



**POWER HAWKS**  
**◆ ROBOTICS ◆**

*Brand Standards*



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### **Application**

Licenses need to be applied to all of our team materials. In particular the website there is a segment of html added to the website to show the type of license and the images associated with it. All of our images have the license added to the attributes of the images in Adobe Lightroom. In text documents you add the following statement:

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## **FRC**

### **Names**

#### **Official/Official**

Power Hawks

Power Hawks Robotics

Team Number (FRC 1111)

### **Logos**

#### **Primary Logo**





### Primary Logo with Text



### Primary Logo with Horizontal Text



### Text Logo Usage

When the logo is used with text, the text should be in Serpentine Bold.



## Logo Spacing



## Logo Usage

The logo should have a buffer zone in all publications, maintaining a clear space on all sides of the logo that is the distance between the end of the last tail feather to the bottom of the second to last tail feather.



## COLORS

The team colors are standardized so a key component of maintaining the organization's brand is uniform and distinguishable. These team colors have also been carefully chosen to stay as true to our past colors as possible, and for maximum convenience for printing and content creation, as they are all based off of common pantone tones.

### Primary Colors

<p>Navy Peony RGB: 34, 58, 94 CMYK: 24, 14, 0, 63 Hex: #223A5E</p>	<p>Clover RGB: 128, 51, 113 CMYK: 0, 34, 10, 46 Hex: #8A3371</p>	<p>Bougainvillea RGB: 152, 131, 185 CMYK: 13, 21, 0, 27 Hex: #9883B9</p>
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### Secondary Colors

<p>Little Boy Blue RGB: 110, 164, 212 CMYK: 40, 20, 0, 17 Hex: #6EA1D4</p>	<p>Icelandic Blue RGB: 170, 173, 194 CMYK: 9, 8, 0, 24 Hex: #AAADC2</p>
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## TEAM TYPOGRAPHY

### Paragraphs and Headings - Georgia

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

### Web and PowerPoint - Verdana

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

### Web and PowerPoint Alternative - Verdana Black

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

Templates for all types of documents should be downloaded from the website at:

<https://www.powerhawks.org/documents>

*\*Alterations to any information in this document must be approved by the current Business Director\* Please contact the Business Director at [zanewitek@powerhawks.org](mailto:zanewitek@powerhawks.org)*