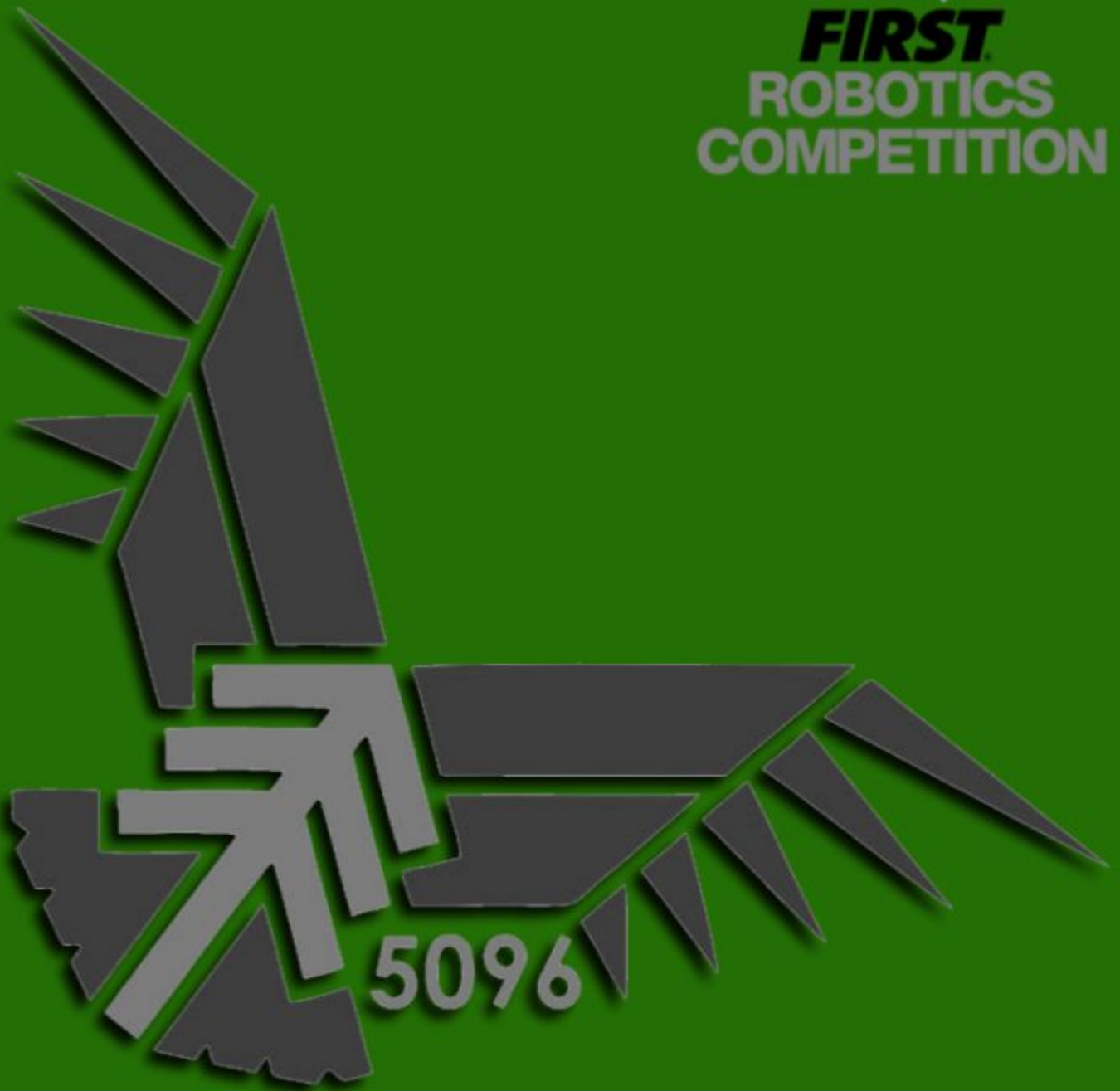


The Teutonic Force 5096



Team Identity & Branding Standards: 2020 Update

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Introduction

Message from Original Author

Fellow members of The Teutonic Force,

While representing FRC-team5096, many team members engage each and every day with our school, community, sponsors, suppliers, and a host of other key external and internal audiences.

As we do that, the impression we want to leave each audience with is that they are dealing with a team of the very highest quality. Each audience will develop an opinion about The Teutonic Force based not only on the quality of the content, but also on how well we present our organization (and FIRST as a whole) and articulate the value of our program, as well as the overall professionalism of our members.

