

HOW TO MAKE YOUR
BRAND AMAZING

How to Make Your Brand Amazing

By Liz J (2265), Anna Shaposhnik (846)

FALL WORKSHOPS

HOW TO MAKE YOUR BRAND AMAZING



Hello!

I'M LIZ

FRC 2265 Marketing Veteran. Junior at the Bronx High School of Science. Novel enthusiast!

FALL WORKSHOPS

WANTED!



THE FEMALDENS ARE GUILTY OF

- Detailed determination
- Xed-STEM skills
- Cool merch
- Collaborative teamwork

WILL HUG ON CAPTURE



junge@bxscience.edu



HOW TO MAKE YOUR BRAND AMAZING

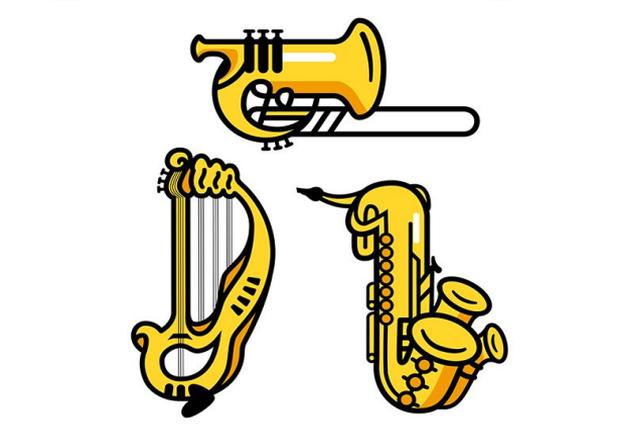


Hello!

I'M ANNA

FRC Team 846 past co-president, alum. USC Lovine Academy for Arts, Technology and the Business of Innovation. Graphic designer. Loves bunnies ❤️

FALL WORKSHOPS



HOW TO MAKE YOUR
BRAND AMAZING

WHAT IS
GRAPHIC
DESIGN?



FALL WORKSHOPS

why does graphic design matter?

**DESIGN =
COMMUNICATION**

HOW TO MAKE YOUR
BRAND AMAZING

DESIGN MATTERS



FALL WORKSHOPS



BRANDING

FALL WORKSHOPS



*Your Brand Is Your **Promise** to
Your Customer*

FALL WORKSHOPS



HOW TO MAKE YOUR BRAND AMAZING



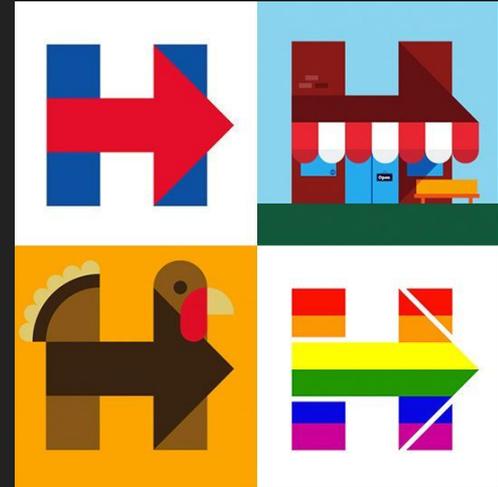
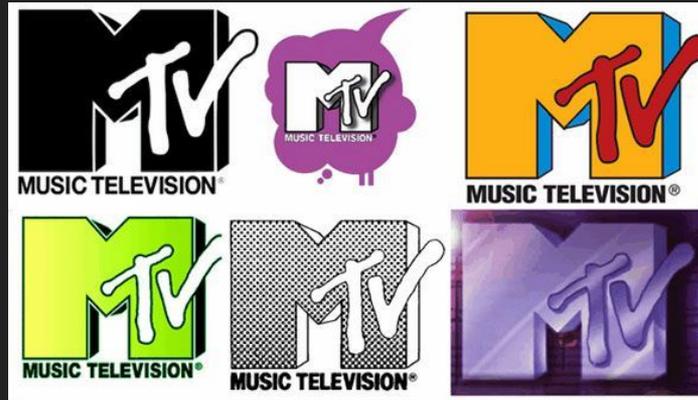
FALL WORKSHOPS

“base”:



What is a Logo System?

- One concept, extended into multiple ideas (in FRC - for the year's theme)



