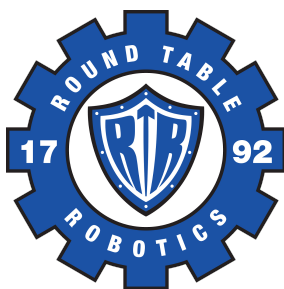# Round Table Robotics FRC Team 1792 : BRANDING GUIDELINES SUMMARY

Use these guidelines when designing marketing materials for Round Table Robotics.

LOGO USAGE:

The logo should always be orientated in such a way that the 1792 is straight across the X axis of the horizontal middle of the gear. Backgrounds should not blend with the logo so the logo is clearly defined and visible at all times.

CORRECT:

COLOR PALETTES:

These colors from our standard color palette can be used for graphics, apparel, and printed documents. They will also be seen on our website and other marketing materials. Baby blue should never be used instead of Round Table Robotics blue in the RTR logo.

WEBSITE:

Round Table Robotics always uses Avenir Light on the website

Verdana is the font that should be used when Calibri is not available in graphics.

Titles should be size 46 and bolded. Body text should be size 18 or 23, depending on the necessity of spacing.

TYPOGRAPHY:

A B C a b c 1 2 3 **A B C a b c 1 2 3**
Calibri Regular/ **Calibri Bold**
Calibri is used for formal business documents
Calibri bold may be used for section and subsection headers.

A B C a b c 1 2 3 **A B C a b c 1 2 3**
Comic Sans/ **Comic Sans Bold**
Comic Sans is an acceptable font for graphics and accent text.

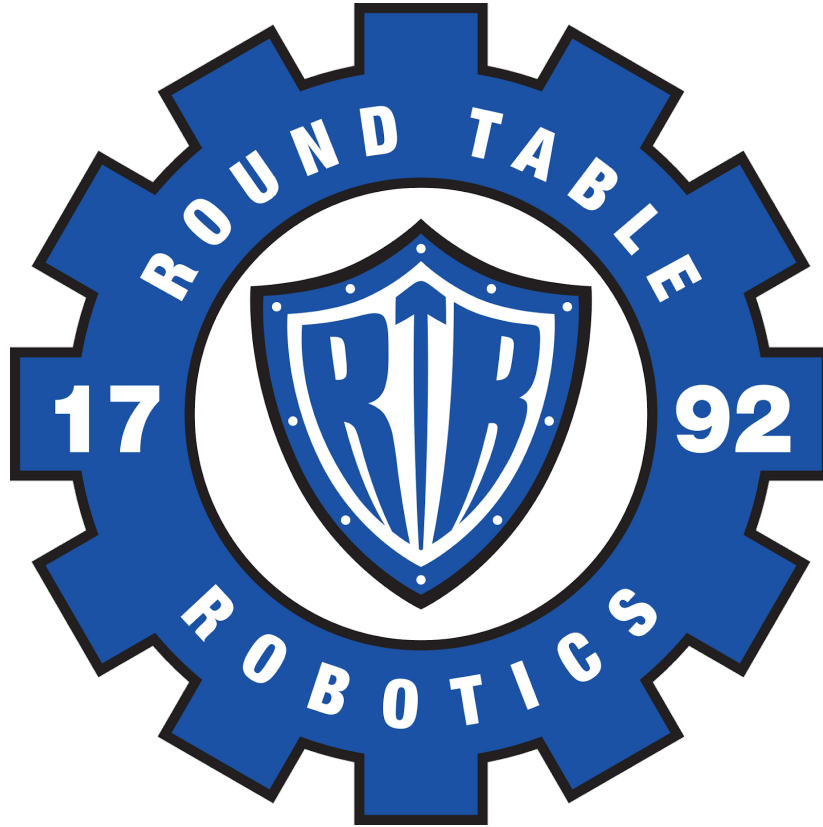A B C a b c 1 2 3 **A B C a b c 1 2 3**
Verdana/ **Verdana Bold**
Verdana is used only when Calibri is not available.

A B C a b c 1 2 3 A B C a b c 1 2 3
Avenir Light/ Avenir Bold
Avenir is the primary text on the website roundtablerobotics.com. Avenir Light is used as body text, and Avenir bold is used as page headers.

BRANDING GUIDELINES

Round Table Robotics
Team 1792

Table of Contents

INTRODUCTION

BRANDING GOALS

Develop a consistent usage guideline for our team (including, but not limited to, logo, font, color, headers, etc.) to unify our brand and create a sustainable, strong representation of Round Table Robotics as a competitive FRC team.

ACKNOWLEDGEMENT

Round Table Robotics would like to thank the Space Cookies, team 1868, for making their brand guidelines publicly available and encouraging other teams to use them as an example.

