

# UNITED SQUADRON



BRAND  
GUIDELINES

## NELSON MANDELA HIGH SCHOOL



It always seems impossible until it's done

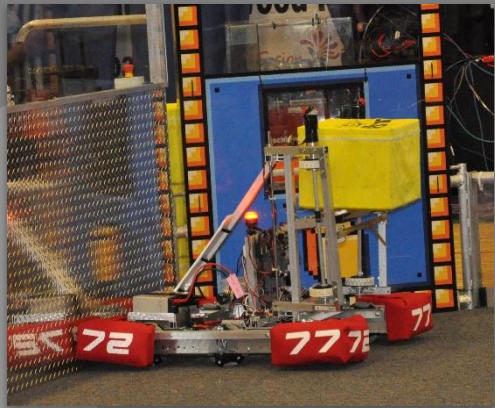
-Nelson  
Mandela





“Inspiring ingenuity,  
engineering success”

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# introduction

Welcome to the Team 7277 United Squadron's Branding Guide.

Team 7277 has developed this comprehensive branding guide to outline specific themes, values and standards to help team members, sponsors, designers to manage and implement Team 7277's brand identity and reflect Team 7277's commitment to quality, consistency and style .

The guide states specific rules, measurements, typography, colour schemes, imagery, composition and the uses of our logo. These visual elements enhance the quality of Team 7277 and create a professional look for the First Robotics Competition and our community.

The guidelines and other visual elements may vary and change overtime. Such changes are ONLY made by Team 7277's Coaches, Mentors and the leadership committee.



# team name

## PURPOSE

The team name is an essential part of branding for Team 7277. It is a key part of our identity and highlights our success and legacy we put on the First Robotics Competition and our community.

## USING THE NAME

The official team name is to be used for all official and formal documents that may include or associate with the team. Along with our official name, our nicknames can be used in informal scenarios.

## THE DON'TS

Other names are not permitted in any form, documentation or media. Only the names listed on the side can be used. Team 7277 should never be referred to "Nelson Robotics", "The Squadrons", "United Robotics".



### OFFICAL NAME

Team 7277

### NICKNAME

United Squadron



### ORGANIZATIONAL NAME

Nelson Mandela High School  
Robotics

### OTHER NAMES



Mandela Robotics  
7277  
Team 7277 United Squadron (FRC  
NAME)  
Mandela United Robotics



# TYPOGRAPHY

## FOR PRIMARY WRITING – OSWALD LIGHT

Oswald is a simple sans serif font that promotes a contemporary and visually appealing look. It's simplicity attracts readers while maintaining the theme of diversity presented in this branding look. Oswald must be used for large text writing, descriptions and subheadings. This font is available on Google Drive, but must be downloaded for other software(s).

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789\$%&@#(!?,.:)

For subheadings,  
Oswald should be  
written in all CAPS  
and bolded:  
**OSWALD**

Oswald  
Oswald  
*Oswald*

Oswald  
Oswald  
*Oswald*

# typography

## FOR PRIMARY HEADINGS – PLAYFAIR DISPLAY

Playfair Display is a classy and simple typeface that is used for headers. By complimenting the primary writing font, Playfair Display once again showcases diversity and variety when demonstrating the branding look. This must not be confused with Times New Roman, as TNR has a slightly different typeface. This font is available on Google Drive, but must be downloaded for other software(s).

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789\$%&@#(!?,.;:)

Playfair

**Playfair**

*Playfair*

Display

**Display**

*Display*

The first letter of every word should NOT be capitalized in headings



# TYPOGRAPHY

## FOR LOGOS – JERSEY

Jersey should be primarily used for text underneath logos, pins and apparel. This font closely aligns with the Nelson Mandela High School main logo. This font is limited and does not have many key symbols. Do not use this font on websites and avoid using this logo in printable work. This logo must be used when writing “Nelson Mandela High School,” on graphics. Refer to the branding lead if needed. This font is not available on Google Drive, and should be downloaded for other software(s).

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789S.

JERSEY JERSEY  
JERSEY JERSEY  
*JERSEY JERSEY*

This font is only available in capital letters. Refer to the branding lead to learn about the uses of this.

