

Team Neutrino

FIRST Robotics Team #3928

Identity Standards

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

Purpose of Identity Standards

Team 3928 has developed these comprehensive identity standards to help strengthen our brand through consistent display. By having a unified brand, our team appears more professional and also stands out as a premier team in both our community and the competitions in which we participate.

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.

Official Team Name: John Deere/Danfoss/Quality Manufacturing Corporation/CIT Signature Transportation/Monsanto Fund/City of Ames Electric Department/Iowa State University/Story County 4-H.

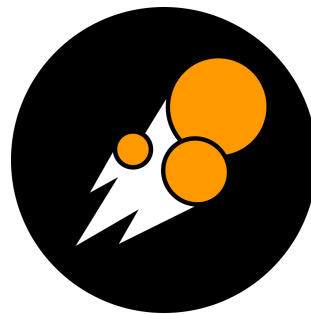
Team Nickname: Team Neutrino

In written and verbal communication, Team 3928 should always be referred to as "Team Neutrino," "Team 3928," "Neutrino," "Story County 4-H FIRST Robotics Team Neutrino," "Story County 4-H Robotics," "3928," "FIRST Robotics Team 3928," or "FRC Team #3928, Team Neutrino."

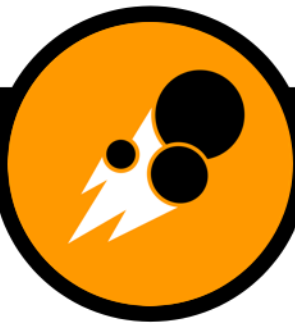
Team 3928 should not be referred to with any alias not stated above. The team name cannot be changed without complete consensus of the Team 3928 students and mentors.

Logo

The Team 3928 logo should be used in compliance with the standards here. When possible the logo should be displayed on a black background. Only when the logo is displayed on a black or



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dark background should the orange version be used. Keep the logo area clear of distracting elements such as type, photographs or textured backgrounds. The logo should always be seen clearly. The orange version of the logo is preferred.

Logo With Team Nickname

To assist in team name identification, variations of the logo are available with the team nickname and the team number with the team nickname placed above the team number.

Unacceptable Logo Treatments

The logo should not be:

- Stretched out of proportion
- Displayed on a low contrast background
- Styled with any 3D effect
- Tilted or rotated
- Watermarked behind text
- Displayed at partial opacity
- Cropped
- Duplicated to create a pattern



Graphics Files

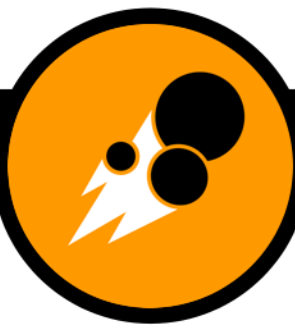
All versions of the logo and other team-related graphics are available at <http://www.teamneutrino.org/brand/> in various file formats.

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

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

WMF files should be used in Microsoft Word and Office documents. WMF is a vector file format that can be scaled and can be easily embedded in Microsoft Office documents.

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Color Palettes and Typography

The Team 3928 colors and fonts should be used in compliance with the standards here. Only when necessary should other fonts and colors be used.

Color Palettes

The predominate color in all communications materials should be selected from the primary palette. Long body text should always be displayed in primary back on a primary white background. Accent text and graphics may be displayed in any of the primary colors. In presentation mediums, colors from the secondary palette may be used for background design elements to shift the viewer's eyes to the content. The 3928 palette should always be displayed on the RGB scale when possible.

Primary Palette

Primary Black #000000 R:0 G:0 B:0 C:0 M:0 Y:0 K:100	Primary Orange #FF9900 R:255 G:153 B:0 C:0 M:40 Y:100 K:0	Primary White #FFFFFF R:255 G:255 B:255 C:0 M:0 Y:0 K:0
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Secondary Palette

Accent Orange #FF6600 R:255 G:102 B:0 C:0 M:60 Y:100 K:0	Light Grey #C8C8C8 R:200 G:200 B:200 C:0 M:0 Y:0 K:22
Medium Grey #666666 R:102 G:102 B:102 C:0 M:0 Y:0 K:60	Dark Grey #2E2E2E R:46 G:46 B:46 C:0 M:0 Y:0 K:82

