

# Branding Standards

## Introduction

Branding is an important aspect of Team Rewind as it controls our internal and external optics to the world. Branding team members are responsible for creating and maintaining a unified and cohesive brand that extends to the following :

- Document templates
- Logos and Mascot
- Color Palette
- Apparel
- Social media
- Award submissions
- Conforming to sponsor logo requirements
- Robot visual standards

## Purpose

The purpose of having a branding standard for the team is to ensure that all team documents, presentations, and any other form of media is uniform in the way they are presented. This creates an air of professionalism and credibility, portraying our team in a considerably more positive manner.

## Logos

In all team related documents, t-shirts, presentations, etc. the team logo must be clear and free from distracting elements.

Do not scale logo above 6000x4000pixel (requires photoshop change)





## Dark Logo



## Light Logo



## Color Palette

Purple	Magenta	Blue 11	Black
#a027cd	#ff00d0	#36e9ec	#000000
			
Primary	Secondary	Splash	Background

# Team Logo Variants

Branding team reserves the right to modify any and all logos with approval of the lead mentor.

## Sponsor Logos and Names

For all sponsor logos, before they are used on t-shirts, banners, the robot etc., they must be converted to a vector format which prevents pixelization. For t-shirts, sponsor logos must be converted into black and white but in other places, the original color is acceptable. Logos size is dependent on the sponsorship level (see sponsorship tier levels document for reference). For example, Diamond gets a larger logo than others.

## Team Document Standards

### Fonts and Font Sizes

All team documents must be done in the font “**Ubuntu**”. Headings must be done in size **18** font and underlined and **bolded**. Subheadings must be done in size **16** font and **bolded**. Normal font must be size **12**. All text must also be aligned to “**Justify**” which allows the text to fill the entire page from left to right. Headings and subheadings must also be **properly capitalized like a title**.

### Title Page

Title pages must be done the same way as in this document. It is strongly suggested to copy paste the title page and only change the words.

Line 1: “FRC 4419” / font 28 / **BOLD**

Line 2: “Team Rewind” / font 28 / **BOLD**

Line 3: “High Tech High North County” font 28 / normal

Line 4: Document Title / font 28 / normal

Place Logo centered and large

Line 5: “Last Edited:” + date / font 28 / normal

Please remember that all elements on the title page must be center aligned. The only exception to this is the Technical Binder which should feature a render or photo of the robot on the title page.

# Table of Contents

The table of contents should be the first page after the title page. At the top of the page it must say “**Table of Contents**” in size **14** font, **bolded**, and **centered**. Then under the title, the table of contents must be inserted and must **NOT** include the type of table of contents that has the blue links. The table of contents must also be constantly updated to ensure that all heads and subheadings are present.

## Usage of Team Documents

When team documents are sent out to anyone they should always be in **pdf format** and the most recent version.

# Team Presentation Standards

## Presentation Format

Team presentations should be done in the Google Slides theme “**Simple Dark**” without any modification. This means the font must be **Arial**. Font size, however, can be changed to fit titles and such. In addition to being in the “Simple Dark” theme, the top right corner of each slide **should also feature the team logo**. This can be done by accessing the master slide through Slide -> Edit Master and then copy/pasting from a pre-formatted presentation onto the master slide.

Please note that when you open the Edit Master tab the master slide that is first pulled up is **NOT** the overall master slide but only the master slide for the title slide.

# Team Apparel Standards

Team apparel standards extend to any form of club representation displayed by any team member. This includes, but is not limited to, jackets, sweaters, shirts, lanyards, and any other article of clothing which displays the team logo and/or name. These standards are especially important, as they are the main display of the team outside of robotics events.

## Apparel as Worn by Members

Members should **not** wear dirty, stained, torn, or excessively wrinkled team gear in public. This is to prevent the ideology that the team is messy, disorganized, or unsanitary. A clean appearance implies safety, organization, and a professional attitude, necessary for development as a team.

## Team Logo

The team logo should be placed in the middle of the shirt, and in the top left corner of the jacket. The size can be adjusted from year to year, based on new models of the logo and repose to previous designs, but it should always be **clearly visible**.

## Sponsor Logos and Names

Sponsor logo sizes should be based on the tiers decided upon by the team. There is no specific formula for how much bigger each tier is over the others, but a distinct difference should be noticeable without compromising the notoriety of lower tier sponsors. **Official sponsor logos are critical** and **must** conform to sponsors branding guidelines and in an aesthetically pleasing manner.

## Robot Visualization Standards

Team 4419 takes pride in our competition robot and it should appear as masterful and well crafted as possible. A good looking robot exudes a sense of professionalism and proper organization.

## Material Finish

Parts are either powder coated, anodized or spray painted (in that order). The optimal robot color scheme will be 45% \_\_\_ / 45% \_\_\_ / 10% \_\_\_\_\_. The blue is a highlight color and not to be overused.

## Bumpers

Bumpers are an **incredibly important** part of team image. Bumpers should be constructed by someone who is seriously invested in how they look; bumpers should **not** be a task given as busy work. Robot bumper font will be digital numbers printed in White on Red/Blue fabric.



## Sponsor Logos and Names

Sponsor logos and names are to be cut from **vinyl** and placed on a removable **acrylic** or **poly-carbonate** sheet and attached to the robot in a manner that will showcase sponsors protecting the robot during competition.

## Social Media

### Channels

#### Website

<https://roboticsfrc4419.com>

#### Facebook

<https://www.facebook.com/frc4419TeamRewind>

#### Tagging:

- [High Tech High North County](#)
- [High Tech Elementary North County](#)
- [High Tech High North County Parents Association](#)
- @SanDiegoFIRSTRobotics
- @FIRSTCalifornia
- @FIRSTOfficial
- [FIRST Robotics Competition](#)
- @FUNFRC
- [City of San Marcos](#)
- [LEGO](#)
- [FIRST Robotics FRC Team 5137: Iron Kodiaks](#)

- Sponsors
  - @nordsonmedical
  - @Callaway
  - @Viasat
  - @Qualcomm For Good
  - @3M
- #robotics

## Instagram

<https://www.instagram.com/frc4419teamrewind/>

### Tagging:

- @firstroboticscalifornia
- @sdfirstrobotics
- @hthnc\_feed
- @cityofsanmarcos
- Sponsors
  - ?
- #robotics

## LinkedIn

<https://www.linkedin.com/company/frc-team-4419-rewind>

## LinkTree

<https://linktr.ee/frc4419teamrewind>

## YouTube

<https://www.youtube.com/@Frc4419TeamRewind>

<https://www.youtube.com/@Frc4419TeamRewindMatches>

## Analytics

### Meta Business Suite

- Facebook / Instagram management and analytics.

- [https://business.facebook.com/latest/home?asset\\_id=103180987714733&business\\_id=775256107492985](https://business.facebook.com/latest/home?asset_id=103180987714733&business_id=775256107492985)

## YouTube

- <https://studio.youtube.com/channel/UCjUTCxmeL1JT94uP87OFvmg/analytics/tab-overview/period-default>

# Additional Resources

[High Tech High School Logos](#)

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