



**Identity Standards.** The success of our team brand depends on the consistent and frequent use of key identity elements, which, when used effectively, produce a powerful and lasting impression.

## Purpose of Identity Standards

Team 254 has developed these comprehensive identity standards to help strengthen our brand through consistent display. By having a unified brand, our team both appears more professional and also stands out as a premier team in both our community and the competitions in which we participate.



## Team Name

The official team name is to be used in any formal written documents. The nickname may be used in any non-formal situations.

The team name is the staple of our identity. Because the team is structured professionally, having a lighthearted team nickname ensures that we don't take ourselves too seriously and allows us to be more a well-rounded team.

**Official Team Name:** NASA Ames Research Center & Bellarmine College Preparatory

**Team Nickname:** The Cheesy Poofs

In written and verbal communication, Team 254 should always be referred to as "NASA Ames Robotics", "NASA Ames Robotics Team 254", "Team 254", "254", "Robotics Team 254", "The Cheesy Poofs" or "Team 254: The Cheesy Poofs"

Team 254 should not be referred to as "The Poofs" or any alias not stated above.

The team name cannot be changed without complete consensus of the Team 254 student leaders & mentors.



## Swoosh

The Team 254 swoosh should be used in compliance with the standards here. Only when necessary should a black and white version be used. The preferred background color is white. Keep the swoosh area clear of distracting elements such as type, photographs or textured backgrounds. The swoosh should always be seen clearly.



File Name: 254 Swoosh



File Name: 254 Swoosh Monochrome

## Swoosh on Colored Backgrounds

When displayed on a colored background, the white version of the swoosh should be used.



File Name: 254 Swoosh White



File Name: 254 Swoosh White

## **Swoosh With Team Nickname**

To assist in team name identification, variations of the swoosh are available with the team nickname placed above the team number.



File Name: Swoosh With Nickname



File Name: Swoosh With Nickname White

## **Swoosh Variants for VEX Teams**

Our team has a number of VEX teams. In order to unify the teams under one logo and one set of standards, variants of the swoosh have been created for each VEX team.

Will create graphics once we've decided once VEX letters to use.

## Modification of the Swoosh

The Graphic Design team of Robotics Team 254 reserves the right to add to the swoosh to add character to the logo displayed on the team shirt and to create slightly different variations from year to year. Any modifications must be approved by the Team 254 leadership.

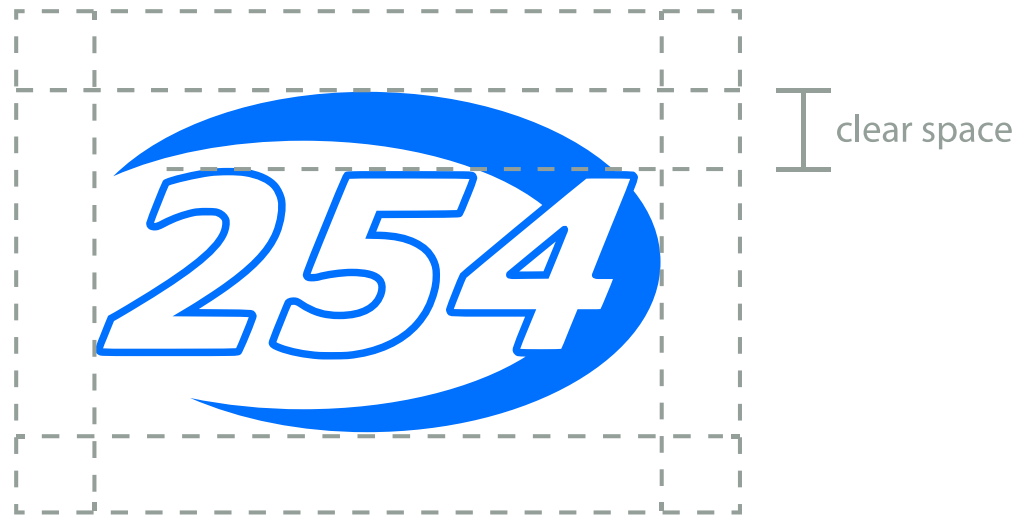


File Name: 2011 Shirt Back

## Swoosh Sizing & Spacing

A clear space of not less than the distance between the top of the numeral and the top of the swoosh should be maintained on all sides of the swoosh.

