

Precision
GUESSWORKS

16446

Branding

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The Preamble

The following documentation contains the set of standards that should be followed when representing FIRST Team 1646: Precision Guessworks both online and in print. These guidelines ensure that we create a cohesive team image and create visually appealing content for our team. The team uses bold and dark colors while maintaining a fun yet professional atmosphere. We believe the brand we have built reflects this aesthetic.

Legacy Clause

These are the current branding standards for our team and they apply to projects for the current and upcoming seasons. Any and all pieces of branded memorabilia from past seasons may be displayed in our build space to preserve team history. Articles that no longer meet branding standards should remain in our build space and not be used for public display. This is how we grow a stronger brand without losing parts of team history.

Team Name

The official team name is “FIRST Team 1646: Precision Guessworks.”

Informally known as:

- 1646
- Team 1646
- Precision Guessworks
- FIRST Team 1646
- Jefferson High School Robotics

Names that are not acceptable would be:

- The 1646
- Precision Guesswork
- Boiler Precision Guessworks
- Guessworks
- Guesswork
- Boiler precision
- Jeff’s Team
- FIRST Team 1646 – Precision Guessworks

Overall Aesthetics

The 1646 brand is defined by a sleek and polished look. Our primary colors are red and black, which leans in to a mildly “punk” or alternative feel to our aesthetics, something we have always played with in our creations. We go against the grain by emphasizing the fun that must exist to balance with a serious work ethic and professionalism. Designs for both print and digital media prominently feature clean shapes, color blocking, and simple styles. The clean-cut and sharp use of contrasting colors gives our material a punchy look and plenty of visual impact. Precision Guessworks is bold yet elegant, clean yet vibrant, and classic yet exciting.

Overall Theme

Our team is called Precision Guessworks, and the name is more than just a play on those opposing ideas. Even our logo shows how these ideas intermingle. The P in our logo is a question mark, leaning into the concept of Guessworks. The G is represented by a micrometer, a very precise measurement tool. This also mimics the widely known philosophy of yin and yang.

Much like yin and yang is a balance of light and dark, our team always strives to balance Precision: carefulness, attention to detail and elegance with Guessworks: creativity, out-of-the-box thinking, and incremental improvement. Everything we do as a team follows one or both of these guiding principles and the balance of the two is what makes our team strong and allows us to uphold our own values as well as the values of FIRST.

Integrating the FIRST Core Values

FIRST operates, and expects each of their teams to operate, under a set of Core Values. These ideals are foundational to FIRST and therefore foundational to our team. FIRST’s official Core Values are: Discovery, Impact, Inclusion, Innovation, Teamwork and Fun. Although our concepts of Precision and Guessworks overlap and some of the Core Values fit under both labels, we have roughly categorized each Core Value under one label as follows.

Precision

Impact: Our team applies the things we learn to our own lives. Possibly more importantly, we take what we learn and share it with the world through our outreach and growing social media presence. These things are more organized and done with care, landing them under the Precision label.

Inclusion: One of the most important things to our team is creating a place where everyone feels at home. We work to make sure every member has a role and gets to participate in team activities. Team members are expected to respect each other and our differences. There is always a correct answer when it comes to inclusion and that is no one should be left out. This places inclusion firmly under Precision.

Teamwork: No individual team member could possibly do everything we do each year. When we work together though, we are able to accomplish much more. We are a stronger, more competitive, and more successful in all our endeavors when we collaborate. This also allows us to have greater attention to detail and productivity, making teamwork an important part of Precision.

Guessworks

Discovery: One of our primary missions as a FIRST team is to learn new things and pass on our knowledge to others both inside and outside of our team. We do this often by a process of trial and error. We embrace new possibilities and encourage the exploration of original idea. This process of learning new things certainly involves some Guessworks.

Innovation: FIRST assigns new challenges and problems each season and we attack them by coming up with our own unique solutions. Our team has always had strong manufacturing skills, allowing us to iterate prototypes quickly and tweak our solutions over and over again. Through this, we often stumble upon unique ways of solving the problem at hand. A little bit of Guessworks goes a long way when it comes to developing new and inventive ideas.

