



Fathom Robotics

Know what's down there.

SPEC
PRIMARY
STYLE

IBM PLEX SANS + IBM PLEX MONO
#0E3D52 · ABYSSAL
CLINICAL

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Foundation.

MISSION

Fathom keeps autonomous robots on your foundations and cables so you know their condition without putting a diver in the water or a vessel on standby. Sonar and vision, every survey logged, every anomaly time-stamped — inspection as a service, priced per asset instead of per mobilization.

VISION

Every structure below the waterline is continuously known — condition data as routine as the weather report, so failures are scheduled maintenance instead of emergencies.

VALUES

THE LOG IS THE PRODUCT

A survey you can't audit is a story. Every pass is time-stamped, geo-referenced, and kept — the asset's history matters more than any single dive.

CALM IS A SPEC

Offshore work rewards the unhurried. The robots hold position in a two-knot current; the reports hold their tone in a storm season.

NO DIVERS BELOW THIRTY METERS

If a task still needs a person in the water, the machine isn't finished. We design so the riskiest job on a wind farm stops being a job.

SALT IS THE TEST BENCH

Demos happen in harbors, not tanks. Hardware that hasn't spent a winter offshore doesn't get a datasheet.

FINDINGS, NOT FOOTAGE

Operators don't need eleven hours of video; they need the six frames that matter and the trend line since last quarter.

PERSONALITY

unhurried / exact / salt-tested / plainspoken / dependable

TAGLINES

Know what's down there.

The seabed, on the record.

Inspection without the dive.

How we sound.

01

Report, don't advertise

✓ **DO**

Cable CP-14 shows abrasion at the J-tube exit; 40% sheath loss over 0.8 m; re-inspection scheduled in 90 days.

✗ **DON'T**

Our revolutionary AI detects cable issues with unprecedented accuracy!

02

Numbers before adjectives

✓ **DO**

Six-hour endurance at 3 knots; positioning holds within 15 cm in a 2-knot current.

✗ **DON'T**

Industry-leading endurance and rock-solid stability.

03

Weather-window honesty

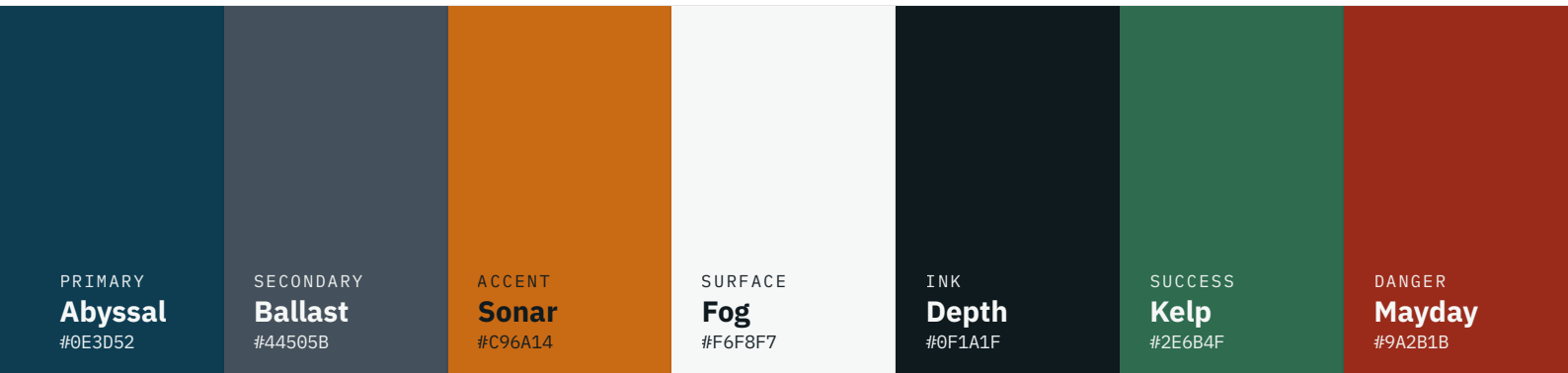
✓ **DO**

The October survey slipped nine days to a weather window; here is the revised plan.

✗ **DON'T**

We deliver on time, every time, whatever the conditions.

