BRAND STANDARDS

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INTRODUCTION & INFLUENCES

Igniting Minds, Sparking Success.

We are a high-powered robotics team dedicated to fostering innovation, teamwork, and technical excellence. Our electrifying brand reflects our competitive spirit and commitment to building world-class robots.

To reflect these ideals, our design is heavily inspired by brutalism. Our design is characterized by bold lines, functional forms, and a focus on the core elements. This reflects our team's dedication to engineering excellence and innovation.

TEAM NAME

The official team name is to be used in any formal written documents. Changes to the team name can not be made without complete consensus of the Team Voltage 386 student leaders and mentors. In written and verbal communication, Team 386 should always be referred to as: "Team 386," "Team Voltage 386," "386," or "Team Voltage."

Team Number: 386
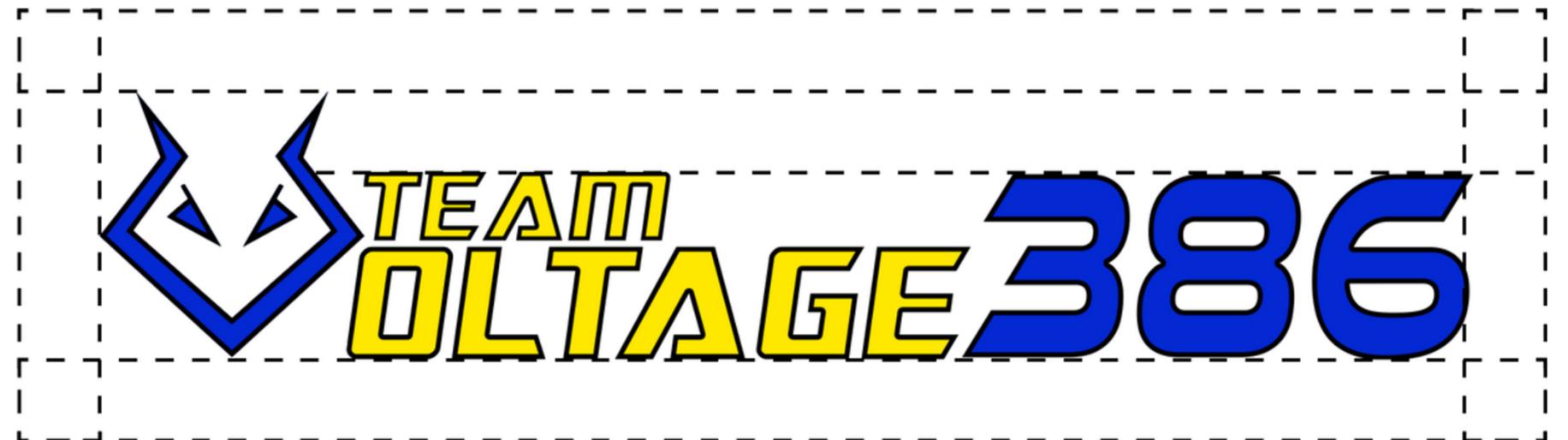Official Team Name: Team Voltage 386

PRIMARY LOGO

This is the Primary Logo used in team publications and should be used in compliance with the standards defined here.

A clearance space of no less than the distance between the top "Team" to the top of the varmint should be maintained at all times. The minimum height of the logo should be no less than 1".
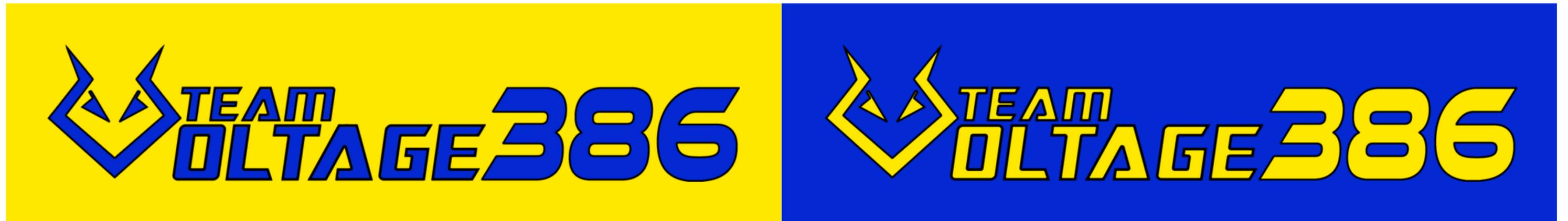
PRIMARY LOGO COLOR STYLES

For the numerous applications of the logo, there are various color styles that can be used. **White Color Style** should be used against dark-colored backgrounds when the primary logo is not applicable. **Black Color Style** should be used against yellow or blue backgrounds when the primary logo is not applicable. Rotating, changing colors, or any other treatments are prohibited.

PRIMARY LOGO COLOR STYLES

For the numerous applications of the logo, there are various color styles that can be used. **Blue Color Style** should be used against Team Voltage 386 Primary Yellow-colored backgrounds when the primary logo is not applicable. **Yellow Color Style** should be used against Team Voltage 386 Primary Blue-colored backgrounds when the primary logo is not applicable. Rotating, changing colors, or any other treatments are prohibited.

