

BRANDING GUIDE

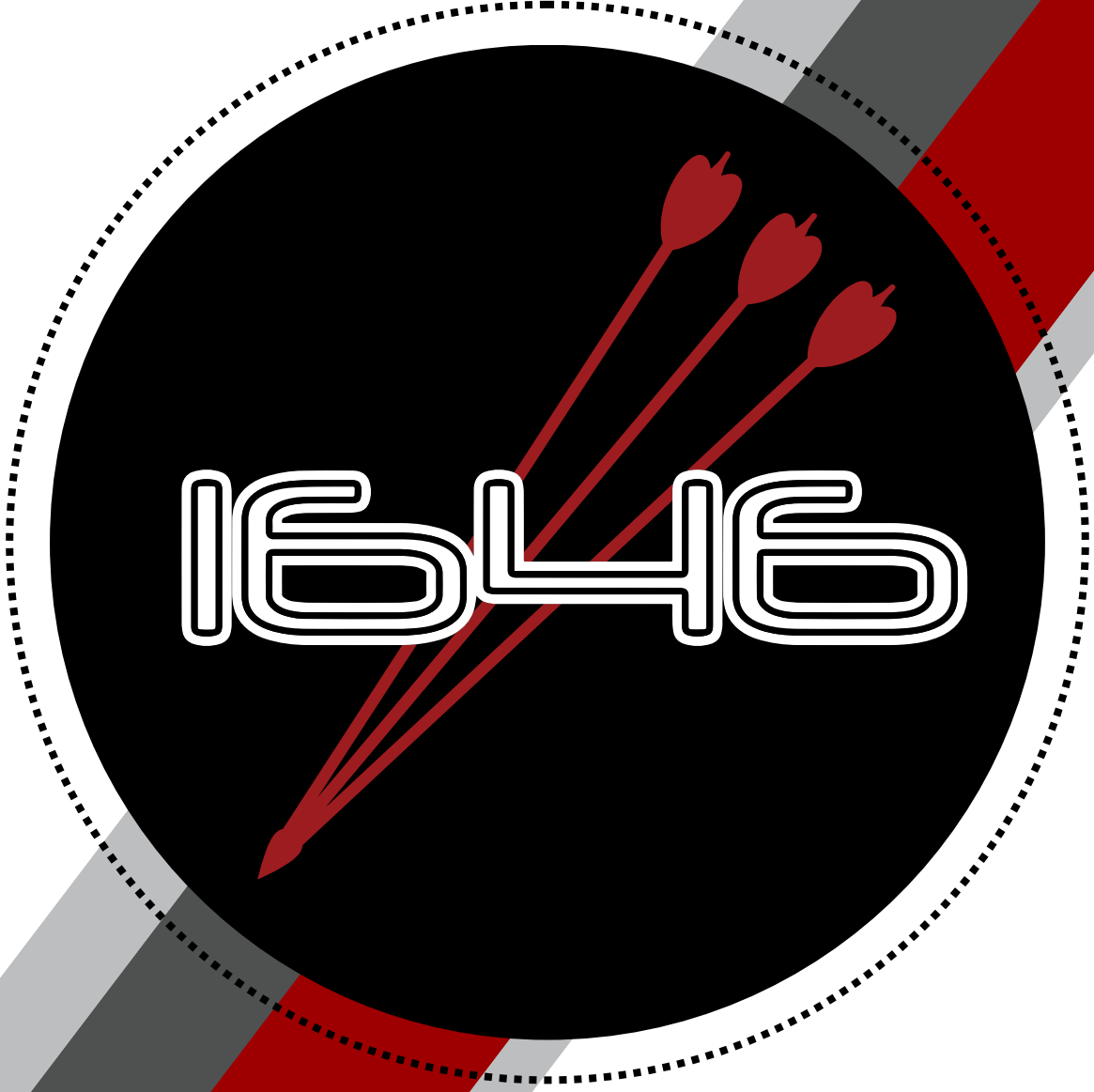
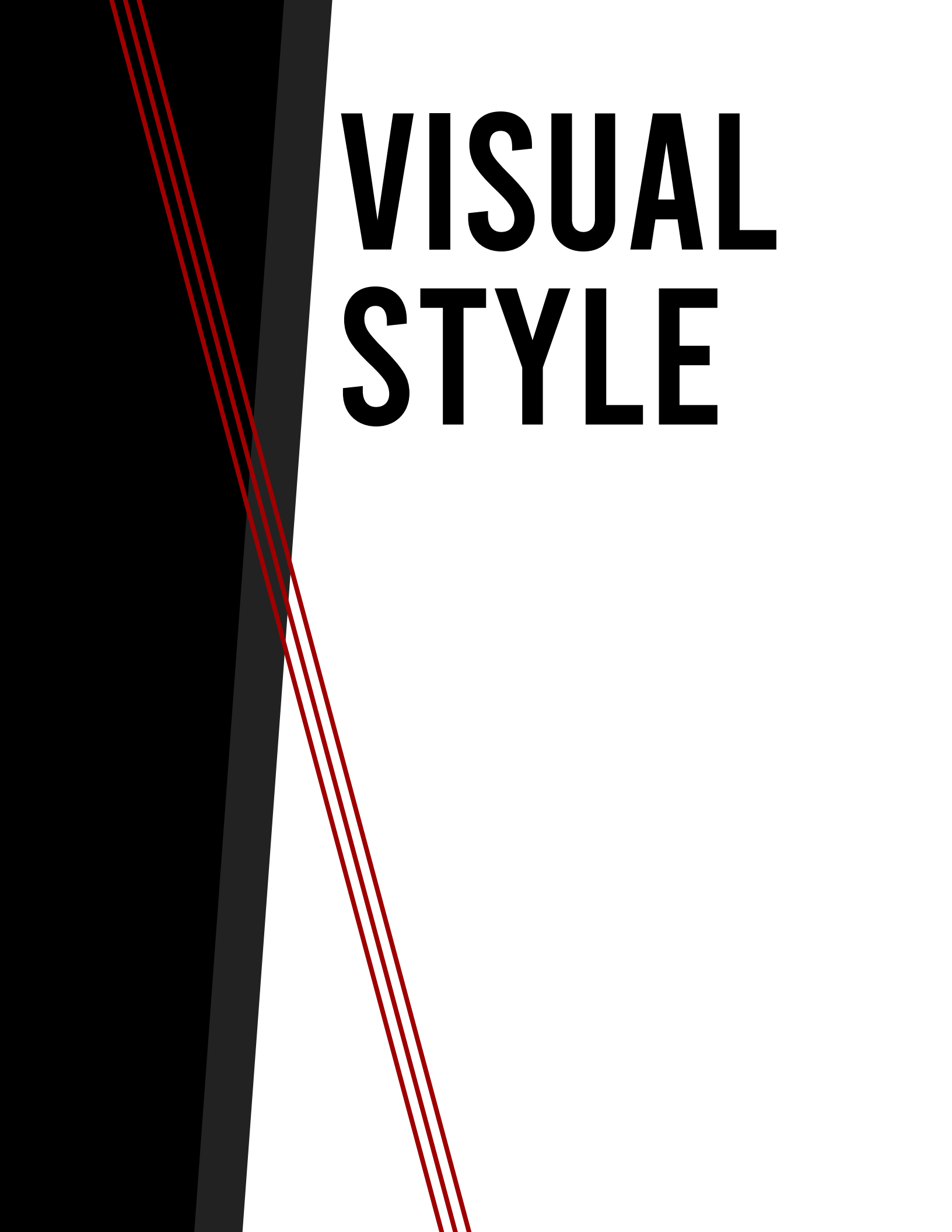


