

 Newton's award-winning high school FIRST Robotics team 

# Team Identity Standards

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**LIGERBOTS**  
**FIRST® Robotics Team 2877**

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*Newton North and South High Schools*

**2019**





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*NB: Green is used in this guide only to distinguish formatting instructions from content examples. Do not use green in your LigerBots document.*

# Quick Start Guide

**Logos:** Choose a vector logo (preferred) or raster logo (if required). Choose color (preferred) or black (if required). If you're using a dark background, choose a dropout logo. These are the basic formats below. Do NOT alter the logos in any way. Use a masthead and sponsor bar if creating a flyer or letter. Numbers next to the logos correspond to folders on the Google Drive in the Logos folder. These contain various file formats.



Masthead



Sponsor bar



**Colors:** Use the three LigerBots colors. See the full guide for darker and lighter alternates. Green is used in this guide only to distinguish formatting instructions from content examples. Do not use green in your document. The tie dye jpg can be used to fill a color field. Use tie dye with discretion.



LigerBots orange

CMYK      65M / 100Y / 5K  
RGB      231 / 115 / 31  
PMS      158  
Hex      #E7731F



LigerBots blue

CMYK      100C / 60M  
RGB      0 / 102 / 179  
PMS      286  
Hex      #0066B3



LigerBots black

CMYK      100K  
RGB      35 / 31 / 32  
PMS      NA  
Hex      #231F20



**Fonts:** Use Adobe Garamond Pro (or alternate Garamond family), or Open Sans for basal text. Use Helvetica Neue Condensed weights for display type (headings) only. Use Motion Control for document titles. Do NOT use Slant. It is for the logo only. Use a square bullet for lists. Use liger head and paw ornaments judiciously.

## Adobe Garamond Pro Regular

ABCDEFGHIJKLMNPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

## Adobe Garamond Pro Italic

ABCDEFGHIJKLMNPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

## Motion Control

ABCDEFGHIJKLMNPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

## Open Sans Regular

ABCDEFGHIJKLMNPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

## Open Sans Italic

ABCDEFGHIJKLMNPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

## Helvetica Neue Condensed Bold

ABCDEFGHIJKLMNPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

■

●



●



# The Color Palette

- The LigerBots colors combine the colors of Newton North and South High Schools. Newton North: black and orange. Newton South: blue and orange.
- Variations on these colors are employed to keep elements visible and balanced. Use the darkened colors for type.
- Use the dropout orange for orange elements used against a dark background.
- Use enriched black for black color fields and large type.
- Use CMYK or PMS (Pantone Matching System spot colors) for print applications, RGB for video or web applications, Hex for web design HTML.



**LigerBots orange**

CMYK	65M / 100Y / 5K
RGB	231 / 115 / 31
PMS	158
Hex	#E7731F



**Darker orange variant**

CMYK	65M / 100Y / 20K
RGB	201 / 100 / 25
PMS	159
Hex	#C96419



**LigerBots blue**

CMYK	100C / 60M
RGB	0 / 102 / 179
PMS	286
Hex	#0066B3



**Darker blue variant.**

CMYK	100C / 60M / 20K
RGB	0 / 84 / 150
PMS	287
Hex	#005496



**LigerBots black**

CMYK	100K
RGB	35 / 31 / 32
PMS	NA
Hex	#231F20



**Darker black variant**

CMYK	100K / 25M
RGB	35 / 13 / 21
PMS	NA
Hex	#230D15



**LigerBots dropout orange**

CMYK	65M / 100Y / 0K
RGB	244 / 121 / 32
PMS	158
Hex	#F47920

# The Basic Logos, Standard Colors

- Use one of these basic logos whenever possible for print and web use. Use a vector version (.pdf for print media and .svg for web) whenever possible. Use the .png when a raster version is required.
- Use these logos on a background that is white or 0 – 50% yellow only.
- Numbers in green circles refer to folders on the Google Drive of file formats for each logo. See: LigerBots/Marketing/Graphics/LigerBots logos/2017 branding standards logos

1

**LIGERBOTS**  
FIRST. Robotics Team 2877

Newton North and South High Schools



2

**LIGERBOTS**  
FIRST. Robotics Team 2877

Newton North and South High Schools

3



4

**LIGERBOTS** • FIRST. Robotics Team 2877



**Example:** Light yellow background with colored logo

**LIGERBOTS** • FIRST. Robotics Team 2877



## The Basic Logos, Reversed

- Use the dropped out logos on backgrounds that are darker than 50% grey in value, including on LigerBots blue.
- Use the dropped out logo in a black box with equal visual black space all around the logo. If you round the corners of the box the radius should be .08" (see logo 5 example).

