# Brand Standard
## Version 2.0

**3128** aluminum
narwhals

# Table of Contents

# Inspiration

# Why Branding Matters

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 unapologetically 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. The quest to unify our team's branding, to make it so that our team could be instantly recognizable even without even seeing a name, number, or logo, that quest has resulted in the following collection of visual standards that allow us to put forth our best image.

## Branding Team
**Author:** Ronak Roy
**Contributors:** Tyler Carter, Garrison Price, Jannie Yu, Harris Beg

# Colors

# Primary Color Palette

Our team's nature is embodied by the color blue. It carries so many meanings and presents a certain visual depth that suits us perfectly. The color manifests strength, thoughtfulness, and tranquility. Easily the world's favorite color, we are able to express ourselves through the following shades, each bringing differing qualities to the application.

**Navy** Blue
*#1b1464*

**Royal** Blue
*#072682*

**Sapphire** Blue
*#0068a5*

**Pacific** Blue
*#0085b2*

Of course, other colors may be necessary; when needed, use these sparingly, refraining from having colors besides the four primary blues appear in large blocks.

The one exception is the color grey, which may appear in large blocks to provide negative space as a background for text.

# Logo

# Logo Components

The logo is the single most important part of brand recognizability, so it follows that it must be used in a consistent manner to remain a way to identify our team.

| | Wordmark |
|---|---|



| Narwhal | Numbermark |
|---|---|

**Wordmark:** Engineered to be an iconic representation of the team's name, the fonts and colors were chosen in order to stand out while maintaining scalability and simplicity.

**Numbermark:** In certain scenarios, usually due to space considerations, the team number may be used alone for identification in place of the wordmark.

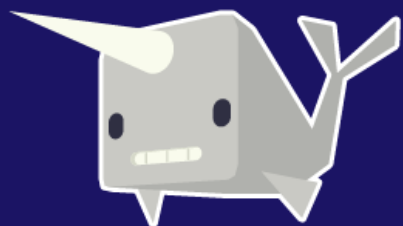**Narwhal:** This icon of the team is the foremost way to identify the Aluminum Narwhals.

# Standard Logo and Color Styles

For the numerous applications of the logo, there are various color styles that can be used. Shown below is the standard logo, which should be used wherever space allows.

Shown below is the standard logo, which should be used everywhere possible.



**Full Color:** This is the standard color style. Use in most applications when against dark color backgrounds



**Black Monochrome:** This style is simplified. Use against light-colored backgrounds when in black and white or small applications.



**White Monochrome:** This style is simplified. Use against dark-colored backgrounds when in black and white or small applications.

# Condensed Logo

For applications where there is not enough horizontal space for the full logo.

