



**BRAND
STYLE GUIDE
TEAM OTTO 1746**

BRAND STYLE GUIDE



Purpose	2
Acceptable Team Names	3
Unacceptable Team Names	4
Document Styling	5
Color Palette	7
Acceptable Logo Usage	10
Unacceptable Logo Spacing	12
Photos and Usage	13
Robot Styling	14

BRAND STYLE GUIDE



Purpose

The purpose of the Team OTTO 1746 Brand Guidelines Document is to provide students, media creators, and sponsors with the access to properly display our brand - Team OTTO 1746.

There are several ways in which our brand is defined, such as:

- Logo Usage
- Document Styling
- The Displaying of Logos
- Color Palette

While this is simply an overview of these qualities, they will be further elaborated within this document. All of these qualities are crucial to the upkeep of any brand. Maintaining consistency of the brand across all platforms is what makes our team: Team OTTO 1746.

BRAND STYLE GUIDE



Acceptable Team Names

The following names are used to identify Team OTTO 1746 for who we are:

Team OTTO 1746



Team OTTO



Team 1746



OTTO



BRAND STYLE GUIDE



Unacceptable Team Names

The following names are UNACCEPTABLE and cannot be used to identify the team:

Otto



1746



Team Otto



For the part of the name, "OTTO," all letters must remain capitalized. The usage of a lower-cased "otto" or "Otto" is invalid and cannot be used to identify the team.

BRAND STYLE GUIDE



Document Styling

For all official Team OTTO 1746 documents, emails, presentations, and any other form of media, the following fonts will be used:

[Roboto Condensed](#)

[Source Sans Pro](#)

Titles	Roboto Condensed Normal
Subtitles	Roboto Condensed Light
Headers	Roboto Condensed Bold
Footers	Roboto Condensed Bold
Body Text	Source Sans Pro Normal
Paragraph Text	Source Sans Pro Normal

Roboto Condensed:

Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Normal

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789**

Source Sans Pro

BRAND STYLE GUIDE



Normal

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

In the case of our official logo (see the page titled “*Acceptable Logo Usage*” for more information in regards to our logo), the font [“Mechsuit”](#) is used to write out “OTTO 1746.”

MECHSUIT:

NORMAL


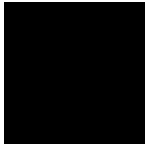

**AA BB CC DD EE FF GG HH II JJ
KK LL NN OO PP QQ RR SS
TT UU VV WW XX YY ZZ
0123456789**

BRAND STYLE GUIDE

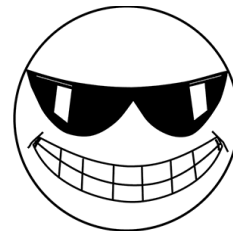



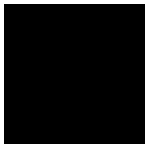

Color Palette

The official color palette for Team OTTO 1746 consists of three colors: #C1272D, #000000, and #FFFFFF.

		
#C1272D	#000000	#FFFFFF

The official Team OTTO 1746 color palette coincides with all versions of the OTTO logo. Below are the variations of logos and the HTML color codes that coordinate with these.




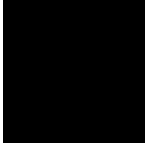

		
#C1272D	#000000	#FFFFFF

BRAND STYLE GUIDE



For the team's robotics camp, OTTObotics, a separate logo is used to identify with the event.



		
#E71E25	#000000	#FFFFFF

BRAND STYLE GUIDE



Our school, Forsyth Central High School, is represented by the following logo and the coinciding colors are as follows:



			
#FFFFFF	#DF1E36	#6D6E71	#000000

BRAND STYLE GUIDE



Acceptable Logo Usage

Team OTTO 1746 has four standard variations of logos, the OTTO smiley, a social media logo, and an OTTObotics Logo. These logos are represented as follows:



Standard v1



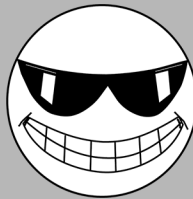
Standard v2 - no black background



Standard v3 - all black



Standard v4 - all white



OTTO Smiley



Social Media

BRAND STYLE GUIDE



OTTObotics

(Gray background is used only to allow transparency in logo files to reflect where white foreground elements are located. **DO NOT USE THE GRAY BACKGROUND.**)

BRAND STYLE GUIDE



Unacceptable Logo Spacing

When typing the “1746’ in the Mechsuit font, there is an unacceptable spacing that violates the correct, acceptable Team OTTO 1746 logo usage. In order to make it acceptable, the kerning between the 7 and the 4 must be reduced to match the kerning between the two t’s in the “OTTO” portion of the logo.



