

FIRST[®]

Robotics

Team 238

Branding Standards

FIRST Robotics Team 238 has created a set of standards that must always be followed in order to achieve brand recognition and consistency.

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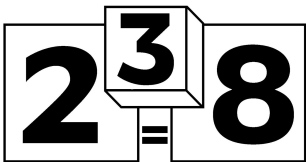
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Team Name

Official Name

The official team name is to be used in any formal written documents or during formal presentations.

The official team name is *FIRST* Robotics Team 238.

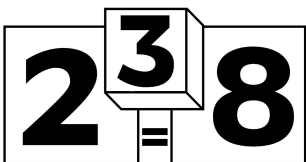
Nicknames

Nicknames may be used in any non-formal situation.

Acceptable team nicknames are listed below.

- Team 238
- FRC 238
- Crusaders
- MMHS Crusaders
- Team 238 Crusaders
- FRC Team 238
- *FIRST* Team 238
- Memorial Robotics
- Memorial High School Robotics Team

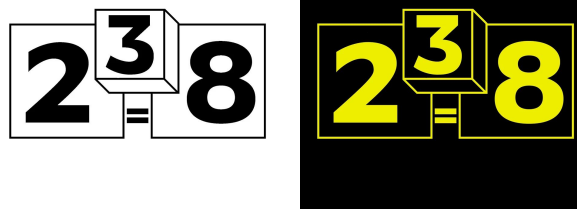
Note that for formal documents and presentations it is required that the official name be used in the first instance of the name being mentioned. A nickname may be used in subsequent mentions of the name.



Logo

The official *FIRST* Robotics Team 238 logo is a play on the official team number assigned by *FIRST*. It contains a two that is cubed which results in a final value of eight.

Below are two pre-approved logos that are available on www.frc238.org. Other pre-approved logos and file types are available on the website.



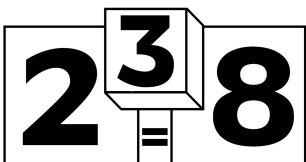
The black logo should be used on all items that do not have black as the background color. The yellow logo should only be used when black is the background color.

The preferred background color for the black logo is either white or yellow.

The logo should be placed on all *FIRST* Robotics Team 238 materials and should never be used in a scenario where the logo is blocked, cutoff, squished, crowded or barely visible.

Other common approved uses of the logo include putting Crusaders under the logo in appropriate sized verdana font. If doing this please use one of the pre-approved logos with the font already included.

These logos may not be altered in any way without the approval of both the *FIRST* Robotics Team 238 community mentor and student leader.



Color Palette

The main colors in all material should be selected from the primary palette. The primary palette is as shown below.

| | | |
|--|---|--|
| Black Websafe: #000000 RGB: 255, 255, 0 | Yellow Websafe: #eeee00 RGB: 238, 238, 0 | White Website: #ffffff RGB: 255, 255, 255 |
|--|---|--|

Long body text should be black on either a white or yellow background. Any time a black background is used the text should be either white or yellow.

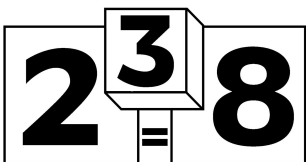
A secondary color of neon yellow is approved for use on select items.

| |
|--|
| Neon Yellow Websafe: #ccff00 RGB: 204, 255, 0 |
|--|

Deviations from this color palette require the approval of both the *FIRST* Robotics Team 238 community mentor and student leader.

When creating tables it is a good practice to alternate the background color to distinguish rows. Black background should be used for the first row or column, yellow or white background should be alternated for subsequent rows or columns of larger tables. Below is an example.

| This | is | a | table | example |
|------|----|---|-------|---------|
| | | | | |
| | | | | |
| | | | | |
| | | | | |



Lettering

All documents written by *FIRST* Robotics Team 238 must be written in Verdana font.

When spelling out Team 238 always capitalize the T.

When spelling out all capital *FIRST*, it must always be italicized. The first instance of *FIRST* must have the registered trademark symbol in half font size superscripted.

Text should always be justified. Tables, images, and text in tables should be centered.

The size of lettering should use the following guideline.

Document Header 36pt. bold

Page Header 24pt. bold

Section Header 12pt. Bold

Normal Text 12pt.