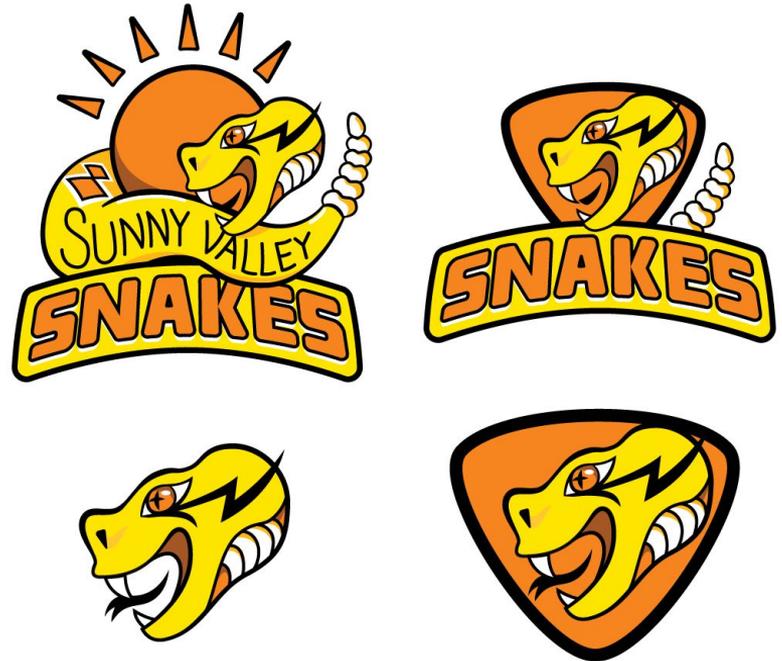
Logo Systems

Logo System

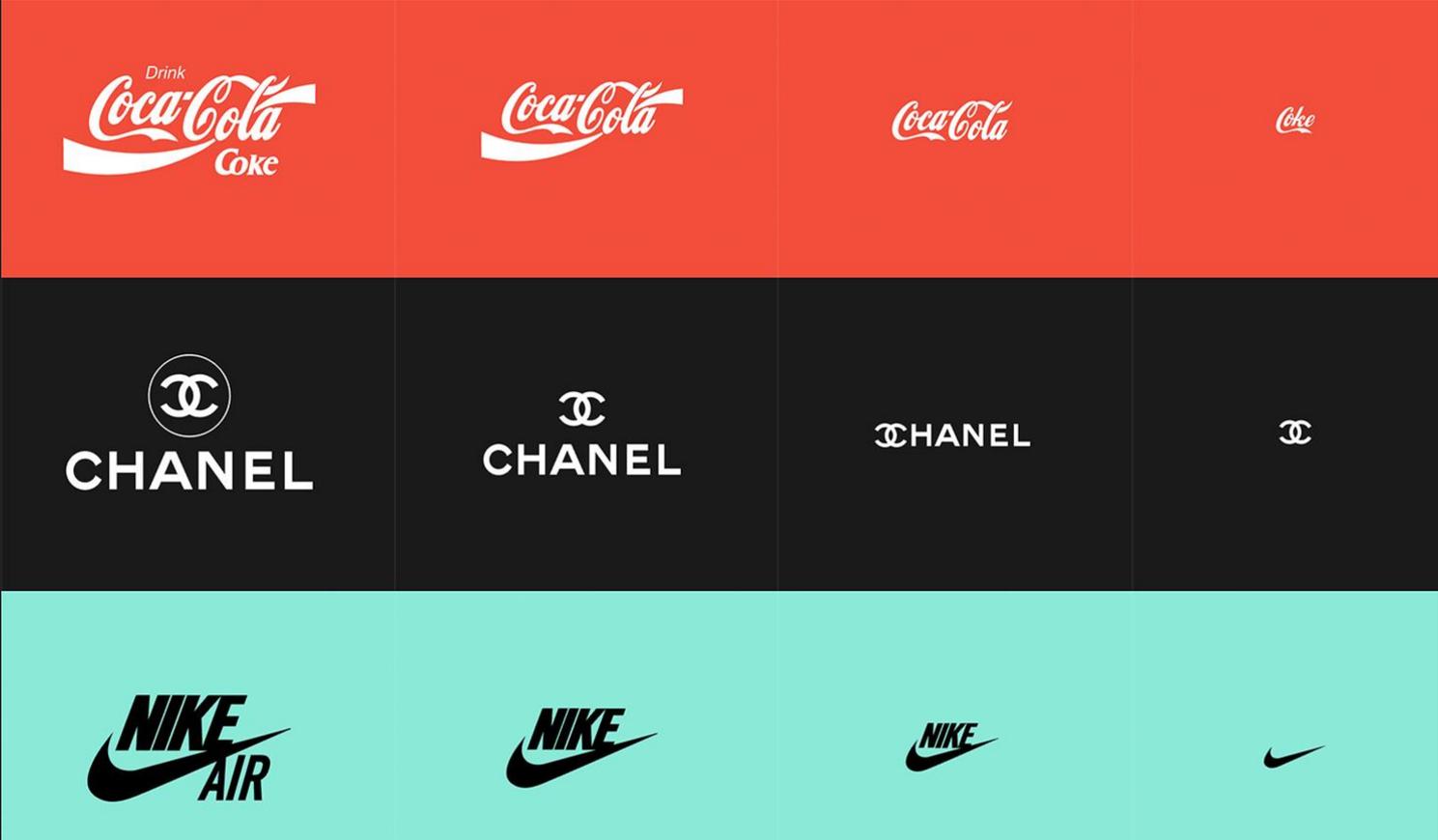
Directly connects the student activities to the school's identity

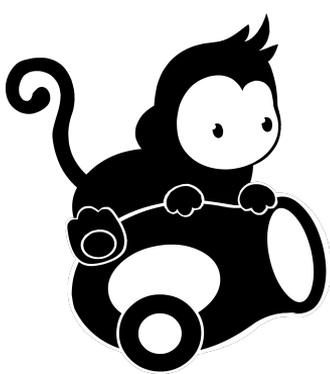


Responsive Logo Design

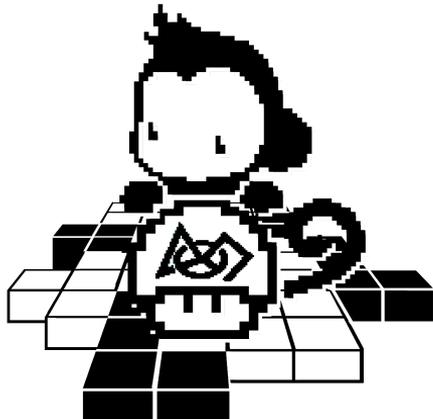


Responsive Logos/Lockups





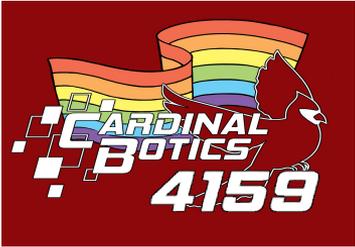
+846



Base



Branding and Logo Systems At Competition



SVR

Dif. lockups for dif. Contexts
But still part of one visual
Cohesive style



<< Iteration and
exploration

rubber stamp

volunteer gift

colored logo

banner graphic



- In binary, 00010100 means 20!

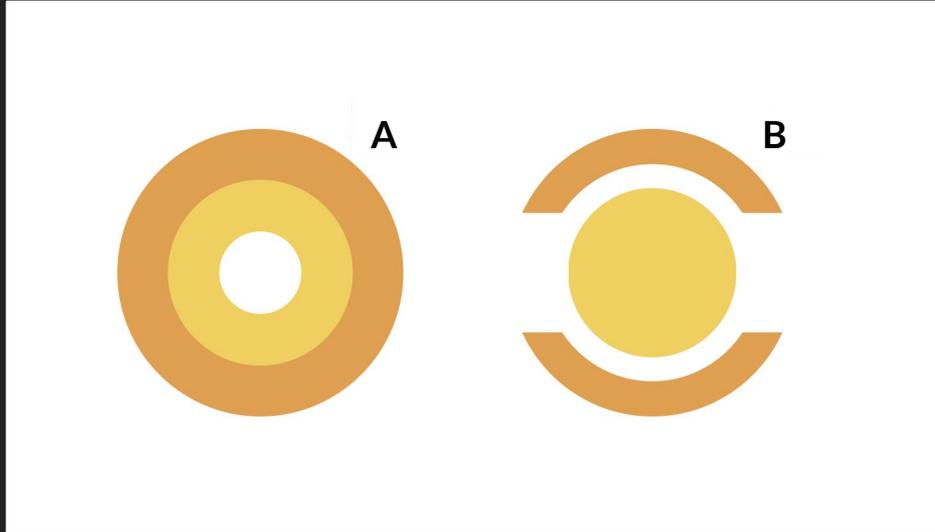
The graphical language centers on the easily recognizable silicon computer chip.
The identity system is variable and adapts to different contexts.

CalGames Logos



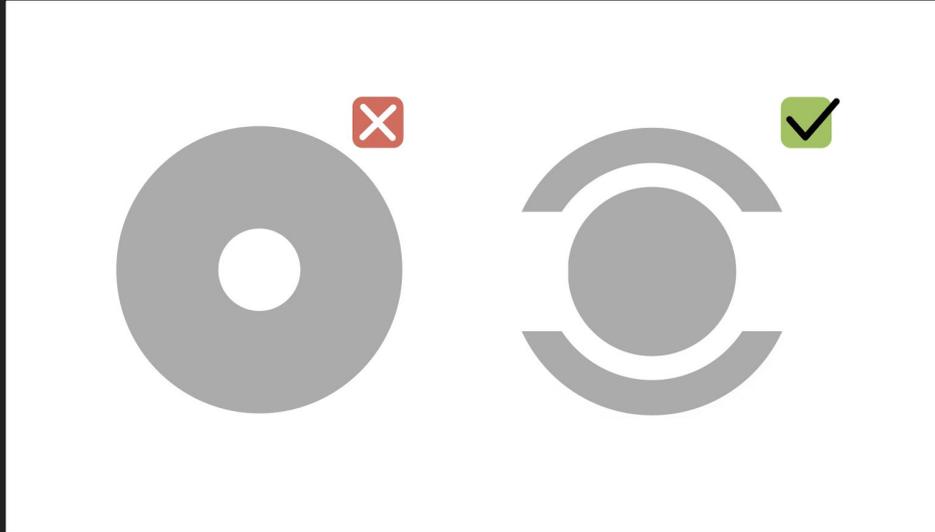
- On theme
- Clear shapes
- Easily legible

Logos



Which logo is more effective?

