Introduction

BRIGHT FUTURE AHEAD

The Robotics Education & Competition Foundation’s mission is to increase student interest and involvement in science, technology, engineering, and mathematics (STEM) by engaging students in hands-on, affordable, and sustainable robotics engineering programs.

We see a future where all students design and innovate as part of a team, experience failure, persevere, and embrace STEM. These lifelong learners emerge confident in their ability to make the world a better place.

DESIGN | INNOVATE | EXCEL
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WE ARE OUR BRAND

The Robotics Education & Competition Foundation brand communicates excellence and serves as the first impression with any audience, either in person or online. These guidelines are intended to promote the clear and consistent use of the Robotics Education & Competition Foundation's identity as a global and interdisciplinary team who work together toward a common mission.

The standards extend to the use of the logos, colors, typography and other marks that involve the Robotics Education & Competition Foundation.

The major objective of setting brand standards is to display a clear and consistent message across all forms of communication. The Marketing team will provide strategic assistance on any branding applications that are unclear. For more information about the Robotics Education & Competition Foundation brand or these guidelines, please contact the Marketing team at marketing@roboticseducation.org.
COMMUNICATION

Voice

All communications should be plain-spoken and uncomplicated with a minimum of jargon. The Robotics Education & Competition Foundation and our offerings are:

• Connected  • Team Oriented  • Innovative  • Hands-On  • Fun
• Student-Focused  • Engaging  • Problem-Solving  • Sustainable  • Dynamic

In correspondence the first usage should include the full name: Robotics Education & Competition Foundation.

CORRECT USAGE
The Robotics Education & Competition Foundation REC Foundation

INCORRECT USAGE
The Robotics Education and Competition Foundation
RECF
REC
BRAND POSITIONING
Clear Space

Leave some clear-space around the logo to ensure the legibility. This isolates the logo from any other elements such as text, photography, or background patterns that may detract attention or lessen the overall impact.

The clear-space minimum should be equivalent to the vertical height of the “R” regardless of the size of which the logo is being reproduced.
BRAND BEHAVIORS

Logo Versions

PRIMARY 1-COLOR LOGO
Primary logo on white or light colored background.
Reversed Primary logo on black or dark background.

TAGLINE PRIMARY LOGO
Primary logo on white or light colored background. Tagline under logo.
Reversed Primary logo on black or dark background.

The clear-space between the logo and tagline should be equivalent to the width of the last line in “C” regardless of the size of which the logo is being reproduced.
TAGLINE
Colors and Usage

The Robotics Education & Competition Foundation sees a future where all students design and innovate as part of a team, experience failure, persevere, and embrace STEM. Our tagline below incorporates all of these areas.

Inspiring students, one robot at a time.

The tagline is typeset with PF DIN DISPLAY PRO REGULAR. The tagline color can be from any of the Primary to the Secondary color palette. (Refer to page 15 for color palettes)

Inspiring students, one robot at a time.

Do not split or mix the colors together on the tagline.

Robotics Education & Competition Foundation
Inspiring students, one robot at a time.

The company name is typeset with DIN CONDENSED REGULAR. When placing the company’s name, always left align with the tagline. Proper minimal spacing should be observed. The dotted line indicates that the “n” in “Competition” and “.” in “time” should align.
VISUAL IDENTITY

The Robotics Education & Competition Foundation seeks to convey a sense of challenge and fun, where students are energized and excited about the possibility to design and build a creation of their own. Visually, our brand should build interest and convey the quality and reach that our offerings provide.
VISUAL IDENTITY

Introduction

The Robotics Education & Competition Foundation logo uses Pantone® 7683. The color palette is broken down into two categories: Primary and Secondary Color Palettes. The Primary Color Palette, should only be used in the 1-Color logo application. The Secondary Palette us used in a variety of graphics and background.

The Robotics Education & Competition color palette allows the brand to be communicated clearly and appropriately. The colors are meant to evoke excellence in education.

These colors are listed in the following color models:
Pantone ® (for 2-color printing)
CMYK (for 4-color/full color process printing)
RGB or HEX values for web and screen.

Please choose the appropriate values for the medium in which you are working.
Arial MT Std is our primary typeface and should be used for all communications. Arial MT Std is sans-serif font has been chosen for compatibility as well a clean look. Italic variants should only be used for highlighting, titles or quotes.

