



ctrlX World

GUIDELINE FOR PARTNERS

2025-01

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ctrlX World

OVERVIEW | DIFFERENCES & CORRELATIONS



ctrlX World

The partner network ctrlX World is an important part of the ctrlX OS Ecosystem. It pools expertise, continuously expands the range, provides access to the latest technologies, and fosters co-innovation and co-creation. In the ctrlX World, partners contribute their strengths and solutions in the form of **software**, which is available in the ctrlX OS Store. The ctrlX World partners also supplement the portfolio with **hardware** that is **compatible** with ctrlX OS, and offer **services** for ctrlX OS. As a result, users benefit from a constantly growing variety of applications and can choose the best solution for their automation task.



ctrlX OS

ctrlX OS stands for a new era of automation. The **industrial operating system with its ecosystem** promotes innovation and collaboration by bringing together the strengths of partners from a wide range of industries. The ctrlX OS OEMs **integrate the operating system ctrlX OS** into their hardware products to create innovative automation solutions for their markets. For this reason, a vendor-independent design was created for ctrlX OS, in which all partners feel equal and comfortable (see separate guideline for ctrlX OS).



Bosch Rexroth & ctrlX AUTOMATION

As a Bosch Rexroth brand, ctrlX AUTOMATION is the pioneering solution for the **automation of the future**. It combines all components for complete automation systems. Users can design their **individual solutions** that can be seamlessly integrated into existing infrastructures. The basis for this is the operating system ctrlX OS with ecosystem.

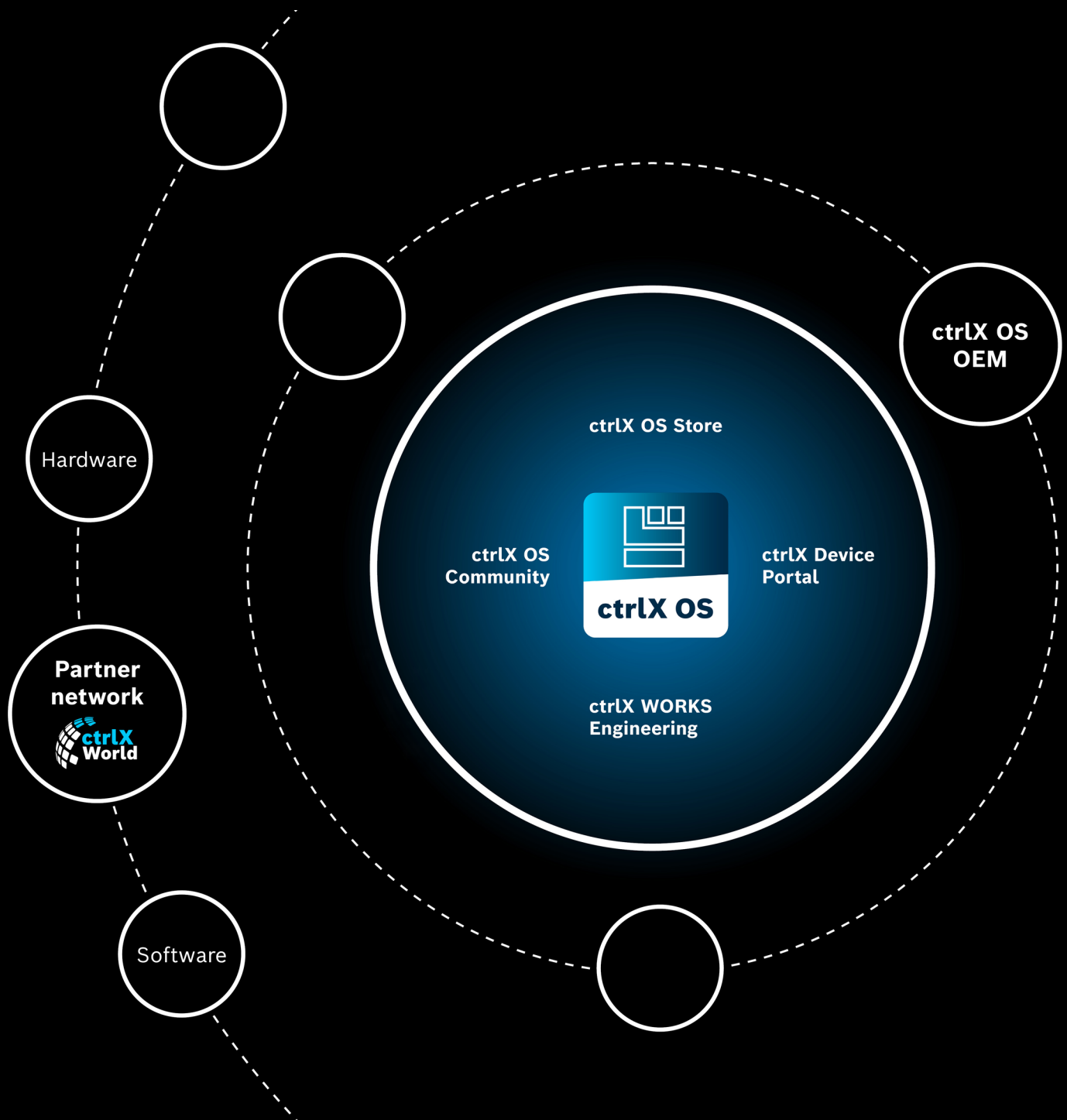
To get an even better idea of the interrelationships, take a look at the **ecosystem graphics** on page 4.

