

Branding Standards

Developed by MARS, Team 2614

Purpose of Branding Standards

This document consists of comprehensive and detailed branding standards meant to strengthen team image and ensure that the *MARS, Team 2614* logo is used only in professional, educational, and productive environments.

Branding Modifications

MARS, Team 2614 can at any time develop and produce variations or modifications of the base *MARS* logo, as long as the modifications do not violate **CORE BRANDING STANDARDS**, detailed on pages 3-10.

Team Name

The team name (*Mountaineer Area Robotics*) is critical to success. *MARS* has succeeded in its community and throughout the world due to its memorable and easily used name abbreviation (*MARS*). Either of which may be used in formal or informal documents.

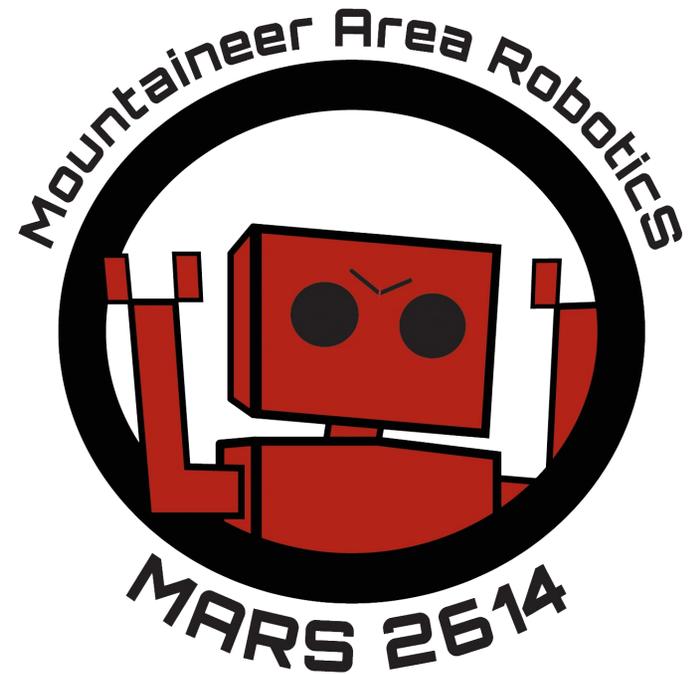
The team name may not be changed under any circumstances except by that of team vote with a unilateral outcome.

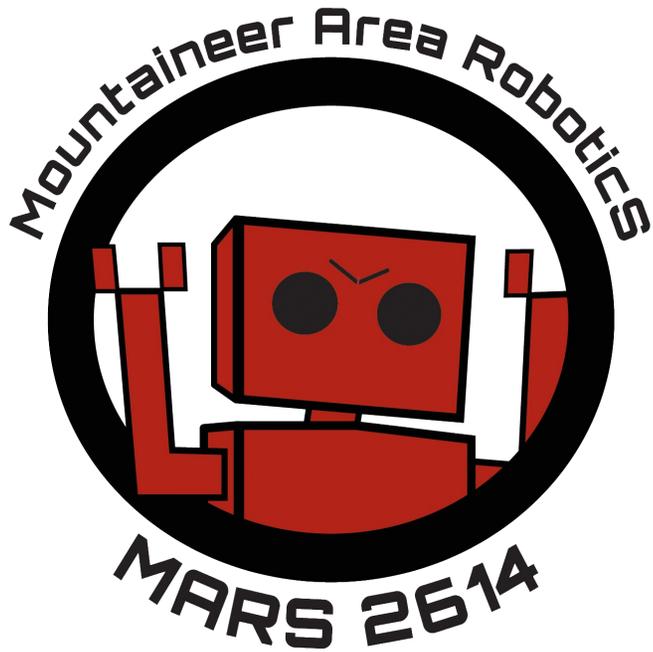
Official Team Name: *Mountaineer Area Robotics*

Name Abbreviation: MARS

Variations on Name: "*MARS—Team 2614*", "*Team 2614*", "*2614*", "*MARS 2614*", "*MARS FRC*", "*Mountaineer Area Robotics—Team 2614*".