Logos



B! The shape remains despite one color

The Secret of the FedEx Logo



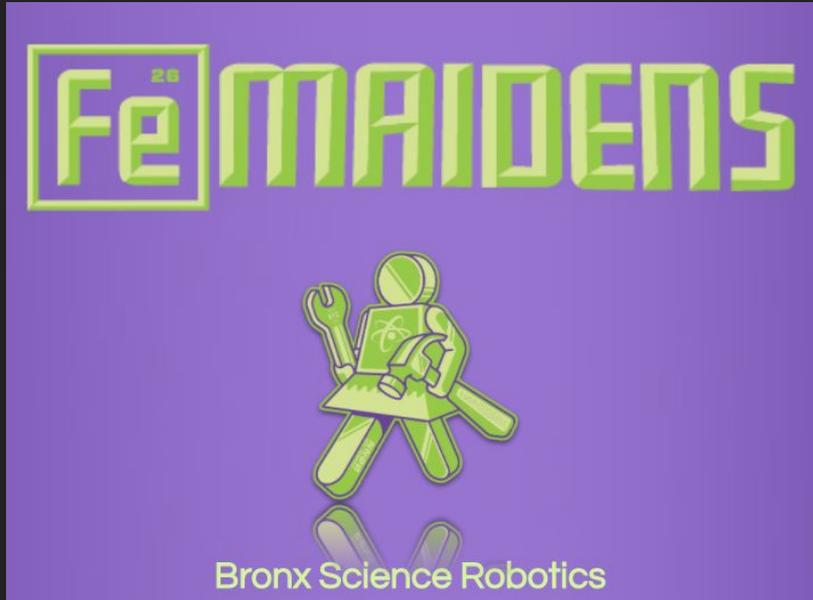
Good Logos

- Have recognizable silhouettes
- Use one or two readable fonts
- Use a limited color palette that can work on black and white backgrounds
- Can have a grayscale or b/w option



Logos

ADAPTIVE, SIMPLE, TIMELESS.



- Green and purple, the team's official colors
- Fe = Iron; hence, the Iron Maidens
- All-girls team, the robot wears a skirt

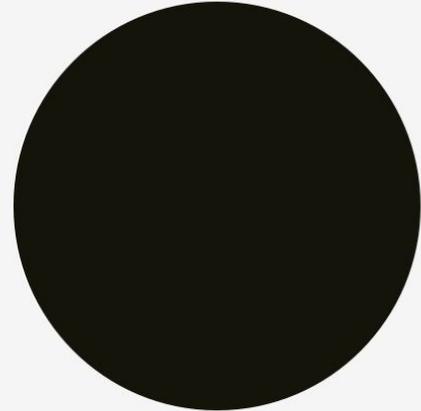
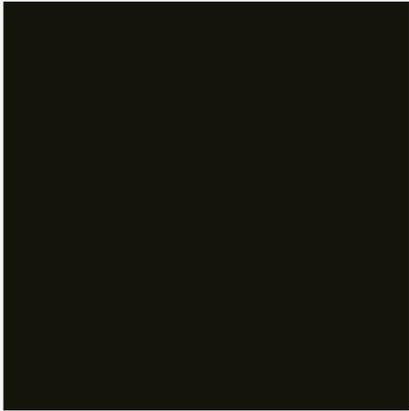
Tips & Tricks

- **One or two team colors**
 - (one should be dominant)
- **A recognizable logo**
 - Able to be seen from far away
- **Consistent fonts**
 - Have you chosen one or two main fonts that you maintain in all your team designs?

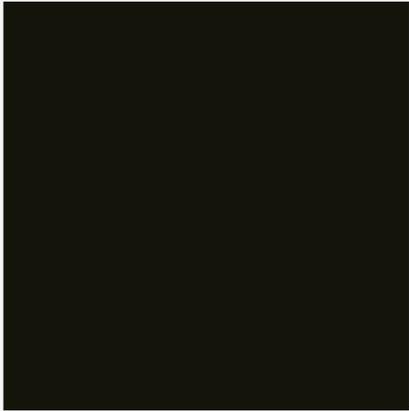
Logo Incremental Iteration



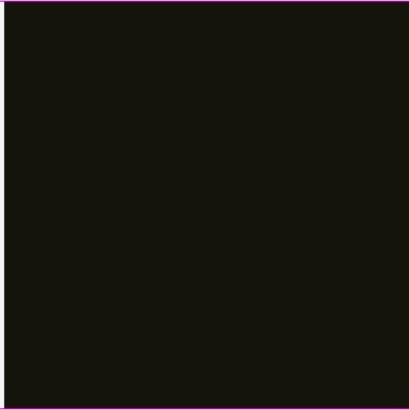
Logo Technical Knowledge



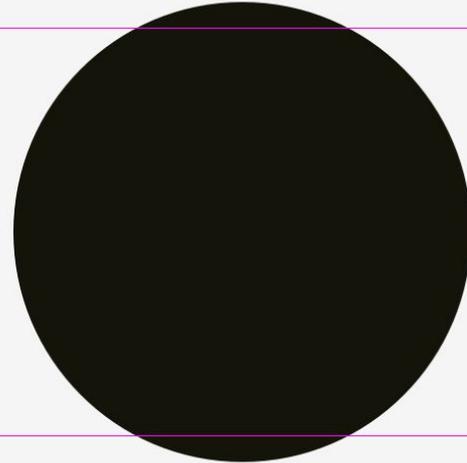
Logo Technical Knowledge



Logo Technical Knowledge



Side: 400 px



Diameter: 450 px

Logo Technical Knowledge



Thicker than the horizontal bars

(simplified)

Logo Design Process

Example:



1) Identify and Prioritize

- Brand Values
 - Ex. Creativity, computation, community, collaboration
- Core Goals
 - Accessibility, leading, guiding, opportunity
- Themes
 - Dimensions, intersections, future, play

