

PUBLIC RELEASE

The RoboBees Branding Guide

Purpose of Imagery Guidelines and Guidelines

Robotics Team 836: The RoboBees, has developed these comprehensive identity standards and guidelines to solidify our programs brand and ensure the consistent format and display of all associated imagery. Having a single, well defined image allows our program to maintain our professional appearance and safeguards against public relations issues. All members and persons using media from FIRST Robotics Team 836: The RoboBees, shall abide by the standards and guidelines set forth by this document.

Official Name

The official name of the team is "FIRST Robotics Competition Team 836: The RoboBees." The team may be referred to by the nickname of "The RoboBees."

Other acceptable variations of the name are:

- FIRST Robotics Competition Team 836: The RoboBees
- FIRST Robotics Team 836: The RoboBees
- FRC Team 836: The RoboBees
- FRC Team 836
- Team 836
- FIRST Team 836

Unacceptable variations of the name are:

- The Bees
- Bees
- RoboBees
- The Robobees

Official Font

The team name, and the official variations of the name excluding the nickname, shall be displayed in the Impact font. The team nickname shall be displayed in the Magneto Bold font when used in a logo or as a heading.

Mascot Logos

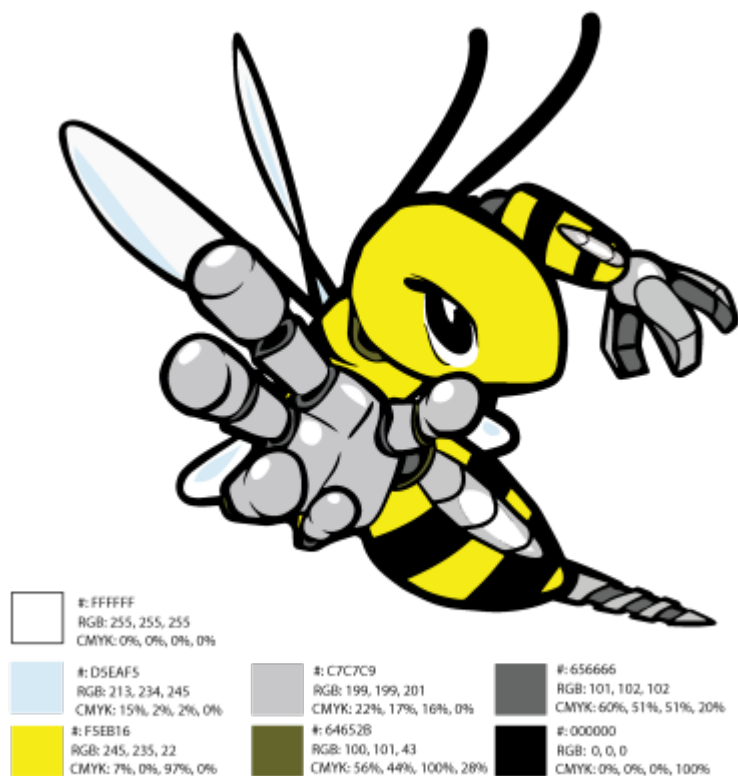
The team mascot shall be referred to as “Sting” or “Sting the RoboBee”. The mascot logo shall be depicted as below:

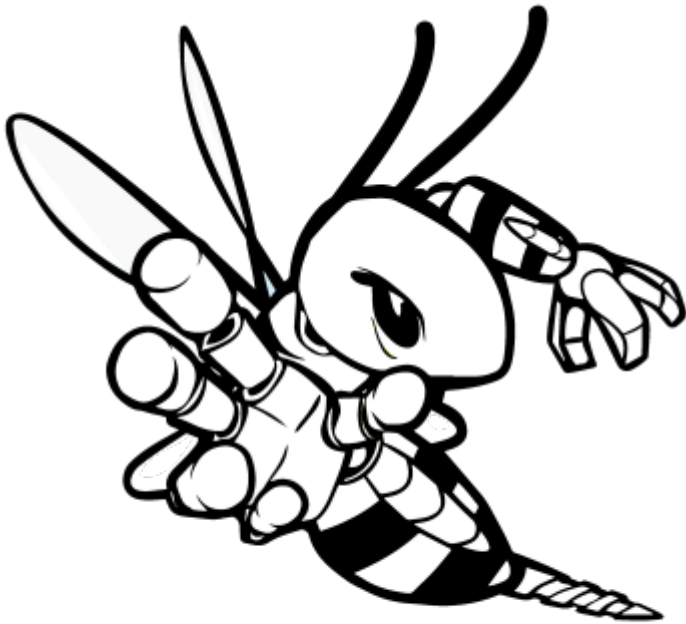
- Full color - Acceptable for display against a full white or off-white background
- Black and white - Acceptable for use on a monochromatic medium, such as the robot logo plate or a t-shirt logo
- Outlined color - Acceptable for display against a full black or very dark color background
- With text - Any of the logos may be accompanied by text of the team name

The color logo and the black and white logo shall be accompanied by black text. The outlined color logo shall be accompanied by white text.