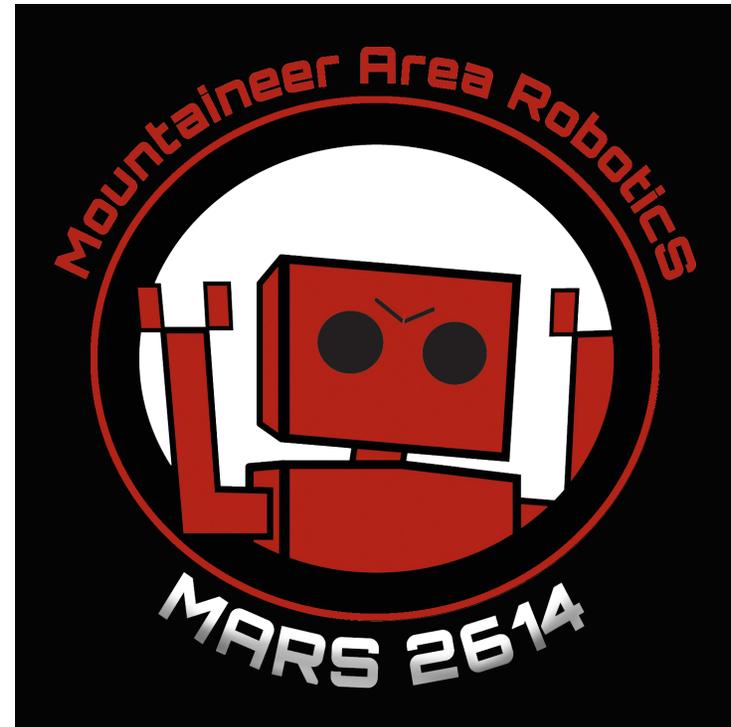
Team 2614 should not be referred to as Morgantown Area Robotics, nor any other alias not listed above.





The *MARS Logo*

The Team 2614 *MARS Logo* should be used in compliance with the standards here. Only when necessary should a grayscale version be used. The preferred background color is white. Keep the *MARS Logo* area clear of distracting elements such as type, photographs or textured backgrounds. The *MARS Logo* should always be seen clearly. The *MARS Logo* should also be on all materials released by Team 2614.



When Used in Non-Color Documents

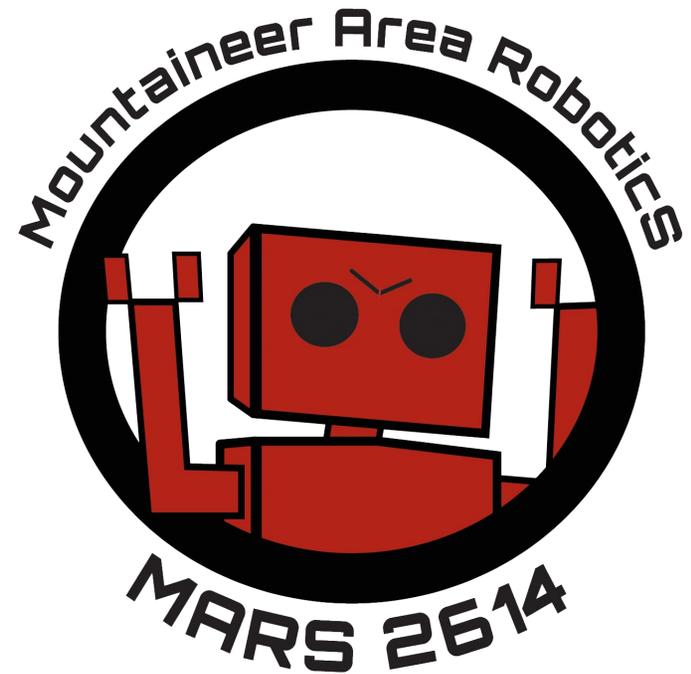
The *MARS Logo* should not be used on any non-color documents except when absolutely necessary, either due to cost or lack of a color print capable printer. When it is necessary, use the white/transparent background image and select the grayscale option in the print options for the best outcome.

Unacceptable *MARS Logo* Treatments

The *MARS Logo* should not be:

- Stretched out of proportion
- Displayed on a low contrast background
- Enclosed by a border or any other design element
- Recreated with substitute fonts
- Styled with any 3D effect
- Tilted or rotated
- Watermarked behind text
- Displayed at partial opacity
- Cropped
- Duplicated to create a pattern

Or any other variation, unless it is accepted by the mentors of *Team 2614*.

