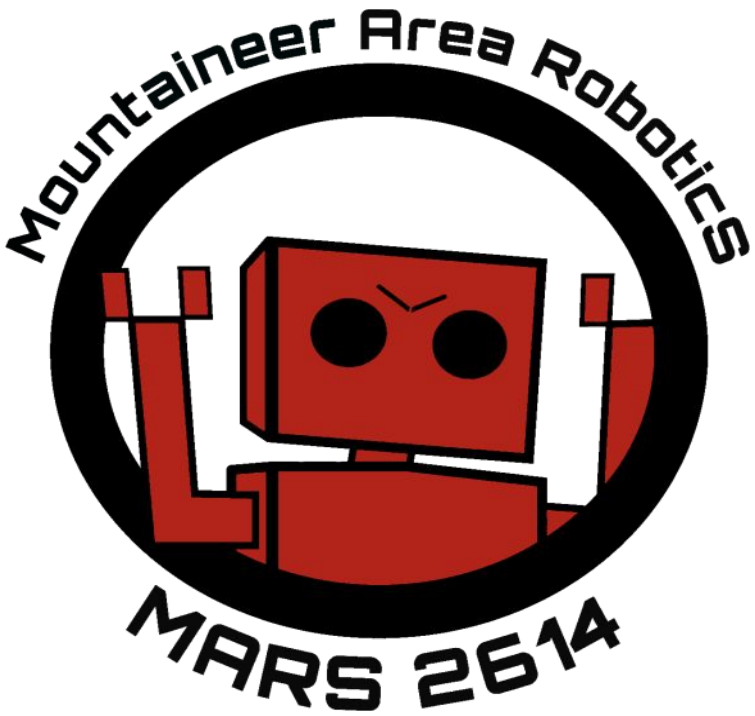


Branding Standards

Developed by MARS, Team 2614

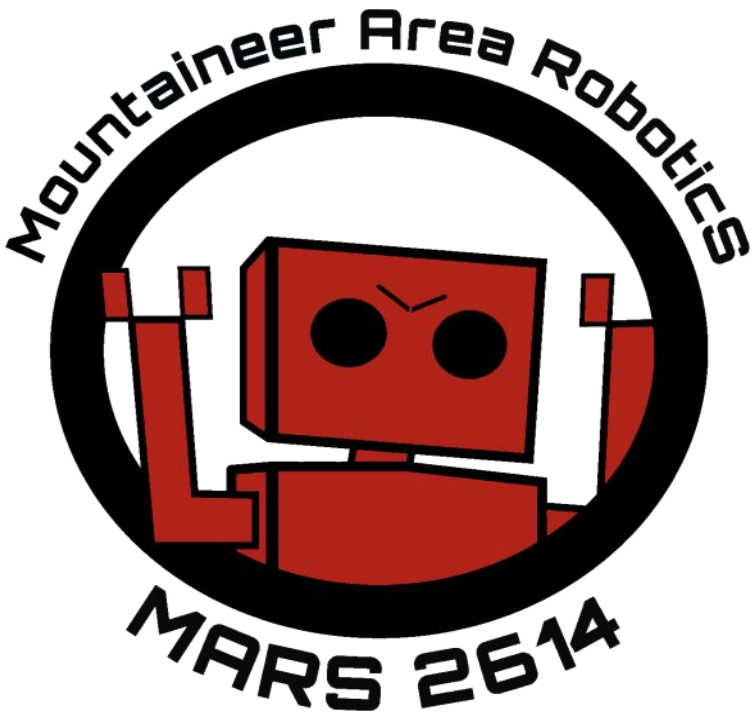
Adapted from the Team 254 Branding Standards.

Purpose of Branding Standards

This document consists of comprehensive and detailed branding standards meant to strengthen team image and ensure that the MARS, Team 2614 logo is used only in professional, educational, and productive environments.

Branding Modifications

MARS, Team 2614 can at any time develop and produce variations or modifications of the base MARS Logo, as long as the modifications do not violate CORE BRANDING STANDARDS.



