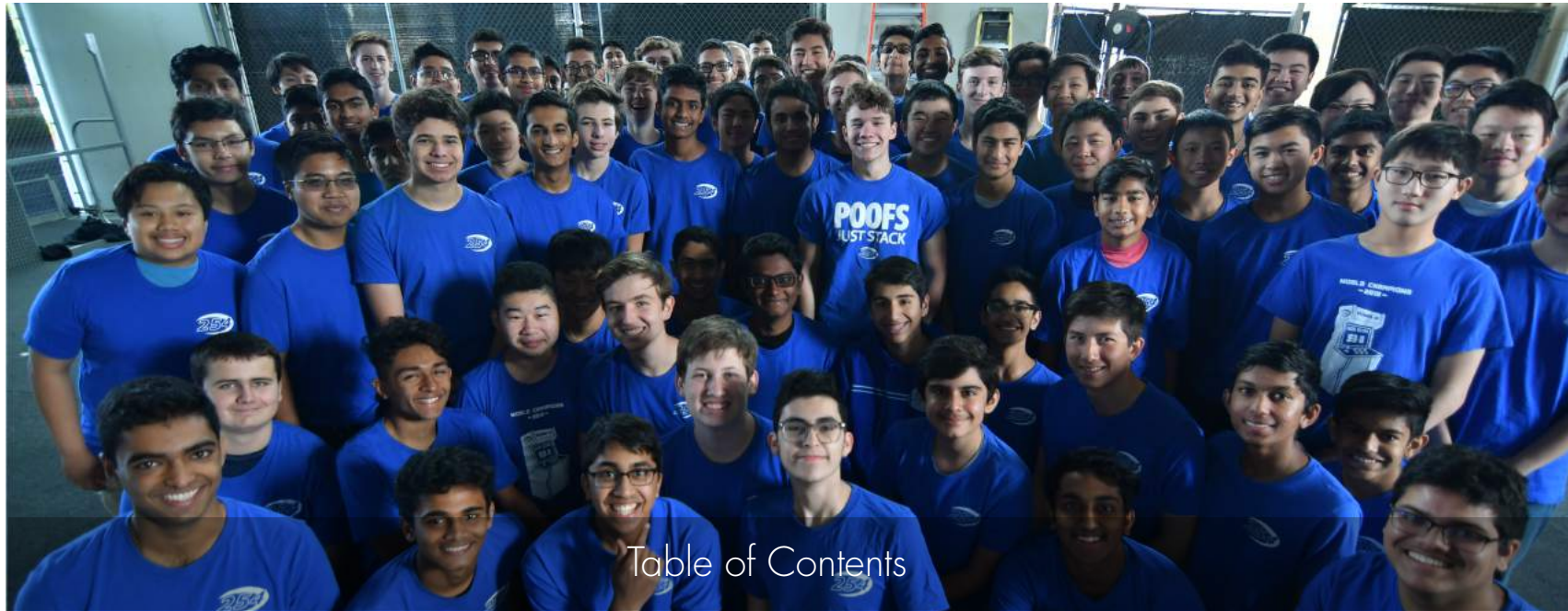# BRANDING STANDARDS

The success of our team brand depends on the consistent and frequent use of key elements, which, when used effectively, produce a powerful and lasting impression.

Table of Contents

Purpose of Branding Standards

Team 254 has developed these comprehensive branding standards to help strengthen our brand through consistent display. By having a unified brand, our team both appears more professional and also stands out as a premier team in both our community and the competitions in which we participate.

Branding Changes

The media subteam may change the branding standards at any time with approval from the leadership team and its mentors. It is necessary that members of the team uphold these standards to create a unified presence for the team.

Team Name

The official team name is to be used in any formal written documents. The nickname may be used in any non-formal situations.

The team name is the staple of our identity, and as such, must be treated with respect throughout all documents and materials mentioning our team. Because the team is structured professionally, having a lighthearted team nickname ensures that we don't take ourselves too seriously and allows us to be more a well-rounded team.

Changes to the team name cannot be made without complete consensus of the Team 254 student leaders & mentors.

Official Team Name: NASA Ames Research Center & Bellarmine College Preparatory

Team Nickname: The Cheesy Poofs

In written and verbal communication, Team 254 should always be referred to as:
"NASA Ames Robotics", "NASA Ames Robotics Team 254", "Team 254", "254", "Robotics Team 254", "The Cheesy Poofs" or "Team 254: The Cheesy Poofs"

Team 254 should not be referred to as "The Poofs" or any alias not stated above.