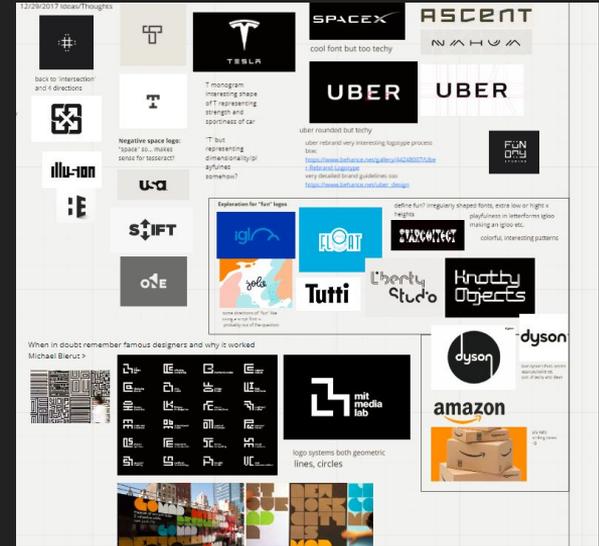


2) References and Connection

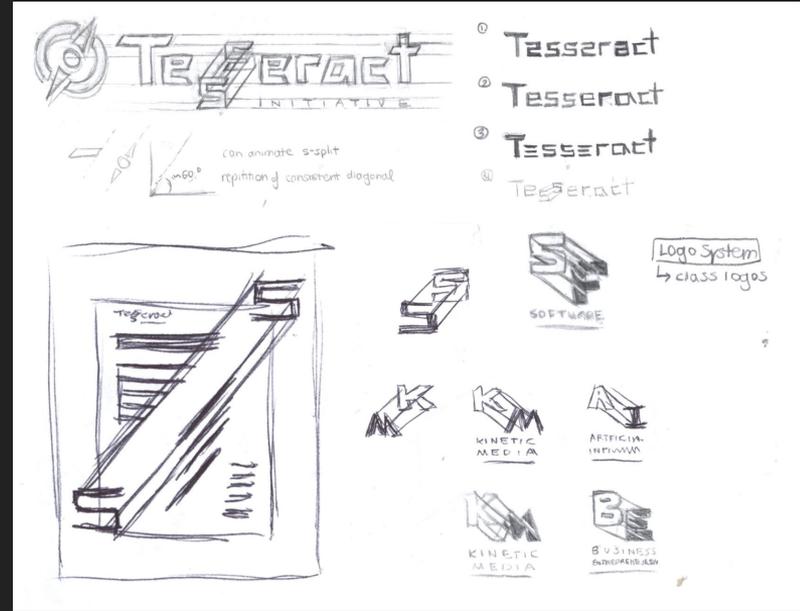
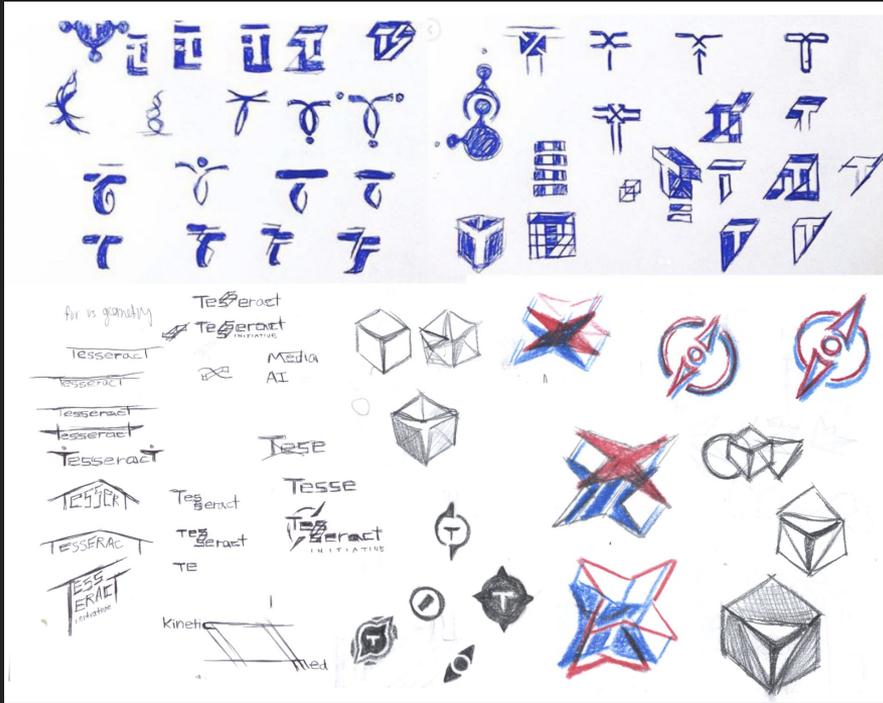
- Moodboard
 - How do similar brands in your industry look?
 - Where else can you take inspiration?
- Find Visual Connections



The final concept brings together the Letter T + corner + directions



3) Sketch Sketch Sketch



3) Execute



tesseract

INITIATIVE

The screenshot shows the Tesseract Initiative website. At the top left is the logo. A navigation bar includes 'Workshops', 'Projects', 'Support Us', and 'About Us', along with social media icons. The main content area features a mission statement: 'We empower young people with the confidence and skills to address contemporary challenges in innovative ways by synthesizing the strengths of diverse disciplines, identities, and backgrounds.' Below this is a call to action 'Come learn with us.' and a button 'Attend a Workshop'. On the right, a registration notice states: 'Registration for each workshop will close 48 hours ahead of the time it will be held at (except electronics, which requires earlier registration so we can get physical supplies to you; and physics for robotics, which will close at midnight the day before). Missed the workshop you wanted? Don't worry! We will be running some of our workshops again in the late fall or winter - join our mailing list or follow us on social media @tesseractinitiative to hear about them when they open!'. Below the notice is a grid of eight workshop cards, each with a title and a brief description.

tesseract
INITIATIVE

Workshops Projects Support Us About Us

We empower young people with the confidence and skills to address contemporary challenges in innovative ways by synthesizing the strengths of diverse disciplines, identities, and backgrounds.

Come learn with us.

Attend a Workshop

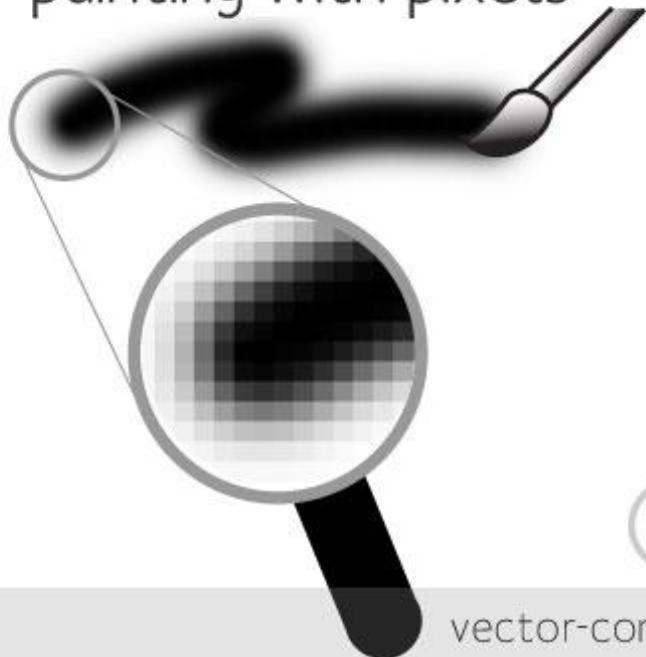
Registration for each workshop will close 48 hours ahead of the time it will be held at (except electronics, which requires earlier registration so we can get physical supplies to you; and physics for robotics, which will close at midnight the day before). Missed the workshop you wanted? Don't worry! We will be running some of our workshops again in the late fall or winter - join our [mailing list](#) or follow us on social media @tesseractinitiative to hear about them when they open!

