



RUNNERS ROBOTICS CIRCUITRUNNERS ROBOTICS CIRCUITRUNNERS RO

BRAND STANDARDS

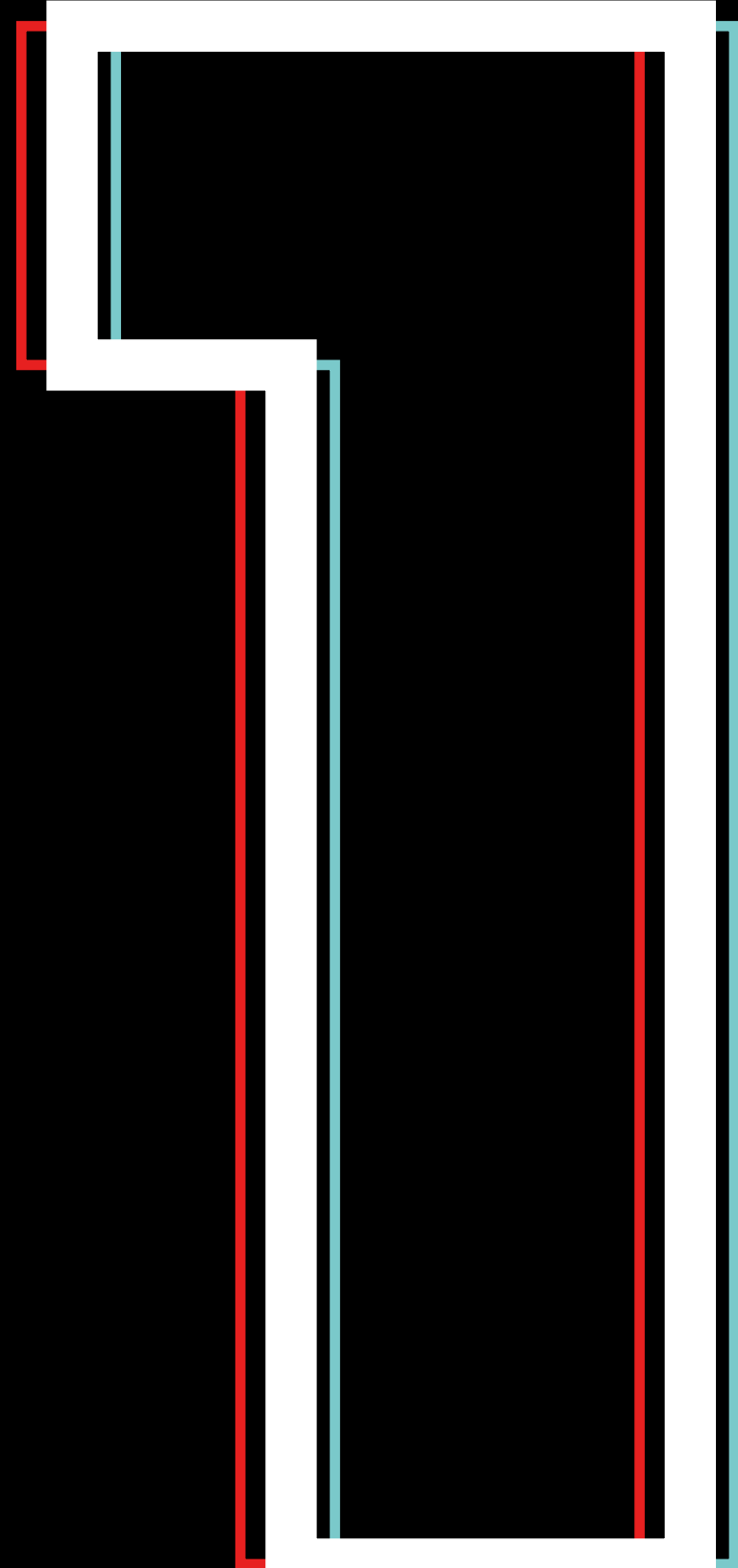
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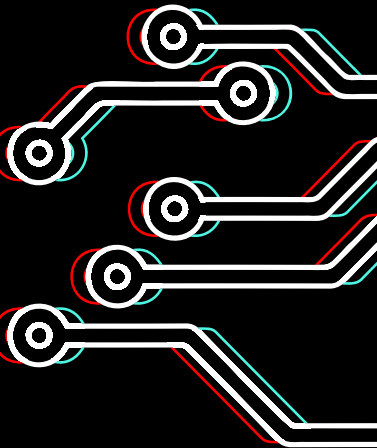


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OUR CORE



OUR LEGACY

STARTING IN 2002

All the way back in 2002, CircuitRunners Robotics joined the robotics community with a mission of giving high school students the best hands-on opportunities to begin a lifelong journey in the fields of Science, Technology, Engineering, and Math. Since then, CircuitRunners Robotics has become an integral part of the Georgia competition robotics community. We have always taken pride in our strong outreach base, our competitive spirit, and our tight-knit community that spans decades. The classic green and black have seen a few minor upgrades over the years, but we’ve never strayed far from our legacy.

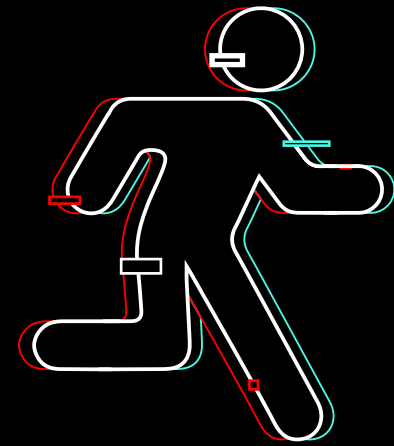
Our logo and name were meant to pay homage to Wheeler High School’s colors: gold and navy blue. By combining the two, our iconic green was created. In addition, the emphasis on circuits has always tied us back to one of our founding fathers – Wheeler electronics teacher Al George. While Mr. George passed away in 2015, we are proud to continue his legacy.



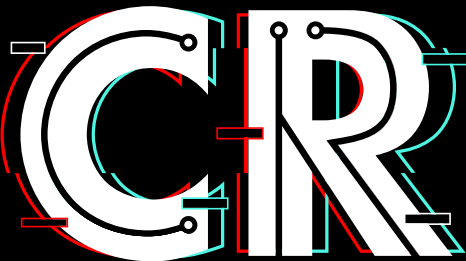
Mr. George speaks at the robotics end-of-the-year banquet and his CircuitRunners retirement ceremony in 2015



OUR CLASSIC LOGO: “THE RUNNING MAN”



CONVERTED INTO A PROMINENT GRAPHIC



OUR NEW LOGO: “GLITCH LOGO”

CIRCUITRUNNERS ROBOTICS

NOW

2020

Fast-forward to today, we aim to bring a new, fresh attitude and look to our organization. We’ve decided to reinvent CircuitRunners Robotics while still making sure its legacy is forever carried on with pride.

In this refreshed brand, we have decided to still keep the name CircuitRunners Robotics, but are updating our logo and colors to reflect this new attitude. All that we have accomplished with our legacy and reach still persist, along with our endless dedication and excitement to robotics. The iconic “running man” and circuits will be edited to fit our new brand and kept as regular graphic elements as a way to pay homage to our legacy.



