

TEAM 4135

BRANDING STANDARDS

2019-2020





TABLE OF CONTENTS

| | |
|---------------|--------|
| Team Name | page 3 |
| The Patriot | Page 4 |
| Colors | page 5 |
| Typography | page 6 |
| Even Branding | page 7 |
| Summer Camp | page 8 |

Introduction

Purpose

These standards are to ensure that **Team 4153** maintains a strong image in the community and in professional environments. This document provides a reference point for team members to follow to insure a positive image in the FIRST community.

Branding changes are to be accepted and practiced only after approval from 4135's business team and current head coaches. These modifications will only be tolerated if not violating any of the not accepted conditions.

Team Name

Accepted Names

Official FRC Team Name: The Iron Patriots

The official name should be used when partnered with our logo on banners, flyers, and other FRC specific media.



To be used in sponsorship letters and award media.

Official Program Name: Patriot Robotics

The official program name should be used when referring to robotics program as a whole (FTC included).



To be used on the website, social media, and prints.

Name Variations

“Team 4135”, “FRC Team 4135”, “Iron Patriots 4135”, “The Iron Patriots- Team 4135”, “FIRST Team 4135 and “4135” are all accepted team name variations.

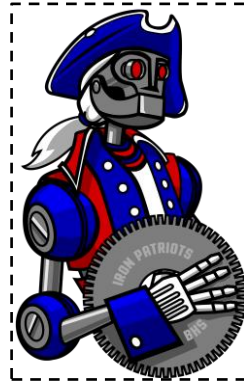
Not Accepted Name Variations

“Beyer Robotics”, and “Beyer High Robotics” are no longer tolerated as of 2018. All media containing “Beyer Robotics” or “Beyer High Robotics” is to be changed to accepted variations.

The Patriot

As of 2019, The Iron Patriot is Team 4135's only accepted logo. The Patriot must be used under the following rules and restrictions.

The Iron Patriot should not be stretched,
Displayed on a low quality background, or
Enclosed with any kind of border.



A clearance space must be maintained no less than the width of the gear and patriot's elbow.

Accepted Logo Variations

The Iron Patriot can be reduced to its base colors for simple T-Shirt designs if needed. The old logo (Pre 2017) should be updated on all media.

Simplified Logo

Simplified logo designs (Ex: the patriots isolated gear) for the use of outreach and branding are to be used only after being accepted by The 4135 Business Team and current head coach.

Colors

Logo Colors








Logo colors are not to be altered or replaced.

Red in addition to its use in the logo, can be used for graphics, titles, headers, and accents.

Blue in addition to its use in the logo, can be used for graphics, titles, headers, and accents.

Gray in addition to its use in the logo, is to be used sparingly as accents and graphics. These shades are NOT to be used as body text.



| | |
|---|----------------------------|
|  | #d20000 rgb(210, 0, 0) |
|  | #9e0000 rgb(158, 0, 0) |
|  | #0000b3 rgb(0, 0, 179) |
|  | #00007a rgb(0, 0, 122) |
|  | #7d7d7d rgb(125, 125, 125) |
|  | #515151 rgb(81, 81, 81) |
|  | #00004b rgb(0, 0, 75) |

Text Colors

White is to be used for text over black backgrounds or elements.

Black is to be used for section headers and titles.

Dark gray (#535353) is to be used for body copy and large amount of texts. Lighter shades can also be used for soft subtitles and captions.

Use accepted logo and text color schemes for event branding, see the 'Event Branding' (Page 7) for more information

Typography

Fonts

Roboto Regular is selected for mass bodies of text, and can also be used in bold for section headers. Roboto Light is selected for large bodies of text in a small area for a soft, readable effect, and can also be used for footnotes and captions.

Roboto Slab is selected for formal printed and emailed documents. It can be used for body copy text and be bolded for section headers

Bahnschrift SemiBold Condensed is selected to be used as only titles and large section headers, never has body copy text (Other Bahnschrift fonts can be used as section headers).

Myriad Pro bold is to be only used for the text in the logo.

Substitutions

In the event that Roboto is not available

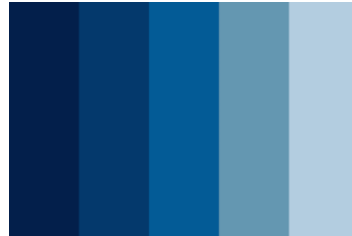
- Century Gothic
- Encode Sans SemiCondensed
- Open Sans

In the event that Roboto Slab is not available

- Georgia
- Times New Roman

Event Branding

Other reds, whites, blues, and grays have been chosen to support outreach centered events such as summer camps, refer to the event's separate branding guide or PDF for the correct colors. Logo colors are rarely to be used as graphic elements, the selection of softer colors is recommended if they lie on the red, white, blue, or gray scale.



Example of a blue color palette

Many events will have a selection of fonts chosen. If the event does not have a clear set of fonts, it is expected to refer to the Branding Standards chosen fonts (Page 6). Events may often utilize the pairing of established fonts to add smooth, readable effects (Example: Bahnschrift fonts and Century Gothic fonts are often used together on large poster designs).

Summer Camp

As of 2019, a new logo was created for Patriot Robotics separate program, the STEM Summer Camp.

Logo Colors

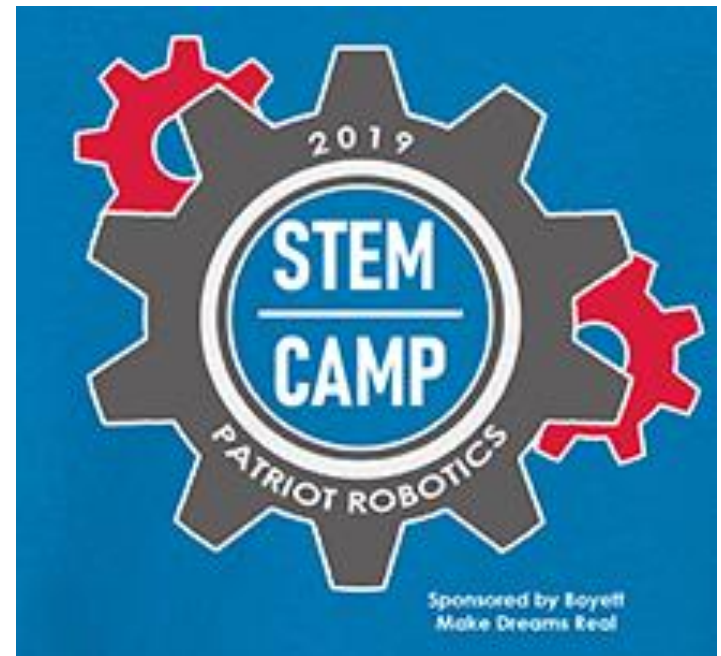
These colors have been chosen specifically for this logo.

Red: #db1b3b

Grey: #5f5e5e

Font

The font Bahnschrift SemiBold Condensed has been chosen for this logo.



Team Dress

In order to maintain a professional look at competitions and outreach events, the accepted team dress rules should be followed.

Team members are expected to wear a team shirt that is **not** to be covered by any other top besides a team sweatshirt. Unless no for any reason a current shirt is unavailable, team members should not wear shirts with the past team logo (Pre 2017).

Accepted bottom wear includes dark colored jeans (With no rips or otherwise), dark leggings, khaki pants, or khaki shorts.

Hats and other accessories are to be avoided if possible unless they match the team colors.