

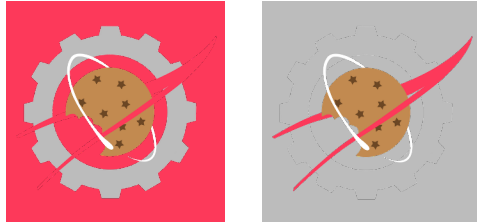
Space Cookies FRC Team 1868 | Brand Guidelines Summary

Use these guidelines while designing digital and print materials for the team to unify our brand and create an enduring, strong representation of the Space Cookies as a competitive FRC robotics team.

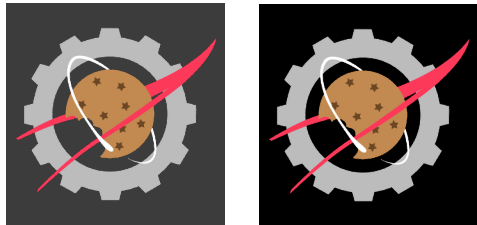
Logo Usage

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.

Incorrect Usage

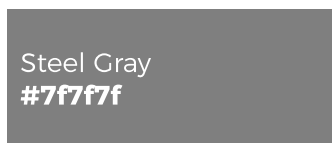
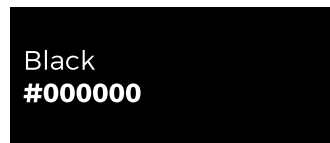
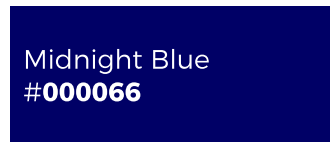


Correct Usage



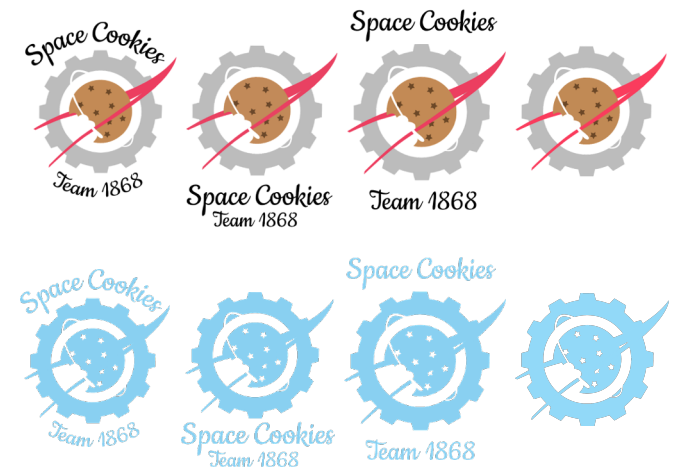
Acceptable Colors

The following colors are acceptable for use on fliers and other print materials. They should also be used on most digital materials. Never use SC Blue Impostor 1 or Vivid Blue instead of Space Cookie Blue.



Logo Variations

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. This totals to 20 acceptable logo variations.



All four acceptable full-color and Space Cookie Blue logo variations are pictured above.

Acceptable Typefaces

A B C a b c 1 2 3

Cookie Regular

Cookie Regular should be used for the team name and number when paired with the logo.

A B C a b c 1 2 3

Helvetica Neue Light

Helvetica Neue is the team sans serif typeface.

A B C a b c 1 2 3

Crimson Text Regular

Crimson Text is the team serif typeface. It should be used for formal documents.

A B C a b c 1 2 3

Montserrat Light and Gotham Medium

Montserrat Light (for body text) and Gotham Medium (for section titles) should be used **ONLY** when Helvetica Neue is unavailable, such as in Lucidpress.