

BRANDING GUIDELINES



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ABOUT THIS DOCUMENT

The "Branding Guidelines" document was created with the objective of standardizing, identifying and describing all the guidelines that must be followed to maintain team Under Control #1156's identity. All information presented here can and should be consulted during the creation of documents, templates, team clothing and more.

All of the contents presented here belong to team Under Control #1156.

EDITING SOFTWARES

CANVA

This software is used to produce and edit documents as well as templates that are later published on the team's social medias. It is quick and practical to use due to the large amount of tools and variety of templates included in the app.

ADOBE ILLUSTRATOR

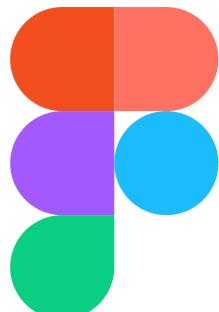
This sofware is used to deal with more detailed and formal designs such as the Chairman's board, pitch banner and team shirts.

ADOBE PHOTOSHOP

This sofware is used to make adjustments in any design developed by the team.

FIGMA

This sofware is also used in the production of the Chairman's board, besides other design and brainstorming sessions, due to it's realtime collaboration capabilities.



GENERAL COLORS AND FONTS

In order to padronize the team's big picture, colors and fonts specifications were included. They must be followed during the creation of every design, such as templates, pitch banners and documents.

Colors and fonts are fundamental elements for the establishment of a brand and its recognition by the public, exerting a great influence on it.

UNDER CONTROL #1156 PALETTE

#0061a6

#86807e

#1d3461

#28292b

#1f487e

#3683b9

#376996

#001f3a

#829cbc

#447b1f

#f5d709

GIRLS IN CONTROL PALETTE



FONTS

BOMBARDIER: Team's logo, it may be used on titles and subtitles

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arialle: it may be used on general texts

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

League Spartan: it may be used on titles and subtitles

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Playlist Script: Girls in Control logo, it may be used on titles

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Agrandir Black: it may be used on titles

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LOGOS

The Under Control 1156 logo is The Original Logo; formed by the colors Blue, Black, and White.

The ‘Girls in Control’ Logo is based on Under Control’s Original Logo, but has some specific changes; because it transcends all FIRST® programs.

The correct way to mention the team is by “Under Control 1156”.



Original LOGO



Girls in Control LOGO



1156 "H" LOGO



1156 "H" LOGO



Original LOGO B&W



Original LOGO B&W

COLORS

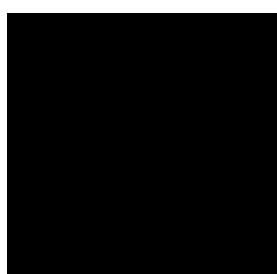
CMYK



C=100 M=52 Y=0 K=5



C=0 M=42 Y=3 K=0



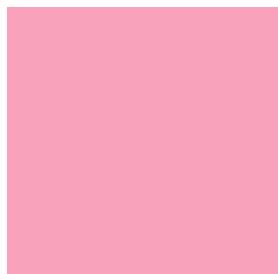
C=100 M=100 Y=100
K=100

A color model used in full color print. CMYK refers to the four inks used: Cyan, Magenta, Yellow and Key (black). These 4 inks combinations can produce full color spectrum publications.

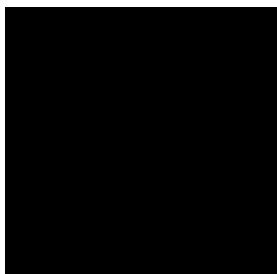
RGB



R=1 G=97 B=165



R=248 G=162 B=187



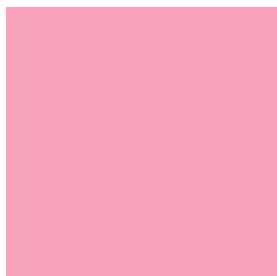
R=0 G=0 B=0

A color system used in displaying color in an electronic environment such as websites and online content. Different devices display RGB values differently.

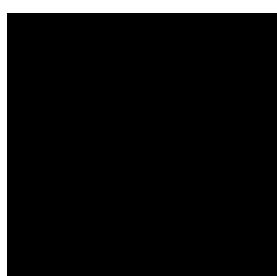
HEX



#0061AO



#F8A3BC



#000000

HEX: may be used as the principal color code

A numbered color system used in displaying color in an electronic environment such as websites and online content. These generate consistent color displays because Hexadecimal color values are supported in all major browser.