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Heading

Body Text

Typography

Team Neutrino has elected to choose a set of fonts to use in all written communication. The primary font families (Verdana and Georgia) should be used primarily for all written communication. "Team Neutrino" as a main heading or as part of the logo should be in the

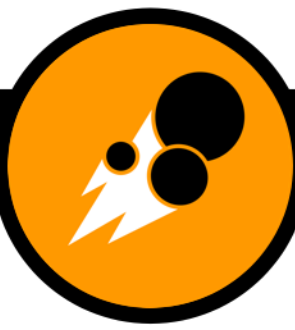
Club Proton

Primary Pink #FF0097 R:255 G:0 B:151 C:0 M:100 Y:41 K:0	Accent Pink #C80077 R:200 G:0 B:119 C:0 M:100 Y:41 K:22
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Quark

Primary Teal #00966C R:0 G:150 B:108 C:100 M:0 Y:28 K:41	Accent Teal #005E44 R:0 G:94 B:68 C:100 M:0 Y:28 K:63
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Georgia Bold font. The secondary font family (Impact) should be used for headlines and accents, as well as the team number as a main heading or as part of the logo. Vertical lettering should be avoided wherever possible.

Branding on Team Property

Robots

Team 3928's competition robots should always display the team number and the logos of all platinum and diamond sponsors when displayed publicly or in competition. All graphics, sponsor logo layouts, and side panels must be approved by the graphic design leader. This includes robots of all sizes. On FRC robots, the "3928" numeral should be displayed in white on each side of the robot's bumpers. The numerals should be at least 4" high. On all robots, platinum and diamond sponsor logos should be shown. Logos of bronze sponsors, honorable mention sponsors and non-sponsors should not be shown.

Apparel

Each year, Team 3928 will print one primary team shirt and may print other team apparel. The primary team shirt should always be Black. The front should contain the logo in the center. The back should contain the team number. Below the number, the diamond, platinum, gold, and silver sponsors should be featured. Other team apparel may or may not contain team identity elements.

Publications

On team fliers and publications, the team logo and team nickname should always be featured. Furthermore, if at all possible, the FIRST logo and the 4-H logo should be pictured.

Sponsor Recognition

To properly recognize our thanks for the generous sponsorships provided to us by our sponsors, we require sponsor recognition wherever possible. A list of current sponsors can be found at our website,

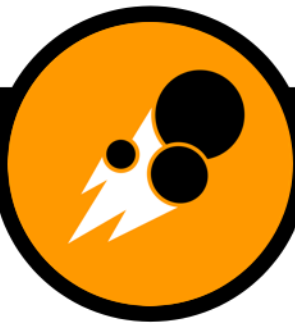
<http://www.teamneutrino.org/sponsors/>.

Diamond (\$5000+) – Large logo on robot, banner, pit, t-shirt; mention on team displays and website

Platinum (\$2500+) – Small logo on robot, banner, pit, t-shirt; mention on team displays and website

Gold (\$1000+) – Logo on banner, pit, and t-shirt; mention on team displays and website

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Silver (\$500+) – Logo in pit and t-shirt; mention on team displays and website

Bronze (\$250+) – Mention on team displays and website

Honorable Mentions (\$50+) – Mention on team website

Official Team Dress Code

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 jeans, khaki pants or khaki shorts with closed-toed shoes. When indoors, the team shirt should not be covered. The team shirt should never be worn over a collared shirt. On Thursdays of FRC tournaments, official team shirts from previous years may be worn. Above all, dress reasonably and professionally.

Contact Information

The Team 3928 graphic design leaders are responsible for maintaining and enforcing the Identity Standards.

Current Leader (team member)

Nathan Paskach

nathanpaskach@gmail.com

Current Leader (team mentor)

Erin Mitchell

mitc0393@iastate.edu

The Team 3928 graphic design team reserves the right to modify these standards at any time if necessary. Any modifications must be approved by a consensus of all Team 3928 student leaders and mentors.

Special thanks to the Cheesy Poofs Team 254 for posting their Identity Standards document online.

Updated: 1/19/2017