BEACH CITIES ROBOTICS

ANNUAL REPORT

2024-2025 Edition

Beach Cities Robotics
Business Team

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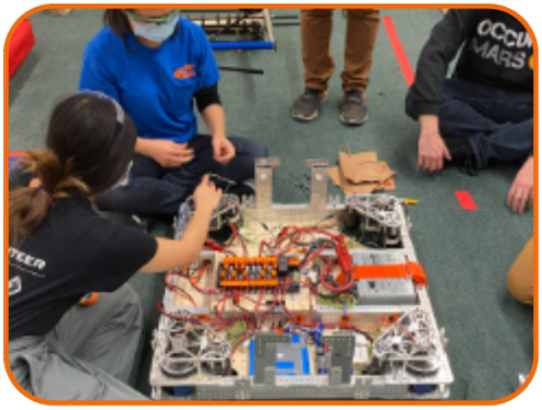
2025 BUSINESS PLAN

MISSION STATEMENT

Beach Cities Robotics strives to be a collaborative, welcoming space where students can develop technical skills, think creatively, and engage in hands-on problem-solving that prepares them for higher education and the workforce. Our mission extends beyond the team, as we work to grow STEM in our community and inspire others to join us in making a difference.



HISTORY AND GROWTH

Beach Cities Robotics (BCR) has been part of the FIRST community since late 1996 when four high schools in the South Bay of Los Angeles joined to form one of the first two FIRST Robotics Competition teams in southern California – Team 61, “Circuit Breakers.” In late 1998, two of those four schools decided to branch off and create new teams, leaving Redondo Union High School (RUHS) and Mira Costa High School (MCHS) in the 1999 season to become Team 294. Since then, these two rival high schools have stayed together as BCR, uniting the cities to continue their legacy with FIRST and grow the robotics community in the Beach Cities and beyond. Since our founding, BCR has become a two-time world championship winner, collecting 12 blue banners and over 20 other awards at competitions. Most importantly, this program has allowed hundreds of students to have hands-on experiences with STEM and be inspired by the message of FIRST.

In recent seasons, the team has comprised ~40 students, with 60% from RUHS and 40% from MCHS. This ratio is due to our lab space being physically located on the RUHS campus. Nonetheless, we encourage collaboration between students from both schools and ensure we are promoting a cohesive team dynamic. Additionally, BCR bridges the gap between school affiliated and community teams, ensuring students without an available FRC team can join. With the number of active mentors and the size of the lab space, our team size has created a balance that fosters maximum efficiency, active learning, hands-on mentor support, and lab safety. We maintain this ratio between mentors and students while actively searching for new mentors to foster future growth.

ORGANIZATIONAL STRUCTURE

Beach Cities Robotics is made up of six individual subteams: Mechanical, Programming, Electrical, Strategy, Business, and Impact (see Appendix A). Each subteam has a student lead responsible for task management, communication, and organization. This student works closely with an adult mentor lead for the subteam, who provides technical guidance and professional leadership. The leadership team meets regularly during both the off season and build season to discuss status updates, future objectives, and scheduling of tasks. We have parent volunteers who organize meals, coordinate fundraising, manage finances and outreach, pick up parts, drive carpools, chaperone for events, and plan the end-of-season banquet.

RECRUITMENT

Once the competition season ends, we focus on advertising and recruitment for the following year. This is achieved through outreach targeting local middle and high schools. We host open houses, where community members, parents, and children learn about FIRST, STEM, and BCR. Team members also regularly volunteer at events in both school districts, establishing our consistent community presence.

During the summer, we host an eight-week workshop series where participants come to our lab and learn the basics of each subteam. These workshops are designed for hands-on learning, with both mentors and students actively taking teaching roles. Existing students can strengthen their knowledge or investigate new topics, new students can learn crucial skills before the season starts, and adults can gain experience with FRC to mentor during the season. We continue to teach throughout the fall, attending off-season events and creating new opportunities for recruitment and development.

