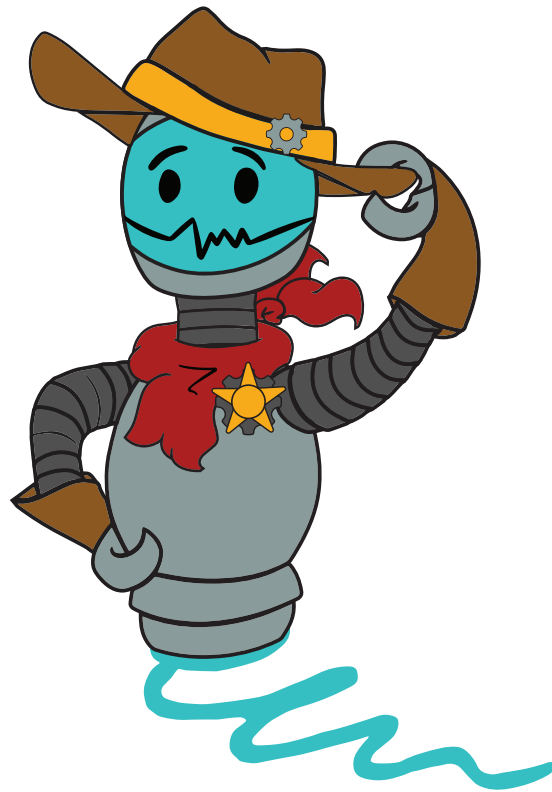


HOWDY BOTS

FRC #6377



BRANDING GUIDELINES



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Team Name

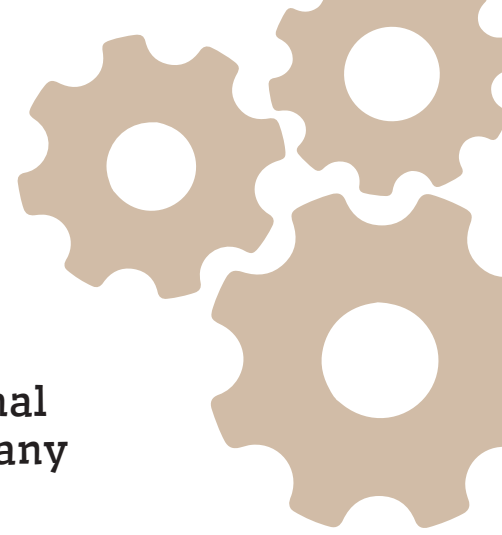
The official team name is to be used in any formal written documents. A nickname may be used in any non-formal situations.

The team name is the staple of our identity, and as such, must be treated with respect throughout all documents and materials mentioning our team.

Team Nickname: “Howdy”

In written and verbal communication, Team 6377 should always be referred to as:

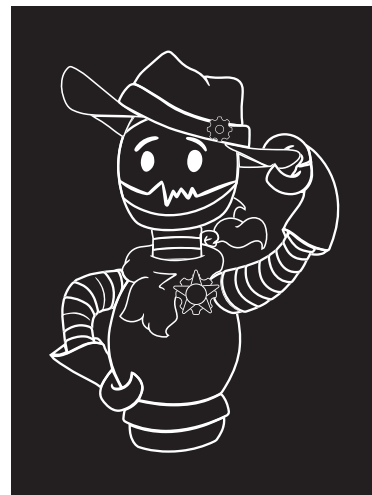
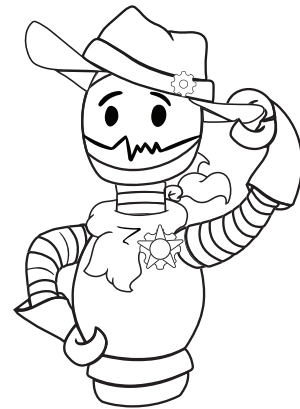
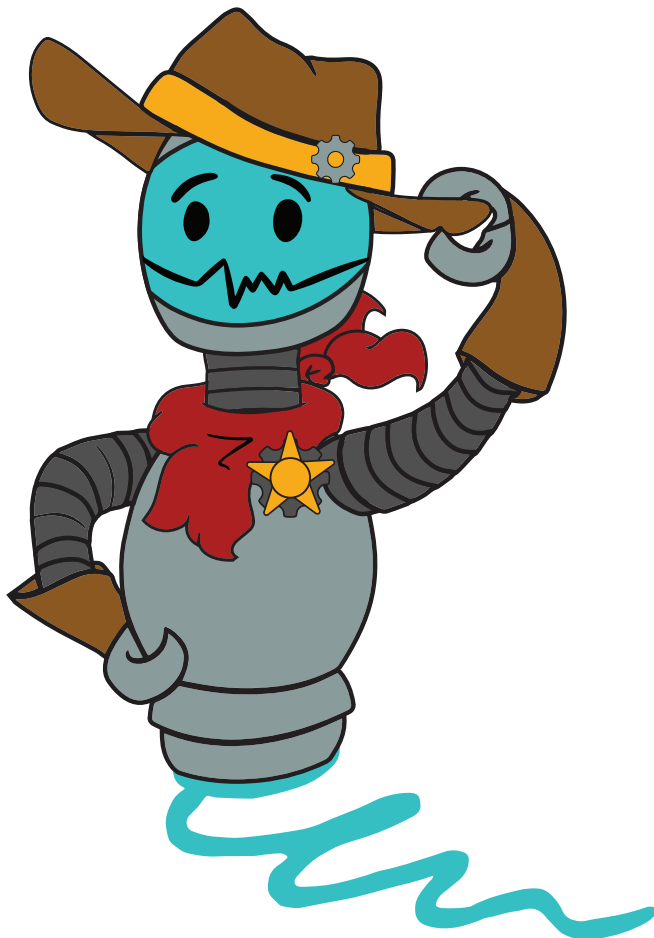
- “Howdy Bots”
- “Howdy Bots Team 6377”
- “Team 6377”
- “Robotics Team 6377”
- “Team 6377: Howdy Bots”



