

**818**

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## **BRANDING STANDARDS**

### **THE STEEL ARMADILLOS**

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In order to make a lasting impression, our team is defined by a certain set of brands. The consistent use of these brands helps the FRC community to identify Team 818.

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## **TEAM NAME**

Our team name implements our identity. All students, mentors, and acquaintances of Team 818 are expected to treat the team name with respect in formal and informal communication. Because The Steel Armadillos interact in a professional manner, informal names are given to show a lively, jovial name is given to provide a more family-like, community style to the students and mentors.

The official team name must be used on formal documents. The informal team names may be used in written and verbal communication.

### **Official Team Name**

Warren Consolidated Schools, Team 818, The Steel Armadillos

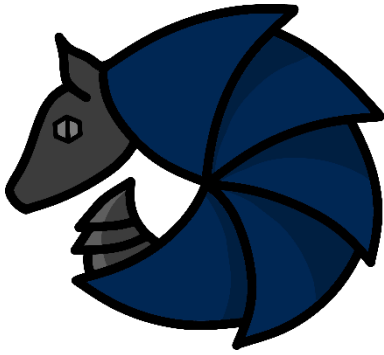
### **In Written and Verbal Communication**

Team 818 should only be referred to as the following:

- Team 818
- The Steel Armadillos
- 818
- Team 818: The Steel Armadillos

**Team 818 should not** be referred to as “The Armadillos” or any signature not listed above.

The team name cannot be modified without the permission of Team 818 and its mentors.



## **THE ARMADILLO**

The armadillo logo should be used with standards listed. When using vinyl, the logo should be *Oracal 651 – Blue 067*.

Keep the armadillo area free of text, images, and textures. The logo should be seen clearly.

The armadillo should be on all items produced and released by Team 818.

When using the armadillo in gray scale, forms in gray-scale should use the black or white version.

## **FORMER ARMADILLO**



The logo above should only be used on select spirit wear items and occasional use on the team website when referring to previous years.

## **ARMADILLO MODIFICATIONS**

The Logistics Subteam of 818 reserves the right to add the armadillo to a variety of team materials in slight variations. This can be done annually based on game pieces used in competition. Any variations/modifications done must be approved by Team 818 leadership (subteam leads, captains, and mentors).



*Pictured above: 2020 game theme shirt (Infinite Recharge)*

# UNACCEPTABLE ARMADILLO MODIFICATIONS

The armadillo shall not be/shall not have:

- Cropped
- Stretched out of proportion
- Discolored
- Changed aspect ratio
- Low quality
- Have other images placed on top
- Styled with any three-dimensional aspect
- Tilted or rotated
- Displayed on a low-contrast background

Unless majority of Team 818's leadership approve of it, no other modifications may be arranged.



## COLOR PALETTE

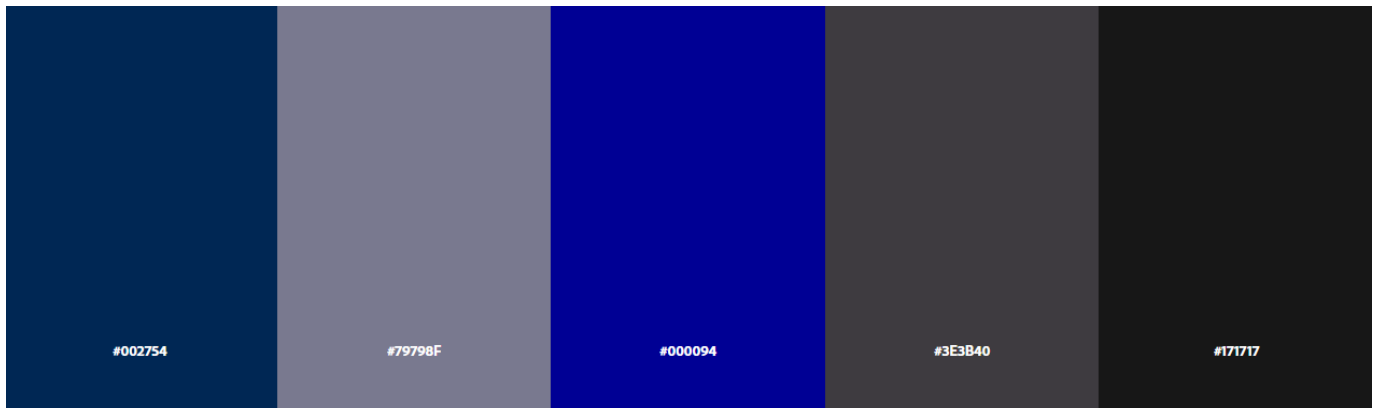
The main color in all communications should be chosen from the primary palette.

