Team DAVE

Branding Standards

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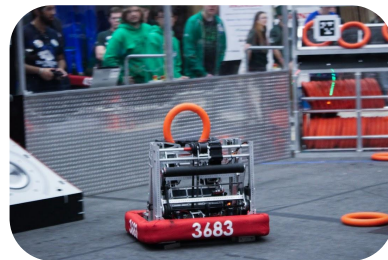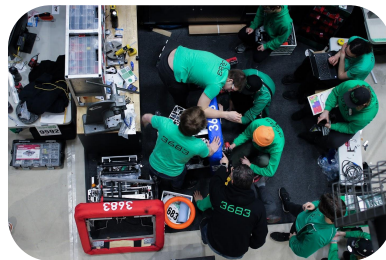
Purpose of the Branding Standards

Unified branding is an asset to appearing professional in any setting. Our Team DAVE brand helps us stand out as valued and cohesive members of the community at events we attend.

Therefore it is important to form a recognizable and consistent team identity.

Team Name

Our team name is integral to our identity, as it represents us as a whole.

- Full name: Team DAVE
    - To be used when referring to everyone on the team
- Formal name: FRC Team 3683 - Team DAVE
    - To be used when doing a formal introduction of the team
- Nickname: DAVE
    - To be used when referring to the team

Note: "T" and "DAVE" in Team DAVE should always be capitalised.

DAVE Logos

The letters of the DAVE logo are composed of electrical symbols, accented with lines and arrows inside a box. The logo can also be shown with extended digital lines.

Colourization Themes

- ○ Black on white
- ○ Black on green (#10b600)
- ○ Green (#10b600 or #5a9d68) on black
- ○ Green (#10b600 or #5a9d68) on white
- ○ White on green (#10b600)
- ○ White on black
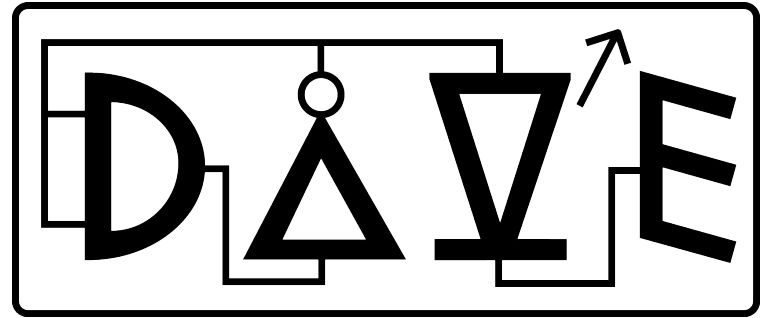
Team DAVE Logos Folder

DAVE Logos continued

Use of Logo

Official documents should have the original logo (no extended lines). See Team Apparel for merchandise specifications.
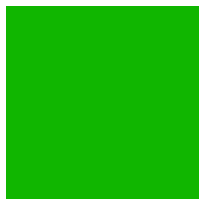
Social Media

Logo can be modified to have bevel & emboss or drop shadow effects for social media posts but should remain flat otherwise.

Modification of logo color is permitted in special circumstances, ie. to create a Season specific image. An example is the rainbow logo for Pride Month.
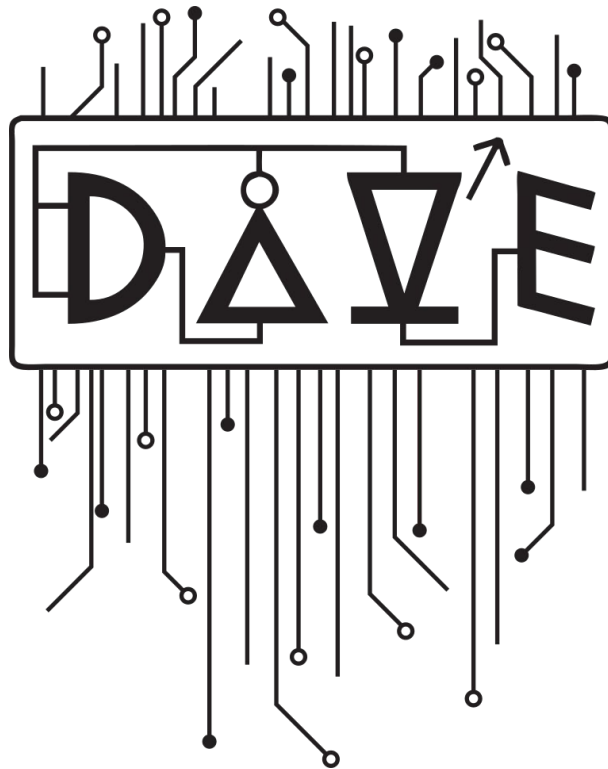
Colour Palette