TEAM NAME

Team Name - **Round Table Robotics**
Team Number - **1792**

CONVENTION AND USAGE

In written and verbal communication, FRC team 1792 may be referred to as
- "Round Table Robotics"
- "Round Table Robotics, FRC team 1792"
- "Round Table Robotics, Team 1792"
- "Round Table Robotics, Robotics Team 1792"
- "FRC Team 1792"

Using the abbreviation "RTR" is entirely acceptable in replacement of "Round Table Robotics," as long as the full name Round Table Robotics had been mentioned at least once prior.

While referring to ourselves in the first person:
- We are Round Table Robotics, FRC team 1792. We are both a FRC team, and part of Oak Creek High School's STEM club.

While referring to ourselves in the third person:
- Round Table Robotics is an all inclusive FRC team.
- Round Table Robotics is from Oak Creek High School.
- Round Table Robotics participates in outreach events in the community.

LOGO USAGE

Our logo, "the gear", uses three colors: RTR Blue, light black, and white. It is based on the motto of our team "gearing up for tomorrow" via the gear, and connection of our school's mascot, the knight via the shield.
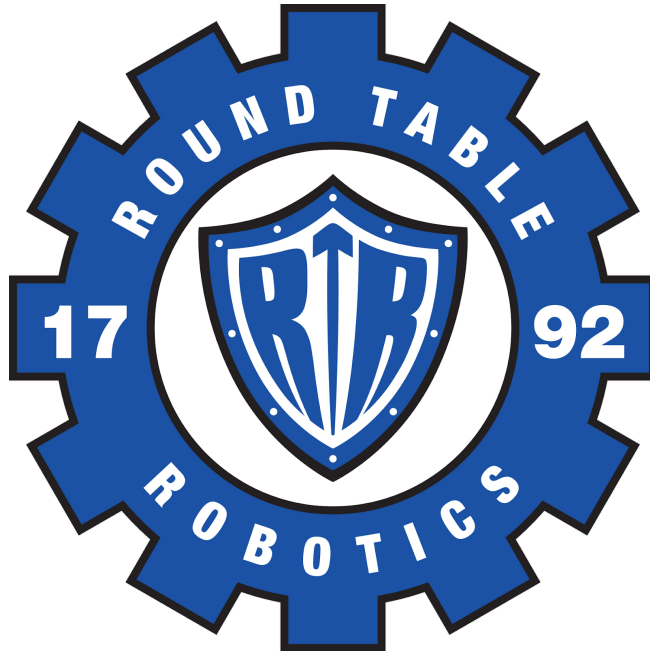
The logo should always be orientated in such a way that the 1792 is straight across the X axis of the horizontal middle of the gear. This is demonstrated above.

Backgrounds should not blend with the logo so the logo is clearly defined and visible at all times.

Improper use of the logo:
- Low quality logos
- Addition or changes of the logo other than allowed variations
- Effects that include but are not limited to: transparency, gradient, drop shadow
- Any drawings of the logo
- Recoloring of the logo
- Rotated versions of the logo

TEAM COLOR PALLET AND USAGE

STANDARD COLOR PALLET
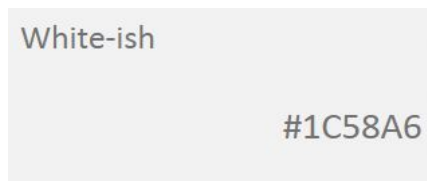
Round Table Robotics Blue
#1C58A6

Round Table Robotics Blue - #1C58A6
RTR Blue is the official team blue. It can be used for accents, headers, etc.
It is also the color of the official RTR logo.

Baby blue
#A5C8DE

Baby blue - #A5C8DE
Baby blue is the official team accent color. It can be used for graphics,
charts, and is also the color of the team work shirt.

White-ish
#1C58A6

Whitish - #F2F2F2
Whitish is the primary text color used in graphics, as well as one of the two
colors in the logo. It can be used in any fitting scenario.

White
#ffffffff

White - #FFFFFF
White is the primary background to all official documents.
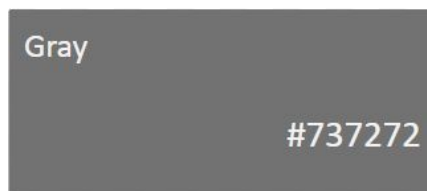
Gray
#737272

Gray - #737272
Gray is used as a primary accent color in documents and graphics. IIt can
be used as a text color as well, if the background is complementary.
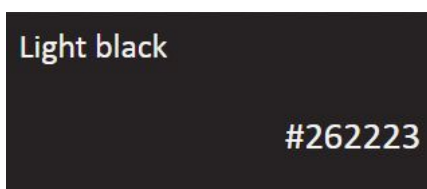
Light black
#262223

Light Black - #262223
Light black is the border of the logo. It also is a primary text and graphics
accent color.
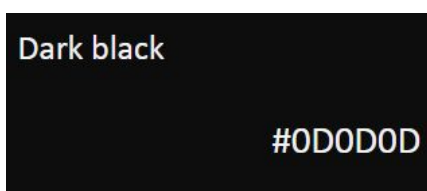
Dark black
#0D0D0D

Dark Black - #0D0D0D
Dark Black is the first primary text color in all formal documents as well as
on the website. It is acceptable to use on all graphics.

