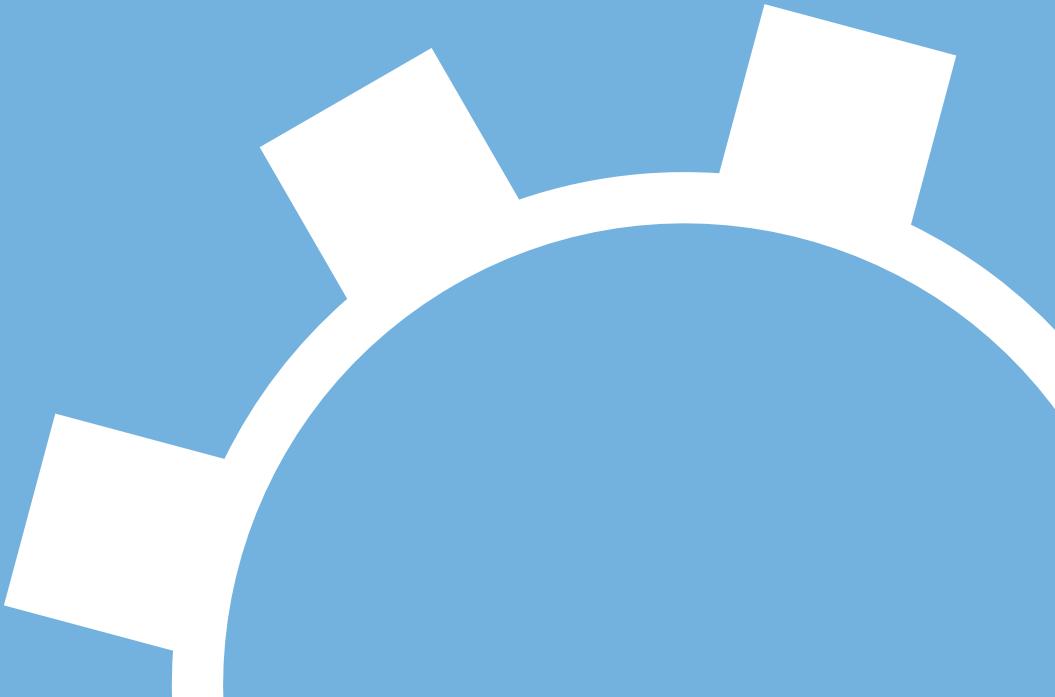


The 2012

EAGLE IMPERIUM

design document





FORWARD BY THE DESIGNER

Welcome future team graphic designer, student or mentor. I made this book in the closing days of the 2012 season to ensure the longevity of the team and to make sure you know our team's 2012 designs, how to use them, and so you have some tips to make our team that much more awesome. These designs aren't cemented so don't feel too constricted by it. With luck, you'll be able to keep our team's appearance fresh through the years.

Make our team proud.