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The image features a large, stylized letter 'V' on the left side, composed of a dark grey outer shape and a red inner shape. The background is white. The text 'VISUAL STYLE' is written in a bold, black, sans-serif font, positioned to the right of the 'V'.

VISUAL STYLE

THE BASICS

TEAM NAME

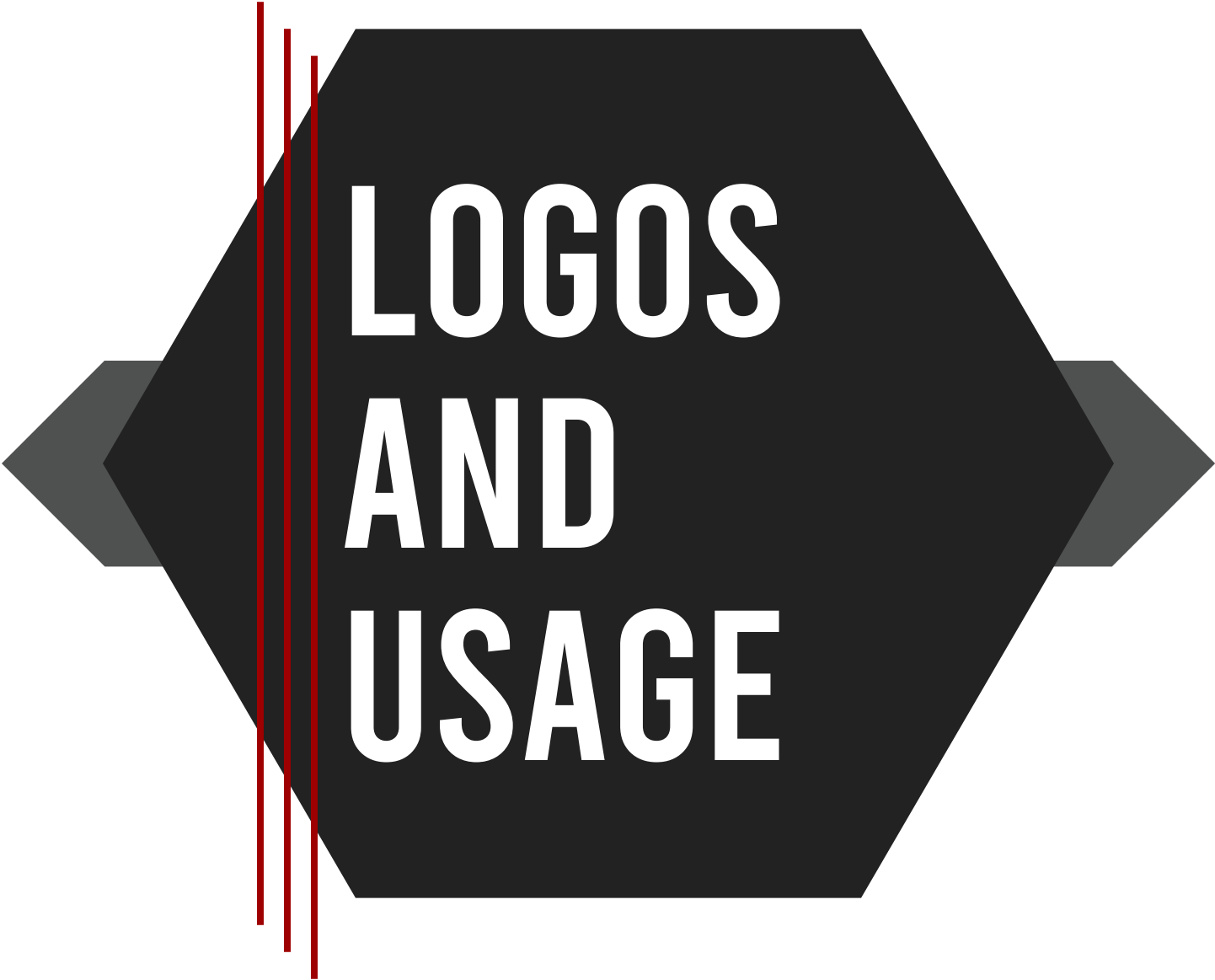
The formal team name is “FIRST Team 1646: Precision Guessworks.” However, a few alternatives are also acceptable in specific contexts.

These are the appropriate alternative names:

- 1646
- Team 1646
- Precision Guessworks
- FIRST Team 1646
- Broncho Robotics

STYLE INSPIRATION

In the last three years the team's visual style has changed dramatically. One major inspiration was FRC team 7851. Many design elements used by 1646 were adapted from presentations published by 7851. Sleek and geometric designs are now the core of the 1646 brand.