The Swoosh

The Team 254 swoosh should be used in compliance with the standards here. Only when necessary should a black and white version be used. The preferred background color is white. Keep the swoosh area clear of distracting elements such as type, photographs or textured backgrounds. The swoosh should always be seen clearly.

The Swoosh should also be on all materials released by Team 254.

The swoosh may be used on gradients if the gradient is not severe enough to block the look of the swoosh.

When using the swoosh printed in gray-scale, documents should be using the black or white version of the swoosh, no matter if the document was prepared in full color.

Swoosh Modifications

The Media Design team of Robotics Team 254 reserves the right to add to the swoosh to add character to the logo displayed on team materials and to create slightly different variations from year to year. Any modifications must be approved by a majority of the Team 254 leadership.

Swoosh Usage

A clear space of not less than the distance between the top of the numeral and the top of the swoosh should be maintained on all sides of the swoosh.

The overall height of the swoosh should never be less than 0.625″.

0.625″

clear space
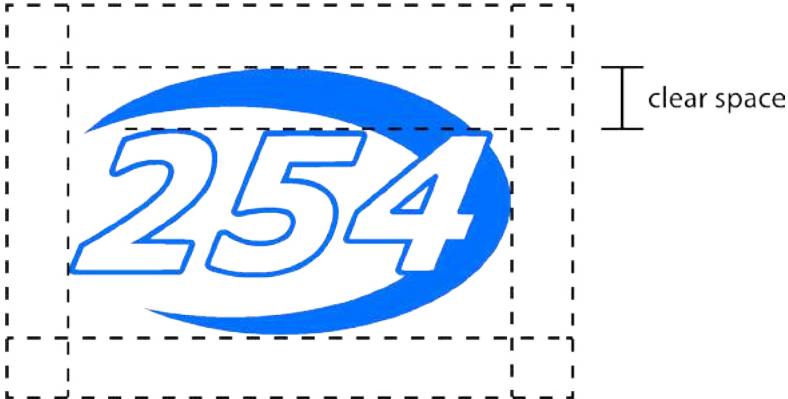
Unacceptable Swoosh Treatments

The swoosh should not be:
• Stretched out of proportion
• Displayed on a low contrast background
• Enclosed by a border or any other design element

• Recreated with substitute fonts
• Styled with any 3D effect
• Tilted or rotated
• Watermarked behind text
• Displayed at partial opacity
• Cropped
• Duplicated to create a pattern

Or any other variation, unless it is accepted by the Team 254 Leadership team and its mentors.

Skyline

The skyline is an alternate graphical element used by Team 254. The iconic San Francisco skyline is visualized in a unique graphic visualization. The skyline can be used as an accent and to provide relative regional context.

Cheesy Puffs

Cheesy Puff Faces: The Cheesy Puff Faces are a mark which can be used for merchandise and other team material. The faces can be downloaded at team254.com/resources/ identity . The Cheesy Puff Faces can be altered to fit better on a cheesy puff. With leadership approval, more faces can be added or inputted into a design if they fit the year's game theme.

Cheesy Puff Pattern: The Cheesy Puff Patterns are a pattern that can be used on team flyers, merchandise, or other team material. However, the Cheesy Puff Pattern cannot be used on formal documentations. Any modifications to the pattern must be approved by a majority of the Team 254 leadership team.
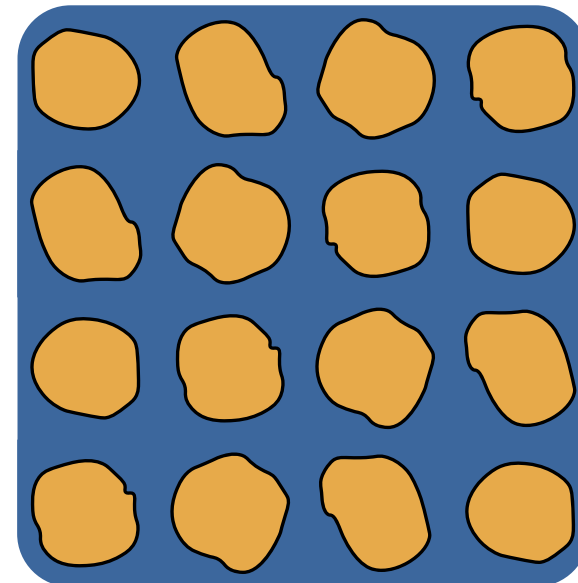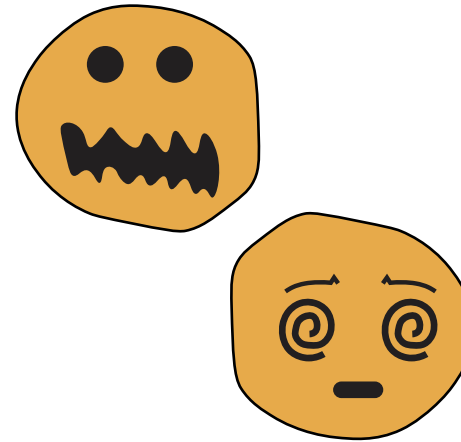
File Types