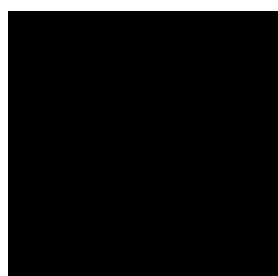
Pantone



2384 C



189 C



black

Spot/PMS (Pantone matching system) colors: may be used at robot painting

A pure ink single color for printing. Can reduce the number of plates needed if only using 1-2 spot inks. Spot inks are the true colors since it is one mixed ink it can not be 100 percent reproduced in CMYK.

MINIMUM CLEAR SPACE

To assure #1156's brand appropriately stands out, clear space surrounding is included. The entire structure must be kept free of any text or other graphic elements. Clear space rules apply to all variations of our trademark – vertical or horizontal. Generally a greater amount of clear space looks even better, but what's indicated is the absolute minimum allowed.

The minimum clear space is 1X that height on all sides.

Clear space changes from logo to logo, check below the minimum height allowed for each.

Original LOGO and Original LOGO B&W: the clear space is formed by the height of the letter 'O' in Control; Lowest Logo height: 1,3 cm.

Girls in Control LOGO: the clear space is formed by the height of the letter 'C' in Control; Lowest Logo height: 1,5 cm.

1156 'H' LOGO: the clear space is formed by the height of the letter 'O' in Control; Lowest Logo height: 2,0 cm.



DOCUMENTS

All documents must follow the standard design model:

COLORS: Only the palette colors.

FONTS: *ARIALLE* must be used in all texts, and *LEAGUE SPARTAN* or *BOMBARDIER* must be used in all the titles and subtitles, in capital letters.

COVER: Must have a picture of the team and the Original LOGO.

PAGES: The design can variate, but it is suggested to make the pages in the color white, and include only a blue stripe in the bottom of the page.



BUSINESS PLAN

BUSINESS PLAN 2023



The "BUSINESS PLAN" document must have the following topics:

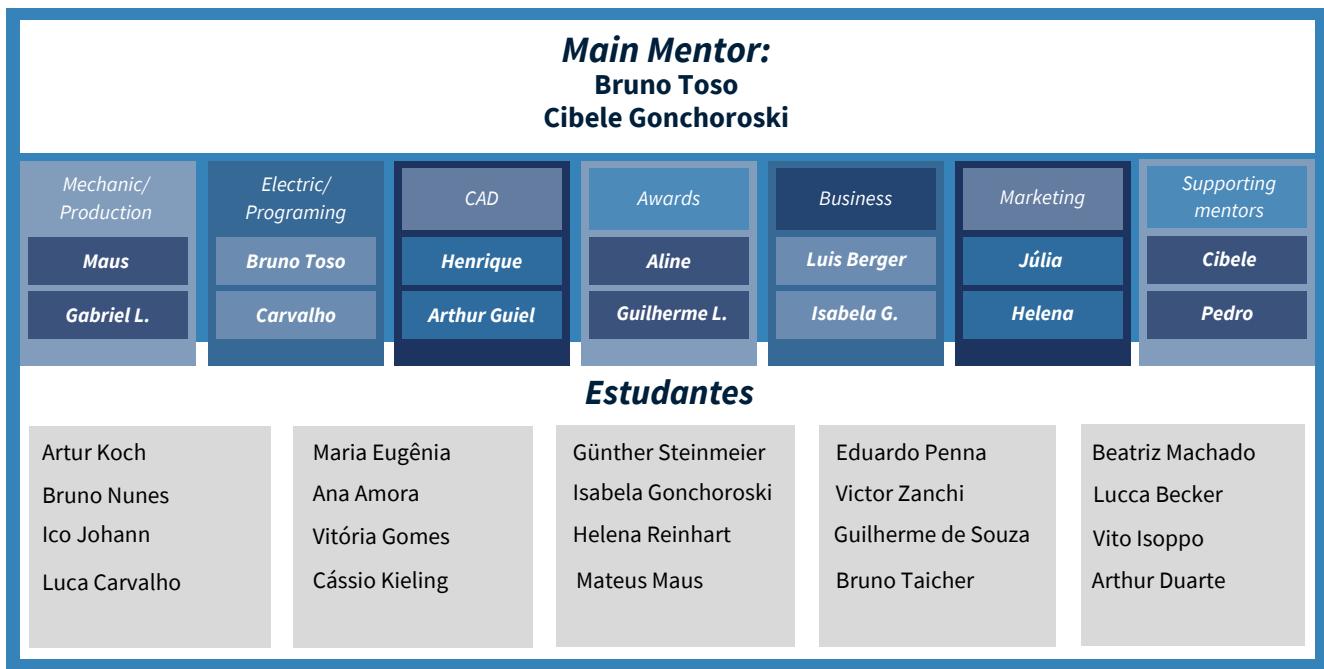
- Mission Statement
- Team History & Growth
- Organizational Structure
- Risky Analysis
- Marketing
- Financials
- Appendix

