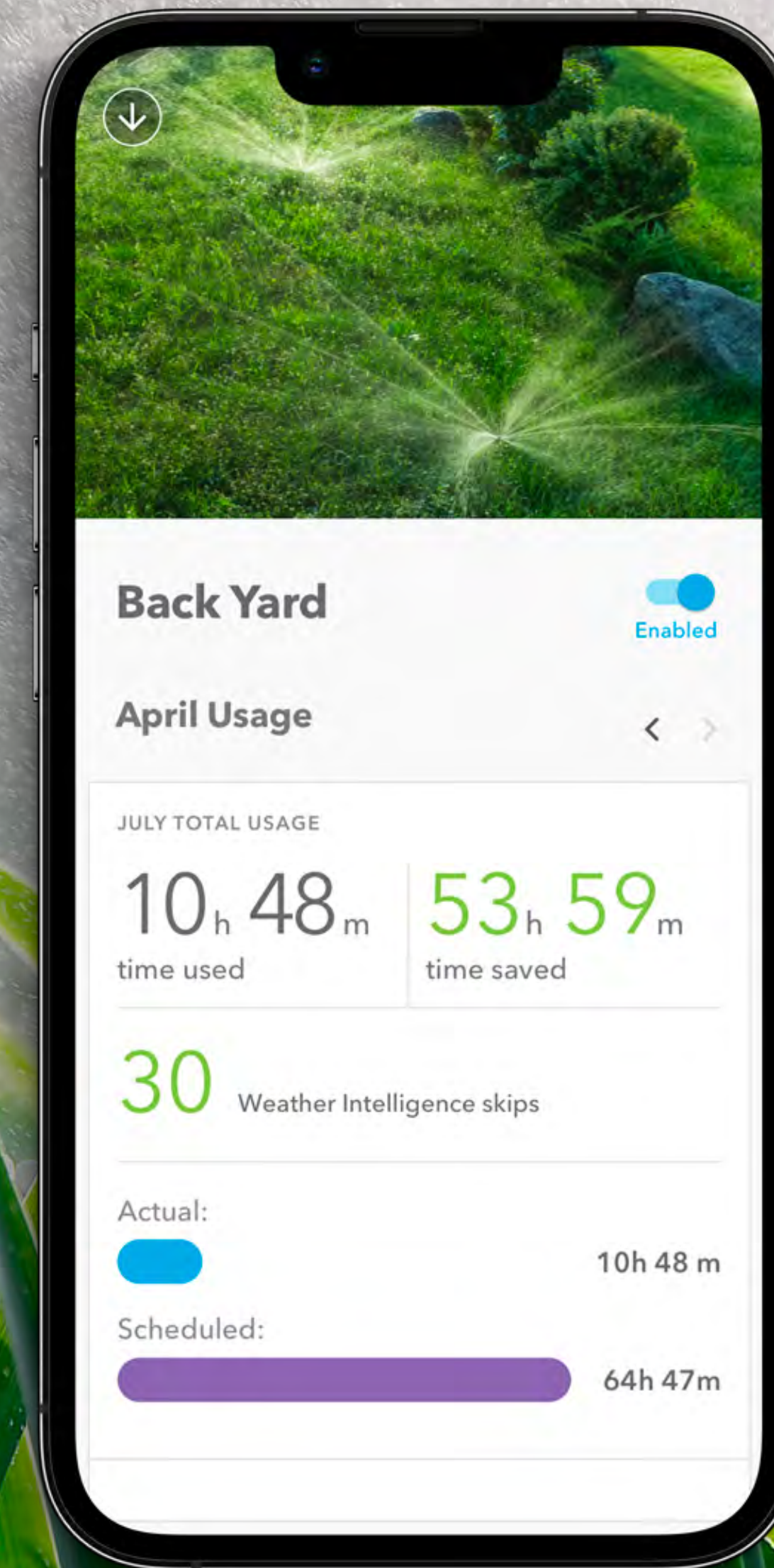
Usage

Helpful how-tos to ensure customers get the most from the Rachio app and user experience.

