StuyPulse Team 694

694

BRANDING GUIDE

TABLE OF CONTENTS

ABOUT US

We are StuyPulse, Stuyvesant High School's award-winning FIRST Robotics Team. Otherwise known as Team 694, we seek to impact young adults by cultivating skills in engineering, programming, marketing, teamwork, and leadership through the FIRST competitions. At the same time, we hope to educate and inspire people in our community, both young and old, about the wonders of science and technology.

Our team is comprised of approximately 130 students, and we participate annually in the FIRST Robotics Competition (FRC). During our six week build season, we work almost daily in our laboratory, designing, constructing, and programming our competing robot with the help of gracious parents and volunteer mentors. However, our efforts do not end with the competition season; we strive to share our experience with anyone in need of help.

To this end, we mentor other teams and schools both in FRC and in FIRST's other competitions. Specifically, for the past two years, we have went to China to mentor rookie Chinese teams. Members of our team also mentor elementary and middle school kids and teams. To help our community and to educate others about STEM, we hold street-level demos and participate in the Maker Faire where kids of all ages can interact with the robots. Every year, we hold Stuy Splash, a day where mentors, team members, and a keynote speaker talk about their experiences and teach the audience about their respective fields and topics. We also hold bake and book sales, as well as food drives.

TEAM NAMING

OFFICIAL TEAM NAME

Stuyvesant High School Robotics Team

OFFICIAL TEAM NUMBER

694

NICKNAME

StuyPulse

USAGE

Our team name should only be used when appropriate and necessary, and should not be used to represent another team or inappropriate items. Also, our team name should not be used incorrectly.

CORRECT USAGE

Team 694

StuyPulse

Team 694 StuyPulse

StuyPulse Team 694

Stuyvesant High School Robotics Team 694

Stuyvesant Robotics Team 694

INCORRECT USAGE

Stuy Pulse

Stuypulse

USAGE

The logo should only be used when appropriate and needed. It should not be used to represent items that are not in any way affiliated with StuyPulse.

The logo should be displayed on every StuyPulse affiliated item if possible.
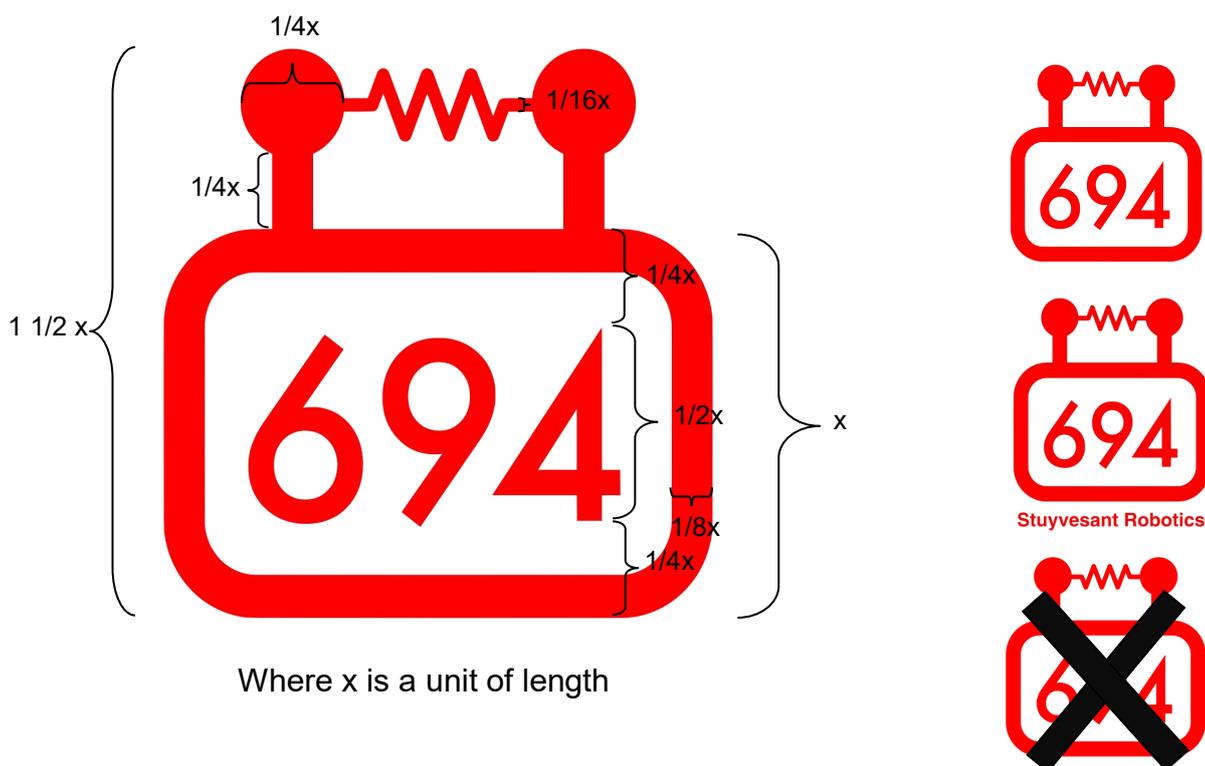
It should not be altered in any way except for size.

It should not be altered to any other color other than white, and the proportions of the logo should not be changed. Do not rotate the logo or put other numbers inside the battery.

Either logo, except where the battery points downward, can be used, but the logo with "StuyPulse" should most certainly be used if "StuyPulse" is not mentioned in any way.

Red logos should be used on preferably white or very light backgrounds. White logos should be used on preferably red or dark backgrounds. Black should be used if either logo will not suffice.

The minimum should be 5/16" and the following proportions should be followed:

Where x is a unit of length

COLOR USAGE

APPROPRIATE COLORS

Red #FF0000

White #FFFFFF

Black #000000

Gray #808080

Red	White	Black	Gray
#FF0000	#FFFFFF	#000000	#808080
255, 0, 0	255, 255, 255	0, 0, 0	128, 128, 128

USAGE

Only red and white should be used, with the exception of black and gray on documents and publications.

No other color(s) should be used in documents, merchandise, and any other item that represents our team.

The coaches of the team and the Executive Council should be notified if a color needs to be changed.

For websites and newsletters, headings should be in red, subheadings in gray, and the text in black. White should be only used if necessary.

TYPOGRAPHY

FONT

Avenir Next LT Pro should be only used for titles, headings, etc. such as website blog titles, labels, newsletter titles, magazine titles, etc. It should also be used for our team name.

Arial should always be used in documents, letters, body text, etc., with a few exceptions such as the website. If Arial is not available, Helvetica should be used.

For paragraphs and text, size 11 or 12 should be used.

For subheadings, size 13 or 14 should be used.

For headings, size 15 or size 16 should be used, and bolded if necessary.

Coaches and the Executive Council should be notified when changes are needed to be made.

Aa   ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&*)

CSS: font-family: 'Avenir Next LT Pro', serif;

Aa   ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&*)

Aa   ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&*)

CSS: font-family: 'Arial', sans-serif;

Aa   ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&*)

LETTERHEAD

The letterhead below should be used on every document sent out at the top of each document.

It should not be altered in any way.

CONTACT

ADDRESS

345 Chambers Street

New York, NY 10282

Room 450

WEBSITE

stuypulse.com

EMAIL

info@stuypulse.com

FACEBOOK

facebook.com/stuypulse

TWITTER

@StuyPulseRobots

YouTube

youtube.com/user/stuy694

GitHub

www.github.com/Team694