#3928 Team Neutrino
IDENTITY STANDARDS

TEAM NEUTRINO
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For more information, visit

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TEAM NEUTRINO
Introduction

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 Neutrino 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 stands out as a premier team in our community, online presence, and events in which we participate.

Team Identification

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

Official Team Name: The official Team Neutrino team name changes year to year depending on sponsor support, so consult https://www.TheBlueAlliance.com/Team/3928 for our current full team name for official use.

Team Nickname: Team Neutrino

In written and verbal communication, Team 3928 should always be referred to as "Team Neutrino," "Team 3928," "3928," "Neutrino," *FIRST* Team Neutrino 4-H," "Story County 4-H *FIRST* Robotics Team Neutrino," "Story County 4-H Robotics," "3928," "*FIRST* Robotics Team 3928," or "FRC Team #3928, Team Neutrino."
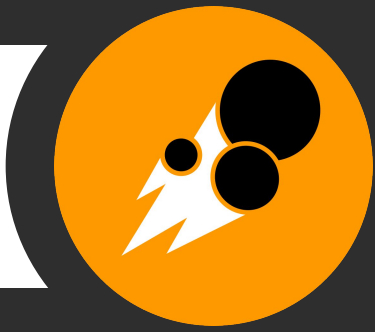
Team Neutrino should not be referred to with any alias not stated above. The team name cannot be changed without complete consensus of the Team Neutrino students and mentors.

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The Team Neutrino logo should be used in compliance with the standards here. In most situations, the logo should be displayed on a dark background. The team's logos should be used on backgrounds that do not distract from the image.

The orange logo should be used as the primary logo, but the back logo may be used when it better aligns with our brand or is used on an orange background. 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. All graphics files (logos, stationeries, templates, etc) are available on http://www.TeamNeutrino.org/Brand/ and on the team drive. The latest official templates should be used whenever possible.

Secondary Logo Treatments

Logos for partner and associate programs to Team Neutrino (initiatives and programs Team Neutrino has started) should be given the same respects as our own logo. Neutrino Guy does not have to follow these guidelines, but should be used within reason (for this reason, many variants of Neutrino guy exist, often in different colors). Sponsor logos must follow the organization designated guidelines. In addition, inter-team logos (for example the Stay-At-Home STEAM logo) should be respected to the same extent.

Unacceptable Logo Treatments
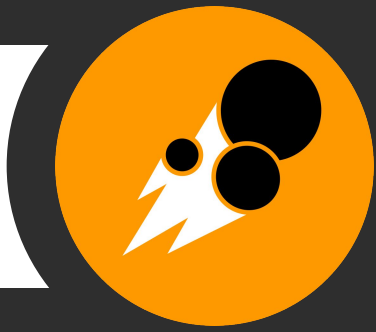
The logo should not be:
- Stretched out of proportion
- Cropped
- Styled with any 3D effect
- Excessively tilted or rotated
- Displayed in an unrecognizable opacity or color

For more information, visit

TEAM NEUTRINO
Color Palette

Color Palettes

The predominant color in all communications materials should be selected from the primary palette. Accent text and graphics may be displayed in any of the primary or secondary colors. The Team Neutrino palette should always be displayed on the RGB scale when possible. For certain video or media projects, the use of non-approved text styles or colors may be used (in moderation) if approved by graphics leadership.

Primary Orange
#FF9900   R:255 G:153 B:0   C:0 M:40 Y:100 K:100   PMS:165

Secondary Orange
#FF6600   R:255 G:102 B:0   C:0 M:60 Y:100 K:100

Primary Black
#000000   R:000 G:000 B:0   C:0 M:0 Y:100 K:100

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

Primary Light Grey
#C8C8C8   R:200 G:200 B:200   C:0 M:0 Y:0 K:22

Secondary Light Grey
#666666   R:102 G:102 B:102   C:0 M:0 Y:0 K:60

Secondary Medium Grey
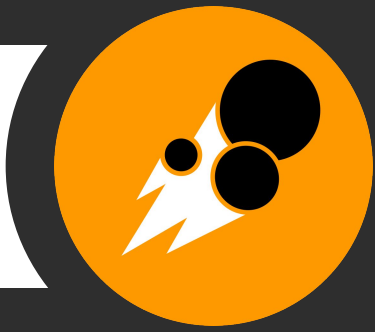#2E2E2E   R:46 G:46 B:46   C:0 M:0 Y:0 K:82