Fun: Above all else, being on 1646 needs to be an enjoyable experience for our students and mentors. We try to bring a bit of fun into everything we do and that means we love what we do. This team is a family to every one of our members and we thoroughly enjoy each other's company. We certainly could not have as much fun as we do without some Guessworks.

Team Motto

The team motto is, “Teamwork Makes the Dream Work!”

This can be used:

- In newsletters to show team unity to the public
- For closing statements at the end of each meeting to encourage and continue the spirit of teamwork
- In team and sponsor speeches to uphold the brand
- To boost team morale at competitions
- Before and after a match to encourage our fellow teammates on the field and congratulate each other on our dedication and to celebrate our accomplishments

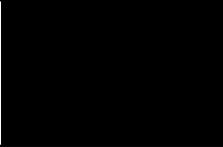
Team Chant

The team’s main chant is, “Penguin Power!”

This can be used:

- In shorter contexts when the team motto is too long
- For cheering in stands at competition
- To boost team morale at competitions
- Before and after a match to encourage our fellow teammates on the field and congratulate each other on our dedication and to celebrate our accomplishments

Team Colors

Color	Swatch	Hex	RGB	CYMK
Red		9e0001	R:158 G:0 B:1	C:0.00 Y:1.00 M:0.99 K:0.38
White		ffffff	R:255 G:255 B:255	C:0.00 Y:0.00 M:0.00 K:0.00
Black		000000	R:0 G:0 B:0	C:0.00 Y:0.00 M:0.00 K:100
Silver		bababa	R:168 G:168 B:168	C:0.00 Y:0.00 M:0.00 K:0.27

Team Logos

1646 logos described and provided herein should be used in compliance with the standards described here. The main two logos preferred for use by Team 1646 are the 1646 With Arrows and the PG With Arrows. The 1646 With Arrows or the PG With Arrows should be on all materials released by the team.

The Arrows logos feature either our team number or a P represented by a question mark, and a G represented by a micrometer. The question mark evokes the idea of Guessworks, while the micrometer evokes that of Precision. The three red arrows converging behind the PG also represent Precision and each arrow represents one of our tenets: embrace technology, educate our community, empower the world.

In most cases, a full color version of the logo should be used. Both logos have dark and light background variations which should be used accordingly. Black and white versions of the logos should be used only when necessary. When printing in grayscale, the logos should be in black and white (not in grayscale). The area around the logos should be clear of distracting elements such as type, photos, or vivid backgrounds.

Usage

Logos should always retain their original aspect ratio. The overall height of the logos, including when featured on the mascot, should not be less than 1 inch. A clear space no less than one fourth of the height of the logo should be maintained on all sides of the logos. At the logo's minimum height of one inch, a quarter-inch space must be left on all sides of the logo. There are two main exceptions to this rule. The Precision Guesswork's Text Logo may enter the one-fourth limit of the 1646 With Arrows Logo

and vice versa: the 1646 Text Logo may enter the one-fourth limit of the PG With Arrows Logo.

1646 Text Logo

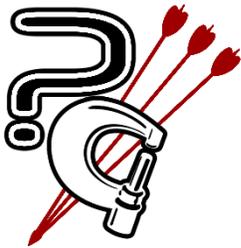


Precision Guessworks Text Logo

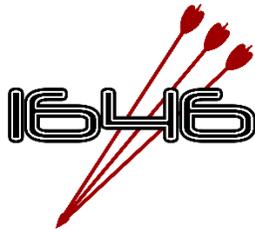
Precision GUESSWORKS

Precision GUESSWORKS

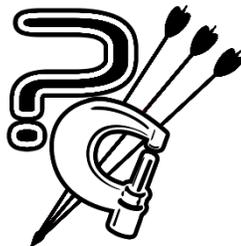
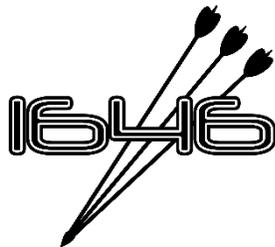
PG With Arrows



1646 With Arrows



Special Use for Black and White Printing



Unacceptable Treatments of Logos

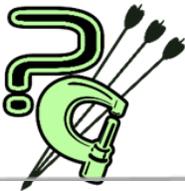
These rules apply to all logo styles unless noted otherwise.



