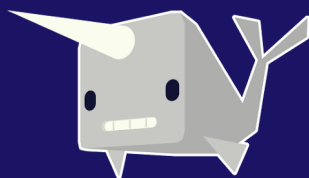


Branding Guidelines

Version 1.1



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Inspiration



Why does branding matter?

For us, being a FIRST team has always been so much more than just building a robot in six weeks. Ever since our inception, we have always had our eyes on the big picture, and it really has been rewarding. Over the years, we have been able to bring diverse groups of people to do amazing things, and we now have not only subteams dedicated to engineering, but ones that focus on the business and outreach sides. It's always been extremely important to us, the idea that a FRC team should seek not only to win competitions, but also to get involved in their communities in unexpected ways, invite as many members with varying outlooks and opinions to join the conversation, and to function as a heterogeneous yet integrated organization of students and mentors doing fantastic things.

And that's where branding comes in. How you appear is really just as important as what you do. This truth has always been evident to us, but never really been acted upon. Branding does not draw away from the main functions of an organization; it's quite the contrary, actually. Having a coherent approach to digital and print media restores focus to the core message that the material seeks to convey. Branding also indisputably creates a sense of unity and purpose amongst those who work with it. Therefore, we found it necessary to create a set of branding guidelines.

Branding Team

Author: Ronak Roy

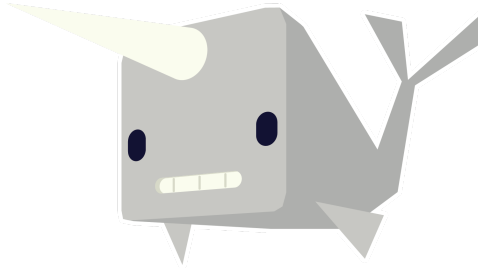
Contributors: Tyler Carter, Garrison Price, Harris Beg

The Narwhal

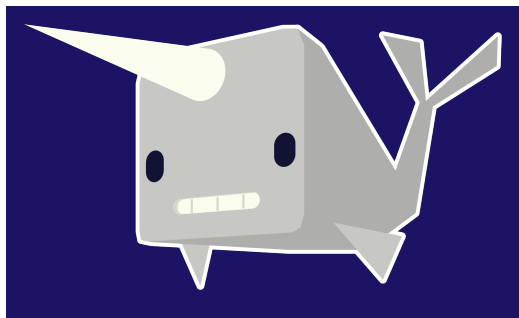
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An image logo is the single most important part of brand recognizability, so it follows that its use must be precise in order to maintain consistency.

Color Narwhal



The standard, in-color narwhal should be used in scenarios in which the narwhal is large.

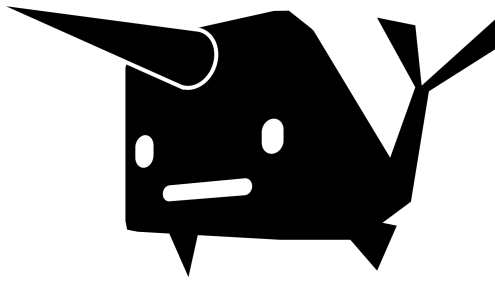


For scenarios in which the narwhal is present on a colored (non-white) background, the narwhal should be used with the white outline.

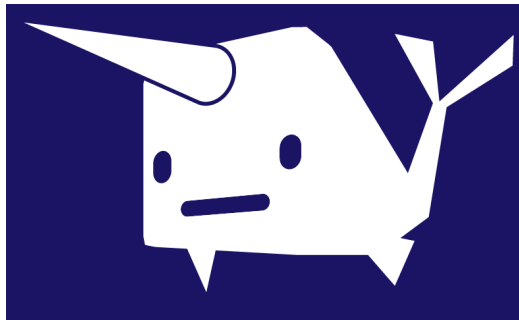
DO NOT:

- Modify the color or shape of the standard narwhal
- Attempt to place the standard narwhal on a grey background without using a white outline
- Use the standard narwhal in any digital or print material that is intended to appear in a grayscale format
- Separate or remove any parts of the standard narwhal

Monochrome Narwhal



The monochrome narwhal should be used in scenarios where high-contrast is desired, the narwhal is expected to appear in a small format, or the material is intended to appear in grayscale



The color of the narwhal may be modified, although it is advised that either the white or black narwhal be used, whichever provides the most contrast.

DO NOT:

- Modify the shape of the monochrome narwhal
- Use a gradient or any other form of fill that is not a solid color for the monochrome narwhal
- Attempt to place the monochrome narwhal on a low contrast background
- Separate or remove any parts of the monochrome narwhal

Wordmark

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In order to be noticed, the team must have an iconic, logo-like representation of the team's name. The wordmark was engineered to be such a tool, with the fonts and colors picked in order to stand out while maintaining scalability and simplicity.

