

# COBALT

Cultural Onboarding  
Resource Catalogue  
2021

## INTRODUCING ROBOTS

While roaming the halls inside your workplace, Cobalt robots will be met with a combination of enthusiasm and skeptical curiosity. With only one opportunity to make the right first impression on your employees, this guide will ensure we get it right.

Public conception of a robot—*what it does, how it should look, and how it behaves*—is largely derived from popular culture. Many characters are warm and friendly, others are cold and intimidating. When combined with the growing emphasis on data privacy, these misconceptions, if left unaddressed, can leave employees feeling anxious and uncomfortable in the workplace. **Our objective is to educate employees on the purpose of the technology and how it benefits them from day one.** Once employees view the robots as digital members of the team, we will have the opportunity to create a friendly, proactive, and highly-integrated security program.



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## INTERNAL COMMUNICATIONS

It's important that Safety and Security leadership work closely with other key members of their organization to plan a successful robot rollout. While it differs by industry and company size, most corporations have an internal communications expert within the Public Relations, Marketing, Corporate Communications, or Human Resources department. Cobalt recommends collaborating with these individuals weeks prior to bringing robots onsite.

In our experience, there are ten key steps involved in planning your internal communications.

### USEFUL MATERIALS

Plan to prepare the following collateral for effective communication:

1. Key messages for each audience
2. FAQs for stakeholders and employees
3. Video and photo content of the robot in action
4. Stories and statistics driven by data
5. Prepared media release



1

### Identify your audiences

Examples include: leaders, stakeholders, and employees



2

### Understand your purpose

Leaders: ownership and buy-in  
Stakeholders: partnership and advocacy  
Employees: educate and reassure



3

### Define your objectives

Leaders: tell stories about business impact  
Stakeholders: spread awareness through champions  
Employees: understand the purpose and benefits



4

### Target communication channels

Digital: email, newsletters, internal social media  
Printed: poster, signage, banners  
Face-to-face: team meetings, all-hands announcements



5

### Plan activities

Meet & greets, competitions, publicity stunts, awareness week



6

### Establish feedback channels

Digital: email alias, QR survey, internal social media  
Printed: anonymous feedback box  
Face-to-face: managers in team meetings



7

### Define key messages

Simple, memorable talking points catered by audience based on site type, geography, and company culture.



8

### Create a communications schedule

Detailed project plan and milestones including timelines based on organizational dependencies.



9

### Seek appropriate approvals

Be clear on the company approval process and who needs to sign off before sending communications.



10

### Launch Services

Distribute communications and launch robot services.



C'mon,  
let's spread  
the news!



# DIGITAL & PRINT

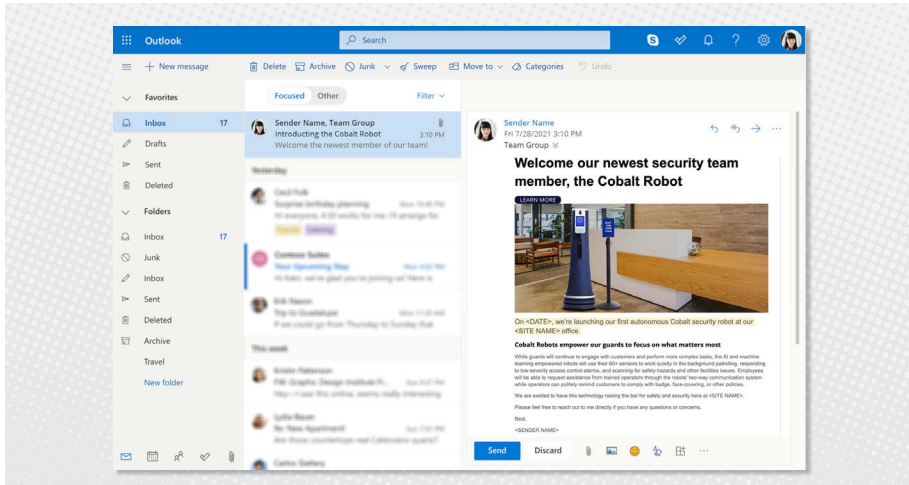
Cobalt recommends accompanying any launch of our services with a combination of digital and printed communications. These allow us to communicate a cohesive narrative that fills others with excitement and curiosity. Effective communications also ensure we maintain a brand identity consistent with your company culture.