ctrlX World

OVERVIEW | DIFFERENCES & CORRELATIONS

Ecosystem graphics

In order to summarize and explain the existing ecosystem around the operating system ctrlX OS at a glance, a graphic was created based on the metaphor of a solar system.



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NAMING | INSTRUCTIONS

Due to the introduction of ctrlX OS as a separate product offering and the cooperation with partners, some naming must be adapted or newly introduced. The target is to position ctrlX AUTOMATION even more as "the Bosch Rexroth automation system" (strong connected with the Bosch Rexroth brand), but on the other hand to make all the platform tools (Store, Device Portal, Community etc.) vendor-independent because they are also used by our partners and their customers to differentiate themselves from Bosch Rexroth or ctrlX AUTOMATION.

Please update the naming in your touchpoints (online tools, website, presentations, software, ...) as soon as possible.

ctrlX OS Ecosystem	The ctrlX OS Ecosystem is the open ecosystem around ctrlX OS for automation technology. It enables solutions to be marketed faster and operated with high performance and minimized risk.
ctrlX OS OEM	<i>previously: System and technology partner</i> ctrlX OS OEM integrate ctrlX OS into their hardware and software products to create automation solutions for their markets.
ctrlX OS SDK	<i>previously: Software Development Kit für ctrlX AUTOMATION</i> The ctrlX OS SDK enables the simple creation and provision of individual applications for the ctrlX OS operating system.
ctrlX OS Community	<i>previously: ctrlX AUTOMATION Community</i> The ctrlX OS Community is the online community for all topics relating to the ecosystem. (How-To, FAQ, downloads, ...)
ctrlX Device Portal	<i>Naming has not changed</i> The ctrlX Device Portal is a web-based tool that provides users with a transparent overview of all existing devices, licenses, apps and enables them to manage them.
ctrlX World	ctrlX World is the partner network where third-party-providers offer solutions for ctrlX OS. Their range of solutions includes apps for the ctrlX OS Store, third-party-devices that are compatible with ctrlX OS devices or services for ctrlX OS.
ctrlX OS Store	<i>previously: ctrlX Store</i> The ctrlX OS Store is the digital marketplace for ctrlX OS based devices. Within the store, all apps are described and categorized thematically. The apps can be downloaded directly and corresponding licenses can be purchased via Bosch Rexroth or ctrlX OS OEM partner infrastructure.
ctrlX OS Apps	ctrlX OS apps are apps that run on the operating system ctrlX OS.