In addition to recruiting students from local high schools, we actively recruit in our local community for mentors, regardless of background or prior FRC experience. Well over half of our mentors are employed full-time as engineers at local aerospace companies, with many being 294 alumni themselves or the parents of 294 students and alumni. Due to our close proximity to such a large hub of engineering disciplines, we are able to recruit mentors from a wide variety of skill sets, backgrounds, and experience. This ensures that no mentor is a single point of failure and allows for better training and integration of newly recruited mentors.

RISK ANALYSIS

To foster team growth and maximize new opportunities, our student and mentor leads come together before the start of each season to create a Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis Chart (Appendix B). This process enables each participant to reflect on their subteam and engage in a broader discussion to identify additional SWOT points for other parts of the team that might have initially been overlooked. BCR has used this form of risk analysis since 2017, enabling us to compare current progress against the charts of previous years. This approach consistently brings attention to our challenges and motivates us all to work collectively toward finding and carrying out solutions.

This year, the chart highlighted the need for recruitment, as many of our team members were seniors. To ensure a smooth transition, we are emphasizing outreach efforts at nearby elementary and middle schools as well as our feeder high schools, hosting open houses and summer programs to encourage new membership.

Additionally, we identified that our lab space at Redondo Union High School may become temporarily unstable in the next few years as new facilities are constructed and existing space is renovated. In response, we are working to strengthen our relationships with both the Redondo Beach and Manhattan Beach school districts to ensure that our students have an active voice in the future of the lab and our FRC program.

MARKETING

Our team has created a cohesive brand image by maintaining consistent colors, logos, mascots, and fonts across our website and social media platforms. By using Canva and the Google Suite, we have developed reusable templates that save time and ensure branded formatting across all documents. To support this, all students on the business subteam are trained to use these tools and are expected to develop proficiency with current and new templates.

To increase our visibility in the community, we have built an active social media presence on Instagram and YouTube. We post about upcoming events, competition results, and various outreach initiatives. Being a part of the FIRST community online also allows us to connect with other teams and students from around the world, strengthening our ties with those around us.

In an effort to broaden our reach even further, we have appeared as guests on Fox 11 News to share our journey to the 2024 World Championship. We have also been recognized locally at board meetings for the Redondo Beach Educational Foundation for our efforts in promoting STEM education and FIRST programs throughout the community.

FINANCES

Beach Cities Robotics has developed a budgeted financial structure centered on fundraising, donations, grants, and sponsorships. These four core methods have developed and maintained the team's sustainability and success for well over two decades. At the end of each year, we create a financial statement that allows our team to understand our income and expenses to ensure continued team stability and reduce unneeded expenses (Appendices C and D). Tracking our expenses year to year allows us to make better-informed decisions for our yearly budget and allocate proper funding to each subteam. When creating the team's budget, we have each subteam input their expenses on a spreadsheet shared with all team leadership members. The budget allows the team to adjust our spending to balance team needs and maintain stable cash-on-hand for future seasons and if unexpected expenses come up. As BCR's main form of income is sponsors, we maintain documentation of amounts donated. This allows us to properly recognize and maintain long-term relations with our sponsors and track our funding over time.

FUNDRAISING

Beach Cities Robotics organizes and hosts many fundraising events each year that allow us to raise money in fun ways while engaging the local community. Each fall, we host a booth at the Manhattan Beach Hometown Fair, where we have carnival games with fun prizes. We design and assemble the games ourselves to reduce costs, utilize spare wood, allow our students to gain additional experience with our machine shop, and reuse them at future events. At the 2024' Hometown Fair, we raised just over $2,900! Another example is our ornament fundraiser, where we design and laser-cut wood ornaments to sell around the holidays.

DONATIONS

Donations come primarily through three avenues: directly via cash or check, directly via the RUHS Associated Student Body (ASB), and indirectly via the Redondo Beach Educational Foundation (RBEF). Each donation type has a different purpose, and this flexibility allows for increasing the number of potential donors. Donations made to ASB cannot be spent directly on robot parts and equipment, but are useful for FRC registration fees, t-shirts, and other student-impacting purchases. Donating directly via cash or check can be used for any expenses and is the most flexible, but is not tax deductible, which limits the potential donors. RBEF donations do not directly come into BCR, but RBEF supports BCR through an annual donation in the form of reimbursements, works with us to organize much of our travel, and supports many additional programs in the Redondo Union School District, including other robotics programs such as FIRST Lego League that feed into BCR.