5



6



7



8  
or



9

LigerBots • FIRST Robotics Team 2877



**Example:** Dark blue background with black box, dropout logo.



## The Basic Logos, Black

- Use the solid black logos on colored backgrounds lighter than 50% grey in value, or on the LigerBots orange.

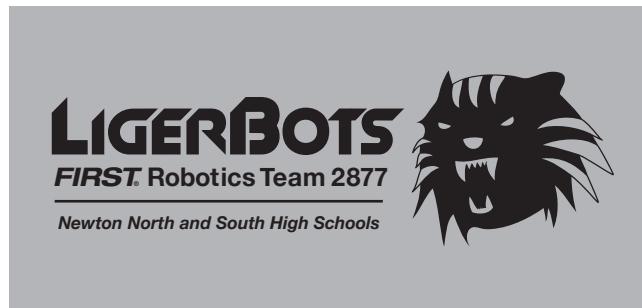


12



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**Examples:** Solid black logos on LigerBots orange and on <50%K background



## Other Available Variations



14

**LIGERBOTS**  
FIRST. Robotics Team 2877

No school or city name,  
color, vertical



15

**LIGERBOTS**  
FIRST. Robotics Team 2877

No school or city name,  
black, vertical



16

**LIGERBOTS**  
FIRST. Robotics Team 2877

No school or city name,  
color, horizontal



17

**LIGERBOTS**  
FIRST. Robotics Team 2877

No school or city name,  
black, horizontal



18

**LIGERBOTS**  
FIRST. Robotics Team 2877

Newton, Massachusetts

Town name, color, as used on pit  
banner



19

**LIGERBOTS**  
FIRST. Robotics Team 2877

Newton, Massachusetts

Town name, black, as used on tee  
shirt



20

**LIGERBOTS**  
FIRST. Robotics Team 2877

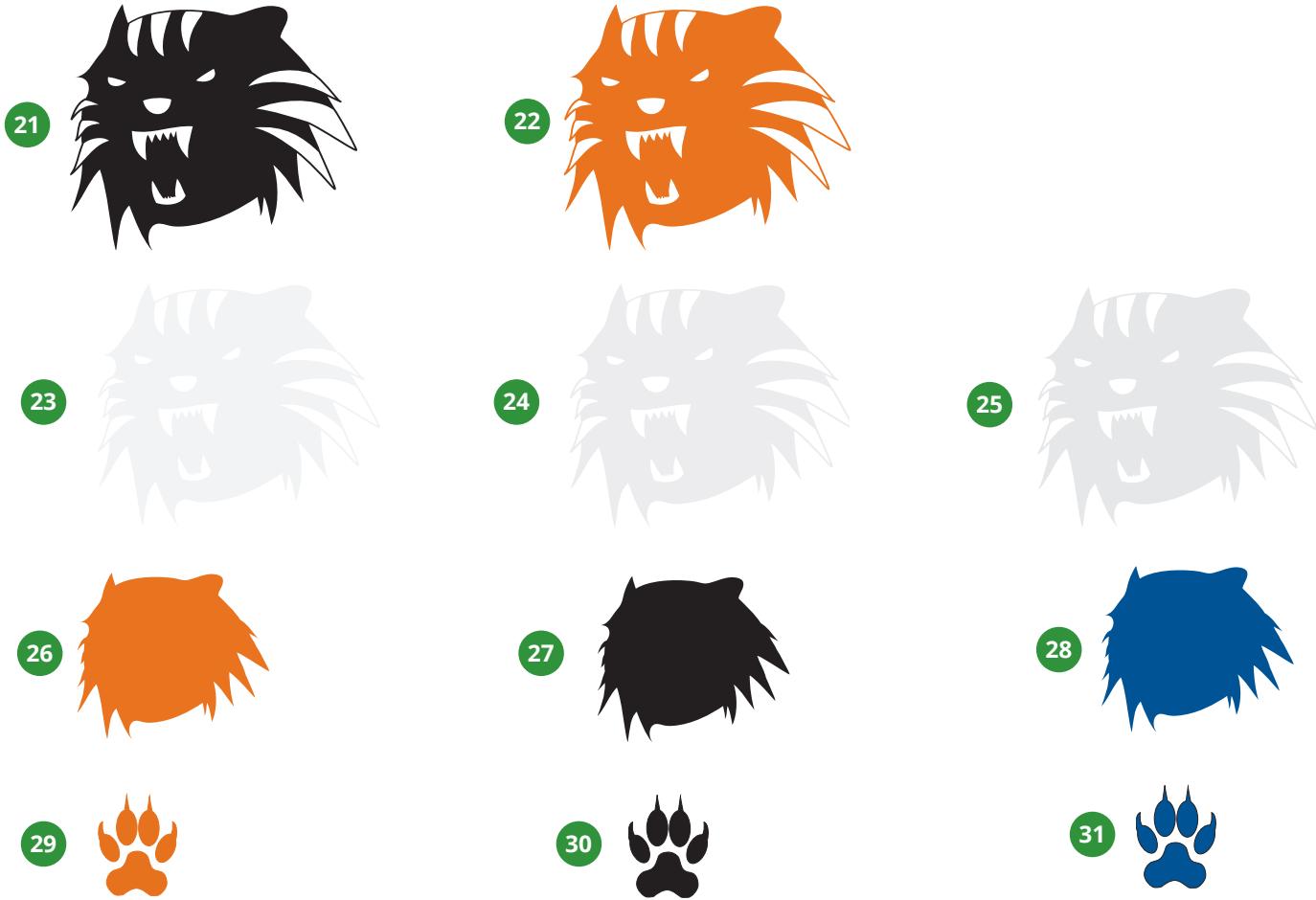
Newton North and South High Schools