To ensure that we appropriately present The Teutonic Force, our subsidiary FTC, FLL, and jr.FLL teams, and robots consistently, we have developed Team Identity and Branding Standards. Please leverage and follow the attached handbook to allow us to continue to be recognized as a world-class team with the mission to consistently create superior value for our shareholders, customers and associates.

Dave Woods

Team Lead



Brand Value

The Teutonic Force logos and graphics are among the primary imagery we use to present the team to the school, community, sponsors, vendors, and competitions we serve.

Why is Branding Important

- Helps ensure consistent, clear and properly formatted communication
- Confirms our credibility
- Connects emotionally to our audience
- Motivates the students and establishes loyalty

Maintaining a Strong Brand

Our team and our philosophies are associated with the Teutonic Force name and brand. Therefore, maintaining and communicating our team identity is everyone's job.

Questions and Contacts

Interpretation of these guidelines is the responsibility of Dave Woods and – eventually - the Teutonic Force Brand Council, a group of brand advocates responsible for making a clear and consistent Teutonic Force brand identity. If you have any questions related to the material in this document, you can contact Dave Woods at davetherobotman@gmail.com.

Goals of Team Identity and Branding Standards

- 1. Save time.** These guidelines provide an explanation and visual demonstration of our overall, program-wide message. This document is your single source for how to properly format internal and external communications.
- 2. Save money.** With basic design elements, templates, and messaging already in place, design work is much more simple and cost effective.
- 3. Save ink.** Where possible, the team has chosen a grey-scale theme with minimal colors. This allows many team documents to retain their look and feel even when printed in black and white.
- 4. Make efforts more efficient.** Creating a clear and consistent Teutonic Force identity helps boost FRC-team5096's mission and core values (see page #). These guidelines help prepare communications in a professional, uniform fashion.
- 5. Protect our intellectual property.** Having standards for use of trademarked items makes it easier to track use and lessens the likelihood of improper or unauthorized use of our marks.



Approved Descriptors

Use the following approved messaging when a program-wide description of The Teutonic Force is required:

The Teutonic Force in Less 50 Words

FIRST Robotics Competition (FRC) Team 5096 – The Teutonic Force - is a extracurricular activity comprised of high school students and volunteer mentors from the Germantown, Wisconsin area with a mission to offer the experience of exploring real world engineering and business opportunities that inspire appreciation for science and technology.

Team Name

Why the Teutonic Force?

- FRC Team 5096 is geographically located in Germantown, Wisconsin; a village formed by incorporating seven separate hamlets that had been settled primarily by German immigrants.
- “Teutonic” is a term given to Germanic peoples (humans speaking languages of the Germanic branch of the Indo-European language family generally, and especially, of people speaking German) that dates back to ancient Greek and Roman authors. They are known for their tactical genius, courage, bravery, dedication (some call it stubbornness), and their negotiating / legislative ability.
- The term “Force” refers both to a group of people brought together and organized for a particular activity, and the strength and energy as an attribute of our machine's physical actions or movements.

Official Team Name: “GERMANTOWN HIGH”

This team name is generated automatically when you enter school, sponsor, or partner information into TIMS and is the name we print in FIRST documentation. Please be sure to list your sponsors and school(s) in TIMS by the first of December so your official name can be included in the Program Books.

Team Nickname: “The Teutonic Force”

This team name was created by the first team members as a way to market our team and what it stands for. This name is used on our t-shirts, website, media, and other team property.



Team Mission

Mission Statement

Our mission is to cultivate a welcoming environment in which students are inspired and encouraged to learn and innovate.

Vision Statement

Our vision is to spread the ideals of FIRST and our team throughout the Germantown community in order to create the next generation of leaders.

Core Values

Inspire- We inspire students and the community to problem solve through FIRST and STEM initiatives in conjunction with industry professionals.

Create- Our team creates both technical and soft skills within our team members that will help them through their FIRST journey and their careers.

Lead- We will lead our community and team by becoming the next generation of leaders and innovators using the skills we learned through FIRST.

Team Goals

1. Transform our culture by creating a world where science and technology are celebrated and where young people dream of becoming science and technology leaders (FIRST's Mission).
2. Provide a life changing, career molding experience for our participants based on practical application of science and technology with the fun, intense energy and excitement of a championship sporting event.
3. Prepare today's youth with skills, knowledge, and experience required for jobs in the industries of tomorrow and to become resourceful and adaptable problem solvers.
4. Provide an organization with long-term sustainability for augmenting the student's professional and creative development through providing key experiences for the child-adult transition.
5. Create a winning team of diverse, multi-talented students.
6. Demonstrate to the students:
 - Organisational methods for fostering innovation
 - Applications of math, physics, and engineering principles
 - Professional tools for product development and project management
 - How to develop a 21st century skill set



Program Logo Usage



Acceptable Color Variations:



(Reverse on solid color backgrounds)

Black Eagle Logo

1. Black Eagles have existed historically on Teuton shields dating back to the crusades and continued to appear on many German identifications including today's Deutschland "Federal Eagle".
2. Represents program structure / organization entity.
3. Usage:
 - Sponsor / Investor Communications
 - Official team documents
 - Program wide initiatives

Please Note: Wings and tail feathers must remain the same color.



