



The Mobile Robot Company

Knowledge Center — Logos and Brand Guidelines · 2026-08-04

<https://info.mobilerobot.com/partners/marketing-resources/logos-and-brand-guidelines>

Logos and Brand Guidelines

This page provides the company logo files and the basic rules for naming and messaging when you present The Mobile Robot Company or the J1600 in your own materials.

Logo files



File	Format	Use
mrc-logo.svg (https://info.mobilerobot.com/assets/files/mrc-logo-c6ad1064a846b0895783cd319a38bb7b.svg/)	SVG (vector)	Preferred for print, signage, and anything that scales
mrc-logo.png (https://info.mobilerobot.com/assets/files/mrc-logo-19625c4cbba7ca67fbcabef2927789db.png/)	PNG (raster)	Screen use where SVG is not supported

Naming

- **Legal name:** The Mobile Robot Company ApS.
- **Everyday name:** The Mobile Robot Company. The abbreviation **MRC** is also used.
- **Product name:** J1600 — always with the digits attached, as in "the J1600 self-driving pallet jack".
- **Product category:** self-driving pallet jack. The J1600 is a [dual-mode](https://info.mobilerobot.com/products/j1600/dual-mode/) (<https://info.mobilerobot.com/products/j1600/dual-mode/>) vehicle — both manual and autonomous — so avoid describing it as a purely autonomous robot.
- **Origin:** the J1600 is made in Denmark, and the company is [headquartered in Hvidovre, Denmark](https://info.mobilerobot.com/company/locations/headquarters/) (<https://info.mobilerobot.com/company/locations/headquarters/>).

Messaging

The company's positioning is that the J1600 sits between a conventional electric pallet jack and a fully automated system: manual flexibility is preserved, and the repetitive travel is automated. The underlying philosophy is [human-in-the-loop automation](https://info.mobilerobot.com/documentation/concepts/human-in-the-loop-automation/) (<https://info.mobilerobot.com/documentation/concepts/human-in-the-loop-automation/>) — robots assist people rather than displace them.

Recurring phrases used in company messaging:

- "The future drives itself" — the website tagline.
- "Human in the loop"
- "Automation should adapt to people"
- "Drop, go, repeat"
- "Teach and repeat"
- "Consumer-level easy"

- Automation that works "out of the box"

Headline product claims to use precisely:

- carries 1,600 kg and lifts to 1.6 m in manual mode; autonomous delivery is at floor level;
- saves up to 80% of operator time on repetitive transport (<https://info.mobilerobot.com/applications/results/productivity-improvements/>) — a claim about repetitive transport tasks, not every warehouse process;
- about 30 minutes of training for an existing pallet-jack operator;
- works out of the box, with Wi-Fi and systems integration optional;
- CE marked and compliant with EU and US safety standards (<https://info.mobilerobot.com/safety-compliance/certificates/compliance-statements/>);
- IFOY Industrial Truck of the Year 2026 winner (<https://info.mobilerobot.com/newsroom/awards/ifoy-award-2026/>).

For exact figures, always defer to the technical specifications (<https://info.mobilerobot.com/products/j1600/technical-specifications/>).

Using the brand in co-branded marketing

The company provides partners with marketing materials and customer handouts for experience centers, demonstrations, and events. Co-branded promotions, campaigns, and events are supported through the Co-Marketing Program (<https://info.mobilerobot.com/partners/marketing-resources/co-marketing-program/>) and should align with the business plan agreed with the company.