

TEAM

8-BIT

9432

BRAND STANDARDS

INTRODUCTION

This document contains the set of brand standards developed by Team 8-Bit. Its 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

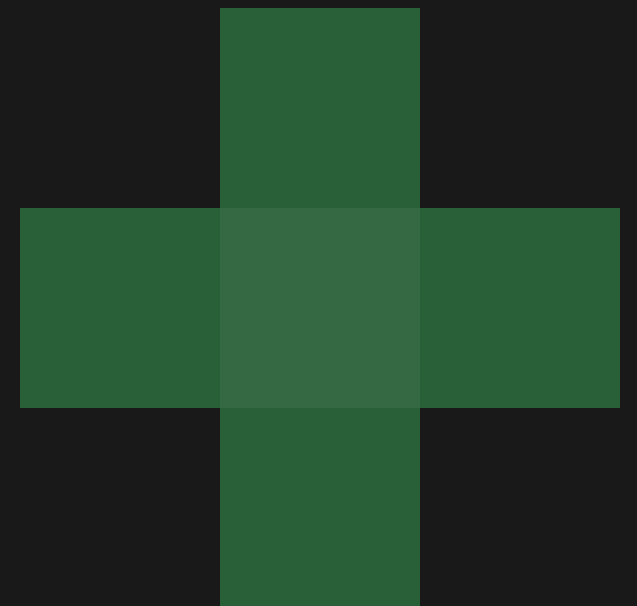
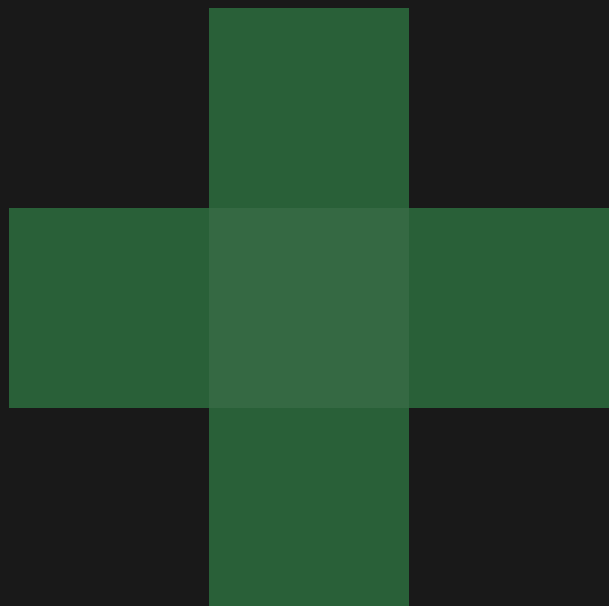
Team 8-Bit 9432

In written documents, the "8-Bit" portion of the team name should be written as "8-Bit", not "8-BIT", "8-bit" or any other alternatives.

TEAM NICKNAMES

Team 9432
FRC Team 9432
Team 8-Bit

The team number should be pronounced "ninety-four, thirty-two."



LOGO

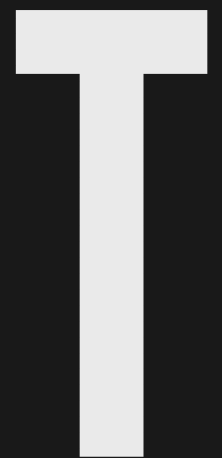
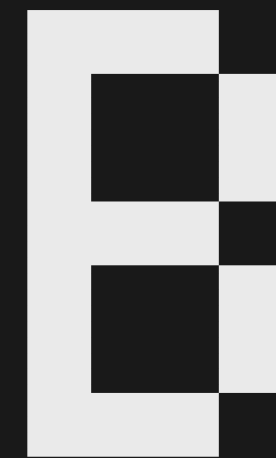
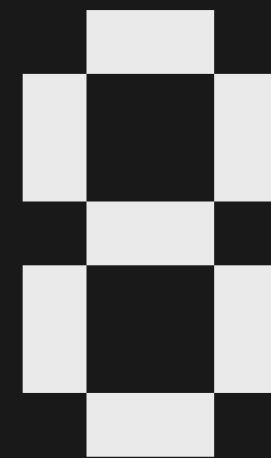
Our team has three versions of the logo which can be used interchangeably depending on the scale needed in each application.

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.