SPONSORSHIPS AND GRANTS

Support through grants and sponsorships go hand-in-hand. The team has built strong ties with many local companies such as Northrop Grumman, RTX, Infineon, and Boeing, many of whom have sponsored us since our founding back in 1999. We also accept in-kind donations, such as gift card donations from Fresh Brothers, Raising Cane’s, and In N Out to help cover the costs of team meals. The Redondo Beach Educational Foundation has become our largest sponsor, supporting us through our lab space at the RUHS campus and providing us with funding and travel arrangement support to make attending competitions possible. BCR is incredibly grateful for all the support we have received from all our sponsors over the years.

SPONSOR PACKET

We have developed a sponsor packet to consolidate all financial resources so current and prospective sponsors can easily understand the value of their funding. This includes sponsorship tiers designed to give back to our supporters and properly recognize their integral part of the team. Some of the benefits for tiers include robot demonstrations, a thank-you plaque, and displaying the company logo on our robot, team shirts, competition pit, and website (Appendix E). To foster a positive relationship with our sponsors and to ensure their continued support, we regularly attend their events to demonstrate the robot and represent our local community. For example, we attended Northrop Grumman's *Take Our Daughters and Sons to Work Day* to show off our newest robot and let the attendees try driving and learn more about STEM and FIRST robotics programs. Events like these also help us network for new mentors, continuing our legacy and developing stronger relations with our sponsors.

OUTREACH

We believe having a strong and meaningful presence is essential to our mission and long-term team growth and impact. By collaborating with local organizations, participating in community events, and inspiring future generations, BCR strives to be more than just a robotics team.

FIRST LEGO LEAGUE MENTORSHIP

BCR has been committed for many years to mentoring local FIRST Lego League (FLL) programs. We currently mentor four FLL teams: Adams Eagles (52948), Creative Eagles (61425), Mighty Eagles (52946), and Soaring Eagles (52947).

SUMMER CAMP

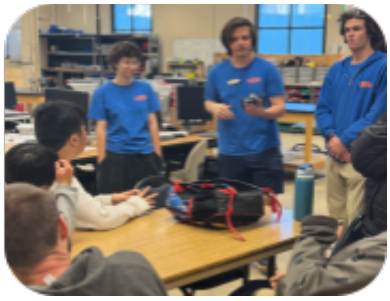
We created a Lego program for The Friendship Foundation's summer camp, which engages people of all ages with disabilities in various activities. We ran a camp where participants worked together to build and race Lego cars.

SNOWBOTICS

During the winter, we host a lab day for FLL teams with various activities like snowflake painting, Lego competitions, and hot cocoa for the holiday spirit.

BRICKBOTICS

Working with The Friendship Foundation, we created a fall program to teach about Lego engineering. We taught the basics of Lego gears and motors in the EV3 system and developed a challenge for them. Through this program, we helped participants grow their curiosity and technical rigor.



STEM NIGHTS

BCR frequently attends local STEM nights to represent the team and show others about our program. We attend STEM nights for Parras Middle School, Grandview Elementary School, and Mira Costa High School, along with the Kiwanis STEM Fair.

SKECHERS PIER-TO-PIER FRIENDSHIP WALK

For the 16th annual communal walk to raise funds for South Bay schools and organizations, BCR brought our custom-built t-shirt cannon. We partnered with Dive N' Surf and The Friendship Foundation to fire t-shirts into the crowd.

TRUNK OR TREAT

Redondo Union High School hosts an event where clubs, families, and local organizations decorate vehicles for Halloween and give candy. We dressed our robot as Frankenstein to drive around and hand out candy.

OPEN LAB SPACE

We are fortunate to have a lab with enough space for a partial field. We have opened our lab to FRC Teams 4322 (Clockwork), 2710 (JetStream), and 1160 (Titanium Robotics) to provide a field space where they can freely test their robot.