We are CircuitRunners Robotics, a single entity: a culmination of individual people’s skills and talents. However, we do not focus on the individuals of the team, only what we can accomplish as a whole. Every individual student is a “CircuitRunner” and every team falling under our jurisdiction is simply a part of CircuitRunners Robotics. We do not say “I” or “you” or “me” or “y’all”, but instead only “we” and “us”.

Representing ourselves with professionalism and respect is a priority for us. It’s always healthy to have a little bit of fun, and we try and remember this within our brand, however, it’s also important to us to remain professional. We are a mix of business casual - a team of professional high schoolers.

Whether it’s in person or online, being respectful is a priority for us. It’s okay to relax and have fun at competitions and on social media, but we must always remember to be mindful of those around us and how we are portraying ourselves.

Things like emojis and slang are still okay to use on CircuitRunners Robotics, but they should be used sparingly. We are formal, but still fun.



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OK

- “we / us”
- “CircuitRunners Robotics”
- being respectful and professional
- using slang and emojis, although sparingly
- making jokes and wordplay
- using emotion online
- giving attention of the accomplishments of individuals, but through the lens of the team
- engaging with other teams / companies on social media

NOT OK

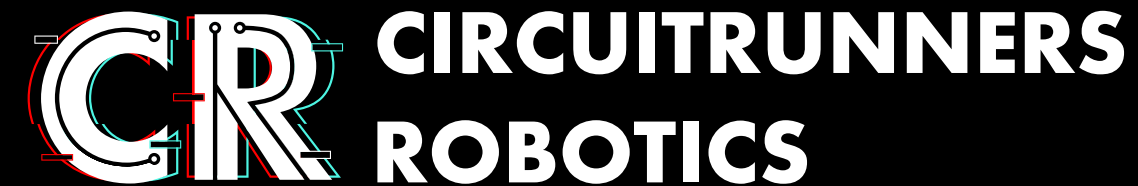
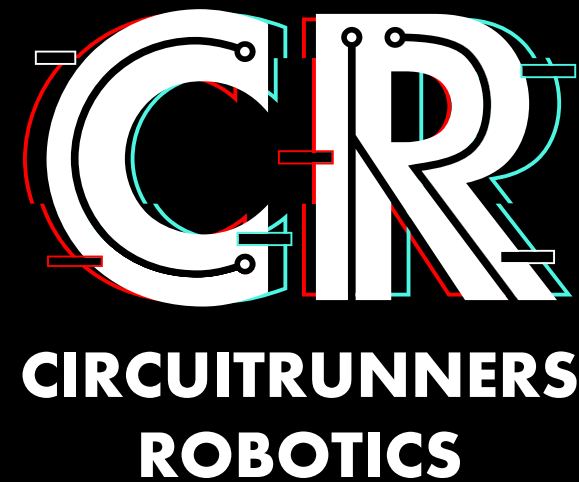
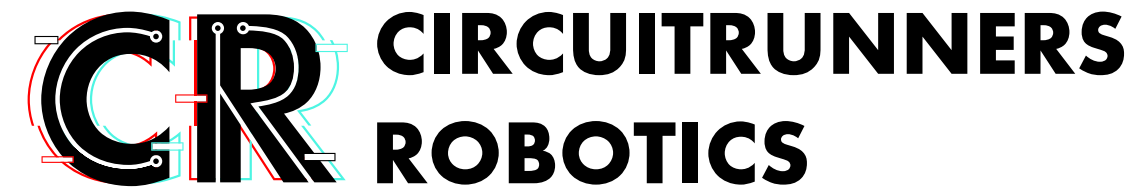
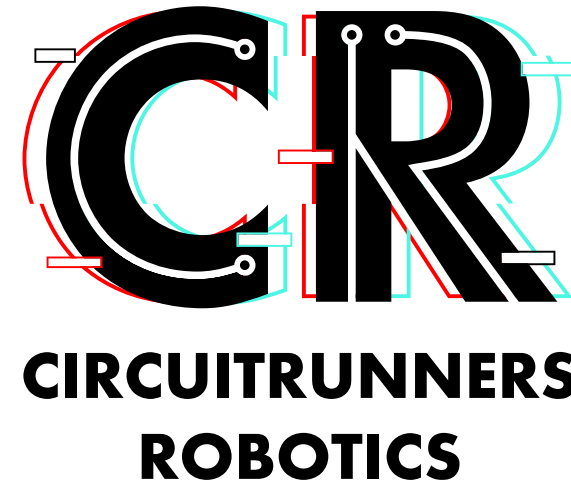
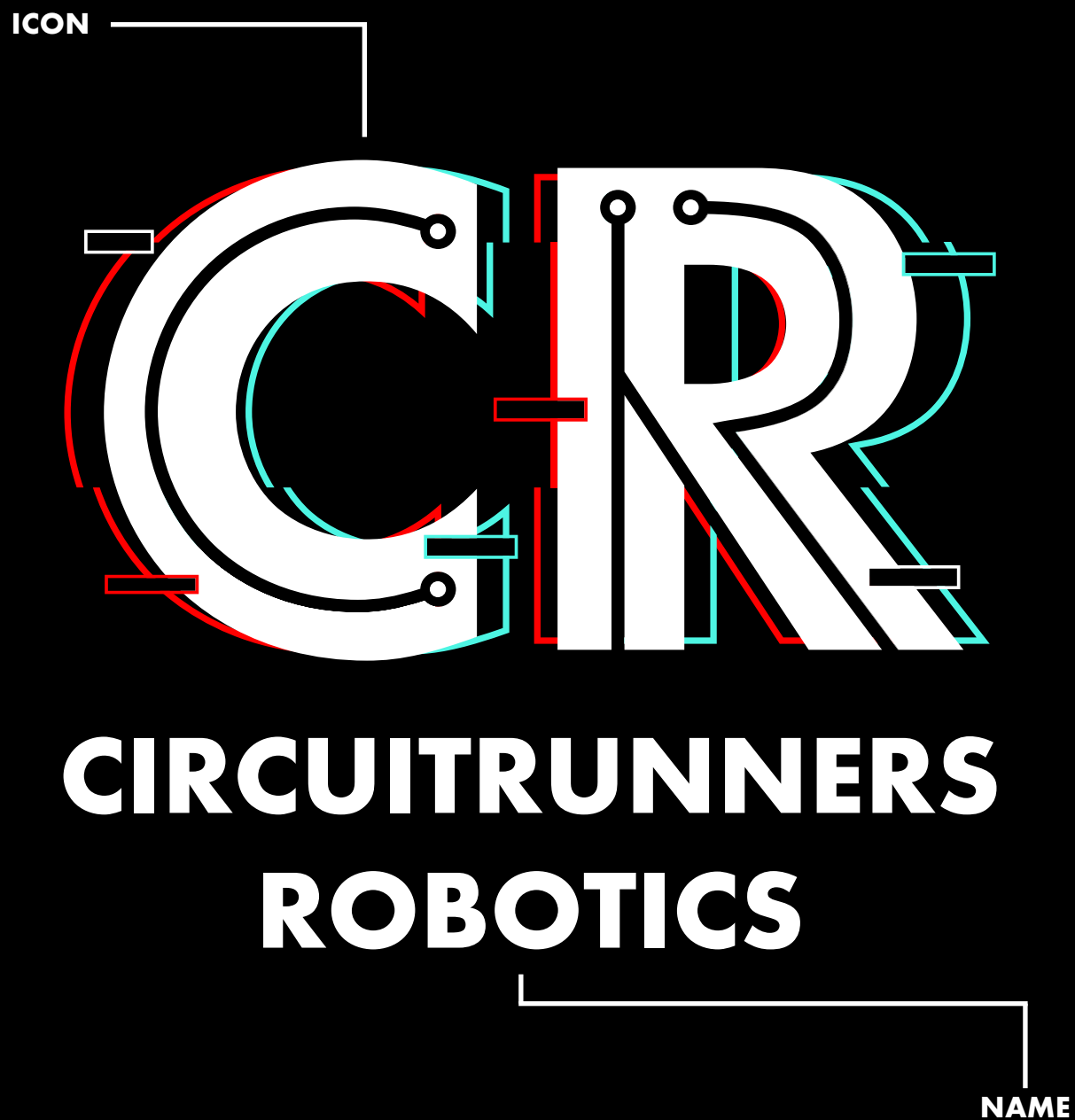
- “I / mine”
- “you / yall”
- “CircuitRunner Robotics”
- disregarding gracious professionalism
- posting individual student’s names on social media
- focusing on individual students
- focusing on individual CircuitRunner Teams

