

# 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.

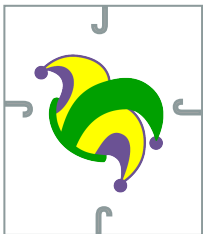
## Logo Usage

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.



Horizontal logo: Use in any circumstance where it can reasonably fit; as well as spaces that are wider than tall.

Vertical logo: Use when the space is taller than it is wide.



Simple logo: Use when space available is approximately square and when the team name is given nearby, for example on social media accounts. If team name is not near, use vertical logo in a similar proportioned space.

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

## Secondary Palette

White	RGB: 255/255/255 Hex: ffffff CMYK: 0%/0%/0%/0%
Black	RGB: 0/0/0 Hex: 000000 CMYK: 0%/0%/0%/100%

## Fonts

The FRC Team 2910 regular font library consists of one family font: Roboto.

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.

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 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

## Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

## Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Each year, the team may select another font relevant in style to the game challenge of the year. That font and its uses will be outlined in the annual supplemental brand guide.