Only the following colours should be used in all official Team DAVE materials.
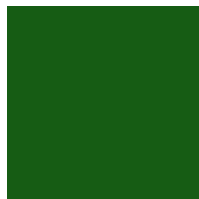
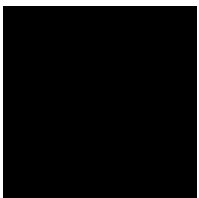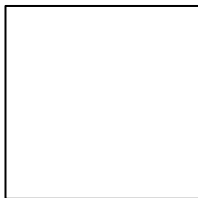#10b600   #5a9d68   #2d7f35   #176f19   #165c14   #13550e

#000000   #FFFFFF

Typography

- Titles: Bank Gothic Bold
  - Google equivalent: **Lato**
  - Should be used primarily on social media for large promotional titles
- Headers: Agency FB
  - Google equivalent: Teko
  - Should be used in Titles of slides and documents
- Body Text: Century Gothic
  - Google equivalent: Helvetica Neue (light)
  - Should be used in body of slides and documents
- Bullet points should be standard black filled circles or, when possible, hollow green hexagons ⬡

Document Elements

- The page header should contain the hex arrangement, placement will always be on the opposite top corner from the margin.
- Links should always be #10b600.
- DAVE letterhead should always be included.
- Strip of green on the margin side should be 0.5in thick.
- Images should always have a rounded corner and should not overlap.
- Text must be:
    - 0.75in from the left side if green bar present.
    - 0.25in from the right if green bar is not present.
    - 0.25in/0.75in from the top, based off the document.

Copy our document template here.

Document Elements continued.

- Whenever writing a paragraph about Team DAVE, the first mention of the team uses the full name, Team DAVE, and subsequent mentions should be DAVE.
- When creating DAVE documents, the following elements may be used:
  - Hollow hexagons in various shades of green
  - Images cropped into the shape of a hexagon
  - Circuit lines in either green or black, similar to the circuit DAVE logo.
- QR codes printed on DAVE material should have the DAVE logo in the center whenever possible.

Branding on Robots

Our robot should always have a sponsor panel that includes our sponsors' logos, the WWFIRST logo, and our team Number. Whenever possible, the radio should be covered with a 3D printed cover with the DAVE logo.

Our team number should also be painted or printed in white on our red and blue bumpers used at competition.
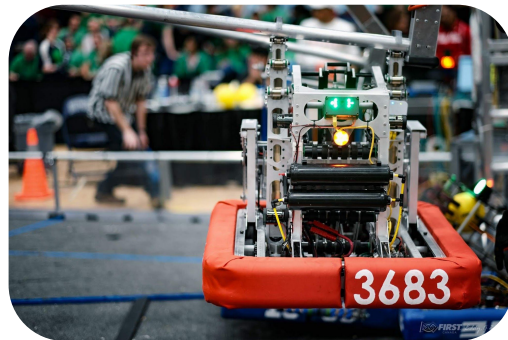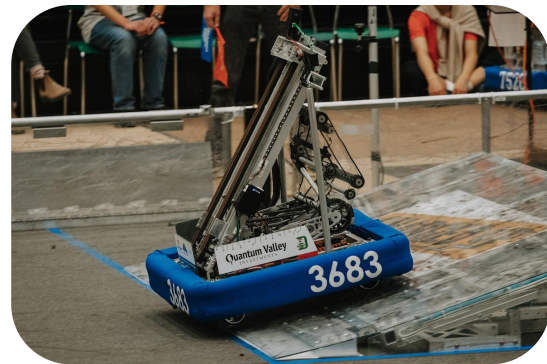
Robot Name

It is a Team DAVE tradition to name our robots after a famous Dave or David.