Secondary Dark Grey
#171717   R:23 G:23 B:23   C:0 M:0 Y:0 K:91

For more information, visit

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

Typography
Team Neutrino has elected to choose a set of fonts to use in all written communication. The primary fonts (Verdana and Georgia) should be used primarily for all written communication. The secondary font (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.

✓ **Impact**

Verdana

Georgia

Quick Reference

- If you need to pa...   ...u don't have the team credit card...   ...Captain to ask who has the card if you don't already know. Then, call that person and explain where you are and what you would like to purchase, so you'd like them to read off the number to you. As they're reading it, read it to whomever you're paying.

- All the computers in Sukup Hall have Adobe Suite and Office on them. If you don't have it on your own computer, ask a student mentor (if you don't have an ISU net-ID) to sign you into one of the computers so you can use the programs you need.

- The computers in Black 0006 and Parks Library have Adobe Premier Pro on them, while the Sukup computers do not. Black's computers may not always have the most current versions of Premiere, so they may not be able to load Premiere files saved from personal computers.
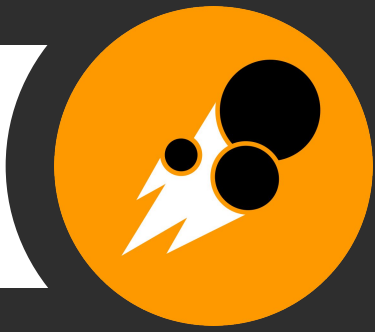
Unless another color is absolutely necessary, team fonts should be used in conjunction with the team's primary and secondary color palettes.
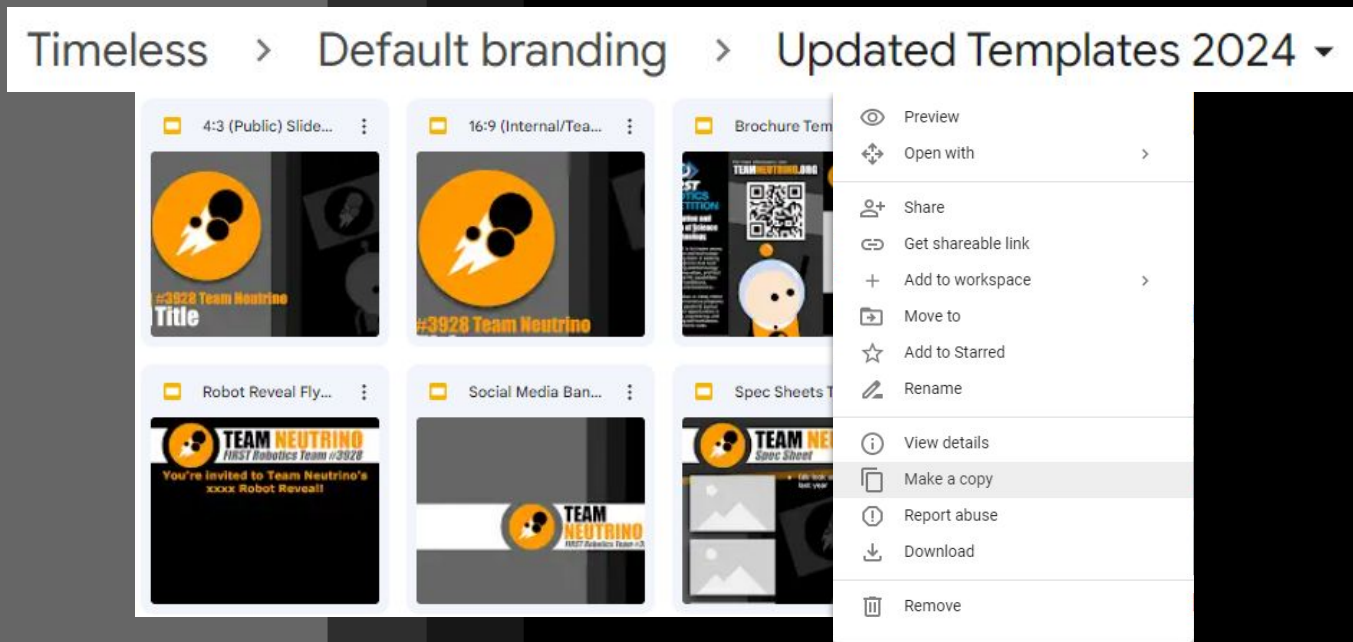
For more information, visit

