

## Branding Standards 2024-2025

A revision of "*Branding Standards 2019-2020*" with changes to reflect the modern team.

### Changes Since 2019 Edition:

#### Brand Standards:

- Changed Color Palette.
- Added Number Based Logos.
- Added Graphic Design Fonts.



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# Introduction

This document is a guide aimed at maintaining a brand for our team. All efforts were made to completely explain how one should use our logo, colors, and fonts correctly when creating a document or working on anything in the Sonic Squirrel name. All attempts to follow this guide should be made when working on a project, however these standards can be broken with approval from the student leadership team. Additionally, this document as well as the branding of the team can be changed with the approval of the leadership team as well as the approval of the majority of the members on the team.

## Why Branding Is Important

A brand is what gives an organization its image and recognizability. A great brand should represent both the product and the people of the organization, as well as make the organization memorable for those who see it. With a unified and consistent brand an organization can look more professional and stand out in its community.

## How We Choose Our Brand

In 2014, team 2930 completely rebranded to become the sonic squirrels in order to appeal to both young children as well as high schoolers. The squirrel logo/mascot better represented the team's desire to impact the community through outreach while still putting effort into our robot's performance. The tie-dye orange color was chosen to stick out among our fellow local FRC teams (as very few at the time incorporated orange into their brand) while remaining complementary to our school's navy-blue color. Additionally, orange was seen as a good color to represent our spirited nature.

## Team Name

Team Name: Sonic Squirrels

Team Number: 2930

## Name Usage

In formal written documents team 2930 should be referred to as

- “Sonic Squirrels”
- “The Sonic Squirrels”
- “FRC Team 2930”
- “The Glacier Peak and Snohomish high school robotics team”
- “The Glacier Peak and Snohomish high school robotics club”
- “Snohomish School District FRC Team”
- “FRC 2930”
- “FRC Team 2930: The Sonic Squirrels”

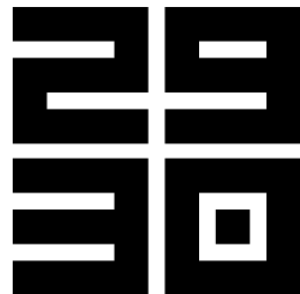
In team communication **only**, the use of simply “*squirrels*” to refer to Team 2390 and/ or its members is allowed. No other names besides those listed above should be used when referring to team 2930.

## Team Logos

### Standard Squirrel Logo



## Number & Name Logos



**SONIC SQUIRRELS**

**SONIC  
SQUIRRELS**

## Team Colors

1: Squirrel Black is not fully black, this is to improve readability & reduce eye strain.

2: Squirrel White is not fully white, this is to improve readability & reduce eye strain.

**Squirrel Black\*<sub>(1)</sub>**  
**#1D1D1D**

**Squirrel Grey**  
**#949598**

**Squirrel Orange**  
**#FF8000**

**Squirrel White\*<sub>(2)</sub>**  
**#FCFCFC**

**Guitar Red**  
**#EE2929**

**Squirrel Light Grey**  
**#B0B1B4**





## Typography

“Adobe Fonts” - Download and use from the Adobe Fonts site. Only compatible with Adobe tools.

“Google Fonts” - Download from Google Fonts. Universally usable.

### Vermin Vibes <https://www.dafont.com/vermin-vibes.font>

Our team font, should be used on our team logos, bumpers, anything being labeled with only our numbers. It is also used for document titles.

### Segoe UI (Light)

Currently the body font used for our website, however, its overused and in large quantities, unappealing. We are slowly but surely stopping the use of this font.

### Adobe Fonts - Input Mono (Medium)

Works great as a numbers and data font, for numbers that are not 2930.

## Graphic Design Fonts

### Adobe Fonts - Articulat CF (Extra Bold Oblique)

Great font to work with full caps, it fits with Vermin Vibes and has exceptional readability.

### Google Fonts - Libre Barcode 39 Text

Works as a background/transparent font, adds complexity to the design that also has meaning.

### Google Fonts - Flow Block

Pros of Libre Barcode, but the text does not amount to any decodable messages. Just looks good.

Vermin Vibes

**SONIC SQUIRRELS**

Segoe UI (Light)

Sonic Squirrels

Adobe Fonts - Articulat CF (Extra Bold Oblique)

***Sonic Squirrels***

Adobe Fonts - Input Mono (Medium)

**Sonic Squirrels**

Google Fonts - Libre Barcode 39 Text



Google Fonts - Flow Block



## Usage Of Fonts

Vermin Vibes - "Sonic Squirrels" & "2930"

Articulat CF (Extra Bold Oblique) - "Gameday Qualifiers" & "Day 1 Schedule"

Libre Barcode 39 Text - "GEAR UP." & "2930" & "GAMEDAY QUALIFIERS"



## Season Specific - 2024 “Crescendo”

Design changes: Glasses, Earphone, Speaker, Guitar details, “O” Replaced with game piece.  
Modified original Sonic Squirrel Design to account for abnormal detailing around glasses.

**Crescendo Green**  
**#5CCB83**