Arial MT Std Font Family
Arial MT Std Font Light
*Arial MT Std Font Light Italic*
Arial MT Std Font Regular
Arial MT Std Font Medium
*Arial MT Std Font Medium Italic*

Arial MT Std Light
ABCDEFghijklmnopqrstuvwxyz
1234567890

Arial Std Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Std Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
The DIN family shines with its sharp corners and contemporary look. It has been used successfully in magazines, corporate applications and packaging in fields such as music, fashion, technology, and visual arts. These fonts are also used in our company name and tagline.

<table>
<thead>
<tr>
<th>COMPANY NAME FONT</th>
<th>DIN Condensed Family</th>
<th>DIN Condensed Light</th>
<th>DIN Condensed Regular</th>
<th>DIN Condensed Bold</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
<td></td>
</tr>
<tr>
<td></td>
<td>DIN Condensed Light</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
<td></td>
</tr>
<tr>
<td></td>
<td>DIN Condensed Regular</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
</tr>
<tr>
<td></td>
<td>DIN Condensed Bold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TAGLINE FONT</th>
<th>PF DIN Display Pro</th>
<th>PF DIN Display Pro Regular</th>
</tr>
</thead>
<tbody>
<tr>
<td>PF DIN Display Pro Regular</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
</tbody>
</table>
COLOR PALETTE

Primary Color

Color is fundamental to the visual identity. Specifically, the color palette of blue, symbolizes communications, truth, loyalty, wisdom, confidence, and intelligence. Pantone® 7683 C should be unique to the Robotics Education & Competition Foundation color palette.

Pantone® 7683 C

RGB  66  109  169
HEX/HTML 426DA9
CMYK 83  55  0  0

NEUTRAL COLORS

BACKGROUNDS, TEXT COLORS COLOR

- RGB 255  255  255
  HEX/HTML FFFFFF
  CMYK 0  0  0  0

- RGB 247  247  247
  HEX/HTML F7F7F7
  CMYK 2  1  1  0

- RGB 247  247  247
  HEX/HTML F7F7F7
  CMYK 2  1  1  0

- RGB 236  236  236
  HEX/HTML ECECEC
  CMYK 6  4  4  0

- RGB 217  217  216
  HEX/HTML D9D9D8
  CMYK 14  10  11  0

- RGB 178  177  175
  HEX/HTML B2B1AF
  CMYK 31  25  27  0

- RGB 125  124  122
  HEX/HTML 7D7C7A
  CMYK 52  44  46  9

- RGB 33  39  33
  HEX/HTML 212721
  CMYK 67  44  67  95
Pantone® 7683 and Pantone® Process Black may also be used as tints in the following percentages 25, 50, and 75. When printed in CMYK, black should be build as Rich Black (C 60, M40, Y40, K100) when applied to solid fields. Please note that Rich Black should never be applied to text.
SECONDARY Colors

Secondary colors work best as a foundation for highlights or accents. They should not be used as a dominant color. This palette provides complimentary accents to the primary color. Each color in the palette may be used in tints ranging from 1% to 99%.

Pantone® 534 C
RGB 27  54  93
HEX/HTML 1B365D
CMYK 95  74  7  44

Pantone® 7687 C
RGB 29  66  138
HEX/HTML 1D428A
CMYK 100  78  0  18

Pantone® 7453 C
RGB 123  166  222
HEX/HTML 7BA6DE
CMYK 53  26  0  0

Pantone® 158 C
RGB 232  119  34
HEX/HTML E87222
CMYK 0  62  95  1

Pantone® 575 C
RGB 103  130  58
HEX/HTML 67823A
CMYK 55  9  95  45
LOGO
Secondary Brand Logo

SCHOLARSHIP LOGO
Logo is only used for Scholarship Program. Logo is 2-color.

PMS Colors
Light Blue 7683 C
Dark Blue 534 C

INTERNATIONAL ROBOTICS HONOR SOCIETY
Logo used for the International Robotics Honor Society. Logo is 2-color.

PMS Colors
Light Blue 7683 C
Dark Blue 534 C

STEM HALL OF FAME
This logo is only used for the STEM Hall of fame.

PMS Colors
Light Blue 7683 C
Gray/Blue 7545 C
Light Gray Cool Gray 6 C
Black 433 C
Dark Gray 7540 C

ALUMNI LOGO
Logo used for the Robotics Education & Competition Foundation Almuni. Logo is 2-color.