All versions of the Team 254 swoosh are available in various file formats.

EPS files should be used whenever possible in print applications. EPS is a vector file format and can be scaled.

PNG files should be used on websites and in screen applications.

EMF files should be used in Microsoft Word and Office documents, instead of EPS files. EMF is a vector file format that can be scaled and can be easily embedded in Microsoft Office documents.

All versions of the logo and other team-related graphics are available at team254. com/resources/identity .

VEX Baselines

Our team has a number of VEX teams. In order to unify the teams under one logo and one set of standards, variants of the swoosh have been created for each VEX team, and may be used for the sidepanels for each team's robot and team specific materials.

These variations follow the same standards as this document.

Color Palette

The predominate color in all communications materials should be selected from the primary palette.

Long body text should always be displayed in primary black on a primary white background. Accent text and graphics may be displayed in any of the primary colors.

In presentation mediums, colors from the presentation palette may be used for background design elements to shift the viewer's eyes to the content.

The cheesy palette can be used on multiple colored merchandise and all cheesy puffs designs on less formal documentation with leadership approval.

The 254 palette should always be displayed on the RGB scale when possible.

As well, when preparing documents in the CMYK colorspace, make sure to use CMYK values for colors instead of relying on conversion tools.

Primary Black
232323
R:35 G:35 B:35
C:0 M:0 Y:0 K:100

Primary Blue
0070FF
R:0 G:112 B:255
C:78 M:46 Y:0 K:0

Primary White
FFFFFF
R:255 G:255 B:255
C:0 M:0 Y:0 K:0

Light Highlight
E6E6E6
R:230 G:230 B:230
C:8 M:8 Y:7 K:0

Dark Highlight
929FB4
R:146 G:159 B:180
C:45 M:32Y:20 K:0

Light Shadow
3C679D
R:60 G:103 B:157
C:83 M:60 Y:15 K:0

Dark Shadow
003375
R:0 G:51 B:11
C:100 M:89 Y:27 K:13

Primary Orange
E7AA4A
R:131 G:170 B:74
C:9 M:35 Y:82 K:0

Orange Shade
E88034
R 232 G:128 B:52
C:5 M:60 Y:91 K:0

Typography

Team 254 has elected to choose a set of fonts to use in all written communication.

The primary font family should be used primarily for all written communication. The secondary font family should be used in moderation for headlines.

Vertical lettering should be avoided.

Substitute Fonts

Where font compatibility may be an issue, substitute Trebuchet MS or Arial for Futura Lt Pro and Arial Black for Franklin Gothic Heavy.

Robofan Free should not not be substituted and is available for free download from DaFont.

Primary Font Family **Futura LT**

Secondary Font Family **Franklin Gothic Heavy**

Robot Name Font **Robofan Free**

Page Elements

To provide continuity and to create a standard look and feel, certain elements must be used throughout documents released by Team 254.

#1 | The line on the left or right hand side of text should be used to accent text, as well as providing a border for subtext. In this case, the line is being used to display numbering. This should be used predominantly in blue, but may be in other colors. The line should also break between different subjects in the same text block, but not necessarily between paragraph. The width of the line is left to the discretion of the user, but may not exceed 10pt.

#2 | When images are used for headings, a title for the page or paragraph may be provided by text overlayed on the picture, left or right justified. The text must have a background extending the width of the image, in the primary black color (see above) and with a 30% opacity. An example can be found on page 2. The text may either be top or bottom justified.

