

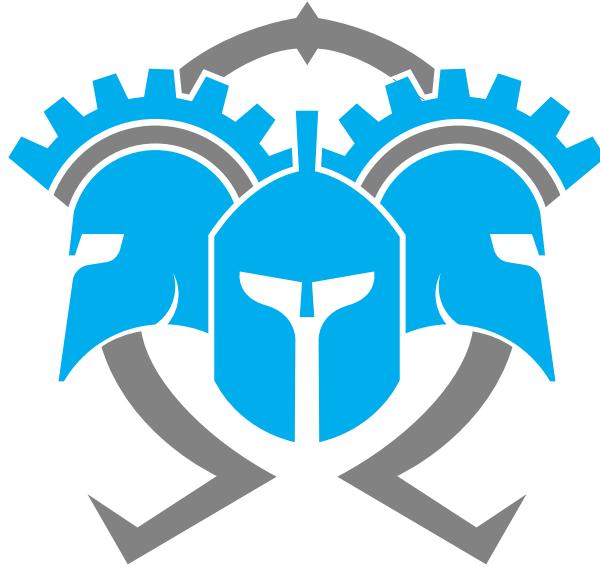
# TITAN ROBOTICS

## BRAND GUIDELINES

# TITAN ROBOTICS LOGO



BRAND GUIDELINES



# LOGO VARIANT USAGE RULES



BRAND GUIDELINES

When using titles other than the standard "TITAN ROBOTICS," use the Titleless Logo with desired titles to the right or below.



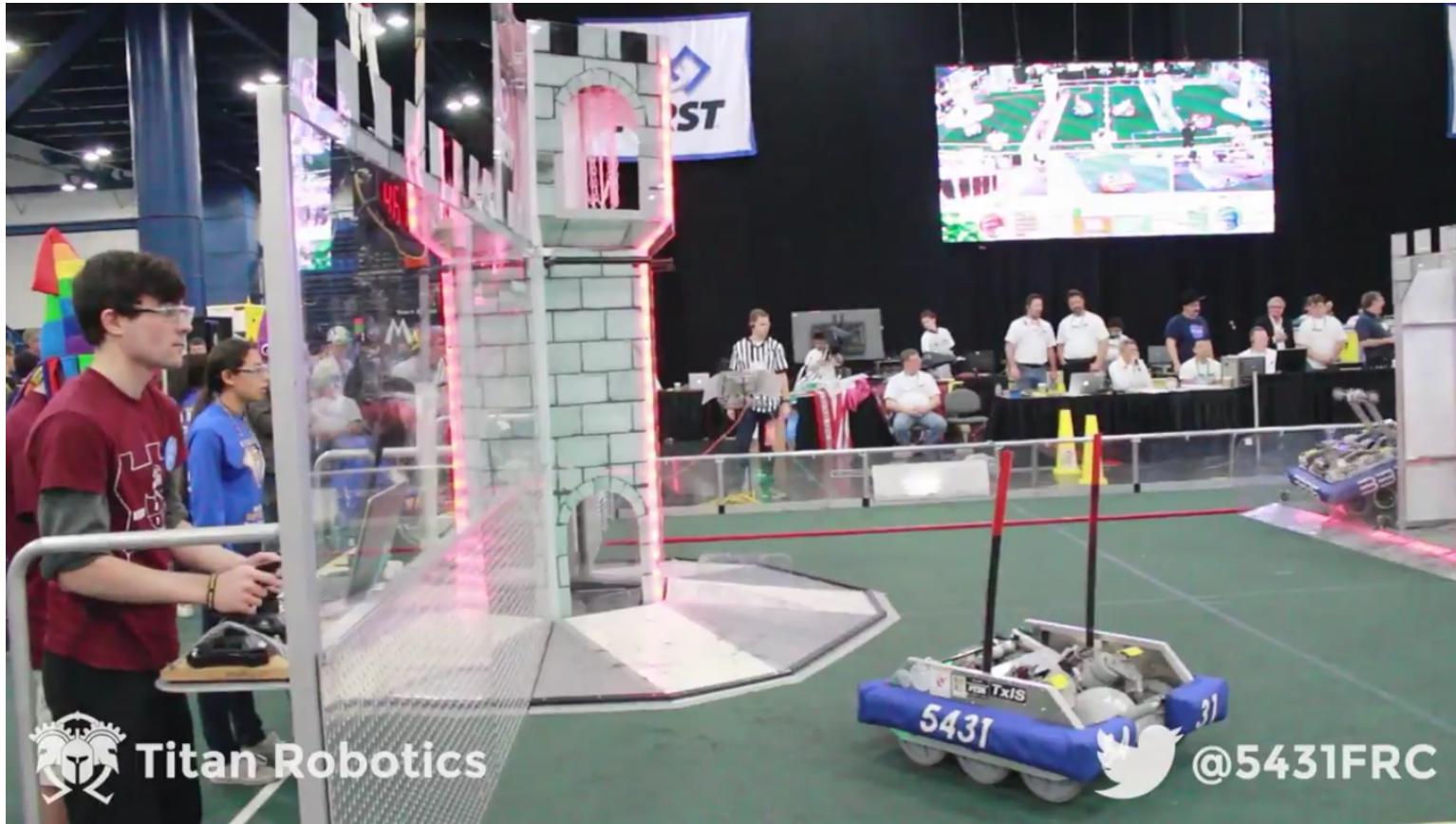
Titles must be center aligned with the logo on the horizontal or vertical axis.  
Titles must be in Montserrat Bold. No other text will use montserrat bold.  
The length of title text should be half the height of the logo.  
Subtitles must be half the height of the title.  
If you do not require a subtitle, you must use the Official Robotics Logo.

