1671

Brand Standards

The Importance of Brand Standards

Brand standards are a defined set of rules to be followed in the creation of teram material to ensure a consistent and professional team image. Our brand standards are part of our team's image, as they are specofic to us.

Wrong

Right

Brand History

Our team was founded in 2004 as the 'Buchanan Robotics Team', without any branding. In 2012, our team made the first installment of a series of animations called "A Little Bird Told Me," which featured characterized birds that would form a new team identity of "The Buchanan Bird Brains." The following year, our team brand was further solidified through the creation of our logo, modeled after our new identity.

2005 - The Buchanan
Robotics Team is Founded

2011 - The first team animation is made,
and our team becomes the Buchanan Bird Brains

2012 - Our logo is made, further solidifying
our team's brand

Team Name and Logo

Our team's name can be phrased as follows on any team material:
Team 1671: The Buchanan Bird Brains, Team 1671, or *The Buchanan Bird Brains.*
On team flyers , prochures, and documents,our logo can be displayed in as two
different versions :one inside a circle, the other not. The only time our logo can be
displayed without the birds is on the back of team clothing.Some of our initiatives
hove logos pertaining specifically to them, too.

Fonts

Our team brandnding utilizes two fonts: Roboto and Alata. Alata is used for titles and headers only, and can only be used in the normal version of the font. Roboto is used for everythign that isn't a title or header, and can be used in the light or original form of the font.

Alata Regular
ABCDEFGHIJKLMNOPQRSTUVWKYZÁÅ
abcdefghijklmnopqrstuvwxyzáåéîõøü
&1234567890($£€.,!?)

Roboto Regular
ABCDEFGHIJKLMNOPQRSTUVWKYZÁÅ
abcdefghijklmnopqrstuvwxyzáåéîõøü
&1234567890($£€.,!?)

Roboto Light
ABCDEFGHIJKLMNOPQRSTUVWKYZÁÅ
abcdefghijklmnopqrstuvwxyzáåéîõøü
&1234567890($£€.,!?)

Roboto Condensed
ABCDEFGHIJKLMNOPQRSTUVWKYZÁÅ
abcdefghijklmnopqrstuvwxyzáåéîõøü
&1234567890($£€.,!?)

Colors

The colors of the team are based on the FIRST logo.
These colors are consistent throughout all of the team's designs,
such as our t-shirts and flyers. Charcoal grey is only used for backgrounds
of certain printed documents, while black, red, white, and blue are consistent
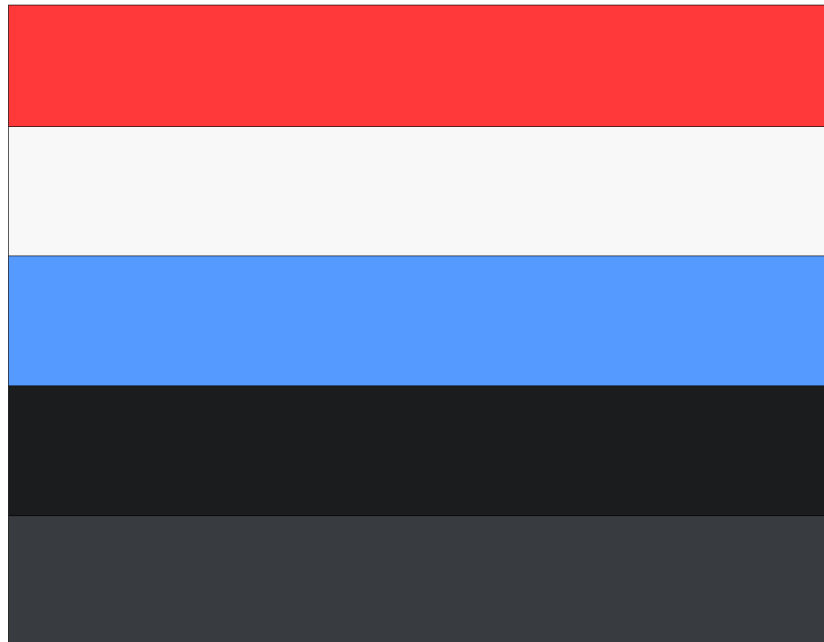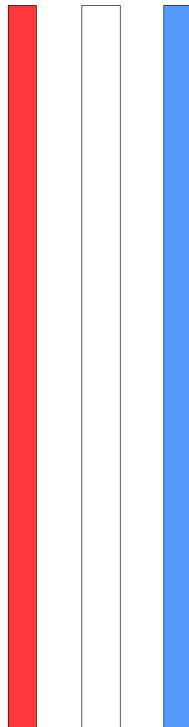throughout all team items.

#FF3939

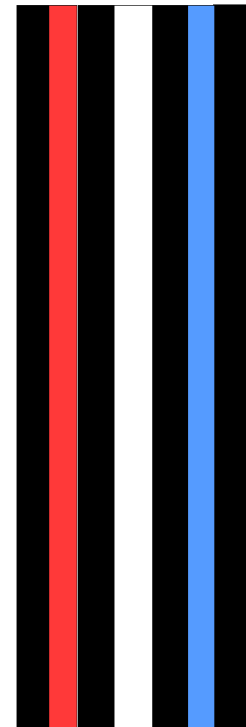#F8F8F8

#559BFF

#1A1C1E

#383B40

Brand Lines

Some team items, like this page, contain themed stripes on either the top or left-hand side of the page. These lines must be arranged in the order: red, white, then blue; mirroring the order of the birds in our logo. These lines must have a black background if on a white page, but they don't need one if the page is a color other than white. Remember to use the correct hex codes for these colors, can be found on the 'Colors' page of this packet.

This

VS.

This