

FRC Team 1640

sab.bot.age

Design and Identity

Kenneth K. Au

Typography

Exo by Natanael Gama

Under SIL Open Font License, 1.1

Exo thin

Sphinx of black quartz, judge my vow.
Sphinx of black quartz, judge my vow.

Exo extralight

Sphinx of black quartz, judge my vow.
Sphinx of black quartz, judge my vow.

Exo light

Sphinx of black quartz, judge my vow.
Sphinx of black quartz, judge my vow.

Exo regular

Sphinx of black quartz, judge my vow.
Sphinx of black quartz, judge my vow.

Exo medium

Sphinx of black quartz, judge my vow.
Sphinx of black quartz, judge my vow.

Exo bold

Sphinx of black quartz, judge my vow.
Sphinx of black quartz, judge my vow.

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SAB.BOT.AGE

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Downingtown Area Robotics

FIRST Robotics Competition

DEWBOT dewbot DEWbot

I II III IV V VI VII VIII IX X

STEM, Science, Math

Engineering, Technology

1234567890!@#\$%^&

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We are
FRC Team 1640
sab.bot.age

from
Downingtown, Pennsylvania

We build robots called
DEWbot (I – VIII)

for the
FIRST Robotics Competition

Find us at
www.team1640.com

The team number uses Exo extralight

FRC Team 1640

The team name uses Exo light

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Normal text uses extralight or regular

All other text **such as this**

Important text uses medium or bold

This is quite imporatnt

In most cases, team number should be one degree lighter than team number when appearing together.

Team number may be represented in ALL CAPS, all lower case, or normally as shown in the previous page.

Team name may be represented in ALL CAPS or in all lowercase.

sab.bot.age

SAB.BOT.AGE

All lowercase is preferred for team name (the first one above).

More on team name.

Team name sab.bot.age will use periods [.] to separate each triplet of text. Usage of periods refers to common web protocols like IP.

192.168.1.1 127.0.0.1 10.0.16.40

In fact, sab.bot.age may even have two slashes in front as shown here:

//sab.bot.age

This provides a technological allusion.

Throw in some serif

To provide some typographical diversity, the serif font **Sanchez** will be used.

I am Sanchez, a serif font.
This is my italicized sister.

I am Exo, a san-serif font.
This is my italicized sister.

Sanchez and Exo provide excellent compatibility with each other.

Sanchez by Daniel Hernandez

Under SIL Open Font License, 1.1

Sanchez

Sphinx of black quartz, judge my vow.

Sphinx of black quartz, judge my vow.

Font usage

Exo font will be used for headers, titles, large format text, and any text that requires the font. Use Exo for team identity.

Sanchez may be used for headers and titles, but not for team identity. Usage may include section titles of a website. Use when necessary.

Exo displays professionalism, activeness, fun, and modernism.

The font is advanced and distinctive from other san-serif fonts.

Font usage

Fonts will not be used over excessively.

Do not use either Exo or Sanchez for a large body of text such as a paragraph or a lengthy statement.

Instead use a common display font such as Arial/Helvetica for screen purposes and Times New Roman for print purposes.

Writing style

Let's take a page from the Android Design Philosophy.

Keep it brief. Be concise, simple and precise. Start with a 30 character limit (including spaces), and don't use more unless absolutely necessary.

Keep it simple. Pretend you're speaking to someone who's smart and competent, but doesn't know technical jargon and may not speak English very well. Use short words, active verbs, and common nouns.

Be friendly. Use contractions. Talk directly to the reader using second person ("you"). If your text doesn't read the way you'd say it in casual conversation, it's probably not the way you should write it. Don't be abrupt or annoying and make the user feel safe, happy and energized.

Put the most important thing first. The first two words (around 11 characters, including spaces) should include at least a taste of the most important information in the string. If they don't, start over.

Describe only what's necessary, and no more. Don't try to explain subtle differences. They will be lost on most users.

Avoid repetition. If a significant term gets repeated within a screen or block of text, find a way to use it just once.

