

POWER HAWKS ROBOTICS IDENTITY STANDARDS



This document details standardized usage guidelines of logos, colors, and all public information for the Power Hawks Robotics. By following these guidelines, we create a uniform recognition and awareness of our program amongst ourselves, our community, and our greater area.

Table of Contents

Table of Contents	2
Purpose.....	3
Name	3
Official team name.....	3
Team Nickname	3
Team Number	3
Team vs. Club	3
Use of “FIRST®” in name.....	4
Team Logos	5
Team Logos	5
Logo Guidelines.....	6
Correct Logo Usage	8
Color Palettes	10
Primary Color Palette.....	10
Secondary Color Palette.....	11
Robot Color.....	12
Typography	12
Primary Title Font Family	13
Secondary Title Font Family	13
Paragraph Font Family.....	13
Display Font Family	13
Publications.....	14
Letterhead	14
Envelopes	14
Text Documents	15
PowerPoints	16
Business cards	17
Social Media Icons.....	17
Sponsor Recognition.....	17
Contact Information	18



Purpose

As one of many co-curricular robotics programs, it is essential that we convey the Power Hawks Robotics name clearly, consistently, and prominently. Keeping our brand name in front of the public in an appealing and consistent manner will help identify who we are as a team and help to build a relationship with Anne Arundel County Public Schools, the community, and other robotics teams.

This guide details standardized usage guidelines for use by all individuals associated with the team. By following these guidelines, we create a uniform recognition and awareness of our program.

Name

The team name is the cornerstone of our identity, both in written and verbal communication. The official team name should be used in any written documents whereas the team nickname may be used in any non-formal situations. The Power Hawks name will always be displayed as two words, and never combined to make one.

Official team name

The Power Hawks Robotics Team

Team Nickname

“Power Hawks” or “1111”

Team Number

FIRST® has assigned the team number of 1111 to our team. This should be incorporated in all formal communication and may be used as a team nickname as well.

Pronunciation

Our team number should be pronounced “eleven eleven”. It should never be pronounced “one one one one”.

Team vs. Club

The Power Hawks Robotics Team and Power Hawks Robotics Club, Inc. are two organizations that work extremely closely with each other. Care should be taken though to differentiate the two in both written and verbal communication.

The Power Hawks Robotics Team is associated with South River High School and represents the students and teacher advisor. FIRST® has associated the team number 1111 with The Power Hawks Robotics Team as well.



The Power Hawks Robotics Club, Inc. is an independent nonprofit organization whose mission is to provide funding for STEM initiatives in Anne Arundel County, principally through The Power Hawks Robotics Team. The two work closely together, but are still separate organizations.

Use of “FIRST®” in name

Whenever possible, we should incorporate FIRST® into our name such as FIRST® Team 1111, FRC Team 1111, or FIRST® Power Hawks Robotics Team. This will help to identify us as a member of the FIRST® Robotics Competition. Further, it is encouraged to include the FIRST® logo on publications to help identify the team as a member of FIRST®. Any use of the FIRST® logo must follow logo usage guidelines set by FIRST®. These may be found on FIRST®’s website pertaining to logo usage.



Team Logos

Team Logos

The Power Hawks Robotics Team maintains multiple logos that should be used in all Power Hawks Publications.

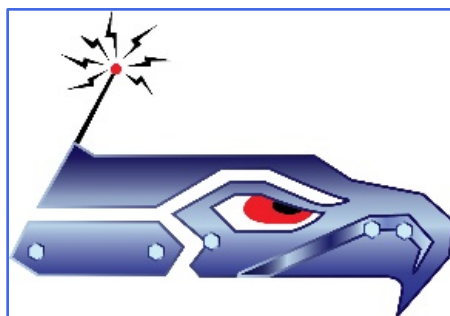
Primary Logo

The Power Hawks Robotics Team's official logo is the "Power Hawk". The formal form of the logo includes the signature "South River Power Hawks Robotics". This should be used in all formal literature and print.



Bird head Logo

For less formal publications, the primary logo may be used while omitting all text. This logo can be used to either compliment the primary logo on formal documentation or may be used to add character to less formal publications while maintaining our identity. If the bird head is used, the document must include the organization name and location somewhere prevalent on the document.