Depth Sensing Learn about what depth sensors are and how they work, and experiment with interactive, depth-enabled applications.	Electronics Learn about principles of electricity and light, and put them to use by crafting art projects with circuits and LEDs.	Game Design Learn about designing stories and mechanics for games, and get started making a video game of your own.	Kinetic Media Learn how to edit videos, design graphics, or create 3D animation, and then combine them into a short film or media piece.
Marketing and Fundraising Learn how to effectively fundraise, publicize, and recruit members for your organization and keep it sustainable.	Mechanical Design Learn about the math of mechanical design and how to work with CAD (Computer-Aided Design) tools.	Physics for Robotics Learn about applications of physics in the context of working with robots.	Product Development Learn about the processes and considerations of product design, manufacturing, and marketing.

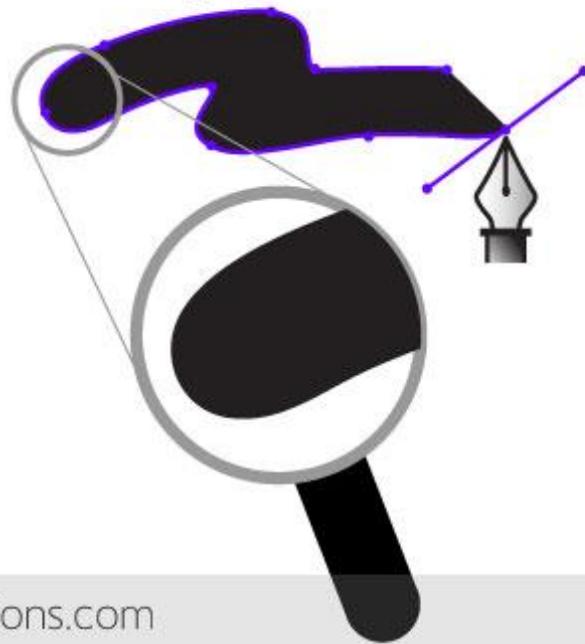
FALL WORKSHOPS

HOW TO MAKE YOUR BRAND AMAZING

painting with pixels



drawing with vectors



vector-conversions.com

FALL WORKSHOPS

HOW TO MAKE YOUR BRAND AMAZING

Raster Programs

MS Paint



Gimp



Photoshop

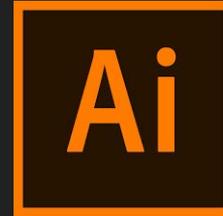


Vector Programs

Inkscape



Adobe
Illustrator



FALL WORKSHOPS

HOW TO MAKE YOUR BRAND AMAZING

You can't just stop there... you need
BRAND TOUCHPOINTS

Shirts, buttons, yearbook,
flyers, recruitment posters,
social media graphics,
presentation slide branding



robot art, robot create, pit banner,
pit art, safety posters, robot tech
documents, business plan
officer certificates, team photo

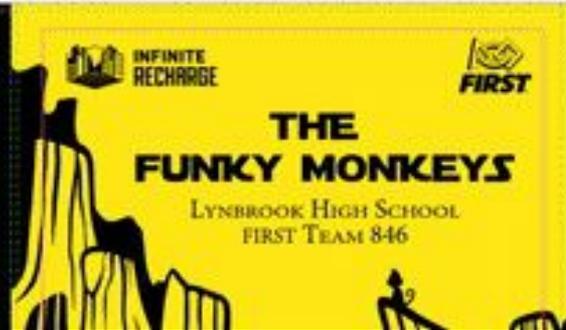
FALL WORKSHOPS

“Photojournal” Yearbook

Yearbook page size is 6.5x11
Margin is 1/4" on three outer edges. None on inner edge.
Headlines only wrap 2/3, but don't let anything overlap the head of page.

So, we have 10 columns and 10 rows
Yearbook page size becomes 8 1/2 x 16 1/2 (1/2")
Minimum page size becomes 11.03 x 11 = 54%

Margin:
Inner margin: 7% (Start somewhere, 22% min)
Outer margin: 3% x 5% (Start somewhere, 20% min. We have used 10% min) on
Inner margin: 6.25 (20%) (Start somewhere, 6.25 min)
Outer margin: 3.75 x 3.75 (Start somewhere, 2.5 min.)



FALL WORKSHOPS

Crate and Robot Art

Funky Monkeys

Lynbrook HS, San Jose CA



FALL WORKSHOPS

Document Design



BUSINESS PLAN



The Funky Monkeys

Business Plan

2018-19

Lynbrook High School

1280 Johnson Avenue, San Jose, CA, 95129
www.lybrookrobotics.com @firstteam846

Mission Statement

A student-led, mentor-guided program that builds competitive robots, teaches students the science behind the machine, and inspires the community to pursue engineering.

Team History and Growth

In the fall of 2001, Team 846, The Funky Monkeys, was founded in Lynbrook High School in San Jose, California. Over the first ten years, the team worked out of five garages and was restricted by limited space, funding, and equipment. Through continued efforts of building a close relationship with our school, we now operate out of three shared classrooms on campus and involve 111 members (39 female, 72 male). The impact our team has had on the robotics community has grown significantly over the last two years, specifically through the Western Region Robotics Forum Workshops (WRRF) and FLL activities. Every year since 2005, team members have spent weeks preparing presentations for the WRRF such as the "Intro to Robot Subsystems" talk. This past year, we expanded our talks to include "Motor Control" "Sonic Counterbal..."

Weaknesses	Opportunities	Threats
<ul style="list-style-type: none">With no practice field, must spend extra time setting up field elements that do not fully emulate competition, making us less competitiveNeed to do a better job of schedule managementTechnical focus leaves fundraising and awards	<ul style="list-style-type: none">Business and media clubs (for example DECA, Film Club) on campus can help us with media and business projectsLeverage strong ties with the FHS Foundation (biggest sponsor) to explore the possibility of a district-wide practice fieldStrengthen ties with the parent community through regular updates and team-wide events to increase parent involvement and encourage them to help	<ul style="list-style-type: none">Current mentors will eventually retire. We also don't have software mentors.Concerned about the ongoing construction at Lynbrook High School. We are actively communicating with our school administration

