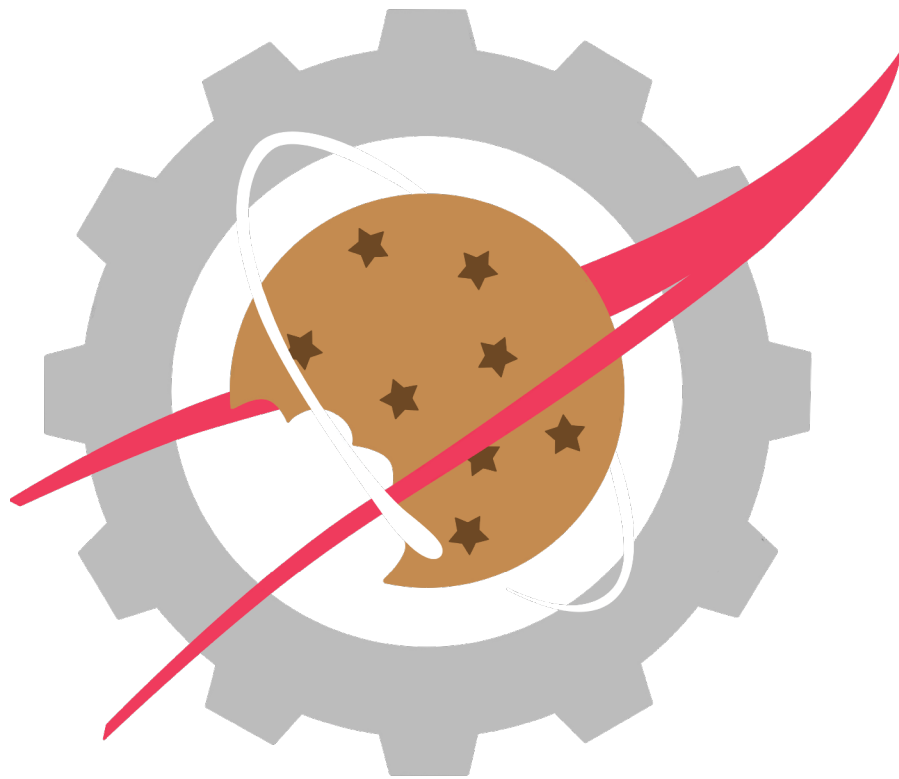


BRAND GUIDELINES

2016-17



Space Cookies
FRC Team 1868

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INTRODUCTION

Branding Goals

Develop a consistent usage guideline for our team image (logo, font, color, header, etc.) to unify our brand and create an enduring, strong representation of the Space Cookies as a competitive FRC robotics team.

Acknowledgement

The Space Cookies would like to thank High Tech High Robotics Team 1538 (“the Holy Cows”) for making their brand guidelines publicly available and encouraging other teams to use them as an example.

TEAM NAME

Team Name - Space Cookies

Team Number - 1868

Convention & Usage

In written and verbal communication, FRC Team 1868 may be referred to as “the Space Cookies”, “Space Cookies”, “Space Cookies FRC Team 1868,” “Space Cookies Team 1868,” “Space Cookies Robotics Team 1868,” or “FRC Team 1868”.

In all written and verbal communication, VEX Team 1868 may be referred to as “the Space Cookies,” “Space Cookies,” “Space Cookies VEX Team 1868,” “Space Cookies Team 1868,” “Space Cookies Robotics Team 1868,” or “VEX Team 1868”.

Use of the term “Cookie” or “Cookies” when referring to Team 1868 is limited to reference of one or more specific team members.

The team name cannot be changed without consensus of FRC Team 1868, VEX Team 1868, and the Girl Scouts of Northern California.

When referring to ourselves in **first person**:

We are the Space Cookies FRC Team 1868.

We are both an FRC team and a Girl Scout Troop.

When referring to ourselves in **third person**:

The Space Cookies Team 1868 is an all girls robotics team.