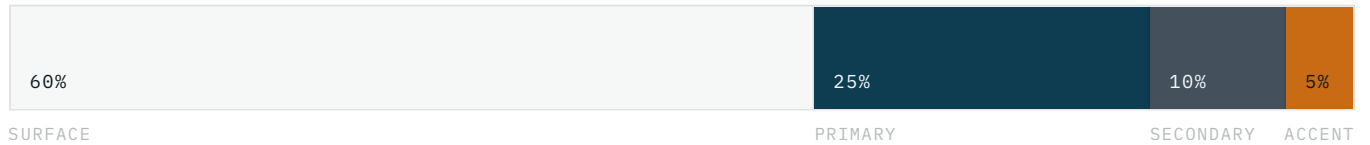
Palette.



	ROLE	NAME	HEX	USAGE
	PRIMARY	Abyssal	#0E3D52	The blue-green of water past thirty meters — where the divers no longer go. Carries the mark, links, and depth-band chart fills.
	SECONDARY	Ballast	#44505B	Wet-steel gray for rules, tables, and chart furniture. The color of the monopile at the waterline.
	ACCENT	Sonar	#C96A14	Buoy orange for the one thing per surface that must be found first — the anomaly flag, the contact on the trace. Never body text.
	SURFACE	Fog	#F6F8F7	Morning-fog white. Default page, report, and dashboard background.
	INK	Depth	#0F1A1F	The black of water with the lights off. Body text and line work.
	SUCCESS	Kelp	#2E6B4F	Passed inspections, healthy cathodic readings, surveys inside the weather window.
	DANGER	Mayday	#9A2B1B	Anomalies needing action this season, failed checks, aborted missions.

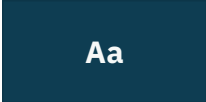
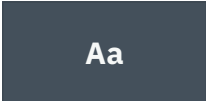
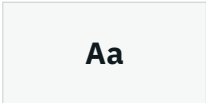
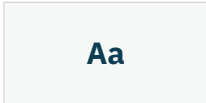
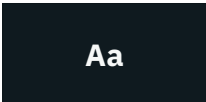
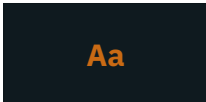
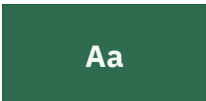
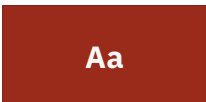
Palette, in use.

PROPORTIONS



Surface leads; primary speaks; accent is scarce on purpose.

WORKING PAIRS

 Abyssal	 FOG	 SONAR
 Ballast	 FOG	 DEPTH
 Sonar	 DEPTH	 FOG
 Fog	 DEPTH	 ABYSSAL
 Depth	 FOG	 SONAR
 Kelp	 FOG	
 Mayday	 FOG	

Pairs showing “Aa” carry text at 4.5:1 or better, measured. Everything else meets only as blocks — fills, rules, plates — never as type.

Typography.

DISPLAY
IBM PLEX SANS

Fathom Robotics

TEXT
IBM PLEX SANS

Fathom keeps autonomous robots on your foundations and cables so you know their condition without putting a diver in the water or a vessel on standby. Sonar and vision, every survey logged, every anomaly time-stamped — inspection as a service, priced per asset instead of per mobilization.

MONO
IBM PLEX MONO

fathomrobotics.com / v1.0 / hello@fathomrobotics.com

CHARACTER SET

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 &?!%()

WEIGHTS

Aa 500 **Aa** 700

One engineering family, three duties. IBM Plex was drawn for technical documentation — the register of a survey report, not a launch video. The mono carries what Fathom's customers actually read: coordinates, cable IDs, depths, dates.



Fathom Robotics



Fathom Robotics

VERTICAL



SYMBOL



Fathom Robotics

MONO-POSITIVE



Fathom Robotics

MONO-REVERSE

REDUCTION TEST / TRUE PIXEL SIZE



APP ICON



32 PX



16 PX – ACTUAL SIZE

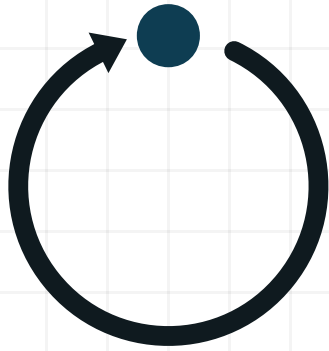
01 • SOUNDING • RECOMMENDED PRIMARY

A sounding line: the vertical weighted line that measured depth by hand for a thousand years, drawn with its fathom-mark ticks and a Sonar-orange plumb weight. A fathom is literally what a sounding line measures — the mark is the company's name, trade, and method in one drawing. It could belong to no one else.