Unacceptable kerning between the 7
and the 4



Acceptable kerning between the 7 and
the 4



Any other logos that are altered versions of the ones present are considered invalid for Team OTTO 1746 usage.

BRAND STYLE GUIDE



Photos and Usage

To represent Team OTTO 1746 on photos, the usage of our red and white, transparent logo can be placed in the lower right or left hand corners of photos and documents. Any other usage, logo, or text displayed for Team OTTO 1746 is deemed incorrect and cannot be used publicly for any document, presentation, or social media post.

For information regarding the process to obtain this logo, please see the section marked *“Acceptable Logo Usage.”*

BRAND STYLE GUIDE



Robot Styling

Robot Material:

In order to maintain the Team OTTO 1746 design standards, only black, powder-coated sheet metal may be used in the production of the season's robot. However, if directed by the coach or lead mentor, other products may be used.

Robot Bumpers:

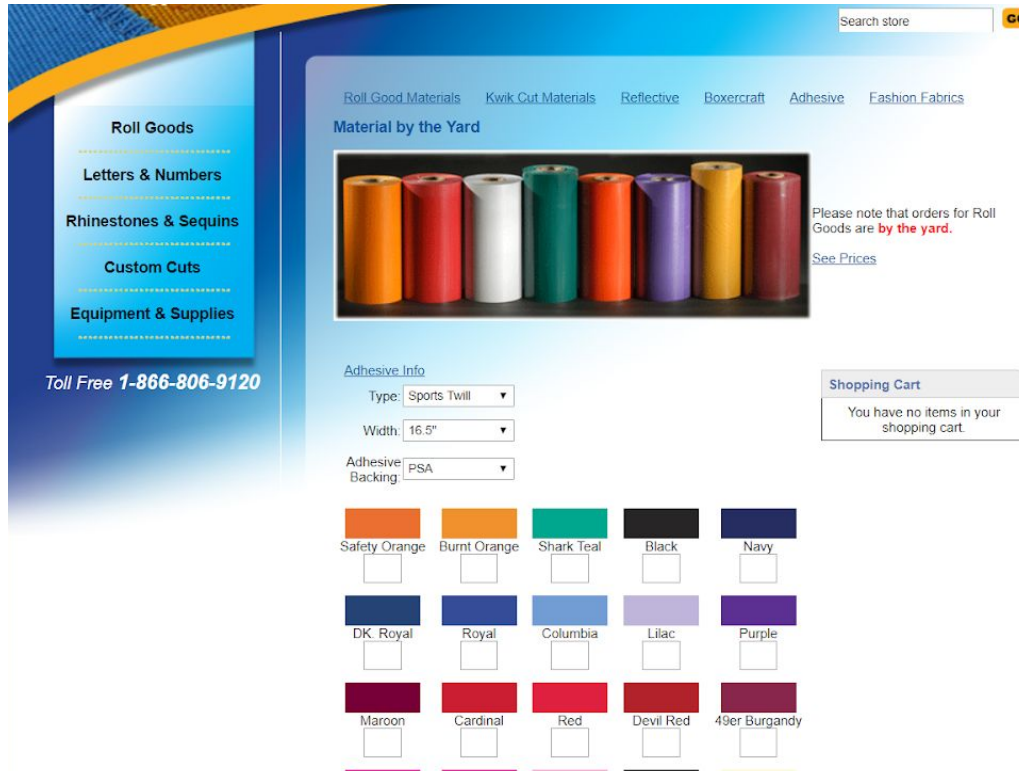
In addition to the styling of the robot, specialized, team-branded bumpers will be used. Bumpers consist of fabric that is draped around two pieces of pool noodles and are riveted so that they attach to the outside of the robot. They are used as a means to identify our robot on the field during matches, as well as protect the robot from impact. There are two bumpers used for a season's robot: red and blue. These two colors represent the two alliance colors present during matches.

Bumper Fabric:

Bumper fabric is ordered from Twill USA at www.twillusa.com.