#3 | The cross should be used to start a new section heading or separate different paragraphs on the same page. The cross's line width should always be between a 7:1 - 14:1 font size to line width.

It may be used with the line if the cross is shortened to fit the line and a space is provided between the two. When the cross is used with the line, the line may be the same size as the cross.

The cross should be set on the left of the page or paragraph, or mirrored on the right hand side of the page or paragraph.

Page Elements Continued

The cross does not have to be visible, but instead created by other page elements.

On printed publications in which the cross is used, it should be mirrored or flipped on alternating pages to provide a cleaner look and feel.

Essentially one needs to provide a sense of consistency while keeping in mind the standards set in this document.
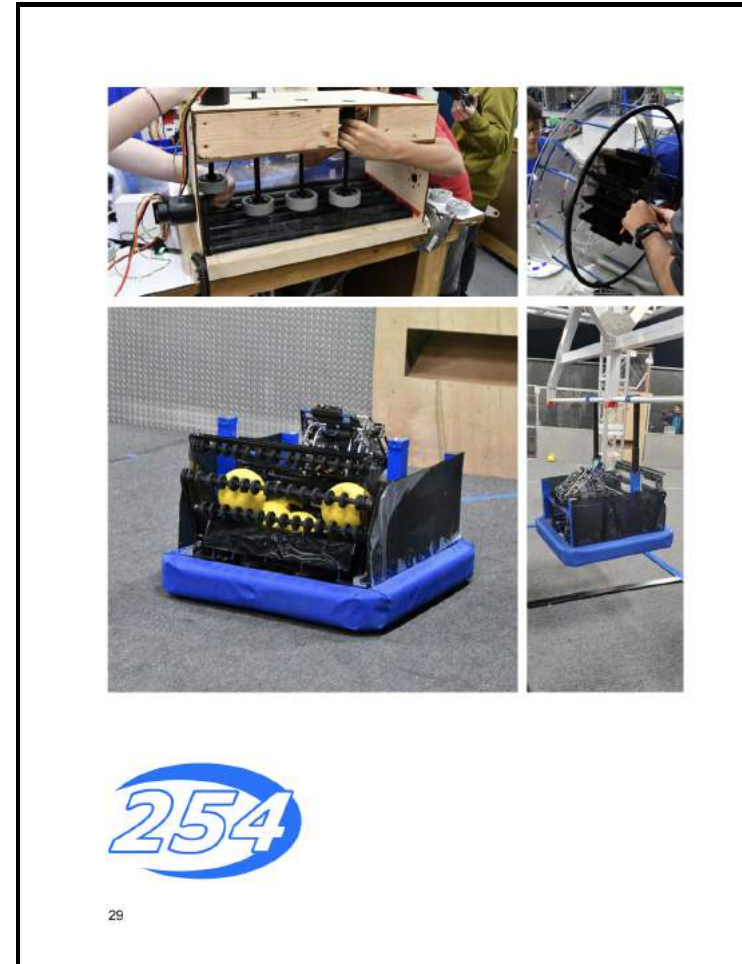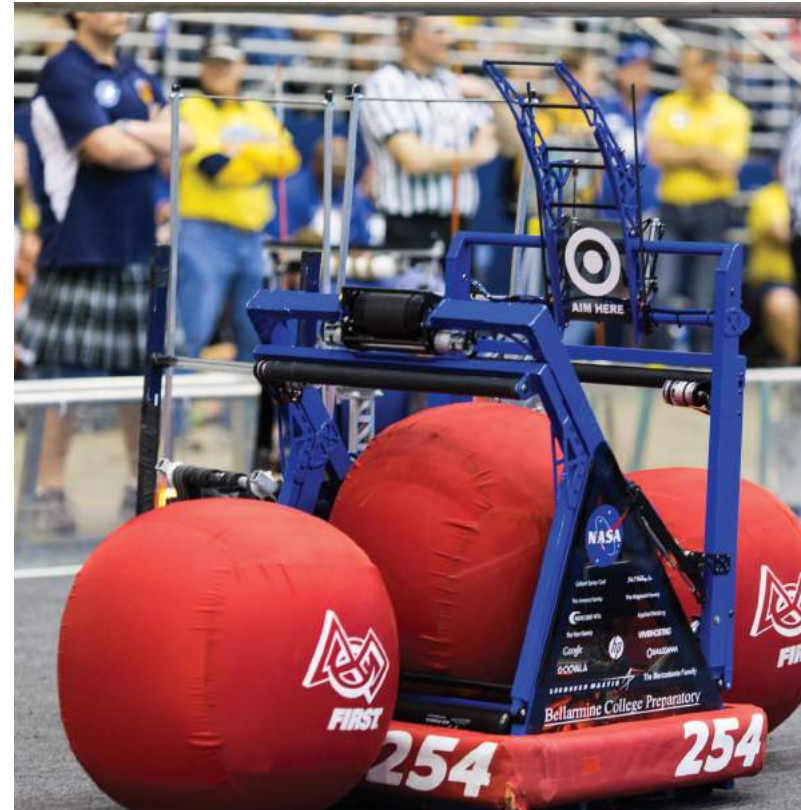
Branding on Team Robots