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NAMING | INSTRUCTIONS

The ctrlX OS Ecosystem consists of the following elements:

Platform components / tools

- ctrlX OS (central element of the ecosystem)
- ctrlX OS Community
- ctrlX WORKS
- ctrlX OS SDK
- ctrlX OS Apps
- ctrlX OS Store
- ctrlX Device Portal

Ecosystem partners:

- ctrlX OS OEM (e.g. WAGO)
- ctrlX World



EXAMPLES

WAGO integrates the platform components of the ctrlX OS Ecosystem into its hardware and software products and uses them to form its automation system for a specific market.

Bosch Rexroth integrates the platform components of the ctrlX OS Ecosystem into its hardware and software products to form its automation system ctrlX AUTOMATION for Factory Automation.



Please note that the spelling must ***always be respected*** and ***must not be changed***. So please pay attention to upper and lower case letters. ctrlX World e.g. will always start with a small letter – even in the beginning of a sentence. ***ctrlX is never allowed to stand alone*** but always connected to a suffix, as mentioned in the Naming instructions above (ctrlX OS, ctrlX World, etc.).

ctrlX World

IMAGERY | LOGO ctrlX World

ctrlX World Logo

The ctrlX World logo exists in different color variations and is available as both a pixel and a vector graphic (jpg, png, eps, svg). In addition to the static versions, there are animated versions that can be used in presentations or digital applications for example.



Main logo



Logo on dark backgrounds



Logo on turquoise backgrounds

The logo's color scheme is based on the following color values:

Turquoise
65C/0M/0Y/0K
Pantone 299
RAL-Design 230 60 40
RGB 00/200/247 (#00C8F7)

Darkblue
100C/41M/0Y/73K
Pantone 2965
RAL-Design 240 20 22
RGB 00/43/73 (#002b49)

Exclusion zone

Always maintain the **safety zones** around the logo or to other design elements such as text and illustrations. These are always proportional to the logo size used. Larger distances are always possible.



**MINIMUM SIZE 1,5 CM (WIDTH)
OR 80 X 50 PX**

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IMAGERY | LOGO ctrlX AUTOMATION

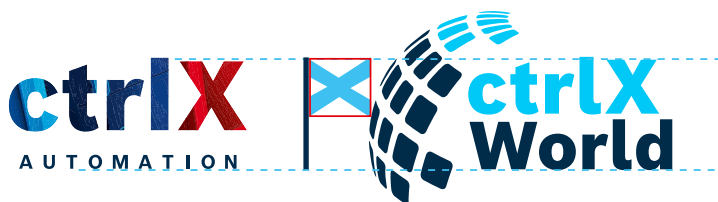
Exclusion zone

The ctrlX AUTOMATION logo can also be used by our partners in connection with ctrlX World. It exists in the following variations. Direct combinations are to be made without a claim. The minimum distances must also be observed here.

ctrlX AUTOMATION



ctrlX World Combination



Proportions



ctrlX World

IMAGERY I DO & DON'T

Logo

Do not position on colored or uneven backgrounds if possible.
Don't position any texts over the logo.



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LOGO | EXAMPLES OF USE

Example of use

The ctrlX World logo should ideally be used on a white background in order to develop its full effect. A possible application on your images might look like this:



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SOCIAL MEDIA | INSTRUCTIONS

Like, share and comment

You are kindly invited to like, share and comment on the posts of our social media channels.

ctrlX OS channel

- LinkedIn: <https://www.linkedin.com/showcase/ctrlx-os-ecosystem/>
- YouTube: www.youtube.com/@ctrlXOSEcosystem

If you create your own postings related to ctrlX OS, you are welcome to link our ctrlX OS channel, use the hashtag #ctrlxos and refer to our website <https://ctrlx-os.com>.