Being “squashed” or “stretched” or otherwise affecting the aspect ratio



Displaying on a low contrast background



Changing the color of the logo



Enclosing with a border or any other design element within the one-fourth limit.



Displaying at partial opacity



Styling with any 3D effects



Recreating with substitute fonts or arrows



Tilting or rotating



Using as a watermark behind text



Stacking numbers/letters vertically

Note: the Precision Guessworks and 1646 Text Logos may be rotated (but not stacked) vertically in special cases. For example, these logos may be rotated for printing on the sleeves of long-sleeved t-shirts or sweatshirts.



Placing over a gradient

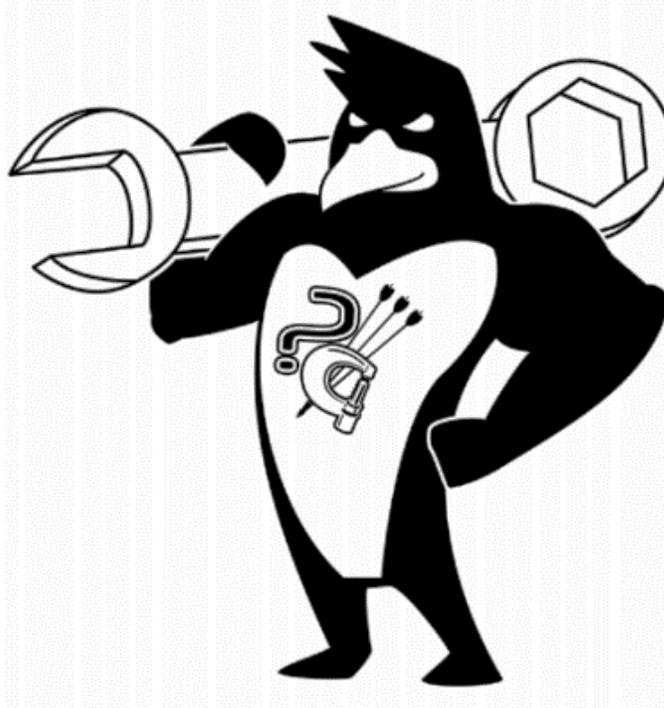
Note: Gradients, when used tastefully, may still be used as graphic elements. Any logos must be fully outside the gradient's area.

Team Mascot

Our mascot is a penguin holding a wrench which bares the logo on its chest. Our mascot can be seen below. The mascot is represented visually by its own logo. This image is not considered an official logo of the team and cannot stand-in for either the 1646 With Arrows or the PG With Arrows. While the mascot itself is not a stand-in logo, the team logo does appear on the mascot's chest. When the mascot is used, the logo on his chest still should maintain a minimum height of 1 inch.

At competition, the physical mascot should always be seen in full costume. The student wearing the mascot costume should change into the costume in a private area and not remove any pieces of the costume during use.

The mascot does not need to appear on all media; in most cases a logo will be more appropriate.



Typography

When creating publications such as flyers, brochures, formal letters, and other team documentation, the following fonts should be used.

Team Fonts:

Title/Header Font: **Tahoma (bold)**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,.?!:;'""()[]

Body Font: Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,.?!:;'""()

Logo Font: Neuropol

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,.?!:;'""()

Team logos are written in the Neuropol font and the team number should be displayed on the robot in Neuropol. Note: the question mark and capital G have been slightly modified from the original typeface in our logos.

Robot Branding

On competition robots, 1646 should be displayed in white on each side of the robot's bumpers in the Neuropol font. The number, due to bumper rules, must be displayed in its single-stroke form. The number should be displayed in its entirety. Without bumpers, the 1646 must be placed on the robot in a least two static locations.

Occasionally, due to robot functionality or bumper construction, the above cannot be fully met. In that case, they should be met to the best of our abilities.

Additionally, we aim to design and present an aesthetically pleasing robot each year. One way we achieve this is by having our robot anodized. More information about our anodization can be found below.

