

## BRAND GUIDE

This is Team 2158: the ausTIN CANs' Brand Guide. Inside you will find more information about the team's brand, including colors, logos, and more!



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## Team Name

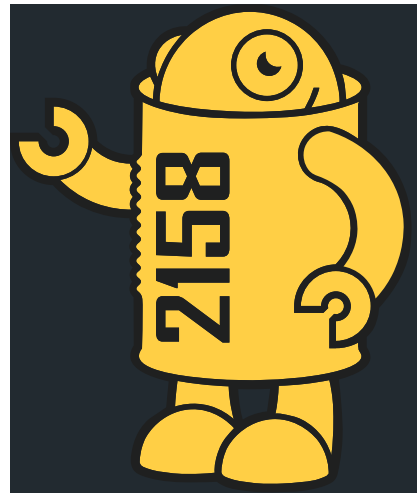
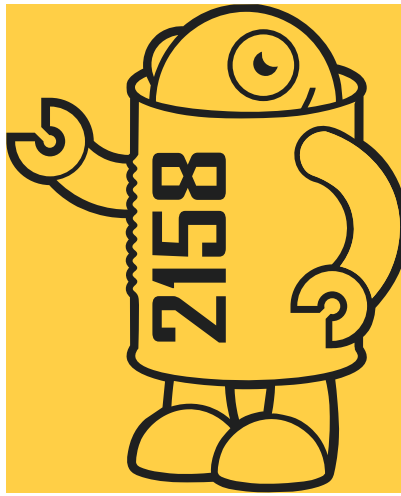
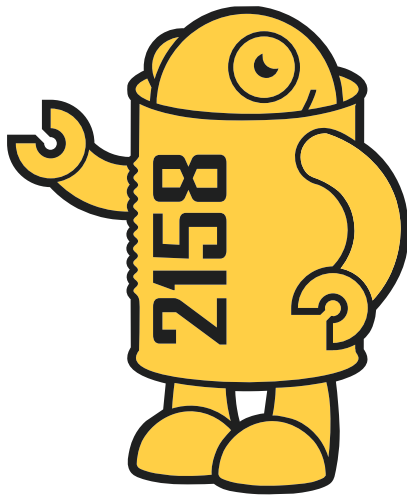
The official team name is to be used in any formal written documents. The team name is the foundation of our identity, and as such, must be treated with respect throughout all documents and materials mentioning our team. Because our team is professionally structured, having a punny team name allows us to be a more well-rounded team.

Changes to the team name cannot be made without complete consensus of the Team 2158 student leaders & mentors.

**Official Team Name:** Team 2158: the ausTIN CANs

In written and verbal communication, Team 2158 should always be referred to as:

-  "Anderson Robotics"
-  "Anderson Robotics Team 2158"
-  "Team 2158"
-  "2158"
-  "Robotics Team 2158"
-  "The ausTIN CANs"

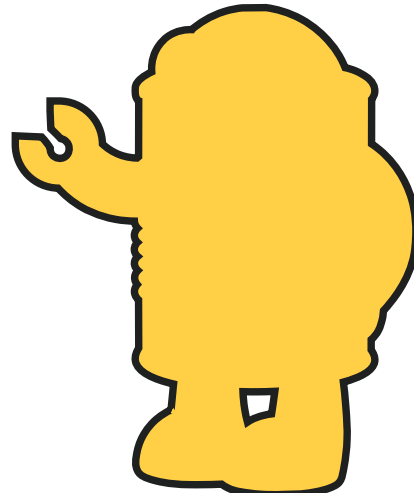
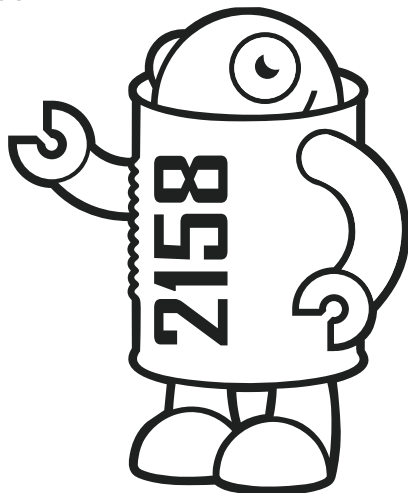


## The Can Man

The Can Man should be used in compliance with the standards here. The preferred background color is white, but the alternates shown above are acceptable substitutes. Keep the nearby area clear of distracting elements such as type, photographs or textured backgrounds. The Can Man should always be seen clearly.

