

RAMAGEDDON  
4855



Brand Standards



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# Who We Are

**Official Name:** Team 4855 - Ramageddon

**Acceptable Alternative Team Names:** ➤Team 4855  
➤Ramageddon ➤South Haven High School Robotics ➤South Haven Robotics

## Mission Statement:

We will impact our students and community by encouraging STEM growth in our team while collaborating in a safe and inclusive environment. We strive to be recognized and supported as an equal to established programs within South Haven Public Schools as well as being recognized as a preeminent team within the robotics community.

## Vision:

Create a robotics culture in South Haven that encompasses all levels of *FIRST* Robotics which will allow us to develop future leaders and innovators.

## Values:

➤Innovation ➤Inspiration ➤Passion ➤Teamwork ➤Commitment

## Guiding Principles:

The Ramageddon team culture is defined by these guiding principles that guide all of our actions:

**R**ESPECTFUL  
**A**CCOUNTABLE  
**M**MOTIVATED  
**A**UTHENTIC  
**G**GNARLY  
**E**EMPOWERING  
**D**EDICATED  
**D**DIVERSE  
**O**OPTIMISTIC  
**N**NERDY

# Team Logo

## Official Logo:



## Logo Usage Rules:

- The logo should never be altered in any way except for in size, but still keeping the proper proportions.
- The logo should be put on a background that is in contrast with the color of the logo that has been selected
- A black variation of the logo is acceptable on documents only. If the document paper is any color other than white, it should be either purple or white.

## Acceptable Color Variations of the Logo\*:

\*unless otherwise granted permission by a marketing team mentor and Marketing Lead

### **Purple (main):**

Hex: #412561

RGB: Red=65, Green=37, Blue=97

HSV: Hue=268, Saturation=62, Value=38

### **Black:**

Hex: #000000

RGB: Red=0, Green=0, Blue=0

HSV: Hue=0, Saturation=0, Value=0

### **White:**

Hex: #ffffff

RGB: Red=255, Green=255, Blue=255

HSV: Hue=0, Saturation=0, Value=100



The logo should never deviate from these specific colors unless it is absolutely necessary. If the logo color or background of the logo can not be one of these three colors, a close alternative must be used.

## Acceptable Logo Usage Examples:



**Purple on white**

**White on Black**

**White on Purple**

## Unacceptable Logo Usage Examples:



**Wrong Colors**

**Inconsistencies**

**Low contrast**

# Color Palate

## Official Colors:

### Purple (main):

Hex: #412561

RGB: Red=65, Green=37, Blue=97

HSV: Hue=227, Saturation=100, Value=33.7

### Light Purple (for accents):

Hex: #9f7cc3

RGB: Red=159, Green=124, Blue=195

HSV: Hue=270, Saturation=36, Value=76

### Black:

Hex: #000000

RGB: Red=0, Green=0, Blue=0

HSV: Hue=0, Saturation=0, Value=0

### White:

Hex: #ffffff

RGB: Red=255, Green=255, Blue=255

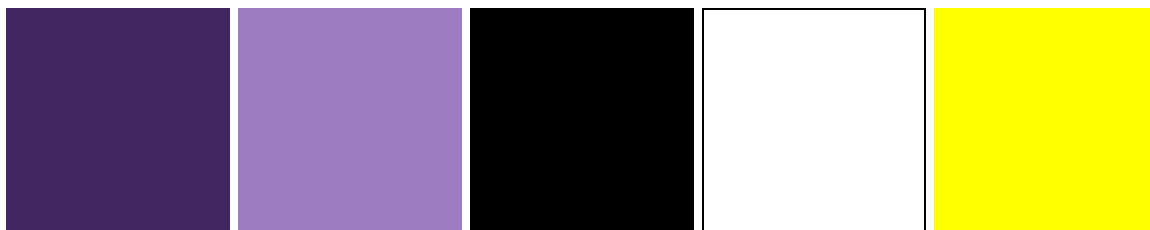
HSV: Hue=0, Saturation=0, Value=100

### Yellow (for safety team only!):

Hex: #ffff00

RGB: Red=255, Green=255, Blue=0

HSV: Hue=0.1667, Saturation=1, Value=1



From this point in the document, colors: purple, light purple, black, and white specifically reference the color selections listed on this page.



# Lettering

## Official Fonts:

**Titles and team name:** Orbitron (bold)

**Subtitles:** Roboto (bold)

**Body Text:** Raleway

**Fan Shirts from Custom Ink:** Copperplate

**Team Shirts from Custom Ink:** Soiled

**Shirts from Rush Order Tees:** Copperplate FS Bold

## Presentations and Documents

### Google Slide Template:

- Ramageddon

### Letter Format:

- 0.50 in.x0.310 in. Ramageddon Logo centered and at the top. (this particular version of the logo can be found in the drive under Robotics → Logos → 0.50 in.x0.310 in. Logo.)

# Dress

## At Competitions:

All team members attending the competitions must wear their team shirt. If you anticipate being cold at an event, you can wear a long-sleeve shirt under your team shirt or you can wear the official SHHS Robotics Team jacket or sweatshirt over your team shirt. Team shirts should be clean and fresh for competitions. It is requested that you launder your shirt each night after competition. If you are unable to launder your shirt after the Friday competition for the Saturday competition, team members may wear a previous year t-shirt or they may purchase an additional team shirt.

Team members are allowed to wear jeans, jeggings, or khakis. Keeping safety in mind, Team 4855 will not allow shorts, sweatpants, or yoga pants to be worn by our team members at official competitions. Footwear will be tennis shoes or boots. No open-toed shoes, sandals, or flip-flops.

## At Presentations:

When presenting or giving demonstrations at local schools, team members should show their team spirit by wearing their team t-shirt.

For the Annual Ramageddon Open House, team members will dress in business casual clothing. Examples of business casual include: dress pants, button down shirts, polo shirts, dresses/skirts, dress shoes, heels, dressy sandals. Those operating the robot during our "Robot Reveal" must keep safety in mind when choosing their outfit (i.e. closed toe shoes, no ties, etc...) All clothing must abide by the official South Haven High School Dress Code (i.e. fingertip length and no low cut shirts.)

# Robot

## Bumpers:

**Competition Bumpers** - Competition bumpers should be consistent with the official rules and regulations set by *FIRST*.

**Show Bumpers** - If applicable, show bumpers should consist of purple fabric and with white letters and be used for any event other than competition. The show bumpers should look just like the regular competition bumpers, just with the purple fabric.