The Space Cookies are from many different high schools around the Bay Area.

The Space Cookies participate in outreach events in the community.

Examples of **incorrect** usage:

The Space Cookies Team 1868 are going to a competition.

The Space Cookies is going to a competition.

LOGO USAGE

Overview

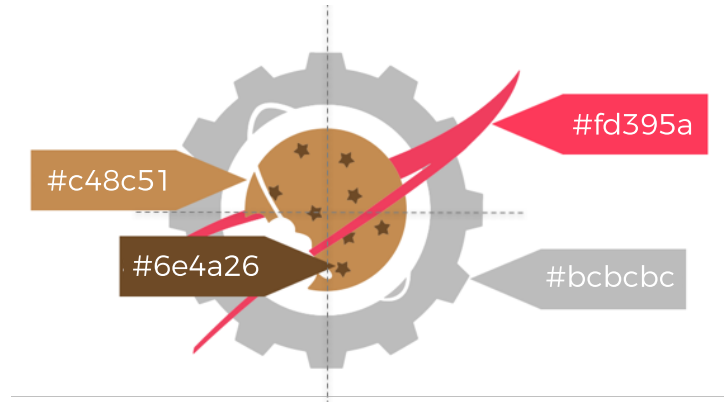
Our logo, “the Cookie”, uses four colors: Team Tan, Team Brown, Team Red, and Light Gray. It is based on the images associated with our two founders: NASA (red vector, white comet, brown stars) and Girl Scouts (cookie), as well as incorporating an element of robotics (gear).

Team Tan **#c48c51**

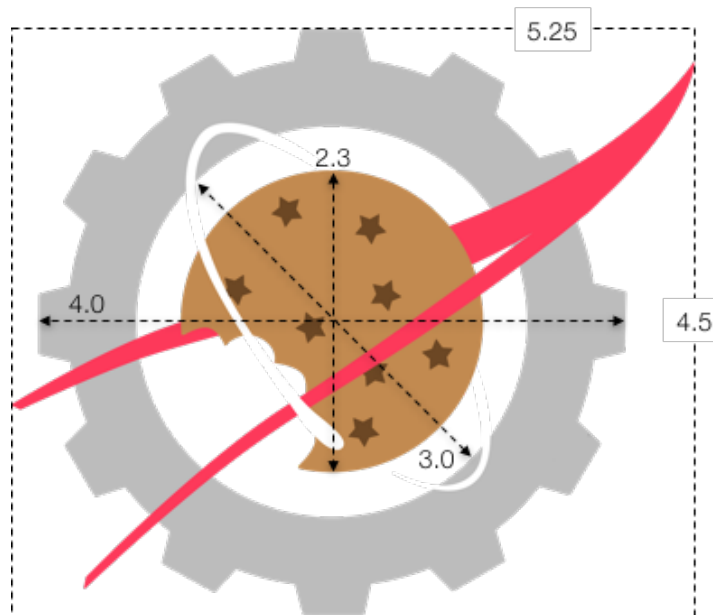
Team Brown **#6e4a26**

Team Red **#fd395a**

Team Gray **#bcbcbc**



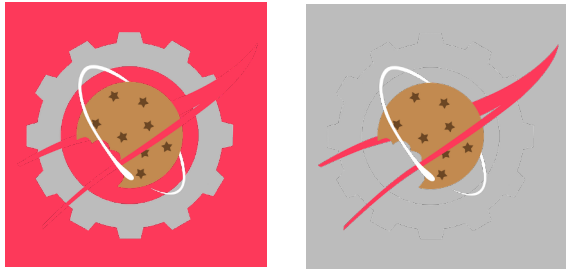
The Cookie should be oriented with the head of the comet on the upper right and the gear centered. The aspect ratio of the Cookie is 673 x 578; the image below illustrates the relative size of the various elements.