The appendix must contain; "SWOT Analysis", "Organizational Chart", "Budget Table" and "Business Model Canvas". All of them must follow the standard models:

SWOT ANALYSIS



ORGANIZATIONAL CHART



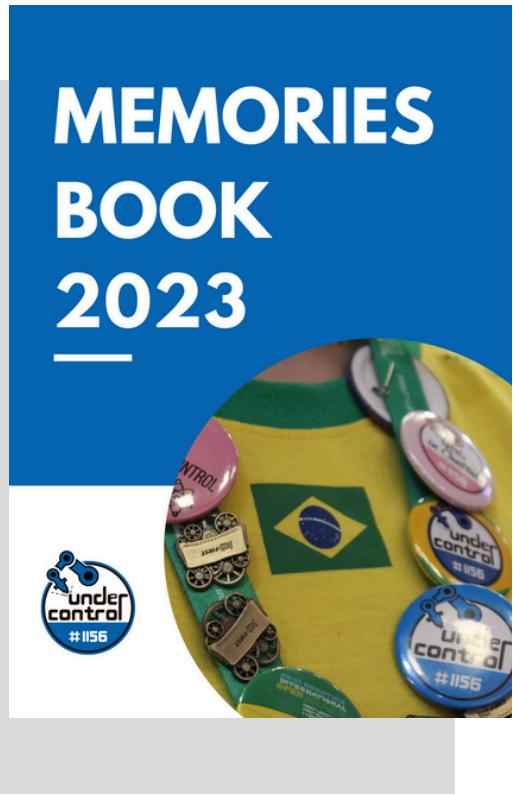
FINANCIALS

BUDGET TABLE 2023			
Build Season		Travel - cost per student	
Incoming		Incoming	
Marist	\$1 350.00	Fundraising events	\$90.00
Fluidic	\$750.00	Parent Fundraisers	\$120.00
Stella	\$3 000.00		
John Deere	\$10 000.00		
stemOS	\$200.00		
Total	\$15 300.00	Total	\$210.00
Outcoming		Outcoming	
Materials	\$3 650.00	Hotel	\$270.00
Marketing Materials	\$250.00	Food	\$120.00
Regional Subscription	\$5 000.00	Vans	\$300.00
		Extra	\$75.00
		Air Tickets	\$450.00
Total	\$8 900.00	Total	\$2 085.00

BUSINESS MODAL CANVAS



MEMORIES BOOK



The "MEMORIES BOOK" document must have the following topics:

- Our team
- Outreach
- Communication
- Girls In Control
- Business
- Sponsorship

(Another projects/events can be added as topics too).

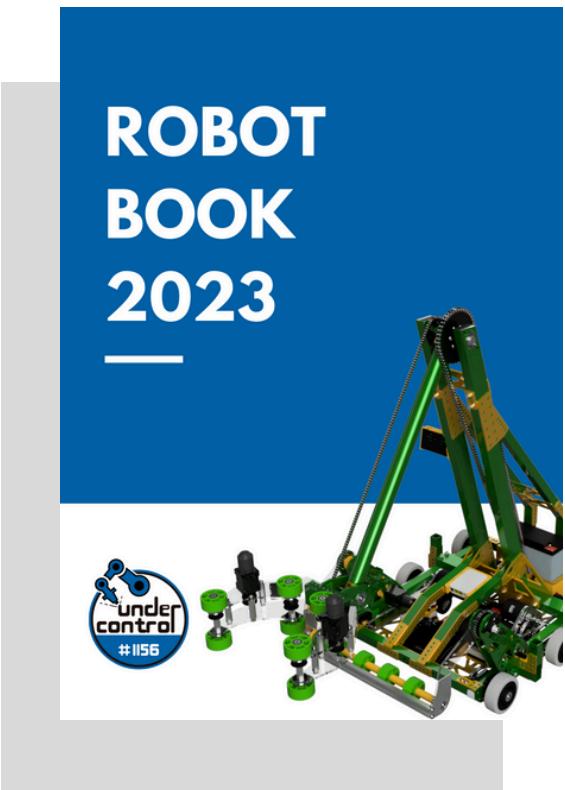
Summary example, with all the topics and subtopics that need to be in the document.

