



BRAND STANDARDS  
**SS49**  
GRYPHON ROBOTICS

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# INTRODUCTION

This is the brand standards packet of FIRST Robotics Competition Team 5549 - Gryphon Robotics. This packet is intended to ensure that the team's brand remains consistent from year to year. It contains information about the team logo and typefaces, team colors, apparel regulations, competition information, and affiliated team information.

## What is the Importance of branding?

A team or company's brand is one of its most important assets. It provides the company with an identifying logo and theme, but it also represents the people behind the company. It is how the company projects itself to others at first glance. Good branding allows the company to stand out against its competitors, as it allows a robotics team to stand out at a competition.

## Acknowledgements

Team 5549 would like to thank Team 1538, Team 1618, and Team 254 for making their brand standards packets public and providing the inspiration for this document.



# BRANDING HISTORY

FRC Team 5549 was established in 2014 at George C. Marshall high school. Originally under the name “Gryphons.exe”, Team 5549 adopted the colors of our school: red, white and blue. We also adopted one of our school’s two mascots, the gryphon.



In 2016 under new student leadership and mentorship, Team 5549 rebranded. The team switched to a black and green color scheme and brought in a new simplified logo designed by the team captain, Elena Bachman.

In 2017 Team 5549 voted to change the official team nickname to “Gryphon Robotics”. Our overall branding changed to be simpler and more modern. In 2019, Gryphon Robotics was awarded the Imagery Award at the Haymarket CHS District Competition.



*Top Photo: Team 5549 in 2015*



# TEAM NAME

**FIRST Team Number:** 5549

**Official Team Name:** Gryphon Robotics

**Team School:** George C. Marshall High School

## CONVENTION & USAGE

In all written and verbal communication Team 5549 can and should be referred to as:

Gryphon Robotics  
Team 5549  
FRC Team 5549  
FIRST Team 5549  
The Gryphons

The team number is to only be pronounced “five five four nine” or “fifty five forty nine”

Gryphon may not be spelled as “griffin”, “griffon”, or any other spelling variant.

None of the rules stated above may be changed without consent of team leadership.

*Top Photo: Team 5549 At Bailey's Upper Elementary School*





# TEAM LOGO

## Main logo

This is the full logo of Team 5549. It includes the mascot, team name, and team number. The clearance space around the logo should equal the size of the smaller text. The smaller text is  $\frac{1}{6}$  the size of the gryphon, and the numbers are  $\frac{3}{5}$  the size of the gryphon.



The color of the three components can be changed between black, white, or green in contrast with the background.



Top Photo: Team 5549 at the 2018 WVROX Competition

# TEAM LOGO

The gryphon is the official mascot of Team 5549. It can be substituted for the full logo if space is not sufficient. It can be printed in any of the colors specified in the Team Colors section of the packet.



The “5549” number logo is based upon Team 5549’s official FIRST team number. The numbers are in the “Da Mad Rave” font and may be in any of the primary colors as stated in the Team Colors section of the packet.



The “Gryphon Robotics” text logo is also in the “Da Mad Rave” font and may be found in any of the primary colors stated in the Team Colors section of the packet.



The number and gryphon logos may be combined as shown. This is primarily used on apparel, but can be used on publications.





## TEAM LOGO

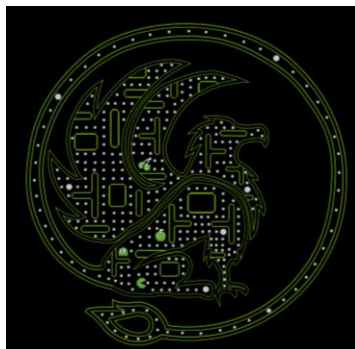
### Themed Logos

Every year, FIRST releases a new game, and with the game comes a new theme. The Imagery sub-team of Team 5549 reserves the right to edit the team logo to fit the year's theme. The logo must still be recognizable as the gryphon mascot. Although team colors are preferred, the logo may use any colors needed to fit the theme.

**FIRST Steamworks**



**FIRST Power Up**



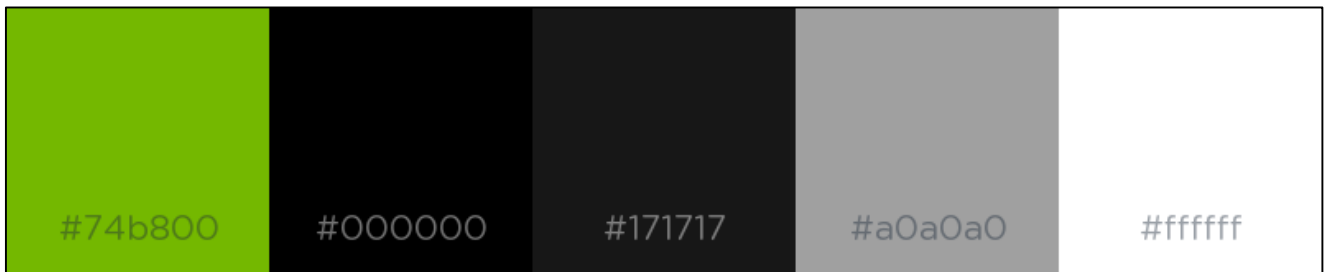
**FIRST Destination:  
Deep Space**







# TEAM COLORS



**Green:** Primary color

**Black:** Primary color

**White:** Primary color

**Grey 1:** Secondary color

**Grey 2:** Secondary color

## Color Conventions:

Our team colors are Black, Christi Green, and White.