REMEMBER The orange plumb weight hanging at the bottom of a tick-marked vertical sounding line.

CHOOSE THIS WHEN the name should carry the mark: a sounding line literally measures fathoms, so nobody else can wear this drawing.

File • concept-1-sounding.svg



Fathom Robotics



Fathom Robotics

VERTICAL



SYMBOL



Fathom Robotics

MONO-POSITIVE



Fathom Robotics

MONO-REVERSE

REDUCTION TEST / TRUE PIXEL SIZE



APP ICON



32 PX



16 PX – ACTUAL SIZE

02 · PATHWAY

A routed line with a node, read as a cable route on a chart. Right for survey-report headers and cable-inspection collateral.

REMEMBER One continuous route line with a single round waypoint node, a cable run traced on a chart.

CHOOSE THIS WHEN survey and cable-inspection work should lead; it badges the service well but says less about the company name.

File · concept-2-pathway.svg



Fathom Robotics

VERTICAL



SYMBOL

 **Fathom Robotics**

MONO-POSITIVE

 **Fathom Robotics**

MONO-REVERSE

REDUCTION TEST / TRUE PIXEL SIZE



APP ICON



32 PX



16 PX – ACTUAL SIZE

03 • COUNTER

The F die-cut from an Abyssal disc; real negative space, so the mark works on chart backgrounds and hull photography alike.

REMEMBER The F is cut clean through a solid teal disc, so whatever's behind shows through the letter.

CHOOSE THIS WHEN the mark must live on charts and hull photos; the die-cut survives anywhere, though a lone F says less.

File • `concept-3-counter.svg`



Fathom Robotics



Fathom Robotics

VERTICAL



SYMBOL



Fathom Robotics

MONO-POSITIVE



Fathom Robotics

MONO-REVERSE

REDUCTION TEST / TRUE PIXEL SIZE



APP ICON



32 PX



16 PX – ACTUAL SIZE

04 • GRID

Initials in ruled cells, spec-sheet register. Letterhead and table headers, not the hull.

REMEMBER The initials F and R, each boxed in its own thin-ruled cell like a spec-sheet table.

CHOOSE THIS WHEN paperwork is your front door: it keeps letterheads and tables crisp, but it's too quiet to paint on a hull.

File • concept-4-grid.svg

Fathom Robotics

KNOW WHAT'S DOWN THERE.

F

Fathom Robotics

VERTICAL

F

SYMBOL

Fathom Robotics

KNOW WHAT'S DOWN THERE.

MONO-POSITIVE

Fathom Robotics

KNOW WHAT'S DOWN THERE.

MONO-REVERSE

REDUCTION TEST / TRUE PIXEL SIZE



APP ICON



32 PX



16 PX – ACTUAL SIZE

05 • RULE

Wordmark over a hairline with the tagline beneath — the masthead for reports, which is where this brand lives most days.

REMEMBER The full name sitting on a hairline teal rule, tagline typed in monospace beneath.

CHOOSE THIS WHEN the survey report is where clients meet you; you get a masthead that owns the page, not a symbol to badge gear.

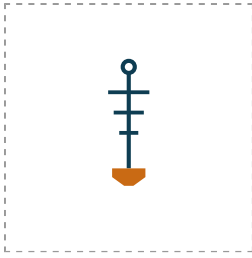
File • concept-5-rule.svg

Marks & reversals.

Every concept ships as eight files. The matrix shows the stacked lockup, the isolated mark, and both single-color reversals; `wordmark.svg`, `favicon.svg`, and a flattened `production.svg` for cutters and embroidery complete the set on disk. Type is baked to outlines in every file — they render identically with no fonts installed.

	VERTICAL	SYMBOL	MONO-POSITIVE	MONO-REVERSE
01 SOUNDING	 Fathom Robotics	 Fathom Robotics	 Fathom Robotics	 Fathom Robotics
02 PATHWAY	 Fathom Robotics	 Fathom Robotics	 Fathom Robotics	 Fathom Robotics
03 COUNTER	 Fathom Robotics	 Fathom Robotics	 Fathom Robotics	 Fathom Robotics
04 GRID	 Fathom Robotics	 Fathom Robotics	 Fathom Robotics	 Fathom Robotics
05 RULE	 Fathom Robotics	 Fathom Robotics	 Fathom Robotics	 Fathom Robotics

CLEAR SPACE



One quarter of symbol height, all sides.
Nothing enters the zone.

