BRANDING STANDARDS

FRC Team 2877

LIGERBOTS

2022

CONTENTS

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.*
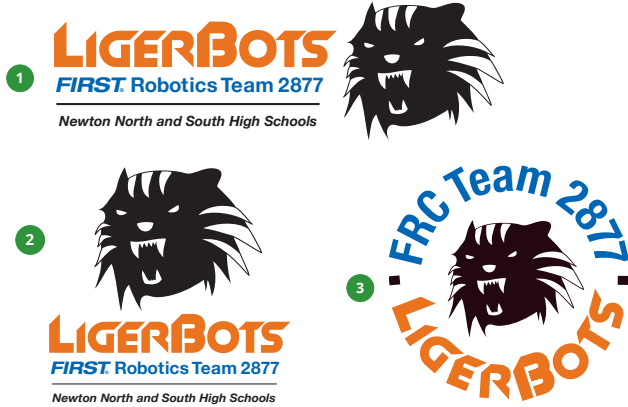
Masthead

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
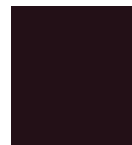
LigerBots black

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Adobe Garamond Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Open Sans Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Motion Control

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Helvetica Neue Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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 applicatons, RGB for video or web applications, Hex for web design HTML.

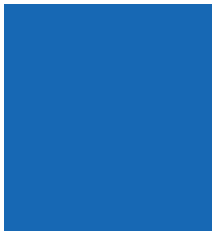### LigerBots orange

CMYK	0 / 65 / 100 / 5
RGB	231 / 115 / 31
PMS	158
Hex	#E7731F

Darker orange variant

CMYK	0 / 65 / 100 / 20
RGB	201 / 100 / 25
PMS	159
Hex	#C96419

LigerBots blue

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

Darker blue variant.

CMYK	100 / 60 / 0 / 20
RGB	0 / 84 / 150
PMS	287
Hex	#005496
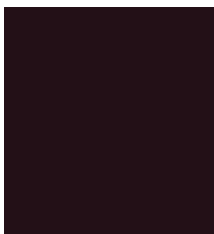
LigerBots black

CMYK	0 / 0 / 0 / 100
RGB	35 / 31 / 32
PMS	NA
Hex	#231F20
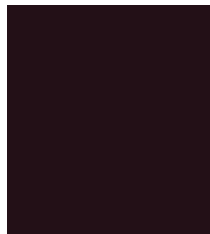
Darker black variant

CMYK	0 / 25 / 0 / 100
RGB	35 / 13 / 21
PMS	NA
Hex	#230D15

LigerBots dropout orange

CMYK	0 / 60 / 90 / 0
RGB	246 / 134 / 51
PMS	90% tint of PMS 158
Hex	#F68633

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/Logos: LigerBots, FIRST, social media, sponsors/Logos: LigerBots/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) FRC Team 2877 LigerBots

(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).*
- *The black boxes in 5–9 are not part of the logo files. They allow display of the dropout logos on this (white) page.*

5

6

7

or

8

7.1

7.1 is for use with busy backgrounds, such as photographs or video. Example photo shown in place.

9

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.*

10 **LIGERBOTS**
FIRST Robotics Team 2877
Newton North and South High Schools

11 **LIGERBOTS**
FIRST Robotics Team 2877
Newton North and South High Schools

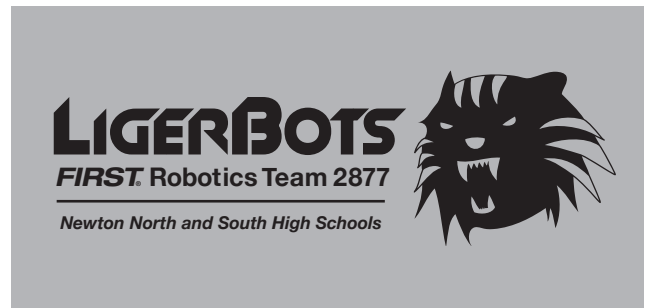**12** FRC Team 2877 · LIGERBOTS

13 **LIGERBOTS** ▪ ***FIRST*** Robotics Team 2877

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

LIGERBOTS
FIRST Robotics Team 2877
Newton North and South High Schools

OTHER AVAILABLE VARIATIONS

14

LigerBots
FIRST. Robotics Team 2877

No school or city name, color, vertical

15

LigerBots
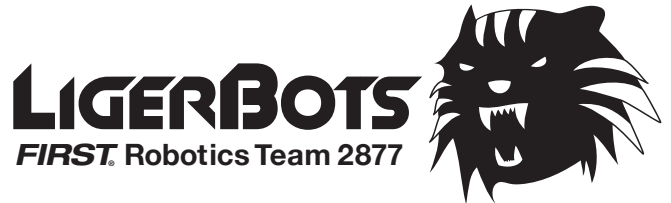**FIRST.** Robotics Team 2877

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

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LigerBots
FIRST. Robotics Team 2877
Newton, Massachusetts

