

**FRC TEAM 8429**  
**VALENCE ROBOTICS**  
BRAND STANDARDS  
2021-2022



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# Introduction



# ABOUT US

Valence Robotics is a student founded FIRST® Robotics Competition team located in Durham, North Carolina. The team was founded in October 2021 during a spark of inspiration from its founding members.

In light of recognition of existing inequalities within the local student community, the team strives to uplift a diverse group of students through opportunities to develop into motivated leaders of science, technology, engineering, art, and math. Created for and initiated by students, Team 8429 seeks to guide members to become well-rounded industry professionals.



# ABOUT THIS GUIDE

Team 8429 has created this document to establish the fundamental standards that govern the team image. In particular, these statutes cover the likes of team name usage and conventions, colors, logo usage, and typography. The establishment of common practices will coincide with the team's ultimate goal to create not only a recognizable impact on the community but also a long-term image relative to the FIRST® community.

The marketing subteam may update the brand standards at any time with the approval of the leadership team and its mentors. Furthermore, it is strongly suggested that members of the team abide by the branding standards outlined in this document in order to construct a unified team image.



# INSPIRATION

This guide is in part inspired by *The League of Moveable Type*, self-referenced as the 'first open-source type foundry'. *The League*, as it is occasionally referred to, works to establish an open-source resource for designers to both refer and contribute to. Among *The League's* three key tenets lies the mission to enable education. In such a way, Valence Robotics seeks to further extend this goal to both the local and FIRST® communities.

Furthermore, the design of the branding standards for Valence Robotics is based upon the minimalist designs utilized by a number of modern technological and innovation-based companies. Namely, we seek to utilize simplicity – in both colors and design – to achieve a modern, timeless design. As one defining component for Valence Robotics, as we aspire to achieve what industry establishments have been able to do.



# Naming



# TEAM NAME

To identify or address the team, the following name is the preferred usage in referencing the team:

## **Valence Robotics**

The name “Valence Robotics” should always be written in title case. Any changes to the team name can not be made without the complete consensus of both the leadership team and mentors.

The team name was initially chosen during the founding of Valence Robotics in Fall 2021. From an elementary perspective, “valence electrons” have long been hailed as the subatomic particles tasked with a considerable amount of intermolecular interactions. Thus, it follows that Valence Robotics aims to become a vessel for communication and connection between communities across both the North Carolina state and the globe.

The team name is considered a primary component of the Valence Robotics identity and, therefore, must be graciously treated at all times. This includes formal usage on documents and materials related to the team. Additional methods of usage and reference are covered in the following section.





# NAME USAGE IN TEXT

## Usage in Team Communications

In many cases, it is more appropriate to recognize the team's identity using other names. This may occur during both formal and informal situations.

- Valence Robotics Team 8429
- FRC Team 8429: Valence Robotics
- Team 8429: Valence Robotics
- FRC Team 8429
- FRC Team #8429
- Team 8429
- 8429

Valence Robotics is not to be referenced at any point in time as the “NCSSM team”, “NCSSM Robotics Team”, or “NCSSM FIRST® Robotics Team”, so as to avoid confusion with other FIRST® teams in existence.



# Color Palette



# PRIMARY COLORS

SHADING

**F47318**

BASE

**F4822F**

MAIN HIGHLIGHTS

**F79B4C**

SHINY HIGHLIGHT 1

**F8A780**

**FFDA7B**

**000000**



# ACCENT COLORS

**7BA0FF**

**A6A6A6**

**C6C6C6**

**D9D9D9**



# Typography



# ORBITRON

The typeface Orbitron has been chosen for the team's name, team's number, logo, and robot name. This typeface should only be used in all capital letters. This font should be used when any of the following specifications occur: Titles, headings, footers, body paragraphs. Orbitron is a geometric sans serif typeface intended for displays. The font is endorsed by the League of Moveable Type and can be found on most Google, Adobe, and Microsoft platforms.