FALL WORKSHOPS

Recruitment/Social Media

**LYNBROOK
ROBOTICS** 

**Don't be forever
P-Alone,
Join Robotics!**

**First Meeting:
Wed 9/12 Lunch @ Gym**

**LYNBROOK
ROBOTICS** 

**Don't
BALE-out
on robotics!**

**First Meeting:
Wed 9/12 Lunch @ Gym**

**LYNBROOK
ROBOTICS** 

**Taylor
your robotics
skills!**

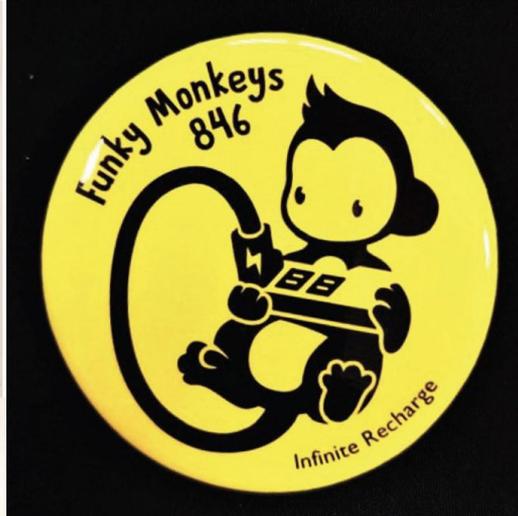
**First Meeting:
Wed 9/12 Lunch @ Gym**

▲ Teacher pun recruitment series (10+ posters)



FALL WORKSHOPS

Apparel/Stickers/Buttons



Newsletters, Team Photo

Fall 2017

Volume 20 - Extra



MONKEY BUSINESS EXTRA

News of the Lynbrook High School Robotics "Funky Monkeys," FIRST® Team 846

Editor-in-Chief

Rin Ha

Editors

Anna Shaposhnik

Aayush Shah

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Becoming a Mentor

2. Upcoming Events!

17-18 Officers

Presidents

Vice-Presidents

VP of Engineering

VP of Public Relations

Hardware Leads

Electrical Leads

Software Lead

Secretary

Treasurer

Public Relations

Webmaster

Media Lead

Evening Manager

Jonah Soong

How Parents Can be Involved!

Rin Ha, Anna Shaposhnik

How Parents Can be Involved!

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Rin Ha, Anna Shaposhnik

How Parents Can be Involved!

Rin Ha, Anna Shaposhnik

How Parents Can be Involved!

Rin Ha, Anna Shaposhnik

How Parents Can be Involved!



Hello Funky Monkeys! It's time to get ready for yet another year of learning, hard work, and of course, fun! Whether you want to get your hands dirty with some metal machining, write software to make robots go, or create art and animations to communicate what we do on the team, robotics has a plethora of ways to get involved.

When I joined the team as a freshman, I had an idea of the areas that interested me, so attending the fall workshops was my first step in solidifying my role on the team. During our fall workshops, you'll have the opportunity to learn about all the steps of the robot building process, from computer-aided design and electrical wiring to...

Over the past sixteen years, our Lynbrook Robotics Club has grown from a group of three students and one supportive father to an organization of over a hundred students and dedicated mentors. We have grown greatly in number and accumulated much knowledge, which wouldn't have been possible without a very supportive and caring group of parents. We greatly appreciate the parent members who helped students during work sessions and shared their knowledge and experience. I interviewed one of our current parent mentors, Mr. Srivivasan, to gain a perspective.

Q: Why did you decide to start mentoring our software team?
A: I've always been interested in robotics and helping kids fostering their interest in them. When Nitin decided to join FRC, I said I want to get involved as well. It's a fun thing, so I decided to ask the team coach at a competition. It was the kind of place that fit my interests, so it was fun.

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1 Ball Collector

Our collector uses belts to pick up balls on the ground and move them to the ball storage then to the shooter. Two pneumatics deploy the front of the collector outside the robot's humpers to collect balls before the robot runs into them.

2 Ball Shooter

Our calculations showed belt-shooters transfer more energy to the ball, so we created this unique double-tided belt shooter that pivots to shoot from different angles.

3 Climber

Vexco on the climber captures the nylon rope. The rope's slip knot allows the climber to gather enough slack before climbing. The gearbox's torque sensor allows when the robot reaches the top of its climb. A ratchet on the output prevents falling.

4 Drivetrain

This six-wheel drive has a slight center drop on the middle wheel, making it a west coast drive. The front wheels are Omni wheels, which reduces turning resistance, and the center wheels are traction wheels, which allows for control. The single speed gearbox can drive the robot up to 15.5 ft/s. This year's drivetrain was fully designed, machined, and assembled by the girls on our team who took part in the "Girls Subsystem Challenge".

5 Gear Collector

Our gear collector uses a pair of clamping surfaces to pick up gears from the ground. Pneumatic cylinders allow it to raise and lower itself, and open and close the clamp.

Introducing Punk Monkey!

Height: 24 in | Length: 28 in | Width: 28 in | Weight: 87 lb

The Brains Behind the Bot

Many team members contributed to the bot, but here are the perspectives of our lead designers Anna Shaposhnik (President)

1 Jing-Chen Peng

Collector Lead (junior)

As a junior hardware lead and future president, Jing Chen is always working on ways to improve his subsystems. You will often find him testing the robot outside or in the gym along with James. "We're still working on fixing problems" he says.

3 Andrew Ng

Climber Lead (Sophomore)

For Andrew it's simple, "the best part of working on the climber was seeing a pull our wooden robot prototype up the climb."

4 Ria Pradeep

Drivetrain Lead (junior)

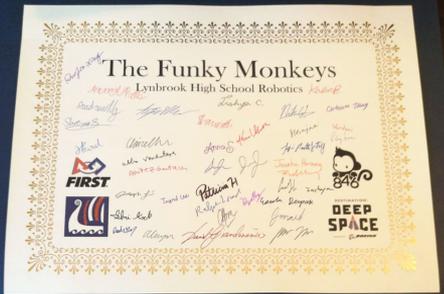
Ria's passion for robotics infects the people she works with. As lead for this year's drivetrain, she says "I got to work closely with many underclassmen and rookie members. I enjoyed sharing my knowledge and experience, and hope to see the subsystems continue in the future."

5 Arthur Zhang

Gear Collector Lead (junior)

To craft the gear collector, Arthur was very resourceful from using silicone placements to obtaining free parts from FRC. He commented, "I used a variety of sources for ideas, ranging from the Robot-In-3-Days teams, existing machinery that also picked up objects, and examples from our team's past robots. I narrowed these examples down by selecting the simplest yet effective design and modifying it to fit our needs."

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LYNBROOK ROBOTICS - 2019

FIRST CHAMPIONS HOUSTON	Semifinalists: Alliance #3 Captain Delight Excellence in Engineering Award Digital Animation Award - "The Spaces '19 Film" Safety Animation Award Runner-up
SILICON VALLEY REGIONAL	Semifinalists: Alliance #1 Captain Motorola Quality Award, US Safety Award Runner-up
CANADIAN PACIFIC REGIONAL	Regional Finalists: Alliance #2 Captain Woodco Flowers' Prizilla Award - Peyton Wong Ford Autonomous Award
WRRP CALGAMES	Tournament Champions: Alliance #1 Captain Autonomous Award
CHRY CHAMPIONS	Quarterfinalists: Professionalism Award

FALL WORKSHOPS

Website (lynbrookrobotics.com)

MONKEY HUB FUNKY CORNER SPONSORS



Newsletter

The team's writers gather and work together to write wonderful articles describing their personal experiences during the season. Every newsletter highlight many different experiences of being on an FRC team.