TEAM NEUTRINO
Join Now!

All versions of the logo and other team-related graphics are available at http://www.TeamNeutrino.org/Brand/ in various file formats. Internal team templates (presentations, headers, etc) are available on the team drive and should be used as-is wherever applicable. 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).
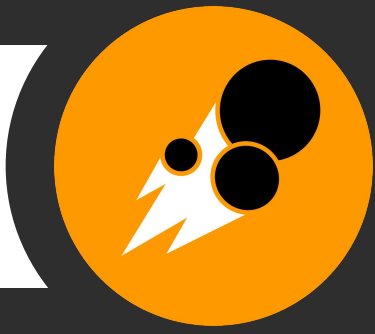

The team drive also provides variants for the modern Team Neutrino stationery, **to be used whenever possible for consistency.** It contains templates for binders, cards, presentations, newsletters, etc.

For more information, visit

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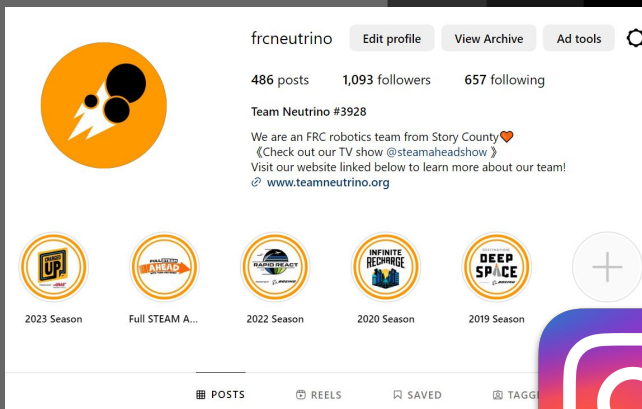
TEAM NEUTRINO
Digital Management

Online Presence

Team Neutrino's online image is just as essential to maintain as our in-person image. Engaging with the community is an essential part of our team, and this relies on a consistent and appropriate image. Following our identity standards online increases our impact and furthers our brand.

Social Media

When engaging with social media, official Team Neutrino accounts should be managed effectively. This includes keeping our information and posts current on all platforms (to keep sponsors and the community informed and engaged) as well as upholding an approachable but professional image. Members or team mentors pictured in social media should follow the team apparel standards whenever possible, specifically noting the use of safety glasses and any other PPE when necessary. It's essential to communicate with other members before posting to ensure consistent branding between events and digital publications, as well as referring to the social media planner for scheduling posts.
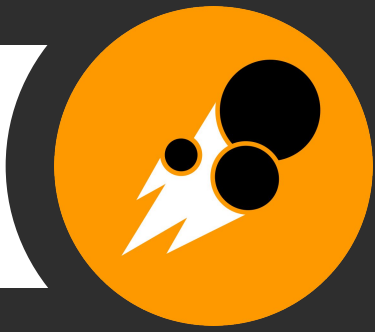

For more information, visit

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TEAM NEUTRINO
Digital Management

