



BRANDING GUIDELINES

FRC TEAM 2485 / THE W.A.R. LORDS

INTRO

The members of Team 2485 believe that having a standardized and aesthetic brand is important to the overall recognition and image of the team. This document serves as guidelines for utilizing our team's brand, and a resource for other teams to find inspiration.

ABOUT OUR BRAND

Team 2485's branding is a balance between the team's history and modern elements of graphic design. By blending the two, we are able to create a brand that has elements that give a "W.A.R. Lords" feel to it, while still remaining professional and aesthetically pleasing.

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Having a recognizable name is one of the most important aspects of any brand. Below are guidelines for the usage of our team name(s).

TEAM NAMES

Full Team Name: The Francis Parker W.A.R. (We Are Robot) Lords

Shortened Name: The W.A.R. Lords / W.A.R. Lords

Numerical: Team 2485 / FRC Team 2485

USAGE

We encourage the phrase, “The Francis Parker W.A.R. (We Are Robot) Lords, Team 2485, is a FIRST Robotics Competition team from Francis Parker School in San Diego, California.” to be used to introduce our team in formal settings.

The correct formatting of our team name is “The W.A.R. (We Are Robot) Lords”. Usually, a capitalized “The” should be used. Please note that there is a space between “W.A.R.” and “Lords”.

“W.A.R.” should always be displayed in capital letters with periods to indicate that it is an abbreviation. This is to de-emphasize the war image, as our team strives to exemplify the FIRST ideal of coopertition, as opposed to war. We are robot lords, not warlords. Accordingly, alternate formatting of our team name such as “WAR Lords” or “WARLords” or “Warlords” or “warlords” is looked down upon.

The phrase “We Are Robot”, if used, should follow “W.A.R.” and be contained in parenthesis. The formatting “The W.A.R. Lords (We Are Robot Lords)”, with the full team name following the abbreviated name in parentheses, is also acceptable.

When using our team number to identify our team, the correct formatting is “Team 2485”. “Team” should always be capitalized.



TEAM NAME



TEAM COLORS

The colors of Team 2485 blend modernity and team tradition, with the Black and Gold color scheme dating to our rookie year.

PRIMARY COLORS

These colors are the primary colors of Team 2485. These colors should be used in almost anything relating to the team. The yellow should never be put on the white, and white should never be put on yellow. Yellow or white on black or gray is our preferred color scheme, and should be used whenever possible.



Golden Yellow
Hex: #FFD900



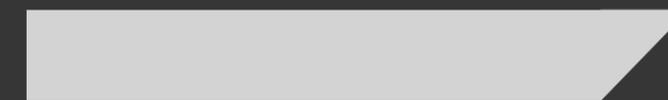
Black
Hex: #000000



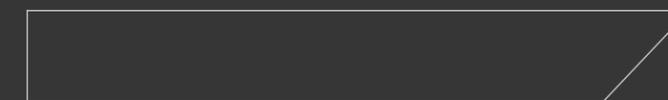
White
Hex: #FFFFFF

GRAYS

The following colors are the grays used by Team 2485, and have been in use since the 2019 season. These colors should be used to add an accent to the design in cases where the black and white provide too much contrast. Logos should not be formatted in either shade of these grays. Charcoal Gray is preferred. Text should never be formatted in either shade.



Silver Gray
Hex Code: #D3D3D3



Charcoal Gray
Hex Code: #363636

The accent colors serve the purpose of adding flare and contrast to content, primarily for usage in information graphics and the website.

ACCENT COLORS

Team 2485's accent colors were originally utilized to provide additional variation for image overlays on the team's website to give it a more modern look. Accent colors should be used sparingly, and primarily to add additional contrast with the intent to add focus to content. Portland Orange, True Blue, and Medium Sea Green should be used sparingly, and only infographic documents (i.e. a Chairman's Judge's pamphlet).