MINIMUM SIZE



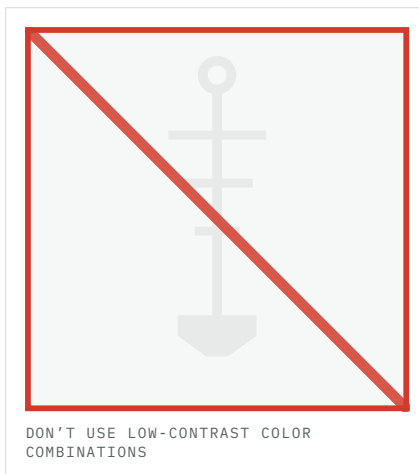
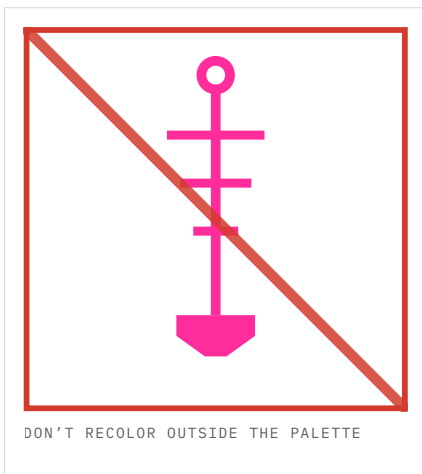
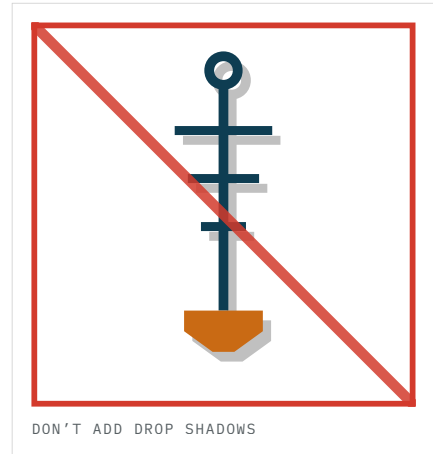
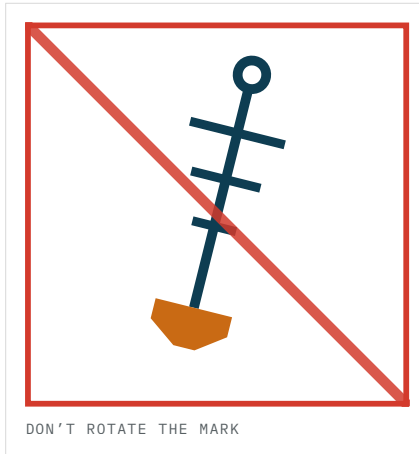
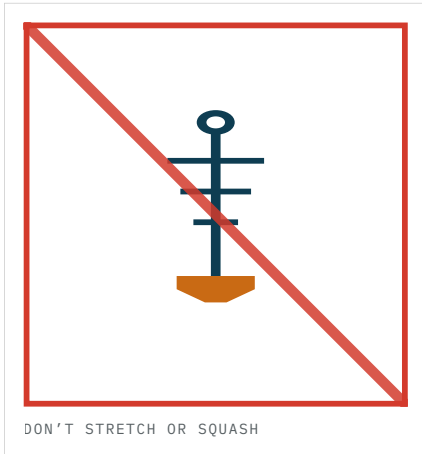
Below these sizes use `favicon.svg`; never
set the full lockup under 40 mm in print.

NEVER

- Reset the wordmark in another typeface.
- Full color on photography without a surface plate.

Misuse.

Each treatment below is generated from the real mark, so abuse is recognized on sight — not argued about. The strike is not part of the logo.



Tokens.

LIGHT

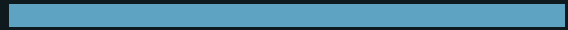


The light surface.

Primary

PRIMARY · #0E3D52

DARK



The dark surface.

