

ManChine AI Technology — Brand Kit

1. Brand Essence

ManChine AI Technology builds human-centered AI devices designed to protect, guide, and uplift people. Rooted in Haitian resilience and powered by global innovation, ManChine unites safety, clarity, dignity, and opportunity through the PGC-01 smart glasses and RiCo OS.

Brand Mission (One Sentence)

To create AI-powered tools that empower humans with safety, clarity, and opportunity — starting with PGC-01 and RiCo.

Brand Values

- Human-first technology
- Privacy and protection by design
- Dignity and cultural respect
- Innovation driven by purpose
- Safety, clarity, empowerment

2. Visual Identity

Primary Logo

Use the ManChine logo in its standard orientation, with clear spacing and contrast.

Sub-Brand: RiCo

RiCo's mascot is a blue holographic companion — symbolizing awareness, protection, guidance, and emotional connection.

Color Palette

- ManChine Blue — #00AEEF
- RiCo Neon Blue — #2BB9FF
- Deep Space Black — #050505
- Infrared Red — #FF2E2E
- Soft Gray — #D9D9D9

Typography

- Primary: Inter / SF Pro / Helvetica Neue
- Secondary: Futura / Poppins
- Style: Clean, modern, geometric.

Body text must be legible and accessible.

Logo Usage — Do & Don't

Do:

- Keep spacing consistent.
- Use full-color logo on dark backgrounds.
- Use monochrome logo when necessary.

Don't:

- Stretch or distort.
- Change RiCo's colors.
- Place logo atop busy backgrounds.

3. Brand Messaging

Brand Pillars

- Safety & Protection — Technology that watches over you.
- Clarity — Understanding the world better.
- Connection — Human and AI rising together.
- Cultural Legacy — Inspired by Haiti's resilience.

Tone & Voice Guidelines

Tone:

- Calm, protective, confident.

Voice:

- Supportive, clear, empowering.
- Never robotic, technical, or distant.

Taglines

- Where humanity and AI rise together.
- Powered by clarity. Guided by RiCo.
- Safety. Vision. Legacy.

4. Product Identity — PGC-01 + RiCo OS

PGC-01 Vision

PGC-01 is Manchine's first major device: cellular smart glasses built for real-world assistance, safety alerts, translation, environmental understanding, and seamless integration with the Smart Case.

RiCo OS Identity

RiCo is the AI companion that protects, remembers, translates, and understands the world with you. RiCo is never intrusive — always a guardian.

5. Cultural Identity

The Eye of Haiti

The Eye of Haiti symbolizes vision, destiny, protection, and the spiritual resilience of the Haitian people. It anchors ManChine's identity in culture, meaning, and purpose.

6. Contact & Permissions

For brand usage or media inquiries:

info@manchine.ai

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