To find the desired fabric, go to the Twill USA website and select "Roll Goods" in the upper right hand corner. Then, in the roll down menu next to "Type" select "Sports Twill." Following this, choose the "16.5" width size. Finally, when selecting the adhesive backing type, select the "PSA" option. A variety of colors should pop up. The colors that the team uses for bumpers are "red" and "cobalt."

BRAND STYLE GUIDE



Screenshot courtesy of Twill USA.

Bumper Numbering:

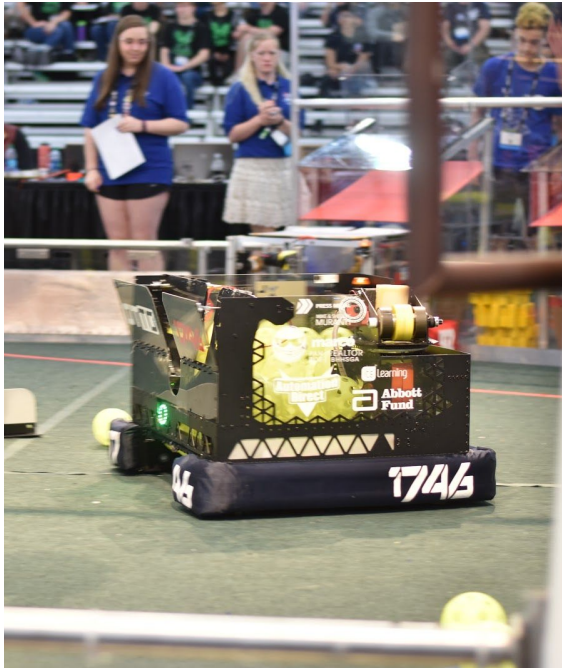
In order to identify the team on the field, the team’s number “1746” is attached to all sides of the bumpers in the Mechsuit font. For more information in regards to this font, see the section labeled “*Document Styling.*”

In order to display this number onto the bumpers, Siser Easyweed White 15” x 5’ Iron-On Heat Transfer Vinyl is used. This can be purchased from [Amazon](#) for \$12.79. The team’s number is cut out with a vinyl cutter, and then ironed onto the fabric.

BRAND STYLE GUIDE



Below are samples of the bumpers and the specialized numbering as described above.

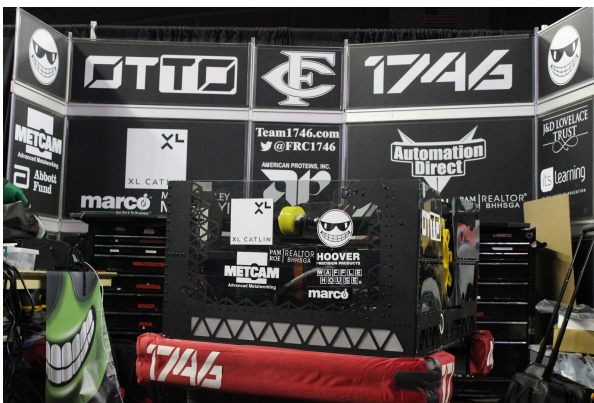


BRAND STYLE GUIDE



Display of Sponsor Logos on Robot:

Those who are gold and silver-level sponsors for Team OTTO 1746 have their logos displayed on the sides of the robot. These logos are cut out of white, standard matte vinyl that are cut out using a vinyl cutter. Only the proper, non-distorted versions of logos will be used. While the overall color of these logos change, they do not change in style whatsoever.



Acceptable usage of sponsorship logos on the side of the team's 2017 robot.

Exceptions to Design

When it comes to designing the team's robot, there are always exceptions to these style constraints set by the team's style guide. The designs are subject to the decisions made by the mentors and/or team leads which are made due to time constraints, lack of availability of materials, and/or any other outside factors that may impact the overall design of the robot.

BRAND STYLE GUIDE



Apparel Styling

As of now, wearable team apparel consists of t-shirts, hoodies, hats, and fanny packs. These items are all team-branded and follow the same structures as digital-design does. They must follow the design constraints and regulations set by this handbook.

All apparel must have the classic Team OTTO 1746 logo, but it may be present in the 3 color or 1 color scheme. The additional usage of the Team OTTO 1746 smiley logo is also allowed, but it must remain in the simple constraints.

Examples below follow the design constraints that follow the team brand requirements.



BRAND STYLE GUIDE

