# FERNBANK LINKS

# BRAND AND DESIGN STANDARDS

## V1.0

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# 1.0 THE FERNBANK LINKS BRAND
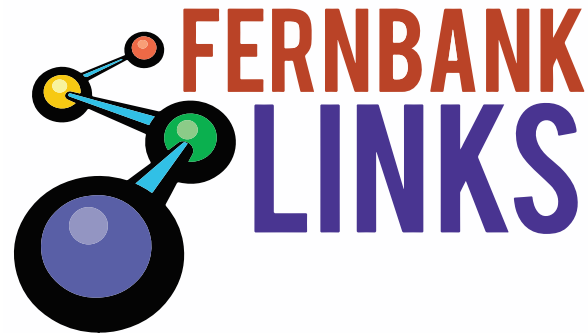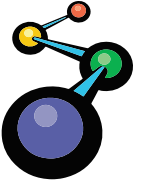
**FERNBANK LINKS**
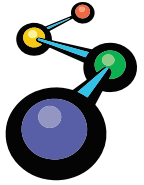
LINKS is known for building consistent and focused robots that excel at tasks. These qualities are the basis for the Fernbank LINKS brand: consistency and focus.

# 1.1 THE FERNBANK LINKS NAME
## Linking Ideas and Networking Kids with Science

The name Fernbank LINKS, originated from the location and mission of the original 5 founders. Fernbank Science Center is where the LINKS team is based. LINKS, Linking Ideas and Networking Kids with Science, comes from the team mission to inspire the community with science. and engineering.

When identifying the Fernbank LINKS team in a text, the full name, Fernbank LINKS, must be used in the first instance. Following instances of the name may use just the acronym, LINKS, to reference the team. To the right is an example of correctly using the Fernbank LINKS name, from an interview with Robotics Competition News.

LINKS is an acronym. Therefore, when it is used in any text, it must always be in all caps. Links, links, or anything other than LINKS incorrectly refers to the Fernbank LINKS team.

4468 – Fernbank LINKS interviewed with us about some of the mechanical challenges they overcame, as well as how raw drivetrain power and speed can affect match strategy. They also had a very simple way to make the VersaPlanetary gearboxes on their climber stronger by increasing the number of stages.

LINKS also has a very unique build space. They work out of Johnson Research and Development Center in Atlanta, Georgia. The center is a shared space with 6 other FRC teams from around the area.

# 1.2 WRITING STYLE
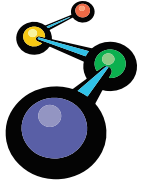
## GENERAL RULE

As a professional organization, Fernbank LINKS does not use the first person (i.e. I, we, us) to refer to itself. In documents, always refer to LINKS in the 3rd person.

## EXCEPTIONS

Use of the first person is allowed on Fernbank LINKS social media accounts and in emails sent from info@fernbanklinks.com. On these platforms, the text speaks as the organization itself. It is the voice of Fernbank LINKS speaking in newsletters and social media posts.

## EXAMPLES

### FACEBOOK



**Fernbank LINKS Robotics**
Published by Tynan Purdy [?] · June 12 at 11:29am · 🌐

Our first week of the LEGO Robotics Summer Camp this year was a success! We had a fantastic crew of campers and we can't wait to start week two! #omgrobots #firstlegoleague

### FERNBANKLINKS.COM



Fernbank LINKS operates out of JR&D, a battery research facility owned by Lonnie Johnson, the inventor of the Super Soaker. The space is shared by 6 FRC teams and a full size FRC Destination Einstein field.

The JR&D Alliance consists of 4468 Fernbank LINKS, 4026 Global Dynamics, 3091 100 Scholars, 6023 Discbots, 6177 Atomic-Robotic-Dogs, and 5219 TeknoSquad.