APPENDIX A: SUB-TEAMS

LEAD MENTORS

Andrew (Technical) + Sarah (Logistics)

MECHANICAL

Leads: Gavin + Andrew

- Draft concepts and develop designs using Strategy's comprehensive game analysis.
- Use Onshape CAD software to create digital models of the robot and its subsystems.
- Fabricate components using the CNC, laser cutter, and other advanced machinery.
- Bring these designs to life through iterative prototyping and precise robot assembly.

PROGRAMMING

Leads: Eric + Don

- Integrate components and sensors to create closed-loop mechanism controls in Java.
- Code motion profiling, vision processing, drive trajectories, and other complex topics.
- Collaborate with the Drive Team to create controls, LED signals, and automated tasks.
- Utilize Strategy's game analysis to prioritize and create optimal autonomous routines.

ELECTRICAL

Leads: [Vacant] + Zac

- Handle tasks like swapping gearboxes, soldering cables, and wiring the robot.
- Work directly with Mechanical and Programming to plan the electronics layout and include useful sensors in the software to promote efficient designing.
- Learn concepts in wiring, soldering, CAD, multimeter skills, and circuit fundamentals.

STRATEGY

Leads: Sam + Paul

- Analyze the game to prioritize robot tasks and develop design requirements.
- Develop a proprietary scouting application to ensure smooth data collection and facilitate in-depth strategy discussions for matches and alliance selection.
- Share our scouting data with other teams to support them at competitions.

BUSINESS

Leads: Dulce + Natalie

- Coordinate event logistics, applications, payments, and community outreach.
- Promote long-term stability through sponsorships, budgeting, recruiting, educational programs, and strategic planning with all six sub-teams.
- Manage branding, social media, our website, merchandise, and awards.

IMPACT

Leads: Joey + Sarah

- Prioritize raising awareness about FIRST by engaging local communities of all ages.
- Organize and facilitate consistent team involvement with FIRST Lego League.
- Create and host community events, along with volunteering for existing organizations.
- Foster partnerships with sponsors to express our gratitude for their contributions.

APPENDIX B: SWOT CHART

STRENGTHS

- Long history has created credibility in the community and a known brand
- Additional financial resources allowed for using higher-quality parts
- Consistent student participation in Mechanical and Electrical has fostered a knowledgeable student base and decreased overall production times
- The scouting application (BCR Scout) has facilitated smooth data collection and guided the match strategy process
- Past resources help speed up the teaching process for Programming students

WEAKNESSES

- Missing a consistent and reliable way to track donations from sponsors
- The lack of Design mentors has created a bottleneck in the approval process
- Fewer season projects for Electrical do not generate enough learning opportunities
- The lack of students interested in Strategy has created a small sub-team
- Not many consistently-attending, fully-trained students in Programming, limiting coding abilities

OPPORTUNITIES

- Participation in activities with FLL and The Friendship Foundation increases team exposure and helps recruitment
- Creating a practice robot would create more hands-on learning experiences for Mechanical, Electrical, and Programming
- Off-season events allow for piloting changes to BCR Scout to improve the program
- Using new software tools like simulations could facilitate new features and testing processes for Programming

THREATS

- Having fewer students in the future interested in Business and Outreach could slow the momentum
- Decreased time with the robot lowers the quality of work for Electrical
- The culture around Strategy does not have enough students passionate about the topic to extend its longevity
- Loss of interested underclassmen students in Programming will hurt the viability of the sub-team in the future

APPENDIX C: INCOME STATEMENT

Source	Value
Revenue	**$86,700.00**
Sponsorships	$69,900.00
Hometown Fair	$1,800.00
Other Fundraising	$2,000.00
Student Fees	$13,000.00
Expenses	**$69,875.00**
Robot	$20,000.00
Regional Registration	$9,000.00
Worlds Registration	$5,750.00
Regional Travel	$5,000.00
Worlds Travel	$24,000.00
Merchandise	$3,125.00
Miscellaneous	$3,000.00
Net Earnings	**$16,825.00**

