



Style & Branding Guide

Team 2526

Crimson Robotics

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Introduction

Purpose:

Team 2526's style guide serves to strengthen our team's branding. Through consistent design elements, we aim to produce a powerful and lasting impression in our community and competitions.





Team Name: Crimson Robotics

In formal written and verbal communication,
Team 2526 must only be referred to as:

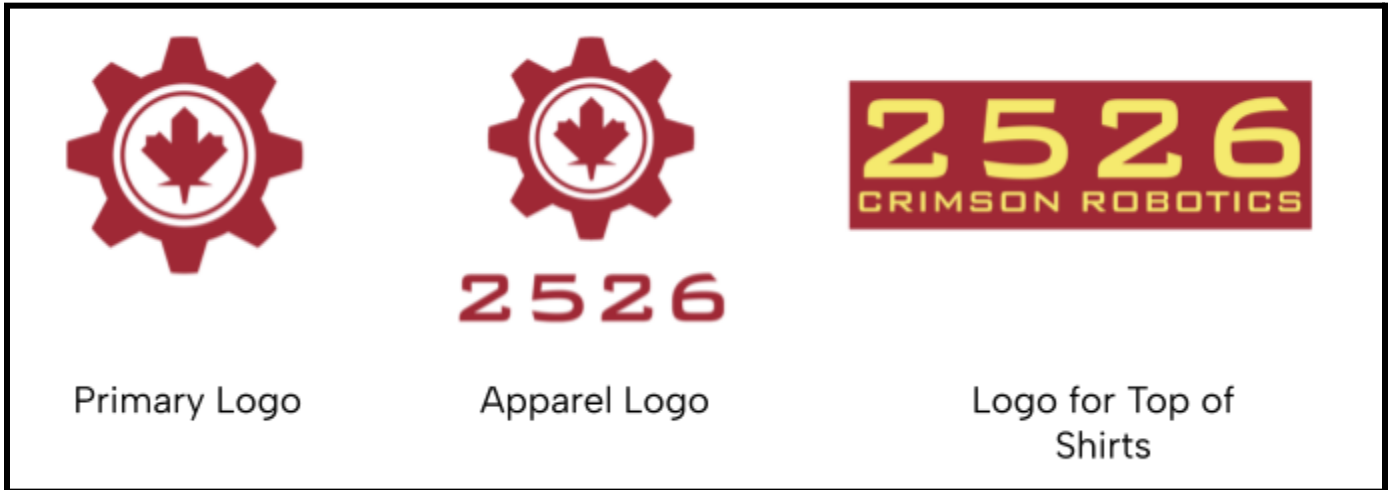
“Crimson Robotics”

“Team 2526: Crimson Robotics”

“Team 2526”

The team name cannot change without
complete consensus of Team 2526 student
leaders, members, & mentors.

Visual Style



Logo

The primary or alternatives logos has to be incorporated whenever possible. A logo, primary or alternative, must be present on official competition apparel and sponsorship banners.

When full color reproduction is not possible, black and white printing is acceptable.

Primary logos are the team's default logo and must be used for website and other written communications.

Alternate logos must contain:

- "2526" and can be used for fundraising or other miscellaneous purposes.
- the entire leaf must be displayed with, at least, part of the gear.

Visual Style, cont.



Coloring Guidelines

- If the logo is placed on a red field, then the logo must be "Lemon" color.
- If the logo is placed on a white field, then the logo must be red in color.
- If the logo is placed on a black field, then the logo must be red in color.
- If the logo is placed on a white field, then the text and images can be black
 - specifically for black and white printing

Spacing

The logo must always be in an opaque field with a 10% amount of padding.

Primary Palette

Hex: #9d2235
RGB: R = 157, G = 34, B = 53
CMYK: C = 26, M = 98, Y =
77, K = 21
Pantone 201/202 C

Hex: #f6eb61
RGB: R = 246, G = 235, B =
97
CMYK: C = 0, M = 4, Y = 61,
K = 4
Pantone 100 C

Hex: #ffffff
RGB: R = 255, G = 255, B =
255
CMYK: C = 0, M = 0, Y = 0, K
= 0
Pantone Black C

Hex: #000000
RGB: R = 0, G = 0, B = 0
CMYK: C = 75, M = 68, Y =
67, K = 90

Fonts

Official Team Name & Robot Font: **BANK GOTHIC MD BT**

Web Fonts:

Primary: IBM Plex Sans

Secondary: Albert Sans

Secondary, Web Substitute: Adelle Sans

All fonts should be within the san serif category only.



Advertising

Apparel Design

All competition team shirts should be in "Cardinal" and ordered in Gildan Ultra Cotton Shirts.

All graphics and logos visibly placed on the primary competition shirt should be "Lemon." All team logos and graphics should adhere to the written guidelines above.

The back of the shirt should contain the list of sponsors below the team number "2526."

The preferred company to order from:
customink.com

Outfit Guidelines at Events

Dress reasonably and professionally!

Team members are expected to wear a team shirt, blue jeans, and closed-toed shoes.

At indoor competitions, team shirts should not be covered, unless with an official team sweatshirt that is either red or matches the color of that day's required team shirt.

When indoors, instead of unofficial outerwear, you can also wear undershirts. All undershirts should be solid black, grey, or white.



Document Information



Team 2526 reserves the right to modify these standards at any necessary time.

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