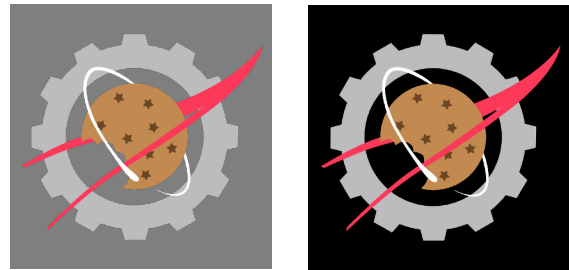
LOGO USAGE continued

The background used with the Cookie should provide sufficient contrast to the colors in the logo and should be limited to the standard color palette (see page 10).

Incorrect Usage



Correct Usage



Improper use of the logo:

- Logo with black outlines
- Low quality logos
- Any addition to the logo other than text as described below
- Effects including but not limited to: bevel, drop shadow, gradient, stroke
- Any drawing of the logo
- Rotated versions
- Incorrect aspect ratio
- Color changes except for single-color Space Cookie Blue, Black, Steel Gray, or White (see below)

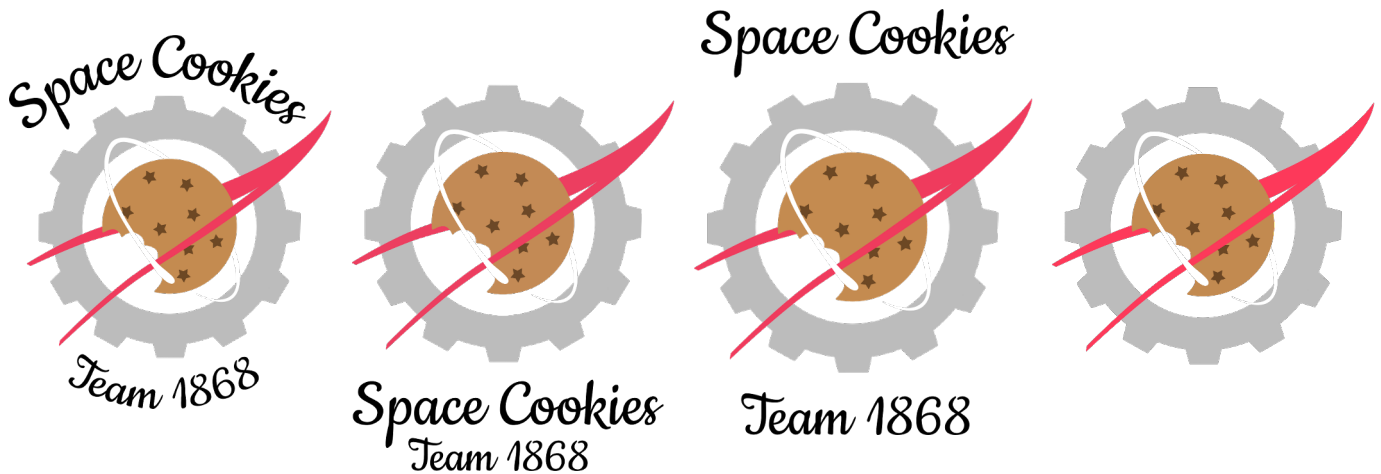


(White single-color logo variation not pictured)

LOGO USAGE continued

Logo Variations

For apparel, the logo may be paired with with no text, circular text, straight text on the top and bottom, and straight text below. Each of these variations can come in full color, Space Cookie Blue, Black, White, or Steel Gray (see page 6). This totals to 20 acceptable logo variations.



Pictured above are all full color variations.

Letterhead & Business Cards

Space Cookies letterhead should use the full-color vertical logo with circular text. Business card styles may vary, but should contain an acceptable version of the logo and text with "Space Cookies FRC Team 1868" at minimum.

Marketing Materials

Button and other handout styles may vary, but should contain an acceptable version of the logo and text with "Space Cookies Team 1868" at minimum.