SUPPLEMENTARY COLOR PALLET

Frostbite blue - #19BBEB
Chairman's media accent color.

Lake Michigan blue - #2C858F
Chairman's media accent color.

Swamp green - #4D7373
Chairman's media accent color. Color of Round Table Robotics Primary T-Shirt.

Storm cloud blue - #2A3A59
Chairman's media accent color.

Midsummer's night blue - #051729
Chairman's media accent color.

APPAREL

PRIMARY T-SHIRT

The primary T-Shirt is any of the primary or supplementary blue colors with the RTR logo on the front corner and a large STEM Club logo on the back. The T-Shirt color changes every year to mark the season.
EX: 2019 - Swamp Green. 2018 - RTR Blue.

SUMMER T SHIRT

Our summer shirt is RTR Blue, and we wear it for all summer events and demos, such as parades and fundraising. It has the STEM club logo on the front, and all of our sponsor logos on the back.
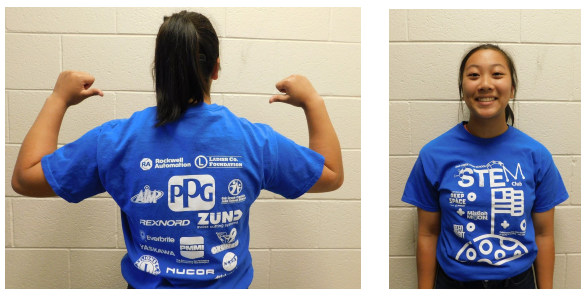
COMPETITION SHIRT

Our competition work shirt is Baby Blue, We wear our competition shirts every competition day, as well as formal presentations and events. The shirts must include current sponsor logos on the back, the years game, and the students name embroidered.

MASCOT

The mascot costume is a large logo, and has the team name and number on it.

DRESS CODE

All team members must follow these basic guidelines. The guidelines exist to ensure:
- Safety while operating machines and other equipment
- Professionalism while representing the team.

ROBOTICS SHOP

In the robotics shops, dress code is as following:
- Team members must wear closed toe shoes.
- Team members must wear long pants made of non synthetic materials.
- Team members must wear safety glasses when in the wood or metal shop, or near any building situation.
- Team members must tie hair out of their face if it is past shoulder length, or long enough to obstruct vision or become unsafe.
- Team members must tuck in strings and/or dangly jewelry when in the shops.
- Team members must always wear safety carabiners in the shops.

SPONSOR EVENTS OR PRESENTATIONS

- A sponsor may ask for team members to wear apparel with their logo. If not, follow public team events.

PUBLIC EVENTS

Team members must have a clean and professional appearance.
- Team members must wear the appropriate RTR apparel:
  - This may differ from event to event. It includes:
    - RTR Outerwear
    - RTR Work Shirts
    - RTR T Shirts.
- Team members must wear closed toe shoes.
  - Estate blue Vans are encouraged, but not necessary.
- Team members must wear long jeans or khakis, without rips.
- Team members with hair past shoulder length must have it pulled back, or have a hair tie with them if they plan to work on the robot.
- Team members must have their own safety glasses with them at all times.

COMPETITIONS

Team members must have a clean and professional appearance.
- Team members must wear the shirt according to the competition day:
  - Practice day: T Shirt
  - Competition days: Work Shirt
- Team members must wear closed toe shoes.
  - Estate blue Vans are encouraged, but not necessary.
- Team members must wear long jeans or khakis, without rips.
- Team members with hair past shoulder length must have it pulled back, or have a hair tie with them if they plan to go to the pits.
- Team members must have their own safety glasses with them at all times.
- Team members should avoid wearing clothing representing other robotics teams to avoid confusion:
  - An occasional pin or accessory is entirely acceptable.
- Team members may wear Round Table Robotics outerwear or hats, permitting that these items are in addition to the required shirt.

WEBSITE

Round TableRobotics utilizes our website, roundtablerobotics.com, as a way to organize our team upcoming events and information, and reach the public in an efficient manner.