# TYPOGRAPHY

## FOR LOGOS ALTERNATE FONT – IMPACT

Impact should be primarily used for text underneath logos, pins and apparel. This font is used mostly for logos, labels, and where a font similar to jersey is needed, but Jersey is not practical.

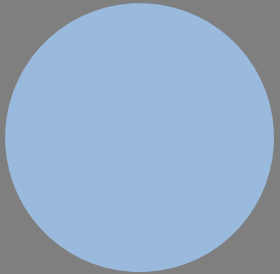
Do not use bold effects for Impact.

abcdefghijklmnopqrstuvwxyz  
0123456789\$,.:;]

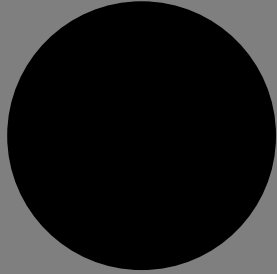
**Impact** **Impact**  
*Impact* *Impact*

This font should  
be used sparingly  
and rarely used  
for blocks of text  
as it is difficult to  
read.

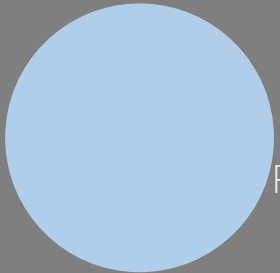
# colours



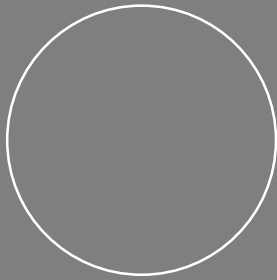
Mandela Blue  
HEX: #99badd  
RGB: 153, 186, 221



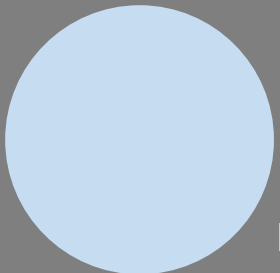
Primary Black  
HEX: #000000  
RGB: 0, 0, 0



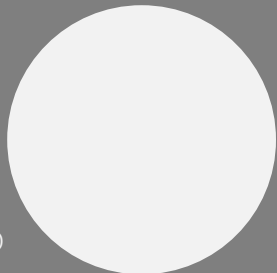
Light Blue  
HEX: #boceea  
RGB: 176, 206, 234



Dark Grey  
HEX: #7f7f7f  
RGB: 127, 127, 127



Secondary Light  
Blue  
HEX: #c6dcfo  
RGB: 198, 220, 240



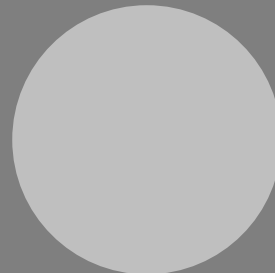
Secondary Light  
Grey  
HEX: #f2f2f2  
RGB: 242, 242, 242

## PRIMARY PALATE

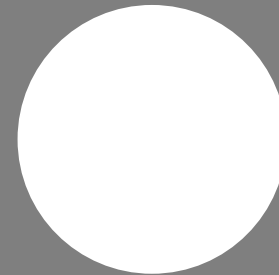
The primary palate should be used mainly for all branding related work. These colours highlight our community (Nelson Mandela High School).

## SECONDARY PALATE

The secondary palate represents several different colours which can be used to promote variety in design. It is recommended that these colours are used for design elements and fonts.



Secondary Grey  
HEX: #bfbfbf  
RGB: 191, 191, 191



Primary White  
HEX: #ffffff  
RGB: 255, 255, 255

Mandela Blue

Light Blue

Secondary Light Blue

Secondary Light Grey

# example text

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lorem ipsum



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



# generic crest logo

## CREST LOGO

The crest logo is the main logo for the Mandela United Squadron. It represents the Nelson Mandela High School crest and the team name “United Squadron” which is set against a solid coloured maple leaf.

## NUMBERS

No numbers are used on this logo. The font is Jersey Font 54 which should not be used in other means of writing.