Video Publications

Team Neutrino's video productions should stay current with the current team events. When members or mentors are portrayed, they should be following the team apparel guidelines. Video publications should remain professional and should be used to portray the team message. All Team Neutrino videos should have a professional title, description, and be used in conjunction with a custom thumbnail (past videos may not utilize these, but all future videos must) that is based from the thumbnail template. All video and YouTube publications should be approved by graphics leadership before publication to ensure consistency of quality under the Team Neutrino brand, and must utilize a Neutrino intro/outro sequence containing the team logo. Intro sequences can be provided (for internal Team Neutrino use only) as unlisted YouTube uploads. Intro sequences for unique video series (such as Stay-At-Home STEAM) can be found as well and should be used respectively (but are not replacements for the required standard Team Neutrino intro). Team videos should utilize a team watermark if applicable, and **all publications must be 1080p or higher.**

Website Usage

Team Neutrino's website, www.teamneutrino.org, should be regularly updated and follow the identity guidelines (color pallet, text, graphic style, etc.) to uphold Team Neutrino's brand. Our website should be used as a professional contact for sponsors, new members, and the general public.

TEAM NEUTRINO
FIRST Robotics Team #3928

Team Neutrino
@TeamNeutrino   150 subscribers   68 videos
We are FRC Team Neutrino, founded in 2011 from Story County. Visit Team...
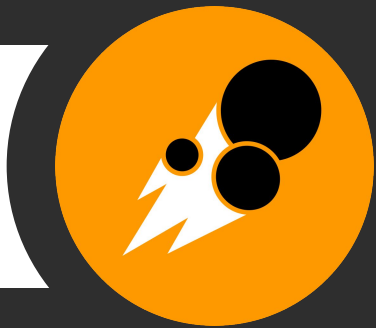teamneutrino.org and 2 more links

Subscribe

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TEAM NEUTRINO
Sponsor Recognition

$2K and up

Emerald Support
Small Logo on banner, pit, team shirts, and mention in team displays and literature

$2.5K and up

Platinum Support
Medium logo on robot, banner, pit, team shirts, and mention in team displays and literature

$5K and up

Diamond Support
Large logo on robot, banner, pit, team shirts, and mention in team displays and literature

$10K and up

Champion Support
XL logo on robot, banner, pit, team shirts, and mention in team displays and literature, special mention in all social media, video, and other media releases

$50 and up

Special Mention
Mention in team literature

$250 and up

Bronze Support
Mention in team displays and literature

$500 and up

Silver Support
Small logo in pit, team shirts, and mention in team displays and literature

$1K and up

Gold Support
Small Logo on banner, pit, team shirts, and mention in team displays and literature
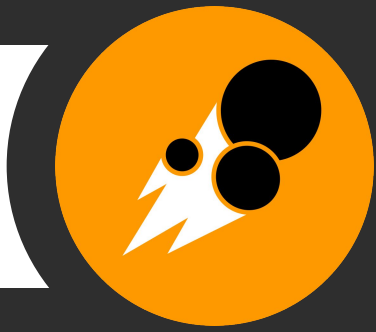
Sponsor Levels

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/. Sponsor logos often have specific guidelines attached to the usage, and must be used as specified by the sponsor. They should be given the same respect as the Team Neutrino logo.

For more information, visit

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Sponsor Recognition

Sponsor communication is an important link between our activities and maintaining sponsors. Sponsor communication should be utilized professionally, and used as a tool to continue to engage and collaborate with sponsors beyond donations. Communication with sponsors includes timely newsletters to update them on our activities. These newsletters should follow the identity standards and remain reasonably consistent between issues. Other sponsor communications (social media posts, video or written thank yous, cards or physical media, etc.) should remain professional and polite, and adhere to our standards whenever possible.
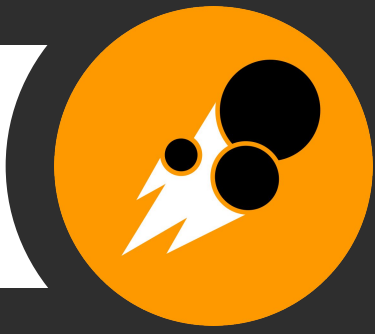
THANK YOU

