



# **TEAM 3161-TRONIC TITANS**

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## **Team 3161 Design Standards**

**Version 2.0.1**

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# **TEAM 3161-TRONIC TITANS**

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# TEAM 3161-TRONIC TITANS

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## Introduction

This document outlines design and usage standards for the team's image in all forms of media and team documents for Team 3161, Tronic Titans.

The purpose of this document is to lay strict guidelines for the use of the name and logo of Team 3161. It will serve as standards for documents created and released by the team in an effort toward consistency. It is not meant to impinge on artistic freedom. Our goal is to keep all media produced and distributed by our team professional and simple, but most importantly, consistent.

The first three sections provide overall guidelines applicable to everything, such as websites, and videos. The last two sections dive more in depth with two of our most used document types; documents/papers/letters on letterhead, and PowerPoint/Keynote presentations.

It is strongly recommended to not download this document as it is subject to change. Instead, accessing it from the team Dropbox folder is strongly recommended; ( /3161Media/Design Standards/Team 3161 Design Standards.pdf ). A copy is also publically available on [team3161.ca/teamresources](http://team3161.ca/teamresources).

All referenced materials (logos, fonts, backgrounds, etcetera), coloured in green can be found on the team Dropbox folder. It is strongly recommended to access these files anew from Dropbox, as opposed to storing them locally, as they too can change along with the Design Standards Document. ( /3161Media/Design Standards/ ) Do not modify or move any files inside the Design Standards folder.

Referenced materials can only be accessed through the team Dropbox folder.

Any questions or requests of clarification can be sent to [design.standards@team3161.ca](mailto:design.standards@team3161.ca)

Custom production media pieces such as video intros and website elements that must step outside the design standards due to restrictions or justified creative freedom should request final approval by sending the media piece to [design.standards@team3161.ca](mailto:design.standards@team3161.ca)



# TEAM 3161-TRONIC TITANS

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## Team Name Branding

### Guidelines

- The team can be referred to as 'Team 3161', and/or the team name 'Tronic Titans'.  
If the team name and number are used in conjunction, the team number should be used first, followed by the team name. A comma or dash should be used to separate them.  
Example:  
Team 3161, Tronic Titans  
Team 3161 - Tronic Titans
- "3161" is to be pronounced "thirty-one sixty-one", not "three one six one" and definitely not "three thousand one hundred and sixty-one."
- The team is to be referred to as the "Tronic Titans" but not "The Tronic Titans". "the" is not part of the name but can be used to refer to it.
- In common practice, *FIRST* is not used in our team name. *FIRST* should be used in the description of our team and who we are.  
Example:  
Team 3161 is a Canadian *FIRST* Robotics team from Oakville Ontario'
- Notes:
  - All use of '*FIRST*' in all documents should be italicized.
  - For consistency, 'FRC' is not to be italicized unless to coordinate with surrounding text.
  - Team email accounts should be in the format first.last@team3161.ca

Acceptable use example, email signature:

Paul Fossenier  
Mentor - Team 3161, Tronic Titans

[www.team3161.ca](http://www.team3161.ca)

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# TEAM 3161-TRONIC TITANS

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## Logo Usage

A logo is used to promote instant recognition of an organization. To ensure that Team 3161 can be easily identified by its logo and to maintain unity, only the logos below should be used. For maximum impact, avoid modifying or distorting the logo.

In all media, one of the logos below should always be used to present our team name and number outside of any body text.

Higher resolution renders of the below logos can be requested via email.

### LogoA



logoA MQ.png (medium quality)

logoA LQ.png (low quality)

logoA.svg (vector graphic file)

### LogoB

'3161' with black outline:

logoB-blk HQ.png (high quality)

logoB-blk LQ.png (low quality)

logoB-blk.svg (vector graphic file)

'3161' with white outline:

logoB-wht HQ.png (high quality)

logoB-wht LQ.png (low quality)

logoB-wht.svg (vector graphic file)

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[www.team3161.ca](http://www.team3161.ca)



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LogoC



**TEAM 3161**  
**TRONIC TITANS**

[www.team3161.ca](http://www.team3161.ca)

Black outline of '3161' and black text. Website address included:

[logoC-blk-web MQ.png](#) (high quality)

[logoC-blk-web LQ.png](#) (low quality)

[logoC-blk-web.svg](#) (vector graphic file)

White outline of '3161' and white text. Website address included:

[logoC-wht-web MQ.png](#) (high quality)

[logoC-wht-web LQ.png](#) (low quality)

[logoC-wht-web.svg](#) (vector graphic file)

Black outline of '3161' and black text:

[logoC-blk MQ.png](#) (high quality)

[logoC-blk LQ.png](#) (low quality)

[logoC-blk.svg](#) (vector graphic file)

White outline of '3161' and white text:

[logoC-wht MQ.png](#) (high quality)

[logoC-wht LQ.png](#) (low quality)

[logoC-wht.svg](#) (vector graphic file)


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[www.team3161.ca](http://www.team3161.ca)



## Colours and Fonts

### Permitted Colours (8-bit RGB) and uses

Gold (169, 132, 25) 

- General titles
- Background accenting
- Not acceptable for body text

Black (0,0,0)

- Backgrounds
- Body text
- Team name and number

White (255,255,255)

- Backgrounds
- Body text
- Team name and number

Note: Gradients are not to be used in any media.

### Permitted Fonts

In the creation of media that includes text, fonts should be used following the appropriate usage guidelines below.