Installation images to illustrate the ease of adopting a smart solution for outside that gives the customer high-touch control with low-touch effort.

A mix of infographic illustrations, stylized text, text overlay and screen shots of the app work together to demonstrate ease of use.

Examples of personalized recommendations based on data builds trust and confidence in the technology.



Conservation

Sprinklers turning off during rain and other real-time results of data-driven personalized recommendations exhibit the intentional use of water and other resources related to Rachio products.

Bridge the gap between the conservation that is happening in and around the home to the bigger global picture – thriving ecosystems, flowing waterways and clean water sources for wildlife.

Infographics and how-tos to encourage other ways to minimize waste, conserve resources and save time and money in and around the home.

Celebrate the wins by sharing stories of customer's conservation milestones. Rachio users should feel good about their efforts to use resources with purpose.



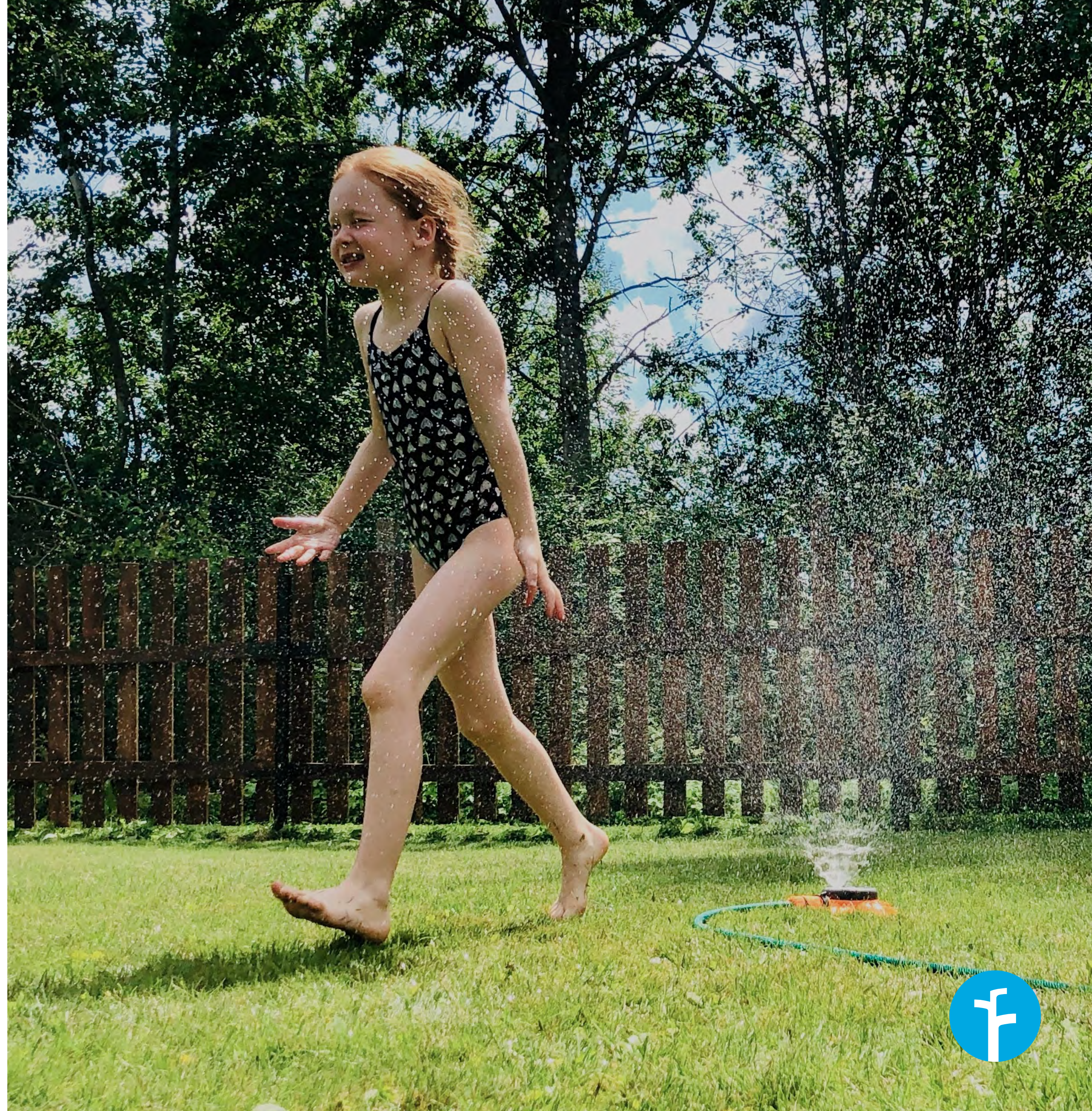
Good Times Outside

Bringing smart outside means more opportunities to usher other activities from in to out. Meals, yoga, meditation, reading, chatting on the phone, listening to music and more is better outside.

Even the smartest of outsides require some care – gardening, mowing the lawn, raking leaves, skimming the pool – its all in the interest of architecting an ideal outside space.

Interacting with the elements, from soaking in sunshine, to digging toes into grass, is easier when a lot of the upkeep is automated.

Time spent outside with friends and family should be unforgettable. Capture authentic moments of connection between people enjoying the company they're in.

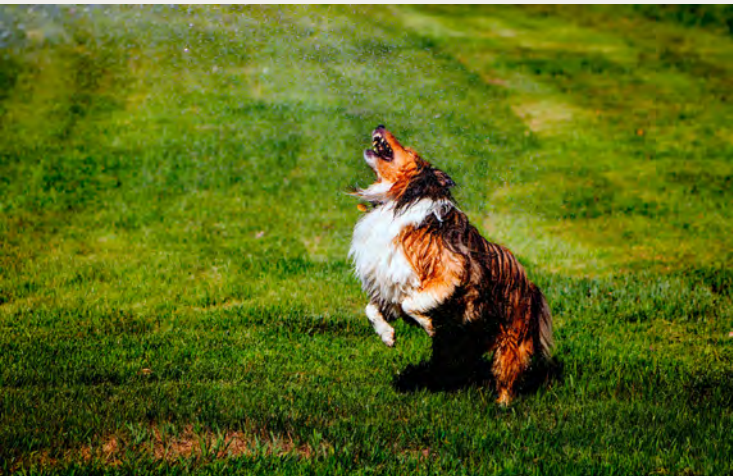
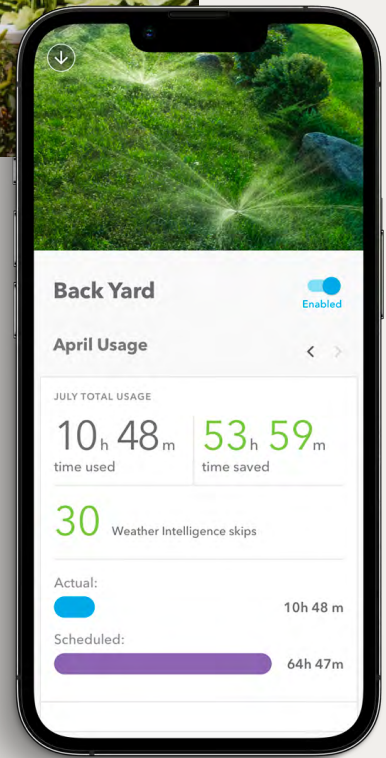


Lifestyle Photography

Theses images are examples of the outdoor settings for Rachio. The colors and simplicity convey warmth with the use of outdoor lighting. The overall tone of the images should always feel natural and never overly saturated.