Bosch Rexroth channel

- LinkedIn: <https://www.linkedin.com/company/bosch-rexroth/>
- X: <https://x.com/BoschRexroth>
- Facebook: <https://www.facebook.com/BoschRexroth>

If you create your own postings related to ctrlX World and ctrlX AUTOMATION, you are welcome to link our Bosch Rexroth channel, use the hashtag #ctrlxautomation and refer to our website <https://www.ctrlx-automation.com>.

You can integrate the ctrlX World logo in observance of our guideline (see page 7). Please follow our **naming instructions** (see page 5 & 6) and make sure you visually stand out from our layouts and **not copy** any of our design elements.

Recording

Please follow our naming instructions (see page 5 & 6).

Publishing on YOUR channels (e.g. LinkedIn or YouTube)

If you want to publish videos related to ctrlX World and ctrlX AUTOMATION on your own channels, please integrate the ctrlX World intro/outro that we have shared with you (see page 12).

If you add text to the video (e.g. YouTube description box), please follow our naming instructions (see page 5 & 6) and refer to the respective website <https://www.ctrlx-os.com> or www.ctrlx-world.com.

Publishing on OUR channels

If you want us to publish a video on our channels, please integrate the submitted files as follows:

- ctrlX World intro (see page 12)
- Your Content
- ctrlX World outro (see page 12)

There is a Bosch Rexroth **approval process** before the publication of the content.

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VIDEO | INSTRUCTIONS

Videos

If you want to publish videos related to ctrlX World, please integrate the ctrlX World intro/outro that we have shared with you.

If you add text to the video, please follow our naming instructions (see page 5 & 6) and refer to our website www.ctrlx-world.com.



ctrlX World intro (moving picture) 16:9



ctrlX World intro (moving picture) 9:16



ctrlX World outro (moving picture) 16:9



ctrlX World outro (moving picture) 9:16

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DOCUMENTS | INSTRUCTIONS

Documents

If you create documents like PowerPoint presentations or PDF files related to ctrlX World and ctrlX AUTOMATION, make sure you visually stand out from our layouts and **not copy** any of our design elements.

Please integrate the ctrlX World logo in observance of our logo guidelines (see page 7).



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APP ICONS | INSTRUCTIONS

App Icons for ctrlX OS Store

Please do not adapt to the ctrlX AUTOMATION design to ensure differentiation. Use the frame and radius to create your own app icon. Integrate elements and colors from you corporate design.

ICON SIZE 512X512 PX

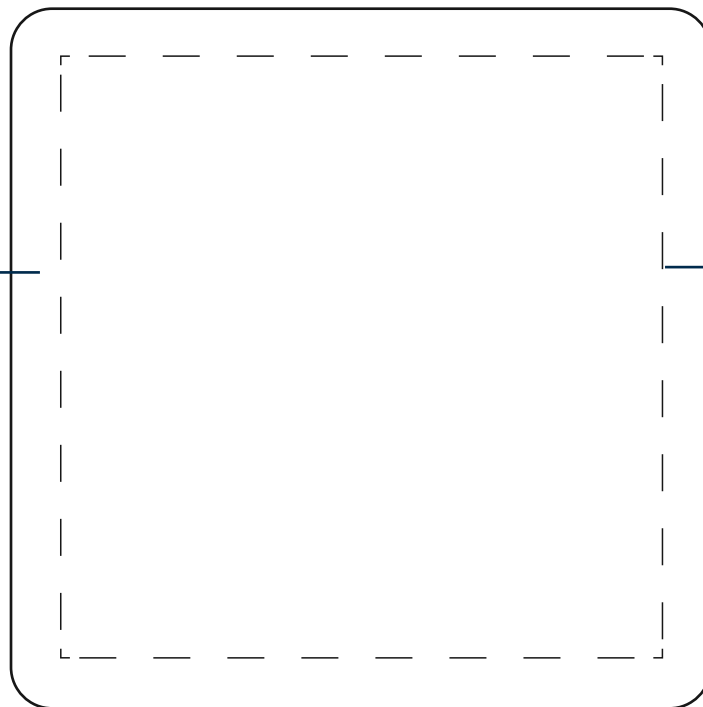
File format: png and vector graphic (eps/svg)

COLOR

Feel free to use the background color and font color that fits best to your corporate design.