Because of the non-web safe, and 3<sup>rd</sup> party nature of our primary branding font (hemihead), certain unique guidelines have been implemented to insure our goal of straightforward, simple to use and consistent design standards.

#### **Arial:**

Uses: All body text, minor titles.

Permitted Colours: Gold, White or black.

Notes: Any characters must be at least 8 point font for electronic distribution or at least 3mm high in print.

Acceptable use example: All the text of this document is done in Arial.



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## Hemi Head 426 (all caps):

Uses: *None*

In the creation of all team media the Hemi Head 426 font no longer needs to be used. For all instances of our team number and/or name, a suitable image logo file will be available for usage.

Hemi Head 426 will be pre-rendered in letterhead, and provided with and without our logo for use as branding for all team media (brochures, business cards, flyers, etcetera).

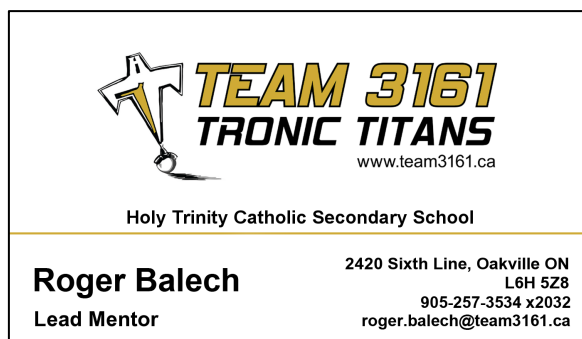
## Usage, Media Team only:

'TEAM 3161' and '3161' must always be in Gold with a white or black outline. All other uses of Hemi Head ('TRONIC TITANS') should be in black or white.

## Notes:

- The Hemi Head 426 font install file is still included, but it is no longer needed by members outside of the Design Standards sub-team. To install the font on your computer open the [hemihead.ttf](#) file.

Acceptable use example, business card:



[www.team3161.ca](http://www.team3161.ca)





## Documents and Letterhead

### Guidelines for Creating a Document

All documents, papers, and letters must be made on 3161 Letterhead.

- Auto generating page numbers are included in the letterhead template.
- Example of formatting, title page, and layout: This (Design Standards) Document
- Letterhead acceptable for print and distribution in colour or greyscale.
- Internal documents are omitted from mandatory letterhead, though it is recommended.
- All white papers and resources should have a title page which includes a publish date, version number, and list of authors. If appropriate, a table of contents should also exist.

A Microsoft Word template is available, which allows you to create your body text, or copy and paste it into the document, with pre-formatted header and footers already in-place.

[letterhead\\_template.dotx](#)

The letterhead is also available in PDF for pre-made stationery (page number removed).

[letterhead.pdf](#)

### Guidelines for Sharing a Document

All document shared externally (outside the team) must be in PDF format. Adobe Acrobat, or CutePDF Writer on Windows, Microsoft Word or Apple's Pages (iWork) on Mac OS X, and OpenOffice support PDF exporting.



# TEAM 3161-TRONIC TITANS

## Keynote and PowerPoint Presentations

### Guidelines for Creating a Presentation

- Presentation slides are to be 1024 by 768 pixels.
- Arial is the only permitted fonts for both titles and body. Use black (0,0,0) for all text.

#### Title slide:

Fonts sizing: 78pt and 50pt

Use [presentationbg1.png](#) for the background image.

A version number should be included, as well as the publish date.

Example:





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## All other Slides:

Use [presentationbg2.png](#) for the background image.

Titles fonts sizing: at 64pt.

Body text font sizing: 32pt

Note: minimum of 26pt is allowed for Table of Contents page and similar

Example:

Assembla

## Make a Space

- [assembla.com](#) → create a space → Free Subversion Repository
- Register, name and create your space

assembla

Home Start Account Create a Space Pricing/Plans

My start page Profile My Tickets Stream Spaces

Welcome, Paul Fossenier!

My Followed Tickets (0) View All Activity

Edit profile Create your own space Track Time

Spaces you collaborate with

3161 Tronic Coders

3161 Tronic Titans

your space(s)...click!

TEAM 3161

## Guidelines for Sharing a Presentation

All presentations shared externally (outside the team) must be in PDF format, 1 slide per page. Adobe Acrobat, or CutePDF Writer on Windows, Microsoft Powerpoint or Apple's Keynote (iWork) on Mac OS X, and OpenOffice support PDF exporting.

Example: Assembla and TortoiseSVN presentation available at [team3161.ca/teamresources/](http://team3161.ca/teamresources/)



## **Revision History**

1.0 - August 18, 2011

- Initial Release

2.0 - September 14, 2012

- 'htrobotics' and 'holy trinity robotics' are for all intents and purposes dead.
- moved from [www.htrobotics.ca](http://www.htrobotics.ca) to [www.team3161.ca](http://www.team3161.ca)
- Team Name updates, including 'Team 3161' replacing 'FRC Team 3161'
- Completely removed use of Georgia Bold Italicized
- Letterhead version 2.0 with HemiHead and Arial
- Fonts section largely updated. Removed end-user need of hemihead font.
- Colour Section redone
- Removed use of logo 2 (stylized 'ronicitans')
- Largely updated Logo A
- Added logo B, and C, which are text additions for Logo A.
- Updated sample images
- Document reorganization and unification of structure
- Wording clarifications
- New powerpoint/keynote backgrounds

2.0.1, July 7, 2013

- Minor grammar and spelling corrections