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Team Name

The team name (*Mountaineer Area RoboticS*) is critical to success. MARS has succeeded in its community and throughout the world due to its memorable and easily used name abbreviation (*MARS*). Either of which may be used in formal or informal documents.

The team name may not be changed under any circumstances except by that of team vote with a unilateral outcome.

Official Team Name: *Mountaineer Area RoboticS*
Name Abbreviation: MARS
Variations on Name: “MARS—Team 2614”, “Team 2614”, “2614”, “MARS 2614”, “MARS FRC”, “Mountaineer Area RoboticS—Team 2614”.

Team 2614 should not be referred to as any other alias not listed above, including; Morgantown Area RoboticS, MARS RoboticS, or similar misconceptions.

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Typography

MARS has chosen a single font family to be predominately used in team media, such as the team website. Certain forms of media may use different typefaces, and the font family chosen is not critical to team image.

Header Font: Orbitron

Primary Font: Ubuntu

Secondary Font: Bebas Neue

Robot names are stylized individually and are not subject to branding standards.

Vertical lettering should be avoided at all times.

Website Specific Typography

The software used for our website alters our branded fonts in an unsatisfactory way, for that reason we've chosen the following fonts to be used on our website.

Heading One: Josefin Sans

Heading Two: Freight Sans Pro

Heading Three: Freight Sans Pro

These fonts are unacceptable for anything other than MARS website.

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Color Palette

The predominant color in all communications materials should be selected from the primary palette.

Long body text should always be displayed in primary black on a primary white background. Accent text and graphics may be displayed in any of the primary MARS colors; preferably MARS Red.

The 2614 palette should always be displayed on the RGB scale when possible.

All reds used in produced media must be the standard approved MARS Red.

RGB Color Code: #B32416
R: 179 G: 36 B: 22
C:0 Y:80 M:88 K:30

RGB Color Code: #000000
R: 0 G: 0 B: 0
C:0 Y:0 M:0 K:100

RGB Color Code: #FFFFFF
R: 255 G: 255 B: 255
C:0 Y:0 M:0 K:0

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Presentation Palette

In presentation mediums, colors from the presentation palette may be used for background design elements to shift the viewer's eyes to the content.

Different scales of gray may be used in presentation, but they must remain warm or neutral-toned.

In informal presentation mediums exclusively, the MARS Red may be shifted to be darker or dulled. At that time may other colors be used if agreed upon.

RGB Color Code: #B32416
R: 179 G: 36 B: 22
C:0 Y:80 M:88 K:30

RGB Color Code: #000000
R: 0 G: 0 B: 0
C:0 Y:0 M:0 K:100

RGB Color Code: #363636
R: 54 G: 54 B: 54
C:0 Y:0 M:0 K:79

RGB Color Code: #FFFFFF
R: 255 G: 255 B: 255
C:0 Y:0 M:0 K:0

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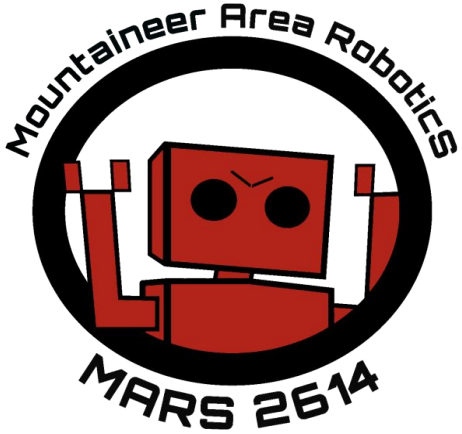
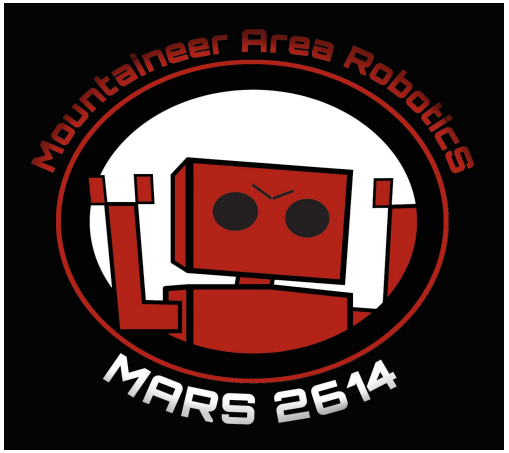