Howdy Bot

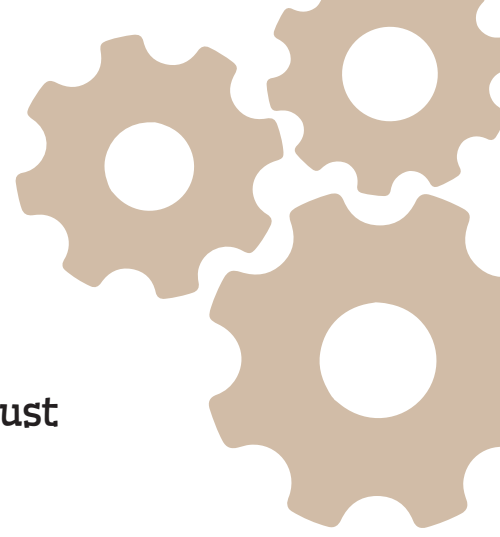
The Howdy Bot should mostly be unobstructed. Team approved variations may only cover the Howdy Bot below the head.

When the Howdy Bot is used in grayscale or is needed one color, the black or white version should be used. This version contains no tail and can be used on top of other colors.



Modifications

The marketing team of Howdy Bots reserves the right to modify the Howdy Bot to create different variations from year to year. Any modifications must be approved by a majority of Team 6377.



Modified Howdy Bots for 2018 Power-Up



Affiliated Logos

Howdy Bots host a few events during the year, including “Howdython” and “STEM Rodeo Night”. To differentiate each event, a corresponding logo is made.

Howdython

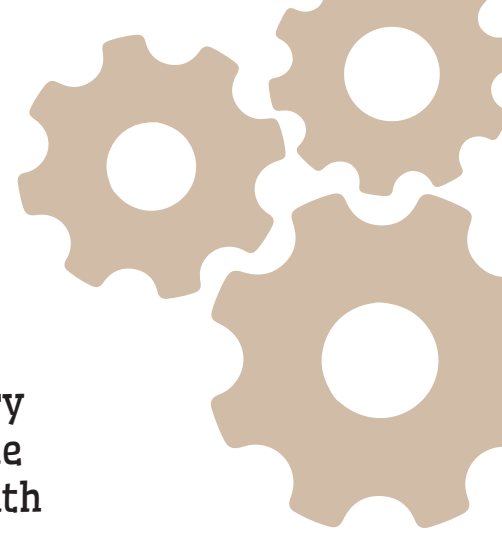
We host a annual telethon to raise money for our team called, Howdython. This logo has it's own color scheme but still stays within our brand.



STEM Rodeo Night

A few times a year, we host a event that invites 6-11 year old students to do STEM related stations for a night. The logo for this event uses secondary colors from our main color scheme but is still distinctive.





