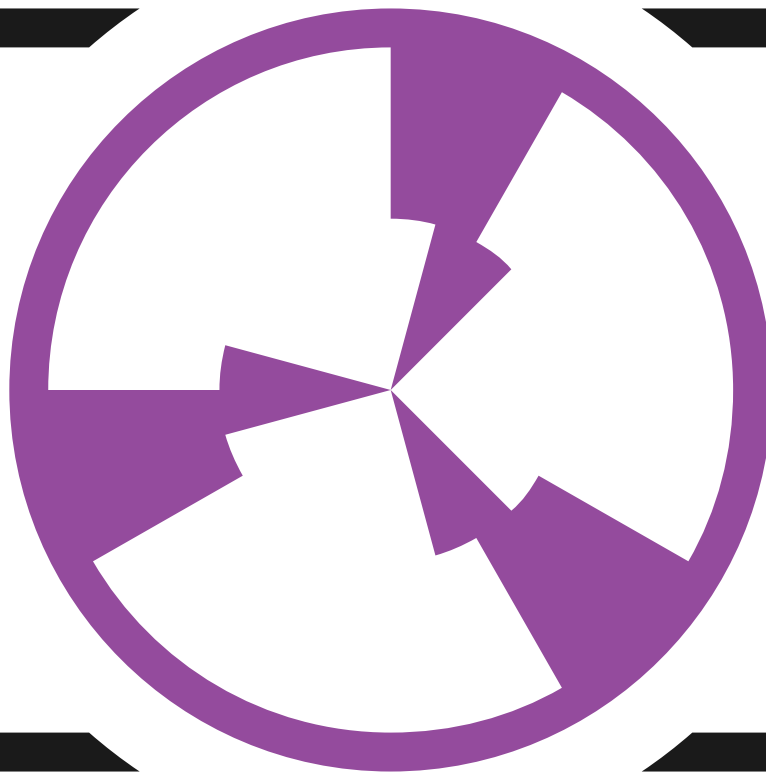


BRANDING GUIDELINES



Plasma Robotics
FRC Team 2403

Purpose

Plasma Robotics strives to maintain a brand that is consistent and easily recognizable throughout the FIRST community. These branding guidelines serve to strengthen this brand and further unify its usage within internal and external documents relating to the team. The future success of this team brand depends on a consistent and frequent use of team brand elements in a consistent and correct manner, as described in this document.

Enforcement

Enforcement of these Branding Guidelines will be the duty of the Coaches and current leadership. Infractions upon these guidelines should be reported to these parties as soon as possible. To report an infraction to the Coaches, please email plasmacoach@gmail.com.



Team Name

The team name is an important part of the team image and identity. Care should be taken to ensure that it is used properly in all material referring to the team.

Team Name: Plasma Robotics

Team Number: 2403

Conventions & Usage

When being referenced in verbal or written communication, the team may be referred to by one of the following name and number combinations:

Plasma Robotics

FRC Team 2403, Plasma Robotics

Plasma Robotics FRC Team 2403

Plasma Robotics Team 2403

FRC Team 2403

The following should not be used to refer to the team:

Plasma

Team Plasma

RMHS Robotics

Red Mountain Robotics

or any other combination not listed above

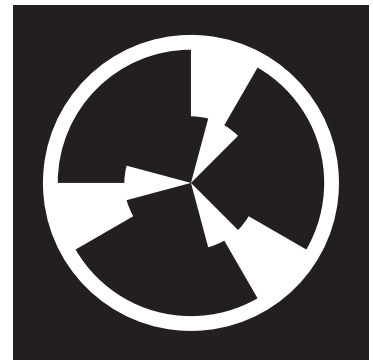
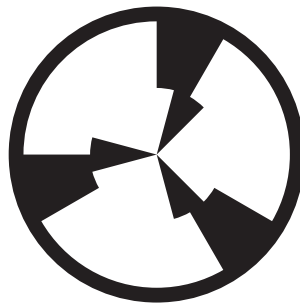
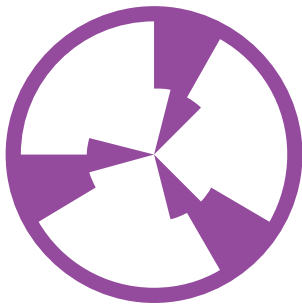