**3128 aluminum narwhals**

Full Color

**3128 aluminum narwhals**

Black Monochrome

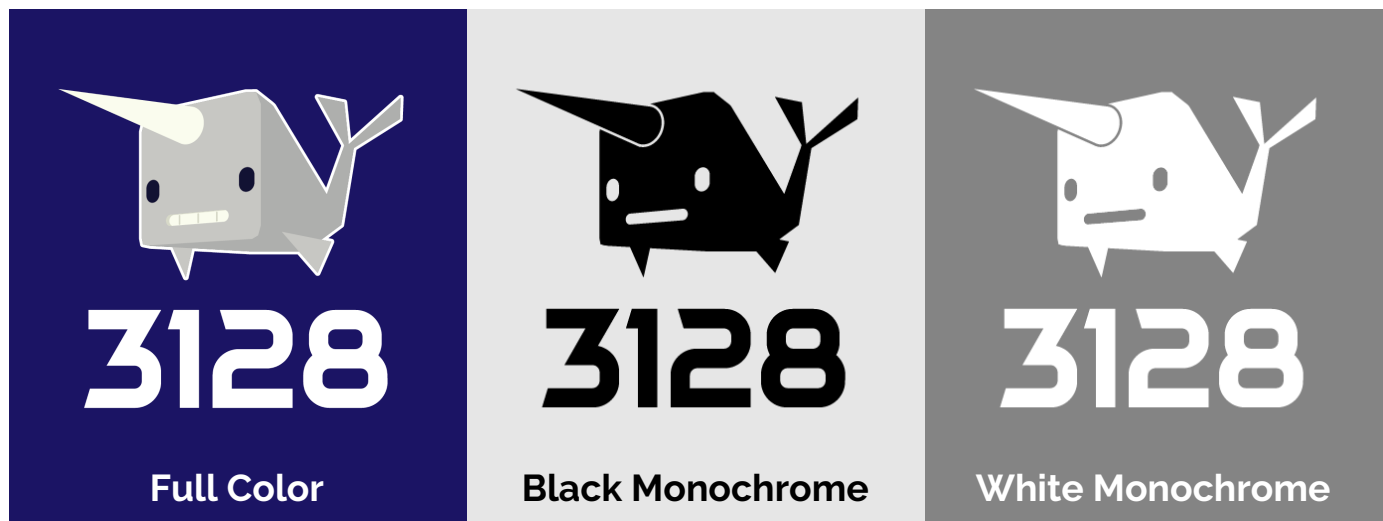**3128 aluminum narwhals**

White Monochrome

# Vertical Logo

For use in applications where horizontal space is valuable, such as a half-page flyer.



**Full Color**



**Black Monochrome**



**White Monochrome**

# Condensed Vertical Logo

For use on team apparel (jackets, polos, etc) and lightweight iconography.



**Full Color**

**Black Monochrome**

**White Monochrome**

# Narwhal

For use in team account profile images, footer images, or other forms of lightweight iconography.



**Full Color**

**Black Monochrome**

**White Monochrome**
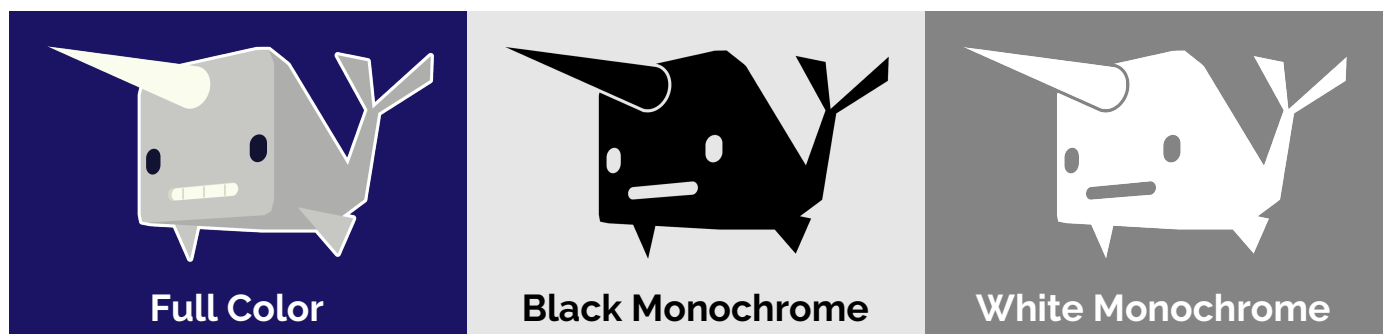
# Other Logo Treatments

At the approval of the Team 3128 Marketing Department, variations on the standard narwhal logo are acceptable. The most notable examples are team T-shirts.
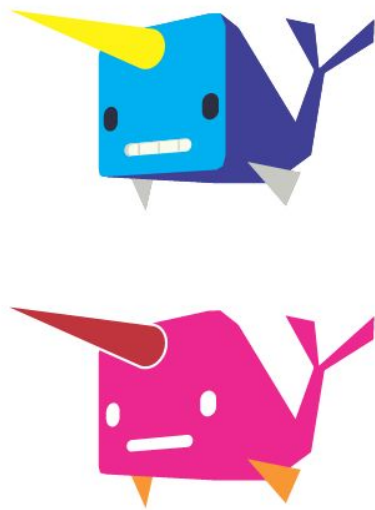


