



Branding Guide

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Team Name

Team 4415, EPIC Robotz, is an FRC (FIRST® Robotics Competition) team located at VCHS (Valley Christian High School) in Cerritos, California.

Our official team name should be present on all formal documents, presentations, handouts, emails, merchandise, and robots. This ensures that our identity is apparent in all that we do.

Official Team Name:

EPIC Robotz - 4415

In formal documents or labels, our team may be referred to as Team 4415.

Our team should never be shortened to a nickname, such as EPIC, EPIC Botz, etc.





Logos

Logo: Formats



Version A



Version B



Version C



Version D



Version E

Logo: File Types

All team graphics should be saved in the following file formats.



.PNG

.png (Portable Network Graphics) files should be used in emails and on websites. This type of file has a transparent background so that it can easily be placed over images 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 original file size.



.AI

.ai (Adobe Illustrator) files should be used for all printed material. This vectorized file 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.

Logo: Usage

Version A:

- Place on front of team/mentor t-shirts and family sweatshirts.
- Place on back of family sweatshirts
- Place on cover page of booklets



Version B:

- Use as header or footer for documents



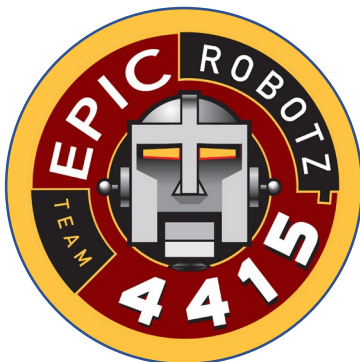
Version C:

- Place on back of team t-shirts



Version D:

- Use for team buttons and other marketing swag items.



Version E:

- Place on front of family t-shirts and back of family sweatshirts



The logo for EPIC ROBOTZ 4415 is a circular emblem. The top half of the circle is light grey and contains the word "ROBOTZ" in white, bold, sans-serif capital letters. The bottom half is a reddish-brown color and contains the word "EPIC" in white, bold, sans-serif capital letters. In the center of the circle is a white robot head with a cross-shaped visor and two small circular sensors on its cheeks. Below the circle, the number "4415" is written in a large, white, outlined, sans-serif font.

Typography

4415

Font: Logos

EPIC

Avenir Next Demi is used for the word EPIC in our logos.

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
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

Avenir Next Demi Bold

Robotz

DIN Alternative is used for the word Robotz in our round logos
(Version A and D).

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
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

DIN Alternative Bold

These fonts should only be used in the formats listed above.

Font: Logos

4415

Space Bt is used for the 4415 in our logos.

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
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

Space BT Regular

ROBOTZ

Bank Gothic is used for the word Robotz in our long logo (Version B).

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
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

Bank Gothic Bold

These fonts should only be used in the formats listed above.

Font: Motto

“Created by God to Pursue Excellence.”

Brush Script MT is used for any print material for our team motto.*

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
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

Brush Script MT Regular

Brush Script MT should only be used in the formats listed above.

* Sarina is used for the motto on the website

Font: Print

Tahoma and Eras Medium ITC can be used for any printed material for headings, titles, and subtitles.

Tahoma

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
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

Tahoma Regular

*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
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*

Tahoma Italics

**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
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**

Tahoma Bold

***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
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***

Tahoma Bold Italics

Eras Medium ITC

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
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

Eras Medium ITC Regular

*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
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*

Eras Medium ITC Italics

**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
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**

Eras Medium ITC Bold

***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
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***

Eras Medium ITC Bold Italics

These fonts should only be used in the formats listed above.

Font: Print and Website

Body Text

Verdana is used for any printed material and on the website for body text.

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
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

Verdana Regular

*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
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*

Verdana Italics

**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
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**

Verdana Bold

***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
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***

Verdana Bold Italics

Verdana should only be used in the formats listed above.

Font: Website

HEADER

Pacifica Condensed is used for headings on the website text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Pacifica Condensed Regular

Pacifica Condensed should only be used in the format listed above.



Team Colors

Our teams colors are a reflection of our school colors at VCHS.

These are the codes for colors we use in all of our team logos.

Each color can be paired with a neutral white or black background or text to create a professional, dynamic environment.



HEX# 870102

R	135
G	1
B	2

C	0
M	100
Y	100
K	52



HEX# FEC340

R	254
G	195
B	64

C	0
M	25
Y	85
K	0



HEX# 231F20

R	35
G	31
B	32

C	0
M	0
Y	0
K	100

Color: T-Shirts & Outerwear

Heather/Sport Grey

- Build Season t-shirts



Maroon

- Parent/supporter t-shirts



Standard Black

- Competition/Event t-shirts
- Mentor t-shirts
- Pullovers and Zip Ups





Branding: T-Shirts

Competition/Event

Front: Team logo Version A with a left chest placement.
Mentor t-shirts have the word "Mentor" underneath logo.

Back: Team logo Version C is centered with sponsor logos underneath in white with the VCHS logo as the exception.



Front design about 4" wide on left chest.



Back design about 11.5" wide.

Parents/Supporters

Front: Team logo Version E centered on the front and Version A centered on the top of the back.



Front design about 6.5" wide on left chest



Back design about 3.5 wide

Build Season

Team logo Version A centered on the front and Version C centered on the back.

Team sponsors are not printed on these shirts.



Front design about 6" wide in center.



Back design about 11.5" wide in center.

Branding: Outerwear

Pullovers and Zip Ups for Team Member and Mentors

Front: Team logo Version A with a left chest placement.

Back: Team logo Version C centered.

Right Sleeve: Team number



Pullovers and Zip Ups for Parents/Supporters

Front: Team logo Version A with a left chest placement.

Back: Team logo Version E centered.



Branding: Sponsors

Sponsor Placement

Our sponsors (Platinum, Gold, Maroon and Grey) are featured on all of our printed brochures, website, pit banner, and t-shirts. Our most prominent sponsor (EPIC) is also displayed on our robot.





Dress: What to Wear



Black team t-shirts and blue jeans must be worn during competitions. Grey team t-shirts can be worn outside of competition and events.



Solid color t-shirts may be worn underneath the team t-shirt as long as the team t-shirt is clearly displayed at all times at competitions and events.



Team sweatshirts or jackets are the only article of clothing that is allowed to be worn over the team t-shirt during competitions and events.

Dress: What Not to Wear



Members of Team 4415 should not wear any jackets or sweaters that are not the team jackets or sweatshirts over their team t-shirts at competitions or events.



Shorts, leggings, sweatpants, skirts, or jeans of any color other than blue, are not to be worn at competition or at events.



Open toed shoes or sandals are not to be worn at competitions or events.