APPENDIX D: 2024 SPONSORSHIP INCOME

Source	Value	Tier	Notes
Redondo Beach Educational Foundation (RBEF)	$35,000.00	Title	Reimbursement based up to $35,000 per year
The Ahmanson Foundation	$25,000.00	Title	One-time grant
Northrop Grumman		Title	Included in RBEF donation
Boeing	$3,000.00	Silver	
RTX	$2,500.00	Silver	
Infineon	$2,500.00	Silver	
FutureWave Foundation	$1,000.00	Silver	
ESMTech	$1,000.00	Silver	
For Inspiration and Recognition of Science and Technology (FIRST)	$300.00	Donor	Automatic grant for all teams in 2025
Total Sponsorships	**$70,300.00**		

APPENDIX E: SPONSORSHIP TIERS

TITLE

$10,000+ or
3-Year Platinum Commitment

- Large logo on t-shirts, robot, visual display, and website
- Demonstration of our robot at the sponsor facility
- Featured on FIRST team profile as a sponsor

PLATINUM

$7,500 - $9,999 or
2-Year Gold Commitment

- Medium logo on robot and visual display

GOLD

$5,000 - $7,499

- Large logo on t-shirts and website
- Small logo on robot and visual display
- Invitation to end-of-season Sponsor Appreciation Event
- Thank-you plaque

SILVER

$1,000 - $4,999

- Small logo on t-shirts, visual display, and website

BRONZE

$500 - $999

- Small text label on visual display and website
- Team t-shirt (parents get two parent shirts)

DONOR

$200 - $499

- Featured as a sponsor on our newsletter
- Thank-you letter

BEACH CITIES ROBOTICS 294

2025 SUSTAINABILITY

ENVIRONMENTAL IMPACT

Beach Cities Robotics (BCR) is located just a few miles away from the coast, making it difficult to not feel the adverse effects of climate change. BCR has found it to be our team's responsibility to ensure a cleaner community, and in doing so, we have implemented a variety of strategies to lessen our environmental impact.

BEACH CLEANUP

We have partnered with FRC Team 4322 (Clockwork) to organize and attend a beach cleanup located at RAT Beach. Together, we have worked to keep our coasts clean of trash and debris.

RECYCLING

In an effort to reduce our environmental impact, we have added recycling

cans throughout the lab giving students an easy way to properly dispose of any plastic waste. Additionally, local families who had previously thrown away their scrap wood have given their scraps to BCR to be used both inside and outside the lab. Inside the lab, we have used the wood for prototypes, name tags, backpack cubbies, and racks. Outside the lab, we have used the scraps to make outreach items, which we could turn a profit for, such as our Skeeball game and ornaments. Also, we recycle our used batteries at local battery recycling locations. All these are in an effort to reduce our impact on the environment.

PRE-OWNED ITEMS

Our team's machine shop consists primarily of donated items. We're able to save money and help the environment as the gifted machines are difficult to recycle due to the harmful scrapping process. These machines are given new lives through our team, being used for over ten hours a week across several years.

Furthermore, we repurpose our degraded but functional batteries from past competition seasons for outreach events. For instance, we attended Jefferson's Elementary School's STEM Night. Here, we showcased last year's robot, the Quacken, using our batteries that we no longer rely on in competitions. We will also loan batteries to teams in need or teams that are not local to LA such as team 10424, limiting the carbon impact of bringing a half dozen heavy batteries halfway around the world.

TEAM GROWTH

PRESEASON

During the summer, we hosted an eight-week workshop series where we invited prospective and returning team members to our lab. Participants learned the basics of the different areas of the team, through a rotation of lessons put on by each subteam such as proper use of CAD, wiring, machining and the basics of business. Throughout our preseason prospective members were not only able to improve their own subteams' knowledge, but were able to gain new skills from other subteams. Students who attended preseason were able to focus on application of their skills during the season, rather than learning, increasing our team productivity.

TRYOUT

During recruitment, each subteam creates a project of moderate difficulty, giving future members experience of what each subteam does. This grants the team the opportunity to gain a basic understanding of each member's skill and interest, while providing members the opportunity to gain new skills through their first project on the team.

MENTOR & STUDENT RECRUITMENT

In addition to recruiting students from local high schools, through our socials and open houses, we are able to gain a yearly stream of students through our outreach. Our elementary STEM community events help encourage young students to explore their interest in STEM and encourage them to join programs such as FLL that will lead to FRC. Similarly, our assistance in local middle school FLL teams are able to provide students a direct path to BCR as their next step to strengthening their STEM education once in highschool.