SUMMARY

Recording the last 3 years of 1156

- OUR TEAM**
 - ABOUT 1156
 - 2023 ROBOT
 - AWARDS
 - ALUMNI MEMBERS
- OUTREACH**
 - OUTREACH HISTORY
 - PROJECTS
 - VOLUNTEERING
 - STARTED & MENTORED
 - RAN & HOSTED
- COMMUNICATION**
 - SOCIAL MEDIA
 - NEWS
- GIRLS IN CONTROL**
 - THE PROJECT
 - WORKSHOPS
 - FUTURE PROJECTS
- GREAT EVENTS**
 - OFF SEASON BRAZIL 2019
 - OFF SEASON SESI 2021
- BUSINESS**
 - BUSINESS
 - PLAN
 - BUDGET
- SPONSORSHIP**
 - OUR SPONSORS
 - TESTIMONIALS
- BEYOND BRAZIL**
 - UNIGUARAY
 - ROBOTICS WITHOUT BORDERS
 - WORLDWIDE PROJECT
- FUTURE PROJECTS**
 - ADVOCACY PROJECT

ROBOT BOOK



The "ROBOT BOOK" document must have the following topics:

- Introduction
- One separate topic for each subsystem (chassis, shooter...)
- Control System

Summary example, with all the topics and subtopics that need to be in the document.

SUMÁRIO

INFORMAÇÕES GERAIS	03
INTRODUÇÃO	04
ARCHON	05
ESTRATÉGIA	06
DESIGN DO ROBÔ	08
PROCESSO DE DESIGN	09
PRODUÇÃO	11
PROTÓTIPOS	12
DRIVETRAIN	13
INTAKE DE CUBO	14
BRAÇO	15
INTAKE DUPLO	16
SISTEMA DE CONTROLE	16
AUTÔNOMO	17
PROGRAMAÇÃO	19
ELÉTRICA	21

A detailed technical line drawing of the robot's lower half, showing the drivetrain with four wheels and the intake mechanism at the front. The drawing is labeled with the number '16'.

SPONSOR REPORT



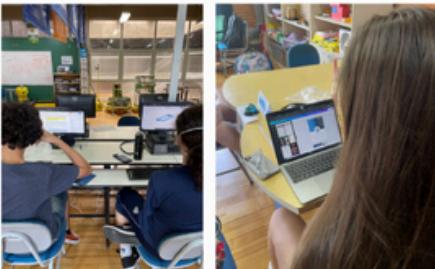
The "SPONSOR REPORT" document must be sent to the sponsors every six months with the details of the team's actions. During the build season we usually send it every 2 weeks with the updates about our actions.

The template can be found on the team's Canva

2ND WEEK OF THE CONSTRUCTION SEASON

OUTREACH

We are in the process of reviewing the Chairman's Award questions. We continued our outreach and engagement projects, such as mentoring FTC teams in Libya.



MARKETING AND BUSINESS

Our efforts this week are focused on producing the 2022 T-shirts. In addition, we are striving to update our social media daily.



STANDARD SLIDE

The "STANDARD SLIDE" should be used for all meetings that require a presentation, such as:

- Internal team meetings
- Sponsor meetings
- School meetings



The template can be found on the team's Google Drive in the marketing section.

FIRST Robotics Competition

O que é?

- A FIRST Robotics Competition (FRC) é uma competição internacional de engenharia destinada a estudantes do Ensino Médio que envolve times de mais de 45 estados americanos e 9 países, além de engenheiros de indústrias e universidades.
- Cada time possui seis semanas para desenhar, construir e testar um robô para realizar determinadas tarefas. Os times disputam etapas regionais e as finais no World Championship.