# LOGO VARIANT USAGE RULES

CONT.  


BRAND GUIDELINES

If "TITAN ROBOTICS" on the official logo is illegible or there are physical constraints preventing you from using the official logo, you may use the titleless logo with TITAN ROBOTICS to the right or below. See this video, our logo is in the bottom left as an example



The numbered logo is used for FRC related events and spiritwear. This is used when we need to identify our Team and Team Number. This is only a variant and shouldn't be used on everything for FRC such as flags and pamphlets but Spiritwear and ect. should.

# LOGO RE-COLOURS



## BRAND GUIDELINES

There are 3 Logo Re-Colors that will be used in various circumstances.  
Below is a chart showing what situations to use the logo Re-Colors.

	POSITIVE 	NEGATIVE NAVY 	POSITIVE MONOCHROME 
Multi Color Printing			
One Color Printing			
Electronic Media			
Billboards Signs Posters & Banners			
Embroidery			
Embossing/Debossing Etching/Engraving			
Painting			
Any Monochrome Media			



Reccomended Version(s)



Alternate Version(s)

The **Positive Logo** is to be used over white backgrounds for maximum readability.

The **Negative Navy** Logo is a white version of the One Colour Logo for use over Navy Blue Backgrounds and photographic elements (only when logo is legible and contrasts).

The **Positive Monochrome** logo is used in monochrome and black and white media. It can be displayed as Titan Blue, Black, or Omega Grey. The Positive Monochrome logo can be any high contrast colour from the palette.

# THEMATIC LOGO

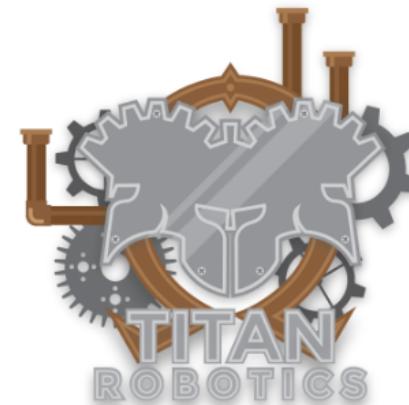
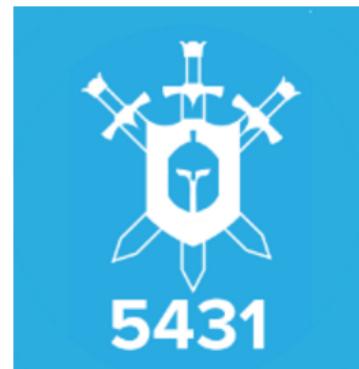


## BRAND GUIDELINES

A thematic logo is released every competition season to match that current year's theme. They are usually used for fundraising and seasonal promotion material. All thematic logos are only used on media for that competition season.

As an example: During the 2016 Competition season, STRONGHOLD, we created a thematic logo. This logo was put on a shirt that was used for fundraising and only sold during the competition season. This was worn by the team during that specific competition season. They may be worn other times, however, think of the shirt as a module that is replaced every year rather than a uniform.

The guidelines for designing a logo are very loose, though you can do most anything, you must use flat/material design standards and the thematic logo must incorporate the base logo in some way. Examples below: COCO Best Pay Dirt, FRC Stronghold, FRC STEAMworks.



