



253 Branding Standards

Boba Bots 253

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Purpose of Branding Standards

Standards for branding are crucial for creating a recognizable brand and promoting our team. These branding standards are established in order to help unify the team image, provide consistency to team merchandise and materials, and build recognition among other FRC teams and our surrounding community. In addition, we hope that our brand will inspire our students to show spirit for our team.

Our brand focuses on a playful and passionate image. Our colors are bright and vibrant, and team imagery emphasizes hand-drawn, simple designs that convey a lighthearted energy. When used appropriately, our standards and guidelines allow for professionalism while retaining the spirit of our team.

Due to the importance of a consistent brand, the team brand cannot be majorly changed without the agreement of team leadership.

Team Name

Official Team Name:
Boba Bots 253

Acceptable Nicknames:

Boba Bots

Team 253

Mills Robotics Team

Mills Robotics

MRT

MRT 253

In verbal communication, the team number should be said as “two-five-three” or “two-fifty-three.”

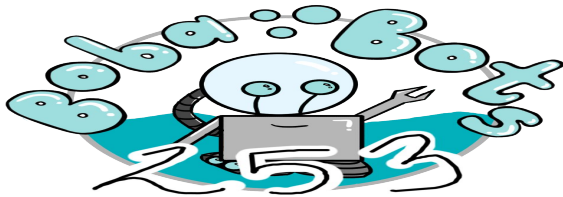
In written communication, the team should be referred to in plural form (“The Boba Bots are”).

The team may not be referred to by any name or nickname that does not reflect a positive team image.

Team Logo



The official team logo, for use in most situations. The logo should always stand out from the rest of the page: it should be printed on a contrasting background (ideally white), and always have clearance area around it. Care should be taken to make sure the logo remains recognizable and unaltered. Some examples of unacceptable treatments:



The proportions of the logo should remain the same - it may not be squashed or stretched.



The logo should be sized appropriately, at least an inch in width when printed.



The logo may not be recolored.

Alternative Logos

The alternative logos should only be used in specific situations. They should be treated with the same requirements as the standard logo.

This logo may only be used with approval of leadership, in appropriate situations.

The hex logo, to be used in situations requiring a single color.



Team Colors

Main Color

Hex: #01b0bb
RGB: 1, 176, 187
Pantone: 7466

Main Color

Hex: #9edede
RGB: 158, 222, 222
Pantone: 572

Dark Accent

Hex: #08808e
RGB: 8, 128, 142
Pantone: 2231

Light Accent

Used for the Boba Bot helmet.
Hex: #e6f6ff
RGB: 230, 246, 255
Pantone: 656

Boba Bot Body

Used for the body of the Boba Bot.
Hex: #b6b6b6
RGB: 182, 182, 182
Pantone: 7537

Boba Bot Treads

Used for the Boba Bot helmet tube and treads.
Hex: #7a7a7a
RGB: 122, 122, 122
Pantone: 418

Typography

Header Font: Quicksand Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Body Font: Roboto Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Decorative Font:

Balonku

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmno

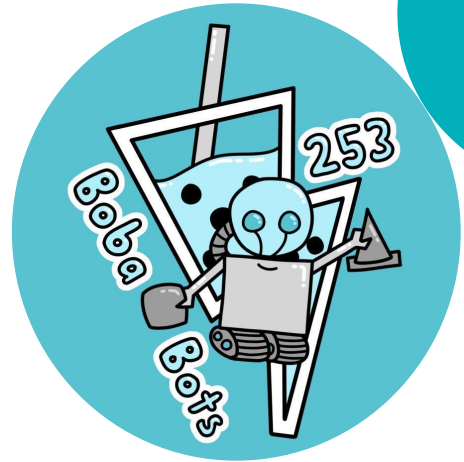
pqrstuvwxyz

1234567890

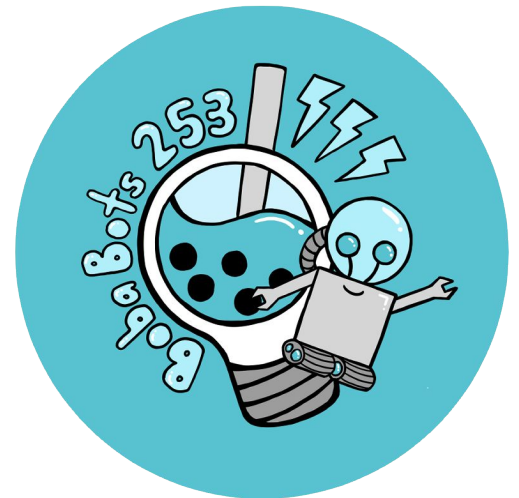
Team Merchandise

Team merchandise includes apparel and buttons and is redesigned every year. Apparel must include team name and number clearly visible on the front. In addition, apparel must also recognize team sponsors. Otherwise, designs may follow relaxed guidelines, but must be approved by leadership or the design team.

The team T-shirt should be printed on the Anvil Jersey T-shirt cut in Caribbean Blue.



Example Button Designs



Competition Setup

At competition, we focus on maintaining an imagery presence in order to promote our team and enforce our branding. Our pit design often changes from one competition to the next, but the pit should always feature a cohesive theme and use team colors.

The design should always include two banners. One is decorative, typically sized 6 feet wide by 3 feet tall, and should represent the team with the team logo. The second banner should be reprinted every year with team sponsors, sized 2 feet wide by 3 feet tall. In addition, our team flag should prominently display the logo and always be brought to competitions.

Buttons should be available at every competition, with one or two different designs. One at minimum should be the official design. However, designs submitted by general team members are acceptable and even encouraged.

Credits



Official Team Logo and Hex Logos created by Boba Bots 253

Team contact: mrtteam253@gmail.com