Full Wordmark



The full-color, standard wordmark should be used in against a solid color background.

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In the unique case of a light-colored or white background, the black wordmark should be used.



Alternatively, the white wordmark may be used when the wordmark is intended to appear small.

DO NOT:

- Use any other fonts to represent the team number or name
- Modify the arrangement of the team number and name in the wordmark
- Display the team name without the team number
- Use a gradient or any other form of fill that is not a solid color for the single-color wordmarks
- Change the colors used in the standard wordmark
- Attempt to display the full-color wordmark on a white or light-colored background

Team Number



In certain scenarios, usually due to space considerations, the team number may be used alone for identification. This is acceptable, but ensure to follow the usage guidelines of the full wordmark

DO NOT:

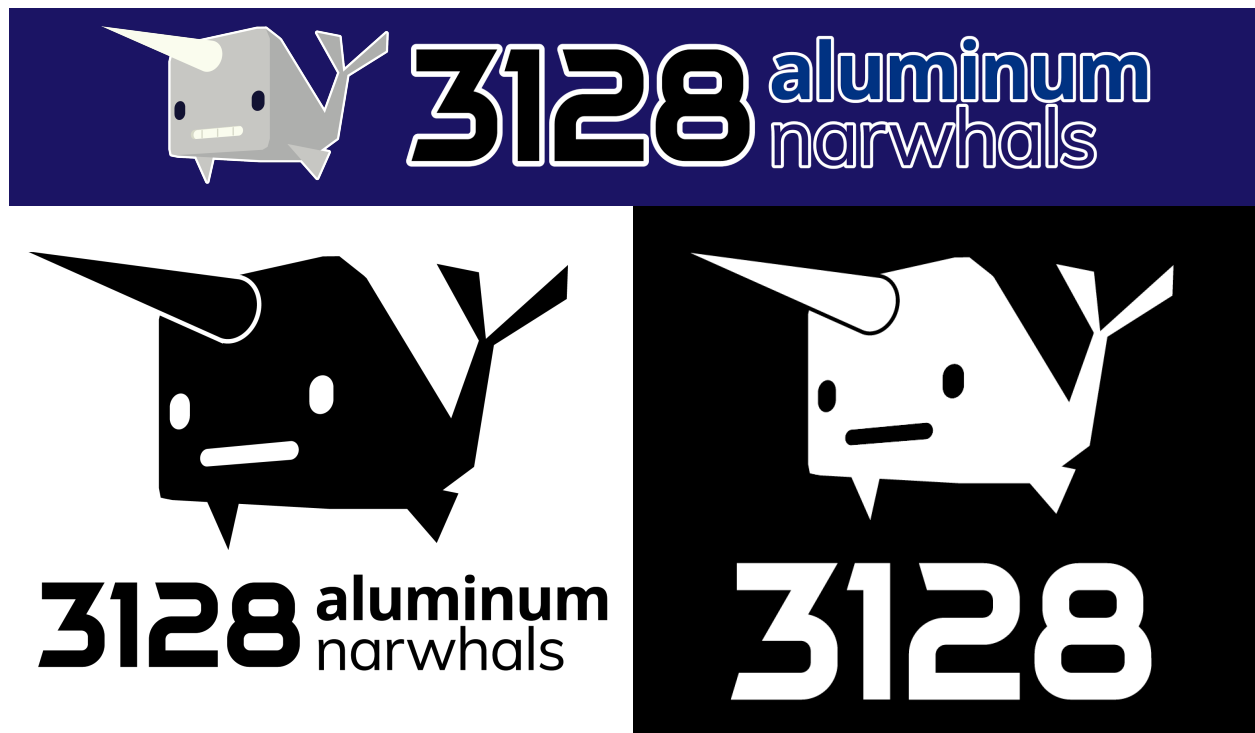
- Use any other fonts to represent the team number
- Use a gradient or any other form of fill that is not a solid color for team number

Narwhal and Wordmark

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Often will the narwhal and the wordmark need to be displayed together. The color type must be the same, meaning the standard narwhal may only be used with the full-color wordmark, the black narwhal may only be used with the black wordmark, and the white narwhal may only be used with the white wordmark.