Primary

PRIMARY.ON-DARK · #5FA3C2

SPACING

TOKEN	VALUE	
spacing.xs	4px	■
spacing.sm	8px	■
spacing.md	16px	■
spacing.lg	24px	■
spacing.xl	40px	■
spacing.2xl	64px	■

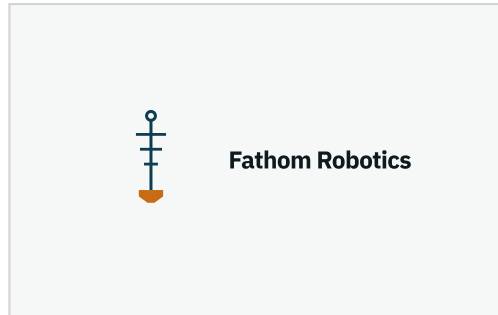
TYPE SCALE

TOKEN	VALUE	SAMPLE
type.caption	12px	Aa
type.body	14px	Aa
type.lead	18px	Aa
type.h3	22px	Aa
type.h2	28px	Aa
type.h1	36px	Aa
type.display	48px	Aa

Applications.

The system in service. Every piece below is set from the shipped SVG files and palette tokens — nothing is retouched.

A / BUSINESS CARD



85.6 × 54 MM · FRONT / REVERSE

B / APP ICON



180 PX



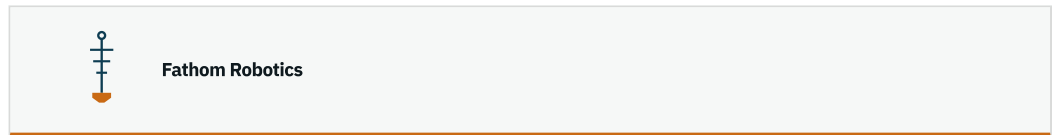
64 PX



32 PX

SYMBOL ONLY BELOW 64 PX · NEVER THE FULL LOCKUP

C / EMAIL HEADER



600 PX HEADER · LOCKUP LEFT · ACCENT RULE

Story.

THE PROMISE

You know the condition of every foundation and every cable in your farm — not from last year's dive campaign, but from last week's survey. No divers in the water. No vessel on standby. A log you can hand to your insurer.

THE STORY

An offshore wind farm is inspected the way ships were surveyed a century ago: someone goes down and looks. Dive teams work the splash zone, ROV crews wait out weather on a vessel that costs more per day than the robot it carries, and in between campaigns — often years apart — the operator simply does not know. Cables fail unseen. Scour grows quietly. The insurer prices the uncertainty, and the operator pays for it twice.

Fathom builds the machine that stays. Autonomous vehicles resident at the farm run scheduled surveys of monopiles, transition pieces, and cable routes with sonar and vision, in currents that would cancel a dive. Every pass is logged, time-stamped, and geo-referenced; the deliverable is not footage but findings — the six frames that matter, the trend since last quarter, the anomaly flagged in Sonar orange before it becomes a claim.

The name is the unit of the trade: a fathom is six feet of depth, measured by hand on a weighted line for a thousand years. We measure the same water. We just never come up.

THE POSITIONING

For offshore wind operators and marine survey firms, Fathom Robotics is the resident inspection service that replaces episodic dive and ROV campaigns with continuous autonomous surveys — priced per asset, not per mobilization. Unlike campaign contractors, who visit, Fathom stays.

PREMIUM RULES

1. Findings before footage. Every report opens with what changed and what to do about it; the raw data is an appendix, not the deliverable.
2. The log is sacred. Surveys are time-stamped, geo-referenced, and never edited after the fact — an audit trail an insurer can price against.
3. Weather-window honesty. When the sea postpones a survey, the schedule says so in plain language. No heroic promises about conditions.
4. No divers below thirty meters. If a task still needs a person in the water, we treat that as an engineering defect and fix the machine.
5. Numbers before adjectives. Endurance, station-keeping tolerance, and detection rates appear with their test conditions or not at all.

VOICE IN ACTION

- A 404: “This page isn’t on the chart. The rest of the site is.”
- A confirmation: “Survey scheduled. CP-14 through CP-22, next weather window, findings within 48 hours of recovery.”
- A hard message: “The October survey slipped nine days to a weather window. Revised plan attached; the log explains the call.”



Fathom Robotics