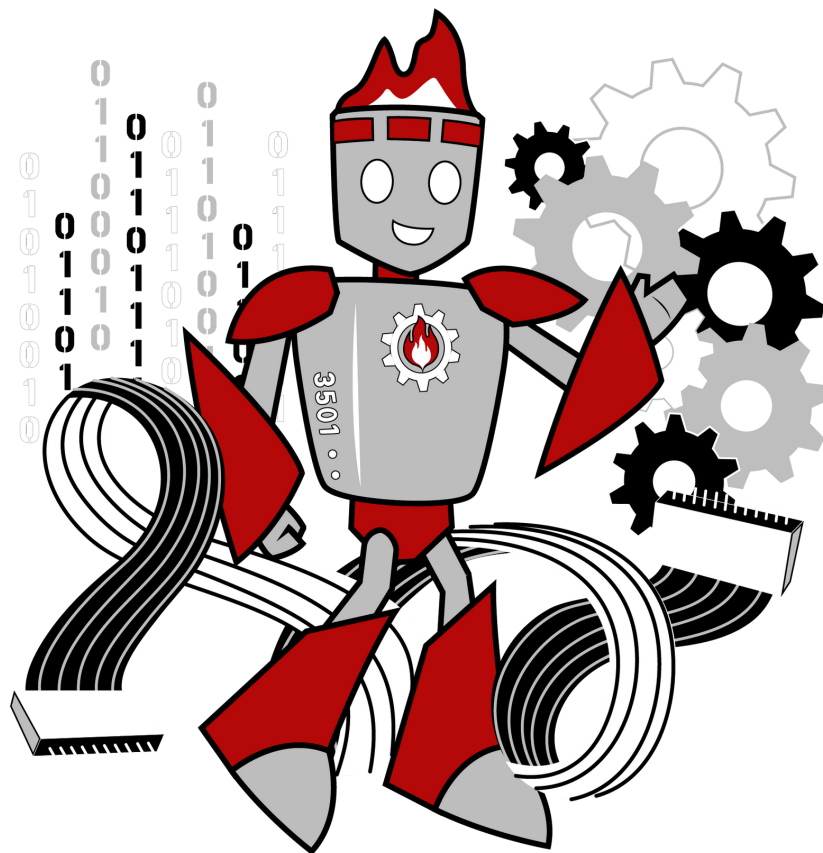


Fremont High Robotics  
FRC Team #3501

2021 - 2022

# Team 3501 Firebots Branding Standards



Public and in-team use of the Team 3501 Firebots brand must abide by the guidelines of this document

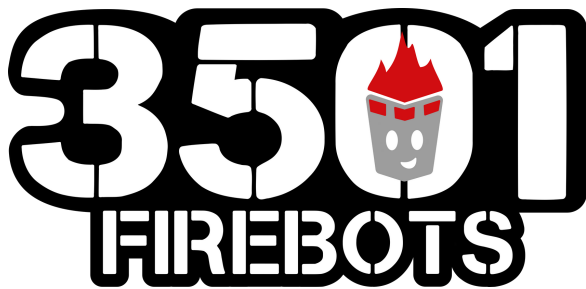


# Official Name Usage

- FIRST Robotics Competition Team 3501
- The Firebots
- Team 3501: The Firebots
- Acceptable Variations:
  - FRC Team 3501
  - Fremont High School Firebots
  - Team 3501
  - 3501 Firebots

## Logo Usage

### Official Team Logo

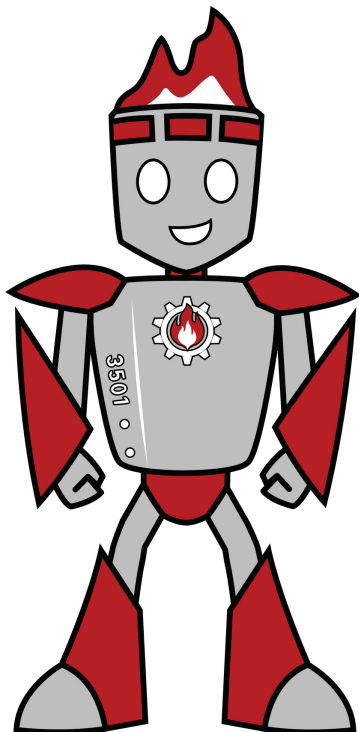


To be used on website designs, team documents, presentations, flyers, and business cards. Logo variations may be implemented by the design team in consideration of competition themes or for social media use. The Firebots logo must include a 0.25" border around its furthest points, while always maintaining a 3x2 aspect ratio.

