

# Petoskey Paladins Branding Standards



**PETOSKEY ROBOTICS**  
ENGINEERING THE FUTURE



# Team Name & Slogan

- Acceptable variations on our team name are:
  - “Team 3618”, “Paladins”, “The Paladins”, “Petoskey Paladins”
  - \*note: this is for public releases
- Our team slogan is:
  - “Engineering the Future”



# The Logo

- The Shield may not be modified at all. It's font must stay the same, and it must always be proportionally the same.
  - The only exception to this is the logo on the button, which will be the Shield and “3618” in the middle
- The Shield must be on solid background in the padding.
- Acceptable file types for the Shield are png, eps, or layered pdf. No conversions to other file types are allowed.
- The minimum size of the Shield is: .5”



# Logo Colors

The Shield has three possible colors - white, black, and Paladin blue.

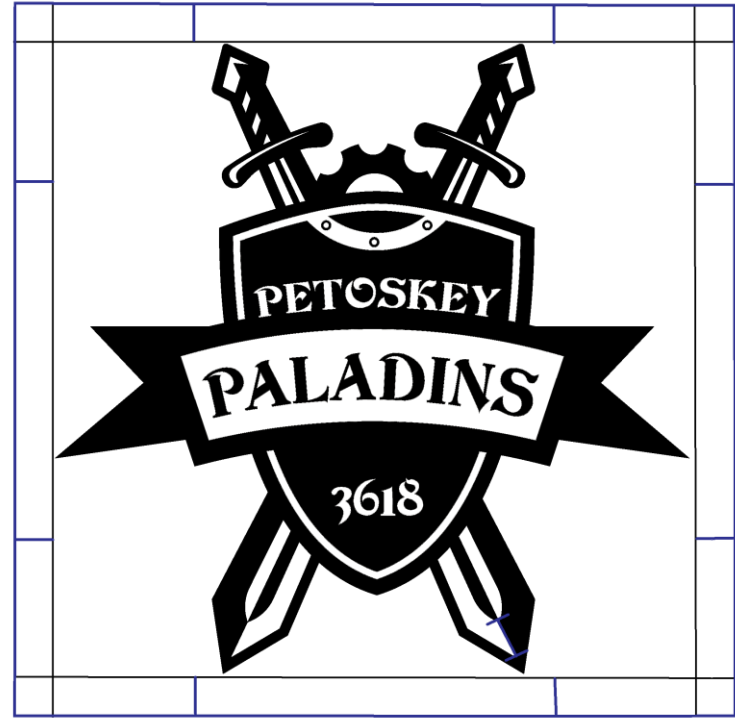
	RGB	Hex	CMYK
White	255,255,255	#FFFFFF	0,0,0,0
Black	0,0,0	#000000	0,0,0,1
Paladin Blue	46,49,146	#2E3192	.685,.664,0,.427



# Padding

- The padding is either rectangular or round.
- Within the padding, the background must be solid.
- The padding is the distance between the two points inside the bottom of the swords, as shown on the logos.





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# Fonts

Fonts for the title of documents is the same font on our logo - Devinne Swash. This is a free font available for download [here](#), or on dafont.com.

The font for subtitles is Tw Cen MT Regular, which is also free and usually comes pre installed, but if it isn't, it's available [here](#), or on dafont.com.

Body copy font is Georgia.

As all of these fonts are free, they are the only acceptable fonts - no substitutions are allowed.



# Font Colors

Titles are Paladin blue. Subtitles are grey or black. Body copy is black.

	RGB	Hex	CMYK
Titles	46,49,146	#2E3192	.685,.664,0,.427
Subtitles (Grey)	147,149,152	#939598	0.03,0.02,0.00, 0.40
Subtitles 2 (Black)	0,0,0	#000000	0,0,0,1
Body Copy	0,0,0	#000000	0,0,0,1





# Accent Colors

When any document (PowerPoint presentation or letters) is being made, if accents are being used, three colors are allowed: dark red, light green, or light blue.

	RGB	Hex	CMYK
Dark Red	142,0,0	#8E0000	0,1,1,.443
Light Green	225,240,204	#E1FoCC	.0652,0,.15,.0588
Light Blue	214,242,246	#D6F2F6	.13,.0163,0,.0353



# Team Event Dress Code

- Competition
  - Team shirt with current logo is to be worn at all times
    - Jackets can be worn, but the logo must be visible (no non-Paladins hoodies)
  - Jeans
  - Close-toed shoes
- Presentations
  - Team shirt with current logo
  - Black pants (slacks or black jeans)



# T-Shirt Design

- Royal blue
- Logo on the front
- Platinum, Gold, and Silver sponsors on the back
- FIRST logo on the back



# Drive Team Shirts

- White ringed t-shirt
- Printing and piping is all royal blue
- Logo on front
- “3618” on the back
- Devinne Swash Font



# Team Documents

- The Paladins logo should be in the top-right corner of the header
- The FIRST logo should be in the lower-left corner of the footer
- If a page-number is included, it should be in the lower-right corner
- White background
- Fonts still apply here



# Flyers

- The Petoskey Robotics logo along with the logos of the Paladins, G3, and L4 must be included
- The FIRST logo must be included (the minimum is one-half inch)
- Contact information is [petoskeyrobotics.org](http://petoskeyrobotics.org) and [petoskeyrobotics@gmail.com](mailto:petoskeyrobotics@gmail.com)