MONKEY HUB FUNKY CORNER SPONSORS

The Funky Monkeys

Lynbrook Robotics, FIRST 846



The Funky Monkeys and their 2020 Robot "The Droid you're Looking For" on the night before shipping

2020 - 2021



MONKEY BUSINESS
FIRST 846

Editor-in-Chief: [Name]
Managing Editor: [Name]
Advertising Manager: [Name]
Production Manager: [Name]

Table of Contents:
1. Pink Monkey
2. Framework - For Real
3. An April Fool's Joke
4. The Engineering Process



MONKEY BUSINESS
FIRST 846

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2. Palmetto Regional
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2019 - 2020



MONKEY BUSINESS
FIRST 846

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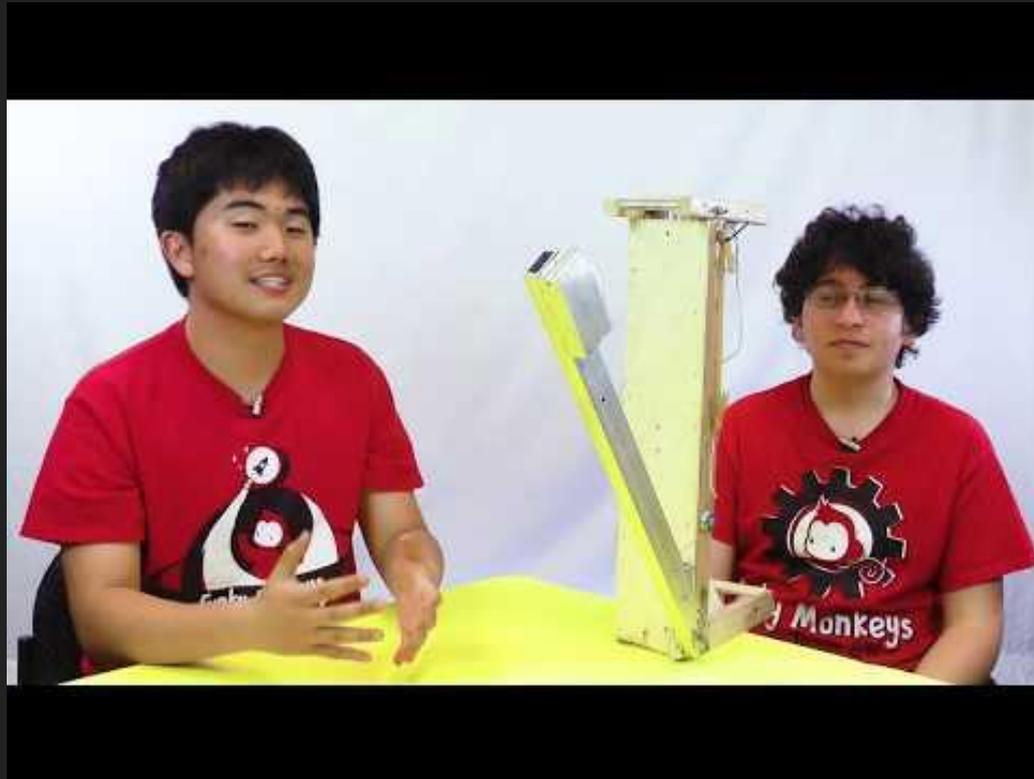


MONKEY BUSINESS
FIRST 846

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2. An Internship Experience
3. KLA Division

FALL WORKSHOPS

Youtube Videos (sound branding)



FALL WORKSHOPS

Creative Applications

Team 4039 Makeshift Robotics
Ontario, Canada



Our Colours and Team Number

In branding our team we chose not just one or two colours but, well, all the colours of the rainbow. This is meant to symbolize our “**shifting the perception of science and technology**” in the same way that prisms shift the spectrum of light. The text for our team number (and the *Shift* in MakeShift) consistently appear italicized for the same reason.

Making the *Shift*

As a visual manifestation of shifting, our team starts every competition in grey, white and black. Our striped shirts, pants, pits, toolbox and robot bumpers all have the same monochrome appearance. As the event proceeds our team gradually starts changing – splashes of colour appear on our shirts or in our pits.

We go through a transition phase where the grey are gradually drowned out by brighter colours. By the final day of competition we are in our full kaleidoscope of team colours.

Great Brand Guidelines

Team 254 Branding Standards V2.6

Unacceptable Swosh Treatments

The swoosh should not be:

- Stretched out of proportion
- Displayed on a low contrast background
- Enclosed by a border or any other design element
- 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

Or any other variation, unless it is accepted by the Team 254 Leadership team and its mentors.



Team 254 Branding Standards V2.6

Color Palette

The **predominate 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 colors.

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

The 254 palette should always be displayed on the RGB scale when possible.

As well, when preparing documents in the CMYK colorspace, make sure to use CMYK values for colors instead of relying on conversion tools.

Primary Black # 222222 R:35 G:33 B:33 C:0 M:0 Y:0 K:100	
Primary Blue # 0070F1 R:0 G:112 B:245 C:76 M:45 Y:0 K:0	
Primary White # FFFFFF R:255 G:255 B:255 C:0 M:0 Y:0 K:0	
Light Highlight # E0E0E0 R:230 G:230 B:230 C:8 M:8 Y:7 K:0	Dark Highlight # 929292 R:146 G:159 B:180 C:45 M:37 Y:20 K:0
Light Shadow # 3C3C3C R:60 G:60 B:60 C:83 M:60 Y:15 K:0	Dark Shadow # 003375 R:0 G:51 B:117 C:100 M:89 Y:37 K:13

COW HEAD WITH NUMBER & NICKNAME



TEAM 1538 / THE HOLY COWS

This is the primary logo used in team publications and should be used in compliance with the standards defined here.



A clearance space of no less than the distance between the top of the ear to the top of the halo should be maintained at all times. The minimum height of the logo should be no less than 1/2".



The logo should always be in contrast to the background it is on. A white version of the logo exists for use on darker backgrounds. Rotating, changing colors or any other treatments are prohibited.

LOGO USAGE

CONTINUED



Incorrect Usage

Correct Usage

The background used with the Cookie should provide sufficient contrast to the colors in the logo and should be limited to the standard color palette (see page 10).

Improper use of the logo:

- Logo with black outlines
- Low quality logos
- Any addition to the logo other than text as described below
- Effects including but not limited to: bevel, drop shadow, gradient, stroke
- Any drawing of the logo
- Rotated versions

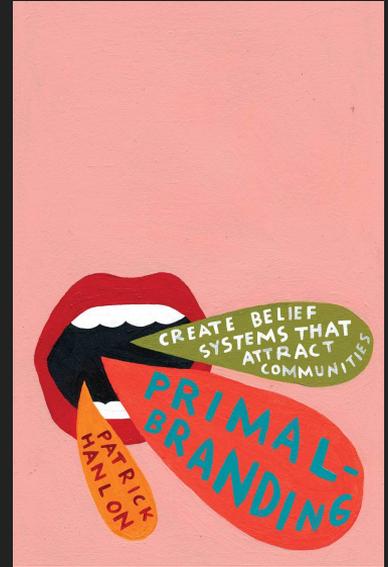


(White single-color logo variation not pictured)

**How can we
apply this to our
team(s)?**

The *Primal Branding* Creation Story (by Patrick Hanlon)

1. **Creation Story** how, where, why?
2. **Creed** your core beliefs
3. **Icons** sensory connections: sight, sound, touch, taste, smell
4. **Rituals** how do you act, what do you celebrate?
5. **Lexicon** special terms and words, memes, inside jokes
6. **Non-believers** ex. Vegans vs. carnivores, Mac vs. PC
7. **Leader** ex. The face(s) of your brand, the hero, the innovator



His book on
these concepts

HOW TO MAKE YOUR BRAND AMAZING

What is one new thing you learned that you
want to apply to your team?