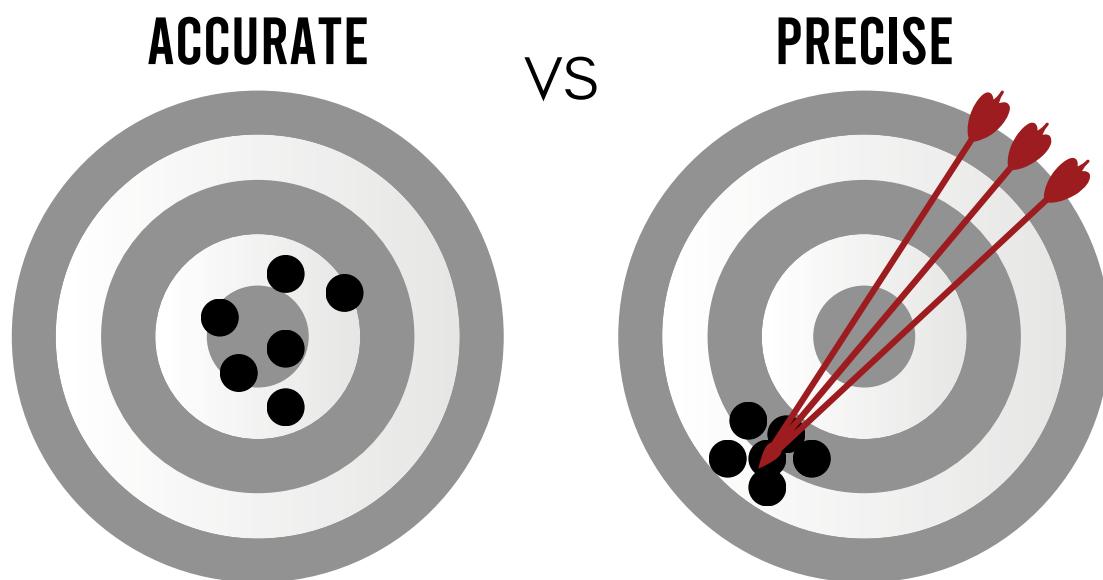


LOGOS AND USAGE

SYMBOLISM IN OUR LOGOS

THE ARROWS

Our logos feature three arrows. The tips of the arrows all touch the same point, though that point is not the center of our logo. This is in reference to the common dartboard analogy used to demonstrate the difference between precision and accuracy:



THREE TENETS

Each arrow in our logo represents one of three tenets that describe the defining objectives of our team. These are goals we strive for when engaging with others through outreach.

- 1 Embrace technology**
- 2 Educate our community**
- 3 Empower the world**

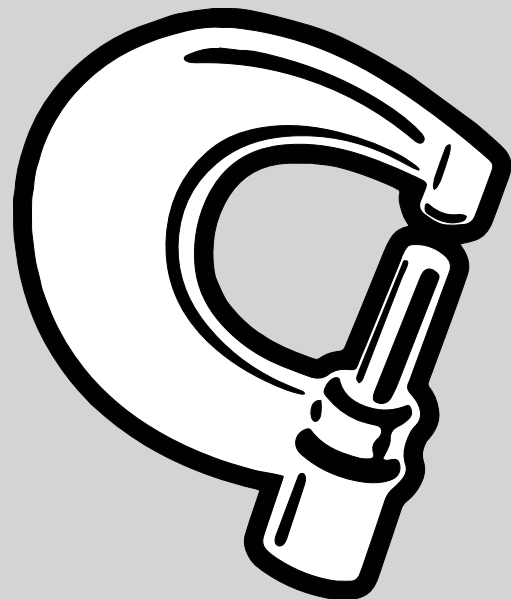
THE P AND THE G

Our primary logo is composed of a "P" and a "G", short for our name: Precision Guessworks. The P and G are each represented by their counterpart to demonstrate balance. Together these symbols showcase the intersection between methodical, calculated efforts, and creative, innovative solutions.



A vital part of the learning process is asking questions. Some problems don't require exact solutions. A little bit of guesswork and experimentation can go a long way. This is why the "Precision" in Precision Guessworks is represented by a question mark.

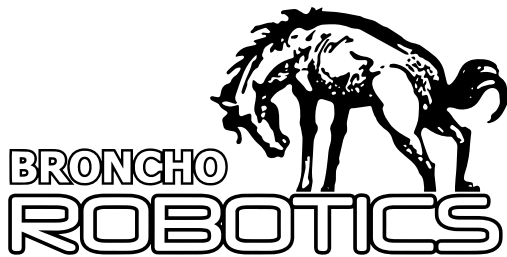
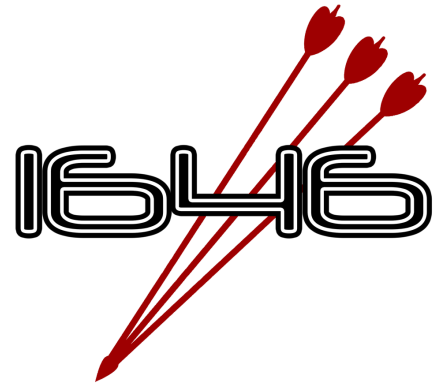
While some problems can be solved with trial and error, others call for precision and planning. This is illustrated by a micrometer, a tool used for very precise measurement.



LOGO USAGE

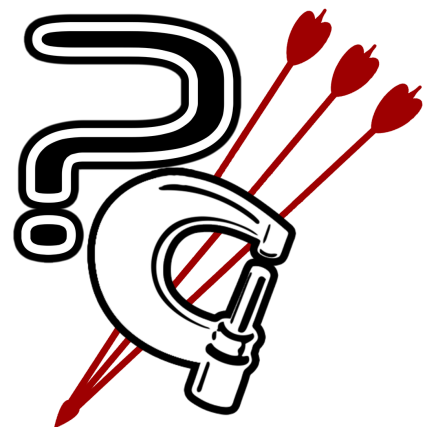
Different logo styles are appropriate for different audiences. When creating content for a particular audience, this page should serve as a guide.

When our audience is primarily other FIRST participants, using our team number increases recognition. 1646 text logos would also be appropriate.