Writing style

While the writing style for Android is meant for apps, let's see what we can take from it.

Keep it brief. Be concise, simple and precise.

Keep it simple. Use technical terms smartly. Be succinct. Make it understandable.

Keep it friendly. Approach your readers with enthusiasm and friendliness.

Keep it clean. Make sure there's not a block of text. Use font size, weight, style, etc. for organization.

Keep it clean. Respectful language, please.

Keep it knowledgeable. Make your audience learn something new.

Writing style

Be technical when there's an understanding that technical knowledge will be exchanged.

For example:

Judging

Whitepapers

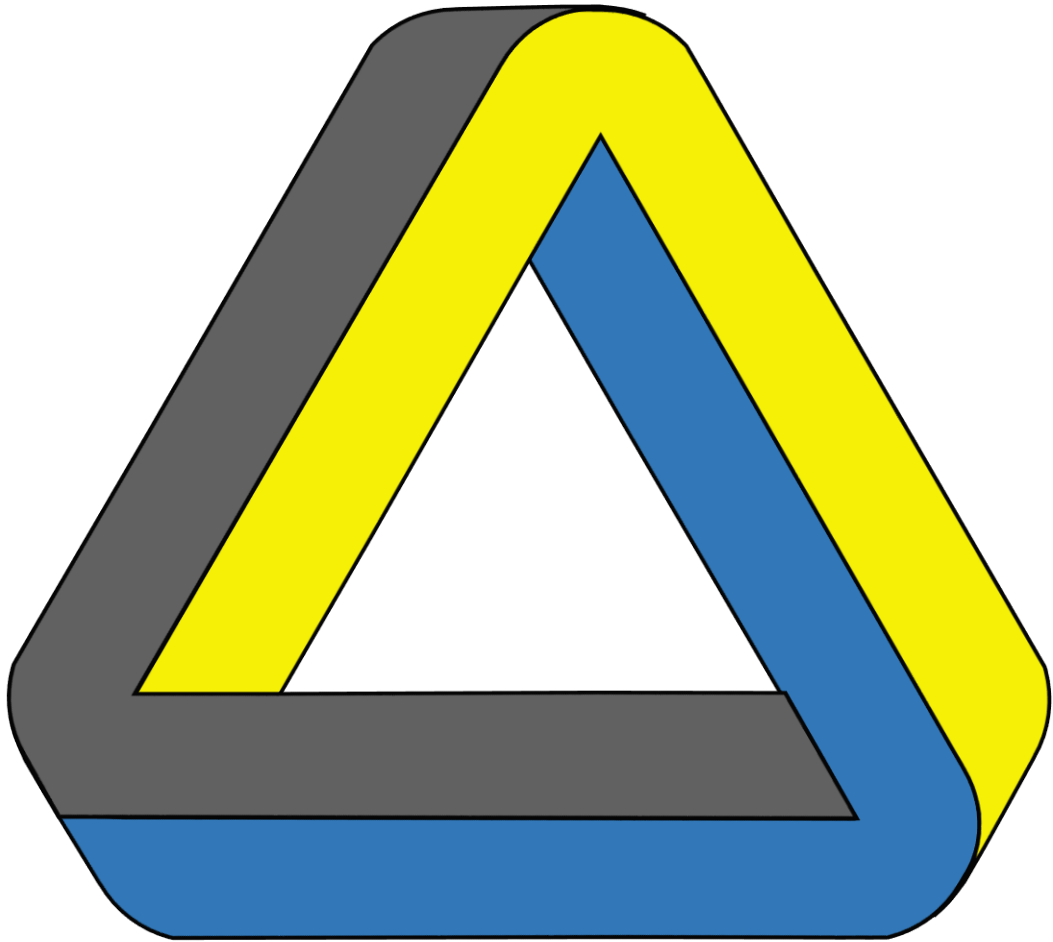
Spec sheets

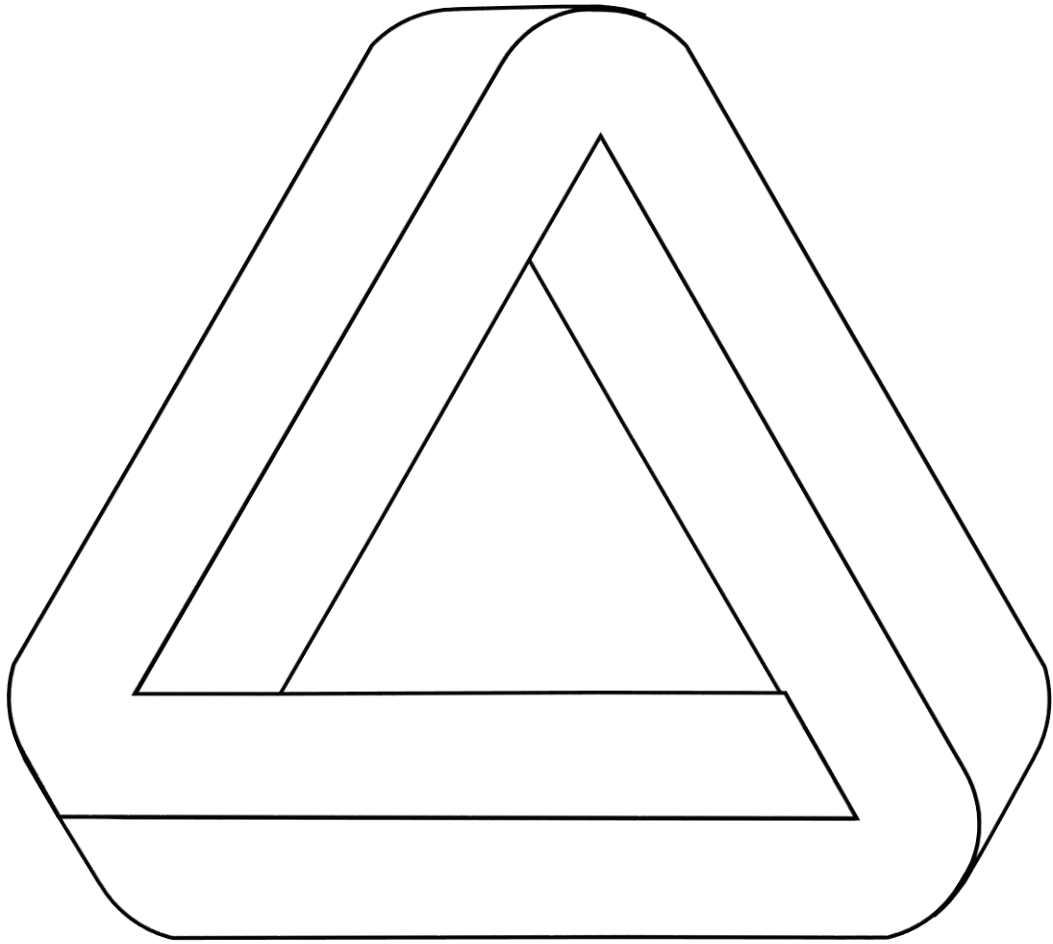
Technical brochures

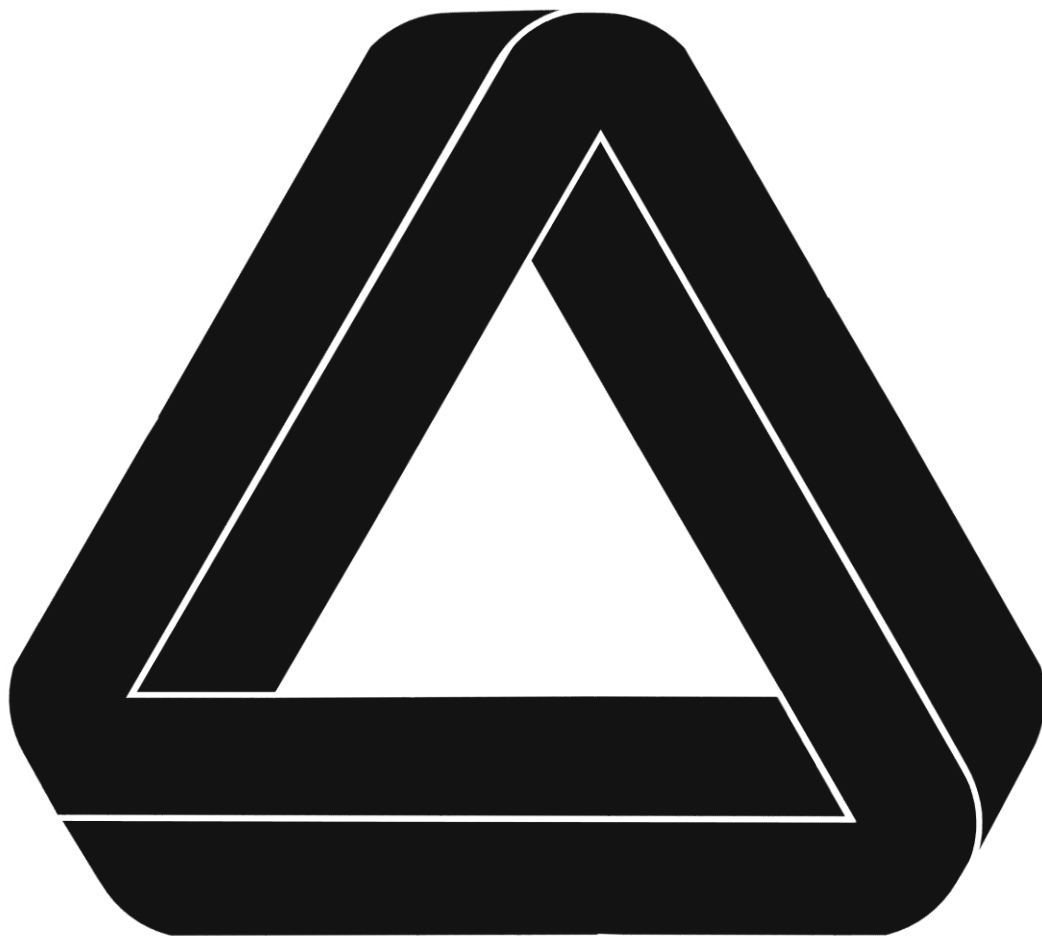
Resource database