FALL WORKSHOPS

The Art of Writing for your Brand



Statement

“The Fe Maidens is a team of passionate young women dedicated to empowering the next generation of female engineers.” - <https://femaidens2265.org/>

75 WEST 205TH ST
BRONX, NY 10468

WHO ARE WE?

We are the Fe ("Iron") Maidens, the Bronx High School of Science's all-girls robotics team. Together, we engineer and build robots to compete in competitions held by FIRST robotics, a global organization for young people interested in Science, Technology, Engineering and Mathematics (STEM). In addition to our annual competition season, we host and attend outreach events that help us attain our goal of encouraging girls at a young age to pursue STEM careers, despite typical gender roles in order to promote gender equality in STEM.

TESTIMONIALS

"Being on the Fe Maidens was life-changing for me. In the all-girls environment, I felt comfortable enough to express my opinions and ideas. The support I received on the Maidens in turn gave me confidence to express myself in anything I pursued, no matter the audience."

- Jessica Shannon, 2019 Captain, Georgetown '20

"Math and science have always been my favorite subjects, but I never fully grasped the real life applications of these disciplines until I pursued robotics. This team is truly like a second family to me and inspired my aspiration of bridging the gender gap in the STEM field."

- Jean Zhao, 2019 Head of Electronics, Stanford '23



Fe MAIDENS

THE BRONX HIGH SCHOOL OF SCIENCE

A MESSAGE FROM OUR CAPTAIN

The Fe Maidens is a team of passionate young women dedicated to empowering the next generation of female engineers. Through robotics, our members learn essential skills for becoming effective leaders in STEM. On any FIRST team, students can learn engineering skills which give them an advantage to their peers. However, only on an all-girls team like the Fe Maidens can we specifically target the success of women in STEM.

Over the past four years, this team has become my second family, and with your support, the Fe Maidens will be able to continue thriving. After all, we don't just build robots; we build engineers.

- Megan Groppe, FeMaidens Captain 2019-2020

SPONSORSHIP LEVELS

Emerald Tier: \$10,000+ in money, goods or services

Gold Tier: \$5,000+ in money, goods or services

Silver Tier: \$2,500+ in money, goods or services

Bronze Tier: \$1,000+ in money, goods or services

Green Tier: \$500+ in money, goods or services

(718) 817-7700
femaidens.github.io Website

AWARDS

2019: NYC Regional - Winner, Entrepreneurship Award, Qualified for World Championships; Hudson Valley Regional - Quarter Finalist; Team Spirit Award
2018: NYC Regional - Engineering Inspiration Award, Qualified for World Championships
2017: NYC Regional - Semi Finalist; NYC Regional - Imagery Award; Hudson Valley Regional - Quarter Finalist; World Maker Faire - Editor's Choice Blue Ribbon
2016: World Maker Faire - Editor's Choice Blue Ribbon
2012: NYC Regional - Quarter Finalist; NYC Regional - Imagery Award; World Maker Faire - Editor's Choice Blue Ribbon
2011: NYC Regional - Semi Finalist; NYC Regional - Entrepreneurship Award; NJ Regional - Dean's List Finalist
2010: NYC Regional - Winner; NYC Regional - Engineering Inspiration Award; NJ Regional - Imagery Award; Big Apple Breakaway Scrimmage - Winner
2009: CT Regional - Website Award
2008: NYC Regional - Quarter Finalist
2007: NJ Regional - Quarter Finalist; NYC Regional - Rookie All-Star Award



FALL WORKSHOPS

Statement (continued)

You are the new owner of a car dealership. You are trying to create a brand but are stuck between two statements. Which one will you use?

Statement #1: Bermedes Menz is the world's leading provider of premium products and premium services for individual mobility.

Statement #2: Bermedes Menz is a really great car dealership that helps everyone find the car of their dreams! We are open on business days from 9-5. We also serve coffee!

Description

The description is your team's story. In creating a description, ask yourself:

- ▷ What's your reason for being?
- ▷ What's your history?
- ▷ What's your corporate mission?

Description (continued)

Your team name should be in the first sentence.

“We are the Fe (“Iron”) Maidens, the Bronx High School of Science’s all-girls robotics team. Together, we engineer and build robots to compete in competitions held by FIRST robotics, a global organization for young people interested in Science, Technology, Engineering and Mathematics (STEM). In addition to our annual competition season, we host and attend outreach events that encourage girls from a young age to pursue STEM careers, reinforcing our mission to recruit girls despite typical gender roles, with the long term goal of promoting gender equality in STEM.”

What’s your reason for being?

What’s your corporate mission?

What is your history?

The Golden Circle



Share and Connect

There are a number of ways to get your team brand out in the open.

▷ Social Media

- Build a platform and share it to your friends and family! 72% of people are on social media.

(<https://www.pewresearch.org/internet/fact-sheet/social-media/>)

▷ Sponsorships/Grants

- In a more professional sense, sponsorships are businesses that fund your team or event for mutual benefit. Grants are quantities of money that are offered by businesses to your team.

▷ Website

- Create a website and upload your achievements, awards, missions, and upcoming events/outreaches! Promote this through your social media and emailing.

FRC Opportunities for Graphic Designers Beyond Your Team

- Design for your local on and off-season regionals
 - Videography, logo, volunteer shirt, flyers, social media help

Resources for Graphic Design

- Books at the library
 - <https://www.thefutur.com/essential-reading-creative-professionals-booklist/>
 - “Design of Everyday Things” by Don Norman
- Videos on Youtube
 - I recommend the channel “TheFutur” 
 - thefutur.com resources (typography manual)
- Lynda.com, Skillshare.com
 - Tons of graphic design videos
 - Recommend John McWade’s Graphic Design Tips and Tricks series
- Netflix
 - Cool documentary titled “Abstract” 
- Behance.com (portfolio website)
- Attend Tesseract Initiative Workshops 
 - tesseractinitiative.org

Q and A

Ask us questions!

Or reach out after:

Anna: shaposhn@usc.edu

Liz: junge@bxscience.edu

HOW TO MAKE YOUR BRAND AMAZING

Branding Standards:

- Title: Oswald bold, white
- By line: Arial, #e2e2e2
- Header: Oswald, white
- Body text: Arial, #e2e2e2
- Bullet point should be double spaced apart and circles

Feel free to not use bullet points if you'd like. I know later in the slideshow there's a line on screen and stuff like that.

The title at the top is in Lemon/Milk. I wouldn't use it in the content on screen too much though..