All team colors acceptable. Acceptable tilt orientations:

Left bar "branches" horizontal. Right bar "branches" vertical.



(Reverse on solid backgrounds)

Tiwaz Rune Logo

1. The Runic "T" historically represented the Proto-Germanic god of war, "Tyr" and symbolized just victory and success in battle.
2. The Tiwaz is also known as the Rune of sacrifice of the individual (self) for the well-being of the whole (society).
3. Represents "One-FIRST" platform and team processes.
4. Usage:
 - Business Process Plan
 - Communications and documents relating to strategic game-play and robot design.

Please Note: Tiwaz Rune must remain one color but may vary from wings and tail.



Color Guide

The Teutonic Force is, after all, an extension of the FIRST organization. Wherever possible, the team should utilize FIRST's branding standards, though other colors have been added to allow the team to present its own identity.

| | | | |
|----------------------------|--|---------------------------|--|
| R: 0 G: 0 B: 0 | FIRST Black CMYK: K=100 Spot: Black Hex: #000000 | R: 0 G: 101 B: 179 | FIRST Blue CMYK: C= 100 M=60 Y=0 K=0 Spot: PMS 286 Hex: #0065B3 |
| R: 62 G: 62 B: 62 | Teutonic Dark Grey CMYK: K=76 Spot: Hex: #3E3E3E | R: 35 G: 158 B: 152 | Jr.FLL Teal CMYK: C=70 M=0 Y=35 K=20 Spot: PMS 562 Hex: #239E98 |
| R: 69 G: 79 B: 91 | Teutonic Dark Grey Blue CMYK: C= 24 M=13 Y=0 K=64 Spot: Hex: #454F5B | R: 230 G: 178 B: 34 | FTC Orange CMYK: C=10 M=30 Y=100 K=0 Spot: PMS 124 Hex: #E6B222 |
| R: 124 G: 124 B: 124 | Teutonic Light Grey CMYK: K=51 Spot: Hex: #7C7C7C | R: 237 G: 28 B: 36 | FIRST Red CMYK: C=0 M=100 Y=100 K=0 Spot: PMS 485 Hex: #ED1C24 |
| R: 234 G: 234 B: 234 | Teutonic White Grey CMYK: K=8 Spot: Hex: #EAEAEA | R: 36 G: 111 B: 5 | Teutonic Dark Green CMYK: C=68 M=0 Y=95 K=56 Spot: Hex: #246F05 |
| R: 255 G: 255 B: 255 | White CMYK: K=0 Spot: Hex: #FFFFFF | R: 96 G: 202 B: 57 | Teutonic Light Green CMYK: C=52 M=0 Y=72 K=21 Spot: Hex: #60CA39 |

- Four Color Process / CMYK - A color model used in full color printing. CMYK refers to the four inks used: Cyan, Magenta, Yellow, and Key (black).
- Spot / PMS colors - A pure ink single color for printing. Can reduce the number of plates needed if using spot as opposed to CMYK. Also defines the true colors since it is one mixed ink it can not be 100 percent reproduced in CMYK.
- RGB - A color system used in displaying color in an electronic environment such as websites and online content. Different devices can display RGB values differently.
- Hex- A color system used for web pages. The value is led with a number sign (#) and followed by a code that refers to its intensity of red, green, and blue.



Logo Placement

There should be no text or other graphical elements within the immediate area of the logo.

- The logo has white space around it to reduce visual competition.
- Use the width of the white-space lines within the graphic to calculate the minimum area of white space that should surround the logo.



Only exceptions to this rule are the team number “5096” located by the right wing and the team name “The Teutonic Force” nested between the wings exactly as shown below.



The Teutonic Force Logo Policy

- FRC-team5096 logos are to be used only for the specified use and as provided.
- Do not alter, separate, break apart, distort or recreate the elements and colors of Teutonic Force logos.
- If at any time you have questions regarding Teutonic Force logo usage, please contact theteutonicforce@gmail.com.
- Use of the logo constitutes acceptance of this policy.



Examples of Incorrect Use

- Do not condense, stretch, or distort any of the logo elements.



Incorrect



Good



Incorrect

Hint: to maintain proportionality of graphics, press shift while dragging one of the image corners.