Cobalt's marketing team has prepared a number of offerings that will help facilitate seamless communication with all of your audiences. Using the key messages defined in our internal communications plan, we'll be able to customize digital and printed communications based on site type, geography, demographics, and more. While the following examples are our most popular selections, Cobalt encourages you to think about what best suits your organization's needs; we'll then help you bring that vision into reality!

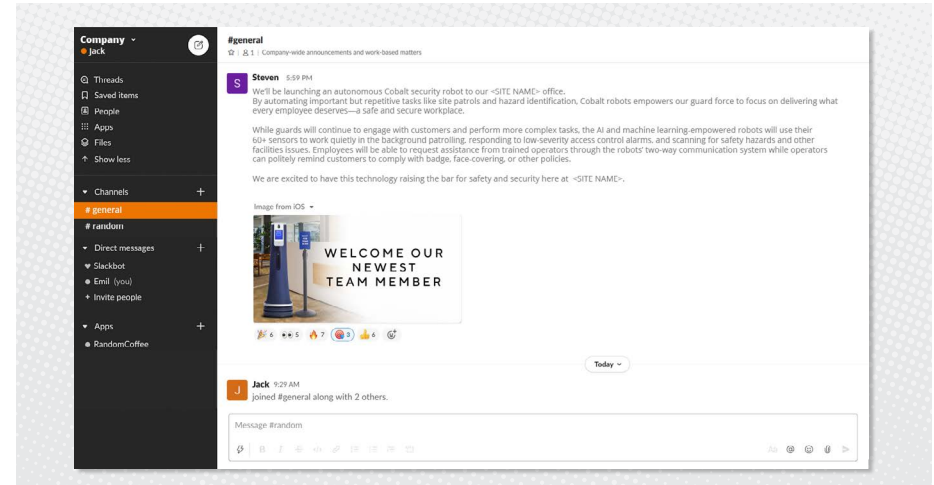


## DIGITAL ANNOUNCEMENTS

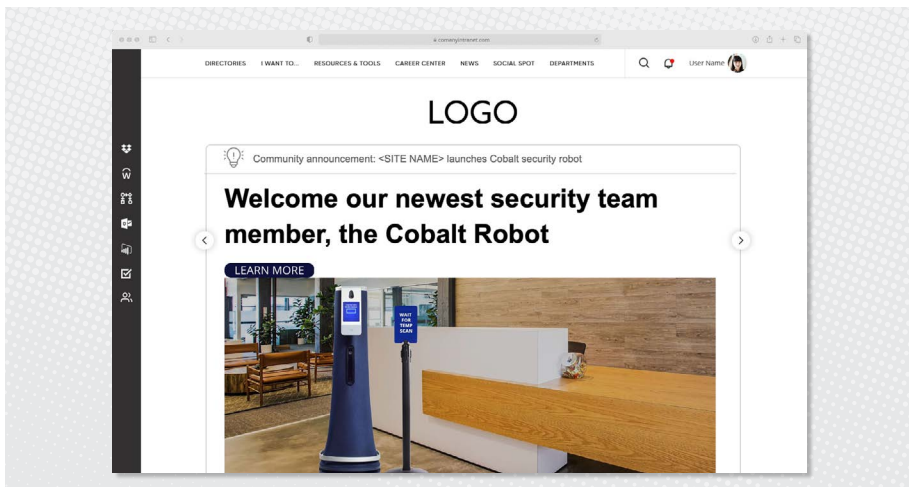
Digital announcements are a useful method for quickly reaching a large audience remotely. These are typically integrated into existing corporate communications channels—such as email, Slack, or an intranet page. Although easy to distribute, digital communications can suffer from limited employee reach due to excess clutter. Cobalt's marketing team can customize any of the examples below to match your brand and messaging.