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0111011010010010001011101010101011101100010010010001011101010101011101100010010010001011101010101011101100

LOGO (FULL)

Our logo represents who we are and what we stand for. It ties back to our oldest roots while also pushing us forward. Our logo, the “Glitched CR”, is a homage to our old brand “CircuitRunners Robotics” with the running man, while also a step in a new direction. It still maintains the same name, CircuitRunners Robotics, but also introduces a new color scheme and a new style for us to experiment with.

We have a horizontal and vertical version of our logo, as well as a full version of our logo and a simplified version. Each element of our logo (the icon and name) can be used by itself, as long as they are used with the correct colors, spacing, and placement.



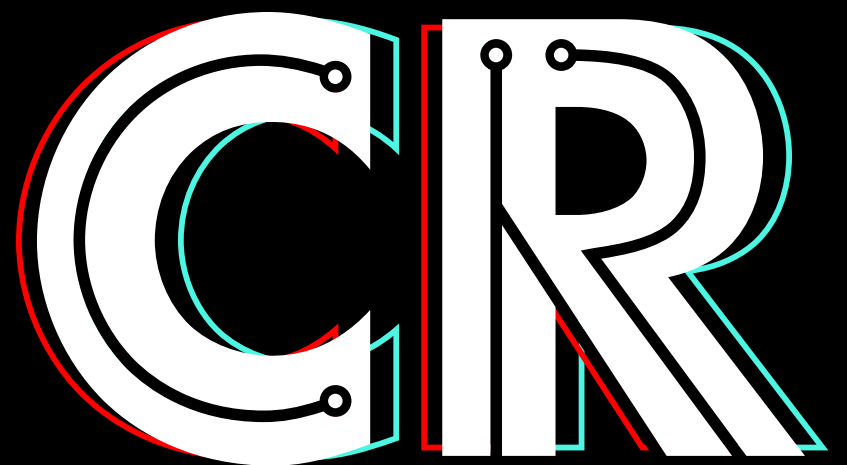
LOGO (SIMPLIFIED)

The simplified version of our logo is just the CR with the simple circuits inside and a glitch effect applied in regards to the colors. Those colors are not offset, and there are no glitch boxes.

This simplified version is to be used when the full logo cannot. This can be on smaller items that make it almost impossible to use the full logo, like embroidered on shirts, or a website favicon.

the logo can even be simplified even more, as shown in the example on the bottom right. A design like this would allow for the logo to be cut into the robot.