TEAM COLORS

Color Palettes & Usage

Standard Color Palette

This is the standard color palette. It should be used for presentation templates, business cards, and fliers. A darker shade of gray may also be used.

Space Cookie Blue #8edbfe

Space Cookie Blue is the official team blue. It should be used for accents, headers, etc. It can also be used for a single-color variation of the logo.

SC Blue Impostor 1 #89cff0

Only use Impostor 1 in graphics and charts that require multiple shades of blue. It is never acceptable to use Impostor 1 instead of Space Cookie Blue.

Black #000000

Black should be used for body text unless on a dark background. It's used for page numbers, and outlines of graphics. It may be used for single-color logos.

Vivid Blue #1c9fdd

Vivid Blue may be used alongside Midnight Blue, Steel Gray, and Impostor 1 in charts and other graphics. Never use Vivid Blue instead of Space Cookie Blue.

Wet Pebbles #3c3c3c

Wet Pebbles is acceptable for backgrounds when Steel Gray is not dark enough for sufficient contrast. Do not use for body copy text.

Midnight Blue #000066

This may be used alongside Vivid Blue, Steel Gray, and Impostor 1 in charts and other graphics. Do not use instead of Black for text or outlines.

Steel Gray #7f7f7f

Steel Gray be used for sub-headers, subtitles, etc. It also works with Vivid Blue, Impostor 1, and Midnight Blue for graphics. It may be used for single-color logos.

Core of a Living Branch #91b438

This should be used as an accent color in presentations for charts and other graphics. It may also be used on posters and fliers. Use sparingly.

White #ffffff

White should be used for the majority of backgrounds. It is only acceptable to use White text if there is sufficient contrast with the background. It may be used for single-color logos.

TEAM COLORS continued

Supplemental Color Palette

The usage of this color palette should be limited to the Chairman's binder and supplemental awards materials, including Chairman's presentation posters.

Purple Mountain Majesties #74089f

Chairman's Creating Possibilities
accent color

Purple Onions That Don't Make You Cry #a43fa6

Chairman's Media accent color

Space Cookie Blue Impostor 2 #5bb7d3

Chairman's Programming accent
color

NASA Shadows #55b4a2

Chairman's Robot Design accent
color

The Bottom of the Ocean But Not Quite Because That's Just Black #000066

Chairman's subtitle color

The Big Red Dog #cc0000

Chairman's Business Plan accent
color

The Outside of an Orange Peel #f26835

Chairman's Changing People accent
color

The Color of the Sun if You Could Look at It #a43fa6

Chairman's Challenging Perceptions
accent color

Core of a Living Branch #91b438

Chairman's Constructing Programs
accent color (also part of the standard
color palette)

APPAREL

Primary T-shirt

The official team T-shirt is light blue with a logo on the front and team sponsor logos on the back. The T-shirt color cannot be changed without consensus of both FRC Team 1868 and VEX Team 1868.

If sponsor logos are not available, sponsors can be included as a list of names on the back of the shirt or there may be a combination of available logos and sponsor names in Helvetica Neue.

The text on the front of the shirt will be “Space Cookies” in the Cookie typeface, and “Team 1868” in black Cookie.

In order to maintain the same shade of blue, the brand of the shirts should be the same year after year (Gildan 100% Cotton T-shirt in Light Blue from CustomInk).

Competition T-shirt

The competition T-shirt follows the same guidelines as the primary T-shirt, but may also include the year’s official game logo and/or robot drawing on the back. It may also display the names of sponsors in a more creative way.



APPAREL continued

Outerwear

FRC team jackets and sweatshirts are black with a light blue logo and light blue wrapped text on the upper left corner of the front. Outerwear from previous years may also be worn at events, but current outerwear is preferable.



Hat

Hats should be black with the solid blue logo. Hat styles may vary. Pictured below is an example of the team snapback hats.