Long body text should always be shown in black text on a primary white background.

In presentations, colors from the palette may be used to contrast and please viewers' aesthetics.

The Steel Armadillos' color palette should always be displayed on the RGB scale whenever possible.

The official color palette contains five colors with the hex codes pictured below. For all website backgrounds, banners, and flyers the colors listed should be used.



## **TYPOGRAPHY**

Team 818 has elected to choose a set of typography that shall be used in all forms of communication. The main font family should be used for all written communication.

- FalconsFont should be used for headlines and to be displayed on competition robots and apparel.
- Cambria (size 12) should be used in long body text.

Vertical lettering should be avoided.

**FALCONSFONT**

Cambria



# TEAM LETTERHEAD



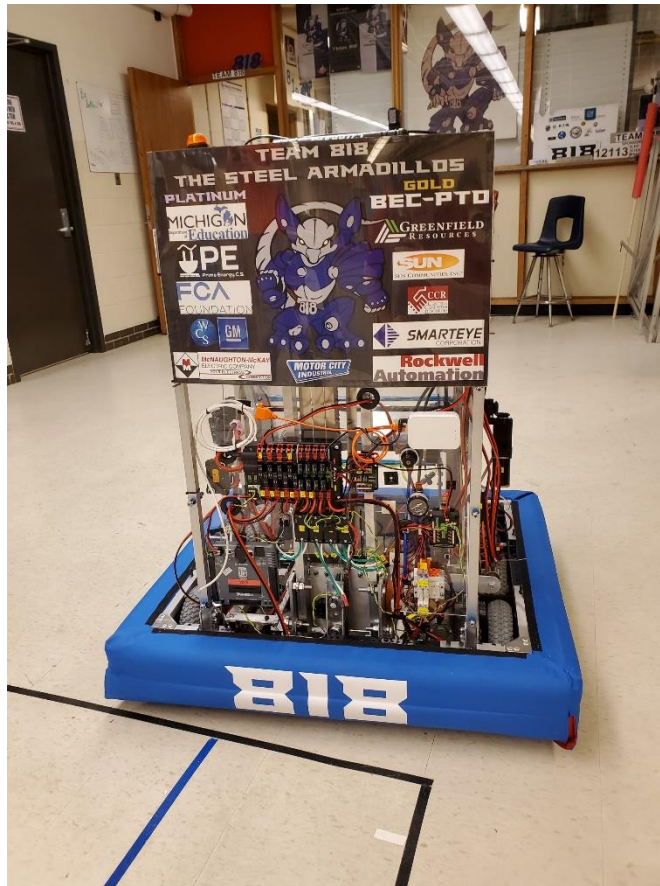
The letterhead template features a blue header bar at the top. On the left side, there is a vertical contact information bar containing the phone number (586) 374-3171, the email address frcteam818@gmail.com, and the text FRC TEAM 818. The main body of the letterhead is a large white hexagon with a blue outline, containing the following text: **RECIPIENT NAME**, Street Address, City, ST ZIP Code, Sincerely, **YOUR NAME HERE**, and YOUR TITLE. At the bottom left, there is a logo for 'THE STEEL ARMADILLO' and a logo for 'WCS'.

