

Branding Standards

2019-2020



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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 teams 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" or "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.

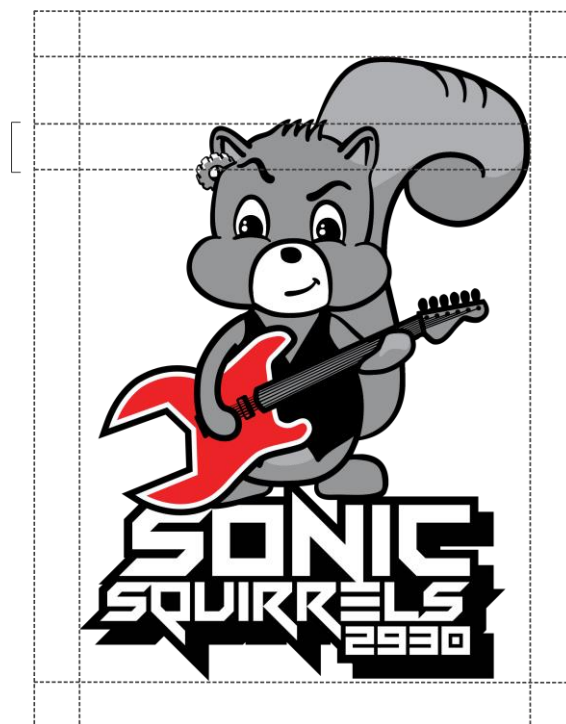
TEAM LOGOS

STANDARD SQUIRREL LOGO

This is the standard squirrel logo. This logo can be referred to as "the squirrel" or "Hifi", which is the official name for our mascot. When using the standard squirrel, one should follow the guidelines below:



There should always be clear space the size of the squirrel's ear on every side of the logo. This does mean as the logo gets bigger or smaller the clearance space changes as well. This helps to keep documents from looking too crowded or full of information.



The preferred background for the squirrel is Sonic Squirrel Orange (see pg) or any similar orange if Sonic Squirrel Orange is not possible. A white background is also an optimal background for the squirrel, especially in documents. Starburst Dark Grey (see pg) or if necessary, a similar dark grey is also an acceptable background especially with spirit gear. Black is also an acceptable background, however not preferred. No other background colors should be used.



When printing in greyscale one can just use the normal logo and simply print in greyscale or use our greyscale logo which only noticeably changes the guitar to a dark grey. Both prints will turn out the same, with the only noticeable change being the guitar changing to a dark grey.



There is also a single color logo if needed. This logo also takes out the guitar strings to make the logo suitable for when limited detail is needed. This should only be used in spirit gear that requires one color or little detail be used and not as a replacement for the standard logo. A black, white and orange version are acceptable colors for this single color logo. All attempts should be made to use our squirrel orange if using an orange version of the single color logo however other similar shades of orange are allowed if necessary. No other colors should be used.



SQUIRREL HEAD/SQUARE LOGO

Sonic Squirrel Orange

ff8000

R: 255 G: 128 B: 0

C: 0 M: 61 Y: 100 K: 0

Sonic Squirrel Grey

949598

R: 148 G: 149 B: 152

C: 45 M: 36 Y: 35 K: 1

FRC TEAM 2930 BRANDING SUMMARY

These guidelines are to be followed in order to maintain a unified and consistent brand and can be modified with the approval of the student leadership team and the majority of the team's members.

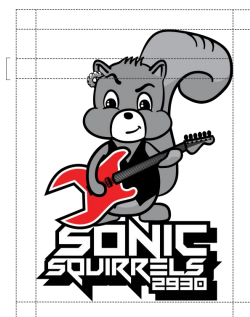
TEAM NAME

Team Name: Sonic Squirrels

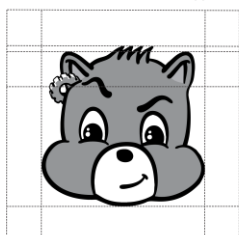
Team Number: 2930

TEAM LOGO

If possible, use the Standard Squirrel Logo shown below. We use our standard squirrel logo in greyscale prints, only noticeably changing the Guitar to the Starburst Grey. A single-color option is also available if needed for non-detailed spirit gear. It should never be smaller than 1 inch in width and should have the size of the ear of clear space all around. Orange, White, Dark Grey, and Black Backgrounds are all acceptable.



There is also a Squirrel Head or Square Logo for spirit gear or if a square logo is necessary. All the rules and guidelines for the Standard squirrel apply to the squirrel head



COLOR PALETTE

The Sonic Squirrel Colors are our main colors. The starburst colors are accents and are not to be used to replace the Sonic Squirrel Colors. The starburst colors can be used for spirit gear and graphs. Guitar red should only be used on the logo to stand out from the orange backgrounds.

Sonic Squirrel Orange #FF8000	Sonic Squirrel Grey #949598
Starburst Light Grey #B0B1B5	Starburst Dark Grey #4F4F4F
Starburst Orange #FF8F29	Starburst Gold #FFCD09
White #FFFFFF	Black #000000
Guitar Red #EE2929	

TYPOGRAPHY

A B C a b c 1 2 3

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

A B C a b c 1 2 3

Tw Cen MT Condensed Extra Bold is the font we use for headers and sub headers on documents. This font family be used for spirit gear as well

A B C a b c 1 2 3

Segoe UI Light is the font we use for body font. It can be bolded and colored orange for emphasis. This font family ca be used for spirit gear.