MATTHEW CONTO
Eagle Imperium 2012 Alumni & Co-Captain



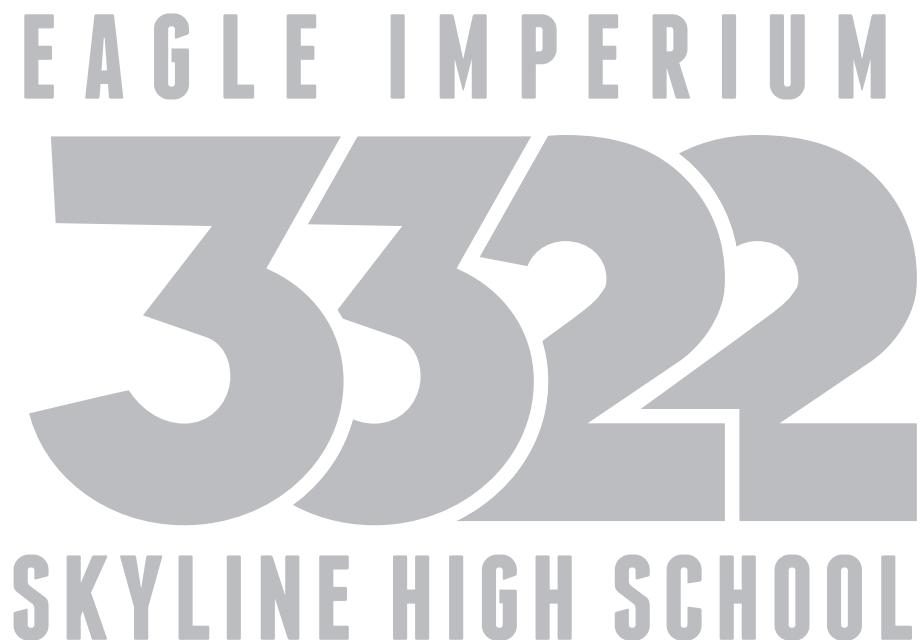
LOGO

Our logo consists of two parts, a graphic composite of a grey gear, representing us as a robotics and engineering organization and the eagle with a Roman Centurion's helmet representing our team's mascot. The grey stylized lettering of our FRC team number may be used as a standalone graphic, but must be included with the graphic composite version of our logo (as seen above).



LETTERING

The stylized lettering (as mentioned on the previous page) can be used either with or without the graphical composite (the geared eagle). However, the lettering cannot alone without any explanation. Text associating the numbers with a FRC team (above) or associating the numbers with Eagle Imperium (below) should be used. Without that, the isolated 3322 has no meaning and does not carry our team's identity.





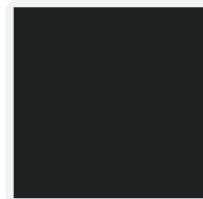
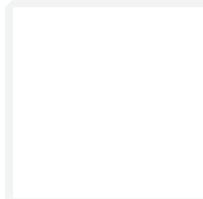
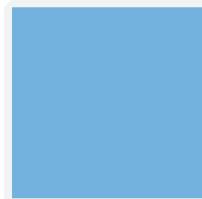
Used together, like with our 2012 flag (above), the imagery can communicate exactly who we are to an audience. For example, the above is a white background version of our 2012 flag. It addresses us as Eagle Imperium, 3322, and from Skyline High School. Because the flag is primarily used at FRC competitions, we don't need to mention that we're a FRC team. If we need to design imagery for an audience of, per say, members of Skyline, we don't need to say we're from Skyline High School, but we do need to say we're a FRC team and that we're the Eagle Imperium.



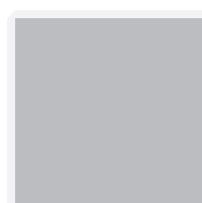
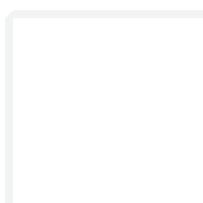
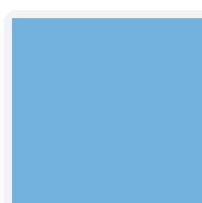
COLORS



Our team uses a grand total of five colors in our designs. The light blue from Skyline High School's mascot, white, black, grey, and a shade of red. Because we're associated with Skyline High School and to help students at Skyline recognize us. Red is used in honor of our roman theme.



HEX	#75B2DD	#FFFFFF	#222222	#B3B3B3	#ED1C24
RED	118	255	33	179	237
GREEN	178	255	34	179	28
BLUE	221	255	33	179	36



CYAN	52	0	0	0	0
MAGENTA	17	0	0	0	100
YELLOW	2	0	0	0	100
BLACK	0	0	100	30	0



BLACK AND WHITE LOGO

For printing in greyscale, we have a special version of our logo. This is because if our color logo is printed in black and white, it looks absolutely terrible. The above logo can be used in pure black and white or can be made to be a lighter shade of grey. 70% Black (in CMYK) works very well.

COLOR



EAGLE IMPERIUM
SKYLINEROBOTICS.ORG

Maker Works Ann Arbor
3765 Plaza Dr.
Ann Arbor, MI 48108
contact@skylinerobotics.org

LETTERHEADS

For contacting and replying professionaly, we have a letterhead for both print and email. It gives us a professional look and helps spread awareness of who we are as a team.

GREYSCALE



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BUTTONS

Aside from our robot, other members of *FIRST* will typically visualize us through our buttons. Buttons are free and something cool to wear. They show off our creativity and our team's imagery. Each year we've made a different button design and with luck we'll continue that tradition.