[Link to Stock Photography](#)





Mood





Outdoor Home







A photograph of a modern outdoor patio area. In the center, a man and a woman are sitting on white folding chairs, facing each other and smiling. The woman is wearing a green shirt and the man is wearing a pink shirt. They are surrounded by lush green plants and flowers. In the background, there is a brick wall and a glass door leading into a building. The text "Connect Outside" is overlaid on the right side of the image in a large, white, sans-serif font.

Connect Outside



Product Photography

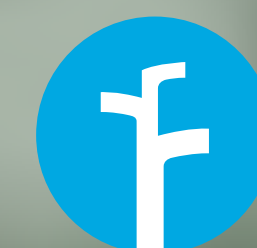
Here's a guide for product design
inspiration, photography lighting and
mood.

[Link to Product Photography](#)

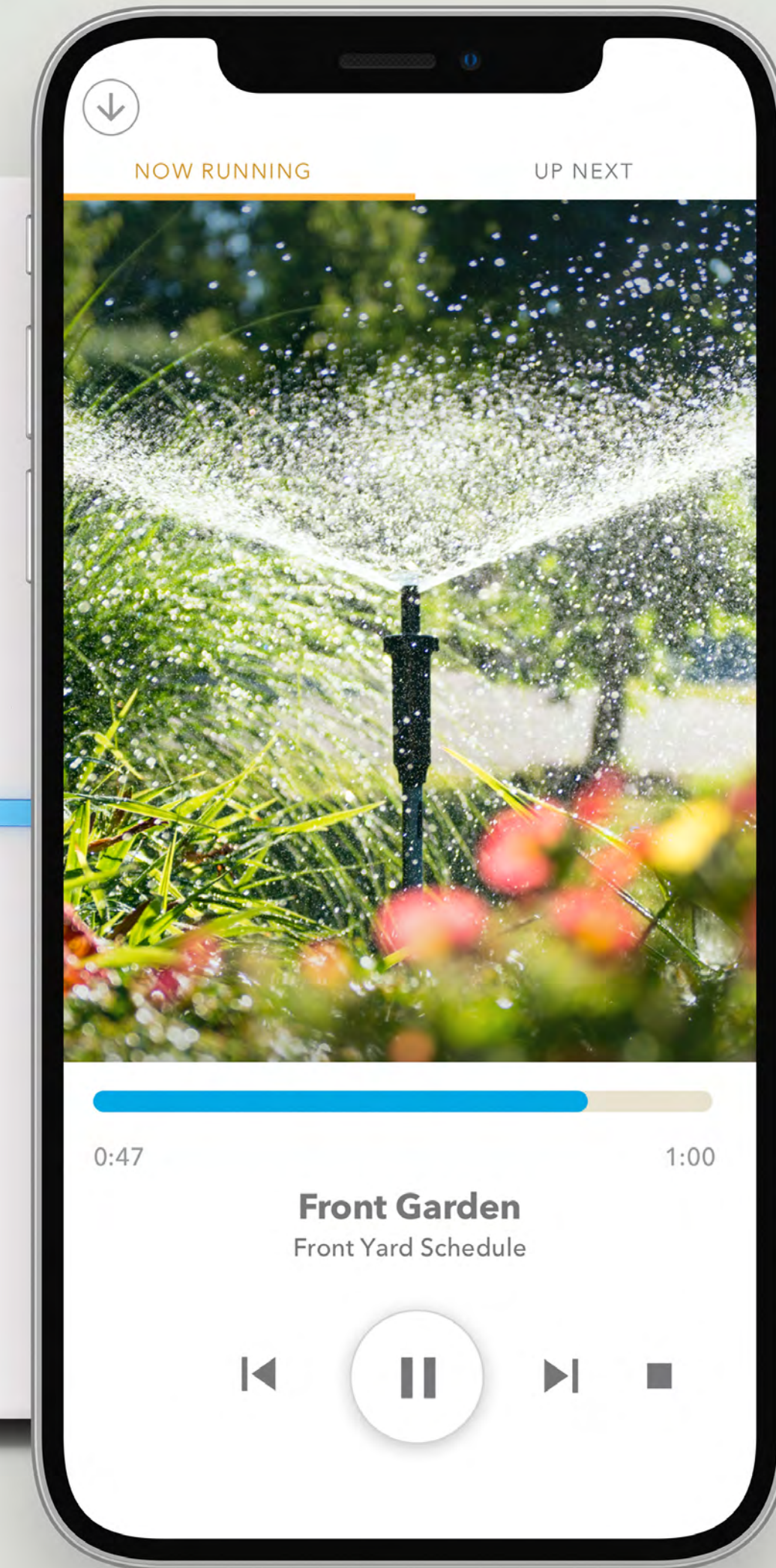












Logo Usage

Equip your home with the technology to connect outside

Our mission is to advance the smart home outside.
Through conservation and connection.

[Link to Logo Assets](#)



At a minimum, the padding around the logo should be half the width of the logo's badge. The minimum acceptable size for the logo in print is 1 inch wide. For digital use, the minimum width is 100 pixels.



Logo on white background



White logo on dark background



Dark logo & badge on Rachio blue / lightly saturated background



Dark monochromatic logo on a white background



White monochromatic logo on a dark background



If placing dark logo on other colors, contrast must be high, and logo must be legible



DO NOT change the scale of the badge



DO NOT use any color other than Pantone 2995C or Pantone 303C for the badge color



DO NOT place the logo over a background color similar in value to the logo.



Color Palette