For more information, visit

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Apparel

Each year, Team Neutrino will print one primary team shirt (with an official sweatshirt variant) and may print other official or non-official team apparel if needed. The primary team shirt should always be black. The design should contain the logo with the team name and "*FIRST* Robotics Team #3928" 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 (for example, team hats must include our logo but may opt to not include our full team name and number).

Team Neutrino reserves the right to produce non-official shirts and apparel for use outside of the designated uniformed events (competitions, robot demonstrations, outreach events, recruiting events, and other major team events indicated by leadership). Team Neutrino may also create other official or non-official shirt variants at its discretion, such as anniversary or commemorative designs (or even polo shirts), provided that they meet the identity requirements and uphold the integrity of our brand. Any official shirts, hats, or sweatshirts should always contain a centered team logo. Team members are not to sell or redistribute any official team apparel.
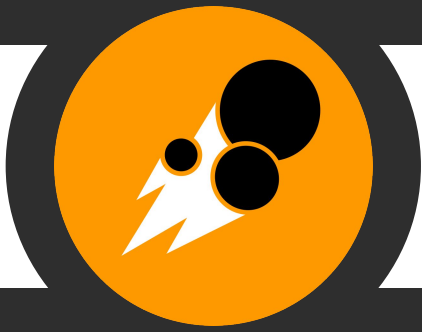

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All team members are expected to wear a uniform consisting of the following elements:

Personal protection equipment

When working with the robot or at competitions, safety glasses are required; use good judgement in other situations. Safety glasses are often encouraged, even when not absolutely necessary.

Shirts/sweatshirts

Members are expected to wear the current team shirt and/or sweatshirt at events (however some events allow for past shirts as well; this depends on the given event. Team leadership will advise on how the team dress code should be adhered to if the situation is not explicitly stated). Official team shirts or sweatshirts should not be covered or obstructed when indoors and should not be worn over any non-team collared shirts. During most events, members are expected to wear the current team shirt, but are allowed to wear other shirts if designated by leadership.

Pants/shorts

Members are permitted to wear jeans/denim shorts or khaki pants/shorts. For outreach events reasonable shorts are permitted, but for certain events (competitions, sponsor visits) full length pants are required for safety and/or branding purposes.

Footwear

Members are expected to wear close-toed shoes to ensure safety.

Optional

Optional Team Neutrino apparel (i.e. teams hats) are optional and may be worn in addition to the uniform at any event.
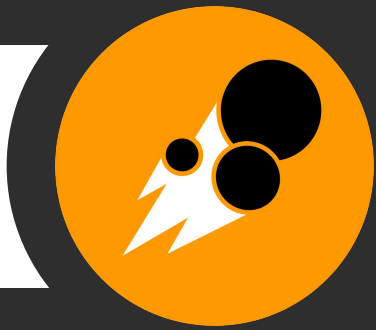
Above all, dress reasonably, safely, and professionally.

