

#-BIT

BRAND STANDARDS

# INTRODUCTION

This document contains the set of brand standards developed by Team 8-Bit. It's purpose is to provide guidelines for keeping a consistent team brand across all documents and media.

All standards must be followed at all times in any Team 8-Bit branded material. However, exceptions may be made in special circumstances when approved by the team.



# TEAM NAME

## OFFICIAL TEAM NAME

Team 8-Bit \_\_\_\_

In written documents, the "8-Bit" in the team name should be written "8-Bit", not "8-BIT" or any alternitaves.

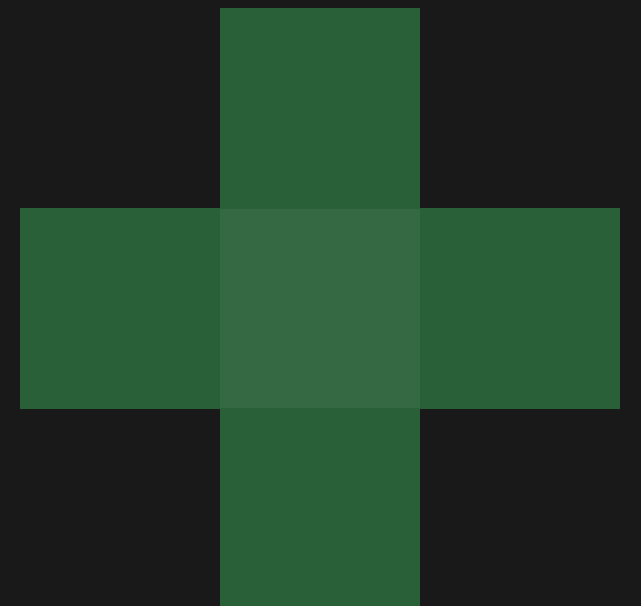
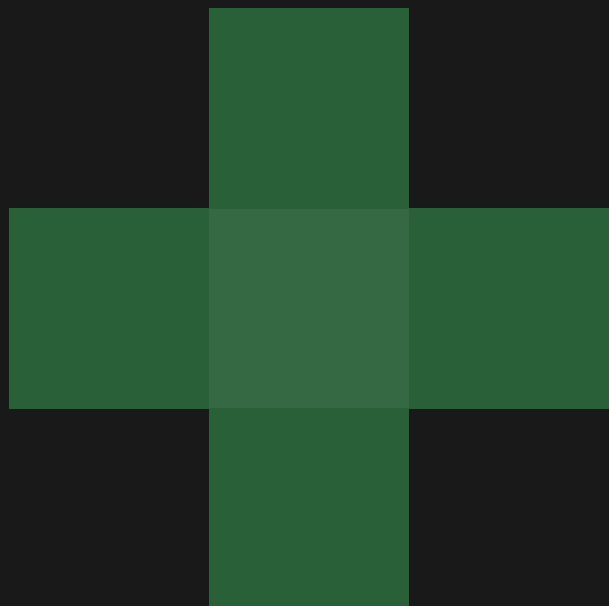
## TEAM NICKNAMES

Team \_\_\_\_

FRC Team \_\_\_\_

Team 8-Bit

The team number should be pronounced \_\_\_\_ (examples would be "ninety seven forty five" or "nine seven four five", we can decide once we know our number.



# LOGO

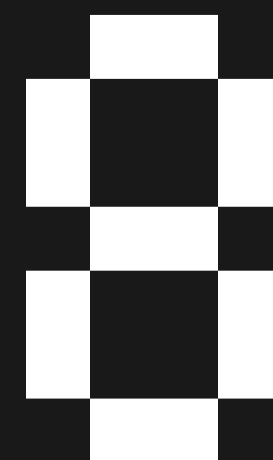
Our team has three versions of the logo which can be used interchangeably depending on the scale needed in each application.

All logos must be used in any of the team's primary colors. If this is not an option, pure white or black may be used as an alternate. Black and white logos should only be used on a colored background, and colored logos should only be used on a black or white background.

A border around the logo equal to one "pixel" should be kept clear of text, photographs, and other obstructions. The logo should always be used without any additional effects and be placed on a contrasting background so it is clear and easily visible.

All our logo files can be found [here](#).

TEAM

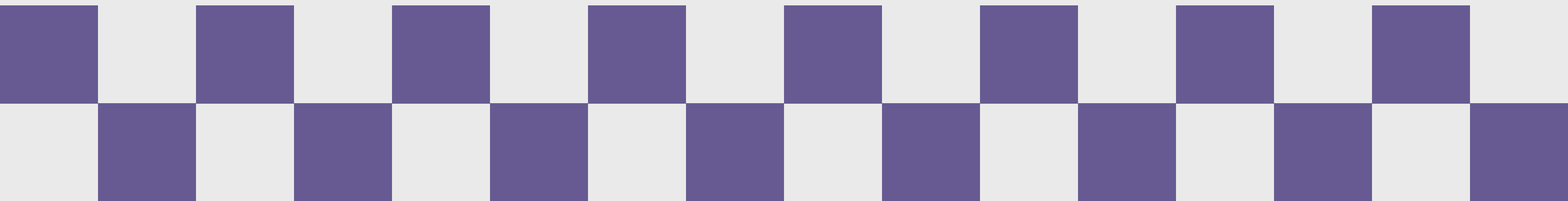


# TYPOGRAPHY

ALL HEADINGS ARE IN  
SILKSCREEN

Body text is written in  
Poppins regular

Both of these fonts are available  
on Google Fonts and should be  
used for all team documents.