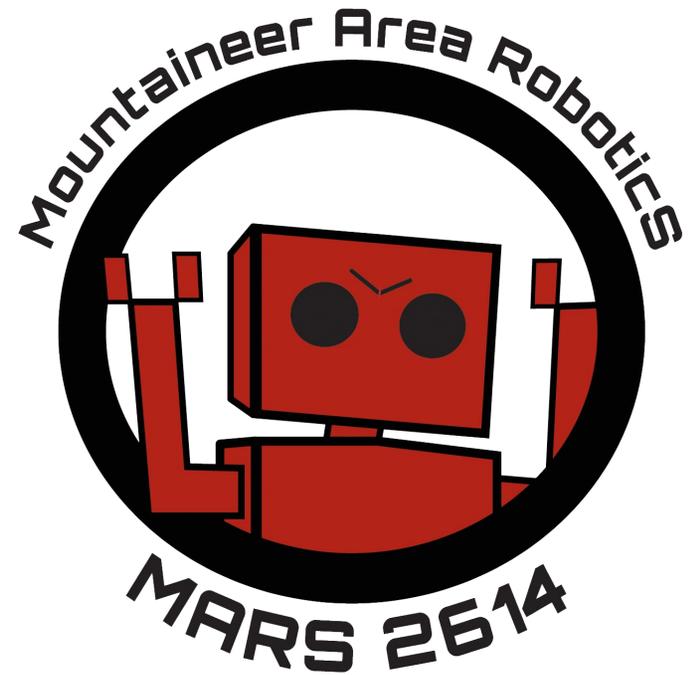


File Types

The *MARS Logo* is available in a single file type so as to avoid false duplication and enable easy importation of the *MARS Logo* into various different printable/viewable media formats.

This file type, PNG (.png), is known to be compatible with Microsoft Word, Microsoft Publisher, Microsoft PowerPoint, Microsoft Excel, Adobe Photoshop CC, Adobe Premiere Pro CC, Windows Movie Maker, iMovie, Microsoft Paint, Windows Photo Viewer (Windows 8 and Lower), and the Mac “Photos” application. Using the PNG file type with other programs is not necessarily recommended, though it is likely to work.

Both the white (“Traditional”) *MARS Logo* and the black (“Anniversary Revision”) *MARS Logo* are available at marsfirst.org/resource-links in the team branding package.



Color Palette

The predominate color in all communications materials should be selected from the primary palette.

Long body text should always be displayed in primary black on a primary white background. Accent text and graphics may be displayed in any of the primary colors.

In presentation mediums, colors from the presentation palette may be used for background design elements to shift the viewer's eyes to the content.

The 2614 palette should always be displayed on the RGB scale when possible.

RGB Color Code: #B32416

R: 179 G: 36 B: 22

RGB Color Code: #000000

R: 0 G: 0 B: 0

RGB Color Code: #FFFFFF

R: 255 G: 255 B: 255

Typography

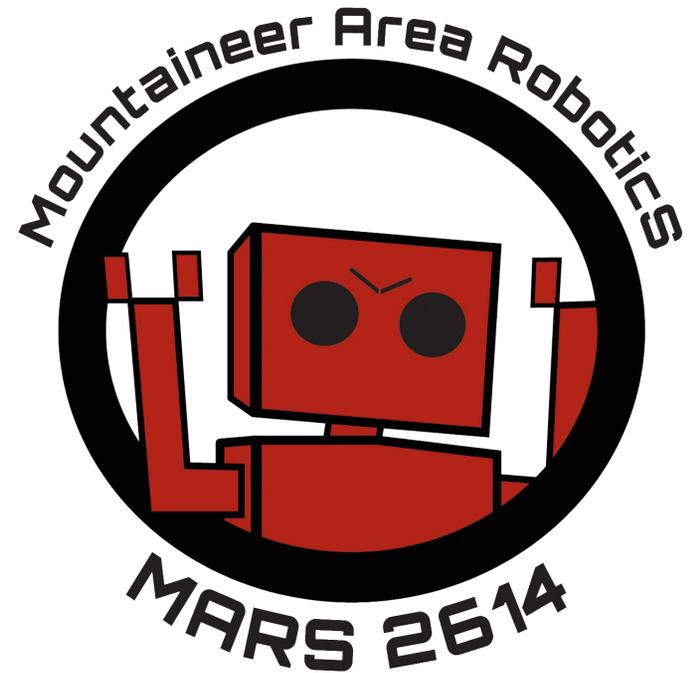
MARS has chosen a single font family to be predominately used in team media, such as the team website. Certain forms of media may use different typefaces, and the font family chosen is not critical to team image.

Robot names are stylized individually and are not subject to branding standards.

Vertical lettering should be avoided at all times.

Primary Font Family: Ubuntu

Secondary Font Family: Century Gothic



Themed *MARS Logo*

In 2016, FIRST introduced the new “*Game Theme*” for that year’s challenge: *FIRST Stronghold*. If this manner of “Theme-ing” continues, **MARS** students will create themed graphical variations on the *MARS Logo* with the same theme as the current year’s game.