Team 254's competition robots should always display the team number and the logos of all sponsors when displayed publicly or in competition. All graphics, sponsor logo layouts and side panels must be approved by the media subteam leader. This includes robots of all sizes.

On FRC robots, the "254" numeral (Franklin Gothic Heavy, Sheared 20°) should be displayed in white on each side of the robot's bumpers. If no bumpers are used, the swoosh should be displayed in white vinyl on grey smoked polycarbonate. In all cases, the numerals should be at least 4" high.

On all robots, all sponsor logos should be shown in white except for the NASA meatball. On FRC robots, the logos should be displayed on grey smoked polycarbonate. On VEX robots, the logos should be displayed on blue or black panels. Logos of non-sponsors should not be present.

Branding on Team Shipping Crates

Team 254's robots should always be shipped in crates that are painted primary blue.

Preferred Paint Color: Valspar "Deep Space"

A vinyl graphic of the swoosh should be present on at least two opposite sides of the crate. If possible, the swoosh should be on all sides.
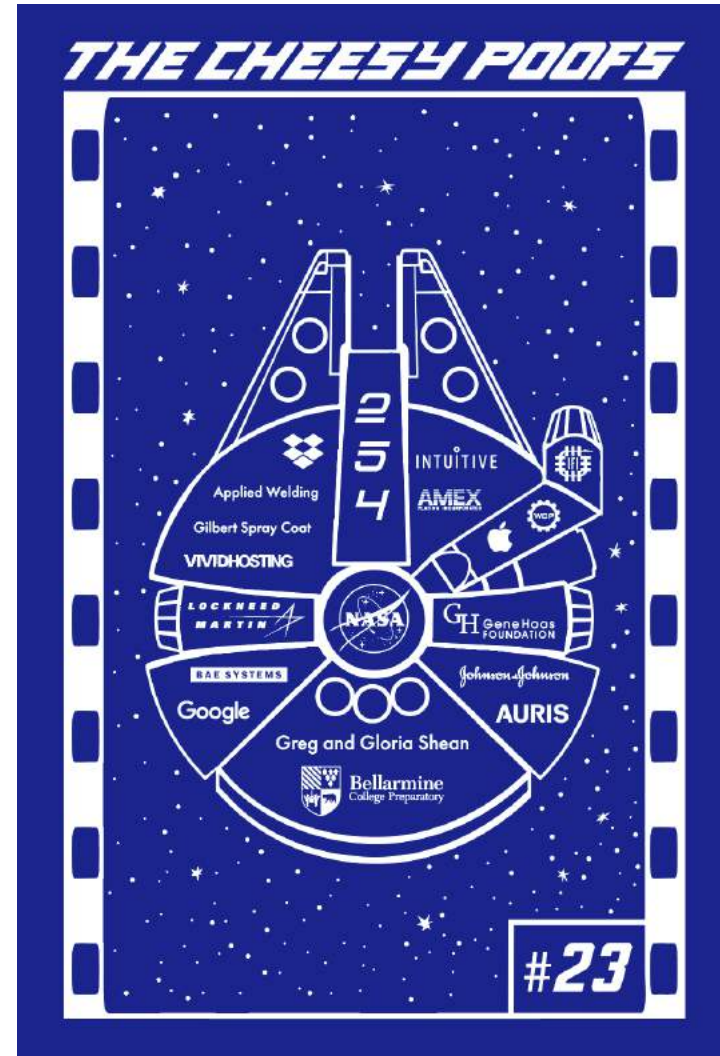
Branding on Team Apparel

Each year, Team 254 will print one primary team shirt for VEX, one for FRC, and may print other team apparel.