# TITAN ROBOTICS COLORS



BRAND GUIDELINES

Below is our main colour palette, when creating all media and physical merchandise refer back to this palette. You may use colours not on this palette but all must be approved by the marketing team and head coach before distribution.

## TITAN BLUE

**RGB:** 0, 174, 237

**HEX:** #00AEED

**CMYK:** 84, 14, 0, 0

## WHITE

**RGB:** 255, 255, 255

**HEX:** #FFFFFF

**CMYK:** 0, 0, 0, 0

## BLACK

**RGB:** 17, 17, 17

**HEX:** #111111

**CMYK:** 0, 0, 0, 93

## NAVY BLUE

**RGB:** 0, 30, 79

**HEX:** #001E4F

**CMYK:** 100, 92, 36, 50

## OMEGA GREY

**RGB:** 130, 130, 130

**HEX:** #828282

**CMYK:** 0, 0, 0, 60

# TYPOGRAPHY



BRAND GUIDELINES

## TITLE TEXT

Body Text

All titles must be **CAPITAL Bold Montserrat.**

Body text must be Oxygen.

These rules only apply to media meant for distribution, for example a T-Shirt order form would follow these guidelines since they go out to parent while a memo send to the team itself does not apply.

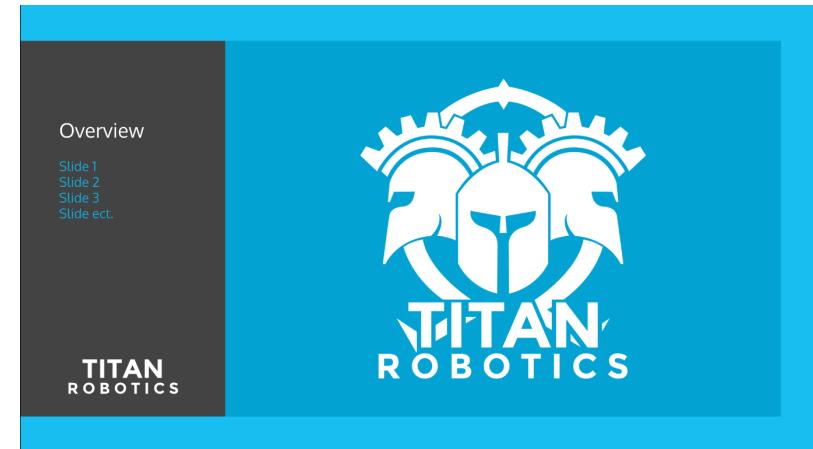
Exceptions can be made if it positively affects the design.

# ROBOTICS THEMING



## BRAND GUIDELINES

All robotics colour themes and background must be in line with the robotics color theming guide. However all theming must have a base monochromatic colour and another monochromatic accent color. Any changes should be referred to the marketing team and head coach. Two examples of the 2 base monochromatic colour schemes are shown below:



And an example of a 3 base monochromatic colour scheme is shown below. This 3 base colour scheme is an example of something that would have to be approved by the marketing team