140 Brandeis Road, Newton Centre, MA 02459  
[info@ligerbots.org](mailto:info@ligerbots.org) • (857) 285-2877  
[www.ligerbots.org](http://www.ligerbots.org)

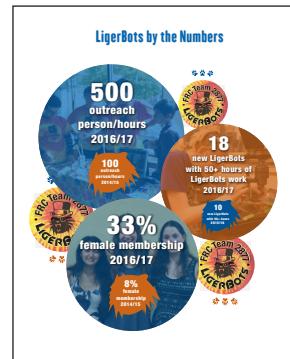
With contact info and shadow,  
as used on business card

# Liger Heads and Paws

- The liger head is orange or black. It is never white, and rarely blue.
- The 5%, 8% or 10% grey liger head may be used large as the background of a document or as a watermark.
- Liger head silhouettes and paw prints may be used as typographic or decorative icons only.
- Liger head silhouettes and paw prints may be blue.



**Examples:** Liger head alone, used on app. icon; 8% black liger used as chairman's booklet cover background, silhouetted liger head and paw prints used as chairman's booklet graphic elements.



# LigerBots/FLL logos

- The FLL logo may be used on materials pertaining to the LigerBots relationship with FLL: FLL competitions run by the team, and FLL mentorship. The event logos are updated every year with the number for that year.
- The same rules apply to the FLL logos as to the regular LigerBots logos
- Color and black versions of the logos are available. There are separate files of the mother/baby liger artwork (38, 39.)