# 2.0 THE LOGO

## LOGO CLEAR SPACE

A clear space of no less than the height of the orange text is required on all sides of any variation of the logo.
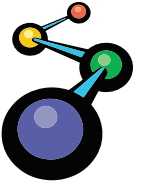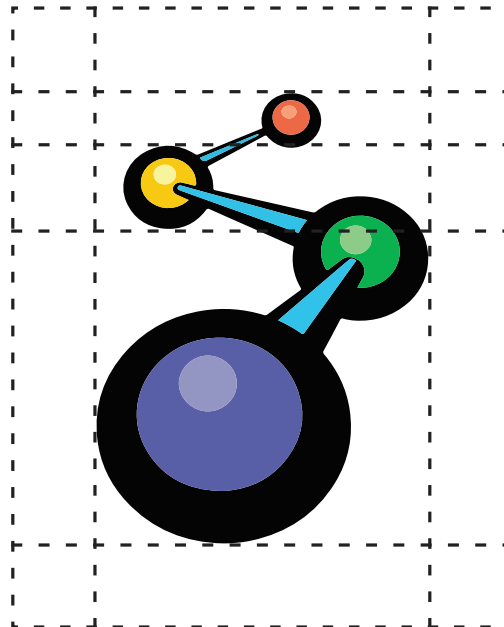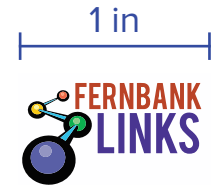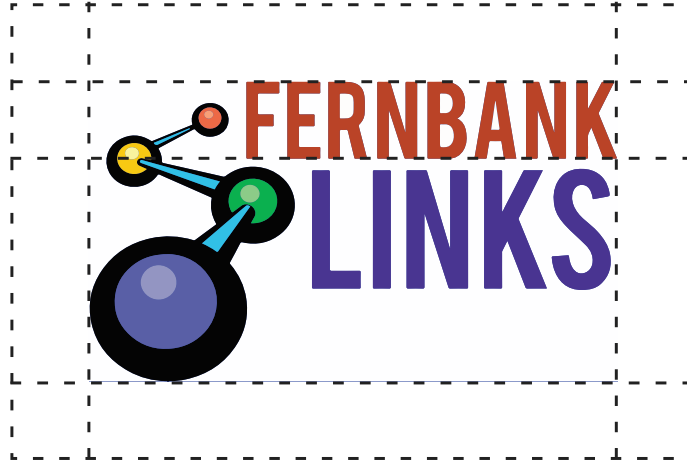
## LOGO MINIMUM SIZE

A minimum width of 1 inch is required when printing any variation of the logo.
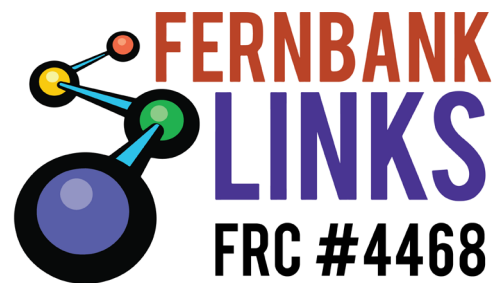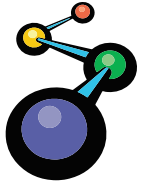
## ICON CLEAR SPACE

A clear space of no less than the height of the yellow orb is required on all sides of any variation of the icon.

## ICON MINIMUM SIZE

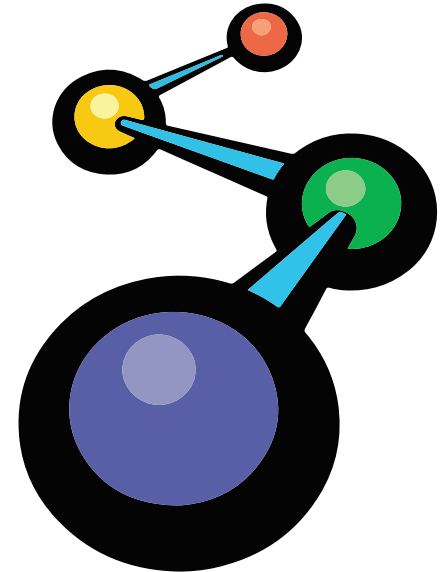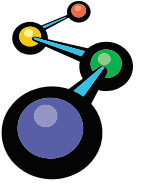A minimum height of 0.6 inches is required when printing any variation of the icon.



FERNBANK
LINKS

1 in

FERNBANK
LINKS

0.6 in

# 2.1 LOGO VERSIONS

Top to bottom: standard logo, 4468 logo, logo with motto line.

Right: icon.