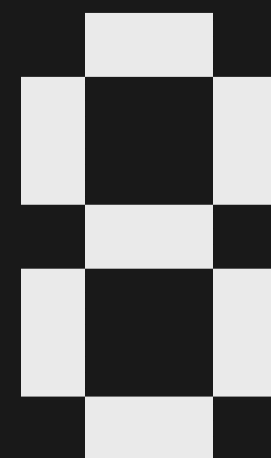
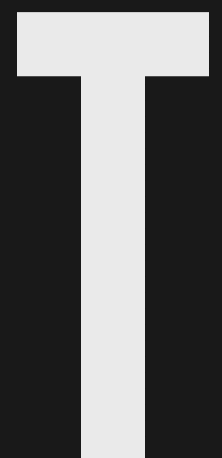
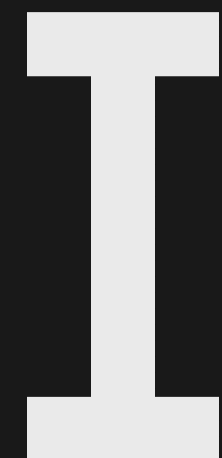
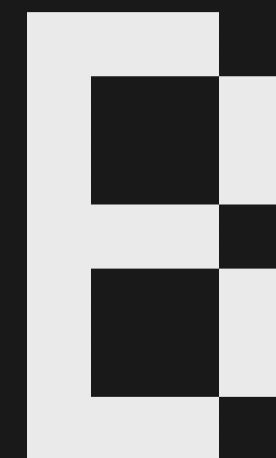
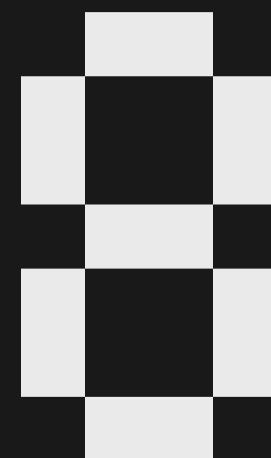
A border around the logo equal to one "pixel" should be kept clear of text, photographs, and other obstructions. The logo should always be used without any additional effects and be placed on a contrasting background so it is clear and easily visible.

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

TEAM



9432

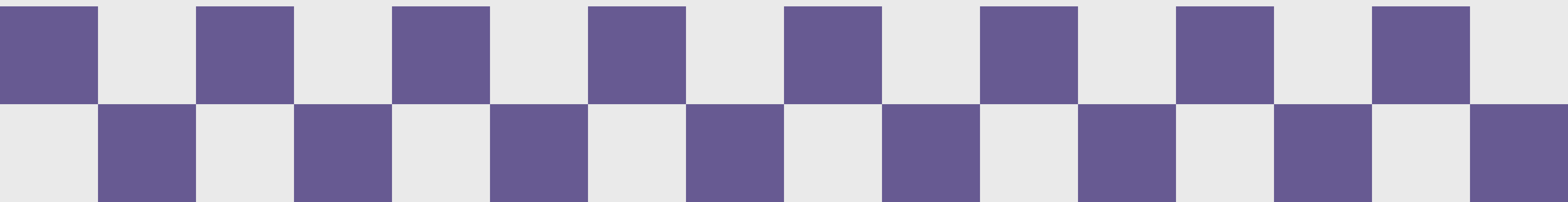


TYPOGRAPHY

ALL HEADINGS ARE IN
SILKSCREEN

Body text is written in
Poppins regular

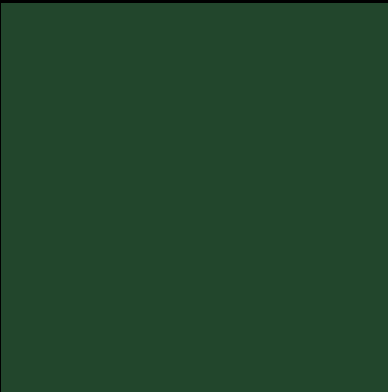
Both of these fonts are available
on Google Fonts and should be
used for all team documents.