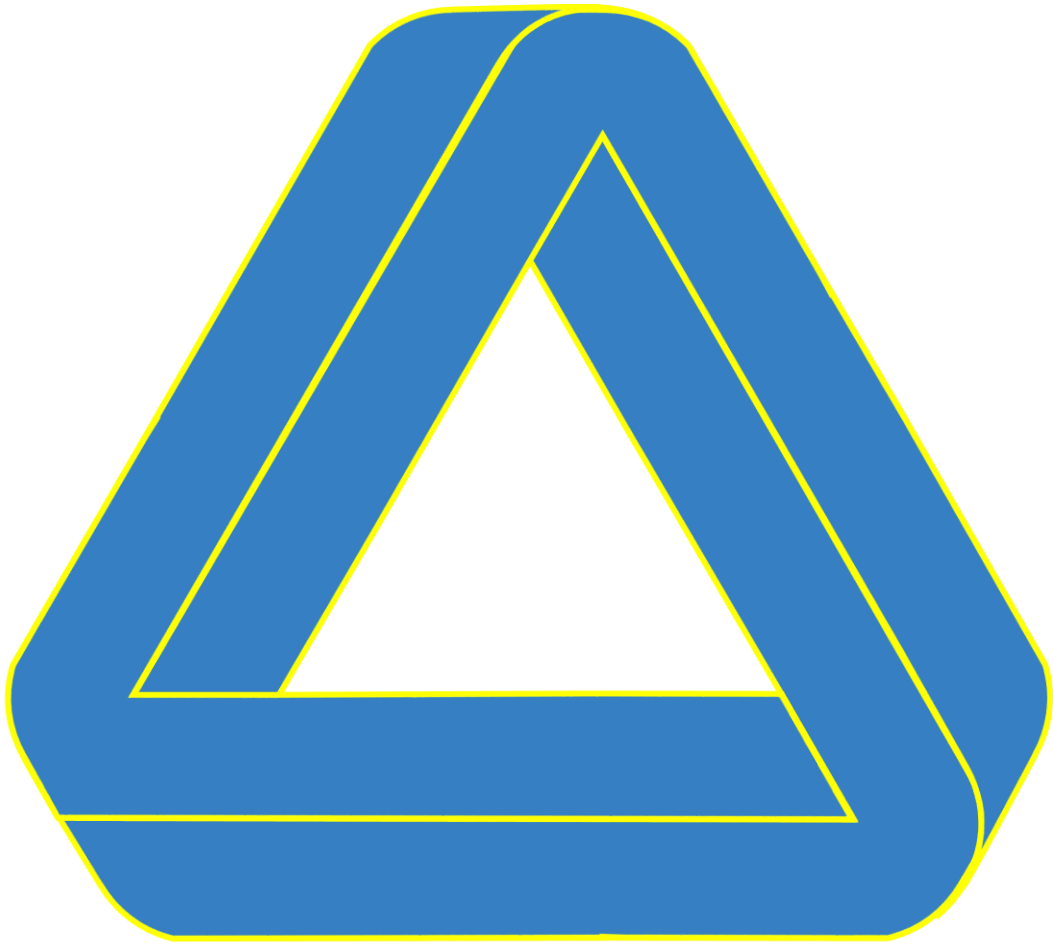
Iconography

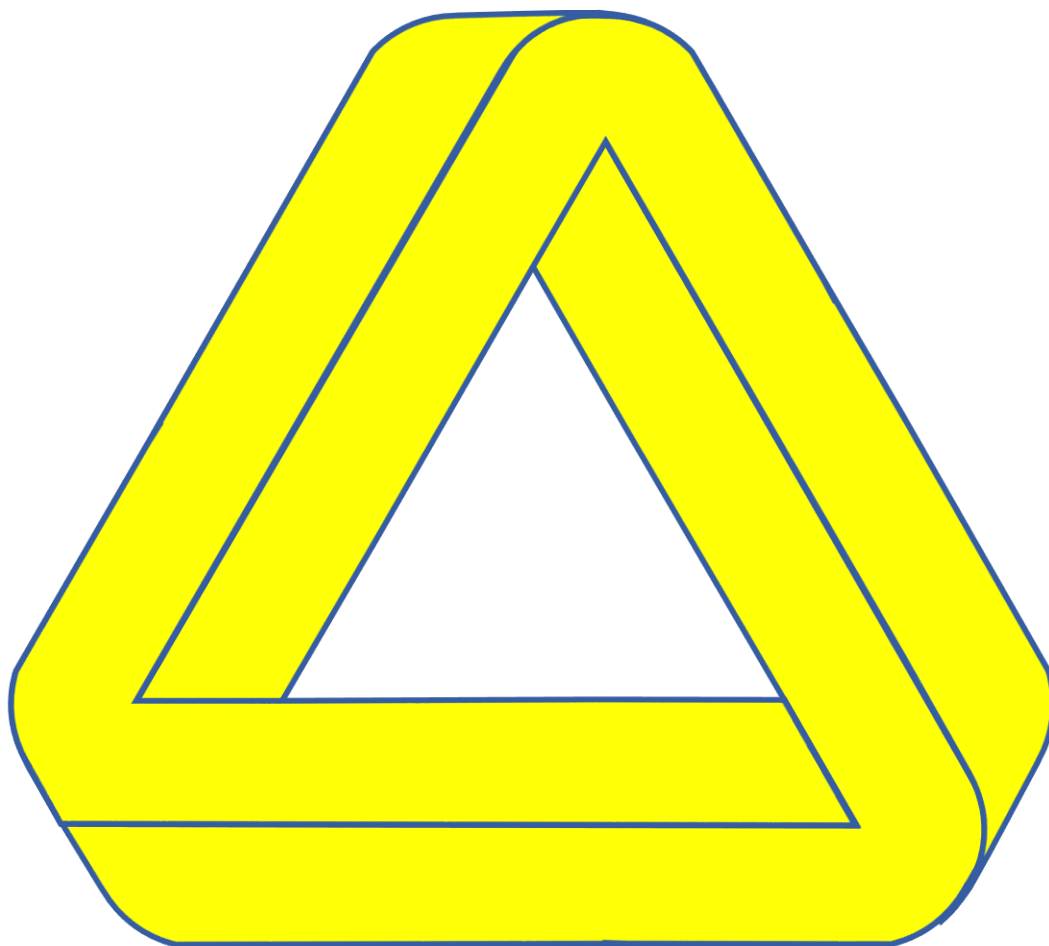




















What is that?

The logo crosses two mathematical objects: the Penrose triangle and the Möbius strip.

The Penrose triangle is an impossible object.

The Möbius strip is a surface with only one side and only one boundary component.

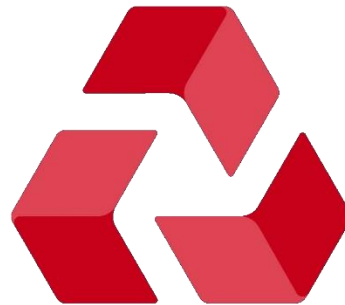
Inspirations