The team letterhead should be used for formal letters and invitations. Examples include: Dean's List nominations, Woodie Flowers nominations, and sponsorship invitations.

## **BRANDING ON TEAM ROBOTS**

The Steel Armadillos' competition robots must always display the team number on both alliance color bumpers (blue and red). The team number is displayed in FalconsFont in white.

The competition robot also displays a sponsor panel, in which the official team logo, team name (in FalconsFont), and team number are displayed. Modifications may vary each year, depending on the quantity of sponsors listed on the panel.



*Pictured above: 2019 competition robot displaying 818's brand*

## **BRANDING ON TEAM APPAREL**

Each year, The Steel Armadillos will create and print one main shirt (the team uniform), one for FRC, and may additionally design and print other team apparel. Team 818 refers to this as “spirit wear.”

During competitions, The Steel Armadillos can be seen wearing headbands with silver ears, resembling armadillos’. Students rotate mascots during competitions. Mascots can be seen

wearing blue suits, armadillo ears, and a backpack and 818 chest plate resembling an armadillo shell.



*Left: Team 818 students rotate during competitions of who takes role as the armadillo mascot.*

*Right: Team 818 students and fans can be seen wearing armadillo ears during competitions.*



## BRANDING ON TEAM PUBLICATIONS

On team flyers and publications, the armadillo and one of the nicknames (refer to page 2) should always be featured. If possible, the Platinum level sponsors should be visible.

### PARTNER LEVELS

#### PLATINUM (\$2000+)

Name and logo featured prominently on banquet program, team shirt, website, social media, robot, and banners.

**GOLD**

### WHY WE NEED YOUR SUPPORT!

- Electronics per robot = \$3000 per season
- Team Uniforms = \$1500 - \$2000
- Aluminum Stock = \$2000 per season
- Improving/replacing tooling = \$500 - \$1000 per season
- Practice Field = \$500 - \$1000 per season
- Lodging for States = \$3000
- Off-Season Competitions = \$500 - \$1000 per event

# TEAM 818

*Pictured above: 2020 team brochure for sponsor interest*

## **SPONSOR RECOGNITION**

Partners of Team 818 are recognized in many different ways depending upon the amount donated to the team. There are five levels of sponsorship: valued, bronze, silver, gold, and platinum level.

Valued supporters are those who sponsor any amount to the team. The basic recognition for teams who give any amount include listing in the team's banquet program, their name on the team website, and recognition on social media.

Bronze level partners are those who sponsor \$200 to \$499. They get the same level of recognition as valued supporters, with the main addition of their logo (if the sponsor is a company) to the banquet listing and team website.

Silver level partners are those who sponsor \$500 to \$999. They receive the bronze level sponsorship acknowledgments and will be recognized by name on both the team shop shirt and pit banners with names.

Gold level partners are those who sponsor \$1,000 to \$1,999. They receive the silver level sponsorship acknowledgements, with the addition of their logo (if the sponsor is a company) to the team shirt, banners, and robot.

Platinum level partners are those who sponsor \$2000 or more to the team. They will receive gold level sponsorship acknowledgments with the addition of more prominent placement of their logo (if the sponsor is a company) on the team shirt and robot.

## **COMPETITION ATTIRE**

Students are expected to wear the official team uniforms at competitions. If they are wearing a sweatshirt or outerwear the uniform must still be underneath.

Students are **not** permitted to wear sweatpants with the official team uniforms at competitions. Leggings, jeans, and khakis are acceptable.

Closed toed shoes and protective glasses **must** be worn for safety purposes in the pits.



## **CONTACT**

The Team 818 Logistics subteam is responsible for maintaining and enforcing the branding standards.

**Contact:**

Lindsey Shereda, Subteam Lead

Chelsey Eatmon, Logistics Mentor

[frcteam818@gmail.com](mailto:frcteam818@gmail.com)