Portland Orange
Hex: #F46036



True Blue
Hex: #3066BE



Maximum Blue Green
Hex: #0CBABA



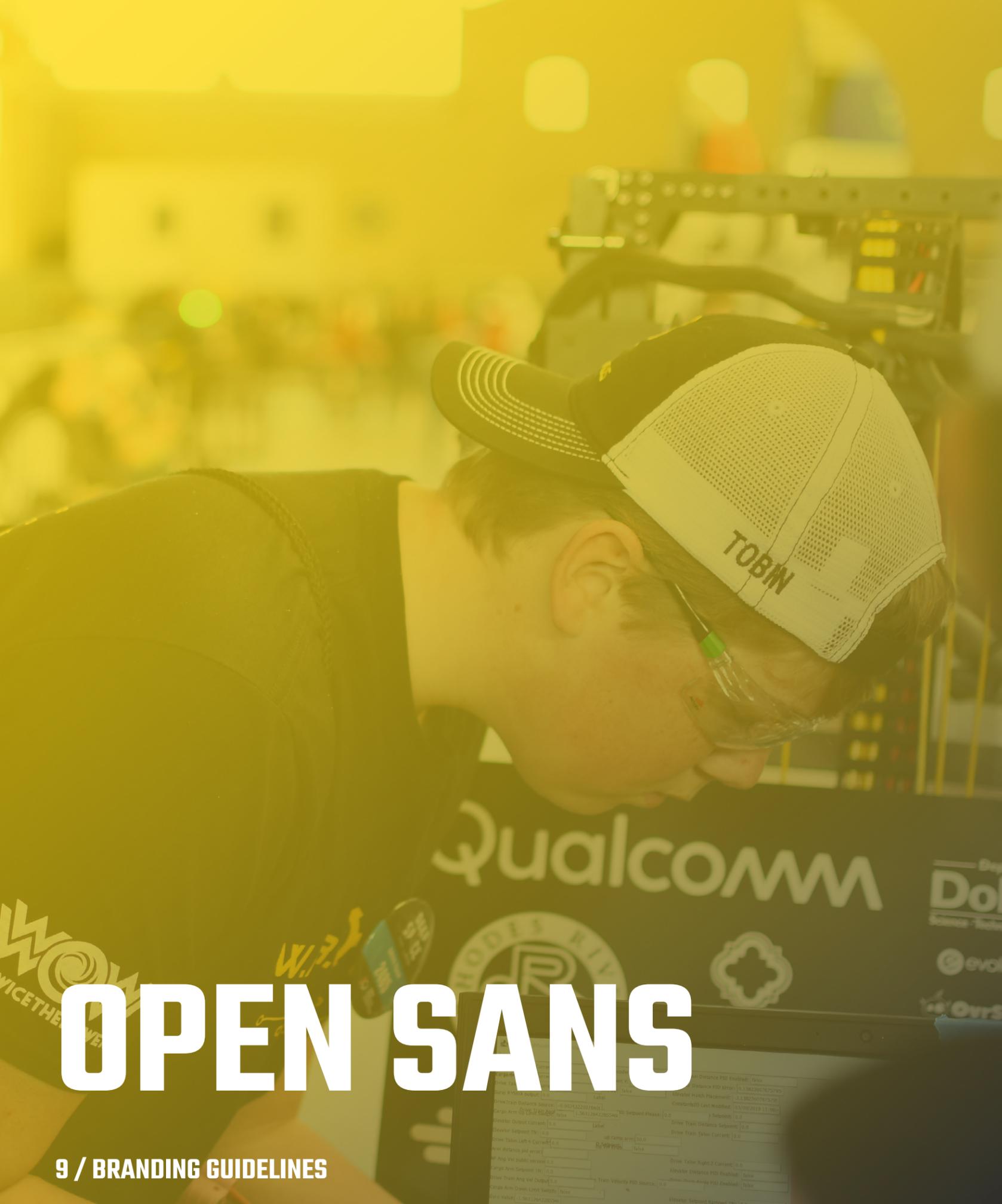
Medium Sea Green
Hex: #3CB370



Purple Navy
Hex: #434371



ACCENTS



OPEN SANS

This typeface has been selected to be our primary body text font, as well as the font used for headers in professional documents and communications.