# Inappropriate Logo Usage

Any use of the logo, wordmark, and/or numbermark that conflict with the standards set in this document is strictly forbidden. Examples of misuse included, but are not limited, to the following.
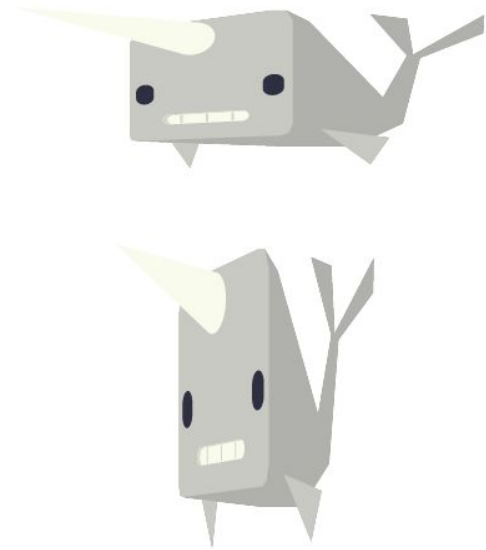


Improper scaling of any components of the logo

Improper or nonstandard coloration of any components of the logo



Mismatch or improper application of color styles



Nonstandard organization of logo components



Reconstruction of wordmark using incorrect fonts

# Typography

# Questrial

Questrial is clean, simple, but striking. The full-circle curves bring closure and uniqueness. The font has a uniform, condensed nature that makes it perfect for document and section titles; it is inexplicably pleasing, and its grotesk styling makes it formal, but inviting.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

# Raleway

Raleway is incredibly distinct, using a healthy mix of old and modern geometric styles, it works incredibly well to distinguish headers from the body text. Raleway is undeniably eye-catching, perfect for emphasizing text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

# Open Sans

Open Sans was designed to be legible in all formats and at any scale. Widely used in websites. we decided to adopt Open Sans for print material in order to maintain a stylish coherence with the sans-serif style without sacrificing readability.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

