



Allendale Robotics
FRC Team 4003 & FTC Team 7023
Branding Standards



Standards are strictly enforced. The adherence to these standards creates a lasting impression with those who interact with our brands. These standards apply to the Allendale Robotics family of programs - including, but not limited to, The TriSonics (FRC Team 4003) and The HexaSonics (FTC Team 7023).

Team Names

All of our team names are an integral piece of the identity.

In all written communication, official or unofficial, the teams should be referred to appropriately.

Changes to the team or program names cannot be made without express written permission from the branding team or its mentors.

Allendale Robotics

The program name should only be referred to as “Allendale Robotics”. It is appropriate to refer to all of our teams collectively as “Allendale Robotics”.

The TriSonics

The TriSonics can be appropriately referred to as: “The TriSonics”, “FRC 4003”, “Team 4003”, or “4003”. The “T” and first “S” in “TriSonics” must be capitalized.

The HexaSonics

The HexaSonics can be appropriately referred to as: “The HexaSonics”, “FTC 7023”, “Team 7023”, or “7023”. The “H” and the first “S” in “HexaSonics” must be capitalized.



Version 1, Allendale Robotics colored logo



Version 2, Allendale Robotics monochrome logo

Allendale Robotics Logo

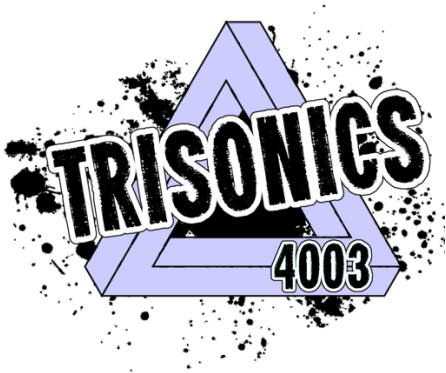
When using the Allendale Robotics logo, it should only be used in the two formats above. On white, Version 1 should be used.

On any other color, the monochrome Version 2 Allendale Robotics logo should be used.

This logo is not approved for use against a black background.

The logo should not be used on any patterns. Gradients are acceptable if the logo remains on a primarily solid color.

It is up to the discretion of the Allendale Robotics branding team and its mentors if the logo usage is appropriate. Consult before any questionable use.



Version 1, The TriSonics Logo



Version 2, The TriSonics Logo



Version 3, The TriSonics Logo

The TriSonics and The HexaSonics

The TriSonics logo may only be used in one of the three presentations picture above, or as part of the Allendale Robotics logo previously discussed.

Version 2 is appropriately used against black (where the splash wouldn't be evident otherwise). It is also appropriately used on documents where "pizzazz" is called for.

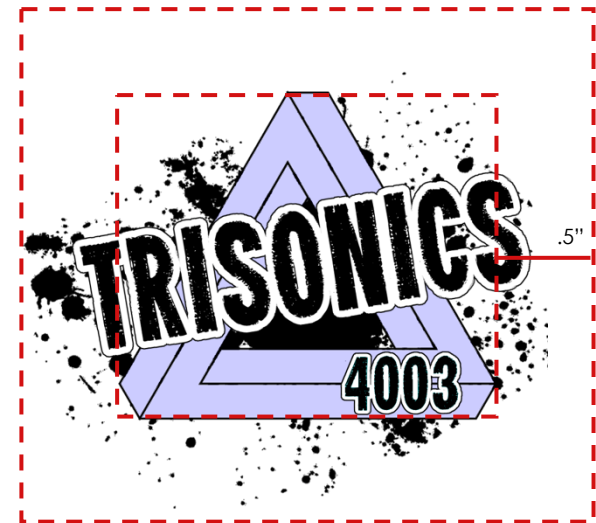
Version 3 of the logo should only be if a single color logo is needed. It should be avoided if at all possible. The only acceptable colors of Version 3 are fully black or fully white.

The same standards apply to the corresponding HexaSonics logos.

Logo Usages

A clear space of at least .5in on all boundaries of the triangle (or hexagon) should be maintained. The only time this can be violated is when using the Allendale Robotics logo.

The logo should never be sized with a triangle (or hexagon) height of less than .7in.



Unacceptable Logo Usages

The following variations of the Allendale Robotics team logos are not appropriate:

- Discoloration
- Removal of any design elements
- Placed on a low contrast background
- Placed under or over any watermark
- Rotated
- Cropped
- Stretched out of proportion

Any other usage not approved by the Allendale Robotics branding team or its mentors is also not appropriate.

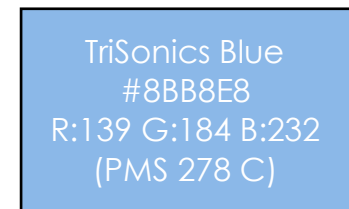
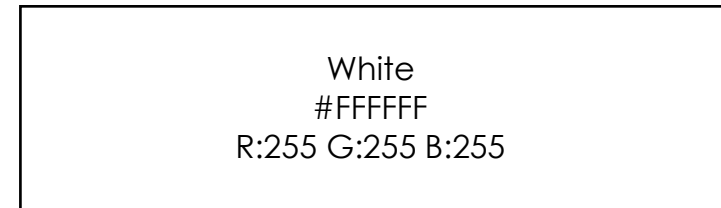
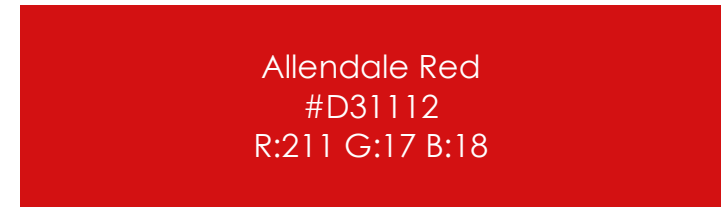


Team Colors

For all uses, colors should be selected from the primary white, black, and red.

If other colors are needed, it is appropriate to use the presented complimentary colors.

The only color the TriSonics triangle (or HexaSonics hexagon) should appear in is PMS 278 C. The only exception to this is when using the monochrome version shown above.



Allendale Robotics Fonts

Century Gothic, *primary typeface*

Uses: mass type. If you're typing a lot of information, such as the text in the brochure or the "Sonic Shout-Out" this is the font you'll want to use. It's easy to read so typing a lot of information with it doesn't look too cluttered.

Roboto Slab, *secondary typeface*

Uses: this font can be used as a title on a document that needs to look more official. This font is easier to read than heavyweight and in some instances can be used as document text font. This is the font used as sub-headers, and section headers in the "Sonic Shout-Out" and our brochure.

The TriSonics

HEAVYWEIGHT

Uses: headers and titles on publications such as the "Sonic Shout-Out" or brochures. This is the font used for the TriSonics logo and is typically used when making labels such as the chairman's submission and the label on the sponsor packets. This is also the font that our team number is typically written in.

Typically, avoid using this font in documents unless there is a cover page that you're using this as the title font.

The HexaSonics

HONEYCOMBED

Uses: headers and titles on publications such as brochures. This is the font used for the HexaSonics logo. This is also the font that our team number is typically written in.

Typically, avoid using this font in documents unless there is a cover page that you're using this as the title font.



Allendale Robotics reserves all rights to the logos and intellectual property pictured in this documentation. Before using any of our logos in documentation please refer to these standards. We appreciate your time in respecting our team and its logos.

If you have any questions regarding the use of our intellectual property discussed above, please contact:

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