## WORDMARK

The wordmark is the program name “Mandela United Robotics”. The font is Jersey M54.





# 7277 crest logo

## CREST LOGO

The crest logo is the main logo for Team 7277. It represents the Nelson Mandela High School crest and the team name “United Squadron” which is set against a solid coloured maple leaf.

## NUMBERS

7277 must be written on the logo. The font is Jersey Font 54 which should not be used in other means of writing.

## WORDMARK

The wordmark is the team name “United Squadron”. The font is Racer and should not be used in other means of writing. This font is required to be downloaded in all software’s.



# crest logo dimensions

## SPECIFICS

The dimensions for the crest logo can vary, however, the location of the number and proportions must be maintained.

The original size is: 13.97 cm x 10.8 cm



# avro logo

## AVRO LOGO

The number bar logo is the alternate logo for Team 7277. It is a silhouette of the Avro Arrow, a iconic piece of Canadian engineering and the Canadian aerospace engineering sector. It also represents the community we represent and our schools appreciation for aviation. The logo is divided into two standards, the numbers and the plane.

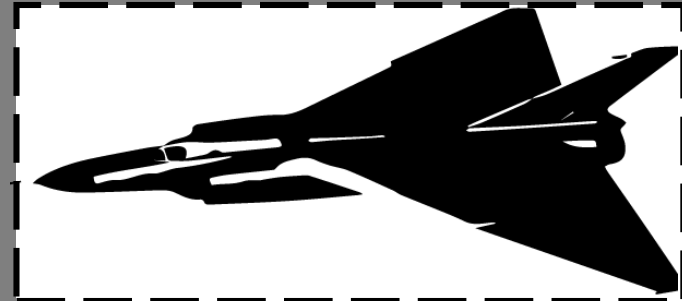


## NUMBERS

7277 must be written on the logo. The font is Jersey and should not be used in other means of writing. This font must be downloaded.

## AVRO PLANE

The plane is an asset that promotes to the logo's design. It should not be used without the digits exactly on top of the plane.



# avro logo

## SPECIFICS

# dimensions

The dimensions for the avro logo can vary, however, the location of the number and proportions must be maintained.

The original size is: 20.96 cm x 16.19 cm



# FTC logo

## MAIN LOGO

The Nelson Mandela FTC team has a similar logo to the FRC team. The same fonts, colours and theme must be displayed. The emblem is the same but instead written is "14717" or "15259".

## ALTERNATE LOGO

The FTC logo is the same colour, font and theme as the main logo. The biggest difference is the type of plane used.



# Triple logo

## MAIN LOGO

In the 2020-2022 Seasons, due to the Covid 189 pandemic, team 7277 competed alongside team 14717 and 15259 in FTC. During those seasons a combined “triple logo” was utilized.





# logo don'ts

## UNACCEPTABLE DESIGNS

Our logo stands to be purposeful and symbolic. To protect these standards, it should not be altered in any form for all logos presented in the book.

- I. Do not rotate the logos
- II. Do not emboss or bevel the logo
- III. Do not change the position of design elements
- IV. Do not recolor the logo or the “alternate logo” except with ONLY colours from the main palate
- V. Do not crop the logo
- VI. Do not stretch or change the proportions of the logo
- VII. Do not add shadows or reflections to the logo
- VIII. Do not add any other effect on the logo

For further inquiry, refer to the leadership committee.



# logo files

## 7277 DRIVE BRANDING FOLDER

All files shown in the branding guide are available on Google Drive folder for 7277 members or available on the team 7277 website for public use. This includes graphics, alternate logo versions for both crest, main logo, and FTC logo for team 7277.

Fonts are also available for downloading. It is recommended that the such uses should be used in software's like ADOBE (Photoshop, Illustrator) and any office software(s) since Google drive is quite limiting.

## FORMATING

All graphic files are in vector and can be scaled. For website uses, PNG files should be used that are available.



# contact

For updated contact information please see [UnitedSquadron.ca](http://UnitedSquadron.ca)

Follow us on Youtube – Team 7277 Mandela United Squadron

And Twitter – @7277MandelaFRC

And Instagram - @team.7277

