

# Branding Standards

Team 834



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# Introduction



- ❖ On the SparTechs robotics team, we believe it is crucial to maintain consistency with our team image. The team started 18 years ago in 2002, and has been a member of the FIRST® Robotics community since.
- ❖ Team appearance continues to be achieved through having uniformity in design, which can best be upheld by developing branding standards.



# Naming Conventions

- ❖ When looking at titles and naming, we always capitalize the “T” in SparTechs when writing documents and forms.
- ❖ The only exception to this rule is when creating logos, in which case, the “s” and “t” are lowercase.

Correct

**spartechs**

Incorrect

**Spartechs**

**SparTechs**

**SPARTECHS**

# Graphic Design/Team Logo

- ❖ The SparTechs logo was designed by the lead coach the year the team was founded.
- ❖ The team owns exclusive rights for logo use.
- ❖ The logo can be used with a blue base or inverted a white base and blue background.



# Acceptable Logo Use

- ❖ Ratio area needs to be equal to the height to SparTechs text.
- ❖ Logo should not be stretched on horizontal or vertical planes.
- ❖ Only the royal blue and white logo can be used (with the exception of an all white outline of the logo).
- ❖ The logo can be used with or without the SparTechs font above.

Correct



Incorrect



# Color Scheme



## *Hex/HTML Codes -*

4169E2 - Royal Blue

FF6A14 - Orange

F1F2F1 - Bright White

- ❖ For SparTechs related items, it is important to maintain consistency within all aspects of branding for the team. For merchandise, a base color of royal blue should be used whenever possible to reflect our school's colors.
- ❖ Our team logo should be typed in white to contrast the base color and pop out. When placed on clothing, the logo should be in white and placed on the upper left part of the chest, being roughly the size of a shirt pocket.

# Typography



## ❖ Text:

- In the case of a formally written document and or title, the S and T in SparTechs should be capitalized; For example, business cards or sponsorship packets should be written in formal diction.
- In the case of presentations, formal documents, and promotional materials, the font “Prompt” (titles) or “Lato” (body) must be used.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
Abcdefghijklm  
nopqrstuvwxyz  
1234567890



# Logo Typography

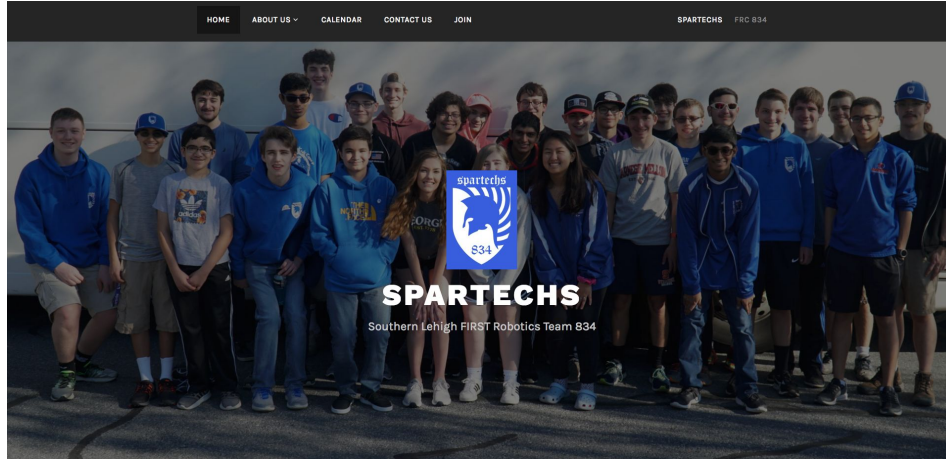
## ❖ Logo:

- When using the SparTechs logo use the font, Cloister Black (Light); Both the name as well as the team number (834) should use this font.
- In terms of merchandise and logos, our font should be written in all lower case letters.