Links: [Orbitron | Adobe Fonts](#)  
[Orbitron | Google Fonts](#)

THE QUICK BROWN FOX	<i>THE QUICK BROWN FOX</i>
JUMPS OVER THE LAZY	<i>JUMPS OVER THE LAZY</i>
DOG.	<i>DOG.</i>
0 1 2 3 4 5 6 7 8 9	<i>0 1 2 3 4 5 6 7 8 9</i>

Orbitron Bold in uppercase is used for the team's name, team's number, and logo.

**NAME, NUMBER, LOGO**

Orbitron Extra Bold Italic in uppercase is used for the robot name.

***ROBOT NAME***

## Replacement fonts to be used in the case

### Orbitron is not available:

Myriad Pro Bold

Droid Sans Bold

Arial Bold



# OXYGEN LIGHT

The typeface Oxygen Light has been chosen for all headings, subheadings, and products excluding the team's name, team's number, logo, and Robot name. This font should be used sparingly, as a secondary font, to denote any titles, subtitles, and product names. This typeface may not be used as a replacement for the team's name, team's number, logo, or robot name. Oxygen is a sans serif font designed by artist, Vernon Adams, for the KDE Project, a libre desktop for the GNU+Linux operating system. This typeface can be found and used on most Google, Adobe, and Microsoft platforms.

**Links:** [Oxygen | Adobe Fonts](#)  
[Oxygen | Google Fonts](#)

THE QUICK BROWN FOX  
JUMPS OVER THE LAZY DOG.  
0 1 2 3 4 5 6 7 8 9

Oxygen light in uppercase is used for all headings  
and products.

HEADINGS AND PRODUCTS

The quick brown fox jumps  
over the lazy dog.  
0 1 2 3 4 5 6 7 8 9

Oxygen light in lowercase is used for  
subheadings.

Subheadings

**Replacement fonts to be used in the case  
that Oxygen is not available:**

Myriad Pro Condensed Bold

Droid Sans Bold

Arial Bold



# CHIVO

The typeface Chivo has been chosen for body copy or paragraphs where an abundance of text is needed. Chivo is only to be used when the following specifications occur: an abundance of text, body paragraphs, captions, footnotes, hyperlinks. This typeface may not be used as a replacement for the team's name, team's number, logo, or robot name. Chivo is a grotesque Sans Serif font endorsed by the League of Moveable Type. The typeface's elegance makes it ideal for combining with the strength of Chivo Black for continuous reading. Its design details make it an indispensable ally for any designer.

**Links:** [Chivo](#) | [Google Fonts](#)

The quick brown fox jumps over the lazy dog

0 1 2 3 4 5 6 7 8 9

**Replacement fonts to be used in the case  
that Chivo is not available:**

Droid Sans

Arial





# Logo

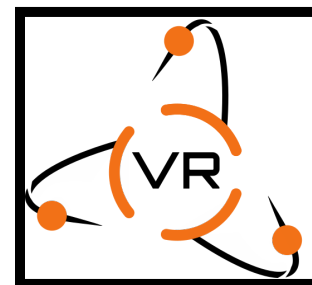


# ORBIT WITH NAME

This is the primary logo used in the team publications and should be used in compliance with the standards defined here.



A clearance space of no less than the distance between the orange electron ball and the tip of the orbital or  $\frac{5}{16}$ ". The minimum height of this logo version should be no less than  $\frac{1}{2}$ "

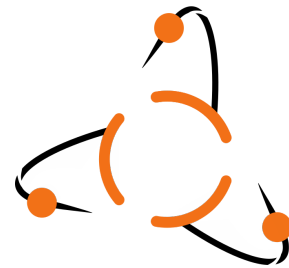


The logo should always be in contrast to the background it is on. For example if the background is light in color, then the logo should be as presented above. However, if the background is dark in color, then the logo should be white as presented here.