32 **LIGERBOTS** • FIRST® Robotics Team 2877



33 **LIGERBOTS** • FIRST® Robotics Team 2877



34 **LIGERBOTS**  
FIRST Robotics Team 2877

35 **LIGERBOTS**  
FIRST Robotics Team 2877

38

39

36 2018 Newton Qualifier

37 2018 Newton Qualifier

36.5 2018 Newton Qualifier Hosted by the **LIGERBOTS**

37.5 2018 Newton Qualifier Hosted by the **LIGERBOTS**

40 2018 Eastern MA State Championship Hosted by the **LIGERBOTS**

41 2018 Eastern MA State Championship Hosted by the **LIGERBOTS**

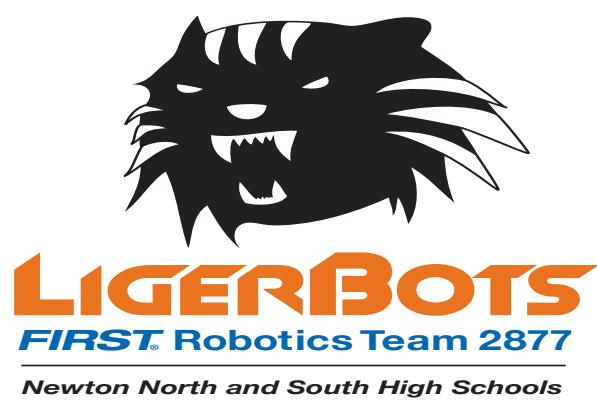
## Do Not Alter the Logos



**X** *DO NOT* rotate the logo



**X** *DO NOT* flip the liger head



**X** *DO NOT* compress the logo

**X** *DO NOT* expand the logo or distort it in any other way



**LIGERBOTS**  
FIRST Robotics Team 2877

Newton North and South High Schools

**X** *DO NOT* change the fonts



**LIGERBOTS**  
FIRST Robotics Team 2877

Newton North and South High Schools

**X** *DO NOT* change the colors

# What Not to Do, and How to Fix it if You Do it



**X** **DO NOT** reverse the liger head out to white.

**DO** use the drop-out logo with the orange liger head or just the orange liger head alone, if called for.



**X** **DO NOT** use a colored logo on medium or dark colored background.

**DO** use the solid black logo on a colored background (whose value is darker than 50Y and lighter than 50K.) Use your eye to judge the background value. Is the logo readable?



**X** **DO NOT** use a reversed logo against any background color but black.

**DO** add a black box around the dropout logo, with equal visual space around the logo. If you round the corners of your box, all boxes that print in that document should have the same corner value, of .08".

# Masthead and Footers

- Place the masthead 1/4" from the top of the document, size to the width of the text body. Leave 1/2" margins left and right, and bottom.
- Place the sponsor bar 1/4" from the bottom of the document, size to the width of the text body.
- The masthead with the central liger should be used for correspondence. The 2-line masthead can be used for other documents, such as flyers, when there is a need to save vertical space.
- The tag line footer can be used above the sponsor bar when desired and when there is space.
- The CMYK versions of the masthead and sponsor bar may be used in a document that will print in black only. The printer will convert the colors to greyscale.

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Newton North and South High Schools



140 Brandeis Road, Newton Centre, MA 02459

[info@ligerbots.org](mailto:info@ligerbots.org) • [www.ligerbots.org](http://www.ligerbots.org)

#FRC2877 • The LigerBots

@ligerbots • @ligerbots\_frc2877

42.5

or



[info@ligerbots.org](mailto:info@ligerbots.org) • [www.ligerbots.org](http://www.ligerbots.org) • #FRC2877 • The LigerBots • @ligerbots • @ligerbots\_frc2877



43

The LigerBots, Newton's award-winning high school FIRST Robotics team

or

43.1

The LigerBots, Newton's award-winning high school FIRST Robotics team

44



**Raytheon**

**Shark|NINJA**

**THE Village Bank**  
Member FDIC Member NCUA

**AMERESCO**  
Green • Clean • Sustainable

**NEWTON SCHOOLS FOUNDATION**  
EDUCATE • INNOVATE • INSPIRE

**empowstudios**  
Tech | Arts | Play

**McVittie  
Tax Advisors, LLC**

**Belmont SAVINGS BANK**  
How can we help you?

**Google**

**[a] alm works**

**ptc**

**BAE SYSTEMS**  
INSPIRED WORK

# Use of the Tie Dye Pattern

- The tie dye pattern is the most visible and memorable element of the LigerBots identity, other than the head of Thaddeus J. Liger. Because it is very “busy” it must be employed wisely, so as not to obscure or overshadow other design elements.
- The tie dye pattern used in LigerBots materials is simply a hi-res jpg photographic image of a LigerBots shirt.
- Different portions of the pattern may be used, depending on the effect desired.
- If using a tie dye background: Use the black logo. Use the colored logo only if ghosting the tie dye to 20% opacity.

## Examples



Tie dye jpg image



Infographic: Tie dye pattern as bleed background, at 40% opacity, plus a gradient layer to reduce contrast.



Button: Center of tie dye pattern as bleed background, at 90% opacity



Business card: Edge of tie dye pattern as bleed strip, at 80% opacity



Website: Tie dye at 100% for website background, with white gradient added at top to make colored team ID readable.