ROBOT CUTOUT



CIRCUITRUNNERS ROBOTICS



CIRCUITRUNNERS ROBOTICS

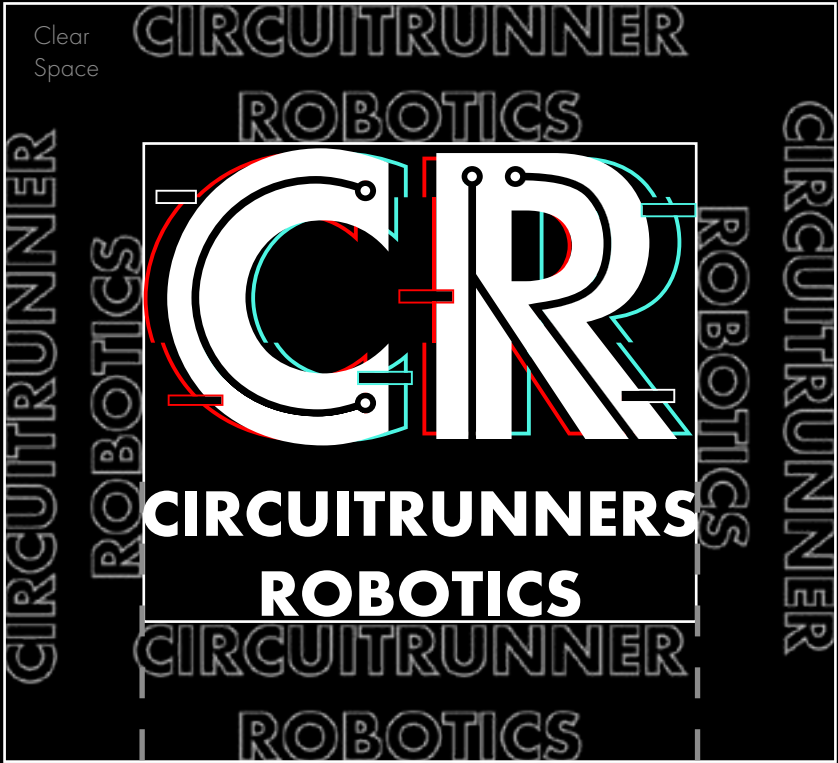


CIRCUITRUNNERS ROBOTICS

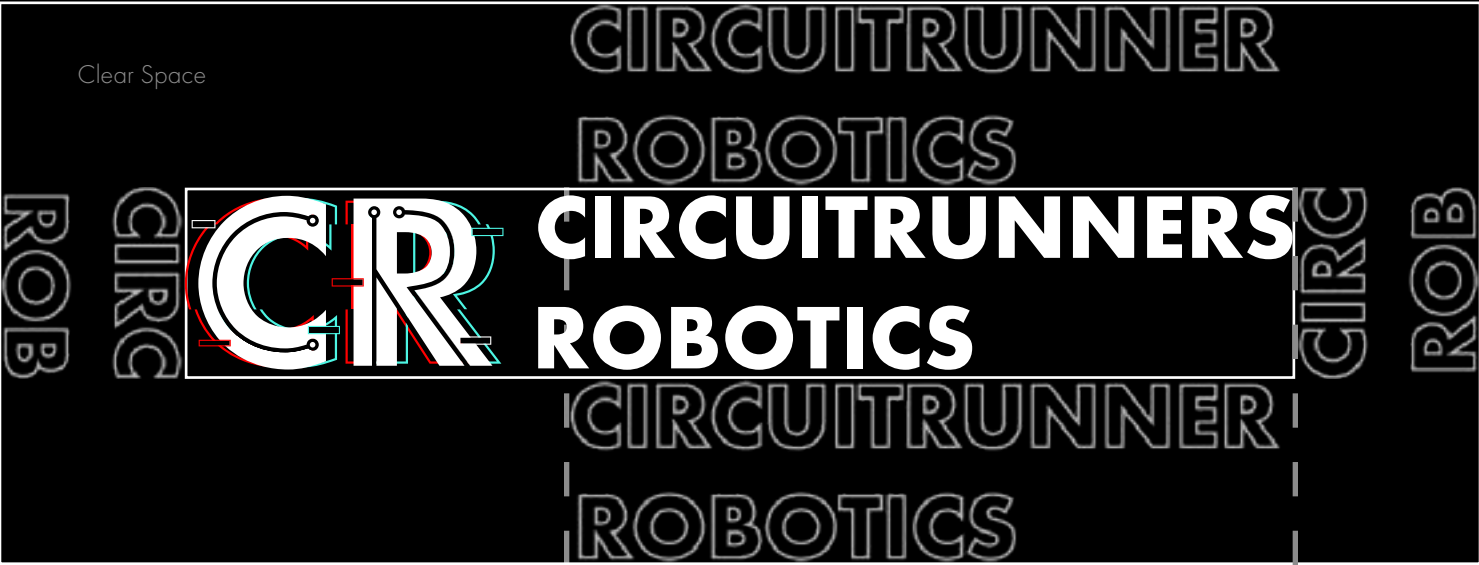
SPACING

These spacing guides for our logo apply on the positioning of the logo regarding the edges of content, whether it's digital or printed, NOT in regards to other content like text or graphics. These boundaries are here to ensure that our logo is never cut off or placed too closely to a printed or digital edge. We have two versions of our logo: a vertical and horizontal format.

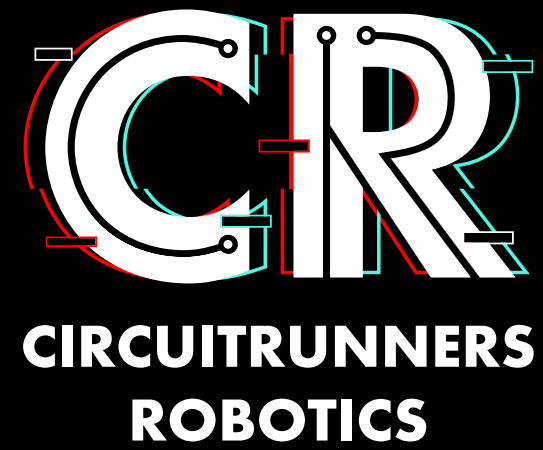
VERTICAL LOGO



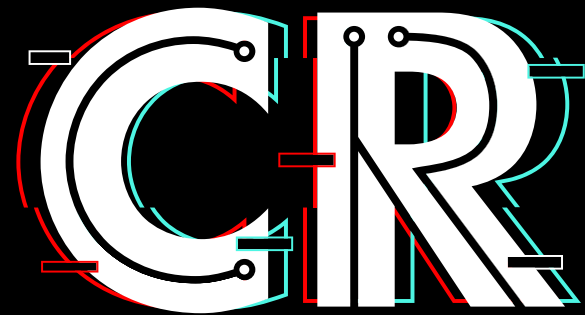
HORIZONTAL LOGO



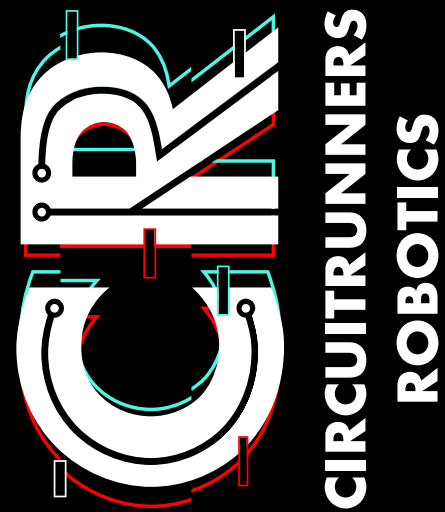
CORRECT USAGE



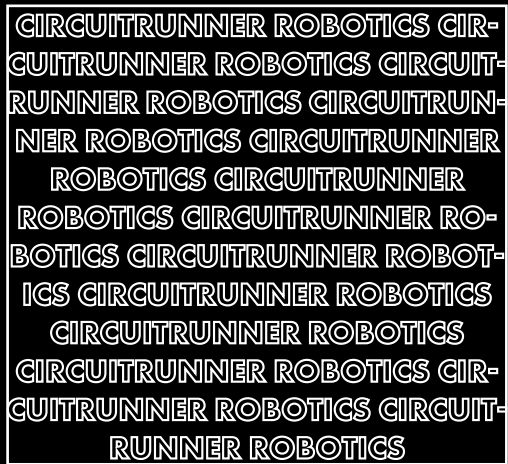
DO put red on the left and cyan on the right