The Can Man may be used as a solid yellow and black silhouette as seen below when it is used as page borders. A grayscale version may also be used if necessary.

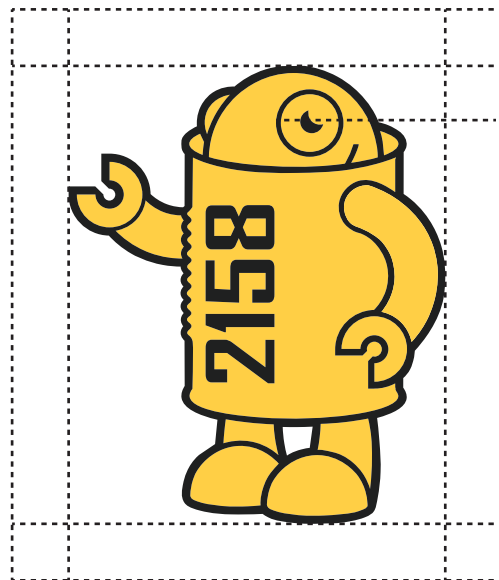
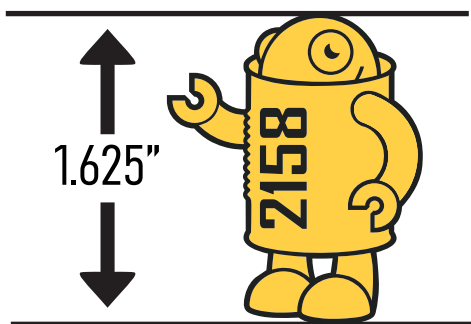
The Can Man should be on all materials released by Team 2158.



## Can Man Sizage

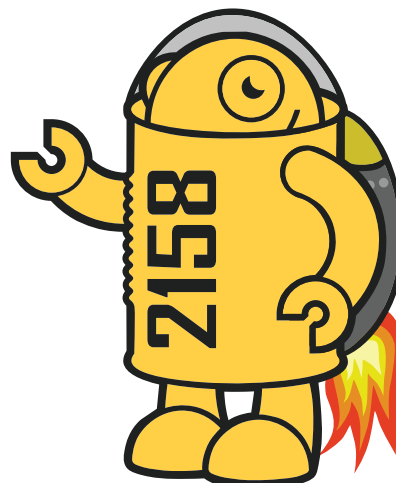
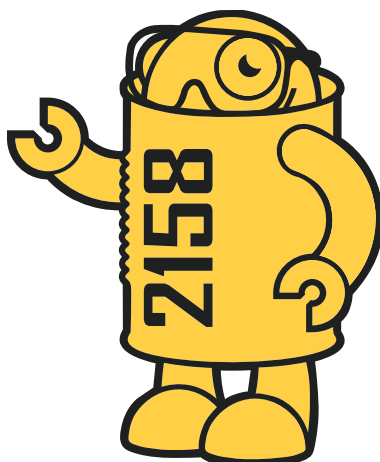
A clear space of not less than the distance between the middle of the eye moon and the top of the head should be maintained on all sides of the Can Man.

The overall height of the Can Man should not be less than 1.625". This need not be the case when the Can Man is on a page border.



## Can Man Modifications

The Graphic Design team of Robotics Team 2158 reserves the right to add to the Can Man to add character to the logo displayed on team publications and to create slightly different variations from year to year. Any modifications must be approved by the Team 2158 leadership.

