

Branding Standards | Team 4506 |  
PioNerds

## **Why do branding standards matter?**

The PioNerds developed branding standards to try to establish a true identity as a brand. We felt that it is important to keep our brand consistent from year to year. When people see our brand we want them to recognize our history, our story and all that we have done and accomplished. Our branding standards are also a way for our alumni and volunteers to feel connected to the current team.

## **Branding Changes**

All changes to branding standards or substitutes should be approved by the graphic design sub team and the mentors.

**Color Scheme** - For the team logo, shirts, or anything else

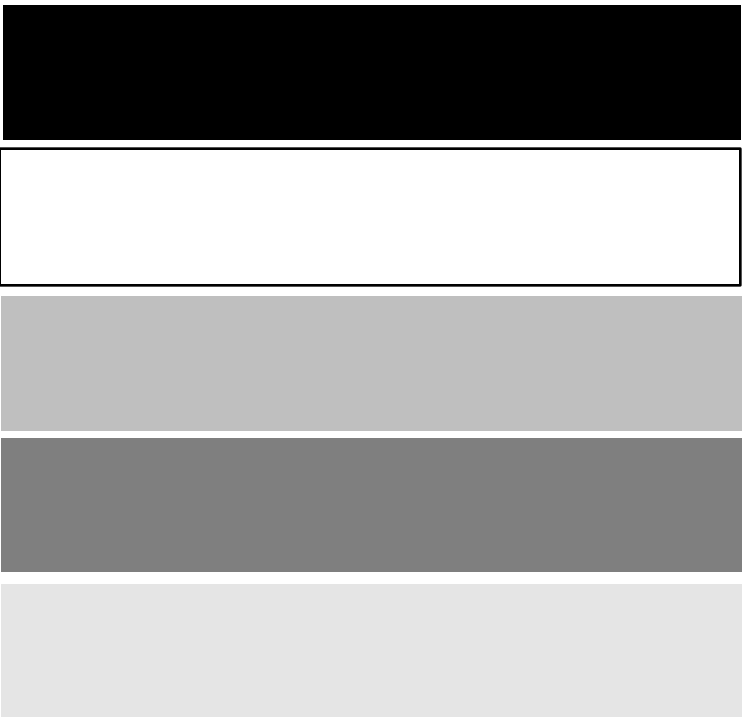
**Greens -**

Primary Green -  
RGB | 0 | 65 | 10 |  
HEX | 00410A |  
Secondary Green -  
RGB | 0 | 127 | 20 |  
HEX | 007F14 |  
Accent Green -  
RGB | 0 | 255 | 39 |  
HEX | 00FF27 |

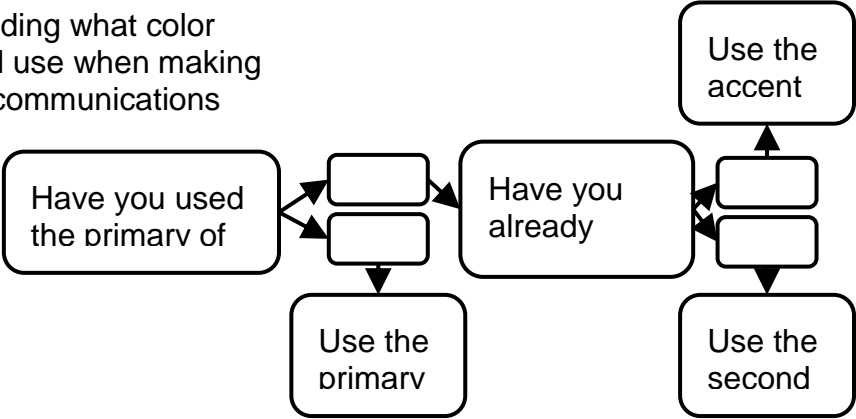


**Blacks, Whites, Grays -**

Primary Black -  
RGB | 0 | 0 | 0 |  
HEX | 000000 |  
Primary White -  
RGB | 255 | 255 | 255 |  
HEX | FFFFFFFF |  
Primary Gray -  
RGB | 191 | 191 | 191 |  
HEX | BFBFBF |  
Secondary Gray -  
RGB | 127 | 127 | 127 |  
HEX | 7F7F7F |  
Accent Gray -  
RGB | 229 | 229 | 229 |  
HEX | E5E5E5 |



When deciding what color you should use when making any team communications



## Team Logo - For all uses of the team's official logo

The preferred version of the logo the primary black on a primary white background. The only time the white form of the logo is to be used is when it on a black background. PioNerds in Euphemia UCAS over 4506 in Euphemia UCAS Bold should be present in all forms of this logo. This logo should be used in all official team documents, and on the sweatshirts.



This logo should not be stretched out of proportion (ie. the aspect ratio remains the same), displayed on a low contrast background, recreated with substitute fonts, tilted, rotated, cropped, or displayed at partial opacity.

The yearly T-shirt for competitions is not required to have this logo. Yearly variations of the logo should still be in the official color scheme and consist of some form of the hat, glasses, team name, and number.



2018 Example:

## **Fonts** - For official use in all Team 4506 documents.

When in Ai Euphemia UCAS is to be used

Euphemia UCAS

**Euphemia UCAS Blod**

Silom is the secondary font in Ai

**Silom**

Documents that are for team use only should be typed in Arial

Arial

**Arial Bold**

Official team documents (like Sponsorship packet) should be typed in Roboto

Roboto

**Roboto Bold**

## **Team Name** - The Official team name is PioNerds

In any written or typed form the team name should have a capital P and N with no space. The name team should always be referred to as PioNerds, 4506, Team 4506, or PioNerds 4506