

OLIN BAJA Brand Guidelines

Brand manual for maintaining consistent visual communication and identity





Olin Baja's Mission

Engage students in a long-term, large-scale project that gives team members opportunities to develop engineering and leadership experience through design, fabrication, testing, and racing of an off-road vehicle

Written by Keenan Zucker in 2016. Meant to be a living document as the Olin Baja organization grows and changes.

About this Manual

After a rebranding effort in 2015, the Olin Baja team needs a set of standards in visual communication. This guide serves to provide consistent design across different mediums. All accompanying materials is located both in Google Drive and **Public > + Project Teams > Baja > Baja Branding and Marketing**. This includes logos, fonts, color palettes, and presentation templates.

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Name

As of the 2015-2016 year, our team name is Olin Baja. We moved away from Phoenix Racing, as it does not represent our values and nor was it unique to our college.

Use 'Olin Baja' when referring to our team. Either capitalize the O and B, or capitalize all letters, as in 'OLIN BAJA'.



OLIN BAJA



Olin Baja



olin baja



Phoenix Racing

Logo

The Olin Baja logo is the distinguishing mark of the project team. Feature the logo prominently and in color when possible.

When only black and white printing is available, use the black and white logo instead of greyscale on the primary logo.

Do not warp, reverse, or manipulate the logos. Leave enough space around the logo for it to be clear and separate.

All three, high resolution images can be found in the **Logos** folder within Baja Branding & Marketing

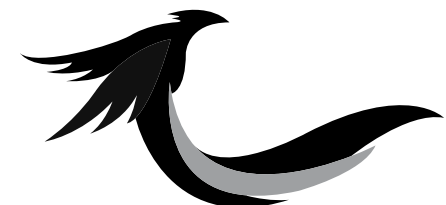
Primary



Secondary



Black and White



Colors

The Olin Baja color palette should be used to distinguish our brand with bold colors. Try to minimize the number of colors used.

Black or Dark Accent Blue should be used for text. Use color sparingly but pronounced. Colors should make page feel clean, bold, and professional.

The color palette, as an .ASE file, can be found in the **Baja Branding and Marketing** Folder.



Primary Olin Baja Blue

Hex: #144663

CMYK: C80 M63 Y0 K61

RGB: (20, 70, 99)



Dark Accent Blue

Hex:
#00072E

CMYK: C100
M84 Y0 K82

RGB:
(0, 7, 46)



Light Accent Blue

Hex:
#0630BF

CMYK: C97
M75 Y0 K25

RGB:
(6, 48, 191)



Neutral Gray

Hex:
#191F29

CMYK: C38
M25 Y0 K84

RGB:
(25, 31, 41)



Complementary

Hex:
#FF5E5C

CMYK: C0
M63 Y64 K0

RGB:
(255, 94, 92)

Typography

Maintaining consistent fonts throughout all Olin Baja work is important for brand identity. We have a Serif and Sans-Serif fonts to use. Different weights may be used to distinguish headings from body.

Both fonts may be found and downloaded for free on Google Fonts, as well as being located as .OTF files in the **Fonts** folder located within Baja Branding & Marketing

Roboto Slab Light

Roboto Slab Regular

Roboto Slab Bold

Montserrat Light

Montserrat Regular

Montserrat Bold

Presentations

Use the template files for Baja slide presentations. Not only will these save time, but present a consistent and professional tone to the audience.

Templates for both PowerPoint and Google Slides are located in the **Baja Branding & Marketing** folder.