DRESS CODE

All FRC team members must follow these basic guidelines. The guidelines exist to ensure:

- Safety while using machines and other equipment
- Professionalism while representing the team
- Compliance with regulations set in place by external event guidelines

Travel Events

Team members must wear a dog tag at all times in accordance with Girl Scout policy.

Personalizing dog tags is permitted, including cancer awareness charms.

Robotics Lab

In the robotics lab, the dress code is as follows:

- Team members must wear closed-toed shoes
- Team members must wear safety glasses when working in the robot or fabrication areas
- Team members must tuck in sweatshirt strings or dangling jewelry when working in the robot or fabrication areas
- Team members must wear long (ankle-length) pants
- Team members may not have their midriff or their shoulders uncovered
- Any team member with hair past shoulder length must wear their hair in a ponytail or bun

Team Events

Public Team Events & Competitions

- Team members must have a clean and professional appearance
- Team members may not have their midriff exposed or their shoulders uncovered
- Team members must wear an official team t-shirt at all times along with team outerwear
- Team members must wear closed-toed shoes
- Team members with hair past shoulder length must have a hair tie with them if they plan to work on the robot
- Team members must have safety glasses with them at all times
- Team members must wear pants that have a pocket for personal items, such as cell phones. If the pants or skirt do not have a pocket, the team member must have a bag or backpack in which to store personal items.
- If permitted by the event (for example, indoor events may discourage wearing hats), team members may wear a Space Cookies hat
- Team members should avoid wearing clothing representing other robotics teams or companies that are not Space Cookie sponsors
- Girls working in the pit and members of the drive team must wear jeans and sneakers
- Shirts should not be worn backwards, inside out, or tucked in
- Undergarments should never be visible

DRESS CODE continued

Sponsor Events

A sponsor may ask team members to wear an item with their logo. If not, follow guidelines for public team events

Girl Scout Events

Team members must dress in accordance with the purpose or theme of the event, whether casual, business casual, or business formal. Team members should wear their Girl Scout tab, Girl Scout pin, and WAGGS pin following Girl Scout guidelines for uniform placement

Girl Scout Ceremonies

Team members should wear their Girl Scout tab, Girl Scout pin, and WAGGS pin following Girl Scout guidelines for uniform placement. Vest or sashes should be worn by girls who own them.

Business Presentations

Team members should wear business formal attire (slacks or skirt, flats or heels, blouse, blazer).

TYPOGRAPHY

Script Typeface

The team script typeface is Cookie. Cookie is a script typeface based on brush calligraphy and is characterized as “sweet and friendly, but not too decorative”. It is highly legible in written documents, web pages, and large posters. In 2016, Cookie replaced the original Space Cookies script font, Anke Calligraphic.

The typeface Cookie is used sparingly and never in bold or italic form.

Use of Cookie is limited to the team name when used with the logo and section headers on the team website.

In general, the size of Cookie should be 4 points higher than Helvetica Neue or Crimson Text to account for its disproportionality.

Cookie Use Cases

<i>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</i> <i>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</i>	
<i>Cookie Regular</i> <i>Section Header (20 pt, subject to variation)</i>	<i>Cookie Regular</i> <i>Team Name and Number (proportional to logo size)</i>
Section headers (on the website, for example) should be used for titling overarching sections.	The team name and number should be written in Cookie when part of the logo.

TYPOGRAPHY continued

Serif Typeface

The team serif typeface is Crimson. Used primarily for book production, Crimson Text provides oldstyle figures, fleurons, and mathematical symbols.

The typeface Crimson Text is used for formal business documents, such as letters to sponsors. copy or paragraphs with a significant amount of printed text. Crimson Bold is used for section titles. Crimson Italic is used for footnotes and photo captions.