Color Scheme

In all marketing materials, at least one of the primary colors should be used. There is one tint and one shade for both primary colors. They are used to contrast with different colors for design purposes.

Colors from the secondary palette may be used for design elements to shift the viewer's eyes to the content.

The 6377 palette should always be displayed on the RGB scale when possible.

PRIMARY TEAL
#00cccc
R: 0 G: 204 B: 204
C: 100 M: 0 Y: 0 K: 20

PRIMARY BROWN
#8a5823
R: 138 G: 88 B: 35
C: 0 M: 36 Y: 75 K: 46

TEAL TINT
#bae4ed
R: 186 G: 228 B: 237
C: 22 M: 4 Y: 0 K: 7

TEAL SHADE
#127d7d
R: 18 G: 125 B: 125
C: 86 M: 0 Y: 0 K: 51

BROWN TINT
#ba8a3a
R: 186 G: 138 B: 58
C: 0 M: 26 Y: 69 K: 27

BROWN SHADE
#4e3412
R: 78 G: 52 B: 18
C: 0 M: 33 Y: 77 K: 69

SECONDARY BLUE
#2e5174
R: 46 G: 81 B: 116
C: 60 M: 30 Y: 0 K: 55

SECONDARY WHITE
#ff38bf
R: 255 G: 232 B: 191
C: 0 M: 9 Y: 25 K: 0

SECONDARY RED
#ac2424
R: 172 G: 36 B: 36
C: 0 M: 79 Y: 79 K: 33



Typography

Howdy Bots has a set of fonts to use in all written communication.

The document font should be used primarily for all written communication. The only exception is for when writing essays, grant letters, or thank you letters, is it acceptable to use the substitute font, Times New Roman. The name styling font is be used for the team name. The secondary font is used for other design elements.

Name Styling: EWERT
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

Document Font: Wellfleet
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Secondary Font: GRAVEDIGGER
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

Online Presence

Howdy Bots is active on various social media platforms, including our team website. To keep our presence consistent year after year, we have established an online identity that adheres to our culture.

This identity consists of, but not limited to:

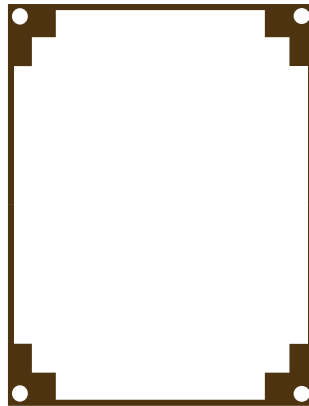
- positivity,
- genuinity,
- light-heartedness,
- western slang,
- informative,
- friendly, and
- charismatic



Stylistic Elements

These graphic elements are used to add details to marketing materials.

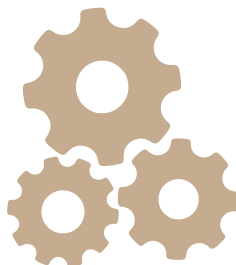
A border is primarily used on title pages and flyers, but may be used if additional page aspects are needed. It is made up of a certain thickness rectangle with an “L” shape and a circle cutout in each corner.



A banner can be used on social media posts and other marketing materials. It is made of a main rectangle with rectangles, with triangle cut outs, on each side and triangle connectors.



Gears are stylistic elements used in upper and lower corners of marketing materials. The same gear is on the Howdy Bot's hat. This element is usually at 50% or lower opacity to keep visibility of other elements.



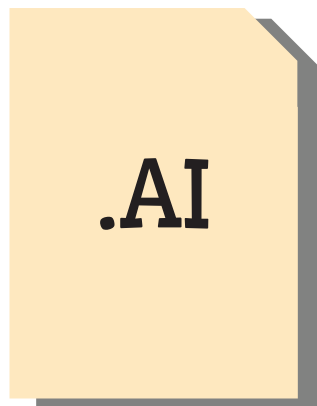
File Types

All versions of the Howdy Bot are in various file formats.

SVG files should be used in all printed materials. SVG is a vector file format and is easily accessible on all devices.

AI files are reserved for initial creation of graphics. These files are primarily for team use, exceptions may occur.

PNG files should be used on websites and emails.



Team Apparel

At competition, the dress code includes current year shirt, cowboy hard hat, red bandanna, name tags, long pants, and closed toe shoes. The team hoodie can be a substitute for the shirt.

Modifications of any kind are not allowed on team apparel.

Every year, a new shirt design is made. The front includes Howdy Bot title, the Howdy Bot, and the number inscribed in multiple gears. The back will always include current sponsors and may be designed within the game theme.