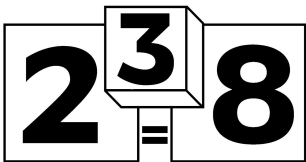
Page Number 10pt. Bold

Boldface may be used as a way to accent normal text.

For documents margins should be 0.75" on the top and bottom and 1" on the left and right.

Line spacing should be 1.15.

For presentations it is okay to use different size fonts but the general 1x for text, 2x for slide headers, and 3x for presentation headers should be used.



Documents and Presentations

When creating a document or presentation for Team 238, always use the recommended template. If you need access to a template please contact a member of the marketing group. Deviations from these templates require approval. If a template does not exist please inform a member of the marketing group.

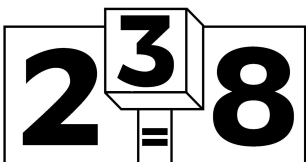
Longer documents and presentations should have the following items.

- Page numbers located in the lower right with the exception of the first page or slide.
- Version number located in the lower right on the first page or slide utilizing the scheme, Version: Year-Month-Date.
- For documents the team logo should be located in the upper left of the first page and the lower left on all subsequent pages.
- For presentations the team logo should be centered on the first slide and located in the upper right for subsequent slides.
- Table of contents should be the second page or slide if the document or presentation has multiple sections.
- The final slide or page should have contact information for formal presentations.

Documents produced by *FIRST* Robotics Team 238 should follow the scheme of white background with black lettering and yellow accents.

Presentations produced by *FIRST* Robotics Team 238 should follow the scheme of black background with yellow titles and white lettering.

Other available templates include letter heads, tables, and forms.



Apparel

All apparel must follow one of the two color schemes listed below.

- Black base with yellow accents and white sub-accents
- Neon yellow base with black accents

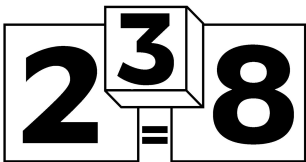
Competition Polo Shirts must follow the neon yellow base with black accents color scheme.

All other apparel must follow the black base with yellow accents color scheme.

Some examples of approved non-competition polo items are shown below.



If you have a request for apparel items please contact the *FIRST* Robotics Team 238 community mentor or student leader. We are always looking for new items!



Dress

This section outlines the apparel that team members should wear to different events. If you are unsure what to wear please ask someone from the marketing group.

The official team uniform is a neon yellow competition polo from the current season along with pants or shorts, preferably black in color.

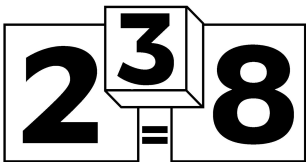
The unofficial team uniform is one of our many black shirts with yellow accents that have the current logo on it along with pants or shorts.

The following list shows when you must be wearing the official team uniform.

- The final two days of the Championship, District Championship, a Regional or a District Event
- Kickoff
- Presentations
- Select demos
- Select fundraisers

The unofficial team uniform may be worn at all other team events such as off-season events.

Other events may require specific uniforms, the marketing group will notify team members if necessary.



Robot

Robot performance always takes priority when discussing robot standards. Team 238 understands the value in having a robot that follows branding standards and thus robots shall try to adhere to the following rules.

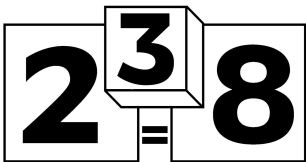
Competition robots should follow the black base and yellow accent color scheme. Many robot parts are not available in those colors, it is still acceptable to use such parts. Below is a list of items that should follow the standards:

- Aluminum parts (both custom and COTS)
- 3D printed parts
- Fasteners
- Plastic parts

Competition robot names will be inspired by DC Comics villains from Gotham city and names may not be reused. Practice bots will be named after the real name of the selected villain.

Show bumpers with black fabric and yellow letters should be used for demos and photo shoots. These bumpers should display the team name, number, and name of the robot. Regular bumpers should adhere to the other standards outlined in this document.

Any sponsor or lettering placed on the robot should utilize yellow text on a black background.



Contact

If you have any questions about the branding standards for *FIRST* Robotics Team 238 please contact the community mentor or student leader. Alternatively external questions can be sent to mmhsfrc238@gmail.com.