# Typography

- LigerBots materials use four main fonts: 1. Adobe Garamond Pro (or other Garamond, as available) 2. Open Sans, a Google font, supplemented by display type in 3. condensed fonts in the Helvetica Neue family, and 4. Motion Control. Square bullets may be set in Zapf Dingbats, Wingdings, or any other dingbat font that has a square bullet.
- Basal type may be set in Adobe Garamond Pro roman or semibold, or in Open Sans regular or semibold. These fonts may also be used as display fonts and for headings.
- Helvetica Neue bold and Helvetica Neue black condensed are used as display fonts. The LigerBots logo was constructed with Helvetica Neue in the tag lines.
- Slant is for use only on the word LigerBots. It must be hand kerned as described below.
- All of these fonts (including alternate Garamond fonts) are available free on the internet.
- The headings in this document are set in Helvetica Neue Bold Condensed, tracked 40 units. The basal text in this document is set in 11/17 Open Sans italic.

## Adobe Garamond Pro

Adobe Garamond Pro is a very readable serif font, and is appropriate for use on printed materials. A serif web font such as Google's PT Serif is a good substitute for on line applications because the thicks and thins are not as pronounced as in Adobe Garamond Pro. PT Serif is used on the home page of the LigerBots website as a display font, and on the breadcrumb. Adobe Garamond Pro should be leaded at 30%. That means a font size of 12 points would get a leading of 16 pts. Size the font so that there are 10-12 words per line. If it's used small, add 20 units of tracking.

### Adobe Garamond Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

### Adobe Garamond Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

### Adobe Garamond Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

### Adobe Garamond Pro Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

## Open Sans

Open Sans is a Google font with 12 weights. Open Sans Regular or Semibold may be used as LigerBots basal fonts. Open Sans Semibold is used as the basal font on the LigerBots website. It is very readable and modern and fits in well with other fonts. The italic is quite distinctive, so it's best not to combine Open Sans Italic with Adobe Garamond Pro Italic. Open Sans has a high "x" height and is large for its nominal size, so it requires a lot of leading: 60%. It doesn't need extra tracking.

### Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

### Open Sans Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

### Open Sans Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

### Open Sans Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

### Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

### Open Sans Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

## Motion Control

**Motion Control is a display font that looks great when combined with our other fonts. It should not be used for basal type, as demonstrated by the low readability of this paragraph. It looks best when set larger. Its square look means it plays well with the Slant font of our logo because it picks up some of Slant's characteristics, and also with our basal typefaces because it is quite different from them. Motion Control needs 30 units of tracking. The italic version is seldom used in Ligerbots docs.**

### Motion Control Bold

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9**

### Motion Control Bold Italic

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9**

## SLANT

**DO NOT USE SLANT FOR ANYTHING OTHER THAN THE WORD "LIGERBOTS". IT IS A BADLY KERNED, DATED FONT WITHOUT PUNCTUATION OR SPECIAL CHARACTERS. IT IS UNREADABLE EXCEPT IN VERY SMALL DOSES. THE WORD LIGERBOTS MUST BE TRACKED AND KERNED PER THE INSTRUCTIONS BELOW EVERY TIME IT IS USED. TRACKING IS A LETTERSPACING ADJUSTMENT FOR AN ENTIRE BLOCK OF TYPE. KERNING IS ADJUSTMENT TO THE SPACE BETWEEN INDIVIDUAL LETTERS. THERE ARE 1000 UNITS IN ONE EM. AN EM IS EQUAL TO THE WIDTH OF THE LETTER M IN A PARTICULAR TYPEFACE AT A PARTICULAR SIZE.**

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9**

*Unkerned, untracked*

**LIGERBOTS**

## Helvetica Neue Condensed

Helvetica Neue 57 Condensed, Condensed Bold and Condensed Black supplement Open Sans for headings and display type, since the Open Sans family does not have bold or black condensed weights. Helvetica Neue needs to be tracked at least 30 units. Condensed bold and black are too heavy for most running text. Helvetica Neue Condensed Bold is used on the LigerBots tag line, logo 43. This paragraph is set in Helvetica Neue LT Std 57 Condensed.

