



BRAND STANDARDS

Ver. 1



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INTRODUCTION

Created in 2011, 3786 Charger Robotics is the only FRC team in the Kent School District (KSD), which encompasses 130 spoken languages, incredible socioeconomic diversity, and has nearly half of its 26,000 students on free or reduced lunch programs. The KSD diversity necessitates allocating a significant portion of funding to English Language Learner (ELL) and other programs, limiting funding available for STEM and FIRST teams. With this in mind, our mission since 2011 has been to bring accessible FIRST programs and an affordable STEM education to students in diverse communities like ours, who otherwise may not see adequate STEM education until high school or beyond.

OUR LOGO

The Charger Robotics logo should be used in all of our media, publications, and spiritwear.

The logo can be printed out in black and white format if unable to print in color. When using a dark background, switch the text color to white as to preserve readability.

Use the larger logo with the team name and slogan on materials such as the letterhead.

When using our logo, do not:

- Alter color scheme or fonts
- Crop logo
- Rearrange or separate elements
- Distort (squish or stretch)
- Tint or change opacity



Standard Logo



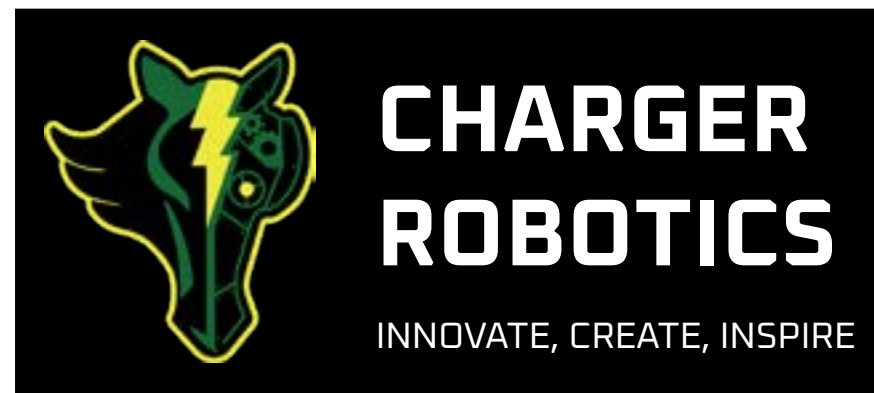
w/ Team Number



w/ Team Name and Slogan

**CHARGER
ROBOTICS**

INNOVATE, CREATE, INSPIRE



Black Background

STEM CLUB LOGOS

The STEM Club Logos should be used in materials and publications involving STEM Club outreach.

The logo can be printed out in black and white format if unable to print in color. When using a dark background, use the black background version as to preserve readability.

When using the STEM Club logos, do not:

- Alter color scheme or fonts
- Crop logo
- Rearrange or separate elements
- Distort (squish or stretch)
- Tint or change opacity



STEM Club Jr.



Black Background



STEM Club Sr.



Black Background

STARS LOGO

The STARS Logo should be used in materials and publications involving STARS outreach.

The logo can be printed out in black and white format if unable to print in color. When using a dark background, use the black background version as to preserve readability.

When using the STARS Logo, do not:

- Alter color scheme or fonts
- Crop logo
- Rearrange or separate elements
- Distort (squish or stretch)
- Tint or change opacity



STARS



Black Background

KRG LOGO

07

The KRG Logo should be used in places fitting to describe our outreach.

The logo can be printed out in black and white format if unable to print in color. When using a dark background, use the black background version as to preserve readability.

When using the KRG logo, do not:

- Alter color scheme or fonts
- Crop logo
- Rearrange or separate elements
- Distort (squish or stretch)
- Tint or change opacity



KRG Logo



KRG Logo (Black Background)

FIRST LOGO

These are the updated *FIRST* logos. Do not use any past versions of this logo.

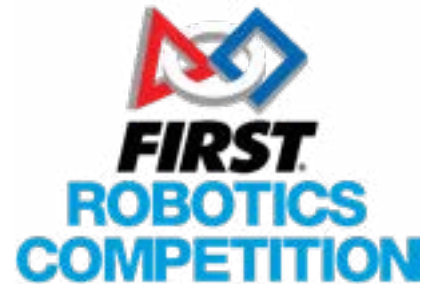
FIRST should always be in both capitals and italics. Refer to *FIRST* programs as following:

- FIRST® Robotics Competition
- FIRST® Tech Challenge
- FIRST® LEGO® League
- FIRST® LEGO® League Jr.