PIT BANNER

The team's pitch banner must contain all the sponsors' logos in their original colors and the 'Original LOGO' needs to be present at a larger size. The color used for details needs to be in the 'Under Control #1156 palette'.

The correct dimensions are 280x80cm.



CLOTHING

In order to identify the team and to structure a visual identity, clothing specifications were included.

By following clothing guidelines, it gives the team the possibility to be recognized, to create a relevant standard image for the public.

T-SHIRT

The team's T-Shirt is used in competitions and in the most part of events. It needs to contain the yellow (#f5d709) and green (#447b1f) colors.

FRONT: It must contain the logos of our main financial sponsor. The FIRST logo must be at the right, followed by the 'Original LOGO' in the left.

BACK: It must contain the logos of the other sponsors in shades of blue (#0461ad #7bccf2), and at the bottom, the team's number (bombardier font).



POLO SHIRT

The team's polo T-Shirt is used at formal events. Generally, it needs to contain the dark blue and white colors.

FRONT: It must contain the logos of the main sponsors in white on the left side and the 'Original LOGO B&Y' on the left.



HOODIE

The team's hoodie is used in competitions and in some events. Generally, it needs to be in the dark blue and white colors.

FRONT: It must contain the '1156 'H' LOGO' in the white color in the middle.

SLEEVES: Each sleeve main contain a different sponsor logo in the middle of it. **LEFT:** John Deere **RIGHT:** Marista Pio XII.





@undercontrol1156 feed organization example



@girlsincontrol1156 design template example



@undercontrol1156 design template example

INSTAGRAM STORIES:

The only rule when posting stories is to use the colors yellow, blue, or green for the @undercontrol1156 account, and pink, purple, black or white for the @girlsincontrol1156 account. It needs to capture people's attention. It is possible to use gifs as well.



Do you know the #girlsincontrol initiative? It is a movement created by us, a group of girls with the same name as the movement. This is a solidary action in respect of encouraging girls to occupy leadership positions and a place of speech in robotics and in all aspects of society. It is an invitation to all who wish a better future for all women. Have you thought about how to do it differently to have a better world? Use our hashtag #girlsincontrol in empowerment projects and initiatives to include women in technology, sharing ideas!

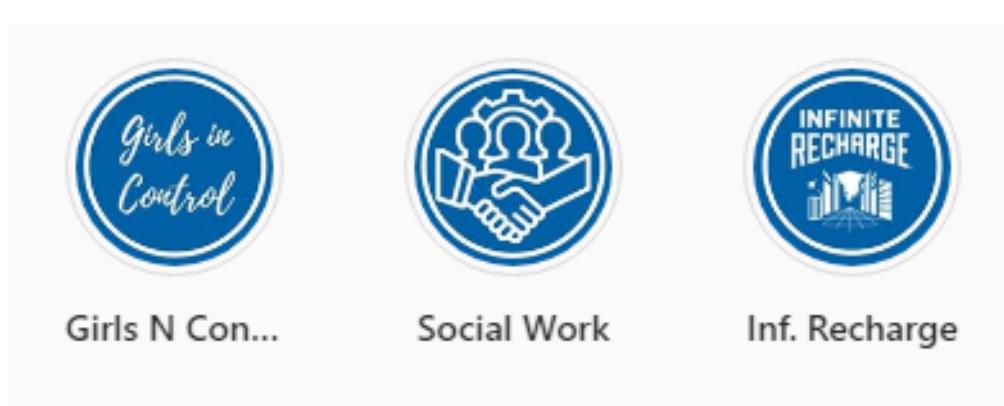
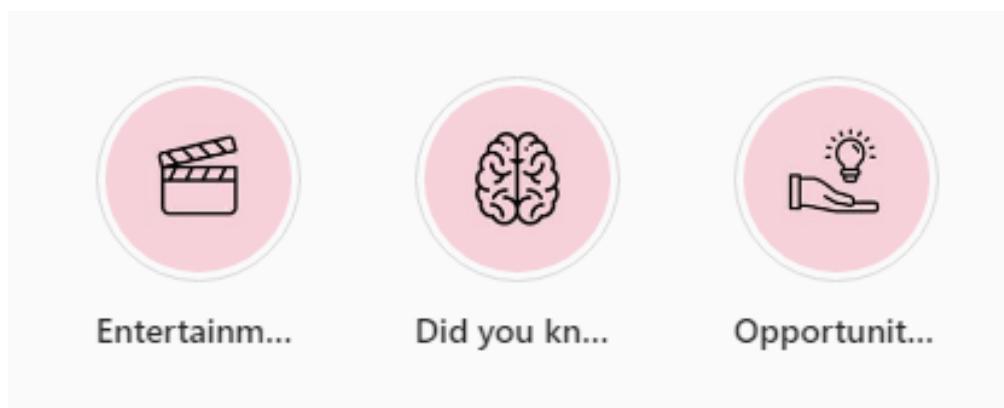