ACCEPTABLE VARIANTS AND USES

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1 2 3 4 5 6 7 8 9 0	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ 1 2 3 4 5 6 7 8 9 0</i>	ABCDEFGHIJKLMNOPQRSTUVWXYZ 1 2 3 4 5 6 7 8 9 0
<i>Open Sans Light</i>	<i>Open Sans Light Italic</i>	<i>Open Sans Semibold</i>

Body Text

The default text style for any content written.

Italicized Text

Italicized text should be used within captions or footnotes.

Bolded Text

Bolded text should be used to emphasize certain numbers or words within body content.

<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ 1 2 3 4 5 6 7 8 9 0</i>	ABCDEFGHIJKLMNOPQRSTUVWXYZ 1 2 3 4 5 6 7 8 9 0
<i>Open Sans Semibold Italic</i>	<i>Open Sans Regular</i>

BOLD AND ITALIC TEXT

Bolded and Italic Text should be used exclusively for proper formatting in footnotes and captions.

PAGE TITLE SECTION TITLE

Page Titles should describe the purpose of the page in a concise matter

Section titles can be used classify text and paragraphs, making finding content within the section easier.

Teko has become our selected typeface for titles within team documentation, as well as the font in our logo. Teko should be used in all capitals.

ACCEPTABLE VARIANT AND USAGE

**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**

*Teko Semibold**

***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***

*Teko Semibold Italic**

TITLE TEXT

Titles should be on the front page on any piece of documentation. Please utilize all capitals when using the Teko typeface.

ROBOT NAME

If a robot's name is a title, then Teko Semibold should be italicized



TEKO

**If Teko Semibold is unavailable, the usage of Teko Bold is acceptable*

GEAR LOGO

The “Gear Logo” is our primary logo of choice in situations where the team name is already known, or is unnecessary. No modifications to the design are permitted.

COLOR VARIANTS

The Gear Logo is to only be used in the primary colors of FRC Team 2485 (Black, White, and Golden Yellow). Rules regarding each color are as follows:

Golden Yellow: use whenever possible (i.e. if color printing is available), usage is acceptable on both Charcoal Gray and Black.

Black: if color printing is not available, usage is acceptable on both Silver Gray and White (use on Silver Gray even if color printing is available).

White: if color printing is not available, usage is acceptable on both Charcoal Gray and Black (use on gradients within team documentation).

LOGO SPACING AND SIZE

The Gear Logo should maintain proper spacing on all four sides, this space being defined as at least the height of the 2485 in the logo.

An example of the minimum spacing is given here (equal to the height of the numbers). There should be at least this much spacing on all sides of the logo.



The “X” here represents the height of the numbers. Each side should be spaced with at least the length of X. Note that the X length increases with logo size. The Gear Logo should be at least 1.25” inches in length on each side.

Gear Logo Example (with Spacing Lines)

The “Full Logo” is our primary logo of choice in situations where the team name is not already known, or is necessary (flyers, shirts). No modifications to the design are permitted.

COLOR VARIANTS

The Full Logo is to only be used in the primary colors of FRC Team 2485 (Black, White, and Golden Yellow). Rules regarding each color are as follows:

Golden Yellow: use whenever possible (i.e. if color printing is available), usage is acceptable on both Charcoal Gray and Black.

Black: if color printing is not available, usage is acceptable on both Silver Gray and White (use on Silver Gray even if color printing is available).

White: if color printing is not available, usage is acceptable on both Charcoal Gray and Black (use on Golden Yellow gradients within team documentation).

LOGO SPACING AND SIZE

The Full Logo should maintain proper spacing on all four sides, this space being defined as at least the height of the 2485 in the logo (see previous page for example on spacing).