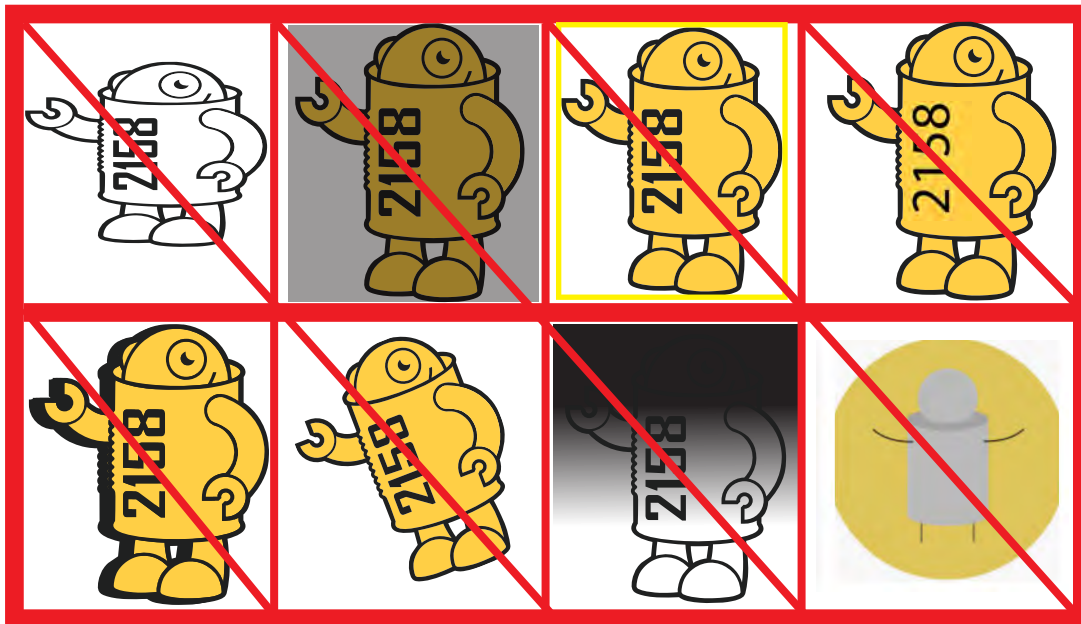


## Unacceptable Can Man Treatments

The Can Man 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
- Older than 2018

Or any other variation, unless it is accepted by the Team 2158 Leadership team and its mentors.

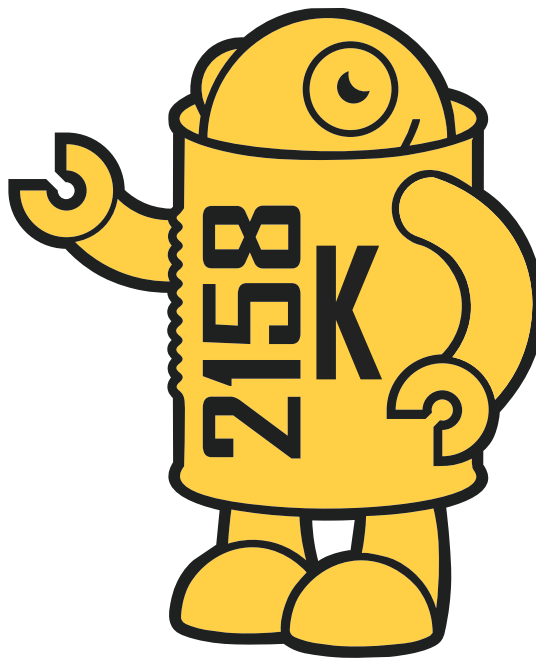




## VEX Variations

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 Can Man have been created for each VEX team, and may be used for each team's robot.

These variations follow the same standards



## File Types

All team graphics should be saved and available in the following formats.

PNG (Portable Network Graphics) files should be applied on emails and websites. This file type has a transparent background that can easily be placed over any image on the screen.

Raster graphics are digital images based on pixels. When scaled, these images will lose quality. Raster graphics should never be stretched larger than their original file size.

EPS (Encapsulated Postscript) files should be applied to all printed materials. This vectorized file type can be scaled to any desired size.

Vector graphics are digital images which are based on control points, curves, and angles. Each point on a vector graphic can be edited without losing image quality.



## Color Palette

The dominant color in all communications materials should be selected from our primary palette.

**Long body text** should always be displayed in primary black on a white background. Accent text and graphics may be displayed in any of the primary colors. When creating graphics needing white, use primary white.

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 2158 palette should always be displayed on the RGB scale when possible.