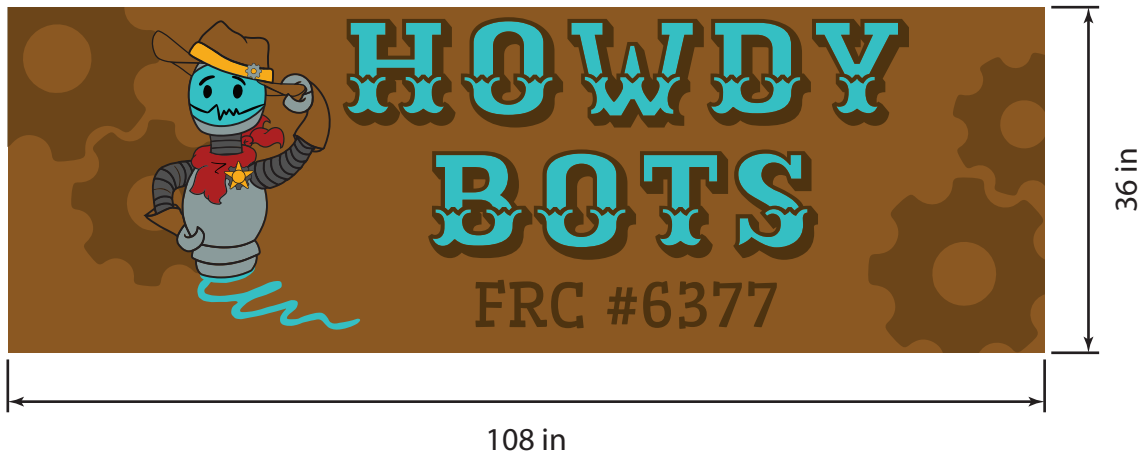
2024 Shirt Design



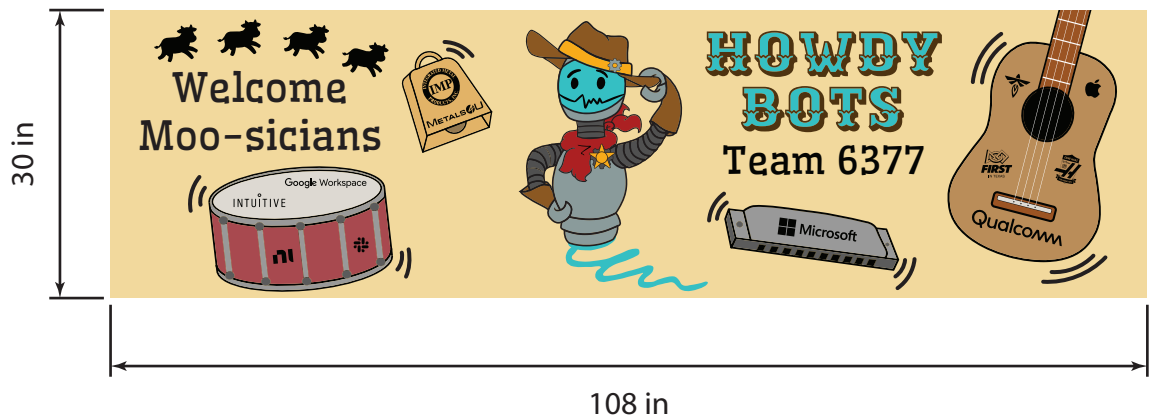
Competition Banners

At competition, our pit has 2 banners to differentiate from other teams. A general banner, with our name, team number, and the Howdy Bot, hangs in the front of the pit. The second hangs in back, and is tailored to fit the theme of the game.

The general banner may be updated every few years. The themed banner will get redesigned every year.



2024 Banner Designs



Name Tags

Every year, the team has game themed name tags made for students, mentors, and board of directors. These are made to easily identify a member. Each name tag has a themed graphic, name, and role.

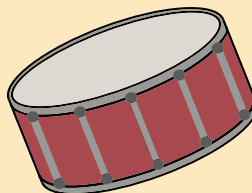
Student name tags include first name and subgroup name.

Mentor name tags include first and last name and a "mentor" label.

Board of directors name tags include a border, team name and number, first and last name, a "ATX Robotics" and "Board of Directors" label.



JOHN DOE
Mentor



JOHN
Manufacturing



Howdy Bots
#6377

JANE DOE
ATX Robotics
Board of Directors