**FERNBANK LINKS**

**FERNBANK LINKS FRC #4468**

**FERNBANK LINKS BUILDING ROBOTS...DEVELOPING MINDS...CHANGING LIVES**

# 2.2 LOGO COLOR VARIATIONS

# 2.3 LOGO BEST PRACTICES

**RECOLOR**

**RESET TYPE**

**ROTATE**

**ALTER ICON**

Do not ever, to any version of the Fernbank LINKS logo...
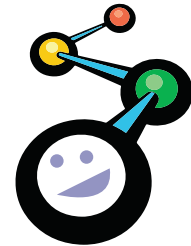
**DISTORT***

**INSERT PERIODS BETWEEN THE LETTERS IN LINKS**
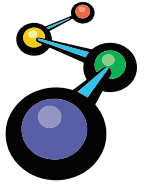
L.I.N.K.S.

**ALTER ELEMENTS**

**USE COLOR LOGOS ON COLOR BACKGROUNDS***

*applies to photos as well

P08

# 3.0 LINKS COLORS

The main colors, LINKS Blue and White, are to be used in most cases.

The support colors are used as highlights and alternate colors. The support colors are in order of importance to the right from left to right.

## MAIN COLORS

**LINKS Blue**

RGB: 51, 76, 160

Hex: 324B9F

**White**

RGB: 255, 255, 255

Hex: FFFFFF

## SUPPORT COLORS

**LINKS Orange**

RGB: 183, 66, 39

Hex: B74126

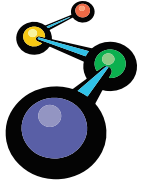**LINKS Purple**

RGB: 74, 54, 145

Hex: 4A3591

**LINKS Black**

RGB: 33, 33, 33

Hex: 212121

# 4.0 TYPOGRAPHY

Bebas Neue is the dominant Fernbank LINKS font. The bold weight is identical to the original Bebas font used in the Fernbank LINKS logo. The entire Bebas Neue font family may be used in Fernbank LINKS media as headers and large text. The title, table of contents and all section headers in this document are in Bebas Neue.

Proxima Nova is the body text font, used in paragraph copy. The Proxima Nova font family may be used by itself if Bebas Neue is not supported, for instance, when using Google Docs or any other service in which only web fonts are supported. Proxima Nova is a Google web font, so it is supported by default in most services. This text, and all other body copy in this document, are in Proxima Nova.

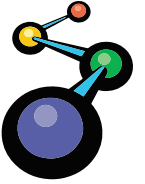## DOWNLOAD BEBAS NEUE FONT

### BEBAS NEUE

THIN
LIGHT
BOOK
REGULAR
BOLD

## DOWNLOAD PROXIMA NOVA FONT

### Proxima Nova

Thin
Light
Regular
Semibold
Bold
Extrabold
Black

# 4.1 TYPOGRAPHY BEST PRACTICES

When deciding which font and weight to use for a specific piece of text, remember that weight correlates with importance. The heavier and larger a font is, the more it will draw your attention. Knowing that, use the various weights of Bebas Neue and Proxima Nova to your advantage to create a consistent hierarchy, like shown below.
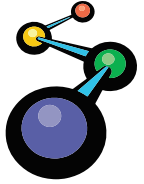
# TITLE

## HEADING 1

## HEADING 2

Normal Text

# 5.0 DESIGN ELEMENTS

These are some example design elements to incorporate into Fernbank LINKS materials.

# BIG BEBAS

**60% opaque blue over photos looks very good**

## text using team **colors**

## ROUND IMAGES

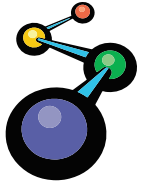White graphics on a blue background looks great.
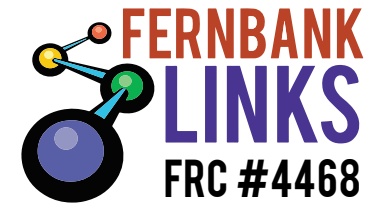**Rounded rectangles >**