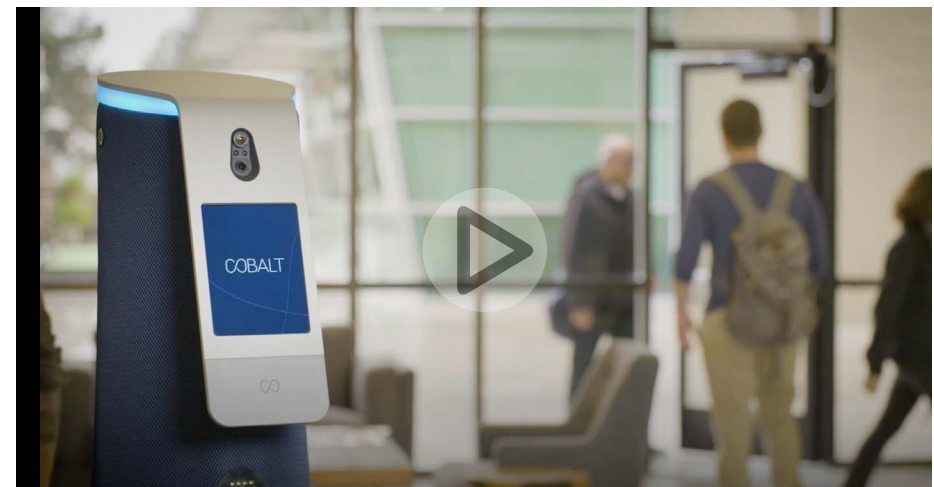
Email example



Slack example



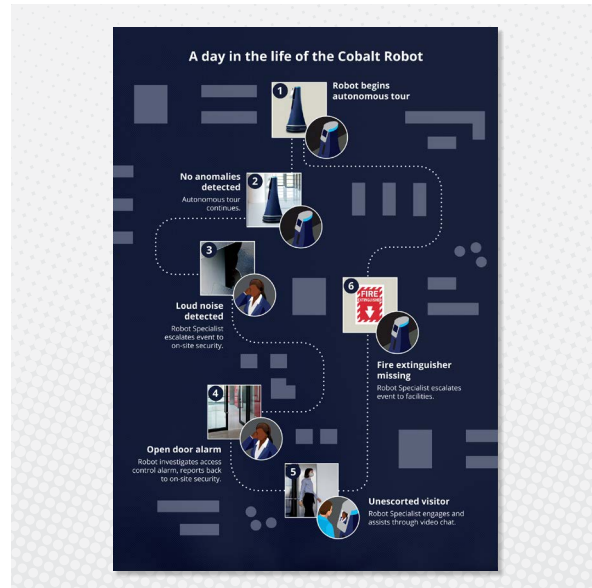
Intranet Site example



Launch video example

## PRINTED COLLATERAL

Printed collateral helps raise awareness and answer questions around areas that physically contain robots. Cobalt recommends placing signage near robot charging stations and high-traffic areas such as elevator vestibules, copy rooms, and break rooms. Cobalt's marketing team can customize any of the examples below to match your brand and messaging.



Posters: available in standard sizes (8x10", 11x17", 16x20", 18x24", 24x36")

**COBALT**  
Security Services for the Modern Workplace

**THE CHALLENGE**  
For decades, corporate security programs have had no choice but to settle for the high turnover, unreliable coverage, and incomplete reporting provided by traditional guard services. Despite their premium price tag, the quality of incident response and employee experience can vary widely.

**THE SOLUTION**  
Cobalt's human-in-the-loop robotics technology raises the bar on corporate security by improving employee experience, lowering costs and driving operational efficiency through automation.

Global Fortune 500 companies choose to partner with Cobalt to deliver a safer, more secure workplace for all.

- Reduce business disruptions** with more reliable and cost-effective hazard identification and compliance monitoring.
- Faster alarm response and reduced tailgating** with auto-dispatch and mobile access control integrations.
- Efficiently manage** and improve your program across **global sites** with centralized incident reporting and fully-integrated data analytics.
- Elevate employee experience** with your security program using highly-trained customer service specialists and sleek, custom-branded technology.