@girlsincontrol1156 storie

@undercontrol1156 storie

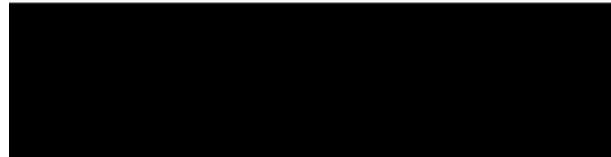
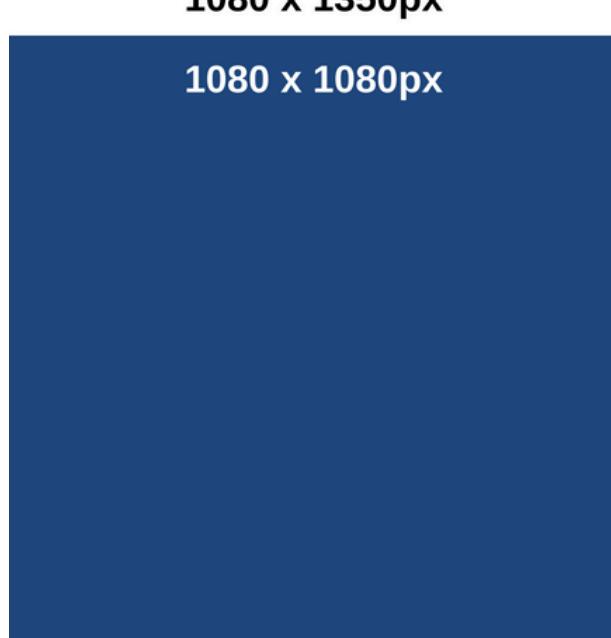
INSTAGRAM HIGHLIGHTS:

Each Instagram Story needs to be added to its respective highlight. In the @undercontrol1156 account, the highlight covers have a dark blue background (same color as the Under Control logo background) with a white icon in the middle of it. And the @girlsicontrol1156 account has a pink background (same color as the Girls In Control logo background) with a white icon too. Icons can be found at flaticon.com



INSTAGRAM COVERS (IGTV/REELS):

Each video needs to have a cover. The dimensions vary with the type of video and where it will appear. Normal feed image has dimensions 1080 x 1080px. IGTV cover has dimensions 1080 x 1350px. REELS cover has dimensions 1080 x 1920px. When the video will appear on all of them, make sure that the design is within the smallest dimension (1080 x 1080px)



Covers dimensions



@undercontrol1156 IGTV cover example

WEBSITE

On team's Under Control #1156's website, there are a few rules that needs to be followed.

TITLES: Must be using the *BOMBARDIER* font.

TEXTS: *ARIAL* font

PICTURES: Must be renewed every year, all of them need to be in a high quality.

Sobre Nós

MAIS DO QUE ROBÓS

O Que é a Under Control 1156?

Já imaginou poder participar da maior competição de robótica a nível de ensino médio do mundo, viajar para vários estados dos Estados Unidos para competir, ganhar diversos prêmios e sobretudo ajudar a promover a ciência e a tecnologia no Brasil e no mundo? Então, é isso que o time Under Control 1156 vem fazendo há 18 anos! Fundado em 2002 no Colégio Marista Pio XII, Novo Hamburgo - RS, a equipe participa da FIRST Robotics Competition (FRC), competição que acontece anualmente. Mas mais do que construir robôs, nossa equipe tem a missão de inspirar pessoas a construir um futuro melhor através da ciência e tecnologia, desta maneira ajudando no desenvolvimento da nova geração de líderes de nossa sociedade. E o melhor? Tu pode fazer parte disso!



Home Sobre Nós Competição TEAM #1156 Under Control Patrocinadores Fotos Recursos

Viagens de 2015 **Viagens de 2016** **Viagens de 2017**



Viagens de 2018



Viagens de 2019