City name, black, as used on tee shirt

LIGERBOTS-FLL AND MENTORSHIP 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 same rules apply to the FLL logos as to the regular LigerBots logos.*

- *The AMP mentorship logos are for the Awesome Mentorship Program.*

AMP Discord server. Original is square will be cropped to circle by Discord.
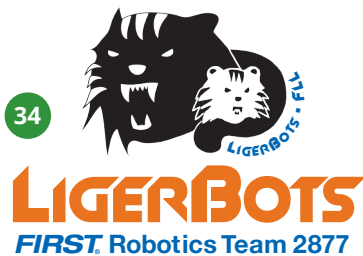
LIGERBOTS-FLL EVENT LOGOS

36 FIRST LEGO LEAGUE **Newton Qualifier**

37 FIRST LEGO LEAGUE **Newton Qualifier**

36.5 FIRST LEGO LEAGUE **Newton Qualifier** *Hosted by the* **LIGERBOTS**

37.5 FIRST LEGO LEAGUE **Newton Qualifier** *Hosted by the* **LIGERBOTS**

40 FIRST LEGO LEAGUE **Massachusetts-East FLL Championship** *Hosted by the* **LIGERBOTS**

41 FIRST LEGO LEAGUE **Massachusetts-East FLL Championship** *Hosted by the* **LIGERBOTS**
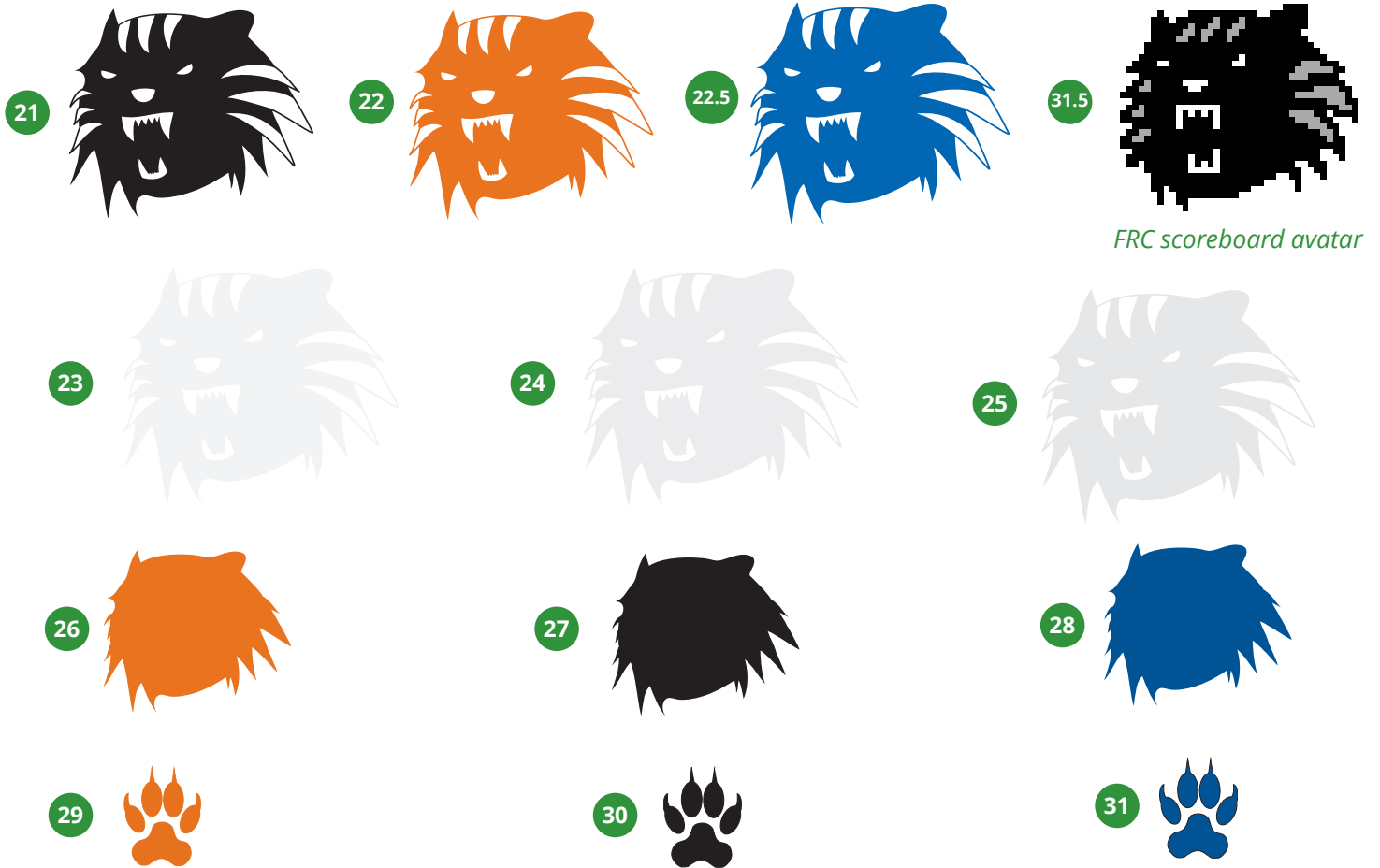
LIGER HEADS AND PAWS