FONT

Round Table Robotics always uses Avenir Light on the website
- Titles can be capitalized
- Titles can be bolded
- Graphics can be italicized.

Verdana is the font that should be used when Calibri is not available in graphics.

Titles should be size 46 and bolded. Body text should be size 18 or 23, depending on the necessity of spacing.

COLORS

Round Table Robotics Blue #1C58A6	Round Table Robotics Blue is the primary accent color and the color of heading text.
Dark black #0D0D0D	Dark black is the primary text color.
White #ffffffff	White is the primary background color, as well as a visual accent color. .
Baby blue #A5C8DE	Baby blue is used as button colors and visual accent colors on the website.
Gray #737272	Gray is used as button colors and visual accent colors on the website.

TYPOGRAPHY

SERIF TYPEFACE

The team serif typeface is Calibri. Calibri is used for formal business documents, such as letters to sponsors, copies or paragraphs with significant amounts of text, and chairman's materials. Calibri bold may be used for section and subsection headers.

CALIBRI TYPEFACE USE CASES

A B C D E F G H I J K L M N O   **A B C D E F G H I J K L M N O**
P Q R S T U V W X Y Z   **P Q R S T U P W X Y Z**
1 2 3 4 5 6 7 8 9 0   **1 2 3 4 5 6 7 8 9 0**
a b c d e f g h i j k l m n o p q r s t u v w x y z   **a b c d e f g h i j k l m n o p q r s t u p w x y z**

Calibri Regular	**Calibri Bold**
11 pt	**Size may vary**
Body Copy	**Section Headers**
Body copy is the text of an article. Any body copy should be justified or aligned left.	**A section header should be used to break up a body of text, making it easier for thee reader to find specific content. Every section header should be preceded by an empty line.**

Body text settings are as followed:
Font: Calibri 11
Justification: Header - centered
                Body Copy - left aligned or justified.
Hyphenation: Off

SANS SERIF TYPEFACE

Comic Sans is an acceptable font for graphics and accent text.

COMIC SANS USE CASES

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n
o p q r s t u v w x y z

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n
o p q r s t u v w x y z

SANS SERIF TYPEFACE

Verdana is used only when Calibri is not available.

VERDANA USE CASES

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n
o p q r s t u v w x y z

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n
o p q r s t u v w x y z

Verdana Regular	**Verdana Bold**
11 pt	**Size may vary**
Body Copy	**Section Headers**
Body copy is the text of an article. Any body copy should be justified or aligned left.	**A section header should be used to break up a body of text, making it easier for thee reader to find specific content. Every section header should be preceded by an empty line.**

SANS SERIF TYPEFACE

One of the team's sans serif typefaces is Avenir. Avenir is the primary text on the website roundtablerobotics.com. Avenir Light is used as body text, and Avenir bold is used as page headers.

AVENIR USE CASES

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o p q r s t u v w x y z

Avenir Light (18 or 23 pt)	Avenir Bold
18 or 23 pt	46 pt

Body copy	Page Headers
Body copy is the text of an article. Any body copy should be justified or aligned left.	A section header should be used to break up a body of text. Every section header should be preceded by an empty line.

COMMUNICATION

SOCIAL MEDIA ETIQUETTE

All Round Table Robotics Social Media must be upkept in an informative, respectful, and business professional manner.

- Everything posted must be in relation to Round Table Robotics or the Oak Creek High School STEM Club.
- All profile pictures must always be the RTR gear.
- Every post that Round Table Robotics is tagged in must be liked, and commented on by Round Table Robotics' respective social media.
- Instagram Stories must be added to a "Highlights" folder to archive them publicly.
- Instagram Bio must always include roundtablerobotics.com as the linked website.
  - This may be overridden briefly for extenuating circumstances. Ie: Dean's Homework 2019.
- Twitter captions must always include #OMGRobots and #FIRST to maintain a consistent presence.
- Twitter must be extremely active during competitions, including:
  - Competition updates.
  - Match warnings.
  - Mach scores.
  - Team activities.
  - Good morning and Good night updates.
- Facebook and Linkedin are used as professional updates to sponsors.

GRAMMAR

- In all writing produced by Round Table Robotics, acronyms must be capitalized.
  - Including FIRST, FRC, FTC, FLL, and FLL Jr.
- Round Table Robotics must be capitalized, along with the names of other FIRST teams and sponsors.

- In all writing produced by Round Table Robotics, the oxford comma must be used.
- In all writing produced by Round Table Robotics, acronyms should not contain periods after every letter.
    - Example: RTR - correct

                            R.T.R - incorrect
- The term FIRST should be capitalized, but not bolded, or italicized.
- In regards to FIRST methodology, the trademark r is not necessary on awards documents and submissions.