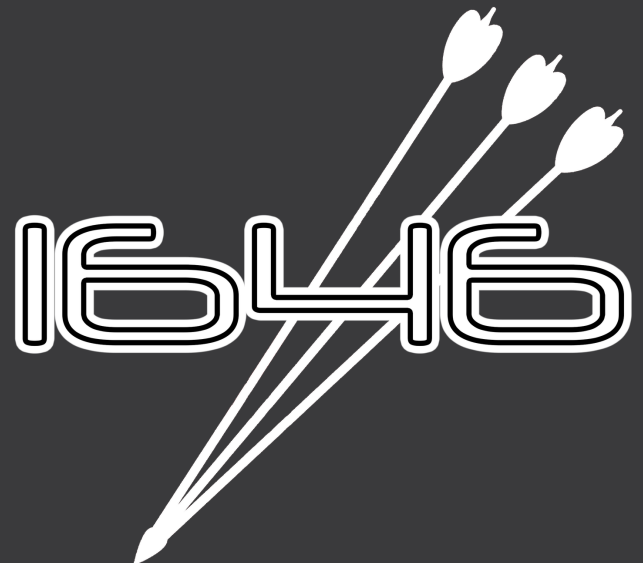
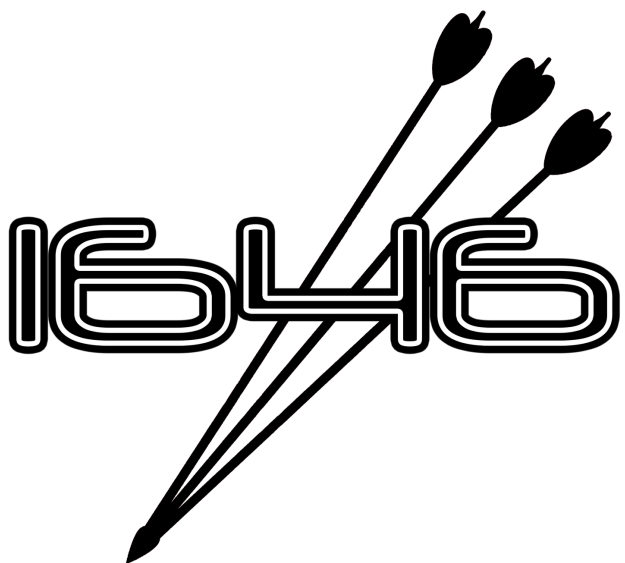
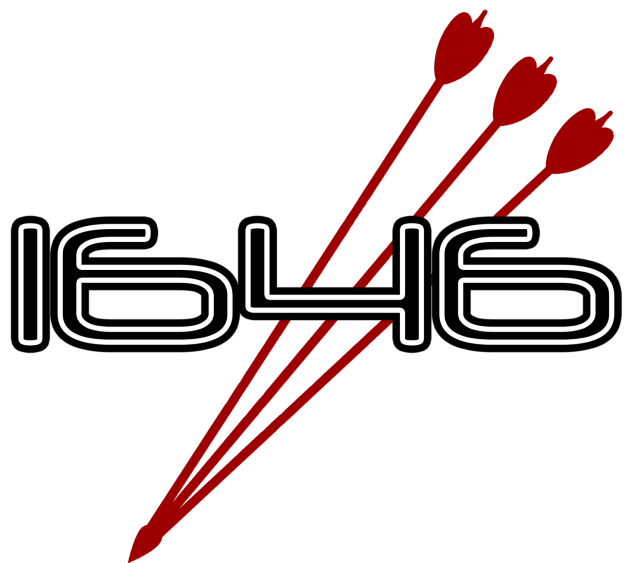


When our audience is our school and its administrators, we show our school pride by using the overarching brand Broncho Robotics.

When our audience is our local community, we use our team name: Precision Guessworks. Any PG or written logo is appropriate.



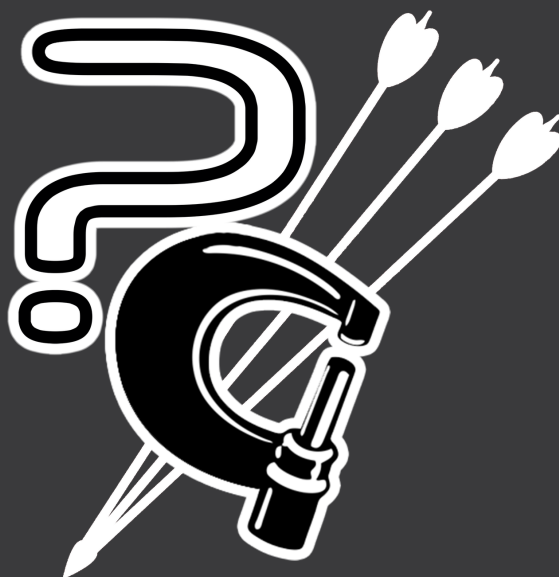
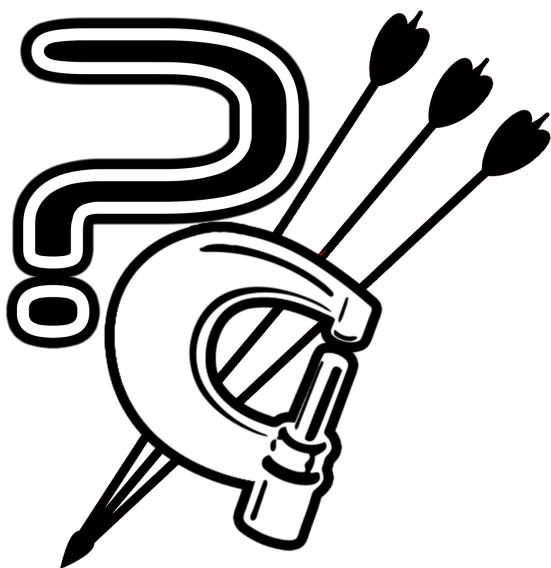
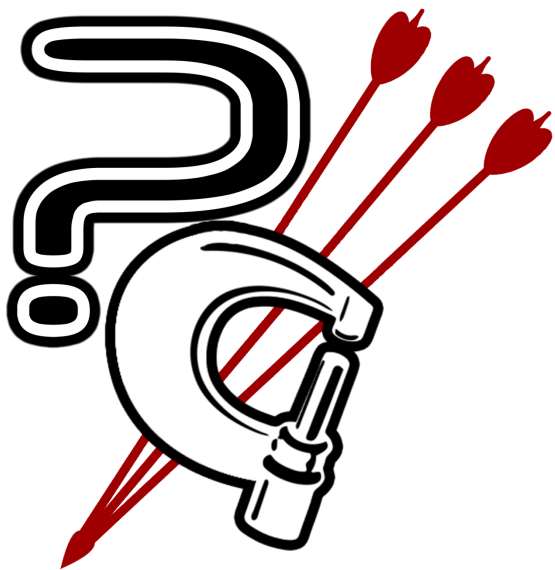
1646 ARROWS