The overall height of the swoosh should not be less than 0.625".



Spacing around the Swoosh



Minimum Swoosh Size

## Unacceptable Swoosh Treatments

The swoosh should not be:

- Stretched out of proportion
- Displayed on a low contrast background
- Enclosed by a border or any other design element
- Recreated with substitute fonts
- Styled with any 3D effect
- Tilted or rotated
- Watermarked behind text
- Displayed at partial opacity
- Cropped
- Duplicated to create a pattern



## The Skyline

The skyline is an alternate graphical element used by Team 254. The iconic San Francisco skyline is visualized in a unique graphic visualization. The skyline can be used as an accent and to provide regional context.



File Name: 2011 Shirt Back

## Graphics Files

All versions of the Team 254 swoosh are available in various file formats.

**EPS** files should be used whenever possible in print applications. EPS is a vector file format and can be scaled.

**PNG** files should be used on websites and in screen applications.

**EMF** files should be used in Microsoft Word and Office documents. EMF is a vector file format that can be scaled and can be easily embedded in Microsoft Office documents.

All versions of the logo and other team-related graphics are available at [team254.com/resources/identity](http://team254.com/resources/identity)



## Color Palettes

The predominate color in all communications materials should be selected from the primary palette.

Long body text should always be displayed in primary back on a primary white background. Accent text and graphics may be displayed in any of the primary colors.

In presentation mediums, colors from the presentation palette may be used for background design elements to shift the viewer's eyes to the content.

The 254 palette should always be displayed on the RGB scale when possible.

### Primary Palette

<p><b>Primary Black</b>                  # 232323                  R:35 G:35 B:35                  C:0 M:0 Y:0 K:100</p>
<p><b>Primary Blue</b>                  # 0070FF                  R:0 G:112 B:255                  C:78 M:46 Y:0 K:0</p>
<p><b>Primary White</b>                  # FFFFFFFF                  R:255 G:255 B:255                  C:0 M:0 Y:0 K:0</p>

### Presentation Palette

<p><b>Light Highlight</b>                  # E6E6E6                  R:230 G:230 B:230                  C:8 M:8 Y:7 K:0</p>	<p><b>Dark Highlight</b>                  # 929FB4                  R:146 G:159 B:180                  C:45 M:32 Y:20 K:0</p>
<p><b>Light Shadow</b>                  # 3C679D                  R:60 G:103 B:157                  C:83 M:60 Y:15 K:0</p>	<p><b>Dark Shadow</b>                  # 003375                  R:0 G:51 B:117                  C:100 M:89 Y:27 K:13</p>

## Typography

Team 254 has elected to choose a set of fonts to use in all written communication.

The primary font family should be used primarily for all written communication. The secondary font family should be used for headlines and accents. The robot name font should only be used for displaying the names of robots.

Vertical lettering should be avoided wherever possible.

### Substitute Fonts

Where font compatibility may be an issue, substitute Trebuchet MS or Arial for Futura and Arial Black for Franklin Gothic Heavy.

Robofan Free should not be substituted and is available for [free download from DaFont](#).

### Primary Font Family

**Futura LT**

### Secondary Font Family

**Franklin Gothic Heavy**

### Robot Name Font

**Robofan Free**

## Branding on Team Robots

Team 254's competition robots should always display the team number and the logos of all sponsors when displayed publicly or in competition. All graphics, sponsor logo layouts and side panels must be approved by the graphic design leader. This includes robots of all sizes.