TEAM COLORS

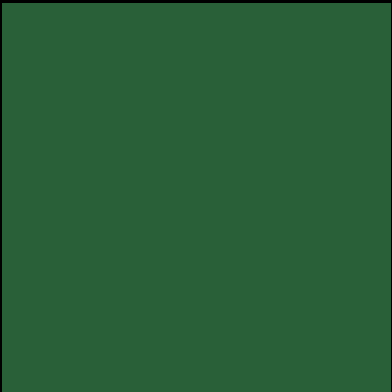
Primary Green

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



Secondary Green

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



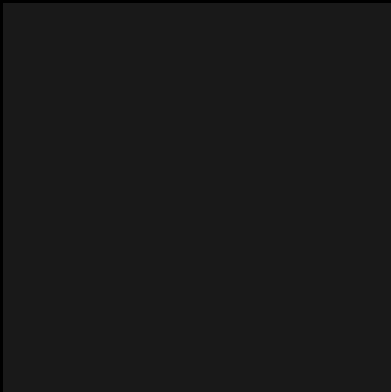
Tertiary Green

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



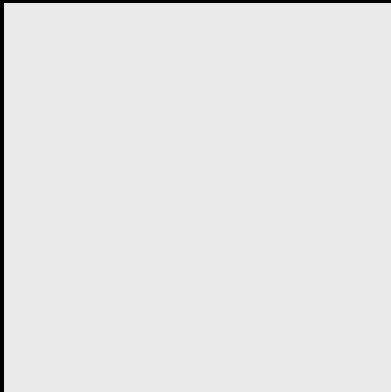
Primary Black

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



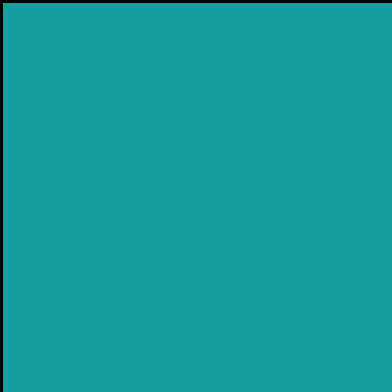
Primary White

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



Cyan Accent

#169d9d
RGB (22, 157, 157)
CMYK (86, 0, 0, 38)



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)



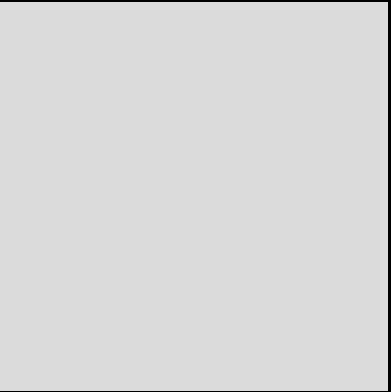
Secondary Black

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



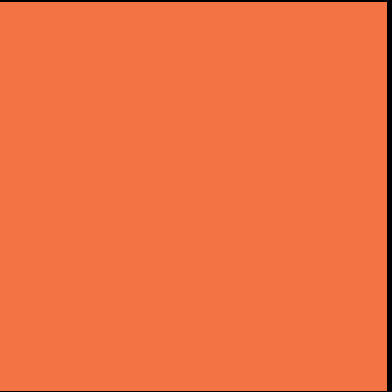
Secondary White

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



Orange Accent

#f37345
RGB (243, 115, 69)
CMYK (0, 53, 72, 5)



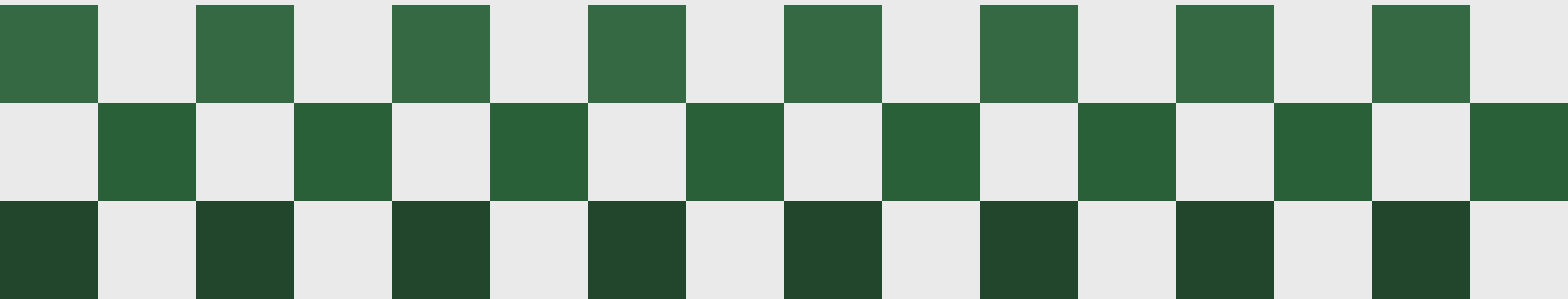
BACKGROUND ELEMENTS

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.