The MARS Logo

The Team 2614 MARS Logo should be used in compliance with the standards here. Only when necessary should a grayscale version be used. Keep the MARS Logo area clear of all elements that may sacrifice the integrity. The MARS Logo should always be seen clearly and shown on all materials released by Team 2614.



When Used in Non-Color Documents

The MARS Logo should not be used on any non-color documents except when absolutely necessary, either due to cost or lack of a color print capable printer. When it is necessary, use the white/transparent background image and select the grayscale option in the print options for the best outcome.

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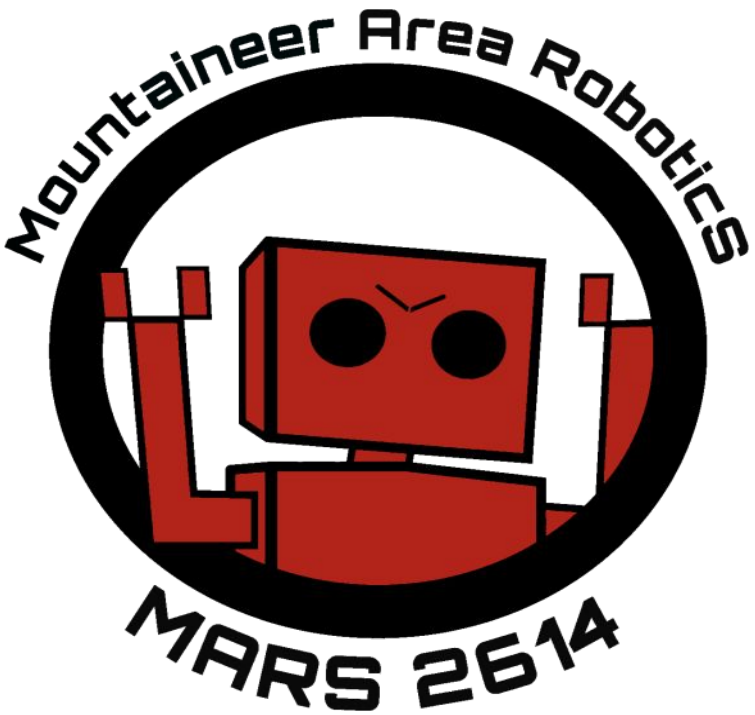
Unacceptable MARS Logo Treatments

The *MARS Logo* should not be:

- Stretched out of proportion
- Displayed on a low contrast background
- Recreated with substitute fonts
- Styled with any 3D effect
- Tilted or rotated
- Watermarked behind text
- Displayed at partial opacity
- Cropped
- Duplicated to create a pattern
- Displayed with low resolution
- Or any other variation, unless it is accepted by the mentors of Team 2614.



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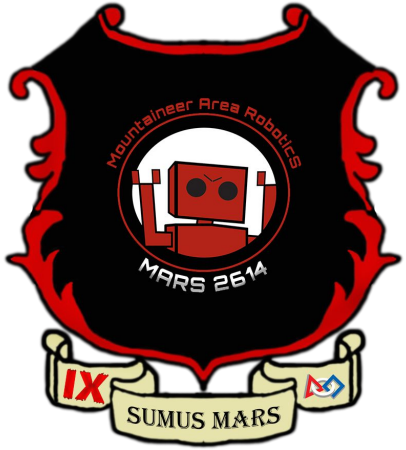
Themed MARS Logos

During certain seasons MARS students will create themed graphical variations of the MARS Logo with the same theme as the current year's game.