Text Logo

The Power Hawks also maintain a logo that may be used with just the signature to allow for - some variation in different types of publications. This includes the Power Hawks name in a color gradient and may or may not include the hawk head on the side of the text.





Stamp

The Power Hawks maintain an informal “stamp” that may be used in publications to compliment the primary or text logos in an informal setting. The primary or text logo should never be separated to insert the stamp nor should the stamp be displayed in close proximity to the other logos.



Logo Guidelines

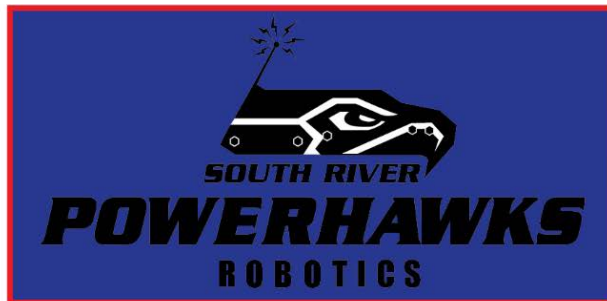
The logo artwork has been created in a precise electronic environment and should never be redrawn or redesigned for any application. The logo is available in multiple formats for ease of use.

Only when necessary should a black and white version be used. The preferred background color is white. Keep the logo area clear of distracting elements such as type, photographs, or textured backgrounds. The Power Hawk should always be seen clearly.

The Power Hawks Robotics Team logo with signature, as shown, is the official identifying mark of the team. This logo should be used on all team marketing and communications materials, including printed pieces, visual presentations, stationery, advertising, and any other materials that represent the team to external audiences. It should appear on the front or back cover of all printed materials unless an exception has been granted by the Chief Executive Officer and Head Mentor.

Logo Background

When used on colored backgrounds the black or white version of the Hawk should be used so the colors of the Hawk do not clash or blend with the colors on the background.

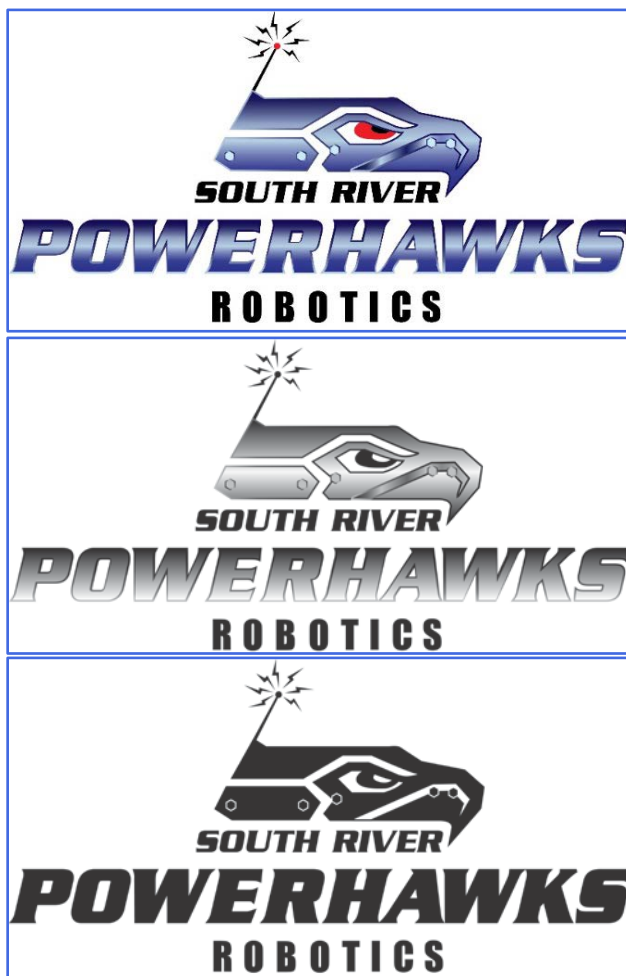




Versions of logos

Three versions of the logo exist, the color logo should always be used first, with a preference to each subsequent logo, the last being solid color.