DO feel free to use just the icon or just the name

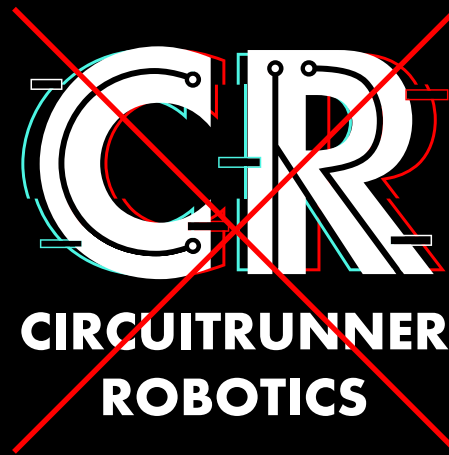


DO tilt the logo, icon or name 90° and use as a graphic element

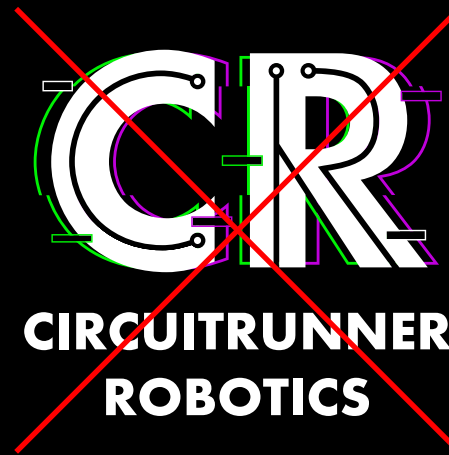


DO use the name as a graphic

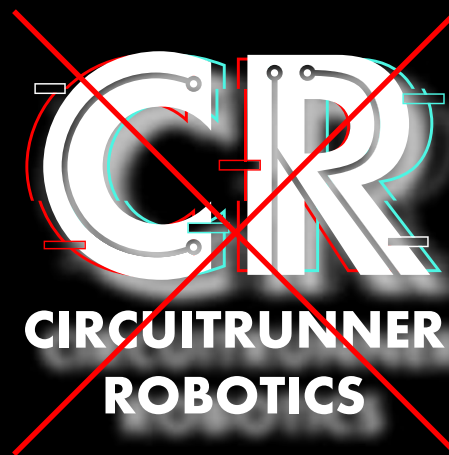
INCORRECT USAGE



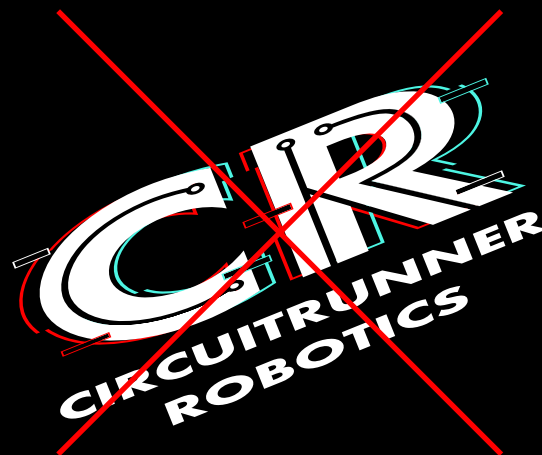
DO NOT put red on the right and cyan on the left.



DO NOT put change the official colors of the logo



DO NOT change opacity or add a drop shadow or any other effects that add confusion to the readability of the logo.



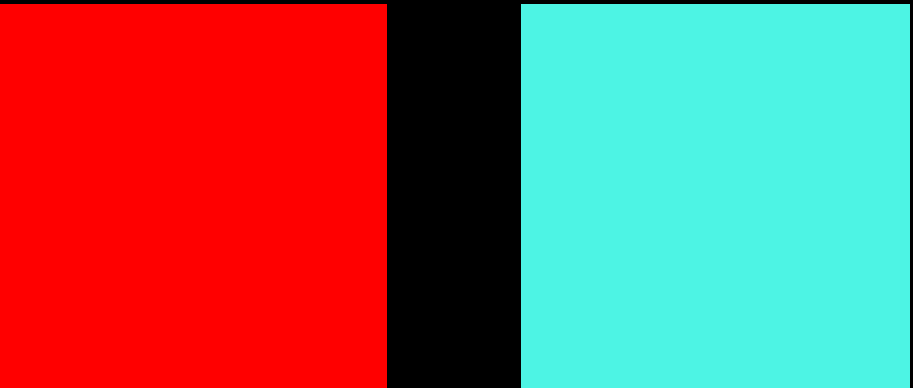
DO NOT warp or tilt the logo into strange proportions or angles.

COLORS

In the past, CircuitRunner Robotics has always featured the same colors: CR Green, White and Black. As we move forward with our new brand, we decided to keep the black and white motif, but are changing our primary colors from green to CR Red and CR Cyan. The combination of CR Red and CR Cyan are meant to inspire feelings of innovation and creativity and relate to our new glitch aesthetic.

CR Red and CR Cyan are the main accents of our brand, and they are mostly supported by the color black. Since they are such strong and overpowering colors, they should be used sparingly and never as backgrounds or main colors.

Black, Grey and White are supplementary colors. Black is the primary background for any and all print and digital items, while White is used as a secondary background used in print when necessary. Grey is only used as a secondary color for text.



CR RED
#ff0000
RGB: 255 / 0 / 0

CR CYAN
#4df4e4
RGB: 77 / 244 / 228



BLACK #000000 RGB: 0 / 0 / 0

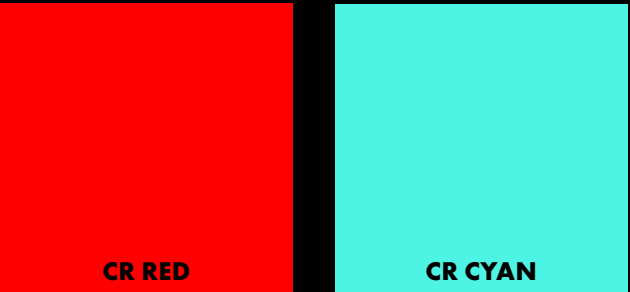


GREY #8c8c8c RGB: 140 / 140 / 140

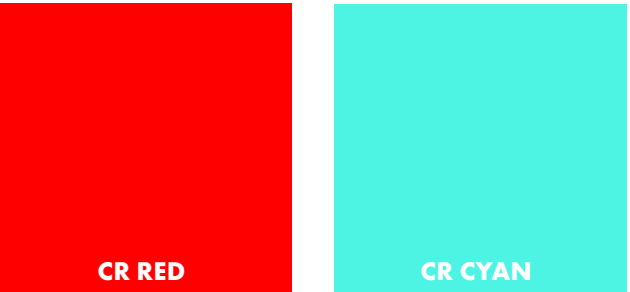


WHITE #ffffff RGB: 255 / 255 / 255

COLOR COMBINATIONS



The colors shown above are our most common color combinations paired with a black background. These colors really pop on the black background and should be used whenever possible, even on print.



The colors above paired with a white background are a little more rare and sparingly used than the colors with the black background, but they are still used. These color combinations should be used mostly for print, when black backgrounds are difficult to use.

TYPEFACE

Titles should always be all caps, bolded, and a solid color that stands out compared to its background. READABLE text should never be outlined, or purposefully adjusted to make difficult to read and understand. This is due to the fact that we want to prevent any sort of eye strain at all times. Other visual

elements meant to enhance the looks or presentation of content are allowed to be altered in these various ways, as long as there is not an overabundance of straining elements.

SAMPLE

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FUTURA BOLD — FUTURA BOOK

PRIMARY - TITLES

Futura Bold is only to be used for titles, headlines and other eye catching typography.

ABCDEFGHIJ
KLMNOPQR
STUVWXYZ
0123456789

Titles should always be all caps, and bolded. Readable text should not be outlined, or changed to any color other than white, grey or black depending on the context.

PRIMARY - PARAGRAPHS

All other forms of Futura, most notably futura book, are to be used for base text and paragraphs - anything that needs to communicate information.

ABCDEFGHIJ
KLMNOPQR
STUVWXYZ
0123456789

Most body text will be Futura Book. It should all just be a solid color - no ourlines and standard english capitalization rules apply.

OUTLINED TEXT

ONLY USED AS DECORATIVE TEXT

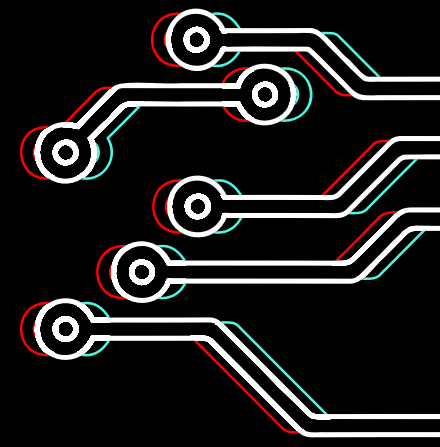
Outlined Futura Text is only to be used as a decorative text. It is not to be used on anything meant to be read and digested.

