WYANDOTTE ROBOTICS FRC 1847

Branding Standards

Purpose of Branding Standards

Team 1847, Wyandotte Robotics, has developed these branding standards to reinforce our identity through a consistent and cohesive visual presentation. By maintaining a unified brand, we ensure that our team presents itself professionally, enhances our visibility, and stands out as a leader both within our community and at the competitions in which we participate.

Branding Updates

The Media subteam may update the branding standards at any time, with approval from the leadership team and mentors. It is essential for all team members to follow these guidelines to ensure a cohesive and unified presence for the team.

Team Name

Official Team Name: **Wyandotte Robotics**

The official team name, Wyandotte Robotics, was chosen to represent our strong connection to Wyandotte High School in Kansas City, Kansas. It reflects our pride in our school and community as we compete in the FIRST Robotics Competition, highlighting the talent and dedication of our students in the field of robotics.

Team Nickname: **WRATH**

The nickname WRATH was chosen to give the team a powerful and fierce identity. It is always written as WRATH—not W.R.A.T.H., wrath, Wrath, or any other variation. WRATH stands for "Wyandotte Robotics Applied Tech Hackers," combining a strong, evocative word with a clear representation of the team's dedication to robotics and technology.

The Bulldog

A bulldog is a popular choice for a school mascot due to its traits of strength, determination, and loyalty. The breed's tenacity and resilience embody qualities that schools often want to promote among their students and athletes. By adopting a bulldog as your mascot, your school likely aims to inspire a strong sense of pride, unity, and perseverance within the school community.

The Number

The number **1847** is the team number given to us by *FIRST* when we joined *FIRST* **Robotics Competition(FRC) in 2006**

Typography

Team 1847 elected their primary font family **Impact** People use the font Impact for its bold, attention-grabbing appearance and clear readability, making it effective for headlines and eye-catching designs.

Our secondary font family is **Russo One** People use the font Russo One for its modern, sleek, and bold design, which combines geometric shapes with a strong presence, making it ideal for eye-catching headlines and branding.

 The Raider Crusader font family was chosen for its distinctive, bold style, which conveys a sense of strength and authority, making it a fitting choice for creating a strong, memorable brand identity or impactful visual designs.

Nexa Rust Slab was chosen for its sturdy, robust appearance with a touch of ruggedness, which conveys both reliability and a distinctive character, making it ideal for creating a strong, memorable impression for team numbers.

Primary font family: **Impact**
Secondary font family: **Russo One**
Robot Name font family: Raider Crusader
Team Number font: Nexa Rust Slab

Color Palette

Primary Color: #bf0000 rgb(191,0,0) or #c82d2b rgb(200, 45, 43)
Primary Black Color: #232323 rgb(35, 35, 35)
Primary White Color #ffffff rgb(255,255,255)

The primary colors for Wyandotte Robotics are #BF0000 (RGB 191, 0, 0) and #C82D2B (RGB 200, 45, 43), both bold shades of red, along with #232323 (RGB 35, 35, 35), a deep black, and #FFFFFF (RGB 255, 255, 255), a crisp white. The red shades convey energy, passion, and excitement, while the deep black adds a solid, modern contrast. The crisp white balances the palette, ensuring a clean and professional look. Together, these colors create a strong, dynamic visual identity that establishes a memorable and impactful presence for the team.