For readability, the Full Logo should always maintain a height of at least 1.25”.



Full Logo Example

The background of the right side of the page is a photograph of a person wearing a black baseball cap with "CHAMPIONS of Legacy" written on it in yellow. They are also wearing safety glasses and a dark hoodie. The image is overlaid with a semi-transparent yellow filter.

FULL LOGO

2485

DOCUMENTS

Team-published Documents should maintain consistency in their look. We have designed and published an InDesign template for our documents in order to help in this.

PAGE AND SPREAD TYPES

A combination of four page and spread types are used within the team's published documents, and allow for flexibility in the document's design.

Cover Page - Contains Document Title, Team Name, Number, and Gear Logo.

Content Left Spread* - Content of the document goes on the left side in a Charcoal Gray area, right side contains an image with a Golden Yellow-Charcoal Gray gradient overlay, and section title in white.

Content Right Spread* - Content of the document goes on the right side in a Charcoal Gray area, left side contains an image with a Golden Yellow-Charcoal Gray gradient overlay, and section title in white.

Back Page - Image with a Golden Yellow-Charcoal Gray gradient overlay, Full Logo, and website URL.

**Denotes spreads that contain page numbers on both sides*

DOCUMENT SETUP AND RULES

Team-published Documents should contain a cover page to indicate what the document is, followed by content pages, and a back page. Content pages should either alternate between Content Left Spread and Content Right Spread, or be uniformly Content Right Spread. A Table of Contents should be included, as well as page numbers on all Content Spreads to assist in the navigation of the document. All images utilized should be relevant to the document. Documents should also be designed for double-sided printing.

Maintaining a uniform look at competitions is important for both a team identity as well as recognition. The following guidelines outline competition uniform expectations.

ITEM DEFINITIONS

Competition Shirts - Shirts given out to the team with current year's sponsors and robot logo (along with other thematic elements).

Advertisement Wear - Shirts given out to members to advertise for an event happening at the competition

Spirit Wear - Past years' competition shirts, WOW shirts, other merchandise put out to the team for order.

Pants - Black/Yellow jeans or pants (sweatpants/yoga pants excluded).

UNIFORM BY DAY

Competition shirts should be worn on any day where qualification or elimination matches are occurring at the event. Spirit Wear is permitted on days without qualification matches or eliminations (practice days). Members are allowed to wear event Advertisement Wear any day of the competition before the event, and in accordance with guidelines given from team leadership. Team Outerwear is always permitted. Students are expected to wear close-toed shoes, along with bringing their own pair of safety glasses. An example regional schedule is as follows:

Day 1 (Practice Matches) - Spirit Wear/Retro day with pants

Day 2 (Quals Matches) - Competition Shirts with pants

Day 3 (Quals + Elims Matches) - Competition Shirts with pants



COMPETITION APPAREL



APPAREL DESIGN

Team-branded Apparel should retain a similar look and design across different items (i.e. a hoodie and a shirt). All designs must be approved by the Head Mentor.

COMPETITION SHIRT DESIGN

The Competition Shirt design retains a similar design from year to year, with occasional seasonal and sponsorship changes. The Competition Shirt should be a Black T-Shirt with the following:

Front - Full Logo with branching node design underneath.

Back - Nodes branching out of crown graphic, with sponsor layout and seasonal robot logo underneath. Additional seasonal designs must be approved.

Sleeves - WOW and Francis Parker School Logos are preapproved here. Replacement of either with a season number design must be approved.

SPIRIT WEAR AND OTHER APPAREL DESIGN

While Spirit Wear is much less regulated than competition shirt design, it must meet the following criteria:

Full Logo - The Full Logo must be included somewhere on the design.

Good Visual Appeal - The design should be professional and should subscribe to the team's branding.

Mentor Approval - All spirit wear must be approved by the Head Mentor.



W.A.R.  LORDS

BRANDING GUIDELINES

team2485.org