ABCDEFGHIJ
KLMNOPQR
STUVWXYZ
0123456789

Outlined text is to be used to enhance an already good image / spread due to its tendency for eye strain. The stroke should be just thick enough to almost or barely touch the letters next to it, and it should never be used on something that is purposefully meant to be read.



PRESENTATION





PHOTOGRAPHY

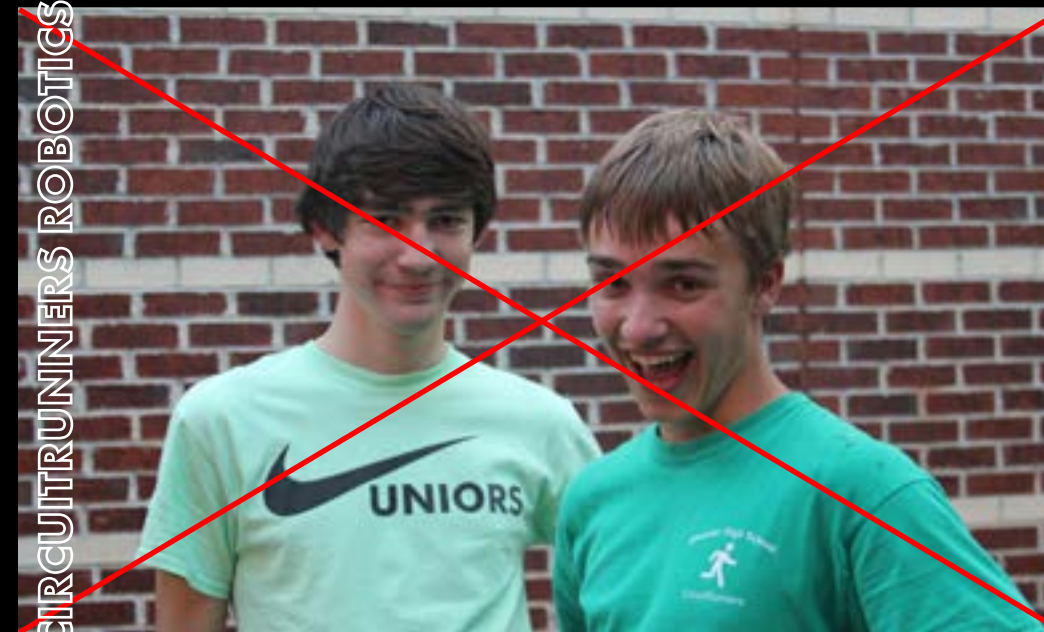
When we take photos, we focus on the team, not the individuals. It's okay to take pictures of people - we want to show off all the cool things they are doing, but they are not the focus of who we are.

When we do take pictures of people, they should be pictures of people doing things, showcasing their skills or the situation they are in. We can still take flat pictures of the team interacting and hanging out, but they shouldn't be the main focus of our brand.

While we do appreciate our logo and our graphics, they do NOT need to be the main focus of every photo. Each photo should be able to speak for itself that it represents CircuitRunner Robotics.



GOOD PHOTOGRAPHY EXAMPLES



BAD PHOTOGRAPHY EXAMPLES



EDITING

Editing photos is a must. Whether they’re from an event, build season, or just of the robot, each photo must be edited to have clear contrast, lots of color, and cool tones. Some photos can be in black and white, although that should be used rarely.

Every photo that goes out on social media or is used to represent us should have either a glitch effect applied to the photo (shown on the far right) or a glitch graphic. When multiple photos are used to further illustrate who we are as a team, like on flyers, graphics, or other printed and digital materials, every photo does NOT need to be digitally modified with a glitch effect or glitch graphic. However, they still need to be edited. MOST photos should include glitch graphics, and the rest should be glitch effects or just left edited.



Unedited



Edited



Edited with a glitch effect applied

GRAPHICS

TYING IT ALL TOGETHER

MOST of our photos should include glitch graphics. We have primary and secondary graphics that should be used as necessary.

- Our primary graphics include:
- Glitch squares
 - Binary
 - “CircuitRunners” text

- Our Secondary graphics include:
- Glitched circuits
 - Glitched “running man”

. These different graphics should be used accordingly on all of our visual representations including our photos, powerpoints, banners, flyers, etc.

TEXT

PRIMARY

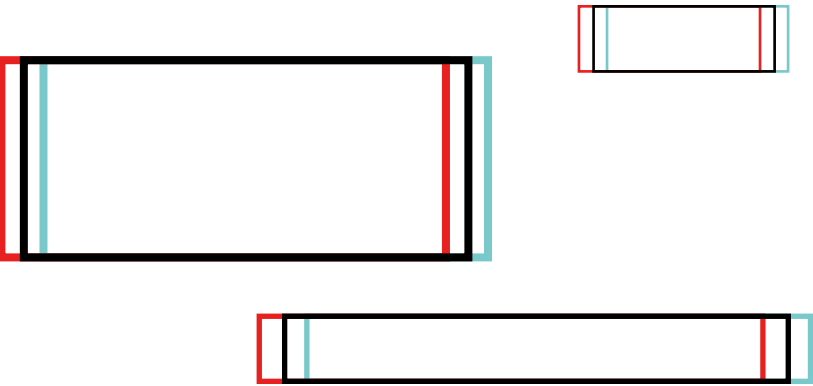
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CIRCUITRUNNERS ROBOTICS
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CIRCUITRUNNERS ROBOTICS

The text graphics are an entirely new graphic element added to our brand. The first variation is binary, and the second variation is any text bolded, outlined and in all caps. For outlined text, it’s purpose should be to add visual interest, NOT to carry readable information.

BOXES

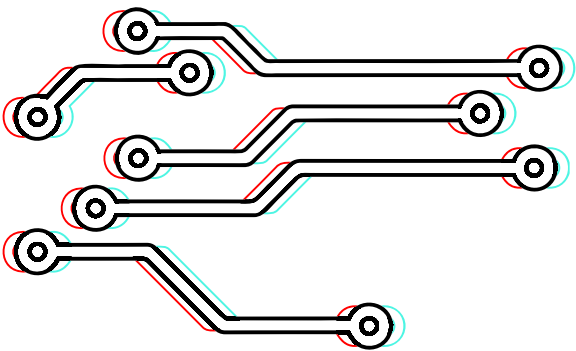
PRIMARY



Glitch boxes are another new element to our glitch brand. They are the graphic that communicates the glitch effect the most out of all the following graphics.

CIRCUITS

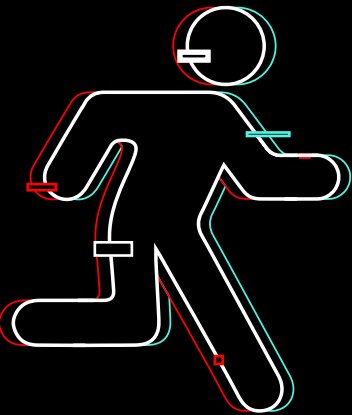
SECONDARY



The circuits graphic is a homage to our old brand and its legacy. We are still the CircuitRunners, but this is no longer our only graphic element.