Team Logos

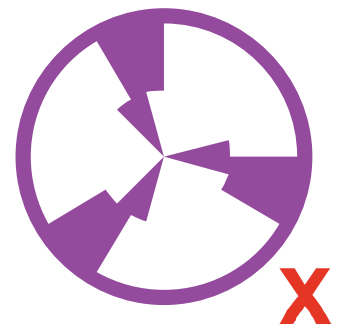
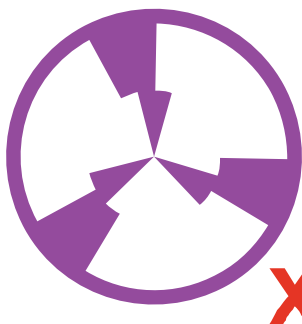
The team logos are the primary visual method through which individuals are introduced to the team and its brand. The following are regulations to ensure that they are used properly and consistently to represent the team and its ideals.

Plasma Ball

The Plasma Ball is the primary logo used when referencing the team. It should be present on all team documents, and should only be used in compliance with the following usage standards.

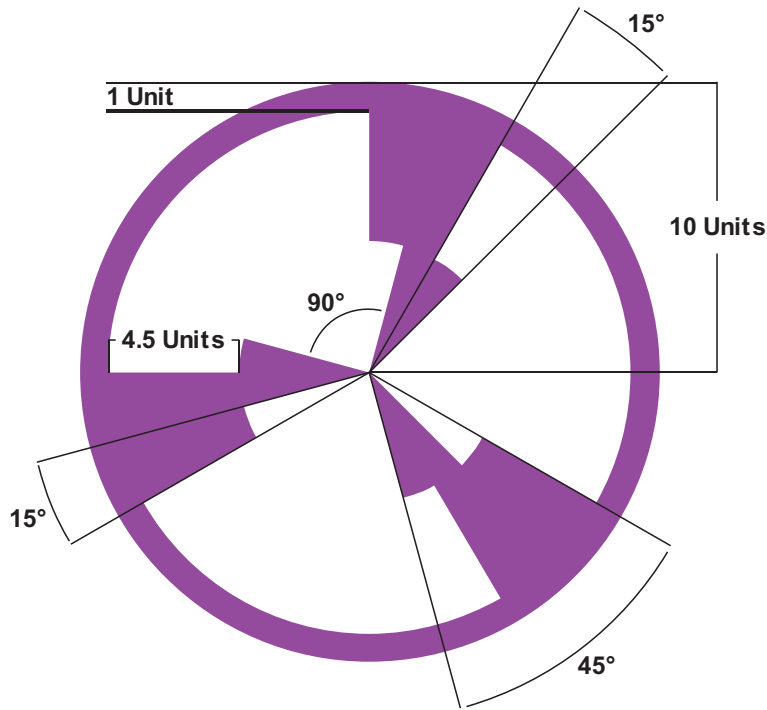


The Plasma Ball should only be shown in Plasma Purple or black on a light background, or in white on a black background. No other color scheme may be used in depicting the Plasma Ball. Correct color schemes may be viewed above.



