FIRST Robotics Competition Team #6574

Ferradermis
Imagery Guidelines

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Team Mission

The mission of Ferradermis is to create a sustainable extracurricular environment and provide mentorship for high school students to participate in the FIRST Robotics Competition (FRC). Ferradermis aims to prepare members for STEM and business careers, while challenging, empowering, and inspiring students. The team also strives to build leadership skills, self belief, and gracious professionalism.

Branding Changes

Students and mentors may make changes to the current branding standards only with the approval from the student team leaders and mentors. This restriction is necessary to uphold the image and representation of the team, but it is not intended to eliminate artistic creativity or inspiration.

Team Information

Official Team Name: Ferradermis ("Fair-uh-dur-miss")

Team Number: 6574

Website: www.ferradermis.org

Email: ferradermis@gmail.com

**Facebook:** www.facebook.com/ferradermis/

In official team publications or designs, the team should never be referred to as 'Ferra' or 'FD'.

Appropriate Logo Usage

The Ferradermis standard shield logo should only be used in the colors shown. The grayscale and the one color versions of the logo should only be used when necessary. The logo may be shown upon the approved background colors of white, black, and light gray as specified in 'Color Palette'. Subtle gradients are also acceptable. In general, the logo should be easily visible and clear of any distracting visual elements.

If the logo is being used on something very small, handmade, or embroidered to the point where the text on the logo is compromised, the logo may be used without the text at the top or bottom.
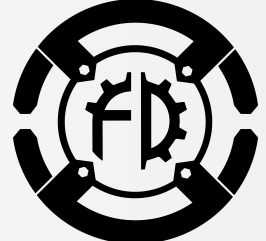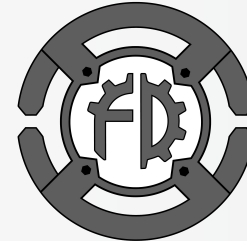
Inappropriate Logo Usage

The logo should NEVER be:

- Rotated
- Stretched/Squished
- Placed upon an inappropriately colored background
- Recolored/Inverted outside of the approved logos
- Too faint to read
- Cropped
- Made unreadably small with text

Or any other variation unless specifically approved by team leaders and mentors

Color Palette

These colors are approved for items associated with the brand of Ferradermis, which includes but is not limited to apparel, graphics, website, marketing materials, ect. When necessary or when hex codes inputs are unavailable, reasonable approximations are acceptable.

Primary Red
#EC2024

Primary White
#FFFFFF

Primary Black
#000000

Light Gray
#C9C9C9

Dark Gray
#A6A8AB

Typography

For decorative or graphical use, Android Assassin is the prefered font. For other uses, or in the event that Android Assassin is unavailable, the font family Arial is to be used. A similar font may be used when Arial is unavailable.

Title Font: ANDROID ASSASSIN

Primary Font Family: Arial

Team Avatar

Since 2018, FIRST has allowed for the use of Team Avatars, small images to represent the team on competition displays.The standard team avatar features the shield logo upon a black background with rounded corners.

Artistic representations of the team are also acceptable, preferably with some reference to the current years theme. With the exception of the standard avatar, new avatar designs must be approved by the student team leaders and mentors before being made submitted for public use.

Robot Branding

Sponsor logos on the robot should be one color, vinyl cut preferably in the color red, but black or white are also acceptable. The logos need to be placed somewhere visible, and must be on the current season robot by the time of the first competition. Art may accompany the sponsor logos if desired and approved.

The bumpers are custom made in the font Android Assassin and feature black numbers within a white border. The pre-ironed size of the white border should be 1/4" thick with numbers 4" tall in the color black. Numbers should be as centered as possible.

Team Shirts

Standard team shirts feature a black shirt with the team shield logo on the front and the seasons sponsors on the back. Sponsors should be scaled or otherwise denoted depending on their sponsorship level. Decorative art based on the season's theme is also acceptable on the back of the shirts.