1. Full color
2. Grayscale
3. Solid black



Access to Logo

All logos are available from the Public Relations team or from the team website. Proper care should be taken to use proper file formats and CMYK or RGB values depending on use.

File format

All versions of the Power Hawk logo are available in various file formats:

1. .eps should be used whenever possible.
2. .png should only be used for websites and in screen applications.
3. .emf should be used when working on Microsoft Office documents.
4. .dwf and .dwg should be used when working in 2D and 3D CAD environments.

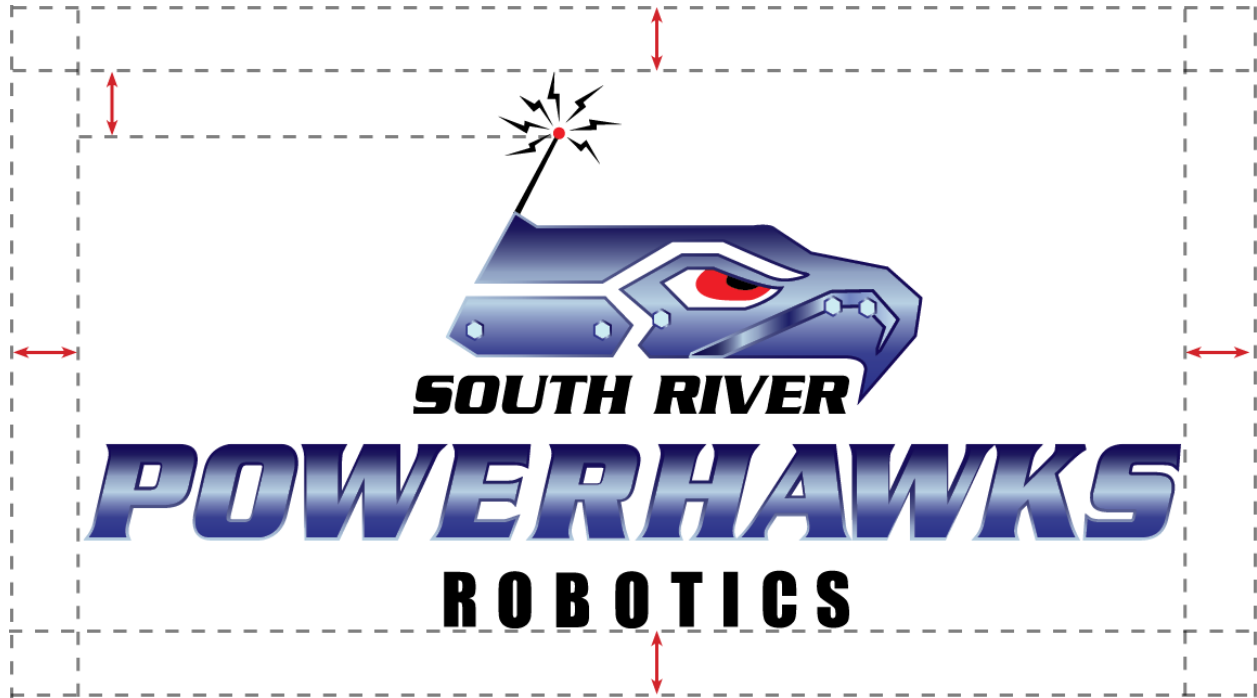


Correct Logo Usage

Logo Sizing & Spacing

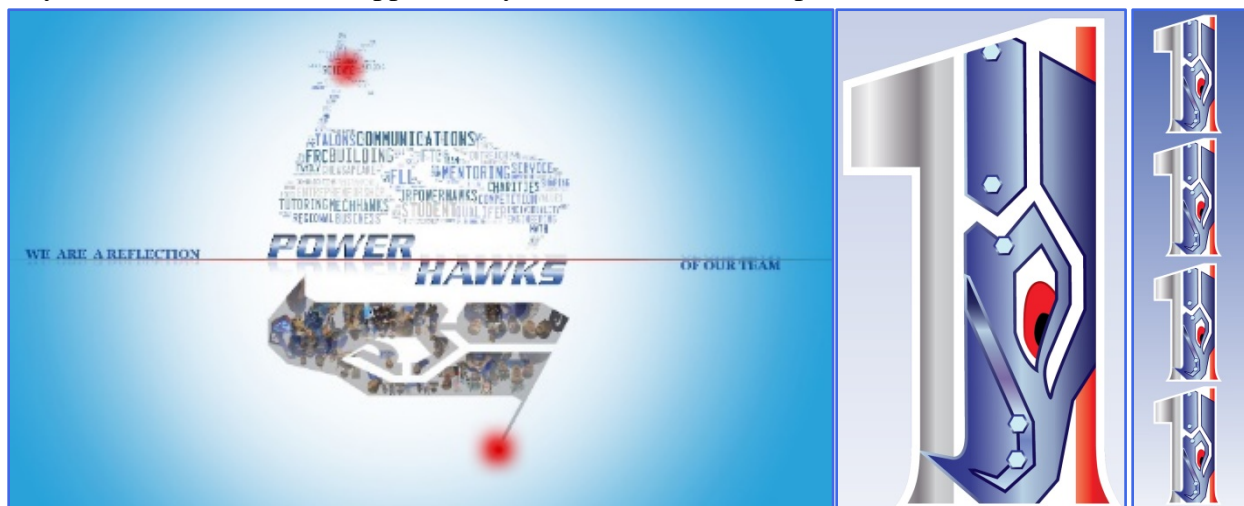
A clear space of not less than the distance from the top of the head to the middle of the antenna should be maintained on all sides of the logo.

The overall height of the logo should not be less than an inch. Proportions should remain constant as the logo size is changed.



Modification of the Power Hawks Robotics Logo

The Public Relations team of Team 1111 reserves the right to add to the logo 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 Team 1111 leadership.





Unacceptable Logo Treatments

The Power Hawks Robotics Team Logos are stand-alone design elements, not words or parts of a statement and must appear separate from other elements.

It is essential to keep certain standards with the use of the logo. The logo cannot be:

- Stretched out of proportion
- Shaded
- Shadowed
- Used in outline form
- Filled with a texture or photo
- Used with any 3D effect