LIGHT BACKGROUNDS

DARK BACKGROUNDS

PG ARROWS



LIGHT BACKGROUNDS

DARK BACKGROUNDS

1646 TEXT

1646

1646

1646

1646

1646

1646

LIGHT BACKGROUNDS

DARK BACKGROUNDS

Precision Guessworks

Precision Guessworks

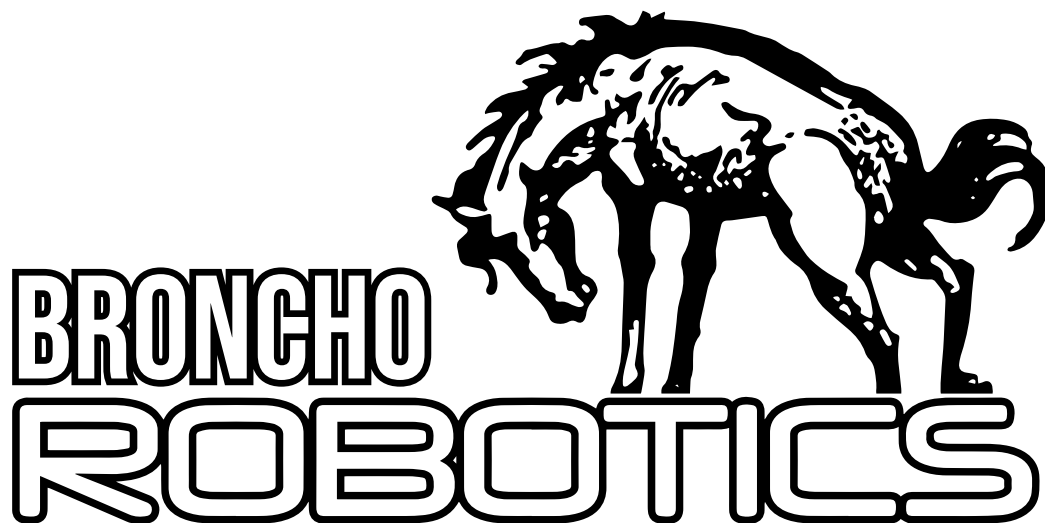
LIGHT BACKGROUNDS

DARK BACKGROUNDS

Precision Guessworks

Precision Guessworks

BRONCHO ROBOTICS



LIGHT BACKGROUNDS

DARK BACKGROUNDS



ACCEPTABLE VARIATIONS

Precision

GUESSWORKS

Precision

GUESSWORKS

Precision

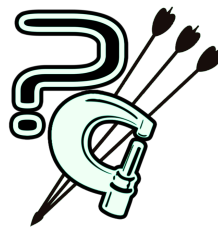
GUESSWORKS

UNACCEPTABLE VARIATIONS

Low resolution

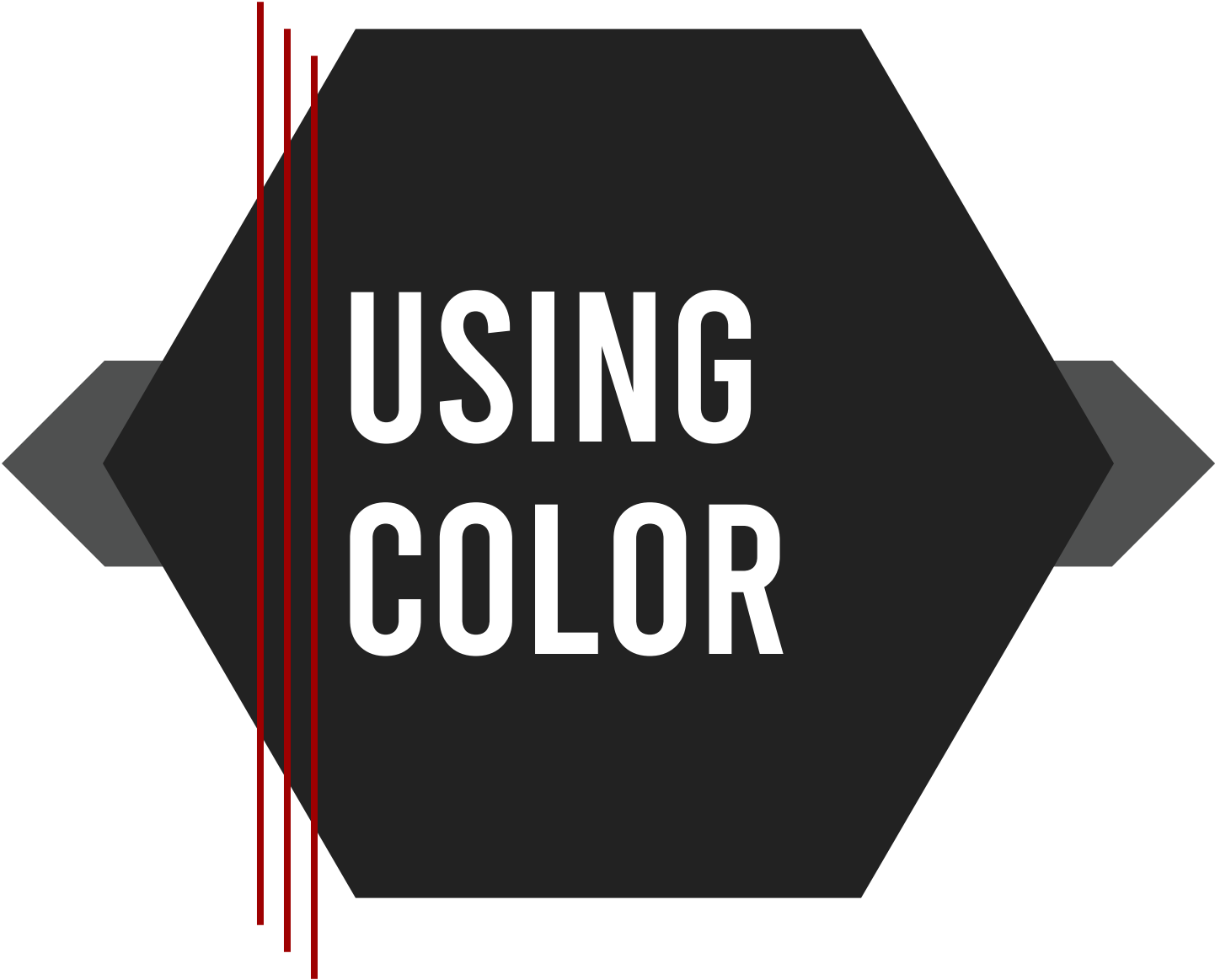


Incorrect coloring



Applied effects





**USING
COLOR**

COLOR PALETTE

These are the brand colors for Precision Guessworks. Each may be used at any opacity provided they remain visually distinct. Other alterations to the colors should not be made.

Hex: #9e0001
RGB: 158, 0, 1
CMYK: 0, 62, 62, 38

Hex: #000000
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100

Hex: #222222
RGB: 34, 34, 34
CMYK: 0,0,0,87

Hex: #3a3a3c
RGB: 58, 58, 60
CMYK: 1, 1, 0, 76

Hex: #4f5050
RGB: 79, 80, 80
CMYK: 0, 0, 0, 69

Hex: #747474
RGB: 79, 80, 80
CMYK: 0, 0, 0, 55

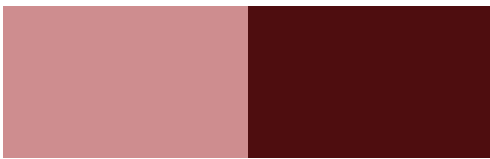
Hex: #929292
RGB: 146, 146, 146
CMYK: 0, 0, 0, 43

Hex: #bdbec0
RGB: 189, 190, 192
CMYK: 2, 1, 0, 25

Hex: #d4d4d4
RGB: 212,212,212
CMYK: 0, 0, 0, 17

ACCEPTABLE VARIATIONS

All colors in the brand may be used at varying opacities. Layering many shades with different amounts of transparency is a signature of many Precision Guessworks designs. This can also be an effective method for reducing harsh contrasts as desired.