Many professional logos use either geometric objects.

Here's a few:



The Verge
Technology news



Natl. Westminster Bank
Banking and finance



Google Drive
Cloud storage



Visual Studio 2010
Software Development Tool

About the logo

The logo is

- triangular
- flat
- 3D-esque
- simple
- customizable
- modern
- intelligent
- mathematical
- appealing
- bold
- visible
- distinctive
- professional

Specifications

The logo is highly customizable.

Editable in PowerPoint, Illustrator, InkScape, etc.

Vector and bitmap available.

Can be scaled from small print

(stickers, business cards)

to large print.

(exhibition hall posters, billboard size ads)

The logo is colorful.

from 48-bit color

to monochrome

to outline

to just black and white.

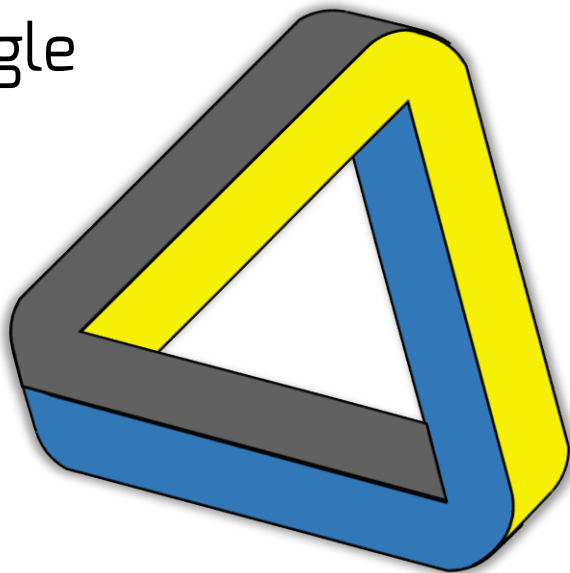
Usage

Logo shown previously illustrate the shape and design of it.