- Tilted or rotated outside of 90° increments
- Displayed at partial opacity
- Duplicated to create pattern





Color Palettes

The Power Hawks Robotics maintains two color palettes that should be used in all publications. Large bodies of text should always be displayed in primary black on a primary white background or a Power Hawk blue to white gradient. The Power Hawk blue may begin at partial opacity. Accent text and graphics may be displayed in any of the primary team colors. Due to the nuances of CMYK to RGB conversion, all publications should be printed in RGB when possible. It is understood that most printing is done in CMYK, but individuals should make every attempt to ensure all colors are matched to the values listed in this document.

Primary Color Palette

The predominate color in all communication materials should be selected from the primary team colors. These should make up the majority of the colors, especially when involving our name or logo.

Primary Color 1

- Name: Power Hawk Blue
- Hex: 4169E1
- RGB: R: 65, G: 105, B: 225
- CMYK: C: 71, M: 53, Y: 0, K: 12
- Pantone: #281 C



Primary Color 2

- Name: White
- Hex: FFFFFFFF
- RGB: R: 255, G: 255, B: 255
- CMYK: C: 0, M: 0, Y: 0, K: 0
- Pantone: #9063 C



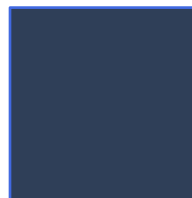


Secondary Color Palette

The secondary color palette has been developed to assist with publication design decisions and to give more options to the designer. While the prominent colors in publications should be from the primary color palette, the secondary color palette may be used to add visual interest.