**WANT TO LEARN MORE?**  
cobaltrobotics.com  
sales@cobaltrobotics.com

Case Sheets: available as a digital PDF and 8.5x11" prints

**FAQ**

**What is it?**  
Cobalt is a full service providing both autonomous facility and security robots supported by a human being. They patrol around the building during nights and weekends to ensure your safety.

**How do they work?**  
Cobalt robots follow a mapped route and autonomously patrol during nights and weekends, on the lookout for things out of the ordinary. When they notice something unusual like an open door, a loud noise, a spill or a person, they notify a friendly Cobalt specialist. The Specialist uses live video chat in concert with the robot's other sensors, such as video and audio, to immediately assess the situation and take any required action.

**So why are these robots here?**  
We are highly interested in testing innovative technologies. As a result, they have entered into a Proof of Concept agreement with Cobalt Robotics. The program will give both companies valuable information about best practices, use cases and potential future applications. The expectation is that we will use Cobalt to fill in gaps in security and for some facilities tasks, like validating employee identity after hours, and ensuring that guests are checked in appropriately or identifying facilities issues, such as a spill or leak.

**Are they watching us?**  
No. The robots patrol autonomously, and only alert a Specialist if they see something out of the ordinary. Like a door that's usually closed, a loud noise, or someone in the space after hours. The video is then used by the Specialist to provide service or assistance.

FAQs: available as a digital PDF and 8.5x11" prints

**Meet the Cobalt Robot, the newest member of our Security team.**

Your logo | COBALT

Cobalt Robots will tour autonomously around our space, helping automate important but repetitive tasks. These include responding to low-severity security alarms, scanning for safety hazards, and detecting facilities issues. When a robot identifies something out of the ordinary, it escalates the event to a trained operator for review.

Any employee can also request assistance from an operator through the robot's two-way communication system at any time. Our partnership with Cobalt raises the bar for corporate security programs, allowing (our company) to deliver what every employee deserves—a safe and secure workspace.

**A day in the life of the Cobalt Robot**

- 1 Robot begins autonomous tour**
- 2 No anomalies detected**  
Autonomous tour continues.
- 3 Loud noise detected**  
Robot Specialist escalates event to on-site security.
- 4 Open door alarm**  
Robot investigates access control alarm, reports back to on-site security.
- 5 Unescorted visitor**  
Robot Specialist engages and assists through video chat.
- 6 Fire extinguisher missing**  
Robot Specialist escalates event to facilities.