Crimson Use Cases

<p> 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 </p>	<p> 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 </p>	<p> <i>A B C D E F G H I J K L M N</i> <i>O P Q R S T U V W X Y Z</i> <i>1 2 3 4 5 6 7 8 9 0</i> <i>a b c d e f g h i j k l m n</i> <i>o p q r s t u v w x y z</i> </p>
<p> Crimson Bold SECTION HEADER (10 pt) </p>	<p> Crimson Regular Body Copy (10 pt) </p>	<p> <i>Crimson Oblique</i> <i>Footnotes and Captions (8 pt)</i> </p>
<p> A section title should be used to break up a body of text, making it easier for the reader to find specific content. Every section header should be preceded by an empty line. </p>	<p> Body copy is the text of an article. Any body copy should be justified or aligned left. </p>	<p> Footnotes and captions should be used for adding footnotes or captioning a photo or graphic. </p>

TYPOGRAPHY continued

Sans Serif Typefaces

Helvetica Neue

Helvetica Neue is a reworking of the Helvetica typeface, one of the most widely used sans serif fonts. Originally developed by Max Miedinger and Eduard Hoffmann, Helvetica was designed as a neutral typeface with great clarity, no intrinsic meaning in its form, and appropriate for a wide variety of applications.

Helvetica Neue uses a more structurally unified set of heights and widths; other changes include improved legibility, heavier punctuation marks, and increased spacing in the numbers.

Helvetica Neue is used for body copy or paragraphs with a significant amount of digital text. Helvetica Neue Bold is used for section titles. Helvetica Neue Light Italic is used for footnotes and photo captions.

Helvetica Neue 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	<i>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</i>
Helvetica Neue Bold SECTION TITLES (10 pt)	Helvetica Neue Light Body Copy (10 pt)	<i>Helvetica Neue Light Italic Footnotes and Captions (8 pt)</i>
A section title should be used to break up a body of text, making it easier for the reader to find specific content. Every section header should be preceded by an empty line.	Body copy is the text of an article. Any body copy should be justified or aligned left.	Footnotes and captions should be used for adding footnotes or captioning a photo or graphic.

TYPOGRAPHY continued

Montserrat and Gotham

Montserrat and Gotham should be used only when Helvetica Neue is unavailable. If Helvetica Neue is available, Montserrat and Gotham are not acceptable.

Montserrat Use Cases

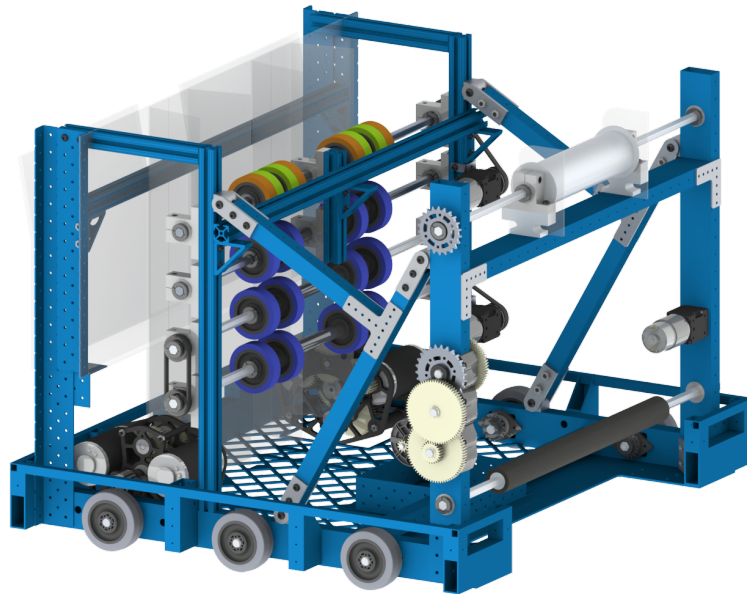
<p>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 a b c d e f g h i j k l m n o p q r s t u v w x y z</p>	<p>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 a b c d e f g h i j k l m n o p q r s t u v w x y z</p>	<p>A B C D E F G H I J K L M N O P Q R 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</p>
<p>Montserrat Medium Section Header (10 pt)</p>	<p>Montserrat Light Body Copy (10 pt)</p>	<p>Montserrat Extra Light Footnotes and Captions (8 pt)</p>
<p>A section title should be used to break up a body of text, making it easier for the reader to find specific content. Every section header should be preceded by an empty line.</p>	<p>Body copy is the text of an article. Any body copy should be justified or aligned left.</p>	<p>Footnotes and captions should be used for adding footnotes or captioning a photo or graphic.</p>