### Helvetica Neue LT Std. 57 Condensed

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9**

### Helvetica Neue Condensed Bold

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9**

### Helvetica Neue Condensed Black

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9**

*Properly kerned, tracked 30 units*

+30 units kerning

-10 units kerning

+30 units kerning

-60 units kerning

**LIGERBOTS**

# How to Choose the Right File Format

- **Whenever possible, choose a vector format file:** .pdf, .ai, .eps, or .svg. Vector files are composed of curves created by mathematical formulae and are infinitely scalable without losing detail. Use .pdf for print applications and .svg for web applications.
- **When using an application that will not accept vector files (such as Google docs), choose a raster file:** .png, .jpg or .tiff. The image in a raster file is made up of little dots. Those dots become more and more obvious as the image is enlarged. A high resolution file has more dots per square inch (more detail) and therefore can be used at a larger final size than a low resolution file.
- **If necessary, create a raster logo file at the appropriate resolution from an existing vector file.** The guideline is that a color or greyscale file needs to be saved at 300 dpi, at the size it will be used, and a black and white bitmap file needs to be saved at at least 600 dpi. (You may need to save it at a lower res to make a file small enough for some applications.) To create a new version of a file, open the original file in its native application: Adobe Illustrator or Adobe InDesign. Save it as a copy and work on the copy. Leave the original unchanged.
- **When creating new documents, save your work in a universally readable format:** After working in Indesign or Illustrator, (or Inkscape, Sketch, Word, etc.) save your work in a native format “packaged” file and also as a .pdf file so that others without access to your proprietary application can look at it. PDF is also the format usually most appropriate for sending files to a commercial printer for a simple job. (Complex jobs should be sent as native format files so that the printer can do “prespress” work on your file.) When creating .svgs, convert the type to outlines before saving, and convert color space to rgb. Copy both native format and .pdf or .svg files into the appropriate folder in the team’s Google Drive. If you are working in Adobe Creative Cloud, include an .idml file in your package so that students/mentors with Adobe CS4 through CS6 can also open it.
- **Version-track and archive your document files:** Name your files with consecutive version numbers as you modify them. Save often to prevent loss of work, and “save as” a new file often to preserve an old idea for reference while you go on to a new idea. No file should be named “final.” You can sequester a file with a version number in a folder that indicates it is “to print 2019” or gives some other identifying information. Make an InDesign package of your finished document (which contains the linked images and fonts as well as the InDesign file) and put it on the team Google Drive in the Graphics folder. Zip the package before you put it up to reduce the size.

# How to Format a LigerBots Letter

Align the text left and right with the masthead. Justify the text. Use a masthead & sponsor bar.



140 Brandeis Road, Newton Centre, MA 02459

info@ligerbots.org • www.ligerbots.org

#FRC2877 • The LigerBots

@ligerbots • @ligerbots\_frc2877

Mr. First Last  
12 Cherry Lane  
Newton, MA 02459

December 17, 2019

Dear Mr. Last,

Add line spaces where they are shown here. Top 3 elements align left.

Use honorifics: Mr., Ms., Prof., Dr.; remember the comma

We would like to thank you for your continued sponsorship of the LigerBots. Your contribution to the team will allow us to expand our purchasing power and will let us buy more sophisticated parts for the robot. It also will help defray the cost of entering competitions. It will allow us to expand our visibility in the community and will give us more opportunities to promote STEM.

*Text is 12/17 Adobe Garamond Pro, justified.*

Last year the LigerBots made it to the New England FRC District Championship, where we won the Design in Control Award for our robot's vision-controlled ball shooter. Your contribution will help us as we try to go even farther this year.

*Align paragraphs left, with a line space between them*

We are proud to display our "Panther" level sponsors on every page of our website, on our printed marketing materials, on our robot, on a sign at our outreach events, on a banner in our competition pit, and on our LigerBots t-shirts. We will be proud to display your brand on all of these items.

Thank you for your generous contribution to the team! *Include lots of "hearts and flowers" for courtesy.*

Sincerely, *Use a sign-off and comma. Bottom 3 elements align left.*

*Leave a big space for the signature if the letter will be printed*

Douglas Williams  
Chief Marketing Officer  
The LigerBots, FRC team 2877  
Newton's award-winning high school FIRST Robotics team

*Type out the signed name below the signature and add a title: team member, Chief Technical Officer, Co-head-Coach, etc. The signature line is an exception to the general rule that descriptive titles are downstyled. Add the team name and tag line as capitalized here.*

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#FRC2877 •  The LigerBots

 @ligerbots •  @ligerbots\_frc2877