Secondary Color 1

- Name: Dark Blue
- Hex: 2f3f58
- RGB: R: 47, G: 63, B: 88
- CMYK: C: 47, M: 28, Y: 0, K: 65
- Pantone: #534 C



Secondary Color 2

- Name: Slate Blue
- Hex: 9eb0c9
- RGB: R: 158, G: 176, B: 201
- CMYK: C: 21, M: 12, Y: 0, K: 21
- Pantone: #536 C



Secondary Color 3

- Name: Power Hawk Red
- Hex: c74f4f
- RGB: R: 199, G: 79, B: 79
- CMYK: C: 0, M: 60, Y: 60, K: 22
- Pantone: #7418 C



Secondary Color 4

- Name: Cool Gray
- Hex: f0ebe7
- RGB: R: 240, G: 235, B: 231
- CMYK: C: 0, M: 2, Y: 4, K: 6
- Pantone: #1 C



Secondary Color 5

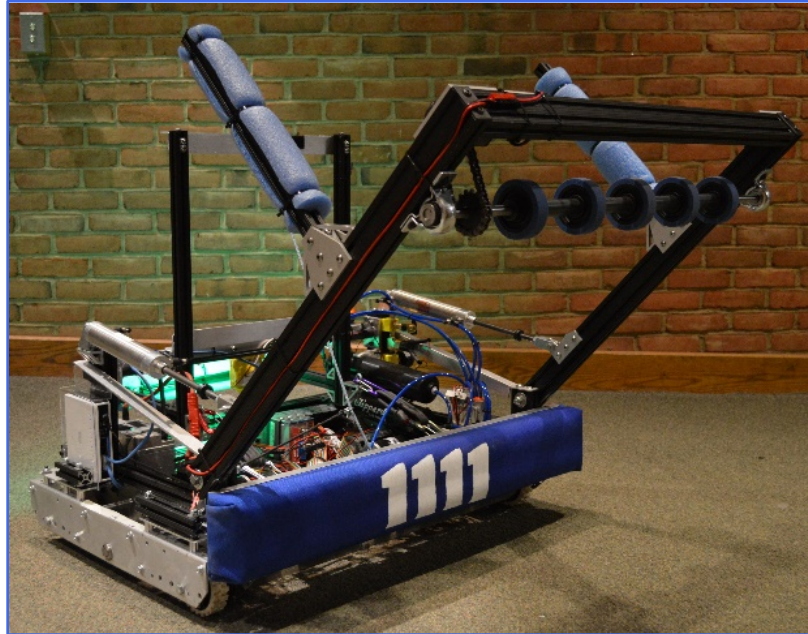
- Name: Black
- Hex: 000000
- RGB: R: 0, G: 0, B: 0
- CMYK: C: 0, M: 0, Y: 0, K: 100
- Pantone: #6 C





Robot Color

While it is important to maintain color consistency and visual interest on the robot, due to the nature of the construction of the competition robot, it may follow a slightly different color scheme. In general, the robot should maintain a Power Hawk Blue, white, black, chrome, or natural metal color scheme. When necessary, other colors outside of the Power Hawks color palettes may be used for safety reasons, such as red or yellow. Additionally any color requirements imposed in the rules for specific items will follow all rules and regulations set by FIRST®.



Typography

The Power Hawks Robotics Team have elected to choose a set of fonts to use in all written communication.

The primary font family should be used as a primary heading in all written communication. The secondary font family should be used as a subheading in all written communication. The paragraph font family should be used in all correspondence in paragraph form when under 14 point font. The display font family should be used with correspondence in paragraph form when over 14 point font.



Primary Title Font Family

Serpentine

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1 234567890 \$%&[.,;:#!?] POWER HAWKS ROBOTICS TEAM 1 1 1 1

Secondary Title Font Family

Helvetica LT Std.

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 \$%&[.,;:#!?] POWER HAWKS ROBOTICS TEAM 1111

Helvetica LT Std. Black

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 \$%&[.,;:#!?] POWER HAWKS ROBOTICS TEAM 1111

Paragraph Font Family

Times New Roman

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 \$%&[.,;:#!?] POWER HAWKS ROBOTICS TEAM 1111

Display Font Family

Arial

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 \$%&[.,;:#!?] POWER HAWKS ROBOTICS TEAM 1111

Arial Black

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 \$%&[.,;:#!?] POWER HAWKS ROBOTICS TEAM 1111



Publications

The Power Hawks Robotics Team publication package is a widely used communication tool available to the team and presents an opportunity to convey a positive image. Each component represents the team and works to strengthen the visual identity of the team.