Primary Black

#222222

R: 34 G: 34 B: 34

C: 0 M: 0 Y: 0 K: 87

Primary Yellow

#FFCF46

R: 255 G: 207 B: 70

C: 0 M: 19 Y: 73 K: 0

Primary White

#F6F6F3

R: 246 G: 246 B: 243

C: 0 M: 0 Y: 1 K: 4

Light Highlight

#FFEBAD

R: 255 G: 235 B: 173

C: 0 M: 8 Y: 32 K: 0

Dark Highlight

#D6A415

R: 214 G: 164 B: 21

C: 0 M: 23 Y: 90 K: 16

Light Shadow

#70707D

R: 112 G: 112 B: 125

C: 10 M: 10 Y: 0 K: 51

Dark Shadow

#0F0F0F

R: 15 G: 15 B: 15

C: 0 M: 0 Y: 0 K: 94

## Typography

Team 2158 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 for headlines and accents. The robot name font should only be used for our numbering and displaying the names of robots.

When limited to Google fonts, substitute Oswald Light for Bahnschrift SemiLight and Oswald Bold for Bahnschrift SemiLight SemiCondensed

Otherwise, these fonts should not be substituted and are available for free download from [CuFonFonts.com](http://CuFonFonts.com)

## Sizing

For sizing, we follow a 1.75-to-1 rule. This means for a body text size of 12, the heading will be 21pt. If the text is 18pt, the title will be 32pt.

For spacing between headings and body text, spacing is 20pt, but between body texts, a 15pt spacing is used.

### Primary Font Family: Bahnschrift (SemiLight)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456890

### Secondary Font Family: Bahnschrift (SemiLight SemiCondensed)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456890

### Robot Name Font: Agency FB (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456890

\* **Exceptions to these fonts:** When writing essays, grant letters, or thank you letters, it is acceptable to use the substitute font Times New Roman.

## Formal Documentation

This page border is used in our booklets and formal printed documents.

The border is comprised of rectangles of  $\frac{1}{3}$  (.33) inches thickness and triangles of 1 in thickness rotated to 75 degrees.

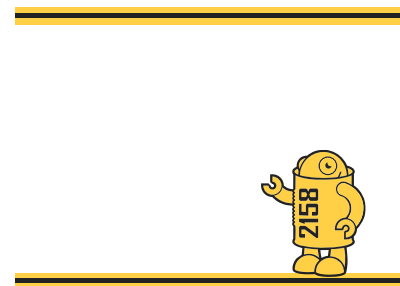
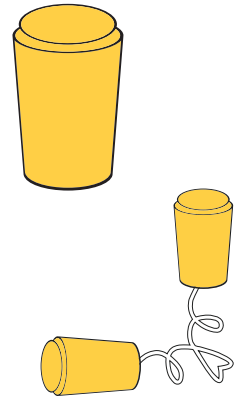
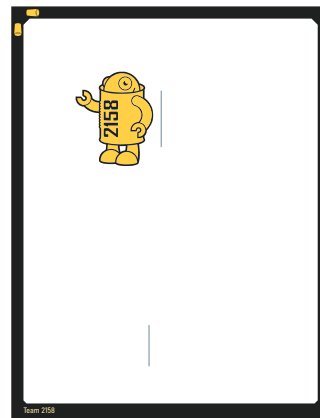
The cans are comprised up 3 ovals along with a stringy path that connects the two cans.

We add text indicating our team number on the bottom left corner as well as the version number of the current document on the upper right

In the tittle page the CAN man is placed approximately at 2.75 and 3 inches with the width and height of 2 by 2.5. The line and the document name are placed equidistant from the can man with the spacing of .25 in

### Flier Boarder

On fliers, a boarder is place on the top and bottom of the page. A yellow rectangle with a 0.5 inch height is placed 0.25 inches from the top of the page. A black rectangle with 0.13 inch height is placed 0.4 inches from the top. Same spacing of both rectangles is copied for the bottom of the page.



## Small Additions

The following are design choices to enhance our presentation

### RECTANGLES

Within formal documents, our text is along-side yellow rectangles of width 0.1 in. all placed at 0.8 in. from the edge of the page. The rectangles are placed slightly above the text at the top and follow the duration of the text ending slightly lower than the last line.