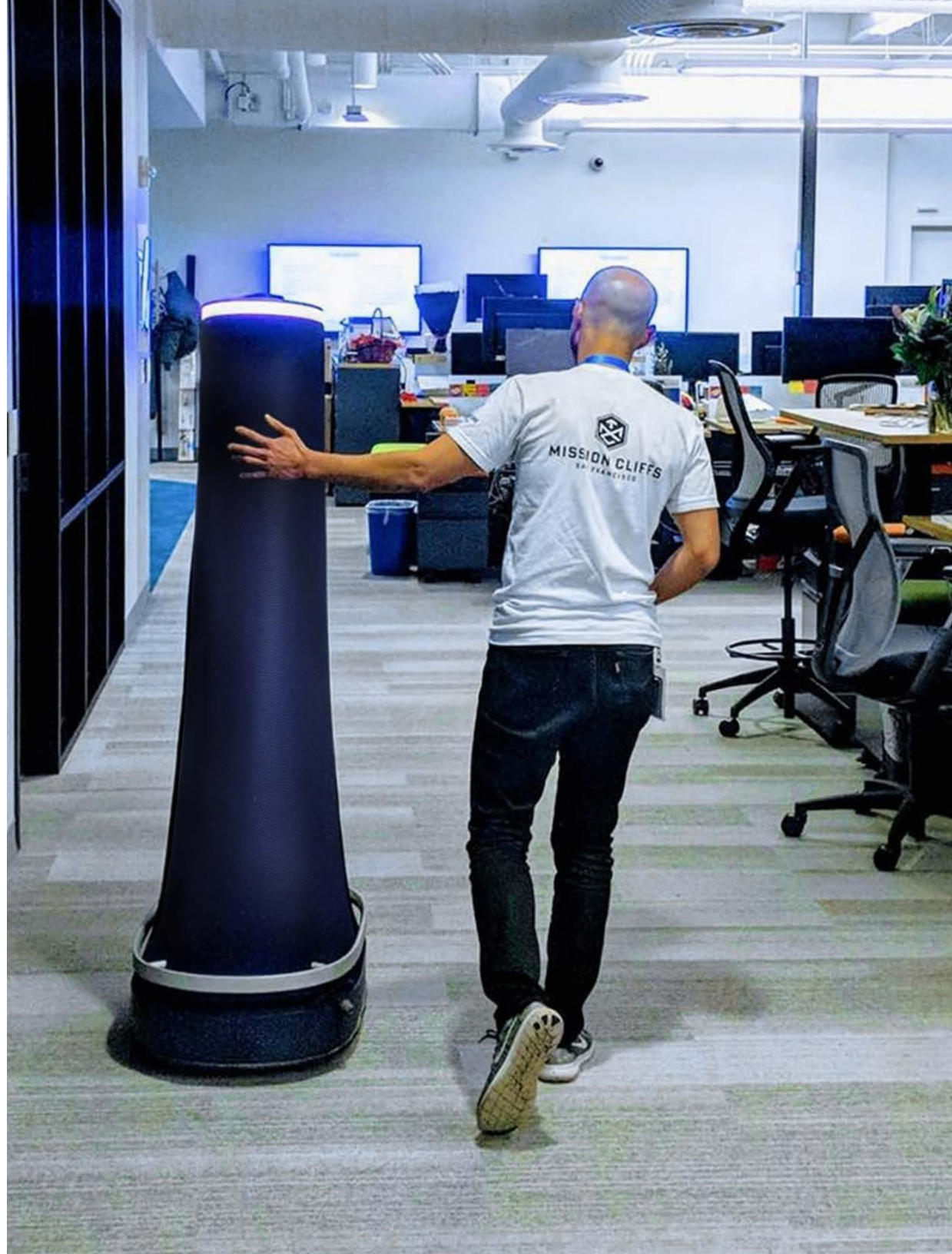
Banners with stand: 33x81" (custom size options available)



# INTERACTIVE

One of the best ways to educate employees on the purpose of partnering with Cobalt is to have them actively engage with the technology early and often. Creating opportunities for employees to interact with the robot in a fun and lighthearted way sets the tone as a friendlier, more interactive security services program. These touchpoints are also a great way to engage in more personalized conversations about the benefits and capabilities of Cobalt.

Properly introducing robots to your workforce will not only make them more comfortable with their presence, but it can have profound impact on the quality of your security services. Once employees understand that robots are around to assist them and keep them safe, each robot becomes a interactive, real-time customer service asset for your security program.





## MEET & GREET

Host an event that encourages employees to meet the robots and have their questions answered. This usually involves setting up a small robot booth in the cafeteria during lunch. Team members answer questions, show off the robot, and hand out swag.

## EMPLOYEE SURVEYS

Anonymous feedback from the employees is the best way to understand the cultural climate around robots and measure the effectiveness of our cultural integration efforts over time. While we recommend distributing according to your company's established guidelines, it's possible to place a QR code on the robot screen that links employees to an online survey.

## ROBOT GAMES

Cobalt is open to any ideas that help drive physical engagement between employees and robots. Have a company happy hour event? Is safety week coming up? Using the robots during an annual conference? Display answers or key insights to trivia games on the robot screen, or engage with one of our live Specialists for a more high-touch, concierge experience.



## SWAG

Who doesn't love high-quality swag? Cobalt offers a variety of robot-themed swag to help get employees excited about their new team members.

Distributing swag is not only an effective way to excite employees, it also boosts brand awareness around how innovative and thoughtful your safety and security program is. With proper approvals, we can even create co-branded robot stickers that match your custom robot look.



50 complimentary stickers, 5 of each style. Static adhesion, front or back.