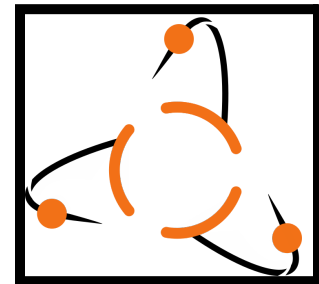


# ORBIT WITHOUT NAME

If needed, the logo can be used without the name. An example of an appropriate situation would be when the logo is smaller than  $\frac{1}{2}$ " or as needed. Please note that our primary and default logo contains our name and this version should be used sparingly.



A clearance space of no less than the distance between the orange electron ball and the tip of the orbital or  $\frac{5}{16}$ ". The minimum height of this logo version should be no less than  $\frac{1}{8}$ ".



The logo should always be in contrast to the background it is on. For example, if the background is light in color, then the logo should be as presented above. However, if the background is dark in color, then the logo should be white as presented here.



# LOGO TREATMENT

Our logo cannot be...

- Stretched horizontally or vertically as the proportions should be the same.
- Cropped as the entire logo should be shown whenever possible.
- Recolored
- Filtered




# Additional Resources




# PRESENTATION THEME

In order to build a cohesive team image during team presentations in slideshow format, various themes have been created to match the look and feel of the majority of presentation requirements. These slideshow themes should not be used outside of the team without executive approval. Should a problem arise, members should advise appropriate individuals, such as the Marketing Director, to correct formatting.

Our default slideshow theme is the Valence Robotics Dark theme linked below. Please prioritize the usage of this theme.

 [PPT Dark theme \(default\)](#)

If a light colored theme is desired, please use the Valence Robotics Light theme linked below. Please use this theme sparingly.

 [PPT Light Theme \(alt\)](#)



# WEBSITE AND MEDIA

## Team Website

Valence Robotics strives to maintain a professional appearance through an informational and concise public website. The website should abide by the branding guidelines set forth by this document. Both the marketing and programming departments of the team share responsibility for maintaining the website. Information posted about the team on the team's website should be kept up to date, and leadership should hold relevant parties accountable for the accuracy of website contents.

## Team Social Media

Social media plays an important role in helping maintain team communication and image with other organizations. It is crucial that these accounts and pages are carefully curated to most effectively connect to team contacts and partners.

### Instagram

Valence Robotics has a public Instagram account in order to distribute media regarding the team, as well as team updates. Visual media will be most broadly distributed through this platform, including but not limited to team photographs, flyers, and other types of media.

### Facebook

Valence Robotics maintains a public Facebook page for the purposes of posting information and updates about the team. Primarily, information about the team's activities in text form will be combined with team media, such as photographs or flyers.



# OTHER MEDIUMS

As in many cases, there exists a high likelihood of the likeness of Valence Robotics being made on other forms of mediums, not limited to articles of clothing and the robot itself.

## Apparel Guidelines

Each year, Valence Robotics will produce team apparel, including (but not limited to) t-shirts, polo shirts, hats, etc. All apparel items must adhere to the above guidelines, as well as be of high quality. Any items containing design or practical defects should not be distributed.

All apparel designs must first be approved by the team leadership and demonstrate both appropriateness for the situation and professionalism.

## Sponsorship Materials

All Valence Robotics materials bearing media from sponsoring companies or other entities (including materials such as, but not limited to, the website, social media, and flyers) must adhere to the media usage guidelines for the entities in question.

Any usage of external media on Valence Robotics materials must be reviewed and approved by the Marketing Director (or acting director, depending on the circumstances) and, if requested, a representative from the external entity in question.

## Robot Appearance

Valence Robotics's competition robots should always show the team number and sponsor logos when on public display or during competition.

All sponsor logos should be displayed, in accordance to their corresponding tier, using a white backdrop (e.g. a white outline) on a viewable part of the robot. Logos of non-sponsors should not be displayed on the robot at any point in time, unless explicitly approved by the mentors and team leadership with appropriate reasoning.





# CONTACT

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## Executive Team

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## Lead Mentors

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## Team Contact

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Website: <https://valencerobotics.org>

## Social Media

Instagram	@valence_robotics
GitHub	/ValenceRobotics
FaceBook	@Team8429