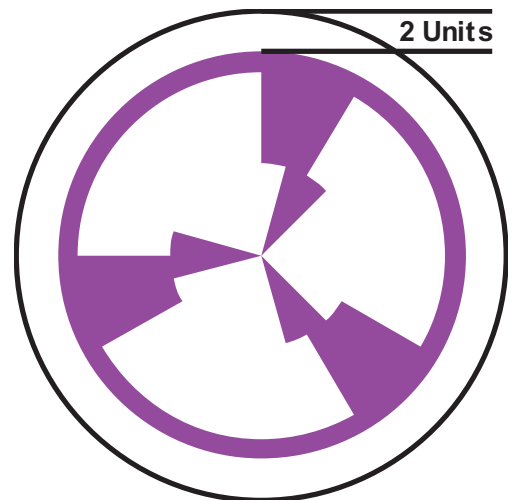
The Plasma Ball should never be flipped, skewed, or rotated. The only proper orientation for the Plasma ball is the one shown in the previous set of examples.





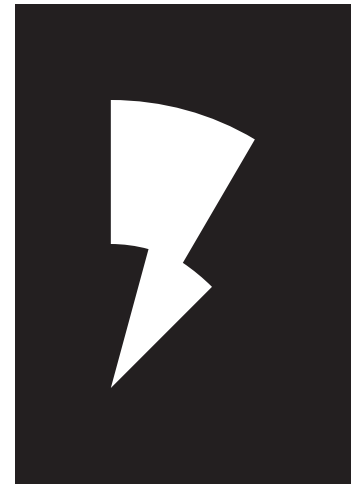
The Plasma Ball is a radially symmetric figure with a base radius of 10 Units, whose actual length depends on the chosen scale. The outer border of the figure has a uniform radial width of 1 Unit. The inner Arcs are made of two partial circles with a measure of 30° and an offset of 15° . Each partial circle has a radius of 4.5 Units, leading to a total 9 Unit radius for the total Arc. There are three such Arcs, radially distributed with a 90° angle present in-between like parts. See the figure above for an accurate diagram of the precise dimensions of the Plasma Ball.

A clear space of 2 units (twice the radial width of the figures border) should be maintained surrounding the logo at all times.

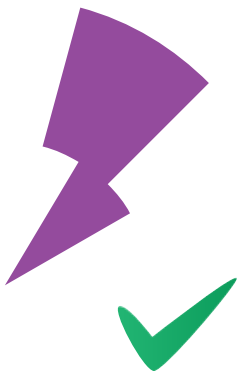


Plasma Arc

The Plasma Arc is a secondary logo used only when the Plasma Ball would otherwise be too small to print or recognize. Every effort should be made to use the Plasma Ball instead of the Plasma Arc if possible.



Like the Plasma Ball, the Plasma Arc should only be shown in Plasma Purple or black while a white background is in use, or in white with a black background. No other color schemes besides the ones used above are allowed.

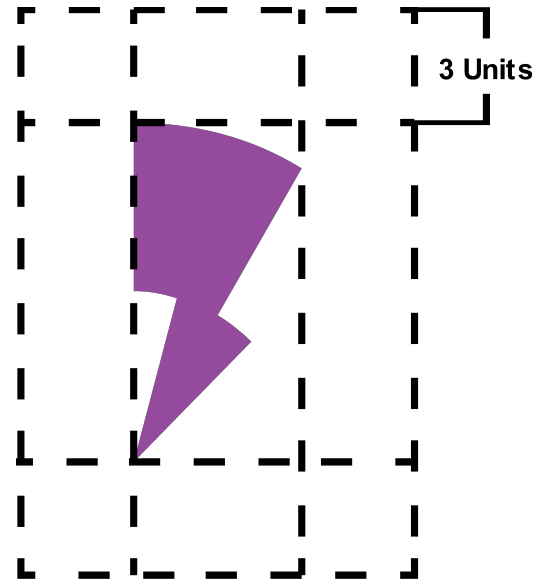


Unlike the Plasma Ball, the Plasma Arc may be rotated. However, it must be rotated such that the tip of the Plasma Arc is always lower vertically than both of its endpoints. The first two examples above demonstrate allowable rotations, while the third example is not allowed, as the tip is higher than both Arc endpoints. However, skewing or flipping is not allowed in any circumstance.