Cobalt-branded ballpoint pens for distribution to employees.



Cobalt-branded golf balls. Available in packs of 4.



Cobalt-branded 20 oz Yeti Rambler with MagSlider lid. Available in packs of 4.



Cobalt-branded socks decorated with 8-bit version of the robot. Available in packs of 50.



Miniature versions of the Cobalt robot for distribution to staff and stakeholders. Available in packs of 50.





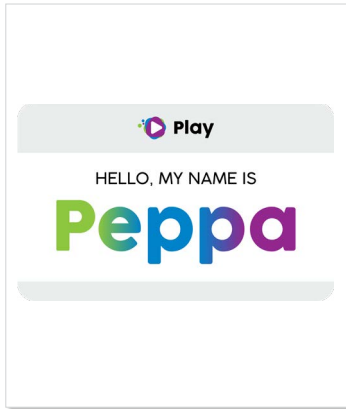
How do  
I look?



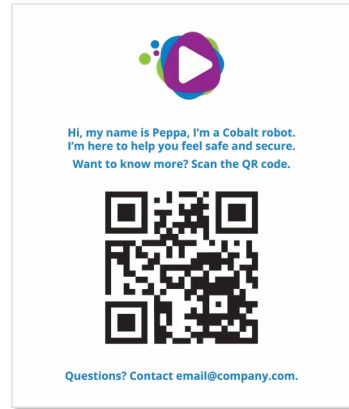
## ROBOT SCREENS

### SPLASH SCREEN

While patrolling, each robot has one primary splash screen that displays a custom design at all times.



Name tag



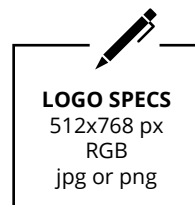
QR code

### ABOUT SCREEN

When a person approaches the robot, it will display an interactive screen. One of the available selections is an **About** page which is fully customizable.



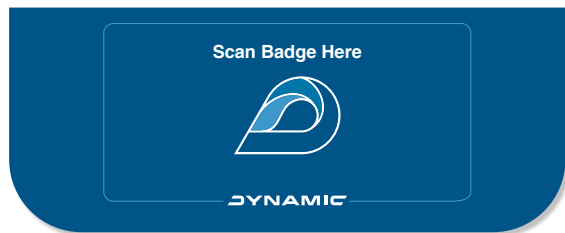
Interactive screen





## BADGE READER STICKERS

Each robot is equipped with a badge reader below the screen. Custom badge reader graphics are available to help instruct employees on where to scan their badge. Cobalt offers badge reader sticker design and printing services at no additional cost. If your team would prefer to design the sticker, we will provide a vector template for your design. Submit a 7.23x2.92" CMYK vector (pdf or eps) file or a raster image (jpg) at 300 dpi at full scale.