These themed logos are often used exclusively for buttons at events, but have also been used as elements alongside the traditional logo in game specific documents.

POWER UP, 2018



Stronghold, 2016

STEAMWORKS, 2017

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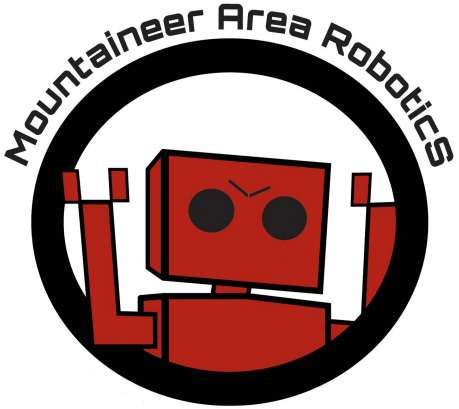
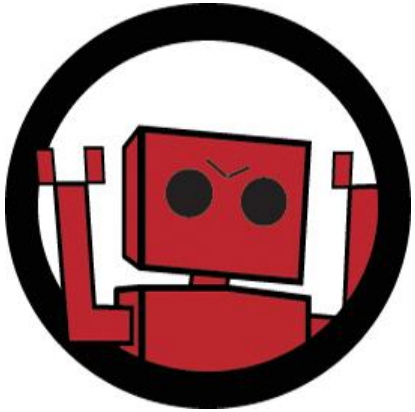
Variants of the MARS Logos

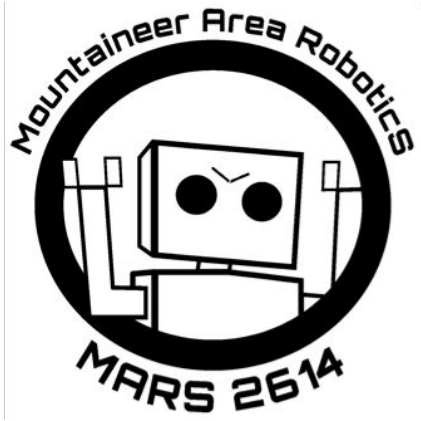
The MARS Logo have been altered many times to fit the needs of MARS, all uses of the MARS Logo must fall in compliance with our most recent adaptation.

Several versions of the MARS Logo with different variants of words and shades of red.

When adjusting for non-color documents the bottom left and right logo version were created, but are not in use anymore in favor of the traditional MARS Logo de-saturated.







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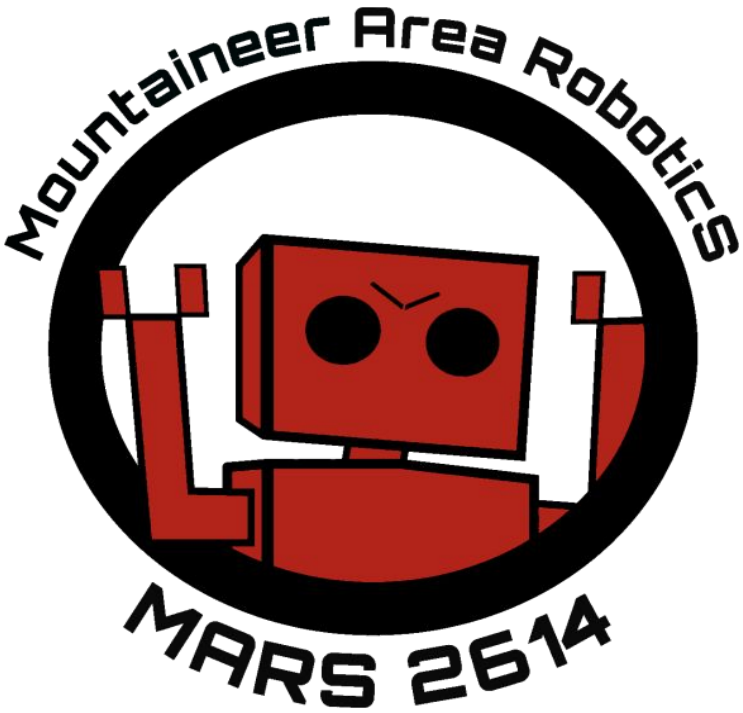
File Types

The MARS Logo is available in a single file type so as to avoid false duplication and enable easy importation of the MARS Logo into various different printable/viewable media formats.