Red at 50% opacity on light or dark backgrounds



Red at 75% opacity on light or dark backgrounds



Medium gray at 25% opacity on light or dark backgrounds



Medium gray at 50% opacity on light or dark backgrounds



Medium gray at 75% opacity on light or dark backgrounds

UNACCEPTABLE VARIATIONS



Off reds. Most "standard" reds do not match our brand.



Tints/shades of the PG red, not from transparency. (i.e. 100% opacity)



Off grays. These can be hard to spot. We limit the palette for consistency



Color tinted grays. This can introduce unwanted colors.

GRAPHIC ELEMENTS

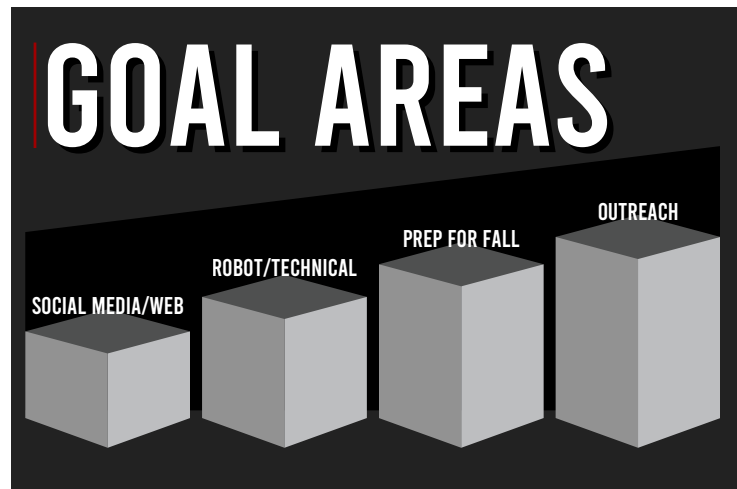
SHAPES

Shapes we favor in our designs have sharp edges such as triangles, squares, and hexagons. However, circles and other rounded shapes can be used sparingly to fit specific designs.

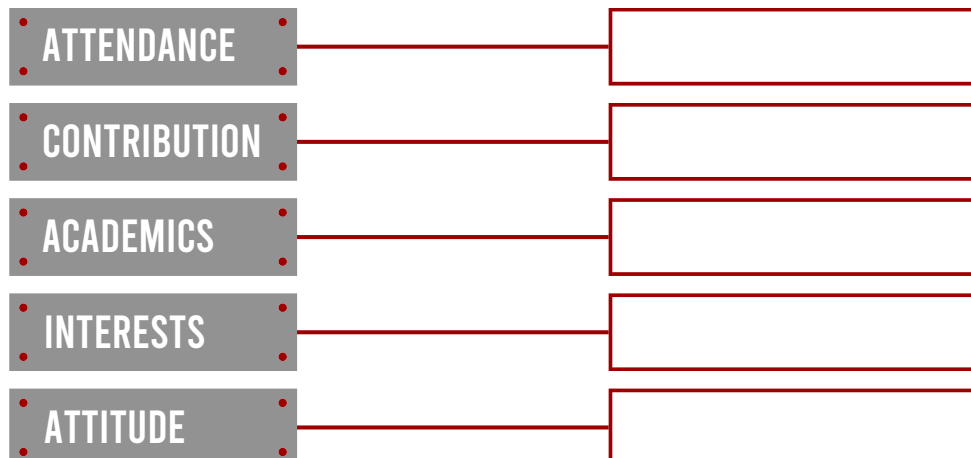
Event flyer



Presentation Slide



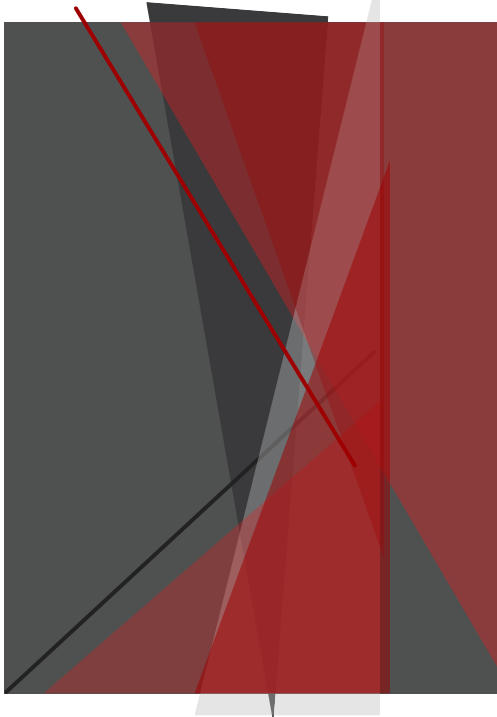
Presentation Slide



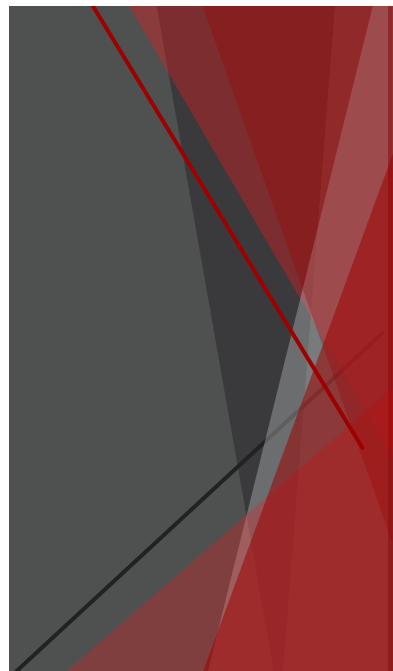
LAYERING

Another effect we use in many designs is created by layering shapes. Setting shapes to different opacities creates more shades and adds depth.

Unfinished layering



Finished layering



Slide with layering



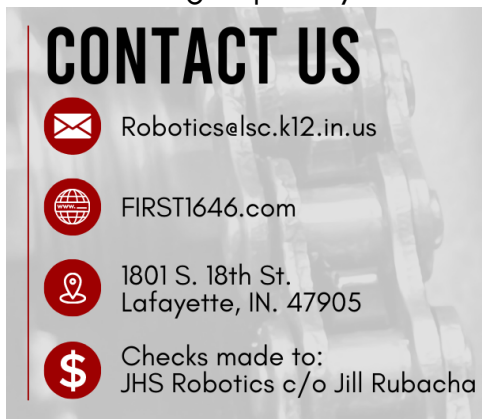
LINES

Lines are a great way to bring things together, or break them apart. In our designs we often use thin red strokes to emphasize, link, or separate ideas. Lines and line art can also be standalone features of a design.