Appropriate uses include:



DO NOT:

- Place the wordmark and/or team number above or to the left of the narwhal
- Use two different styles for the word mark and the narwhal

Colors

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Primary Color Palette

Black	R: 0 G: 0 B: 0 Hex: #000000
Navy Blue	R: 27 G: 20 B: 100 Hex: #1b1464
Royal Blue	R: 27 G: 52 B: 126 Hex: #1b347e
Platinum	R: 180 G: 180 B: 180 Hex: #b4b4b4
Smoke	R: 230 G: 230 B: 230 Hex: #e6e6e6

The team's colors are blue, black, and silver. To be precise, the five colors listed above are the main colors that should appear in all team publications and digital media. Appropriate uses for each color are listed later in the guidelines. Refrain from using other colors in team media except when those colors are used to provide accents (i.e. small regions with a certain color in order to provide contrast or emphasis) or when they are required in the expression of a certain image or graphic (such as the FIRST logo).

Typography

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Muli

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Chosen for its cleanliness and simplicity, Muli is used in document titles.

Raleway

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Raleway is attractive and distinctive, and is used in section headers, as well as in block quotes, short amounts of text, and for emphasis.

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

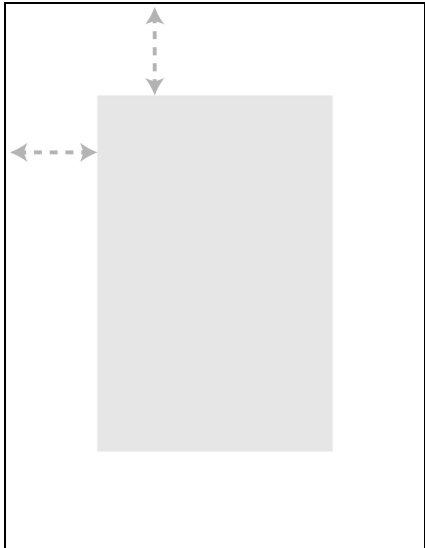
Widely known for its readability and scalability, Open Sans is used in body text and wherever large amounts of text are necessary.

Publication Layout

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It is extremely important that digital and print media all share a consistent look and feel; so team documents are instantly recognizable and appear professional.

Standard Page Setup



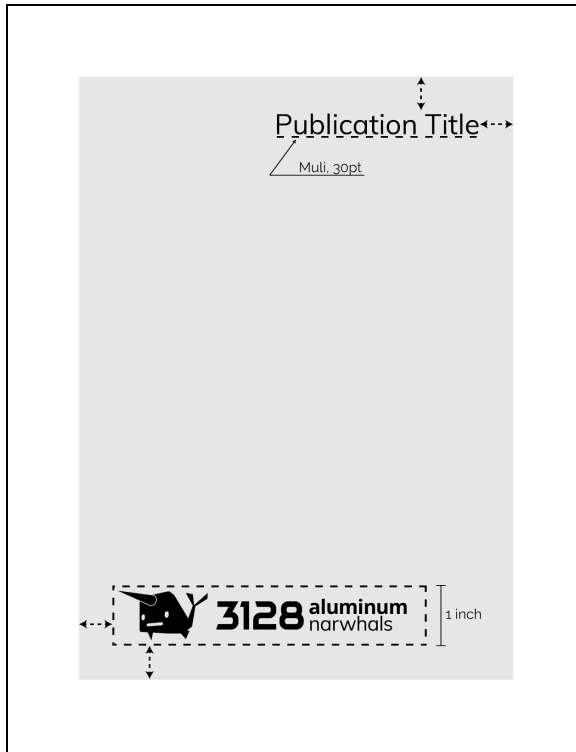
All publications, whether digital or print, should be on a US Letter sized document and have a 1 inch margin on all sides.

Digital Publication Cover Page



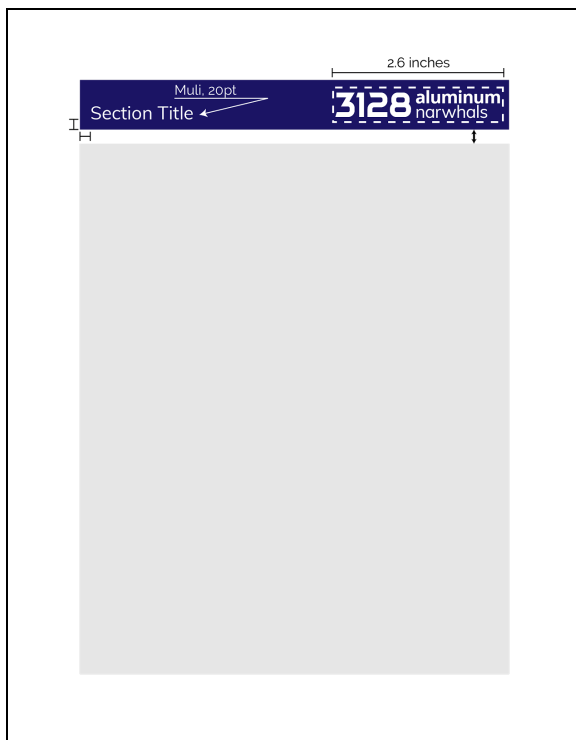
All **long** digital publications should feature a cover page that only contains the title of the publication and any other important identifying information. If the publication is only a few pages long or meant to quickly convey information, the cover page is optional. The cover page should feature a solid block in **Navy Blue**. The cover block should have padding (inner margins) of **7.2 pt/.1 in**. The publication title should be **right-aligned** on the **top of the cover block** in the font face **Muli** with font size **30pt** and text color **white**. The **standard narwhal with full-color wordmark** should appear in the bottom right with height **1 in**.