This file type, PNG (.png), is known to be compatible with Microsoft Word, Microsoft Publisher, Microsoft PowerPoint, Microsoft Excel, Adobe Photoshop CC, Adobe Premiere Pro CC, Windows Movie Maker, iMovie, Microsoft Paint, Windows Photo Viewer (Windows 8 and Lower), and the Mac “Photos” application. Using the PNG file type with other programs is not necessarily recommended, though it is likely to work.

Both the white (“Traditional”) MARS Logo and the black (“Anniversary Revision”) MARS Logo are available at marsfirst.org/resource-links in the team branding package.



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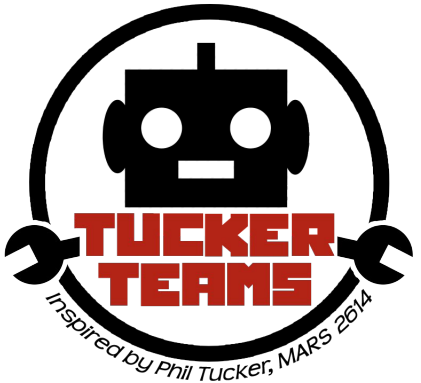
Other Applicable Logos

Through the 2017 World Chairman's Award, MARS entered the FIRST Hall of Fame. Subsequently, MARS began including the Hall of Fame logo on most documentation. Though a full-color version of the logo is available, MARS uses the black and white variant to suit its color scheme.

The Tucker Team follows the same unacceptable treatments as the MARS logo, detailed on page 8. Keep the Tucker Team logo area clear of all elements that may sacrifice the integrity. All Tucker Team based documentation must include the logo in some capacity, ideally the version including text.



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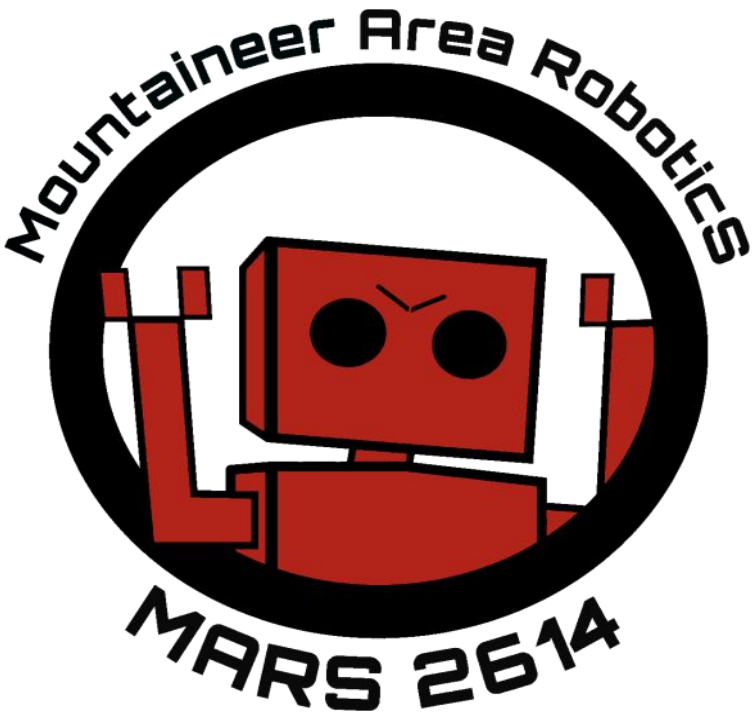

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