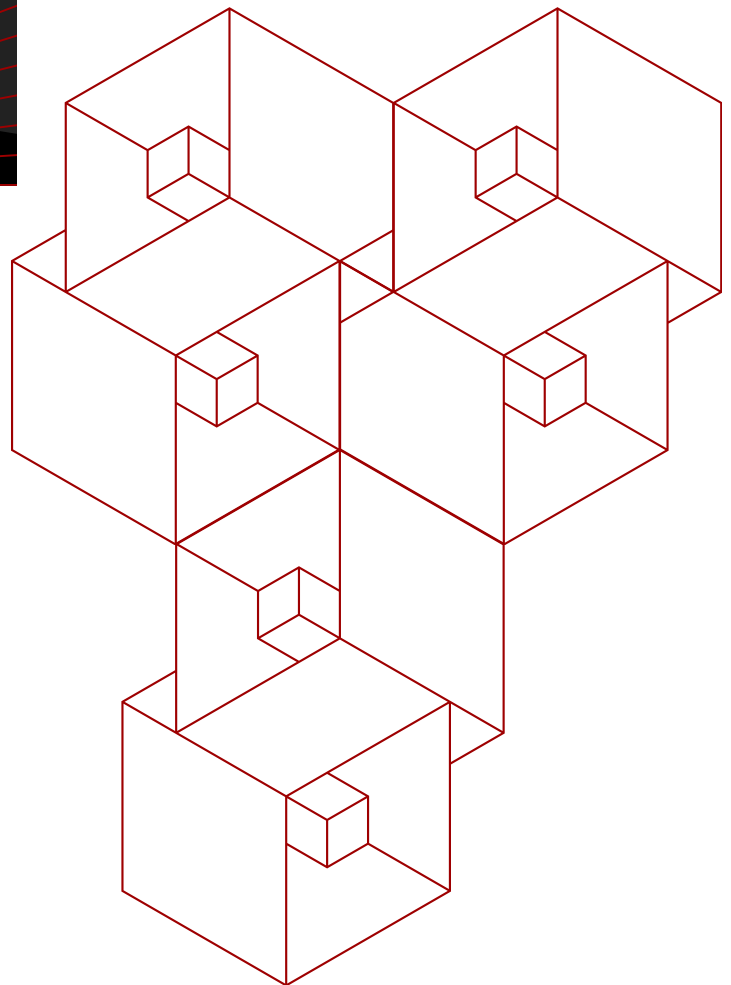
Slide with lines as design feature



Information grouped by line



Line art



PHOTOS

Photos are a great way to bring life to designs and show off what we do. Generally speaking, pictures of people should show faces more than backs. Robot shots showing action are also useful.



2022 season robot doing cool thing



Team member cheering

DARK THEMES

USES

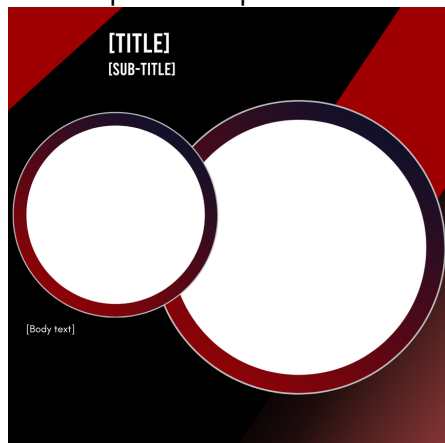
Dark themes are generally better suited to digital applications. This includes web design, slideshow presentations, social media posts, etc. The Precision Guessworks palette features a range of grays; the darkest 3-4 shades (plus black) would all be considered dark backgrounds. In dark themed designs overlapping shades of gray and adding small pops of red create visual interest.

EXAMPLES

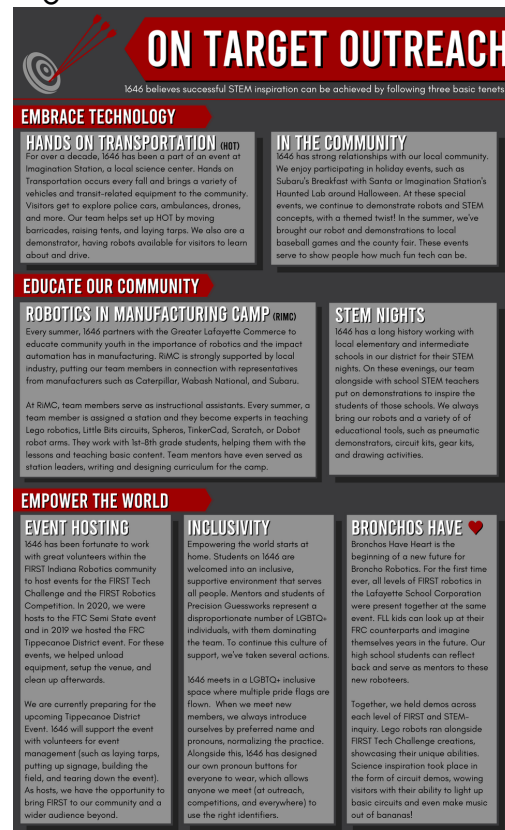
Social story template



Social post template



Digital Info Sheet



Presentation slide



LIGHT THEMES

USES

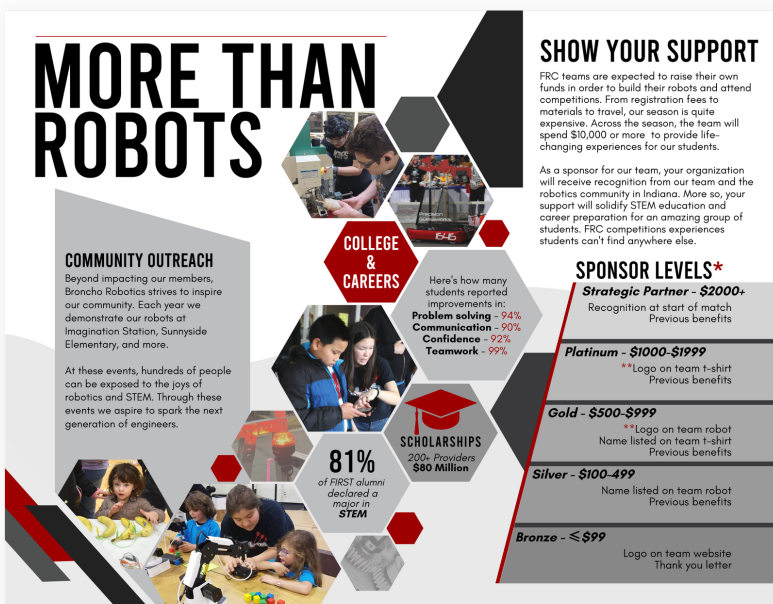
Light themes are ideal for physical mediums. This reduces ink usage when printing on paper and improves readability. The lightest 3-4 grays (plus white) would all be considered light backgrounds. In light themed designs, different opacities create a layered look.