Anodizing

This year, with only 2 days left before Bag Day, many teams implored us not to anodize our robot. They were concerned that we would run out of time and fail to have a functioning robot by the time we arrived at our first competition. There was also a strong misconception that we just wanted to make our robot "look pretty."

For us, anodizing is more than just making the robot a certain color. While it certainly is a nice touch for our robot to be entirely black, it is the process of anodizing that is so important to our team. The process of taking a robot completely apart and then completely rebuilding it is something that reignites the drive and spirit we start each build season with. Over the course of six weeks, it can be easy to lose track of all the hard work and countless hours we have put into our robot. Disassembling, anodizing, and reassembling our robot allows us to appreciate that hard work and the beautiful thing we create.

More practically, anodizing also allows us to reiterate our designs and fix mistakes made during the initial build. After taking the robot apart, we can find faults in our design or mechanisms that can create bigger problems throughout the competition season. Without Anodizing, these issues would compound on themselves and worsen as time goes on.

Anodizing, most importantly, has the ability to bring the team together. During the build season, some people may focus on one mechanism or another, but every student must participate in reassembly in order to get the robot back together on time. Every member gets to gain a more in-depth knowledge of the robot and better understand the inner-workings of it.

Sponsor Recognition and Team Representation

Sponsorships are important to the success of our team. The competitions allow the team to demonstrate what we have learned, and sustaining our team is quite expensive. It is important that we recognize and thank sponsors for their contributions to our team.

Sponsor recognition must adhere to the following guidelines based on monetary donation or in-kind donation value:

- Under \$99: Name listed on team website, thank you letter.
- \$100-\$499: Line of text on team robot, thank you letter, website.
- \$500-\$999: Line of text on team t-shirt, small logo on team robot, thank you plaque.
- \$1,000-\$1,999: Small logo on team t-shirt, medium logo on team robot, thank you plaque.
- \$2,000 and above: Recognition at the start of competition match, medium logo on team t-shirt, large logo on team robot, thank you plaque.

In addition to visual representation and formal recognition of our gratitude, we also maintain relationships with our sponsors by sending regular newsletters, inviting them to our events, and participating in various outreach events.

On Apparel

All team apparel must display the team number because the team number is most recognizable within the FRC community. Apparel also requires either the team name or logo to show a fuller view of who we are both at competitions and outreach events. The colors of team shirts must be black with our red and/or white as secondary colors. Qualifying sponsors are listed on the back of the team t-shirts each year.

On Team Publications

Team publications must include both the team name and logo. These are how we present ourselves primarily to our community and our sponsors. The number is optional and dependent on context; audiences with a high familiarity of FIRST and FRC teams are more likely to recognize our team number. Major sponsors may be featured on publications when appropriate.

Dress Code at Team Events

Competition Dress Code

In order to maintain a professional appearance, the team has a dress code for competitions. Please refer to the chart below to know what to wear on a given day of competition.

	Practice Day (Select Members Only)	Qualification Matches	Final Day of Competition
Shirts	Team T-Shirts from 2018 or later	Current Year's T-Shirt	Team Polo
Pants	Jeans/Khakis	Jeans/Khakis	Khaki Pants

Pants/Bottoms

Any pants worn to competition should not be ripped or faded. Skirts, dresses, tights, and leggings should not be worn at competition. If shorts are to be worn, they must be khaki shorts.

Shoes

It is mandatory that students wear closed toed shoes at competition. Students who do not wear closed toed shoes will not be allowed in the pit area or around the competition field. This is a requirement for the safety of our students.

Hair and Accessories

Students are required to tie back hair that falls past the plane of the face to prevent injury.

Students are permitted to wear additional red or black accessories. Accessories that dangle or impair vision must be removed in the pits. Accessories are permitted, but the outermost layer of clothing must be team apparel.

Outreach and Other Team Events Dress Code

Certain events will have event specific attire to fit the context of the event. Outreach dress code may be altered on a situational basis. All safety-related dress code rules must be followed when demonstrating robots.

- At sponsor-hosted events or an event where a sponsor may be present, the team must wear team polos to maintain professionalism.
- At demonstration-based events, the team is to wear regular team shirts, preferably from the current or most recent season.
- During our annual sponsor drives, polos and khakis are required.