### BULLET POINTS

Instead of typical bullet, we choose to have our primary bullets be custom gears and our secondary bullets by triangles.

### PHOTOS

The photos are placed in masked rounded rectangles with opposite corners having a 0.125 point curve and a 0.5 point curve. At times photos can be placed with a 2 pt stroke in primary yellow or primary black depending on the photograph.

### PAGE NUMBERS

For the page numbers , a tin can and a number is separated by a .01 wide by 0.3331 height light black rectangle. If the page is on the left side put the number at x; 0.5 and y; 10.8. If the page is on the right side put the number at x: 8 and y: 10.8.

## Lorem Ipsum Dolor

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet



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## Branding on Team Robots

Team 2158'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 "2158" numbers (Agency FB - Bold) should be displayed in white vinyl on each side of the robot's bumpers. The numbers should be at least 4" high. All sponsor logos should be a black outline.

## Team Publications

On team fliers and publications, the Canman and team nickname should always be featured.

## Team Apparel

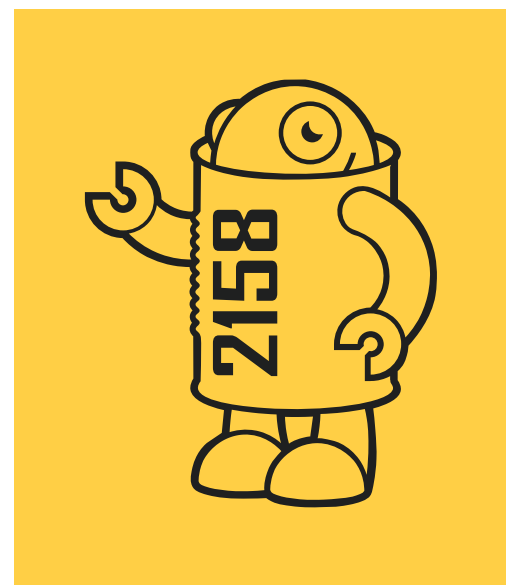
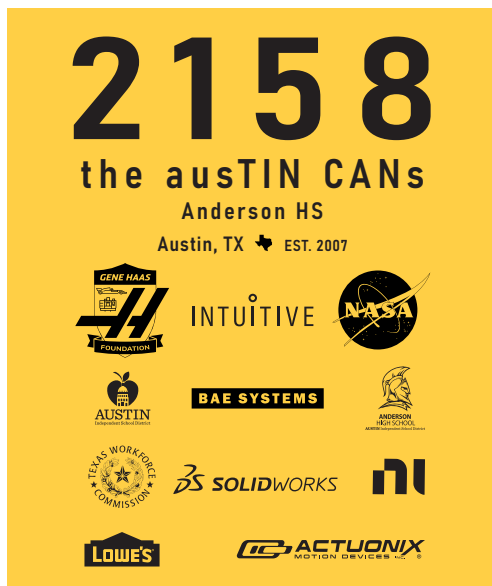
Each year, Team 2158 will print one primary team shirt for both, FRC and VEX, and may print other team apparel.

### BACK

The back of our team T-shirt has our team number, team name, high school name, location, and year established. Beneath the team information are the current sponsors.

### FRONT

The front of the shirt features our team logo, which includes our team number.





## Sponsors Benefits

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

All Sponsors should always be recognized on the team website and on the official team shirt.

### Sponsor Levels

|         |   |         |
|---------|---|---------|
| \$100   | = | Can     |
| \$500   | = | Tin     |
| \$1,000 | = | Silver  |
| \$2,500 | = | Gold    |
| \$5,000 | = | Diamond |

## 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 either black or blue jeans with closed-toed shoes. The team name tag should be worn on the right chest, opposite the logo on the front of the shirt.

When indoors, the team shirt should not be covered unless a current team sweatshirt is worn over it. On the first day of FRC tournaments, official team shirts from 2019 or newer may be worn.

Above all, just dress reasonably and professionally.

## Contact

The Team 2158 business subteam leader is responsible for maintaining and enforcing the Branding Standards.

If you have any questions, contact us at:

[nanor.asadourian@gmail.com](mailto:nanor.asadourian@gmail.com)