Letterhead

Letters written on Team stationary imply an official message from the writer and The Power Hawks Robotics Team. Since they are official documents, a standard format has been developed for the letterhead. Letterheads have been developed both for the team and for the nonprofit, depending on purpose and use.

 <p>Power Hawks Robotics Team at South River High School 201 Central Ave, East Edgewater, MD 21037 410-956-5600</p> <hr/> <p style="text-align: right;"><i>Soaring to Greatness</i> FIRST FRC Team 1111 FIRST FTC teams 3583 3795 5178</p>	 <p>Power Hawks Robotics Club, Inc. 1498 Lee Way, Edgewater, MD 21037 202-359-3424</p> <hr/> <p style="text-align: right;"><i>Providing STEM opportunities for Anne Arundel County through competitive robotics programs</i></p>
--	--

Envelopes

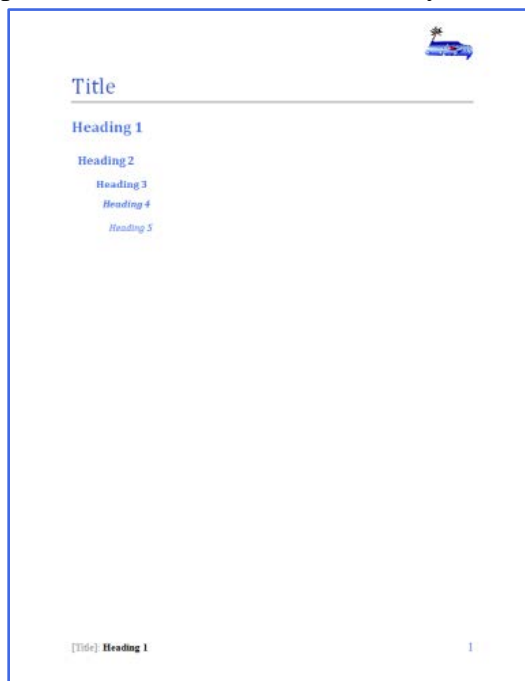
All mailed correspondence should use the official team envelope styles. These may be customized to include individual contact information.

 <p><<Return name>> Power Hawks Robotics South River High School 201 Central Ave, East Edgewater, MD 21037</p>	<p><<Addressee name>> <<Addressee title>> <<Addressee company>> <<Addressee address>> <<City, state zip>></p>
---	---