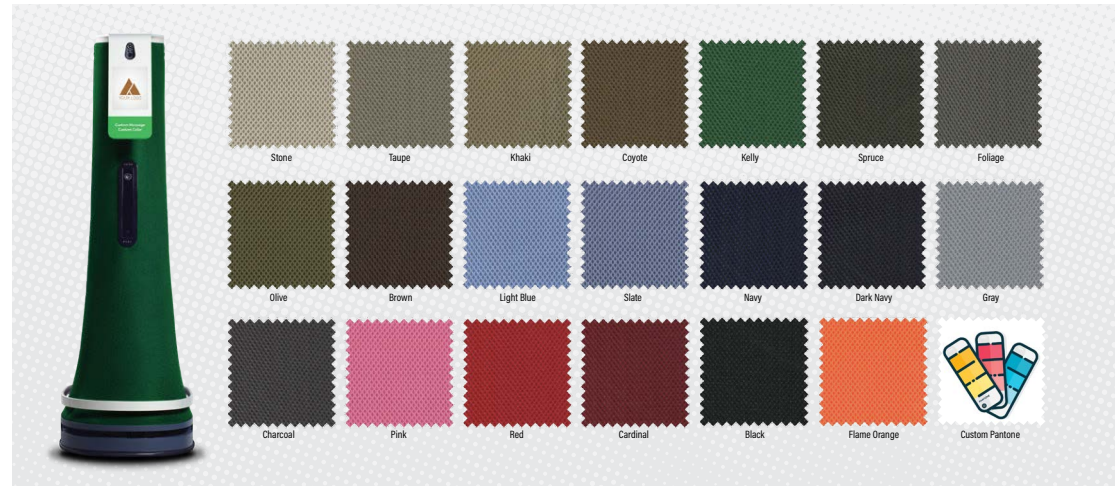
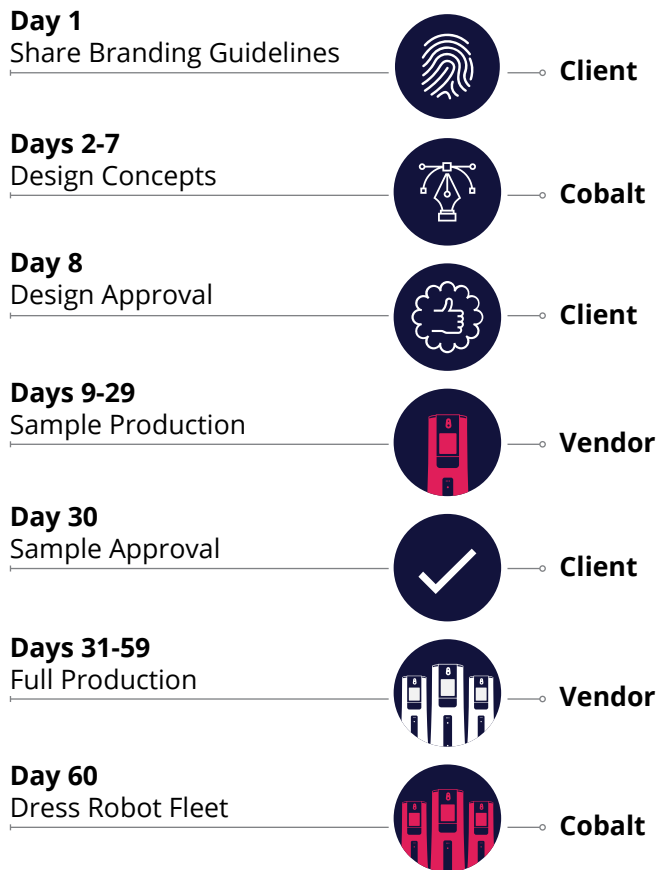
**BADGE READER  
SPECS**  
7.23x2.92"  
CMYK



## ROBOT FABRICS & PATCHES

Custom robot fabric is one of the most exciting ways to integrate the robots into your company brand. In addition to customizing the base fabric color, designs can be sublimation-printed or stitched on. All Cobalt fabrics are machine-washable and can be easily replaced by our field operations team. Cobalt will work with our fabric vendor to provide cost estimates based on the desired design.

Here's what to expect out of the customization process.



Standard cover: custom fabric choices, pick a standard or create a custom color (lead time: 3-6 weeks)



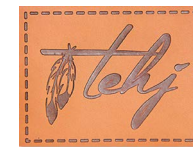
Custom print cover: all over print, no matching seams (lead time: 3-6 weeks)



Custom print applique: sublimation print, 3-5 colors (lead time: 1-2 weeks)