As for mentors, we benefit from our close proximity to such large hubs of engineering and business disciplines allowing us to recruit mentors from a wide variety of skill sets, backgrounds, and experience. Additionally, a majority of our mentors were once alumni or parents of alumni of the team hoping to give students the same expertise BCR had given them or their child before.

TEAM COMMUNICATION

LEADERSHIP MEETINGS

During the summer and fall, BCR holds bi-weekly leadership meetings to ensure that every subteam has a uniformed understanding of that week's teaching goals. We've found these meetings to be greatly beneficial to the team's communication abilities and have helped to hinder errors such as conflicts in resources, like a practice robot's availability.

SWOT

Before the transition into the competition season, we dedicated one of our leadership meetings to construct the team's Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis chart (Appendix A) so as to visualize critical aspects of the team, both positive and negative. The team is then able to address the SWOT charts issues to stop further conflict, while continuing our positive practices, overall contributing to the future health of the team.

WEEKLY MEETINGS

Every Wednesday during build and competition season, all subteams meet to talk through their progress, concerns, and accomplishments with collaborative discussion surrounding these points while preventing future mistakes. These weekly meetings contribute to a cohesive team environment, allowing for team unity heading into competition.

FINANCES

The team has many finances which requires tedious filing and management. BCR uses a variety of ways to coordinate our financial affairs to ensure continuous funding and efficient organization.

BUDGETING

BCR allocates enough money within our personal account to allow our team to survive an additional three years if our team unexpectedly loses our traditional forms of income. In order to maintain our teams savings we have each subteam break down their general purchases before the start of season. Through our budget the team is able to remain conscious of the amount spent and adjust, verifying our ability to stay within an expendable amount.

INCOME STATEMENT

The team creates an Income Statement (Appendix B) at the end of the year to understand our multiple forms of earnings. The team is then able to follow up on our traditional sponsor or focus on newer ones dependent on the ones we had the year prior. We are also able to generally predict the expected expendable funds for the next few years given our teams previous income and plan our spending accordingly.

SPONSORS

BCR has been able to maintain large and long term sponsors from local companies such as RBEF, Northrop Grumman, Boeing, Infineon and RTX-Raytheon. To continue our strong relationships with our bigger sponsors we consistently attend events like Northrop Grumman's *Take Our Daughters and Sons to Work Day* fostering a positive relationship and ensuring continued support.

In addition to our long standing sponsors, the team is always looking for new sponsorship opportunities. Most recently the team has acquired donations from ESM Tech, Raising Cane's and a grant from the Ahmanson Foundation. Our team has used strategies such as cold emailing with a standard template and attaching a Sponsor Tier List (Appendix C) to give companies an understanding of their sponsorships benefits as well as reaching out to local companies that our members have a connection to. To keep track of these prospective sponsors we utilize a spreadsheet to track their general information, contact info, and the response of the sponsorship.

AWARENESS

In an effort to increase engagement and widen our impact, BCR uses a variety of marketing techniques. However, we also use our platform to celebrate our success with others, including sponsors, local organizations and the FRC community.

SOCIAL MEDIA

BCR's Instagram page, @beachcitiesrobotics, has a variety of posts, all with a cohesive brand, used across all posts. We are able to use our Instagram to show updates of our team's progress and our outreach events, increasing our teams visibility and engagement.

OUR WEBSITE

Over this summer, the BCR website was completely rebuilt from scratch around our updated branding. This restoration of the team website has given BCR better visibility to our members, our local community, sponsors, and other FRC teams. Our website has given us an easily accessible way to present our team's general overview, history, structure and past awards. These sections give interested students and parents a better understanding of our team's functions. Furthermore, the construction of a Join and Contact Us section has led to easier communication between the team and our community.

BRANDING GUIDE

BCR throughout all their platforms is able to have a consistent image across all platforms through utilizing our team's Branding Guide. Publications made by the team have a consistent typography, color scheme and logo making our brand cohesive and easily identifiable.