RUNNING MAN

SECONDARY



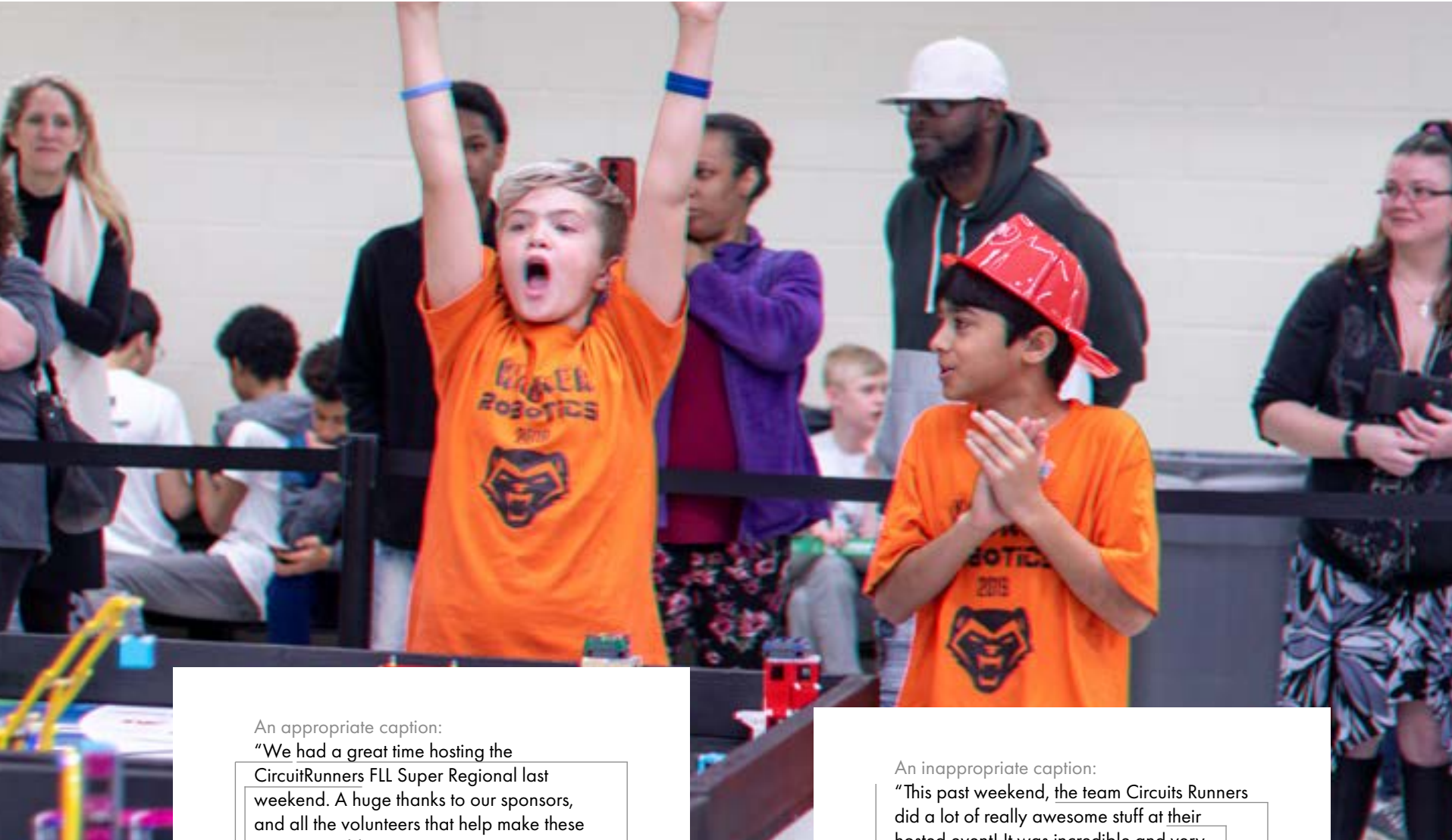
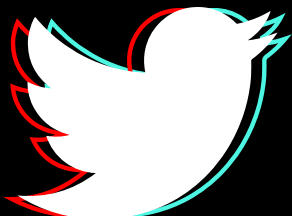
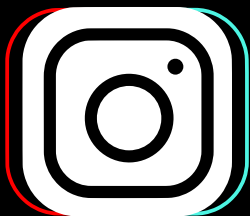
The “Running Man” is another homage to our old brand and it’s logo. Instead of totally discarding it, we’ve decided to keep the icon as a secondary graphic.

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10101001001001001010010100100101000101010010011101010101001010010101001001001010110101010101010101

SOCIAL MEDIA

Social media is our way of sharing information and content to our followers. Everything we post should be consistent with our brand and persona.

All photos and/or videos posted on social media should be well photographed/videographed, edited, and include at least one graphic as much as possible. Every photo that goes out on social media MUST HAVE either a glitch effect applied to the photo or a glitch graphic. Our captions should always be in brand.



An appropriate caption:
"We had a great time hosting the
CircuitRunners FLL Super Regional last
weekend. A huge thanks to our sponsors,
and all the volunteers that help make these
events possible."

Proper Name Emotion / fun

1st person Formal tone

An inappropriate caption:
"This past weekend, the team Circuits Runners
did a lot of really awesome stuff at their
hosted event! It was incredible and very
fun! If you weren't there this weekend, you
absolutely have to come to the next one."

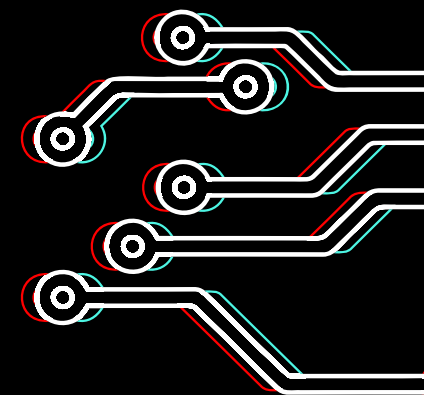
Too much fun 3rd person

 Misspelled name

 Informal tone



THE DETAILS



VIDEOS

Videos are made for various purposes throughout the season. Like our photos, videos should also be taken and edited in high quality and focused on the team as a whole rather than the individual members.