# Document Title
*Questrial, 36pt*

## Document Subtitle
*Raleway Normal, 24pt*

# Section Title
*Questrial, 30pt*

## Heading 1

*Raleway Bold, 20pt*

## Heading 2
*Raleway Normal, 18pt*

### Heading 3
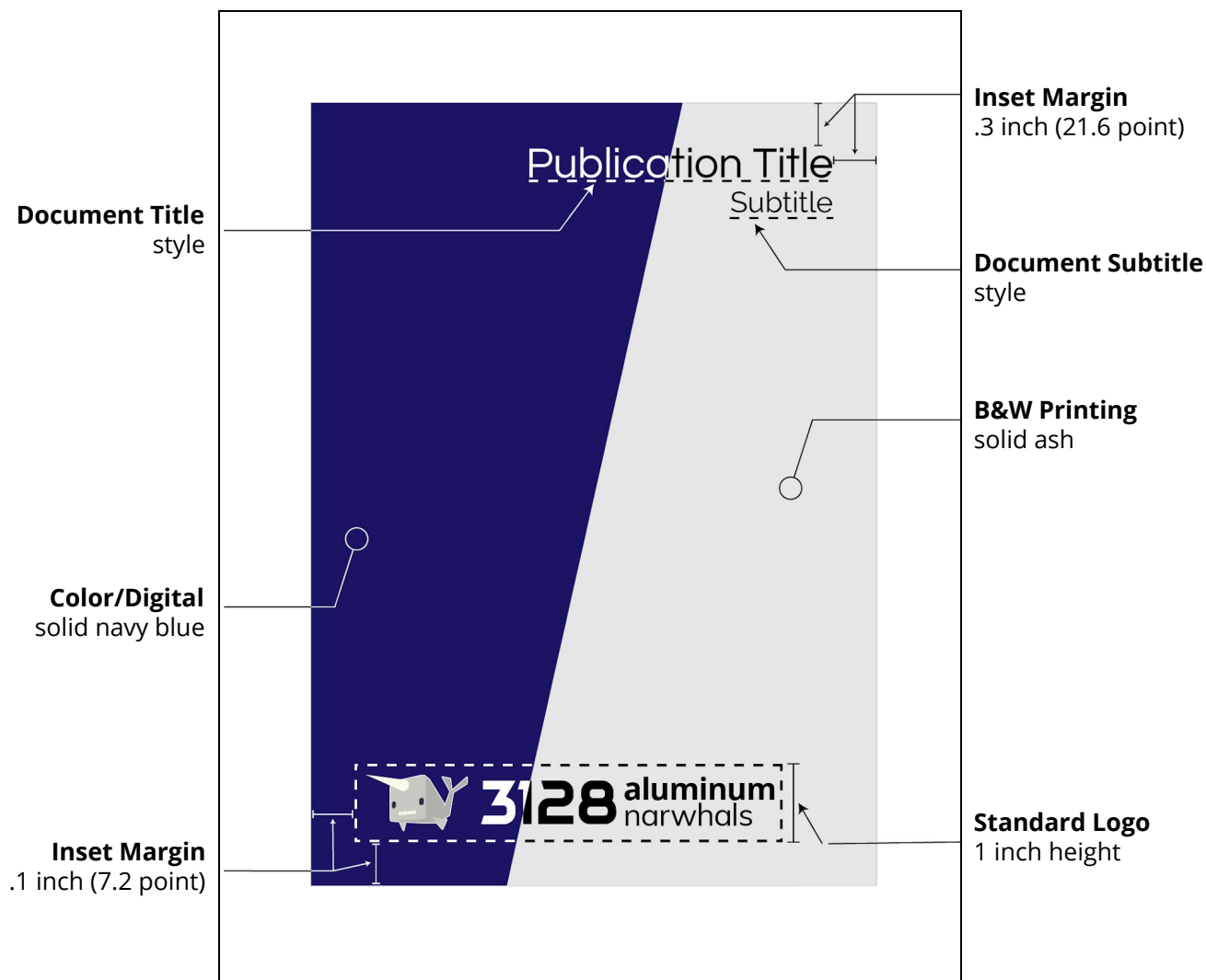*Raleway Bold, 16pt*