BEACH CITIES ROBOTICS

2025 BRANDING GUIDE

INTRODUCTION

ABOUT BEACH CITIES ROBOTICS

In 1999, Redondo Union High School (RUHS) and Mira Costa High School (MCHS) united as one team - Beach Cities Robotics. In our 25 years as a team, Beach Cities Robotics (BCR) has competed in over 60 competitions while bridging the gap between school affiliated and community teams. Overall, we have won two world championships, twelve blue banners, and many other awards while continuing to inspire and challenge students.

ABOUT OUR BRANDING

Beach Cities Robotics uses our branding to solidify our team's distinctive identity, both inside and outside of competition. Our branding guide has allowed our team to stay consistent across all our platforms and has allowed us to increase our team's visibility.

TEAM NAME

Beach Cities Robotics is proud to call the Beach Cities of Los Angeles our home. The team must be referred to by its official team name the first time it is referenced. Later references are allowed to be replaced with either of the team's nicknames.

Official Team Name: Beach Cities Robotics

Team Nickname: BCR or Team 294

Team Number: 294

TYPOGRAPHY

Beach Cities Robotics has standardized our fonts and their functions to maintain consistency throughout our documentations, presentations, handouts and any form of social media.

BEBAS NEUE

Usage: Bebas Neue is expected to be used as a headers, titles and text needed to be emboldened.	ABCDEFGHIJKLMNOPQRSTUV WXYZ 1234567890

OSWALD

Usage: Oswald can be used as a secondary header or for text needed to be emboldened.	abcdefghijklmnopqrstuv wxyz 1234567890

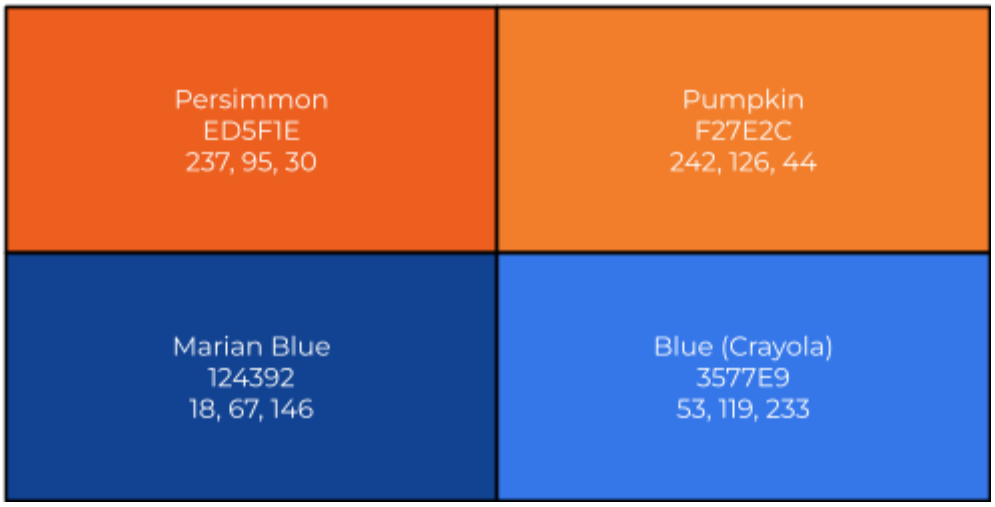
MONTSERRAT

Usage: Montserrat is used for longer pieces of text such as paragraphs	abcdefghijklmn opqrstuvwxyz 1234567890

COLOR PALETTE

CORE PALETTE

SHADES



Our team consists of two rival schools working together, Redondo Union High School (RUHS) and Mira Costa High School (MCHS). In order to not seem favorable to either school, it was necessary to determine team colors that weren't associated with either school. Ultimately, our team decided on blue, symbolizing our team's proximity to the beach, and orange representing our team's squid. This created a new color combination representative of all our team members, creating a united team.

LOGO & GRAPHICS

Due to our close proximity to the ocean, we choose to incorporate beachy themes within our branding. With this in mind, we have two distinct mascots, our surfboard and our squid. However, we do not use the squid solely for its aesthetics - the individual arms represent separate subteams, yet, these subteams are all united under one “squid”. The squid not only represents our appreciation for our coastal location, it represents our unity as a team.