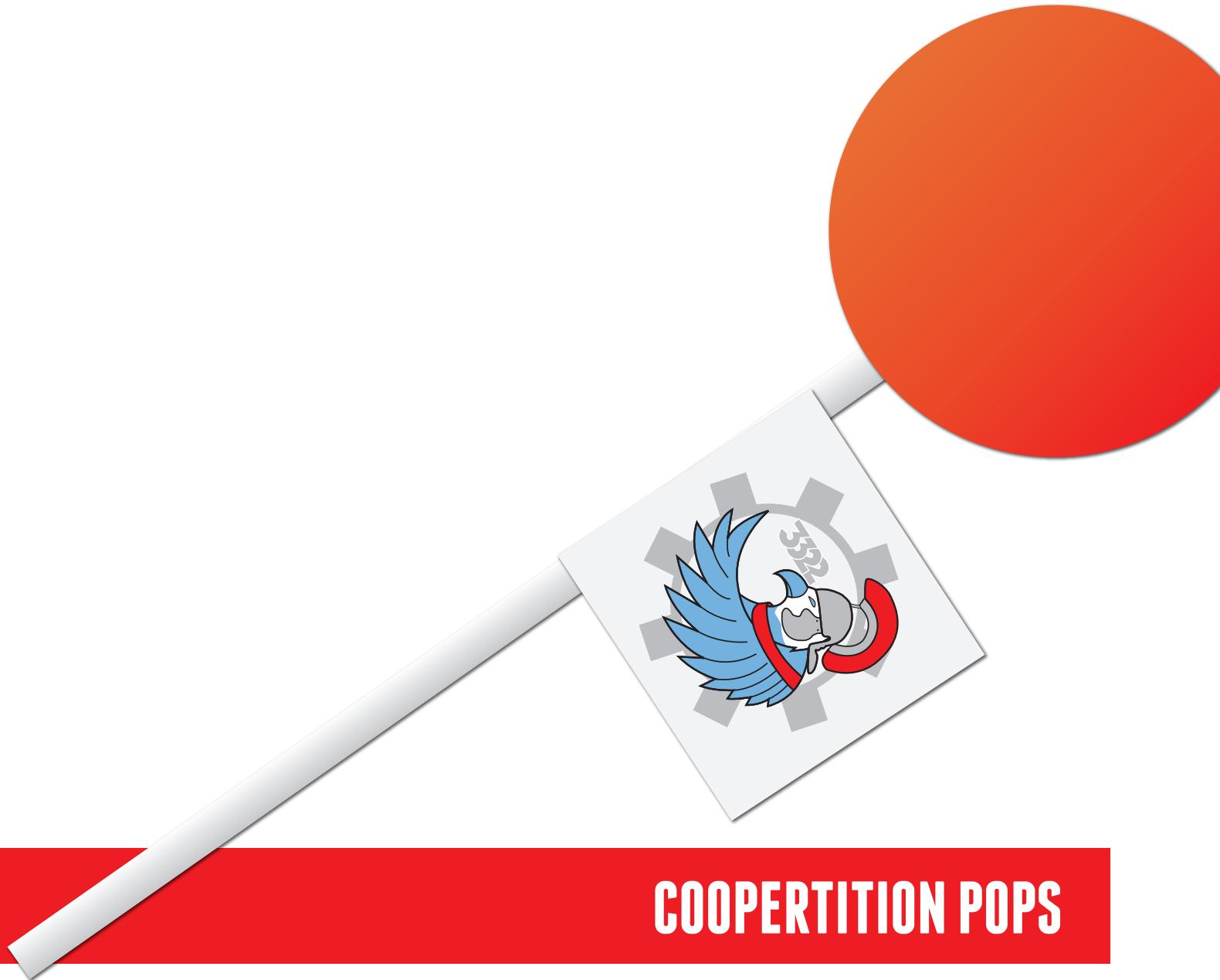


2012 BUTTON

Our 2012 button displays who we are. Our high school, our team, name, our team number, and our team imagery. Our buttons are given to FIRST team members and members of the Ann Arbor community. Because of that we have to identify ourselves both as from Skyline High School and as the Eagle Imperium

2011 BUTTON





COOPERTITION POPS

Coopertition Pops are small lollipops that we give out at competitions to endorse Coopertition, spread our brand, and generate goodwill from free snacks. The pops feature a small sticker attached like a flag to the stem of the pop displaying our name, logo, and a short little message about Coopertition. The stickers are from printer ready name tag sheets. We curl the sticker around the pop to create that flag. We also used Coopertition Pops in the 2010 season as Safety pops.