In reality, logo must be used as follows:

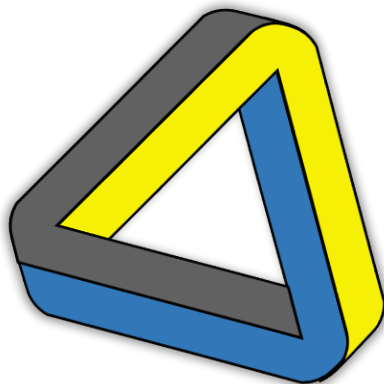
Colors augmented through outline and/or shadow

On an angle



Usage

- Use logo to identity team.
- Use monochrome if *necessary*.
- Scaling of logo must be proportional.
- Make sure logo is visible and clean.
- Reserve a reasonable margin of space around logo.
- Gradient coloring may be used.
- When using three colors, follow Team coloring scheme.
- When monochrome, maintain color integrity.





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FRC Team 1640
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Additional graphics



Built by
FRC Team 1640



Published by
FRC Team 1640



Check out
www.team1640.com

Wait, there's
Colors

Three basic colors



Yellow

RGB: 231, 226, 0

HEX: #E7E200



Blue

RGB: 43, 110, 171

HEX: #2B6EAB



Gray

RGB: 89, 89, 89

HEX: #595959

Pattern fill textures

Yellow w/ cross of orange



Blue w/ cross of dark gray



Gray w/ white speckles



Slogans



FRC Team 1640

The seemingly impossible is possible.

Think ahead.

Builders of tomorrow.

One more thing...

Marketing



The logo provides many opportunities for marketing and gift giving.

- Colorful bracelets
- Earrings of logo
- Buttons with logo
- Lapel pins with logo
- Stickers

Putting it all
together



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FRC Team 1640
Builders of tomorrow.



Sample business card

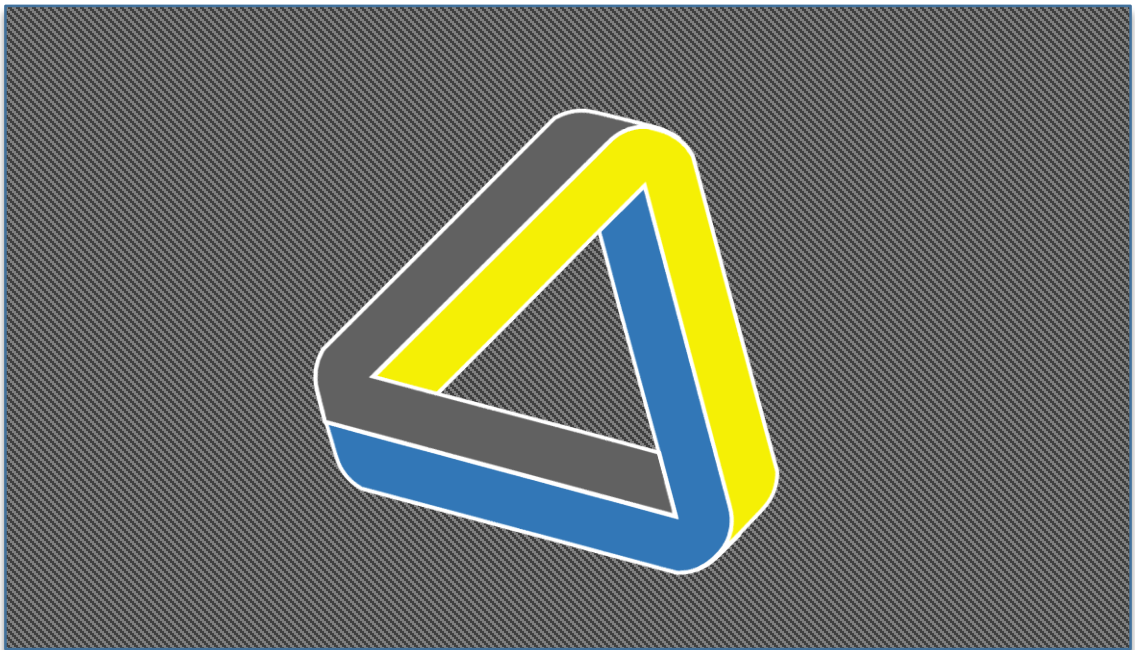
FRC Team 1640 [//sab.bot.age](http://sab.bot.age)

