

FRC Team 2910 Brand Guide

This branding guide is to be used for all routine team branding. A supplemental guide will be issued yearly to reflect any game-specific logo or font additions for the competition season.

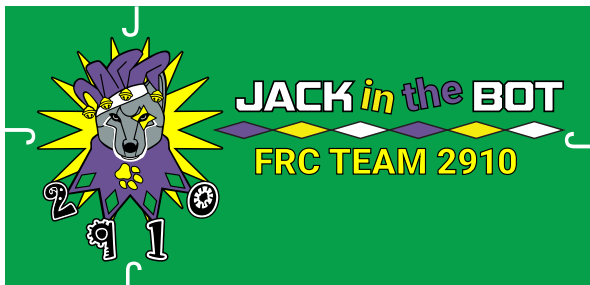
Logo Usage

Standard logos must be unedited and should remain proportional in sizing. Never skew or distort the logos. Logos will be displayed on team green, white, or black. All logos use the standard team tricolor scheme, plus black or white, only. Maintain adequate visual space to avoid crowding. Minimum space equivalent to the proportional J letter height is recommended.

Primary Vertical logo: Use the vertical application in most circumstances. When used on a light colored background, the letters in "JACK" and "BOT" fill green.



Horizontal logo: Use in spaces that are wider than tall. On a light background, change the white letters and diamonds to green.



Color Palette

The FRC Team 2910 tricolor palette of green, yellow, and purple is one of our most recognizable brand traits. These three colors should always be presented in team documents, presentations, digital content, and other collateral. The secondary palette colors are accents and should be used in effective combinations to enhance our tricolor branding.

RGB or hex colors are used for digital or web application.

CMYK colors are used for 4-color process printing only.

Tricolor Palette

2910 Green	RGB: 13/163/73 Hex: 00a000 CMYK: 84%/10%/100%/1%
2910 Purple	RGB: 107/82/148 Hex: 6b5294 CMYK: 69%/78%/10%/1%
2910 Yellow	RGB: 255/255/0 Hex: ffff00 CMYK: 6%/0%/97%/0%

Secondary Palette

Wolf Gray	RGB: 140/154/155 Hex: 8c9a9b CMYK: 48%/32%/35%/1%
Black	RGB: 0/0/0 Hex: 000000 CMYK: 0%/0%/0%/100%
White	RGB: 255/255/255 Hex: ffffff CMYK: 0%/0%/0%/0%

Fonts

The FRC Team 2910 regular font library consists of two font families: Roboto and Jokerman.

Fonts should be used proportionally as designed, and not stretched, skewed, or distorted.

The Roboto font family (light, regular, bold, black, etc.) is our primary font for all text and display copy. The Roboto Slab family may be used where additional emphasis is desired.

For blocks of body text, use Roboto in black on a white background. In limited applications, such as pull quotes, body text may be reversed to white on green or purple backgrounds. Avoid yellow with black.

For titles or headings, you may use Roboto in one of the team's three colors. If yellow, display on green or purple background. If green or purple, display on white or yellow background. Avoid yellow with black.

For design applications, a 1 pt. black outline may be added to white letters when displayed on a white or light background. This should not be used for blocks of text for legibility reasons.

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Roboto Slab

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

The Jokerman font is the decorative font that we use for the 2910 on our team logo. This font has only one face. Font use is limited to our logo only.

Jokerman

2910

Each year, the team may select another font relevant in style to the game challenge of the year.