RADIUS 30 PX

YOUR CONTENT MAX. 440X440 PX



Examples from the ctrlX OS Store

White underground are automatically shadowed.



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ICONS | INSTRUCTIONS

Icons for How-to area of ctrlX OS Community

If you want to publish an article in the How-to area of the ctrlX OS Community, please follow the guidelines below to create the corresponding icon. To simplify this for you, we have created 4 templates in Adobe Illustrator that you can modify individually. You can find them in the marketing section of the ctrlX OS Ecosystem Portal.

ICON SIZE 512X512 PX

File format: png

BACKGROUND COLOR

Feel free to use the background color and font color that fits best to your corporate design.

RADIUS 30 PX

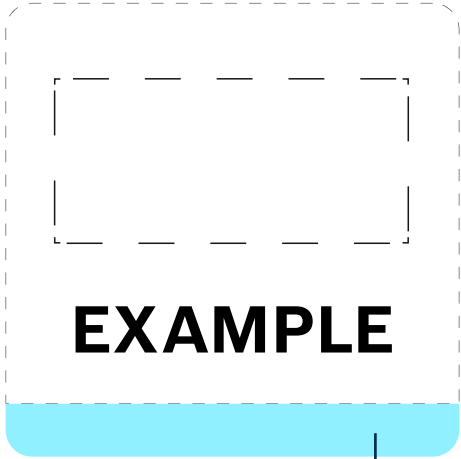
YOUR LOGO
MAX. 400X186 PX

HOW-TO

YOUR COMPANY FONT

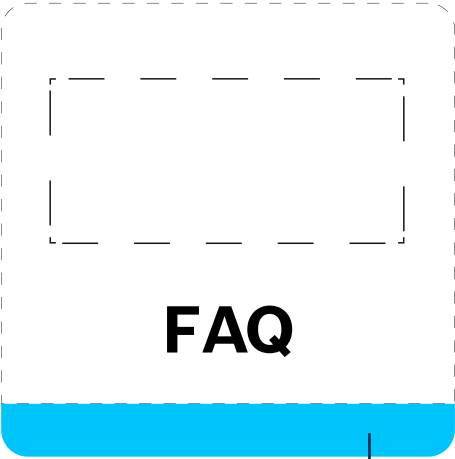
SUBJECT AREA HOW-TO

Color definition
RGB 222/ 0/ 35 (#DE0023)



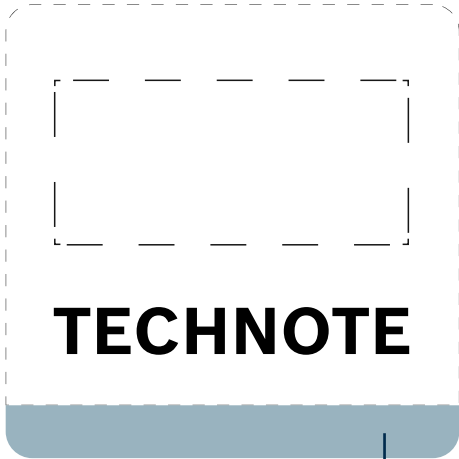
SUBJECT AREA EXAMPLE

Color definition
RGB 145/ 240/ 255 (#91F0FF)



SUBJECT AREA FAQ

Color definition
RGB 0/ 197/ 252 (#00C5FC)



SUBJECT AREA TECHNOTE

Color definition
RGB 152/ 178/ 191 (#98B2BF)

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If you need assistance do not hesitate to contact us.
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**THIS IS NOT
THE END BUT
THE BEGINNING
WITH**