Special shirts using the team logo may also be approved. These can range from atypical shirt styles to commemorative designs.

Team Apparel

At official and off season competitions, the team t-shirts will be coordinated yearly, worn with jeans, khakis, or similar pants without major distressing or tears. Closed toe shoes are also required. Sweatpants, shorts, or similar legwear is not allowed. When indoors, the team shirt should not be covered unless a team sweatshirt or pullover is worn over it.

Team members on the drive team are expected to wear a team pullover and the appropriate position armor plate.
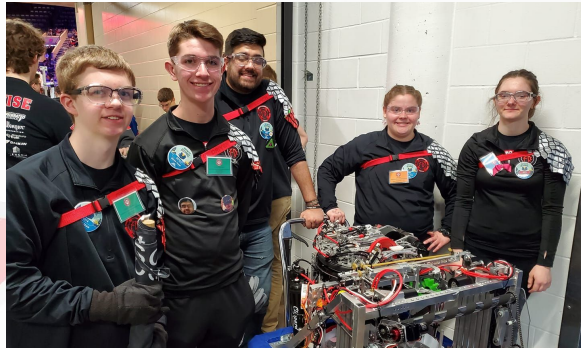
At other team events, any shirt with the team logo on it is appropriate, and appropriate looking shorts are acceptable, but otherwise all of the other clothing guidelines should be followed. Above all, those representing the team should make a reasonable effort to dress professionally.

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CAD Drawings

Drawings are files generated using a CAD software and are given to students on the mechanical team for manufacturing. Parts featured in these drawings must adhere to the CAD Naming Guidelines and must be printed and documented in the Technical Documentation Binder brought to official competitions.
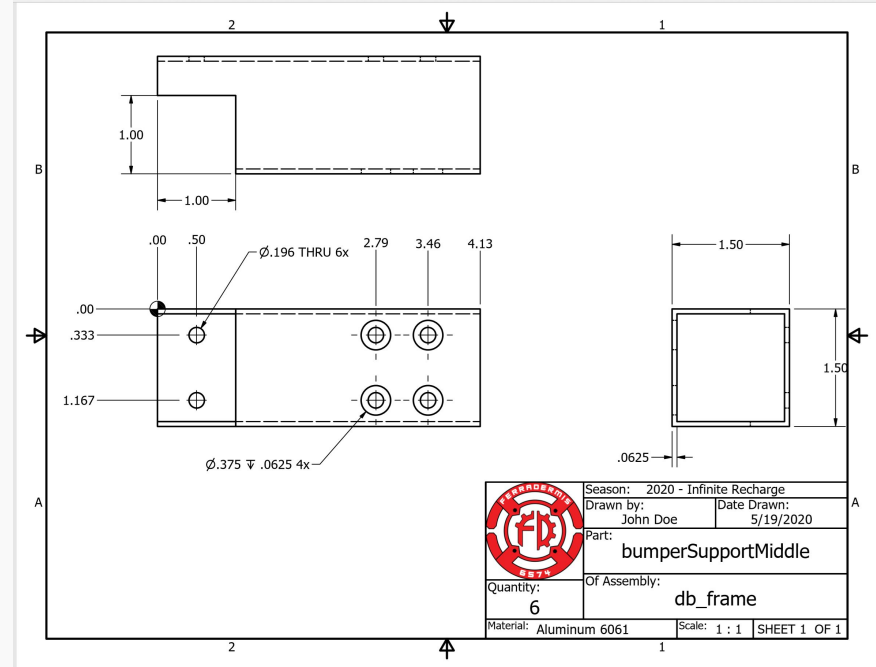
Social Media

Currently, the team actively maintains a social presence on Facebook. Posts made to the Facebook page should use appropriate language and grammar/spelling. They should also typically accompany a relevant photo/video as well.

Accounts on other social media sites are to be made at the discretion of the Administrative team and must be maintained with the same level of quality as all withstanding accounts.

Acceptable Hashtags: #morethanrobots #omgrobots