



STRIKE ZONE | TEAM 5460
Branding Standards

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Lapeer, MI

BRANDING STANDARDS





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Branding Standards

Team Name

- FIRST Team 5460
- Strike Zone Robotics (Only to be used when not including team number)
- FIRST Team 5460, Strike Zone
- Strike Zone, Team 5460 (Only when in a FIRST context when FIRST is clearly implied)
- Strike Zone | Team 5460 should be used in a title or social media post representing the name of the organization.
- Strike Zone : Team 5460 can be used only if a specific platform does not support “|”

Logos

When creating documentation, fliers, videos, websites, or any official document representing Strike Zone Robotics, you must always use the team logos which can be found in the drive as well as the team document templates.

In most cases use both the Bolt and the Banner.

The Color Bolt should always be used on a white or transparent background.

The White Bolt should be used on darker backgrounds.

The Black Bolt should be used in small, low detail situations.

In any context including FIRST or FRC the official logos can be found at www.usfirst.org in versions for both light and dark backgrounds. Please use the appropriate one and follow all FIRST rules and regulations regarding the logo. “FIRST” is an acronym, full capitalization, and no periods.

Colors

	Our team main color
	Our team accent color
	Used as font color on light background and a background color
	Used as font color on dark background



Fonts

- General text in documents should be Calibri.
- Titles should be in **RICHARDSON BRAND ACCELERATOR** UPPERCASE
- Headings should be in *Calibri Light Italics, bold*, Title Case
- Kerning may be added to titles and fonts in different situations

Modifications

Modifications to the official logos can be made for certain scenarios. Any logo modification or alteration needs to be confirmed with the majority of team adult leadership before being published. When modifying the logo only colors can be altered, the shape, font, or other details must stay the same.

Examples of reasons to alter the logo,

- To support or represent a social movement or cause.

Apparel

Official in season apparel is ordered from *Identities Screen Printing* in Lapeer, MI. Identities has been doing Strike Zone Robotics apparel since our inception in 2015. They donate the time and supplies for digitizing the back sponsor logos every season. Identities have all the records and history of previous logos and apparel the team has purchased.

Unofficial spirit wear that is purchased through *Custom Ink* or a similar e-commerce website. These items are ordered through there as there is usually less quantity and better pricing through online sites.

Any official team apparel is mandated to have only the official team logos. On formal clothing the Colored Bolt logo will be used over the left chest. On team shirts, hoodies, mechanic shirts and track jackets the Full Logo will be used centered on the chest or back respectively. On flat bills or baseball caps the Colored logo with Text must be used. Any text on any apparel item will be printed in white **RICHARDSON BRAND ACCELERATOR** font.

At competitions or any official team event, every member of the team must be wearing the most recent seasons team shirt or formal garment depending on the event. Casual events include but are not limited to parades and demos. Formal garments are required on the last day of any in-season competition, as well as sponsor demos, or school board presentations. Unofficial team apparel can be worn on load in day of competition as well at the desegregation of team leadership. Casual garments are to be worn with jeans without holes larger than 2" in diameter and no more than two. Formal garments are to be tucked into khaki pants with a belt. At leadership desegregation non-athletic shorts will be permitted at competition.



Robot Branding

Strike Zone Robotics robots are known for their elegant green and blue finish. These standards need to be held to keep the main team image intact. All Team 5460 robots are to be powder coated or anodized with the main color being [Mojito](#) and the accent color being [Ultra Marine](#).

Sponsor panels will always be attached to the robot when it is competing. Sponsor panels are to be made from clear or grey tinted Lexan. And must be attached in a visible and prominent spot. All sponsor logos are to be cut out of white vinyl and attached to the panel. If the panel is not visible from all sides of the robot and the robot's design allows for it another identical panel should be attached on the opposite side. Sponsor logo sizing should follow the official sponsorship level guidelines located in the drive.

If the robot requires bumpers, they will be made from Ballistic Nylon Material. Red and Blue bumpers will be separate and never combined. The team numbers should be located on the right hand of each side of the bumpers. The numbers should be in ***RICHARDSON BRAND ACCELERATOR*** font. The sizing of the numbers may need to be adjusted but if not, the standard sizing is 4" tall by 13" long. A .dwg of the standard size can be found [here](#).