



MorTorq Standards and Identity Guide

BHRobotics Team 1515 is well known for spreading science and technology in a highly spirited way. This is made possible by maintaining a consistent and effective Identity.

Why is Identity Important?

Maintaining a consistent identity provides for us a “brand”, which allows us to work professionally both within the FIRST community and the general public. It is very important that we maintain this positive image throughout everything we publish and do.

Referencing MorTorq

When referencing Team 1515, it is important to remember that we have multiple titles. They are not all suitable in all scenarios.

Official Team Name:

BHRobotics Team 1515 “MorTorq”

Other Team Names:

Team 1515 (Web, Speech, Written Letters- only used after the official)

MorTorq (Web, Speech, Written letters- only used after the official)

1515 (Only for use in speech when speaking to other FRC participants)

BHRobotics (Suitable in all applications)



Graphics

MorTorq Logo

The MorTorq logo is the only logo to be used on any MorTorq publications.



MorTorq Logo Styles

There are only 3 color schemes in which the MorTorq logo can be used.

The first is the preferable Orange/Gray logo on a solid black background.



When no solid black background is available, a bordered logo with a black border at least equal in width to the lettering may be used.



Last, and least desirably, the MorTorq logo may be used with no border at all. Remember, this is not preferable.

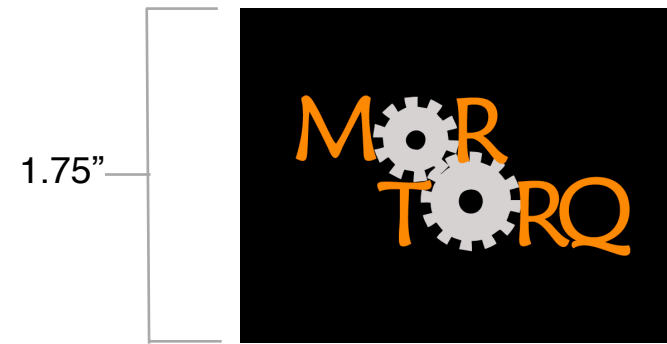


MorTorq Logo Styles

All instances in which the MorTorq logo exists must allow it to be properly recognized and distinguished amongst other items on the page.

As a general reference, There should be a space of at least half the height of the Typeset around all edges.

Additionally, no use of the MorTorq logo should display it with a height of less than **1.75"** including the border. borderless logos may be displayed with a height of **1.375"**.



MorTorq Logo Colors

The colors used in the MorTorq logo are as follows:

Black- #000000
R= 0% G= 0% B= 0%

Orange- #FF8800
R= 99.6% G= 45.1% B= 3.9%

Grey- #CCCCCC
R= 81.2% G= 79.6% B= 78.8%

The Typeset used in the MorTorq logo is Miandra GD. **Miandra GD**
DemiBold may never be used.

Logo Modification

Remember, it is not acceptable to modify the MorTorq logo in any of the following ways:

- Skew/Strech
- Replicate with replacement fonts
- Replicate with incorrect colors
- Vectorize by hand without approval of graphics team.

MorTorq Logo Formats

Many formats of the MorTorq logo exist. Among these are vector (.ai, .svg), and raster (.jpg, .png).

Whenever possible, it is best to use a vector version of the MorTorq logo. You can download the .ai file [here](#). To download raster versions of the logo, click the desired logo below, and you will be directed to a download link.



Web Fonts / Typesets

There are only 3 typesets which may be used on the <http://bhrobotics.com> site.

They are:

Titillium Text Bold (Header)

Helvetica Neue (Body)

Maiandra (Team Name)

Web Colors

The colors used on the MorTorq website, <http://bhrobotics.com/> are as follows:

Dark Grey- #333333 (Textured)
R= 15.4% G= 15.4% B= 15.4%

Orange- #FF6600
R= 100% G= 43.5% B= 16.1%

Light Grey- #CCCCCC
R= 90.2% G= 90.2% B= 90.2%

Team Apparel

Team apparel must be worn to any and every event in which students are representing Team 1515.

The only accepted shirt to be worn in competition is the MorTorq t-shirt printed and sold each year to team members. The shirt *must* display the MorTorq logo on the front, and will generally include all sponsors on the back.



*The 2011 T-shirt.
Financial sponsors are
on top, and Supplying/
Manufacturing sponsors
are on the bottom. This is
subject to change.*

Team Apparel

Jackets and Sweatshirts are made and sold each year. These are also permissible for use in competition so long as they are worn **with** a MorTorq t-shirt.

Additional clothing or garments may be made and worn to other promotional events (with the exception of regional and/or championship competition) if approved by team leadership and Eileen Kahn. This may include polo shirts, hats, t-shirts, or even spirit/promotional garments such as wristbands or bandanas.



Gracious Professionalism

You're probably thinking that Gracious Professionalism does not permeate into the Graphics and branding of MorTorq and FIRST. However, there is a reason that they chose that maxim. When creating and generating artwork or documentation for the team, as well as when representing the team it is important to be professional and purposeful. Remember this at all team events.