[Link to Color Palette](#)



Brighter colors should be used minimally unless used intentionally in a campaign.



PANTONE 2995C	PANTONE 303C	PANTONE 7486C	PANTONE 7482	PANTONE 349	PANTONE 357	BLACK	E3E4E0	F4F2EF
RGB 33, 165, 220	RGB 12, 41, 57	RGB 194, 221, 155	RGB 4, 153, 86	RGB 33, 165, 220	RGB 43, 103, 60	RGB 34, 31, 32	Digital	Digital
CMYK 81, 12, 1, 0	CMYK 97, 73, 52, 56	CMYK 29, 0, 54, 0	CMYK 96, 8, 99, 1	CMYK 81, 12, 1, 0	CMYK 91, 33, 99, 26	CMYK 0, 0, 0, 100		
HEX 21A5DC	HEX 0C2939C	HEX C2DD9B	HEX 049956	HEX 21A5DC	HEX 2B673C	HEX 00000		



Typography

Avenir Font
French for “future”

[Link to Fonts](#)



Aa

The [Avenir](#) (French for “future”) font was produced as another real alternative to the Futura design and the original face was available in three weights with accompanying italic variants. This limited variety led to the reworking of the type in the early twenty-first century by designers Adrian Frutiger and Akira Kobayashi.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#\$%^&*

abcdefghijklmn
opqrstuvwxyz
1234567890!@#\$%^&*



Headline, Avenir Next

Subheader 1, Avenir Next Medium

Subheader 2, Avenir Next

Body Copy - Avenir Next Regular

It started with a rainy day. Even during a
downpour, sprinklers were still running.
Waste was the problem—that much was clear.

Body Copy - Avenir Next Regular

It started with a rainy day. Even during a
downpour, sprinklers were still running.
Waste was the problem—that much was clear.



This is an example of how a headline, sub-headline, and longer body copy should be paired .

Water With Purpose.

Better water use comes from smart watering technology.
We make intentional, digitized water usage easy & efficient.