Example of an official logo variation  
(designed by Team 3501)

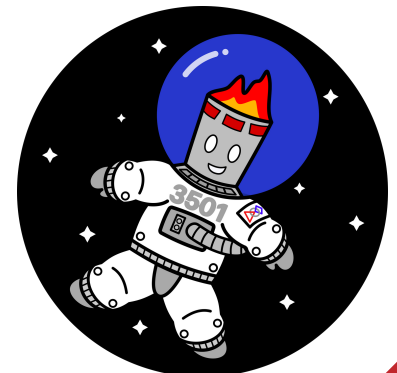


### Official Team Mascot

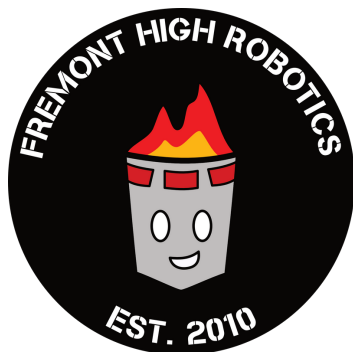


To be used on merchandise produced by Team 3501. The Firebot mascot may be accompanied by the official team logo with the FRC team number. The mascot may be reposed by the design team in consideration of competition themes or for social media use. All anatomical features of the mascot must remain consistent with the original design throughout variations. Additional accessories to the design may overlap or obstruct parts of the mascot, except the face. Stylized designs are allowed.

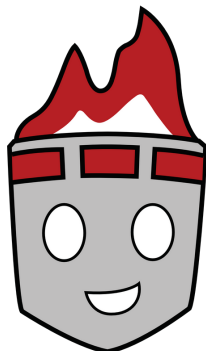
Example of a pin for 2019 FIRST  
Deep Space (designed by Team  
3501)



# Additional Logos and Mascot Variations



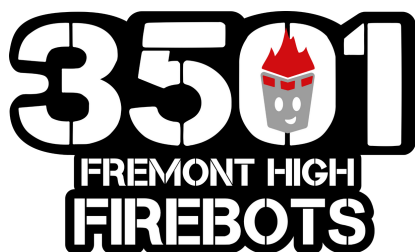
To be used only when representing Team 3501 Firebots as part of the Fremont High School Robotics organization. This logo is exclusive to Team 3501's use on website designs, social media, and mentor team merchandise. The organization logo may not be changed in any way and must remain in a 1x1 aspect ratio. A Team 3501 designed white border logo variation is to be used when placed on a black background.



To be used exclusively by Team 3501 on website designs and social media. The Firebot head design is not a preferable representation of the team, therefore should not be used frequently nor on any formal documents and presentations. Variations are allowed with consistent anatomical features.



Example of a Firebot head modification for social media (designed by Team 3501)



Other official logo variations with an unspecified use

## Team 3501 Official Colors

Documents, flyers, presentations, and any design for Team 3501 must include at least the color Firebot red. No gradients unless directly agreed upon with the design team.

Primary Black  
#000000  
RGB (0, 0, 0)

Primary Grey  
#BEBEBE  
RGB (190, 190, 190)

Primary White  
#FFFFFF  
RGB (255, 255, 255)

Firebot Red  
#C1272D  
RGB (193, 39, 45)

# Firebot Red Palette

Shades of red used for the Team 3501 presentation theme.

Bright Firebot Red #FF5555 RGB (255, 85, 85)	Light Firebot Red 1 #E06666 RGB (224, 102, 102)	Light Firebot Red 2 #EA9999 RGB (234, 153, 153)	White Firebot Red #FFF1F1 RGB (255, 241, 241)
--	---	---	---

## Appropriate Color Combinations

On a black background, use a red outline



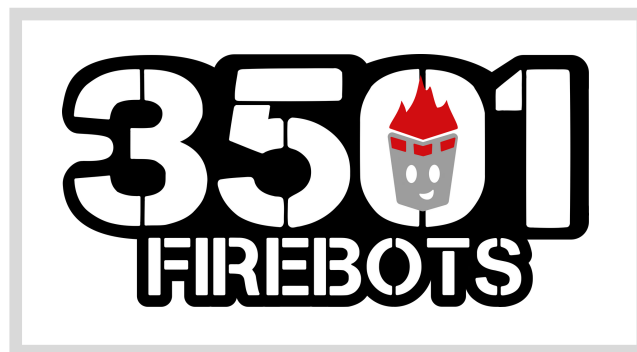
On a red background, use a black outline