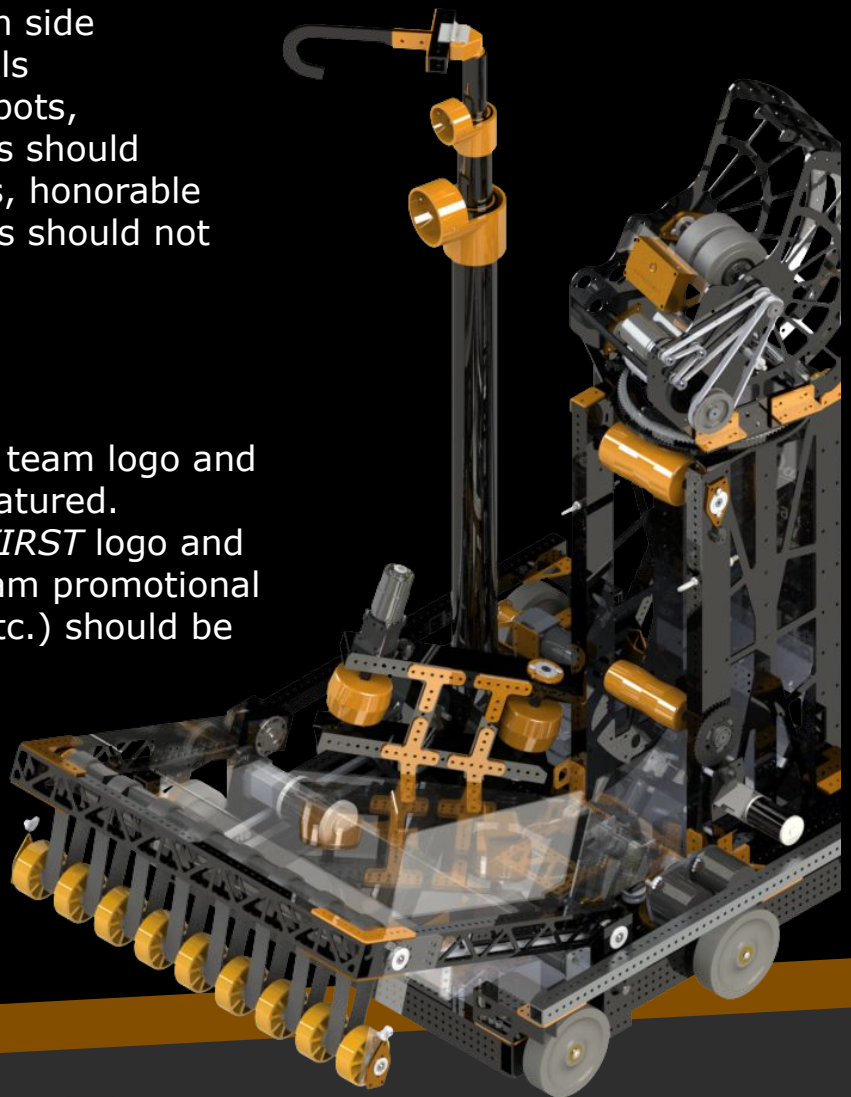For more information, visit

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Robots

Team Neutrino 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. On FRC robots, the "3928" numerals 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.

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. Team promotional materials (flyers, business cards, etc.) should be used professionally.
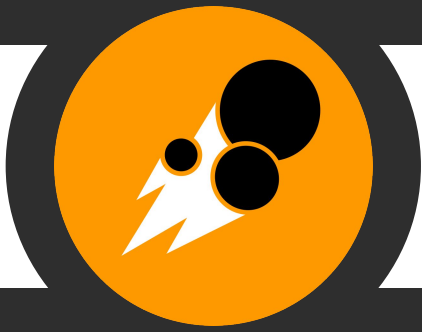
For more information, visit

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TEAM NEUTRINO
Graphics Leadership

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

Current Graphics Manager
Joy Z

Current Graphics Mentor
Brandon G, Moriah Z
gundbran1@gmail.com
moriahzimm@gmail.com

Current Co-Captain
Sarah Y

Team contact information

3928@teamneutrino.org

@frcneutrino

FRC Team Neutrino #3928

The Team Neutrino graphics team reserves the right to modify these standards at any time if necessary. Any modifications must be approved by a consensus of all Team Neutrino student leaders and mentors. Updates to this document exclusively for the purpose of keeping team/sponsor information current (or making minor grammatical or visual corrections) don't need full approval to be fixed by graphics leadership (this includes updating contact information for leadership each year). Graphics leadership reserves the right to make reasonable and minor exceptions from these standards on a project-by-project basis, mainly for accent elements on video and media publications.

Last updated January 2026

For more information, visit

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