INTRODUCTION:

- Our glitched logo intro should be played at the beginning of each video

TRANSITIONS:

- The glitch effect is a prominent feature of our new brand. In videos, it is to be applied enough to be striking, but subtly enough to not overtake the whole video

MUSIC:

- The tone of the music should be energetic. A favored genre is dubstep, although if a song has the right tone, it can be used regardless of genre
- The transitions and effects should follow the beat of the music. It cannot be off tempo

RECRUITMENT

SEASON RECAPS

HYPE VIDEOS

FUN VIDEOS

FTC: COMPASS VIDEO

FTC: PROMOTE VIDEO

FRC: CHAIRMANS VIDEO

ROBOT REVEALS

MUSIC
EXAMPLES



“WOW”

by TieWsto



“It’s about to get hectic”

by Bassnectar

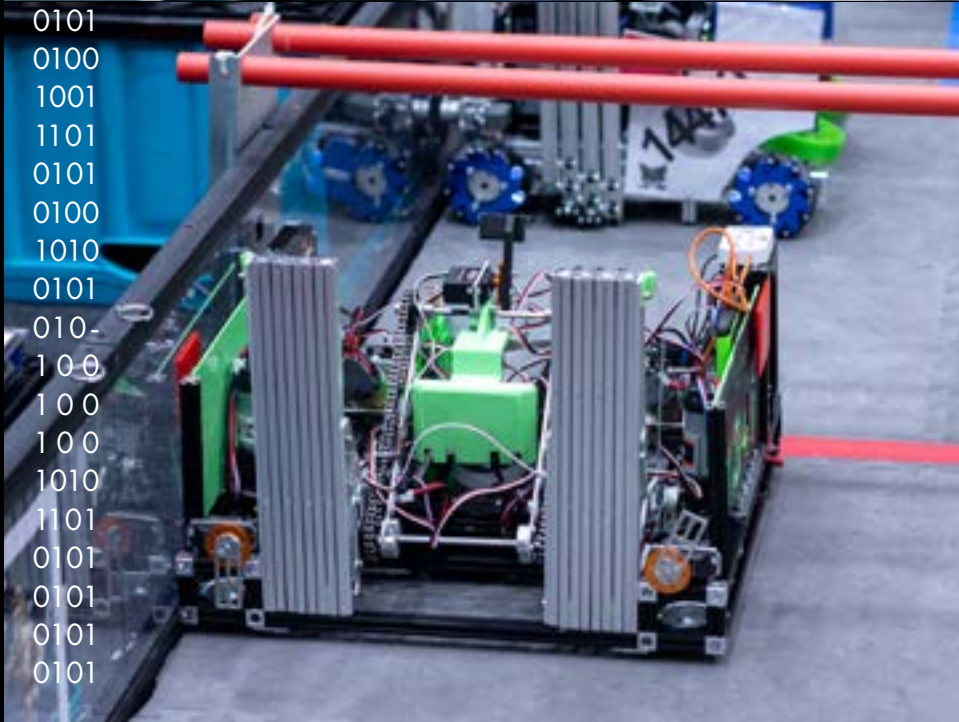


“Bonfire”

by Knife Party



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ROBOT

USING TOOLS FROM THE PAST

Our robot is a representation of who we are on the playing field. All of our robots should be distinguishable from the competition and should clearly advocate for our brand. Some ways that our robots can help do this can include:

MATERIAL FINISH

Our competition robots should always have a clear finish. If possible, the materials should be consistently powdercoated or painted black. Extra robotics components like pneumatic tubing should be black or white.

ACCENTS

White, cyan, or red accessories including 3D printed brackets, metal brackets, zipties, etc. may be used consistently on the robots.

LOGO

It is necessary that our organizations logo is either cutout or engraved somewhere noticeable on the robot with the correct orientation and font.

STRUCTURE VS STYLE

While robot structure is important, when considering patterns and features (such as lightening patterns) certain styles are encouraged. These include:

- Flipped triangles for lightening patterns
- (Conservative) Use of design elements such as the running man & circuits
- Larger, more rounded corners & fillets

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101011
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“RUNNING MAN”

If possible, our signature “running man” graphic may be cutout or engraved somewhere on the robot.

BUMPERS

Our bumpers should be made with a dark, preferably black, fabric with our team number printed in white with the correct font.

ROBOT NAME

It is necessary that our chosen robot name is either cutout or engraved somewhere on the robot with the correct font.

SPONSOR LOGOS / DECALS

When applicable, our sponsor’s logos should be clearly printed on our robots in white all with the correct, consistent font.

Additionally, CircuitRunners robots should be built with quality in mind. Structures should be robust, and materials like duct-tape, broken pieces of material, and zip-ties should never be used as structural components.



APPEARANCE

TEAM DRESS CODE

At any external facing event, it's important that team members adhere to our dress codes depending on the situation. Our dress code is relaxed, but our one unifying criteria is that all members of the team wear material branded for the team. If a member does not have a shirt, they can wear a plain black t-shirt with a CR button on their left chest (ie. where a frocket goes).

MEETINGS

For everyday team meetings, there is no dress code other than proper safety precautions. Members can wear whatever they want as long as they have close toed shoes for the shop, no long dangling jewelry or sleeves, and proper eye protection.

VOLUNTEERING

For events that we volunteer at, members should wear their club volunteer shirt or their normal club t-shirt. The club logo and name must always be visible and should therefore never be covered by a non-CircuitRunners

jacket or sweater. However, this is generally more casual than our competitions.

CONFERENCES / PRESENTATIONS

For formal conferences and presentations, members should dress according to the presentation attire as described by the competition section above. In a pinch, black business casual is also acceptable.

MERCHANDISE

Our merchandise includes t-shirts, hoodies, stickers, buttons, lanyards, etc. ALL of our merchandise should have either a black or white background, preferably black. The organization logo and name should always be printed clearly in the correct colors and fonts. Our design graphics may also be added accordingly.

Wearing your CircuitRunners gear on Wednesdays is encouraged!
Being visible to our peers is an important part of our brand.

COMPETITION

Students and mentors are expected to show our team unity by wearing the correct uniforms. This helps judges and other members of the community differentiate our students from our mentors. Each day of a competition, students and mentors are expected to wear the correct uniform. In the event that that is not possible, one should wear a black shirt with a CR button displayed on their left chest (frocket area). Any deviations from these guidelines will be announced by a team’s coach prior to the event.

During a competition, our club name and logo should always be visible. Therefore, no one should have a non-CR jacket covering their team shirt. In addition, we should have safety glasses on our person at all times.

For members who visit the pits, no shorts or skirts can be worn, and pants must go to the ankles. Ties, loose clothing, jewelry, hanging key chains, etc. may not be worn, and long hair must be tied up. Closed-toe, comfortable shoes are required, and toe guards are recommended.

For presentations or FIRST ambassadors, professional attire is expected. Our look is sleek and black with a bit of flair in CircuitRunner colors. Business professional is expected; (i.e. black slacks / jacket, black skirt with themed tie / jewelry).

| | STUDENTS WEAR: | ONE-DAY COMPETITION: | TWO-DAY COMPETITION: | THREE-DAY COMPETITION: | |
|--|----------------|----------------------|----------------------|--|--|
| | DAY ONE: | STUDENT JERSEY | TEAM T - SHIRT | OLD CR SHIRT OR BLACK SHIRT W/ BUTTON | |
| | DAY TWO: | _____ | STUDENT JERSEY | TEAM T - SHIRT | |
| | DAY THREE: | _____ | _____ | STUDENT JERSEY | |

| | MENTORS WEAR: | ONE-DAY COMPETITION: | TWO-DAY COMPETITION: | THREE-DAY COMPETITION: | |
|--|---------------|----------------------|----------------------|--|--|
| | DAY ONE: | MENTOR POLO | MENTOR POLO | BLACK SHIRT OR OLD CR SHIRT OR SPONSOR SHIRT | |
| | DAY TWO: | _____ | TEAM T - SHIRT | MENTOR POLO | |
| | DAY THREE: | _____ | _____ | TEAM T - SHIRT | |

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TO US**

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