

Imagery & Branding

Who we are



Team 238 is a FIRST Robotics Team from Manchester, NH.

Team was created in 1992.

Currently has ~25 students and ~15 mentors.

Work out of a shop at Memorial High School.



What is Imagery & Branding

2³=8

Creating a unique and recognizable name, image, or theme for a product.

JUST DO IT.



Who was Team 238



Cruisin' Crusaders

Crusaders

MMHS FRC 238

Many different logos

No defined colors



Who is Team 238



- Simple name
- Standard logo
- Color scheme
- Branding Standards
- Pre-made templates
- Best practices
- Slogan





Name

Official Name: *FIRST* Robotics Team 238

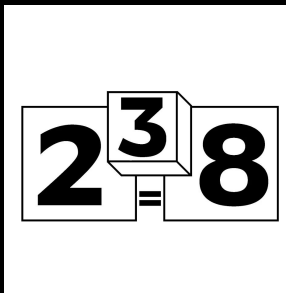
Acceptable Nicknames

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

Logos



Official logos



Other approved logos for specific uses



CRUSADERS

Color Scheme



Primary Palette

Black Websafe: #000000 RGB: 255, 255, 0	Yellow Websafe: #eeee00 RGB: 238, 238, 0	White Website: #ffffff RGB: 255, 255, 255
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Secondary Color

Neon Yellow Websafe: #ccff00 RGB: 204, 255, 0
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Branding Standards



Created a 10 page document outlining the following items for the entire team.

- Name
- Logo
- Color Palette
- Lettering
- Templates
- Apparel
- Dress
- Robot

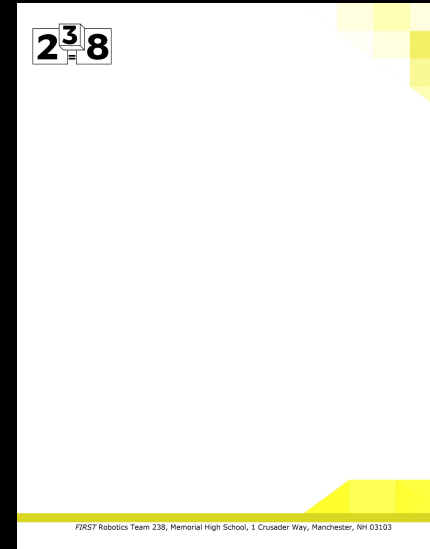


Templates



Created a basic templates for the following items to ease use and creation of documents.

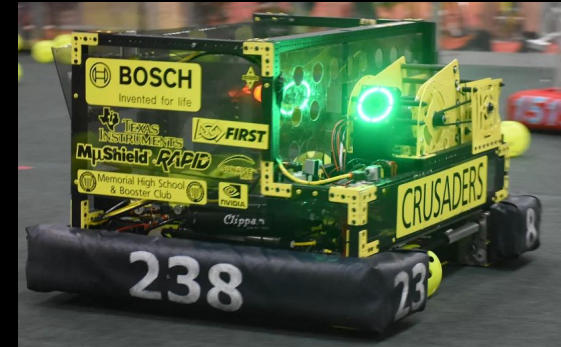
- Documents
- Letterhead
- Slides
- Trifolds
- Banners
- Tables



Best Practices



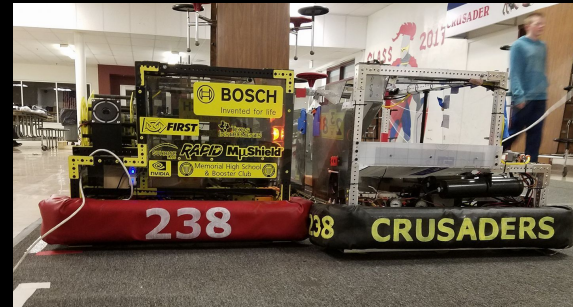
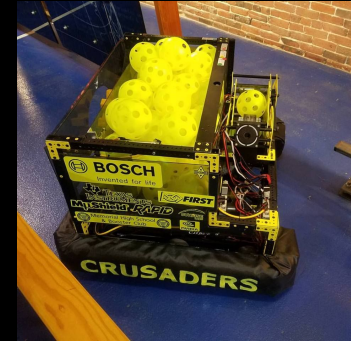
- Robot
- Apparel
- Swag
- Judge Packs
- Social Media
- Website
- Marketing Items
- Newsletter



Robot

2³=8

- Powder coating / painting
- Bumpers
- Sponsor logos
- Name
- Material Selection
 - Pneumatic tubing
 - Fasteners



Apparel & Swag



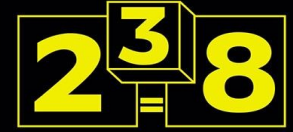
Unified Apparel

Dress code

- Competition Attire
- Informal Swag



Judge Packs



The first contact with a judge—make a lasting impression.

- Team Info/History
- Business Cards
- Robot Info
- Safety Info
- Tangible Reminders [M&Ms]



Social Media

To follow along with our guidelines of simplicity, we updated the way our social media worked.

We upload consistent messages across all platforms to reach the largest audience possible—make an equal impression.



Website

We created a website that contains everything anyone would need to know about us.

Apply website URL to ALL branding

- Apparel
- Social Media
- Robot

frc238.org

Marketing Items



Jack Kamen Imagery Award



“This award celebrates attractiveness in engineering and outstanding visual aesthetic integration from the machine to the team appearance.”

Standing out amongst other teams with a consistent and recognizable identity.

- Robot Integration
- Apparel
- Pit Materials
- Color and Brand Consistency



Work in Progress

- Pit
- Website
- Social
- Apparel
- Marketing Items
- Event Presence
- Communication
- Newsletter
- Streamlining and Standardization

Breakout Session

Possible Ideas

- Logo
- Templates
- Standards
- Theme
- Consistency
- Communication