



**Maverick Boiler Robotics
FIRST Team 4272
Branding Manual**

Revised 9/5/2017



Team 4272 Branding Manual

BRANDING AND TEAM IMAGE

I Purpose

This branding manual was created to ensure a stable team image over time. This manual is maintained by the Steering Committee

II Theme

Team 4272 operates with a ranch or an alternate rodeo theme. All decisions relating to the outward appearance of the team should be made with this theme in mind. The mascot of the team is a bull and this mascot can be reflected in all logos, as well as in any wordplay in any team publications

III Name

The official name of the team is as follows:

McCutcheon High School Robotics, FIRST Robotics team 4272, Maverick Boiler Robotics.

Acceptable nicknames are:

- Team 4272
- Maverick Boiler Robotics
- MBR
- McCutcheon High School Robotics
- McCutcheon Robotics
- Mavericks
- Mavs

Unacceptable nicknames include:

- Robotics Club
- Maverick Robotics
- Maverick Boiler Invasion



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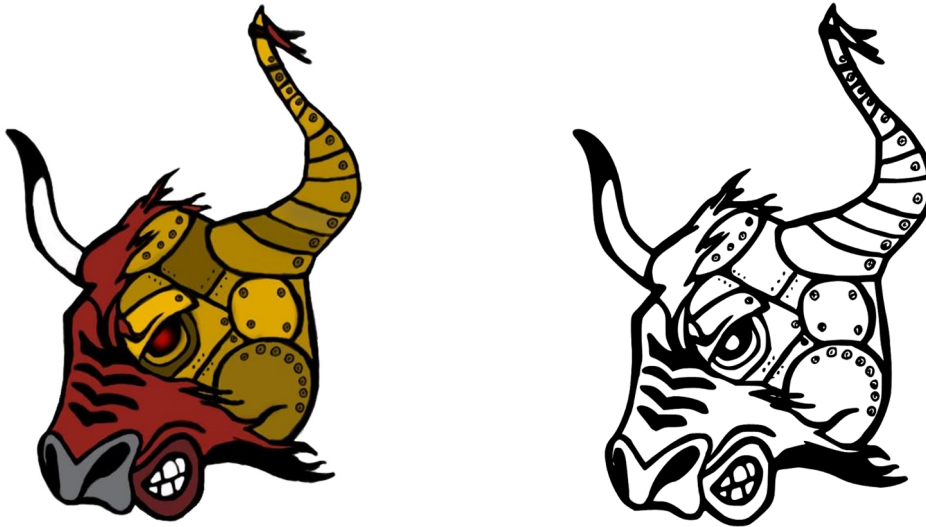
18.4 Logos

Primary Logos

The primary logo of team 4272 features the school's mascot with a technological twist to it. It is referred to as the "Brass Bull"

Acceptable Variations

The "Brass Bull", and "2 Color Bull" is available below for reference.



The primary logos may be used as a watermark. The primary logo may be modified at the discretion of the team steering committee. The black lines of the 2 color bull may be changed to any color needed for a particular purpose. The primary logos may be presented as a silhouette. The primary logos may be reversed to face the opposite directions. The best quality logos can be found in the Team 4272 Public Google Drive folder, which can be accessed through our website.

18.5 Colors

The official team colors cannot be changed unless the new colors are approved by the steering committee. Team colors are to be used in any team productions,



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unless the colors are not available in which case the nearest approximations are to be used.

Primary Colors

Maroon

Hex Number: #8a181a

RGB: R: 128 G: 24 B: 26

Gold

Hex Number: #e5b217

RGB:R: 229 G: 178 B:23

Color Palette

For some presentations, the official Maroon and Gold may be too bold. In these cases, the Presentation Color Palette may be used. The Presentation Color Palette consists of four colors specially selected to be easier on the eyes than the primary colors. This pallet consists of an alternate set of darker maroon and gold as well as light maroon and gold

Hex numbers:

- #9e1f22
- #741517
- #f7af25
- #ebc44d



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18.6 Fonts and Typeface

Acceptable Fonts

In an effort to establish consistency in documents and other team branding, the following fonts may be used on official team documents.

Geared Slab

San Creek

Orator STD

Arial

Calibri

Times New Roman

Gill Sans MT

18.7 Apparel Guidelines

All sponsor logos and designs will be printed. Colors and fonts of shirts may, with approval from Steering Committee, vary from image guidelines depending on availability.

18.8 Sponsor Recognition

Sponsors are to be recognized in most team branding supplies. Sponsors are recognized with logos on the back of team shirts in monochromatic color. Sponsors are recognized on robots with full color logos. Sponsors will be recognized in the pit at competition.

18.9 Competition Attire

Students may only wear the current season's t-shirt to competition. Other clothing should be school appropriate. Sponsor logos should not be covered indoors.



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18.10 Spirit

Pit: The pit is the “4272 Ranch” and must be made of stained wood.

Buttons: Buttons must follow branding standards and be approved by the Steering Committee.

Flag: Should follow branding standards and be approved by the Steering Committee.

Other supplies: Other supplies must follow branding standards and must be approved by the Steering Committee

18.11 Further Information

For any questions or clarifications on the above information, please contact the team through our team email: FIRSTteam4272@gmail.com