EXAMPLES

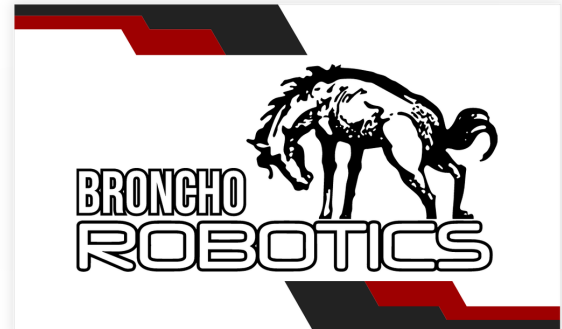
Presentation slide



Brochure



Business card



Letter



**Fonts
and
Form**

FONTS

BEBAS

Bebas is used for headings & titles.
Bebas does not have a bold and italics forms, nor can it be lower case.

ABCDE

GLACIAL INDIFFERENCE

Glacial Indifference is used as a body font. Bold and italic fonts in the Glacial Indifference family may also be used.

Aa **Aa** *Aa*

NEUROPOL

Neuropol is the font used in all of our logos. A modified version of the question mark and the G are used.

AaBbCc

FORMATTING

LARGE DOCUMENT GUIDELINES

Long documents should be divided into categories and sections. This organizes information for the reader. Typography is a quick way to indicate the transition from one section to the next. Using different typefaces, sizing, and styles, we can differentiate pieces of text.

For example, throughout this branding guide headings are displayed in 43 point Bebas font with a subtle drop shadow and a red angled banner. These headings define overarching categories. Next, subheadings are also in Bebas at a smaller size of 30 points. These indicate major points that fall under the previous header. Lastly is the body text. For most of our works, this is a 15-20 point Glacial Indifference.

RATIONALE

Bebas works as a heading/subheading because it is large and bold. However, it quickly becomes difficult to read in large blocks of text, which makes it a poor option for body text.

Glacial Indifference makes up for this by being clean and easily readable. It visually compliments Bebas in aesthetic. Glacial Indifference also includes bold and italic variations which makes it more adaptable based on the needs of a design.

PRINTED FLYERS GUIDELINES

Printed flyers should not feature many words. Full sentences may be replaced with bullet points or lists as appropriate. Flyer designs should focus on graphic elements to convey ideas with text used to clarify details.

For example, this flyer uses color blocking to group information and create visual interest. The text is limited but provides all necessary information for a potential new member to attend this callout. Another way the volume of text is reduced is the use of a QR code, allowing viewers to seek more information without overwhelming the small flyer



RATIONALE

The primary reason flyers should have limited text is because of the available space. The limited area, often only one full or half-page, must be used efficiently. Flyers are also intended to be viewed quickly or in passing. A common place to display flyers is in a hallway. This means flyers should catch attention instantly and provide easily digestible information.

DIGITAL PRESENTATION GUIDELINES

Digital presentations typically use short slides with just enough detail to outline the information being presented. Slides with too much text will cause the audience to become distracted or overwhelmed with reading all the information provided.

For example, our team makes many slides for our season, such as our pit display, sponsor presentations, and more. These slides aren't long and don't include a lot of information; instead they rely on team members to present information.

RATIONALE

Digital presentations are a key aspect of the team, we create many presentations each season. Having visual aids alongside a verbal presentation is a great way to help the audience remember important information. This is why presentations must be visually impactful and memorable but not intrusive.

DEVIATIONS

Certain designs will have different typography needs. The general rules above serve as a starting point but may be flexible. The most important factors to consider when using typography are legibility and design appeal. Things we make need to be readable first and foremost, but they should also be attractive and draw attention.

For example, complex topics may have many levels of organization. In these cases it may be appropriate to include subheadings in either bolded or italicized Glacial Indifference instead of Bebas.



CREATING CONTENT

CONTENT GENERATION PROCESS

AUDIENCE GUIDE

The team produces a wide range of content both physical and digital. In order to communicate effectively it is important to consider the audience that will be consuming the content we put out. Understanding the needs of our various audiences helps us meet this standard. One way we maintain consistency in communication is by referencing our Audience Guide. This guide gives brief descriptions of the groups we typically direct content towards. For each group we focus on the motivations and barriers to determine what messages will engage those audiences.

CONTENT PILLARS

Once we understand which audience we are targeting and how to best reach them, we can focus on the content of our message. We want to be sure our messages are always aimed towards our overarching goals and team mission. To do this we use our Content Pillars. Each pillar represents a core idea or belief of the team that we try to convey in our content.

VOICE & TONE

The Voice and Tone guide gets even more specific. This influences the language we use via key words. It also provides the overall feel of our work; it tells us how our audiences should feel about us and our content.

**TEAM
AUDIENCE
GUIDE**

AUDIENCE PROFILES



STUDENTS

DEMOGRAPHICS

Age: 14–18

Gender: All

Other Demos: Attend JHS, Lafayette residents

TRAITS

Motivation: Friends, Family, Grades

Barriers: Transportation, financial

Attributes: Ambitious, energetic, social, inexperienced



TEACHERS

DEMOGRAPHICS

Age: 22–65

Gender: All

Other Demos: Married, parents, coaches

TRAITS

Motivation: Family, student success

Barriers: Time, commitments

Attributes: Supportive, invested, involved



SPONSORS

DEMOGRAPHICS

Age: 18–65

Gender: All

Other Demos: College-educated, business managers or owners

TRAITS

Motivation: Community involvement, public goodwill, recruiting

Barriers: Time, limited funds, unaware of FIRST

Attributes: Professional, eager, interested



PARENTS

DEMOGRAPHICS

Age: 30–55

Gender: All

Other Demos: Employed,

TRAITS

Motivation: Children's success,

Barriers: Time, commitments, finances, other children

Attributes: Supportive, helpful

ABRIDGED AUDIENCE GUIDE

	School	Family	Sponsors	FIRST
Who are they	Students, Teachers, Team members, Friends, Faculty	Parents, Guardians, Relatives, Siblings	businesses, local and national, who may donate	students, mentors, volunteers
What info do they need and want	schedules, attendance, events, school spirit	Schedules, dues, pictures of kids	Program impacts and sponsor rewards	Robot info, season and off-season updates
What do we want from them	Work space, tools, event venue	transportation, dues, food, volunteers	Funding, food,materials	engagement, friends, support at competition
What platform(s) do they use	Facebook, twitter	Facebook, Instagram	Facebook, Instagram, Twitter	Instagram, Facebook, Twitter, TikTok