# TEAM COLORS

## Primary Green

#22462c  
RGB (34, 70, 44)  
CMYK (14, 0, 10, 73)



## Secondary Green

#296038  
RGB (41, 96, 56)  
CMYK (22, 0, 16, 62)



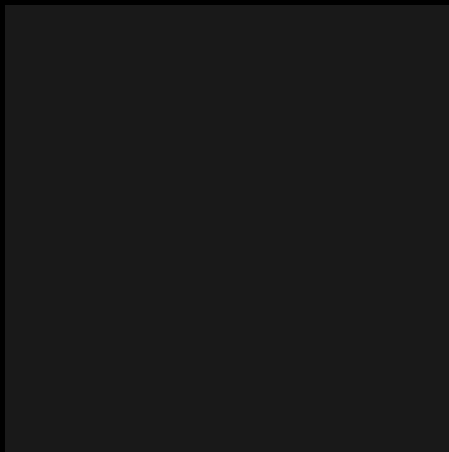
## Tertiary Green

#356943  
RGB (53, 105, 67)  
CMYK (20, 0, 15, 59)



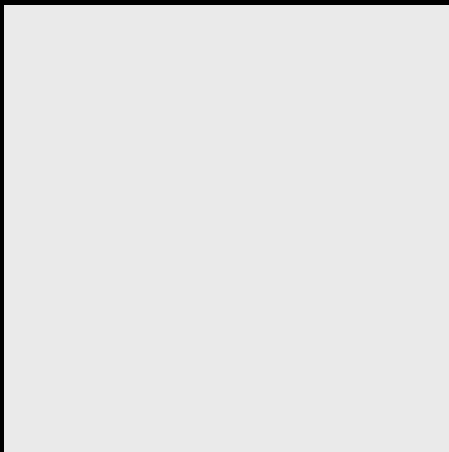
## Primary Black

#191919  
RGB (25, 25, 25)  
CMYK (0, 0, 0, 90)



## Primary White

#eaeaea  
RGB (234, 234, 234)  
CMYK (0, 0, 0, 8)



## Primary Purple

#493d70  
RGB (73, 61, 112)  
CMYK (15, 20, 0, 56)



## Secondary Purple

#55497c  
RGB (85, 73, 124)  
CMYK (15, 20, 0, 51)



## Tertiary Purple

#675a92  
RGB (103, 90, 146)  
CMYK (17, 22, 0, 43)



## Secondary Black

#282828  
RGB (40, 40, 40)  
CMYK (0, 0, 0, 84)



## Secondary White

#dbdbdb  
RGB (219, 219, 219)  
CMYK (0, 0, 0, 14)



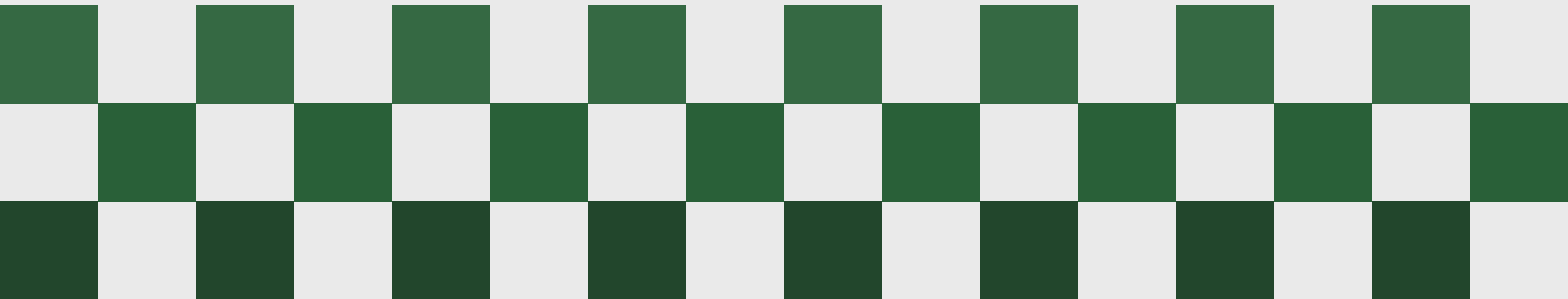
# BACKGROUND ELEMENTS

## COLOR

Document backgrounds should be in any of the team's primary colors. Pure black and white may be used in printed documents and when the other colors are unavailable.

## PIXELS

Pixels are simple repeating patterns or shapes made using squares of a uniform size. They can be used fill empty space on a page. These patterns can overlap with text on the page, as long as the text is still easily legible. On black or white backgrounds, any of the team colors may be used. On colored backgrounds, only the secondary and tertiary shades of that color may be used.



# ICONS

Team icons are small pixel art drawings created as additional branding elements for large collections of branded items. For example, a yearly icon representing the theme of the latest FRC game. These can be created using any colors and can be used on the corresponding collection of branded material.