The namesake must be free of profanity or notorious histories.

Nominations are to be sent to the Lead Mentor and vetted by all mentors. The top 3 voted names will be voted on by the team.
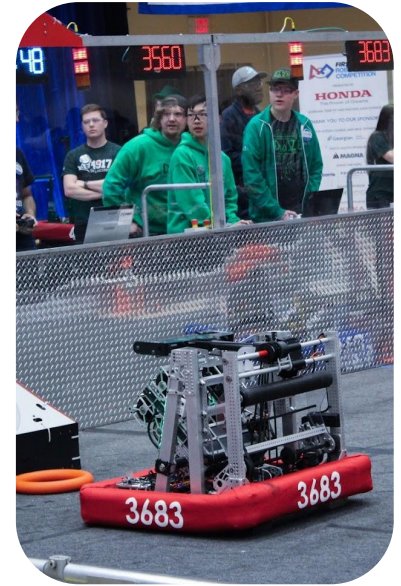
Branding on Team Apparel

Logo Usage

- Original logo must be used on:
  - Hooded sweaters
  - Quarter-zip sweaters
- Embroidered original logo must be used on:
  - Hats
  - Polo shirts - with our team number included in Bank Gothic Font underneath
- Logo with extended lines must be used on:
  - T-shirts
  - Crewnecks

Branding on Team Apparel continued

Team Number Placement

- All clothing should have our team number across the back with the St David CSS logo below, between the shoulder blades.
- The team number should always be printed in Bank Gothic.

Green T-shirts

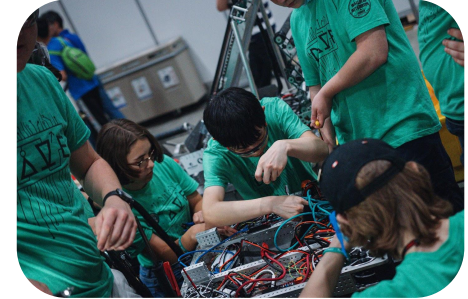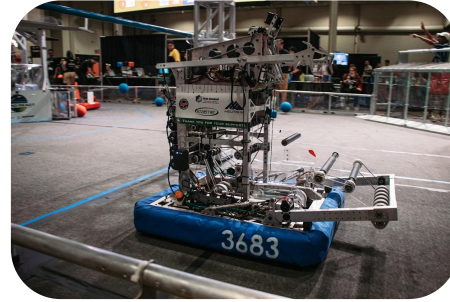- The WWFIRST logo should be included on the left sleeve.

Sponsor Recognition

The amount of sponsor recognition will vary based on their support level.

Common benefits include the company logo or name on website, robot, or pit banner.

Additional benefits may include the company logo/name in team publications or mentions in media.

Dress at Team Events

At any event where members are representing Team DAVE, only green Team DAVE merch may be worn.

Team members must only wear appropriate bottoms in good condition, such as jeans, khakis, fitted joggers, and leggings.

At competitions, any DAVE wear may be worn on practice days or during practice matches.

Unacceptable Dress at Team Events

Team members are expected to dress reasonably and look professional. The following items are not acceptable:

- Dirty, stained, or foul-smelling clothing
- Modified Team DAVE merchandise
- Baggy or poorly-fitting bottoms
- Open-toed shoes

Additional Information

Updating Branding Standards

Any branding changes must be submitted to the Lead Mentors for approval. The Business Services team is responsible for updating and maintaining the branding standards for Team DAVE.

Contact

We can be reached through email at TeamDAVE.3683@gmail.com.