The Plasma Arc consists of a single Arc component of the Plasma Ball, minus the area contained by the surrounding border. This results in a Plasma Arc that has an equivalent radius of 9 Units. A Unit can be estimated by taking the distance from the point to an endpoint and dividing it by nine.

Regardless of the orientation, the Plasma Arc must maintain a surrounding whitespace of at least 3 units (1/3 the equivalent radius of the Plasma Arc).



File Types

The Plasma Ball and Plasma Arc are available in several file formats according to the desired use case.

EPS files should be used whenever possible. These are vector files that can be easily scaled to whatever size when necessary.

EMF files should be used when working with Microsoft Office documents. These are vector files that can be easily scaled to any size, but integrate more fully with Microsoft Office.

SVG files should be used in web applications. These are vector files that can be scaled to any size and easily integrate with web browsers and web-based applications.

PNG files should only be used in applications where the above file formats cannot be used. These files are not scalable and will tend to degrade in quality as they are enlarged.

All file types are available for download at www.plasmarobotics.com/Branding



Color Palette

The following color palette should be used for all references to elements of the Plasma Robotics brand, both within documents created internally and externally. Internal documents must comply with this color palette at all times throughout the document, whereas external documents need only comply when referencing elements of the team brand.

Primary Colors

Logos – Team Logos may only be shown in any of the four primary colors. However, every effort should be made to use Plasma Purple for logo depictions when possible.

Plasma Purple
#944C9D

Team Name – Like Team Logos, the Team Name may only be shown in the four primary colors. However, when shown side by side with a Team Logo, the color of the Team Name should match the corresponding logo unless doing so would prevent the name from being easily readable.

Deep Grey
#303030

Headers – Any of the Primary colors may be used for backgrounds behind headers on documents. However, when the background color is not white, the header text must be white. Otherwise, the color header text may be displayed of the Primary colors.

Black
#000000

Body Text – Body text may only be displayed in Black on a white background or in White on a Black or Deep Grey background.

White
#FFFFFF



Alternate Colors

Plasma Purple Shades

DARK
#67356D

LIGHT
#A96FB0

Deep Grey Shades

DARK
#1C1C1C

LIGHT
#444444

Light and Dark alternatives are also provided for Plasma Purple and Deep Grey. These alternate shades should only be used when the Primary colors are unavailable for use. Every effort should be made to use one of the Primary colors before resorting to Alternate colors.

Typography

To uniformly tie together the various elements of the team brand, a specific set of fonts have been chosen for use in internal and external documents relating to the team. The following fonts should always be used unless doing so is physically impossible, as all files for all team fonts can be downloaded and installed from www.plasmarobotics.com/Branding

Eras Bold ITC

The Team Name and Team Number should always be represented in Eras Bold ITC when outside of body text. In addition, the font should also be used for other information, such as the team location when displayed alongside a Team Logo. Other headings and subtitles are also appropriate for use with the font. Large body paragraphs should never use this font.

Ubuntu

Ubuntu should be used in team documents wherever Eras Bold ITC is not appropriate, such as in body paragraphs. Ubuntu should never be used for representing the Team Name or variations of it.



Dress Code

The Plasma Robotics Dress Code is in place to assure that all members present a unified, professional image when the team appears at public events. In addition, the dress code is in place to assist team members in meeting required safety guidelines in the shop and at events.

Event Dress Code

The Event Dress Code should be followed at all competition, service, and outreach events attended or hosted by the team unless other requirements are in place due to the nature of the event.

Team Shirt / Mentor Shirt

Black, opaque bottoms that completely cover the bottom

Closed toed shoes

Safety Glasses in applicable areas and when working near the robots

Shop Dress Code

The Shop Dress Code exists to ensure that all members and mentors follow necessary safety precautions. The items listed here do not represent the full set of safety standards that should be followed within the shop. As the shop is based at Red Mountain High School, all school dress guidelines must also be followed.

Closed toed shoes

Safety Glasses in Build Area or when working with tools / robots

