

BRANDING GUIDE

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Why this document?

This branding guide has been created to set standards that make all team documents cohesively formatted, good-looking, and recognizably made by DARC SIDE. The following guidelines may seem harsh, but they are necessary to keep everyone on the same page about how a DARC SIDE document should look.

Tt TYPE

Display

Righteous >72pt, Title Case (Rarely necessary)

HEADING/TITLE

Righteous 24-36pt, Centered in Cell, ALL CAPS, Accent Background (not highlighted)

SUBHEADING

Righteous 24-36pt, ALL CAPS

Paragraph

Oxygen 11pt

Link

Oxygen 11pt, Underlined, Accent

Caption

Oxygen 11pt, Italics, Gray

Monospace

Oxygen Mono 11pt

Pro tip: You can copy any of these styles into another Google Doc to avoid having to recreate them yourself by copying and pasting the text, then replacing it with whatever text you want.

SUBSTITUTIONS

In the case that a font cannot be printed or viewed perfectly, the following substitutions may be made. As Righteous is an integral part of the team brand, it may not be substituted.

Oxygen	Open Sans (https://fonts.google.com/specimen/Open+Sans)
Oxygen Mono	Fira Mono (https://fonts.google.com/specimen/Fira+Mono)

COMPONENTS

Components are repeated visual elements that appear throughout a published material. They serve various purposes and follow consistent styling to ensure their meaning is obvious. These may be copied and pasted from this document for use elsewhere without being remade.

/// HEADING W/ ICON

Follows the formatting of normal headings, but with a material icon placed to the left of the text. In certain software, the icon may need to have padding cropped to vertically align it within the box. The header text should be aligned left in its cell, unlike normal header formatting.



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam sem mi, imperdiet sit amet tincidunt pretium, viverra ut odio. Aenean consequat dignissim velit, et laoreet massa feugiat vel. Nulla nulla nisl, posuere et dignissim non, porta id arcu.

Infoboxes are used to convey extra information which does not appear in the surrounding text. They may also serve as links in a web setting if desired. A material design icon is placed in the left section of the box, which is colored #dddddd. The right section of the box is colored #eeeeee and contains the desired text. Infoboxes strictly use paragraph text formatting (so no Righteous.)

Table	Table
Table	Table
Table	Table
Table	Table

Tables are used to convey numerical, categorical, or any other type of data. Tables should have no outline, and rows should alternate between white and #eeeeee. Row fills should be modified to #222222 and #3333333 for placement on a dark background. Tables used for alignment or formatting purposes should either be invisible or follow required formatting instead. Header text should be bold if present, though still in Oxygen. Header rows should match the color of the surrounding background and have an appropriately colored 1px line separating them from the rest of the table, if possible.



ACCENT	DARK BACKGROUND	LIGHT BACKGROUND
184 C #ff5d 73	Black 5 C #333333	White #ffffff
COMPONENT	DARK TEXT	LIGHT TEXT

Shades of gray/white may be modified to create additional depth, but original colors should still be used in some form.



TEAM LOGO



The team logo is one of the most important parts of our identity as a team. The aim of the logo is to identify ourselves, and for this reason, it should be kept as consistent as possible. Only the provided two variations of the logo are to be used. The full logo should be used whenever possible, as it includes our team name and number. The "moon only" variant should be used in smaller scales where text would not be readable, such as a website favicon. The team logo should only be rendered in #000000 or #ffffff (black or white) in both print and digital media. Both color choices are available in the branding files.

ROBOT LOGOS DROPKICK BACKFIRE

A robot logo is created every year and is usually printed on a smoked plexiglass plate on the robot, as well as featured in reveal videos and other media. Like the team logo, robot logos are only to be rendered in #000000 or #ffffff (black or white.) These logos start with the robot's name in Righteous, which is then converted to a vector path. Arrows and other decorations may be added to differentiate from normal text. Robot logos are made available in both color variants as soon as possible after a robot's name has been finalized.

SPONSOR LOGOS

Most sponsor logos have their own usage guidelines which usually prohibit recoloration or modification. If a vector file is provided, use it. Digitally, sponsor logos should be placed on a white background (not just a rectangle around it, but a larger area) In print or vector formats, such as on the robot or shirts, the logos should be in monochrome black or white, depending

on background. Applying our own branding (coral) to these logos typically violates corporate guidelines, so it should be avoided if at all possible.

LOGO GUIDELINES

The following applies to all logos that are the property of the team.

DO:

- Place at least one logo on all team publications
- Follow acceptable margins when placing logos near other elements
- Ensure logo text is legible (if it's too small, don't use it at all)

DO NOT:

- Rearrange or modify logo elements
- Recolor any part of the provided logo files (coral is *not* exempt from this restriction)
- Rotate, stretch, distort, mirror, or skew the logo
- Place elements within the logo's bounding box
- Change the logo's opacity
- Apply 3D transformations to the logo (WordArt, etc.)
- Use a raster (PNG) file when a vector (SVG, AI) file could be used
- Use old/unofficial logos (2017 logo, circuit variants, coral variants, etc.)