Print Publication Cover Page



All **long** print publications should feature a cover page that only contains the title of the publication and any other important identifying information. If the publication is only a few pages long or meant to quickly convey information, the cover page is optional. The cover page should feature a **solid smoke** block. The cover block should have left and bottom padding (inner margins) of **7.2 pt/.1 in** and right and top padding (inner margins) of **21.6 pt/.3 in**. The publication title should be **right-aligned** on the **top of the cover block** in the font face **Muli** with font size **30pt** and text color **black**. The **black narwhal with black wordmark** should appear in the bottom right with height **1 in**.

Section Titles



Every section should begin with a section title. Sections should start on new pages. A section title is composed of a **100% width solid navy blue** block with height **.75 in**. The **white wordmark** should appear **right horizontally justified** and **middle vertically justified** with width **2.6 in**. The section title itself is in the font face **Muli** with font size **20 pt** (however, the font size may be reduced to a minimum of 18 pt in order to fit the title on one line) and text color **white**, and is **bottom vertically aligned**, with bottom and left margin **.1in**. There should be a **10 pt/.04167 in** margin below the section title and directly above page content.

Publication Elements

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This is a heading

Headings are in **18 pt Raleway**, and subheadings are **14 pt, boldface Raleway**. There is a **3 pt** margin under the heading, no matter what content follows after it. Before headings, there should also be **10 pt** margin, the only exception being the space separating a heading and the section title

This is a subheading

This is a portion of the document body. Document body text, as well as any other large chunks of text, should be in **12 pt Open Sans**. When emphasis is necessary, use **bold** or *italics*, but do not change the font size. There should be no spacing unique to the body text, except for a new line separating two consecutive paragraphs or text blocks. The next paragraph is just filler text.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla luctus facilisis lobortis. Sed consequat placerat fermentum. Pellentesque facilisis nisl sit amet lacus vulputate, in commodo risus condimentum. Fusce eleifend at lacus ut porta. Vestibulum ut dui ac nibh pellentesque rutrum in vel nunc. Proin id purus magna. Nam convallis ornare semper. Vivamus sodales odio tellus, et rhoncus neque dignissim ac. Donec in finibus metus, et pharetra velit. Quisque pellentesque malesuada metus, eu vehicula urna suscipit id. Vivamus dictum dignissim commodo.

Blockquotes



*I am a blockquote. I call emphasis to things. My text is in **italicized, 14 pt Raleway**. There is **.1 inch** padding, but the text inside is also **vertically centered**. The double quote is **72 pt Times New Roman**. I span the whole content's width, and my background color is **smoke**. My font color is **#666666**.*

Tables

Tables are used to display a matrix of information. The text should be **12 pt Raleway**.

Table Format 1

Column Title	Column Title
Left content 1	Right Content 1
Left content 2	Right Content 2
Left content 3	Right Content 3
Left content 4	Right Content 4

Tables without clear categories should use table format 1. There should be a **0pt cell outline**, and the number of columns and rows may be as large or as small as necessary. The header row should have a **background of solid platinum** and **bold font**.

Table Format 2

Category Column	Detail Column 1	Detail Column 2
Category 1	Detail 1-1	Detail 2-1
Category 2	Detail 1-2	Detail 2-2
Category 3	Detail 1-3	Detail 2-3
Category 4	Detail 1-4	Detail 2-4

Tables with clear categories should use table format 2. There should be a **1pt, white cell outline**, and the number of columns and rows may be as large or as small as necessary. The header row should have a **background of solid navy** and **bold font**. The category column should have a **background of solid royal blue**. The category column elements and header row elements should be **white**.

Lists

List Element 1

List Element 2

List Element 3

List Element 4