DRIVER COSTUME

For spectators at competitions, the capes our drivers wear can be quite interesting and make us very recognizable. The logo on the back of the cape is imprinted on using heat-transfer paper, the same kind used for T-Shirts. The plastic helmets are ordered online for around \$25 apiece.



Shirts are incredibly important for team image. They help the community and other members of FIRST identify members of our team while making us look absolutely awesome. They also spread our logo and help make our brand. In the future, we might even give them out at competitions for good will.



T-SHIRT

Our 2012 T-Shirts featured our brand new logo and 3322 lettering on a Columbia Blue shirt. Unlike our plans for future years, we used our local Ann Arbor name, "Skyline High School" above our team name, "Eagle Imperium." Also, an illustration of piping was used in the background to help connect the shirt together, however we didn't use the piping anywhere else except the buttons. In future years, we will probably stick with the Columbia Blue shirts because it helps us be recognized as a Skyline team and helps other FIRST teams recognize us.

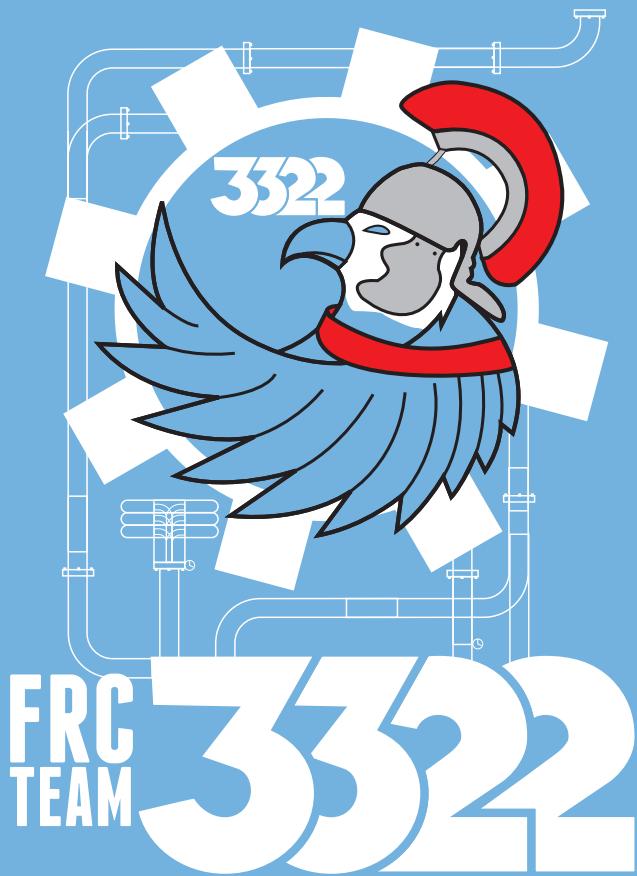
T-SHIRT BACK



The back of our T-Shirts feature, at the very least, our team number and our sponsor list. For the past several years, we've opted to feature our the logos of our sponsors. In the 2012 season, after we discovered very few people knew what imperium meant, we defined imperium in small text under the team number.

Some other teams choose to just use the sponsor names and not their logos or only use the major sponsors. Depending on how many sponsors we have in the future and if we choose to allow donations from individuals, we could do either.

SKYLINE ROBOTICS EAGLE IMPERIUM



HOODIES

In 2012, we started to offer hoodies to team members and close family. They used the same design as on our T-Shirts and had our sponsors on the back. In the future, might want to do what other teams do and use a small logo on our hoodies to make our team seem more professional.

Some other teams also have work shirts featuring a small logo that typically appear to be very professional. Team 245 in 2012, the AdamBots are an excellent example.

As much as I like seeing people using these designs in ways I never thought of, certain things just really, really get under my skin.



STRETCHING

CHANGING COLORS



ABSURD DROPSHADOWS

CHANGING FONTS



COMPLEX BACKGROUNDS

COMIC SANS

COMIC SANS

As much as I like seeing people using these designs in ways I never thought of, certain things just really, really get under my skin.



**LOW CONTRAST
BACKGROUNDS**

LOGO TOO SMALL



**ABSURD
GRADIENT BACKGROUNDS**

LOGO CUT OFF