On a grey background, use a black outline



On a white background, use a black outline



## Typeface Usage

### Documents

Title Text - Ubuntu Bold, 28px, Firebot Red

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Subtitle Text - Ubuntu Bold, 20px, Black

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Body Text - Roboto, 12px, Black

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

# Branding

Team Logo - Capture Smallz Clean

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Robot Bumper Numbers - Vinyl Adhesive  
Numbers from AndyMark

## Team Apparel

Team shirts, jackets, hoodies, and other apparel are to use a red shade as similar to Firebot Red as possible. Team banners, posters, flyers, and other official team merchandise may use any combination of the team color palette as deemed appropriate by the design team and must include at least one of the following colors unless an exception is made in agreement personally with Team 3501.



Example of an official hoodie (designed by Team 3501)

## Dress Code at Events

When representing the Firebots, you must wear only our team gear. Displaying other teams' gear under or over our team gear is not acceptable. You must at a minimum wear a team shirt during competitions, outreach, demos, and any event where you are representing Team 3501. You may wear past years' shirts or hoodies if the current year's apparel is yet to be available. It is also acceptable to wear team apparel that doesn't display any of our sponsors. However, out of respect to our sponsors, it is preferred to wear team apparel with that year's sponsors. If you do not have any team gear by the time of an event, you must wear a shirt or hoodie as close to our team's Firebot Red as possible after informing a mentor and the VP of BaM.

# Design Specifics

This section contains specific details and values for modifying or recreating the Team 3501 logos given an official design file as an SVG file type or any other commonly used vector graphic design software file type. The given values are strict guidelines for consistent logo designs and must not be changed between designs unless permitted to be stylized.

## Official Team Logo

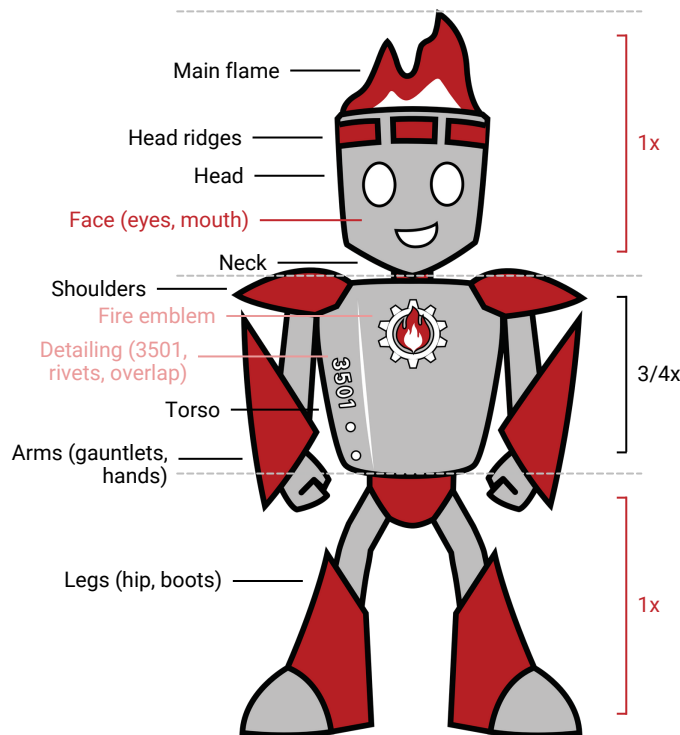


**Text:** Capture Smallz Clean font in white  
There is no specific font size.

**Border:** Add a border by creating two copies of the same text—one with only the white text and one with the stroke. The stroke width has no exact value, but should appear as similar to the original thickness as possible.

**Colors:** Primary Black, Primary Grey, Firebot Red

## Official Firebot Mascot



**Proportions:** The Firebot mascot is broken into three portions: a head, torso, and legs. The head and legs are the same in proportions, but the torso is 3/4 the length of the head or legs.

**Features:** The major all parts of the mascot (flame, head, neck, shoulders, arms, torso, and legs) are considered necessary features except the 3501 numbers and rivet dots.

**Stroke:** Features labeled in black (main flame, head ridges, head, neck, shoulders, torso, arms, legs) have a 6px width. The face labeled in Firebot red have a 3px width. Features labeled in light Firebot red 2 have a 1.5px width.

**Colors:** Primary Black, Primary Grey, Firebot Red, Primary White