Wordmark

Logomark

The team wordmark and logomark must include a sapphire surfboard with spanish orange colored numbers of 294 featured inside. The color schemes may be exempted when the logos are monochrome. Furthermore, all logos must have whitespace on all sides with at least the width of the number “2”.

Square Wordmark

Squids

The square wordmark is used exclusively for profile pictures. From a usage standpoint, the squids are fairly open-ended to allow for creative expression, requiring only that they are orange and do not have a mouth.

DRESS CODE

When attending official events such as competitions or community outreach, team members should dress according to team expectations.

During these events, the team's current shirt should be worn alongside khaki or cargo pants and close-toed shoes. However, members are given the exception of competition practice days, where previous years BCR shirts are acceptable.

As for sweaters, members are highly encouraged to wear that year's team sweater. Approved alternatives of outerwear include jackets, hoodies and other sweaters without logos and graphics.

ROBOT BRANDING

From year-to-year, it is maintained that the competition robot has a sea creature inspired name, consistent with our squid and ocean theme.

This year, in our robot naming process, we had team members nominate potential names for the robot with mentors narrowing down the options. Ultimately, members decided on "Sacabambaspis", an extinct sea-animal. By incorporating our team members in the process of choosing a name, we ensure unity throughout the team while staying true to our branding.

In general, competition robots should display the team's number and applicable sponsors when in public. The team number 294 should be shown in white on each side of the robot on the bumpers. The letters can be either paint or vinyl and should be at least 4" tall. The bumper numbers must meet FRC rules.

Sponsor logos should be in white vinyl placed on clear polycarbonate plates with a size that reflects their tier. No other logos should be displayed on these plates.

Powder coated parts should use shades of blue and orange closest to team colors and remain consistent across any single robot.

Spray painted parts should be brand Rust-Oleum “Sail Blue” and “Orange”. Any cosmetic alterations to the robot such as accessories or extra vinyl stickers should be approved before being added.

APPAREL BRANDING

The front of our team's shirt should feature the standard surfboard logo in the top right corner. The back should clearly display our team number (294), official team name (Beach Cities Robotics), and our sponsors in order to thank them for their contributions and keep their support for years to come. The back can vary in design, but should contain a surfboard and/or squid.

Similarly, the sweater's front should include the surfboard logo in the top right corner while the back should include the same requirements as the shirt. Additionally, our sponsors must properly be presented according to our sponsor tier list.

DOCUMENT BRANDING

Our team ensures that we have a consistent template used across all of our documents. This includes the continual use of our color palette and our team logos. While there may be small differences between our documents, it is always ensured that the front cover includes our wordmark, the “Title” in size 85 Bebas Neue font in Spanish Orange, the “Edition” in size 24 Montserrat also in Spanish Orange, and the team who worked majority on the document in size 18 Montserrat in Sapphire. This allows for consistent adherence to branding guidelines in both external and internal documents, increasing our team unity while continuing to develop and adhere to our team image across all platforms.

WEB PAGES

Over the summer, the BCR website was completely rebuilt from scratch around our updated branding. This restoration of the team website has given BCR visibility to our members, our local community, sponsors, and other FRC teams. This website follows all of our team branding guidelines through the use of our color palette and the continual adherence to our team fonts. By adhering to our branding guide on online platforms such as our website, we create a clear image for ourselves, allowing our community to easily identify the team.

Additionally, our Strategy Sub-team recently built our own scouting software, Squid Scout. Squid Scout not only creates an efficient system for our team to form alliances, but also follows our branding guidelines. The internal use of our branding allows our team to stay consistent with branding, but also allows for team unity across different subteams.

SOCIAL MEDIA

BCR’s Instagram page, @beachcitiesrobotics, has a variety of posts including, but not limited to, outreach events, typical lab days, and competition. We are able to use our Instagram to show updates of our team's progress and our outreach events, increasing our teams visibility and engagement. However, despite our wide variety of posts, we ensure that the entirety of our Instagram page adheres to our Branding guidelines, both when making a grid post and a story post. This ensures a cohesive team image that is consistent across all platforms, allowing our community and other FRC teams to easily identify our team.

THANK YOU TO OUR SPONSORS FOR THEIR GRACIOUS SUPPORT!

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