Gotham Use Cases

<p>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</p>
<p>Gotham Medium HEADER (20 pt, subject to variation)</p>
<p>Should be used for headers in all uppercase letters.</p>

FRC ROBOT BRANDING

All aspects of robot branding must comply with FIRST guidelines.



Powder Coating

FRC robot powder coating is Cardinal Paint Blue 90 Gloss T009-BL01. See the swatch to the right. More information is available at cardinalpaint.com/powder/color-chart/.

Sponsor Recognition

Sponsor logos should be mounted on polycarb attached to the FRC robot. Logos should be used whenever possible. If no logo is available, the name of the sponsor is included in Helvetica Neue.

Polycarb

Polycarb on the robot should be clear with black sponsor logos or smoky gray with white sponsor logos (except for NASA and Girl Scouts, which should be in color). The team name and logo may be on the polycarb.

FRC ROBOT BRANDING continued

Bumpers

Bumpers must follow FIRST guidelines for color and font size:

- Cloth must completely enclose all exterior surfaces of the wood and pool noodle material when the bumper is installed on the robot
- The fabric covering the bumper must be solid red or blue in color
- The only markings on the bumper fabric cover are the team number and hook-and-loop backed by the hard parts of the bumper
- Visually, the red or blue must be as close to the corresponding color in the FIRST logo as reasonable [blue: #0066b3, red: #ed1c24]

When photographing the robot, always use the standard blue bumpers. For outreach events, use either the standard blue bumpers or custom Space Cookie bumpers (Black with team number and/or logo in light blue).



FIRST Logo colors and acceptable bumper colors with sample text

Robot Equipment

Driver's Station

The Driver's Station should have a Space Cookies logo and text with "Space Cookies Team 1868" at minimum.

COMMUNICATION

Grammar

In all writing produced by the team, the Oxford comma is required.

- Correct: The webinar had panelists from Team 1868, Team 8, and Team 1967.
- Incorrect: The webinar had panelists from Team 1868, Team 8 and Team 1967.

Spell out numbers under ten in any writing that has no word count/character count.

- Correct: There were five girls working on the robot. There were 84 girls on the team.
- Incorrect: There were 5 girls working on the robot. There were eighty four girls on the team.

Use the American spellings of words.

- Correct: The pullovers are gray. The color gray is my favorite.
- Incorrect: The pullovers are grey. The colour grey is my favourite.

Capitalize all letters in acronyms (like FIRST) and the first letter of proper nouns.

- Correct: We participate in FIRST Steamworks.
- Incorrect: We participate in First steamworks.

Capitalize Space Cookies.

- Correct: Space Cookies
- Incorrect: space cookies

The name of our children's book has an ampersand (&), not the word "and."

- Correct: Amy & Jada Rescue a Robot
- Incorrect: Amy and Jada Rescue a Robot

When describing a past member of the team, employ proper Latin grammatical structures.

- Correct: He is an alumnus. She is an alumna. They (all girls) are alumnae. They are alumni.
- Incorrect: She is an alumni. They are alumnus.
- Describing people as simply "alums" is acceptable in an informal setting.

When discussing the age groups of our badges, use the following standards.

- Correct: Brownies are in grades 2-3. She is in first grade.
- Incorrect: Brownies are in grades two to three. She is in 1st grade.