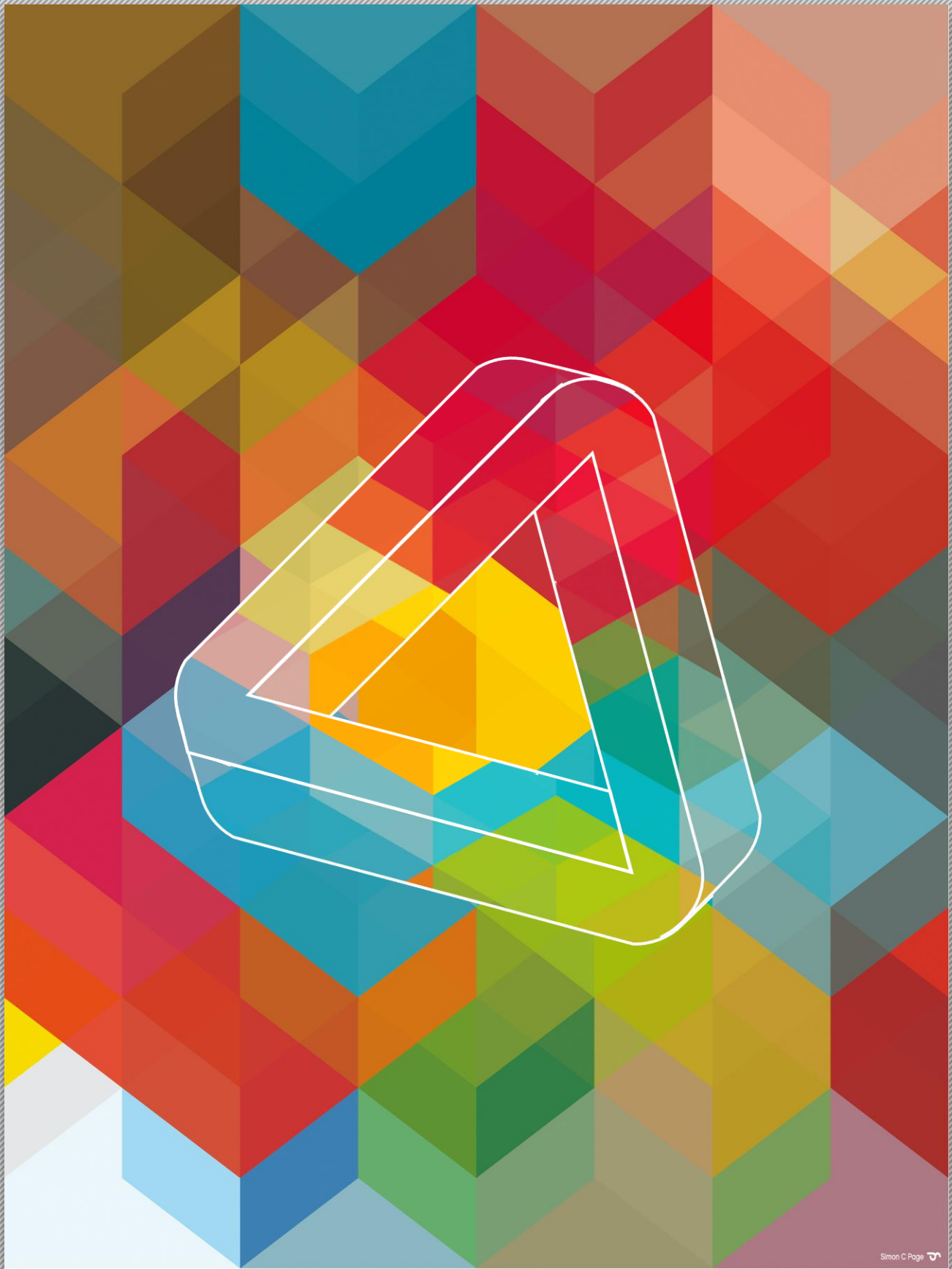
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team1640.com

Builders of tomorrow.





Simon C Page 