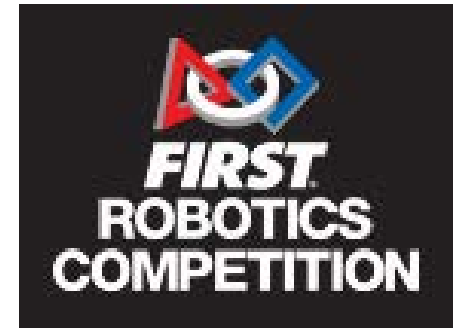
When using the *FIRST* logos, do not:

- Alter color scheme or fonts
- Crop logo
- Rearrange or separate elements
- Distort (squish or stretch)
- Tint or change opacity

FIRST Logos



Black Background



COLOR PALETTE

Our color palette consists of three colors: Charger Green, Charger Yellow, and Dark Gray. Specific color values and codes are provided.

The colors indicated should be used in all team material whether physical or digital.

Avoid altering the colors. Try to use these exact colors if possible.



CHARGER GREEN

RGB: 22, 103, 52

CMYK: 79, 0, 50, 60

HEX: #166734



CHARGER YELLOW

RGB: 235, 232, 61

CMYK: 0, 1, 74, 8

HEX: #ebe83d



DARK GRAY

RGB: 44, 44, 44

CMYK: 0, 0, 0, 83

HEX: #2c2c2c

TYPOGRAPHY

Montserrat is our primary font. It should be used in body text of all documents, publications, and our website.

Body text should have some spacing between lines and space after a paragraph. Avoid using Montserrat in sizes smaller than 9pt.

When using a registered trademark symbol, the symbol should be in superscript if possible.

Montserrat is available for free to download and install online. If you cannot install Montserrat, substitute with Verdana or Bahnschrift.

Montserrat Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
=~!@#\$%^&*()+[]\{|:;:'<>?.,/®©v

Montserrat Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
=~!@#\$%^&()+[]\{|:;:'<>?.,/®©v*

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
=~!@#\$%^&*()+[]\{|:;:'<>?.,/®©v

TYPOGRAPHY

Oxanium is our secondary font. It should be used in headlines, subtitles, and headings in all publications, documents, and our website.

- Use Oxanium regular for quotes and key statements.
- Use Oxanium SemiBold for secondary titles and headings.
- Use Oxanium Bold sparingly for our name and team number.

When using a registered trademark symbol, the symbol should be in superscript if possible.

Avoid using Oxanium in sizes smaller than 9pt.

Oxanium is available for free to download and install online. If you cannot install Monterrat, substitute with Verdana or Bahnschrift.

Oxanium Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

=~!@#\$\$%^&*()+[\]\{|:;':"<>?.,/®©v

Oxanium SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

=~!@#\$\$%^&*()+[\]\{|:;':"<>?.,/®©v

Oxanium Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

=~!@#\$\$%^&*()+[\]\{|:;':"<>?.,/®©v

EMAIL SIGNATURE

These are the recommended email signature formats. The signature should be in either Arial or Calibri. Your name and the pipe symbol next to it should be bold. Do not insert quotes or artwork into your signature.

LONG SIGNATURE

[First Name] [Last Name] | [Position]
Team 3786 Charger Robotics
FIRST® Robotics Competition
Kentrige High School, Kent, WA

<https://chargerrobotics.com/>
A FIRST® Washington Team

EXAMPLE:

Evan Hillberry | Director of Business
Team 3786 Charger Robotics
FIRST® Robotics Competition
Kentrige High School, Kent, WA

<https://chargerrobotics.com/>
A FIRST® Washington Team

SHORT SIGNATURE

[First Name] [Last Name]
[Position]
Team 3786 Charger Robotics
A FIRST® Washington Team

EXAMPLE:

Evan Hillberry
Director of business
Team 3786 Charger Robotics
A FIRST® Washington Team

LETTERHEAD

Letterheads are used in official team documents such as forms, applications, and contracts. You can find the letterhead in the “Branding/Marketing” folder in our Google Drive.