Correct

Incorrect

# Website

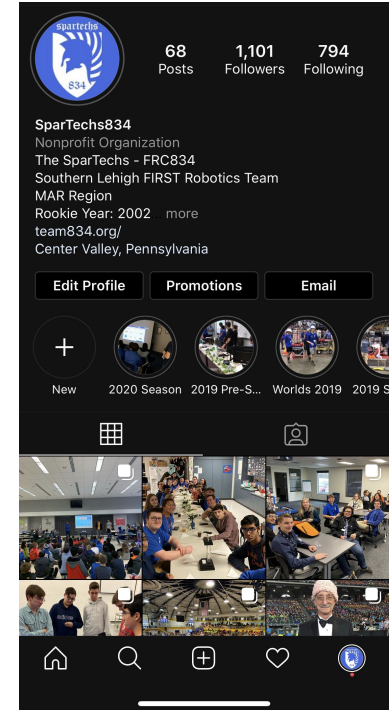


- ❖ Having a brand presence is important as it helps the team name be known, as well as to contribute, in the community and allow the team to gain sponsorships.
- ❖ We have a website (team834.org) and numerous social media platforms.
- ❖ From these communicative outlets, we broadcast our progress throughout the season and at competitions which we participate in.

# Social Media

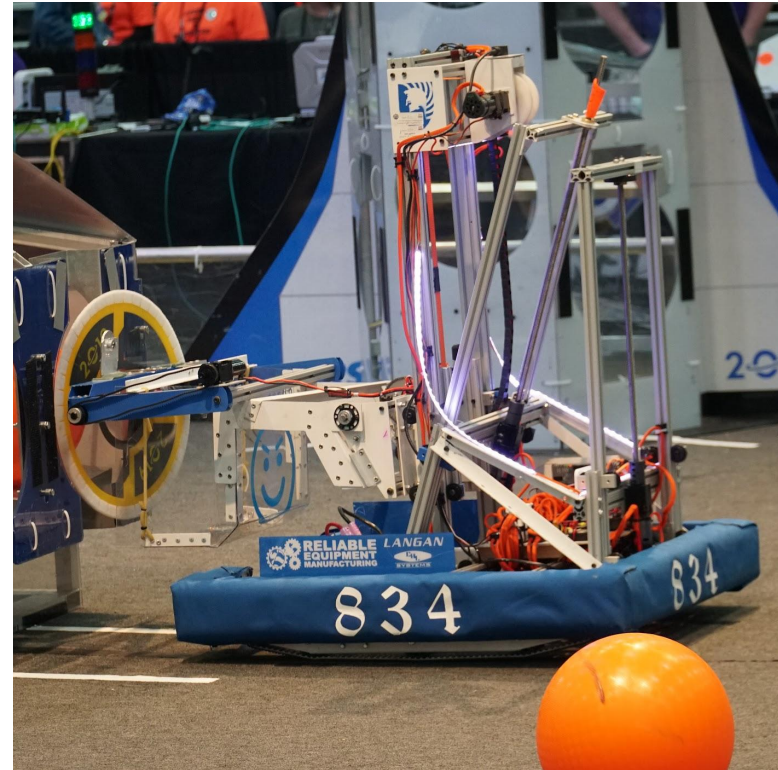


- ❖ Instagram: frc834
- ❖ YouTube: SparTechs834
- ❖ Twitter: @FRC834
- ❖ Facebook: The SparTechs  
FRC Team 834
- ❖ Snapchat: frc834



# Robot Aesthetics

- ❖ When designing the robot for the year, it should be made blue with white to reflect our team and school colors.
- ❖ LED's should also be utilized in the robot to provide the team with status conditions of the robot on the field in real time.
- ❖ When not being utilized for such tasks they should be lit with our team colors.



# Robot Aesthetics

- ❖ Orange can be used on the robot to complement the blue in our logo.
  - Individual parts can be painted or wire sleeving can be used

# Apparel



- ❖ Our team has a plentiful choice of apparel ranging from shirts to button downs to pajama pants. In all of the shirt variation we are always sure that the logo is on the upper left part of the shirt.
- ❖ All of the apparel is blue and the logo is in white.
- ❖ When a white and or unsuitable background for the white logo is present, it is acceptable to use the inverted blue logo.



# Team Uniform

- ❖ The team uniform consists of a blue and white SparTechs t-shirt.
  - Any pants or shorts can accompany the shirt
- ❖ At competitions, a white, SparTechs hard hat is also considered part of the uniform.
  - The hard hat can be customized for officer positions.