- Do not use the graphical logo within text:

Welcome to the open  house!

Incorrect

- Do not change the color of the logo other than specified. (See “ColorGuide”, page 7):



Incorrect



Fonts

- Written communications are often the primary way our audience sees our team and are a key component of our identity. Consistent typography is essential to this.
- Standard typeface in our business correspondence is Montserrat.
- This typeface is used in our business cards, letters, memos, presentations, and online.
- The following are acceptable variations of Montserrat:

Montserrat regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Montserrat bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Montserrat italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Montserrat bold italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789



Branding on Team Property

Robots

All FRC competition robots must display the team number, “5096”, so that it is clearly visible on the side panels of the robot. The robot must also include all the logos of the current year’s sponsors in a manner that is clearly visible on the robot but not located on the side panels which would obstruct the view of the team number, “5096”.

Apparel

The team shirts must include the team logo (located on the right) centered on the front side of the shirt. No other logo format is accepted for the team shirts at this time. On the back side of the team shirts is the logos for the team sponsors in the given year. Acceptable team shirt colors at this time are green, black, and grey (see “ColorGuide”, page 7). Team shirts must follow all team identity and branding standards.



Publications

All team publications must include the team logo and nickname in addition to following all team identity and branding standards.

Sponsor Recognition

Sponsors must be included on team apparel and FRC robots as a way to recognize our generous sponsors. They should also be included on the team website and presentations. The logos for sponsors must be the most current list of sponsors upon completion of the given project. Also, include the “FIRST” logo where possible.



File Formats and Extensions

File Format- A particular way that information is encoded for storage in a computer file.

File Extension- The suffix at the end of a filename, which indicates the type of file it is.

EPS or .eps- Encapsulated PostScript. A standard file format for importing and exporting PostScript files. An EPS file usually contains a vector graphic (see vector graphic in the General Glossary).

JPEG or .jpg- Commonly used method of lossy compression for digital photography. JPEG compression is used in a number of image file formats and is the most common image format used by digital cameras and other photographic image capture devices and is the most common format for storing and transmitting photographic images on the Web (see lossy compression in the General Glossary).

PNG or .png- Portable Network Graphics. A bitmapped image format and video codec that employs lossless data compression. PNG was designed for Internet image transfer and is therefore not suitable for professional-quality print graphics as it does not support non-RGB color spaces such as CMYK. PNG offers a variety of transparency options.

TIFF or .tif- Tagged Image Format. A file format for storing images that is widely supported by image-manipulation applications, publishing and page layout applications, scanning, and other applications.

Commonly Used Software and Programs

Adobe Photoshop- Graphics editing program used for editing and manipulating photos and creating graphics.

Adobe Illustrator- Vector graphics editor used to create illustrations and logo graphics.

Adobe InDesign- Computer application for creating and editing page layouts.

QuarkXPress- Computer application for creating and editing page layouts.

Color Models

CMYK- Also known as process color or four-color process. A color model used in printing, and is also used to describe the printing process itself. Refers to the four inks in some color printing: cyan, magenta, yellow, and key (black).

RGB- An additive color model in which red, green, and blue light are added together in various ways to reproduce a broad array of colors. Typical RGB output devices are computer monitors, televisions, video projectors, etc. Pantone.

Matching System (PMS)- A proprietary color space used primarily in printing. The Pantone Color Matching System is largely a standardized color reproduction system. Pantone colors are described by their allocated number, for example, PMS130.



General Glossary

Background- The area surrounding an image.

Baseline- The alignment point of letterforms along their bottom edges.

Bitmap- Also known as raster graphics image. A data structure representing a generally rectangular grid of pixels viewable via monitor, paper, or other display medium. Technically characterized by the width and height of the image in pixels and by the number of bits per pixel.

Bleed- To reproduce so the image continues off the format.

Brand or Brand Mark- Synonym for word mark or design mark.

Capital Height- The vertical dimension of an uppercase letter measured from its top to its base perpendicular to the baseline.

Capital Letter- A large or uppercase letter as distinct from a lowercase letter in the alphabet.

Condensed- Having the characteristic of type compressed in width.

Corporate Mark- A word mark or design mark used to designate.

Design Mark- A symbol, logotype, or other visual device adopted and used by a company to designate its products or services and differentiate them from any others. A design mark may be protected by registration in the U.S. Patent &

Trademark Office (for example, the NBC Peacock, the RCA logotype).

Flush Left- Aligned at a common left margin (see visually flush left).

Format- An area in which elements of identification, such as graphic signatures and other graphic and typographic elements, are placed.