# Publication

# Publication Style

Documents are incredibly important; we develop publications for all purposes, such as business plan, sponsor information packets, team handbooks and guides, and advertisements. That's why it's incredibly important that all of our documents share the same stylistic elements and influences–a coherent visual approach portrays professionalism and gives other organizations a good impression of our team.
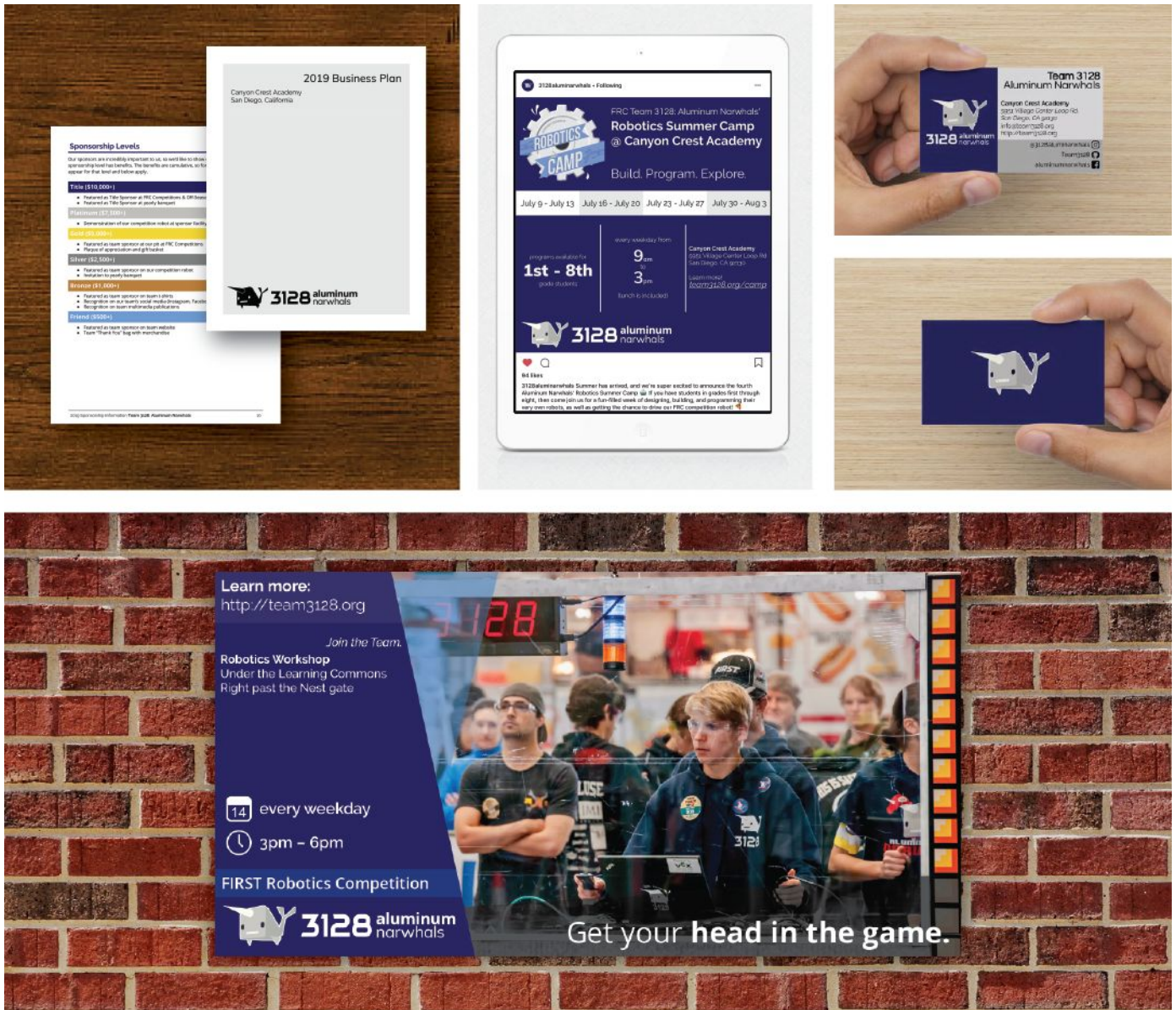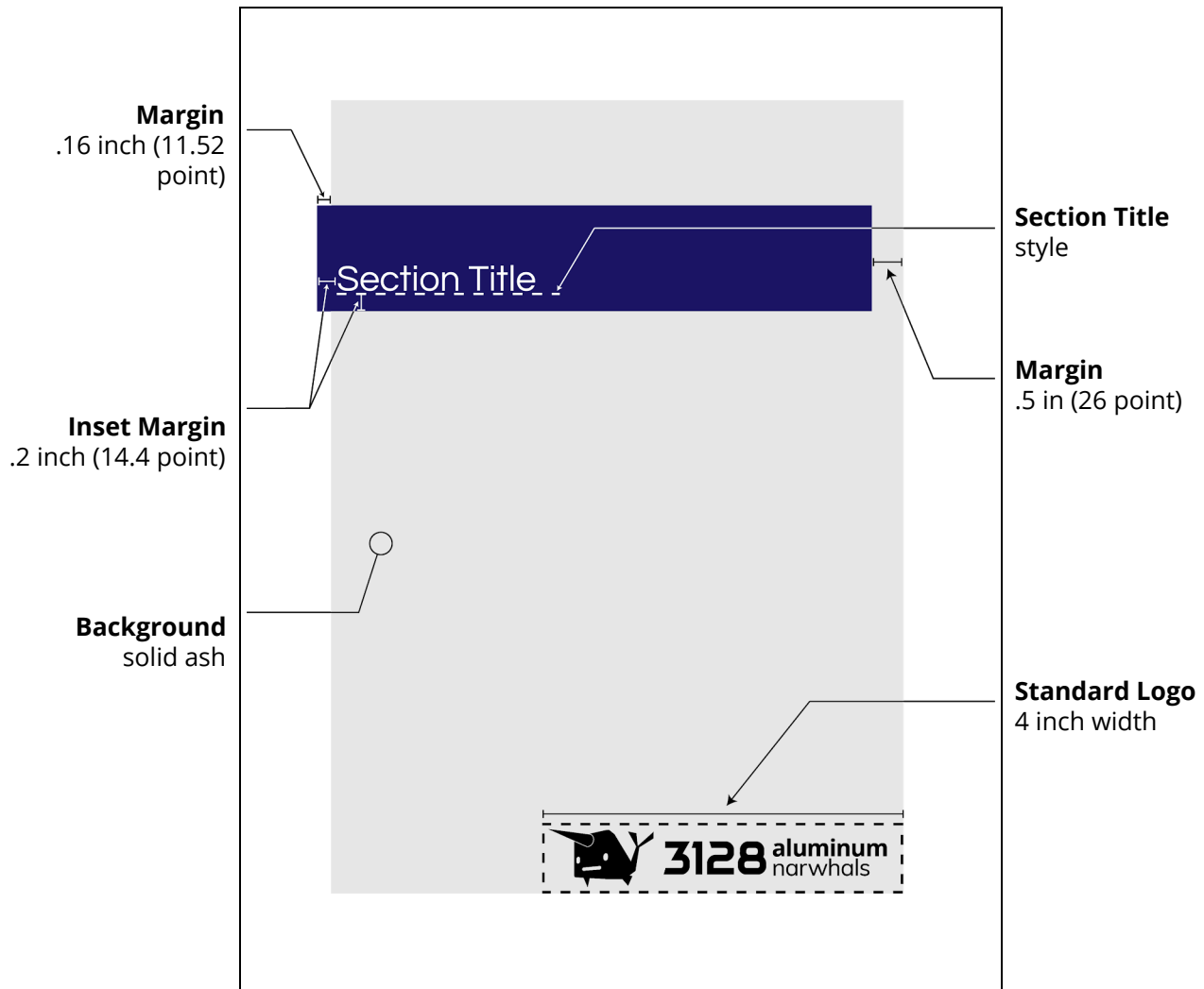
# Cover Page