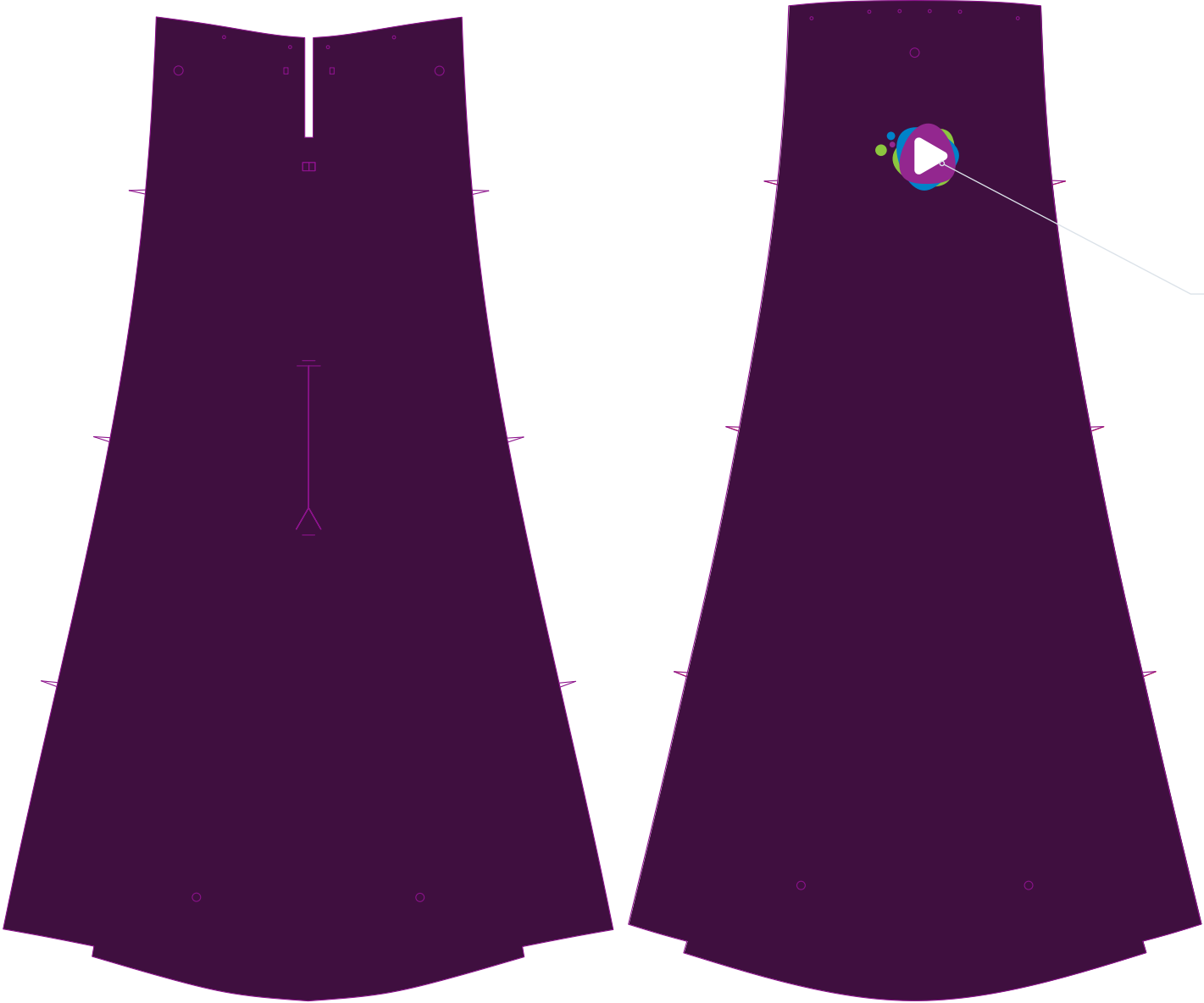


Custom embroidered patches:  
2-6" diameter  
3-5 colors  
(lead time: 1-2 weeks)



Custom leather patches:  
2-4" diameter  
embossed  
(lead time: 1-2 weeks)

FACTORY RENDER



Front

Back



**Plum**  
RGB: 74/21/75  
CMYK: 68/95/33/22  
PMS 261 C

Custom Stitched Patch:  
2" to 6"  
3-5 colors



**Purple**  
RGB: 147/39/143  
CMYK: 49/99/2/1  
PMS 254 C



**Blue**  
RGB: 0/130/201  
CMYK: 82/40/0/1  
PMS Pro Blue C



**Green**  
RGB: 140/198/63  
CMYK: 50/1/99/0  
PMS 368 C



## FINISHED LOOKS

Fully branded robots help create a stronger safety and security culture and allow employees to feel robots are part of their team. The end result is something you will be proud to display in your workspace and excited to show off to your colleagues and guests.





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