The primary team shirt should always be Royal Blue. The preferred shirt brand is Gildan Ultra Cotton. The front should contain the Team Swoosh on the upper left chest. The back should contain the swoosh (the swoosh may be modified in this case with the express permission of the team leadership). The primary sponsors (NASA and Bellarmine) should be featured largest, with the other sponsors following.

Other team apparel may or may not contain team elements. If the swoosh is present, the guidelines regarding modification, spacing and sizing apply. Otherwise, any appropriate designs are permitted for other team apparel.

Branding on Team Publications

On team fliers and publications, the team swoosh and team nickname should always be featured. Furthermore, if at all possible, the primary sponsors (NASA and Bellarmine) should be listed either in name or through their logos.

Sponsor Recognition

To properly recognize our thanks for the generous sponsorships provided to us by our sponsors, we require sponsor recognition wherever possible.

Primary Sponsors: NASA Ames Research Center & Bellarmine College Preparatory should always be recognized on the team website, on the official team shirt, on all robots and on all official team publications.

Other Sponsors should always be recognized on the team website, on the official team shirt and on all robots.
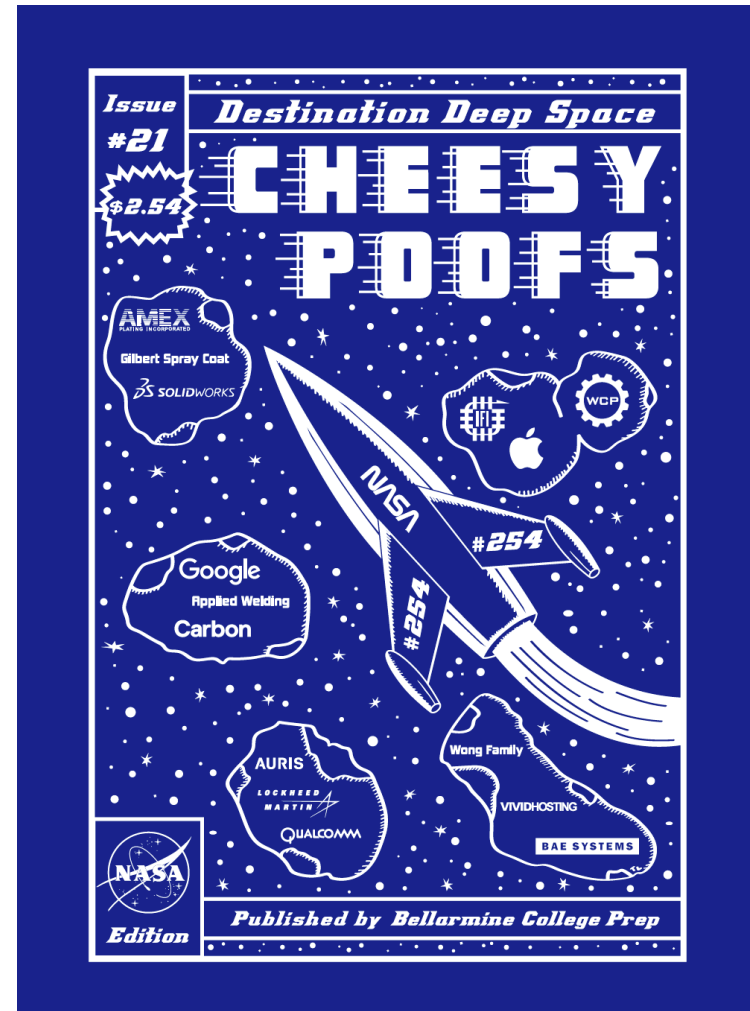
Dress at Official Team Events

At all competitions, robot demonstrations and any other major team events, certain standards of dress should be followed.

All team members are expected to wear the current year's team shirt with either jeans, khaki pants, or khaki shorts with closed-toed shoes and a belt. The team name tag should be worn on the right chest, directly opposite the swoosh on the front of the shirt.

When indoors, the team shirt should not be covered unless a team sweatshirt or fleece is worn over it. Hats and accessories should be one of the primary team colors. The team shirt should never be worn over a collared shirt. On the first day of FRC tournaments, official team shirts from 2013 or newer may be worn.

Above all, just dress reasonably and look professional.

Contact

The Team 254 media subteam leader is responsible for maintaining and enforcing the Branding Standards.

If you have any questions, contact us at:

media@team254.com