



RED ALERT ROBOTICS

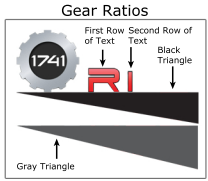
BRANDING STANDARDS

Team Logo

The Red Alert logo is a very important part of our team's outward appearance. As such, it is of utmost importance that it be displayed how it was intended to be displayed. That being said, the relations for how the logo should look in proportion to the gear are as follows:

- The gear should be the same length across from the middle of the outside edge of any cog to the same spot on the opposite cog.
- The triangle should be approximately 5.778 times bigger than the gear horizontally.
- The triangle should be approximately 0.685 times the size of the gear vertically.
- The top row letters should be approximately 0.370 times the size of the gear vertically.
- The bottom row letters should be approximately 0.296 times the size of the gear vertically.

The gear should be placed in the upper left corner of the logo, the triangle placed with the largest angle opening upwards, with the base being parallel to the bottom or top of the page, and the black triangle overlaid onto the silver triangle, connecting at the base. The angles of the small corners of the silver triangle are approximately 13 degrees, the silver triangle's large angle is approximately 153 degrees. The black triangle overlaid onto the silver triangle has a small angle of 10 degrees, and 160 degrees for the large angle



Website Colors

To have our website have a consistent look we have a secondary color palette to compliment our team colors. We use the font Verdana for body paragraphs and places Dodger is not applicable.



Team Colors and Branding

The team logo for Red Alert Robotics uses the Dodger font, for both the team name and the team number. In the background, we use a gray and black triangle. Our team is very specific with the colors we use. Our palette consists of many shades of gray, white, red, and black. Our team logo also contains gradients, one for the triangle which is gray, and red gradient for the "Red Alert Robotics" text. All specific colors can be found in the palette with their respective HTML color code.

DODGER



Verdana



Gear Logo Usage

The gear version of the 1741 logo should be used when there is not enough horizontal space available for the full logo, or where a square icon is required. The gear logo should always be shown with 1741 Red Alert Robotics' team numbers. The gear should always be used on a white or black background, and when a gradient version of the gear is unavailable, use a solid fill of color #B6BCC3 as seen to the left.