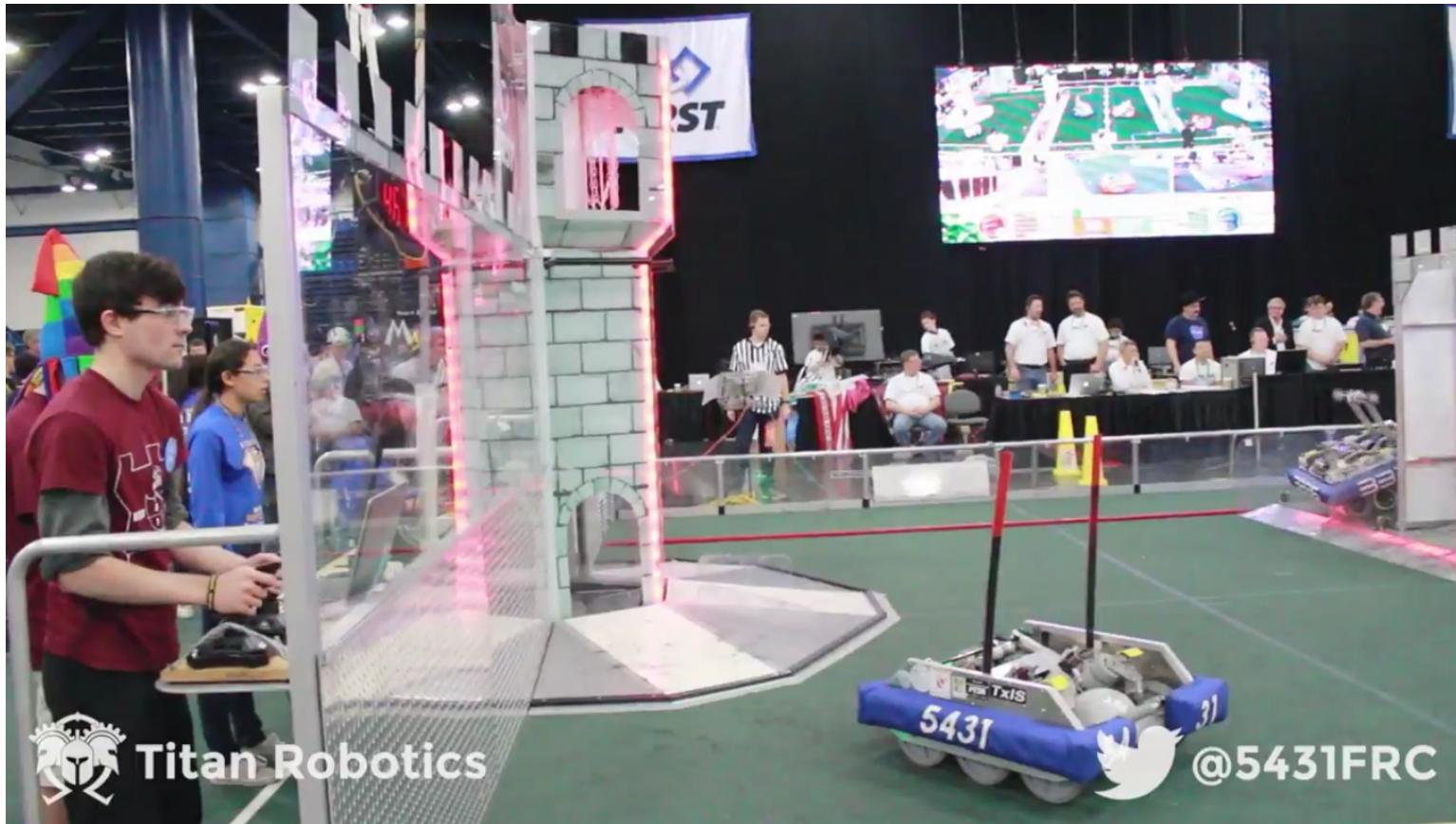
The only time the Titan Robotics Logo may be placed on a picture would be when the logo is solid colour, white and grey (White with a dark background and grey with a light background). An example below is provided of the

# ROBOTICS THEMING CONT.



BRAND GUIDELINES

The only time the Titan Robotics Logo may be placed on a picture would be when the logo is solid colour, white and grey (White with a dark background and grey with a light background). An example below is provided of the proper colouring of the logo.



# STYLE EXAMPLES



## BRAND GUIDELINES

Any media created should fit our theming: simple, flat, and usually blue.

All assets used in designs should be created by our team to better match our style.

Below is an example of what to and not to do when creating media.



The one on the left is simple, flat, and uses our style nicely.

Note that you are not restricted to colors on the official color palette, if colors used are appropriate in the context of the design.

The one to the right uses unoriginal assets, gradients, too many colours, and conflicting styles that are unpleasant to look at.

# RULES OF THUMB



BRAND GUIDELINES

All media must be approved by the marketing team AND the head coach, unless using a template.

Any style guide changes should be approved by 3/4ths of the marketing team AND the head coach to ensure everyone is happy with any new rules.

Keep in mind that contrast is key, your designs should be easy to identify and read

Use and follow common design principles.

- Bouba/kiki effect
- Colour Theory
- Elements and Principles of Art
- Flat Design
- Material Design

# DOWNLOADABLE ASSETS



BRAND GUIDELINES

A set of downloads is provided to quickly create media.

The logo is provided in different formats.

- |      |   |
|------|---|
| .EPS | Vector image in CMYK color space, used for printing                 |
| .AI  | Vector image in RGB color space used for the web and digital media. |
| .PNG | Raster image in RGB color space used when .ai is not applicable.    |

Oxygen and Montserrat fonts are provided in .TTF format, which can be installed on computers to be used for work. The aforementioned fonts can be found at [fonts.google.com](https://fonts.google.com) and in Google Drive in the downloadable assets folder.

Templates for presentations and documents