On FRC robots, the "254" numeral (Franklin Gothic Heavy, Sheared 20°) should be displayed in white on each side of the robot's bumpers. If no bumpers are used, the swoosh should be displayed in white vinyl on grey smoked polycarbonate. In all cases, the numerals should be at least 4" high.

On all robots, all sponsor logos should be shown in white except for the NASA meatball. On FRC robots, the logos should be displayed on grey smoked polycarbonate. On VEX robots, the logos should be displayed on blue or black panels. Logos of non-sponsors should not be shown.



2011 FRC Robot with Sponsor Panels

## Branding on Team Shipping Crates

Team 254's robots should always be shipped in crates that are painted primary blue.

### Preferred Paint Color

Valspar "Deep Space"

A vinyl graphic of the swoosh should be present on at least two opposite sides of the crate. If possible, the swoosh should be on all sides.



## Branding on Team Apparel

Each year, Team 254 will print one primary team shirt and may print other team apparel.

The primary team shirt should always be printed in Royal Blue. The front should contain the Team Swoosh on the upper left chest. The back should contain the swoosh (the swoosh may be modified in this case with the expressed permission of the team leadership). Below the swoosh, the primary sponsors (NASA and Bellarmine) should be featured. Below the primary sponsors, other sponsor logos should be featured.

Other team apparel should contain the swoosh and should not violate any of the identity standards. Otherwise, any appropriate designs are permitted for other team apparel.



File Name: 2011 Shirt Back

## Branding on Team Publications

On team fliers and publications, the team swoosh and team nickname should always be featured. Furthermore, if at all possible, the primary sponsors (NASA and Bellarmine) should be listed.



# SLIPSTREAM

Competes in San Diego, San Jose and the FIRST World Championship in March & April 2011



### FEATURES

- Quick and Highly Maneuverable
- Intakes Any Tubes with Double Rollers
- Independent Rollers for Advanced Tube Manipulation
- Carries Tubes Within Bumper Perimeter
- Scores on any Post Height while in Protected Scoring Zone
- Advanced Autonomous Routines with Multi-mode and Multi-tube capability
- Fast minibot and deployment system

### TECHNICAL SPECIFICATIONS

- 2-Speed Shifting Transmission
- 18+ feet/second max speed
- 100 lbs + battery & bumpers
- Dimensions: 27 x 37 x 60

### CONTROL

- Advanced Software Controlled by Team 254 Simulator
- 3 Encoders, 1 Potentiometer, 2-Axis Gyro, Limit Switches

### ABOUT TEAM 254

- Founded 1999 in San Jose
- Inducted into FIRST Hall of Fame in 2004
- 81 Student Team Members



File Name: 2011 Robot Flier

## Sponsor Recognition

To properly recognize our thanks for the generous sponsorships provided to us by our sponsors, we require sponsor recognition wherever possible.

**Primary Sponsors:** NASA Ames Research Center & Bellarmine College Preparatory should always be recognized on the team website, on the official team shirt, on all robots and on all official team publications.

**Other Sponsors** should always be recognized on the team website, on the official team shirt and on all robots.



## Dress at Official Team Events

At all competitions, robot demonstrations and any other major team events, certain standards of dress should be followed.

All team members are expected to wear the current year's team shirt with either jeans, khaki pants or khaki shorts with closed-toed shoes. The team name tag should be worn on the right chest, directly opposite the swoosh on the front of the shirt.

When indoors, the team shirt should not be covered. Hats and accessories should be one of the primary team colors if possible. The team shirt should never be worn over a collared shirt. On Thursdays of FRC tournaments, official team shirts from 2010 or newer may be worn.

Above all, just dress reasonably and look professional.



## Contact Information

The Team 254 graphic design leader is responsible for maintaining and enforcing the Identity Standards.

### Current Leader

Aaron Johnson

aaronjohnson254@gmail.com

The Team 254 graphic design team reserves the right to modify these standards at any time if necessary. Any modifications must be approved by a consensus of all Team 254 student leaders and mentors.