PMS Colors
Light Blue 7683 C
Dark Blue 534 C

*Note that any of the above logos are permitted to be reversed out to a black or white logo.
PROHIBITED LOGO USAGE
Identity Examples

To maintain the integrity of the Robotics Education & Competition logo and promote brand consistency, it is important to use the logo as these below guidelines set out.

The logo *should not* have a white background with in the gear or between the REC letters outlined, transparency, drop shadow, outer or inner glow, emboss, satin or even feather.

*Do not rotate the logo*
*Do not add a drop shadow*
*Do not outline*
*Do not mix color palettes*

*Do not add an outer glow*
*Do not feather*
*Do not place on a color without sufficient contrast*
*Do not place white around or in the gear for the background*
PHOTOGRAPHY

Style

Photography should always reflect our values in the images that we use. We have a vast image library to provide you with visual assets you are looking for. Our photographers convey a photojournalism approach which captures interactions between a community of people who build a dynamic learning environment and technology.

Our image library can be found at:
RoboticsEducation.org/photos

Technical considerations: Images can be reproduced in full color, single color (monotone) and black and white. Printed materials should always be of sufficient/high resolution at 300 pixels per inch.
DESIGN INSPIRATION

The Robotics Education & Competition Foundation takes inspiration from the students we serve, their teachers and mentors, and the competition experience itself. Our design aesthetic is meant to celebrate the fun students have designing and building robots and the learning that they gain with accents of color and dynamic and iconic images and marks.
COMPANY EMAIL
Signatures

John Smith
Regional Support Manager
Robotics Education & Competition Foundation
Inspiring students, one robot at a time.
Phone: 000.000.0000
John_Smith@roboticseducation.org
RoboticsEducation.org
RobotEvents.com

For Robotics Education & Competition Foundation emails please use a clean font, such as Arial or Verdana, these should also match your signature. These are examples of the REC Foundation email signatures. The fonts size should be 12 pt within your emails.

Disclosure on the bottom reads:
This message and its attachments may contain confidential and/or privileged information. If you are not the intended recipient, please notify the sender immediately and destroy all copies of this message and its attachments.
BUSINESS PAPERS
Marketing Materials

Business Card Front & Back Design

KARA SMITH
Regional Support Manager

kara_smith@roboticseducation.org
903.401.8088
1519 Interstate 30 West
Greenville, TX 75402
www.roboticseducation.org
www.robotevents.com

#10 Business Envelope

The design of the standard #10 business envelope has the Primary Logo in the upper left with our address and website. The back flap is the Primary REC color blue, with the white logo. It is a 24 lb White w/ Peel & Seel.
LETTERHEAD
Marketing Materials

8 1/2 x 11 Letterhead

Similar design to the envelope, the letterhead head has the Primary logo featured on the top of the page. The paper stock is a 24 lb Bright White.
<table>
<thead>
<tr>
<th>LETTERHEAD</th>
<th>SUGGESTED LAYOUT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date starts 1.25&quot; from the top of page</td>
<td></td>
</tr>
<tr>
<td>September, 25, 2018</td>
<td></td>
</tr>
<tr>
<td>John Smith</td>
<td></td>
</tr>
<tr>
<td>Corporation</td>
<td></td>
</tr>
<tr>
<td>1234 Ash Street Name</td>
<td></td>
</tr>
<tr>
<td>Greenville, TX 75402</td>
<td></td>
</tr>
<tr>
<td>Dear Mr. Smith,</td>
<td></td>
</tr>
<tr>
<td>Cit elitibustis untemo et aborat es doluptium, sequianditem rem coreper sperec-</td>
<td></td>
</tr>
<tr>
<td>tur sequam reperupta veliciis vent quotiont fugiae volore rem resentur molende</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>No body copy or signature should extend below .75&quot; from bottom of page or un-</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Under address and or tagline.</td>
<td></td>
</tr>
<tr>
<td>Sincerely,</td>
<td></td>
</tr>
<tr>
<td>Thomas Jones</td>
<td></td>
</tr>
<tr>
<td>Title</td>
<td></td>
</tr>
</tbody>
</table>

**BRAND GUIDELINES** • ROBOTICS EDUCATION & COMPETITION FOUNDATION
LETTERHEAD
Memo

In-House Memo's

Similar to the business letterhead, the in-house memo letterhead uses the same set-up with the REC Foundation logo on the top and the tagine and gears on RIGHT lower corner.

This letterhead/memo replaces the chained memo letterhead moving forward.