VERTICAL LOGO

This is the Vertical Logo used in team publications and should be used in compliance with the standards defined here.

A clearance space of no less than the distance between the top "Team" to the top of the varmint should be maintained at all times. The minimum height of the logo should be no less than 1".

VERTICAL LOGO

This is the Vertical Logo. For the numerous applications of the logo, there are various color styles that can be used. All specifications listed in "Logo Color Styles" apply. Rotating, changing colors, or any other treatments are prohibited.

BRAND MARK

This is the Varmint used in team publications and should be used in compliance with the standards defined here. All specifications listed in "Logo Color Styles" apply. Rotating, changing colors, or any other treatments are prohibited.
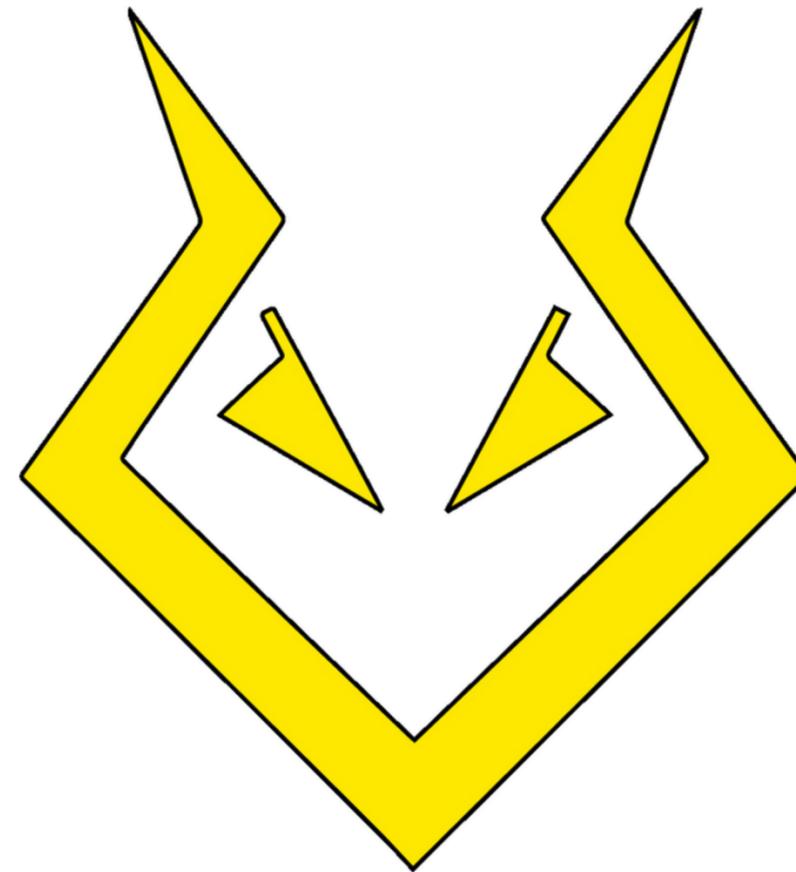
COLOR PALETTE

Primary Colors	
Yellow *#ffe800*	**Blue** *#0429d2*

Secondary Colors	
Tangerine Yellow *#ffcc00*	**Cobalt** *#0047ab*
Vivid Yellow *#ffd633*	**Pure Blue** *#0095ff*

TYPOGRAPHY

The typeface Roboto has been chosen for body copy or paragraphs where lots of text is needed. Roboto Bold has been selected for section titles. Roboto Italic has been selected for footnotes and picture captions. If Roboto is not available, Arial can be used as substitution.

ABCDEFGHIJKLMNO PQRSTUVWXYZ 1234567890
Roboto Bold

SECTION TITLE

A section title should be used to break up a body of text, making it easier for the reader to find specific content.

ABCDEFGHIJKLMNO PQRSTUVWXYZ 1234567890
Roboto Regular

Body Copy

Body copy is the text of an article. Any body copy should be justified left or right.

ABCDEFGHIJKLMNO PQRSTUVWXYZ 1234567890
Roboto Italic

Footnotes & Captions

Footnotes and captions should be used for adding footnotes or captioning a photo or graphic.

ABCDEFGHIJKLMNOPQRST UVWXYZ 1234567890
Anton Regular

HEADLINES & TITLES

Whenever this typeface is used it should be used in all caps.

LOGO TYPOGRAPHY

ABCDEFGHIJKLMNOPQRSTUV
WXYZ

SF TransRobotics Italic

1234567890

Enthocentric Regular

ABCDEFGHIJKLMNOPQR
STUVWXYZ
1234567890

Times New Roman Regular

TEAM VOLTAGE

SF TransRobotics Italic has been selected for the team's name and robot name. Letter spacing is 15.

386

Enthocentric Regular has been selected for the team's number.

Award Submissions

12pt Times New Roman should be used in the body paragraphs for all official award submissions.