- *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.*
- *Logo 31.5 is the team avatar, for submission to FIRST for competition display, and for other extremely low-res purposes.*

21

22

22.5

31.5

FRC scoreboard avatar

23

24

25

26

27

28

29

30

31

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.*

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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LigerBots
FIRST. Robotics Team 2877
Newton North and South High Schools

140 Brandeis Road, Newton Centre, MA 02459
info@ligerbots.org · www.ligerbots.org
#FRC2877 · The LigerBots
@ligerbots · @ligerbots_frc2877

42.1

LigerBots
FIRST. Robotics Team 2877
Newton North and South High Schools

140 Brandeis Road, Newton Centre, MA 02459
info@ligerbots.org · www.ligerbots.org
#FRC2877 · The LigerBots
@ligerbots · @ligerbots_frc2877

42.2

LigerBots
FIRST. Robotics Team 2877
Newton North and South High Schools

140 Brandeis Road, Newton Centre, MA 02459
info@ligerbots.org · www.ligerbots.org
#FRC2877 · The LigerBots
@ligerbots · @ligerbots_frc2877

42.3

LigerBots
FIRST. Robotics Team 2877
Newton North and South High Schools

140 Brandeis Road, Newton Centre, MA 02459
info@ligerbots.org · www.ligerbots.org
#FRC2877 · The LigerBots
@ligerbots · @ligerbots_frc2877

42.5

LigerBots · *FIRST.* Robotics Team 2877
info@ligerbots.org · 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

Find out how to sponsor us!
ligerbots.org/sponsor-us

Check out our team sponsors!
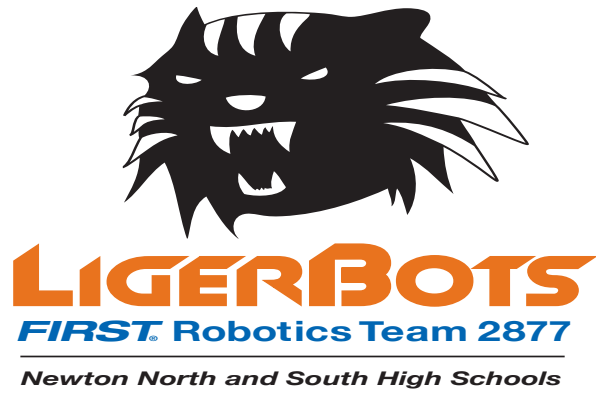ligerbots.org/current-sponsors

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*

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

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".*
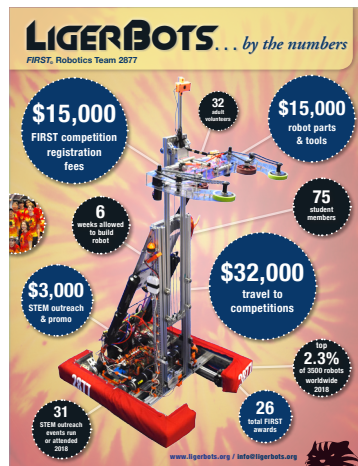
USE OF THE TIE DYE PATTERN

- *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 condensed black 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 family, 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. 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 sans serif Google font family with 12 fonts. 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

TYPOGRAPHY

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
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Motion Control Bold Italic
ABCDEFGHIJKLMNOPQR?TUVWXYZ
abcdefghijklmnopqr?uvwxyz0123456789

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.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

Unkerned, untracked

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
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Helvetica Neue Condensed Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Helvetica Neue Condensed Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

With 30 units of tracking, plus kerning as shown

+30 units kerning   *+30 units kerning*

-20 units kerning   *-60 units kerning*

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 applictions.) 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 "prepress" 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

Justify the text, aligned left and right with the masthead and sponsor bar.

LigerBots
FIRST® Robotics Team 2877
Newton North and South High Schools

140 Brandeis Road, Newton Centre, MA 02459
info@ligerbots.org ▪ www.ligerbots.org
#FRC2877 ▪ f **The LigerBots**
🐦 **@ligerbots** ▪ 📷 **@ligerbots_frc2877**

Mr. First Last
12 Cherry Lane
Newton, MA 02459

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

December 17, 2019

Dear Mr. Last,   *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. If using indents instead of line spaces, the first paragraph is NOT indented.*

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

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.

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

Find out how to sponsor us!
ligerbots.org/sponsor-us

Check out our team sponsors!
ligerbots.org/current-sponsors

LiGERBOTS

FIRST. Robotics Team 2877

Newton North and South High Schools