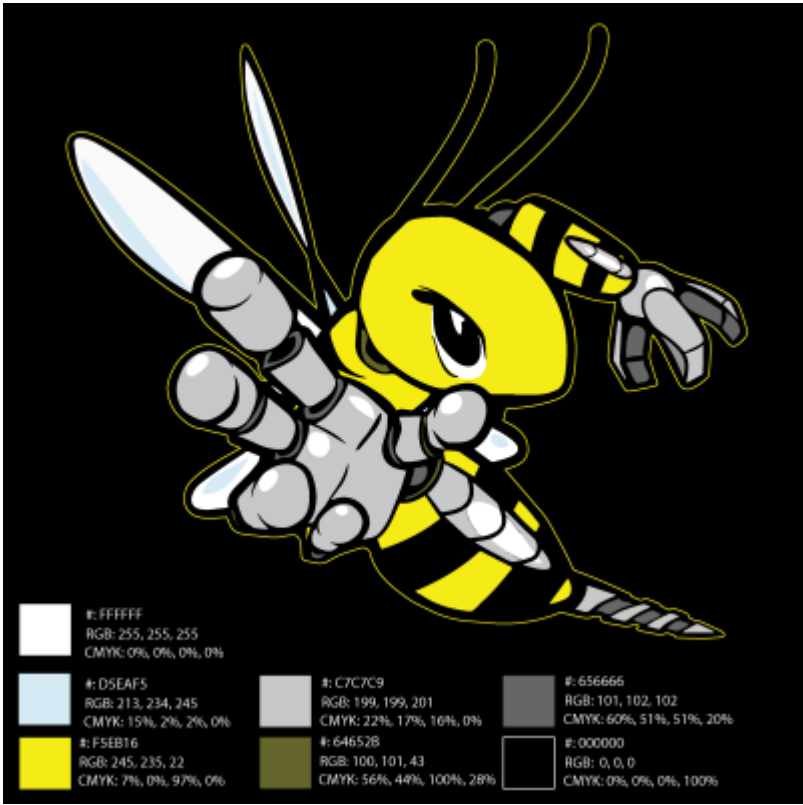
Vector and high-resolution raster files of the logos can be found on the team fileserver or can be requested from the Media subteam.

Additional variations of the logo, for rare and specific purposes, will be designed by the Media subteam and approved by team leadership

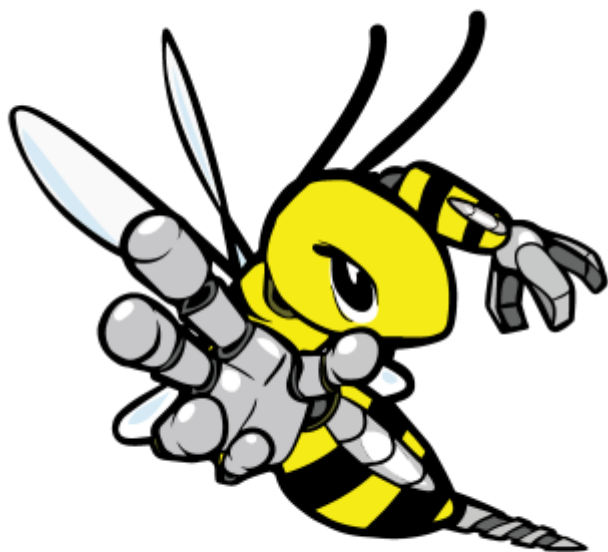




	#FFFFFF RGB: 255, 255, 255 CMYK: 0%, 0%, 0%, 0%		#000000 RGB: 0, 0, 0 CMYK: 0%, 0%, 0%, 100%
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FIRST Team 836



The RoboBees

Robot Design

Robot logos

- All logos shall be shown in white, laser etched on clear polycarbonate.
- Sponsors at the diamond and platinum level shall have their logos displayed on the robot.
- All competition robots shall show all the logos of all sponsors and team number when displayed publicly or in competition.
- All graphics, sponsor logo layouts, and side panels shall be approved by the Media sub-team student leader and mentor.

Robot Bumpers

- The competition quality robot bumpers shall conform with the competition specific rules.
- The team numerals (836) shall be shown on each side of the robot's bumpers.
- The team numerals shall be displayed in the Impact font.

Robot Colors

- This section applies to robots that are to be painted a color other than the natural color of the fabrication materials
- The primary color on all painted robots shall be of black color with as little gloss as possible; the preferred color and paint type is tuxedo black powder coat.
- High gloss yellow accents are acceptable; the referred color and paint type is pearl's yellow powder coat.

- Any other color variations shall be approved by the lead mentor and the media lead.

[Return to the table of contents](#)

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