Standard, formal, and reasonably long documents should include an entire, dedicated cover page. For digital-only documents, the full-color style should be used, but for black and white, print-intended documents, the black monochrome style should be used.



**Inset Margin**
.3 inch (21.6 point)

**Document Title**
style

**Document Subtitle**
style

**B&W Printing**
solid ash

**Color/Digital**
solid navy blue

**Inset Margin**
.1 inch (7.2 point)

**Standard Logo**
1 inch height

Publication Title
Subtitle

3128 aluminum narwhals

# Section Title Page
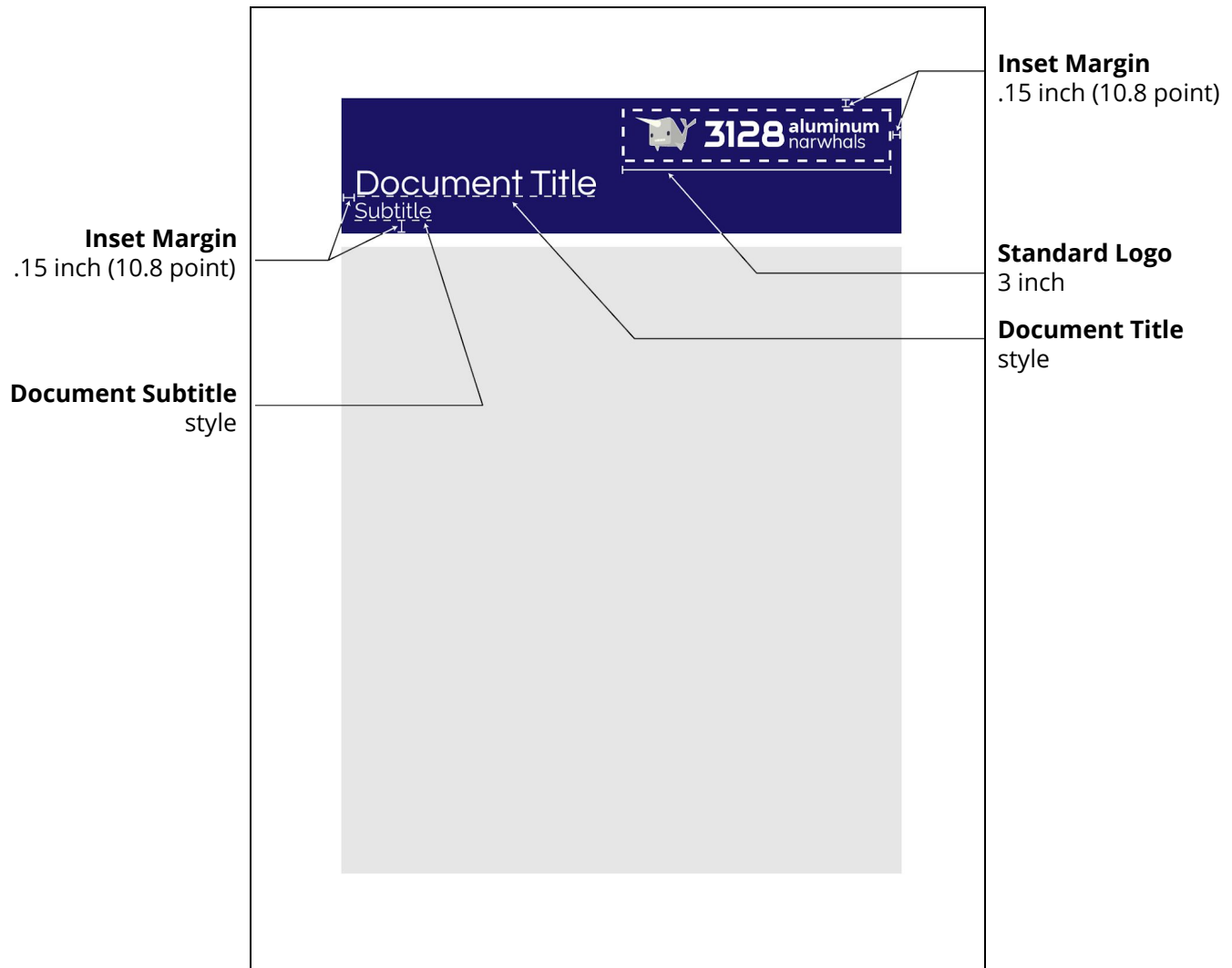
Standard, formal, and reasonably long documents occasionally also need to be broken up into sections, each section having a number of pages. In this case, full pages section titles should be used to indicate the start of a new section.
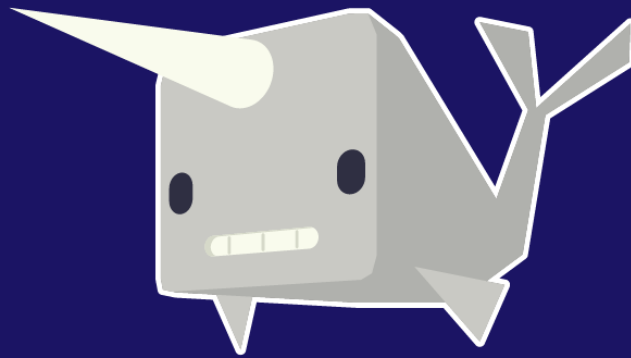


**Margin**
.16 inch (11.52 point)

**Inset Margin**
.2 inch (14.4 point)

**Background**
solid ash

Section Title

**Section Title**
style

**Margin**
.5 in (26 point)

**Standard Logo**
4 inch width

3128 aluminum narwhals

# Shortened Documents

Not all documents have sections and a lot of pages–these shortened documents need not include full-page titles pages. Instead, the document's contents should follow a small title block. These documents may be printed or digitally presented.



**Inset Margin**
.15 inch (10.8 point)

**Standard Logo**
3 inch

**Document Title**
style

**Inset Margin**
.15 inch (10.8 point)

**Document Subtitle**
style