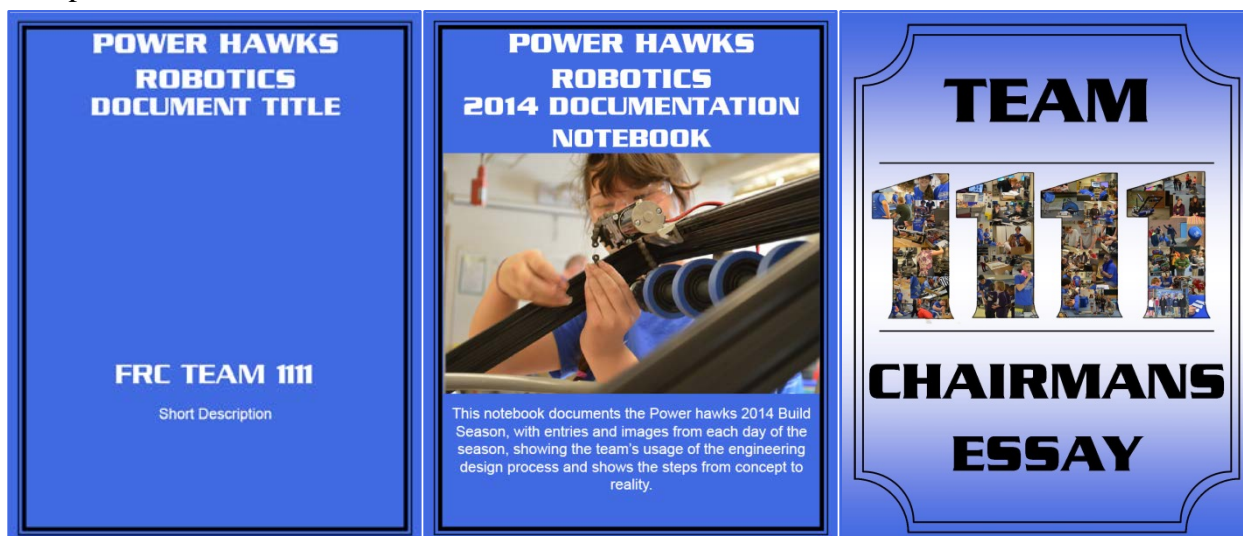
Text Documents

Word documents maintain a standardized format that includes both a header and footer, along with specific styles for headings. Headings should be used whenever possible to aid in the quick and easy finding of information. All documents made in Microsoft Word or other formats should be converted to Adobe PDF before distribution. Title pages and page numbers should then be formatted to properly line up with the document to aid in easy reading.



Cover Page

The Power Hawks Robotics Team maintains a standardized cover page that should be used on all multipage documents. The images and description should be changed to represent the document. The only document that may have a separate cover page is the Chairman's Binder which should be representative of the team's theme.





Printed Documents

All documents that have been printed for formal occasions such as awards or formal reports should be bound in house using available technology. The preferred form of binding is using a Perfect Binding machine with a blue binding and clear cover as supplied by the Power Hawks. Documents for presentation purposes should be printed on fine quality, 24 pound or higher paper in laser color. Copies for general team members or to hand out in quantity may be printed using a standard black and white copier on copy paper.



PowerPoints

PowerPoints have a standardized format to ensure consistency in presentations. This includes standardized logo usage, typography, and coloring.

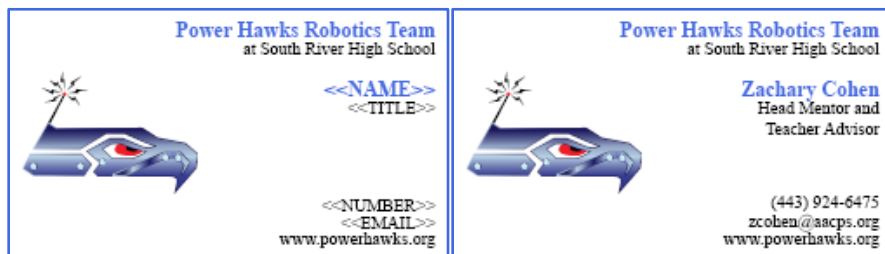




Business cards

Power Hawks Robotics Team business cards have been designed for customized contact information by individuals. A standard horizontal format has been developed including the team logo, and layout should not be modified in any way.

Business cards should be printed on white card stock. The size of business cards is 3.5" x 2".



Social Media Icons

Social media plays an important role in the Power Hawks effort to include and engage the community at large. All produced publications are encouraged to advertise our social media sources, including Facebook, Twitter, Instagram, YouTube, our blog, and Flickr, in addition to our website. This may be done by listing their links, or if it is an interactive document listing a standardized set of social media icons. QR codes may also be used to advertise our various social media outlets. Social media icons are provided in different sizes, and individuals are encouraged to use the size that best fits without rescaling in any way.



Sponsor Recognition

Since sponsors have generously provided us the means to function and grow, every team member has a duty to recognize sponsors whenever possible. Sponsors should always be recognized at public events through the use of team t-shirts and sponsor banners. Sponsors should also be listed on the robot in a prominent and tasteful way. Whenever the robot is used for promotional applications the sponsor logos must be clean and displayed neatly. The logos may be changed to all black or white if it will help with the unity of the different logos.





Contact Information

The Power Hawks Robotics Team Public Relations Officer is responsible for maintaining and enforcing the identity standards.

The Public Relations team maintains the right to modify these standards at any time if necessary. Any modifications must be approved by student leadership and mentors.

Any questions or concerns may be directed to the Public Relations Officer or the Head Mentor at teampowerhawks@gmail.com

Last modified October 1, 2014. Version 1.00