Four-Color Process- A method of reproducing full color by separating the desired colors into screen values of the primary ink colors – magenta, cyan, yellow, and black, and printing them in combination.

Graphic Support- A visual element used in a layout to enhance the verbal message conveyed in a graphic signature or other typography such as a title or headline. For example, a photograph, an illustration, a thematic graphic, the Dynamic Monogram.

Grid- An underlying structure used to organize elements in a layout.

Hex Color Code- A color system used for web pages. The value is led with a number sign (#) and followed by a code that refers to its intensity of red, green, and blue.

Italic- Having the characteristic of type with main strokes slanting to the right.

Layout- The arrangement of graphic and typographic elements.

Legal Name- The name under which an entity is registered in its state of incorporation. This may or may not be the name under which a company's businesses operate.

Letter Spacing- The space between letters in a word.

Line Spacing- The space between lines of typography.

Lossless Data Compression- A class of data compression algorithms that allows the exact original data to be reconstructed from the compressed data.





Lossy Compression- Data encoding method which compresses data by discarding (losing) some of it. Aims to minimize the amount of data that needs to be held, handled, or transmitted by a computer. Most commonly used to compress multimedia data (audio, video, still images).

Lowercase Letter- A small letter as distinct from a capital letter in the alphabet.

Margin- The area in a format usually kept clear of running text.

Mark- Synonym for word mark or design mark.

match color- A color reproduced using a specially mixed ink instead of a four-color process.

Media- Forms of communication.

permanent media- Forms of communication that do not convey changing promotional messages and are therefore designed once and reproduced without significant change (for example, stationery, business forms, signs, vehicles, product identification, shipping cartons).

Pica- Basic typographic unit of measure equal to 1/6 inch.

Pixel- A single point in a raster image, or the smallest addressable screen element in a display device.

Point- Smallest typographic unit equal to 1/12 pica, or 1/72 inch.

Positive- Being dark in value against a light background.

primary mark- A design mark or word mark used to designate a broad range of a company's products or services.

Promotional Media- Forms of communication that are frequently redesigned to convey changing messages (for example, advertising, print, sales promotion, packaging).

® Symbol (Registered Trademark Symbol)- The letter R within a circle (®) used to indicate that a trademark or service mark is registered in the U.S. Patent & Trademark Office.

Ragged Right- Typeset so two or more lines of typography are not aligned at the right margin.

Reverse- Being light in value against a dark background.

Roman- Having the characteristic of type with main strokes perpendicular to the baseline.

sans serif- Having no serifs.

Screen- A device used in printing to decrease color intensity by reproducing fine dots of the color, specified as a percentage of the selected color (for example, a 30 percent screen of black simulates a medium grey).

Serif- Having a fine line finishing off the main strokes of a letter.

Stroke- An element of a typographic form, usually drawn in one movement (for example, the letter "M" consists of four strokes).

TM Symbol (Trademark Symbol)- The capital letters (TM) is used to indicate that a name or design is claimed as a trademark by a particular entity, but may not be a registered trademark in the United States Patent and Trademark Office.

Thematic Graphic- An image suggesting an idea about a company or its organizational parts, used in promotional media.

Trademark- A word mark phrase or design mark used to designate a product or a line of products.

Trade Name- A word or phrase used in a trade to designate a business or firm rather than individual products or services.

Uppercase Letter- A large or capital letter as distinct from a lowercase letter in the alphabet.

Vector Graphic- The use of points, lines, curves, and shapes, which are all based on mathematical equations, to represent images in computer graphics. Vector graphic drawing software such as Adobe Illustrator is used for creating and editing vector graphics.

Value (of a Color)- The relative darkness or lightness of a color.

Visually Flush Left- Aligned at a common left margin so that forms that do not have straight, vertical left sides are placed slightly into the margin to give the appearance of alignment at the correct point.

Weight- The boldness of a typographic element such as a letter or a line, measured according to the thickness of its main strokes.

Word Mark- A word or phrase adopted and used by a company to designate its products or services and to differentiate them from any others. A word mark may be protected by registration in the U.S. Patent & Trademark Office (for example, GE®, Hotpoint®, RCA®, Signa®, Spacemaker®). A design mark that includes a name, word, or phrase, along with a logo, is a type of a word mark.

Word Spacing- The space between words.

Sources

- 2013 FIRST Robotics Competition (FRC) Team Handbook v1.3 6.11.2012.
- FIRST Branding & Design Standards 5.16.2011
- Woods, Dave. “Team Identity and Branding Standards”. *The Teutonic Force*. 04.10.2014.
- Team Neutrino. “Identity”. *FIRST Robotics Team 3928*. 01.19.2017.

