



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 and the Allendale Robotics family of programs - including, but not limited to, The TriSonics (FRC Team 4003) and The HexaSonics (FTC Team 7023).*

Official Allendale Robotics, The TriSonics, and The HexaSonics logos can be downloaded from the Allendale Robotics website on the Resources page. (<http://allendalerobotics.com/resources>)

## Organization and 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 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.



Allendale  
Robotics

Version 1, Allendale Robotics colored logos

Allendale  
Robotics

Version 2, Allendale Robotics monochrome logos

Allendale  
Robotics

Version 3, Allendale Robotics logo for dark backgrounds

## Allendale Robotics Logo

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.

When using the Allendale Robotics logo, it should only be used in the three formats above.

Version 1: On white background

Version 2: On a Red background (or other approved colors), the white Allendale Robotics logo should be used. Note that this logo is not approved for use against a black background.

Version 3: The White / Red background is approved for Black Backgrounds and Black (or grey) apparel.



Version 1, The TriSonics and HexaSonics Logo



Version 2, The TriSonics and HexaSonics Logo



Version 3, The TriSonics and HexaSonics 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.

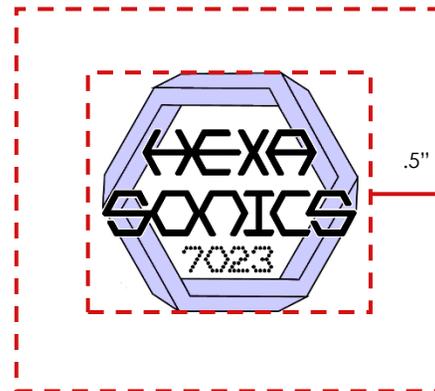
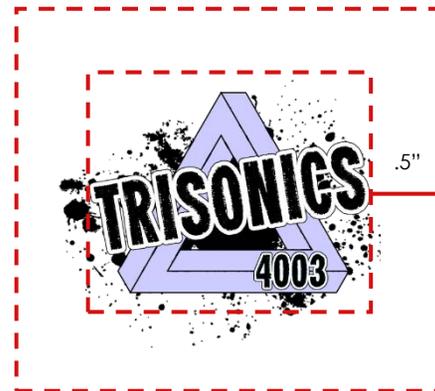
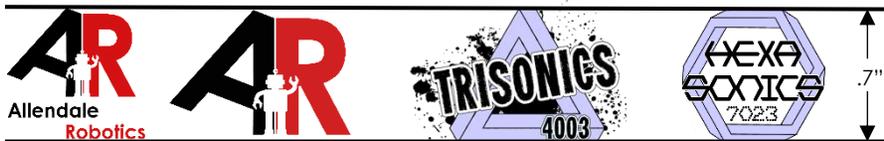
Version 3 of the logo should only be if a single-color logo is needed. It should be avoided if at all possible. The only acceptable colors of Version 3 are fully black or fully white.

*The same standards apply to the corresponding HexaSonics logos.*

## Logo Usages

A clear space of at least .5 inches on all boundaries of the AR, the Triangle (or the 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 AR, Triangle (or Hexagon) height of less than .7in.



## Unacceptable Logo Usages

The following variations of the Allendale Robotics Organization or 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.

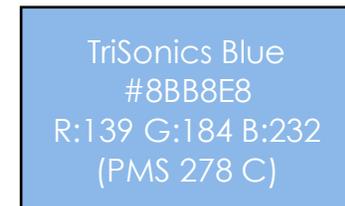


## Team Colors

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.



## Topography

Using the same font throughout our brand materials creates continuity and consistency and helps build brand recognition.

### **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 Impact Award 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.

## Backgrounds / Themes

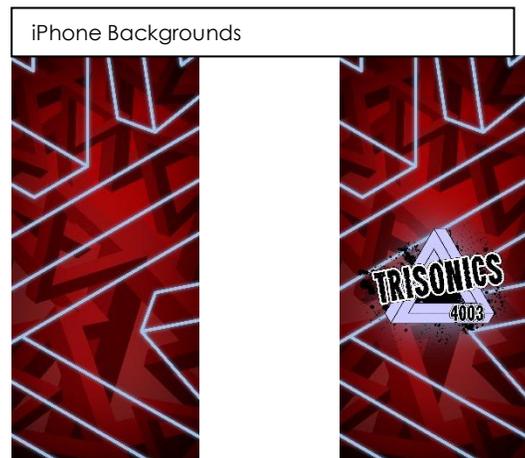
Allendale Robotics has developed and approved backgrounds for signage, computer desktops, cell phones, etc.

The backgrounds shall be used in their original formats and not altered.

The addition of the Allendale Robotic on top of the background in a monochrome (white) format is acceptable, if the logo meets all other standards.

The use of the background shall follow all the AR Branding standards for acceptable usage (see above section).

Backgrounds are available for download from the Allendale Robotics website under Resources.



## Internal Resources

Internal use resources help to keep all our communications and publications looking uniform.

These documents are available on the Allendale Robotics website under the Resource section.

Current internal resources include:

- AR Letterhead
- AR-TriSonics Letterhead
- AR PowerPoint Template



*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:*

*Chad Potinsky  
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