



# PHOTON VISION

## Branding Standards

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## Introduction

# About PhotonVision

PhotonVision is an open-source, community based vision system designed for use within the FIRST® Robotics Competition that aims to provide easy and inexpensive vision tracking to teams. It is based off of a fork of a similar program, Chameleon Vision. This document aims to develop a specific set of standards to follow when creating any PhotonVision related media for the future.

# Mission Statement

*“PhotonVision hopes to provide an open-source vision solution that makes computer vision accessible to every FRC team, regardless of financial resources or technical skills.”*

*PhotonVision Team, June 2020*

# Naming Conventions

## Uses

In any official context, “PhotonVision” should be used, without spaces and appropriate pascal casing. For example, in a ChiefDelphi post, email, or in documentation, “PhotonVision” should be used. In a casual context, it is appropriate to use “PV” or “Photon”. For example, in conversation or notes.

**Official Name: PhotonVision**  
**Nickname: PV, Photon**

## Violations

✗ **photonVision**

✗ **visionphoton**

✗ **pHOTONvISION**

✗ **ProtonVision**

✗ **PhotonV1s10n**

# Naming Conventions

## Special Cases

### Repository Naming

*photon<suffix>-<modifier>*

*Ex. photonlib, photonvision, photonvision-docs*

### Major Release Naming

*<full year>.<month>.<version>-RELEASE*

*Ex. 2020.06.01-RELEASE*

### Minor Release Naming

*<year>.<month>.<total yearly commits>.<commit hash>*

*Ex. 2020.06.231.b28d0e0, 2021.12.50.c45h1r1*

### Commit Titles

*<[section changed]> <concise description>*

*Ex. [UI] Updated themes*

## Uses



Icon

The icon should be used any place where “PhotonVision” is already prominently displayed or if there is little space. For example, a favicon, app icon, or as an accessory.



Header

The header should be used at the top of emails, ChiefDelphi posts, and any official documents with appropriate space.



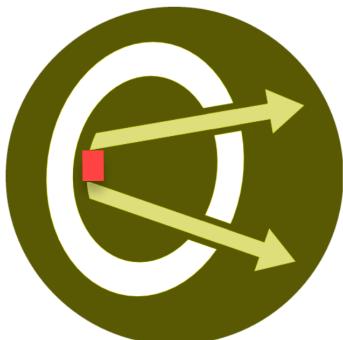
Large Logo

The large logo should be used in any place the “official logo” will be used, or a place where the “PhotonVision” name is not displayed prominently.

## Violations



No improper stretching, vertically or horizontally is allowed. The logo must always be kept in the proportion of the original file without any modifications. As a rule of thumb, the logo should always be as tall as 11x the distance between the points at the beginning of the two arrows (see red box in altered color logo).



No recoloring of the logo, including any of its parts is allowed. All colors must be in accordance with the ones outlined in "Colors" and true to the original logo. Only exception is grayscaling as needed.

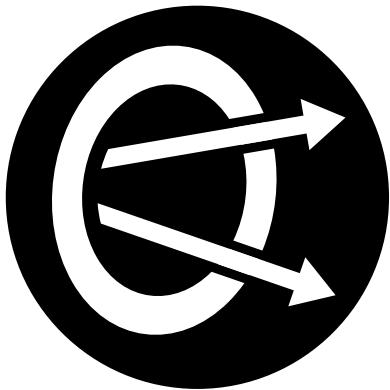


Nothing may be overlapping or written over the logo. No drawing, writing, or an image can be over the logo.



No false recreations can be made of the logo and used as "official". All instances of the logo must only be ones included in the branding standards.

# Special Cases



Any time when the use of color is not feasible or if using an all black and white document, grayscale versions of the logo will be acceptable. All previous violations still apply.

The logo may be changed/ altered based off consensus from all community members, including contributors and project managers. However, it should be remembered that changing of logos and brand is extremely taxing on success of said brand, as it loses name recognition.

# Universal Color Scheme

**Primary**

R: 0

G: 100

B: 146

#006492

**Black**

R: 0

G: 0

B: 0

#000000

**Secondary**

R: 57

G: 164

B: 213

#39A4D5

**White**

R: 255

G: 255

B: 255

#FFFFFF

**Accent**

R: 255

G: 216

B: 67

#FFD843

# Typography

# Fonts

## Logo Font

**Museo Moderno**

The quick brown fox jumps over a lazy dog.

## Header Font

**Prompt**

The quick brown fox jumps over a lazy dog.

## Body Font

**Lato**

The quick brown fox jumps over a lazy dog.

# Typography

# Copy Basics

Museo Moderno  
should only be used in  
the logo at all times.



Prompt should be used  
for all headers, in a  
large font size and the  
“Bold” style.

# Headline!

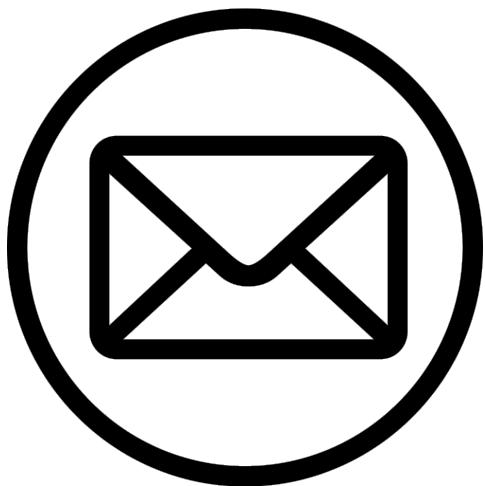
Lato should be used for  
all body texts, in a  
semi-bold style in a  
font size significantly  
smaller than the  
header.

*Placeholder text for body content.*

# Social Media Posting



All official Chief Delphi posts (announcements, community input, etc.) must come from PhotonVision project manager Chief Delphi accounts. All announcements must be delivered in a professional fashion.



All emails should be sent through the official PhotonVision email and the content should be reviewed before sending to ensure that it is delivered in a professional manner.