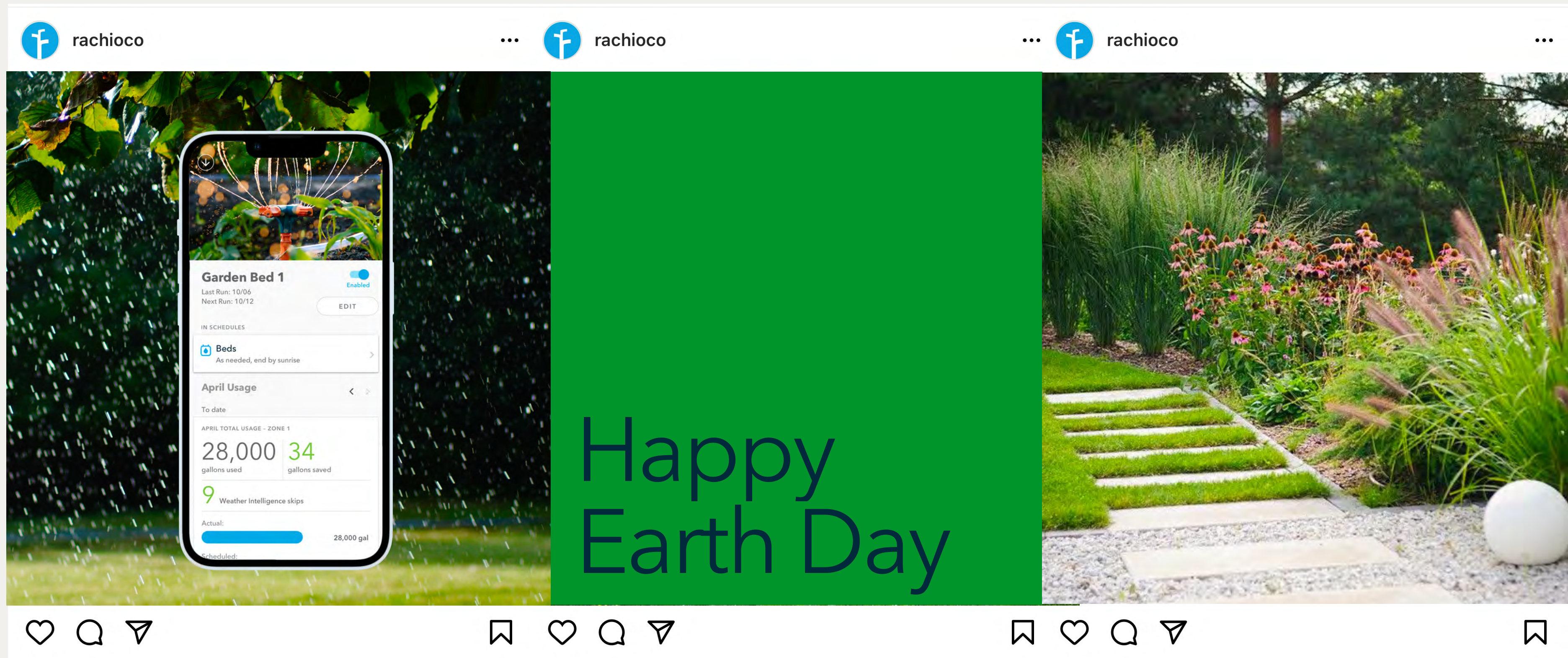
It started with a rainy day. Even during a downpour, sprinklers were still running. Waste was the problem—that much was clear. The solution took some time and tinkering but eventually, the technology to connect outside spaces of the home to a smarter, more efficient way to water emerged.



Creative Asset Examples

[Link to Creative Library](#)





All Rachio organic social media content falls into three categories:

1. Educational

These are informative posts about the category at large. Lawn and garden, watering, etc.

2. Informational

These are about Rachio as a company. Tips and tricks, new products, new features, etc.

2. Inspirational

Beautiful green scapes, UGC, influencer content, etc.





This weekend only

\$20 Off Rachio 3

- ☑ Control from your phone
- ☑ Installs in 30 minutes or less
- ☑ Waters the right way for your yard



These are examples of digital ads utilizing lifestyle, outdoor space, and alternate colors housed within clean, gridded layouts.





These are examples of billboard ads.