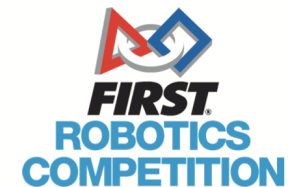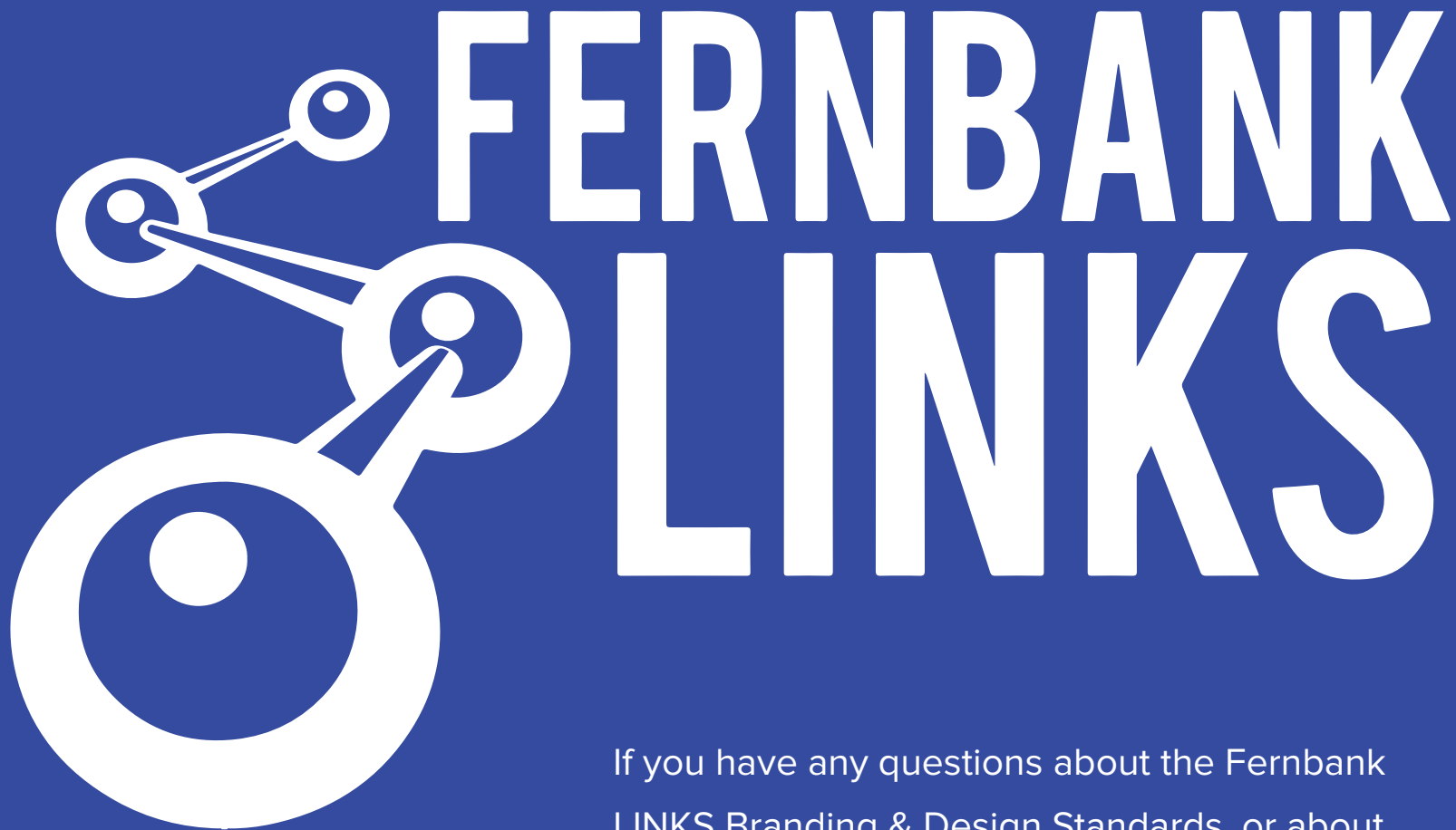# DROP SHADOW

# 6.0 BRANDING EXAMPLES



**MATTHEW SARVER**

*GE Mentor*

Matt is a Performance Engineer with GE Power where he models power plants for software applications. Matt graduated with a Mechanical Engineering degree from Purdue University in 2015.



**FERNBANK LINKS**
**FRC #4468**

**BUILDING ROBOTS...**
**DEVELOPING MINDS...**
**CHANGING LIVES...**

**FIRST ROBOTICS COMPETITION**

# FERNBANK LINKS

If you have any questions about the Fernbank LINKS Branding & Design Standards, or about how you are using Fernbank LINKS names, logos, or other intellectual property, please send an email to **info@fernbanklinks.com.**