Team apparel, banners, and the robot the dominant color should be black with accents of green.

In publications, black and white should be the dominant colors with accents of green.

The secondary colors are used to provide more contrast on apparel and publications.

*Top Photo: Team 5549's 2019 Driver Station in Assembly*

# TYPOGRAPHY

## Da Mad Rave

Da Mad Rave has been chosen for our logo font, headlines, and titles. When this typeface is used it should be used in all caps.

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
0123456789  
!"#\$%&'()\*+,-./

## Montserrat

Montserrat has been chosen for body paragraphs and places where a lot of text is to be used. Montserrat Bold is to be used for subtitles and section headers and Montserrat Italic is to be used for photo captions.

### Montserrat

ABCDEFGHIJKLMNOP  
QRSTUVWXYZabcdefgh  
hijklmnopqrstuvwxyz  
1023456789  
.,:;'"!/?@#\$\$%&\*{(/|\)}

### Montserrat Bold

ABCDEFGHIJKLMNOP  
QRSTUVWXYZabcdefgh  
hijklmnopqrstuvwxyz  
1023456789  
.,:;'"!/?@#\$\$%&\*{(/|\)}

### Montserrat Italic

ABCDEFGHIJKLMNOP  
QRSTUVWXYZabcdefgh  
hijklmnopqrstuvwxyz  
1023456789  
.,:;'"!/?@#\$\$%&\*{(/|\)}

# PUBLICATIONS



## Business Cards

Our team uses our business card to allow team members to quickly pass out contact information to our professional contacts, and people interested in FIRST.

The card should be 2" x 3.5" with a safe zone of .0625 to be made on each side.

1. Gryphon Logo Background  
The gryphon is to be made glossy in contrast to the matte black background.
2. Team Name and Number  
Located on the bottom right of the card, this also should be made glossy.
3. Team Website  
[www.frc5549.org](http://www.frc5549.org)
4. Team Email  
[info@frc5549.org](mailto:info@frc5549.org)
1. Team Social Media  
Instagram, Twitter, and Facebook. This can be updated accordingly.

# PUBLICATIONS

## Safety Tri-fold Pamphlet

At competitions our team has safety pamphlets available at our pit for other teams to take. The pamphlets contain our sponsors, our social media, and safety tips for all teams to follow.

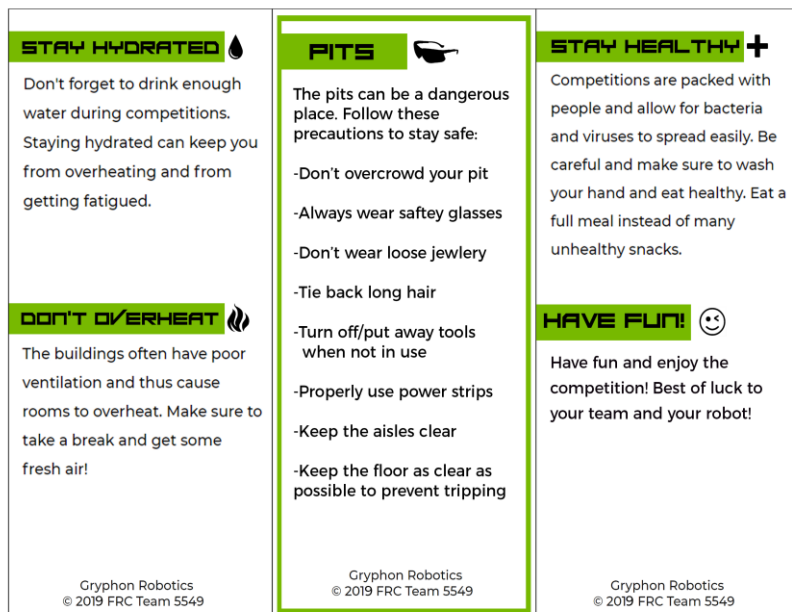


Photo: Team 5549's Competition Safety Pamphlet



# APPAREL

## Themed T-Shirt

Every competition season Team 5549's Imagery Sub-team is tasked with making a new t-Shirt to match the theme of the competition.

The T-Shirt must be black with green and white detail. The font of the T-shirt must have the team logo, name, and/or number.

The back of the shirt may have any other graphics alongside the sponsor list of the current competition season. All sponsors in the "Silver" sponsorship tier or above must be featured on the team t-shirt



Top Photo: Members of Team 5549 at competition in 2018  
Lower Photo: Team 5549's 2019 Deep Space T-shirt



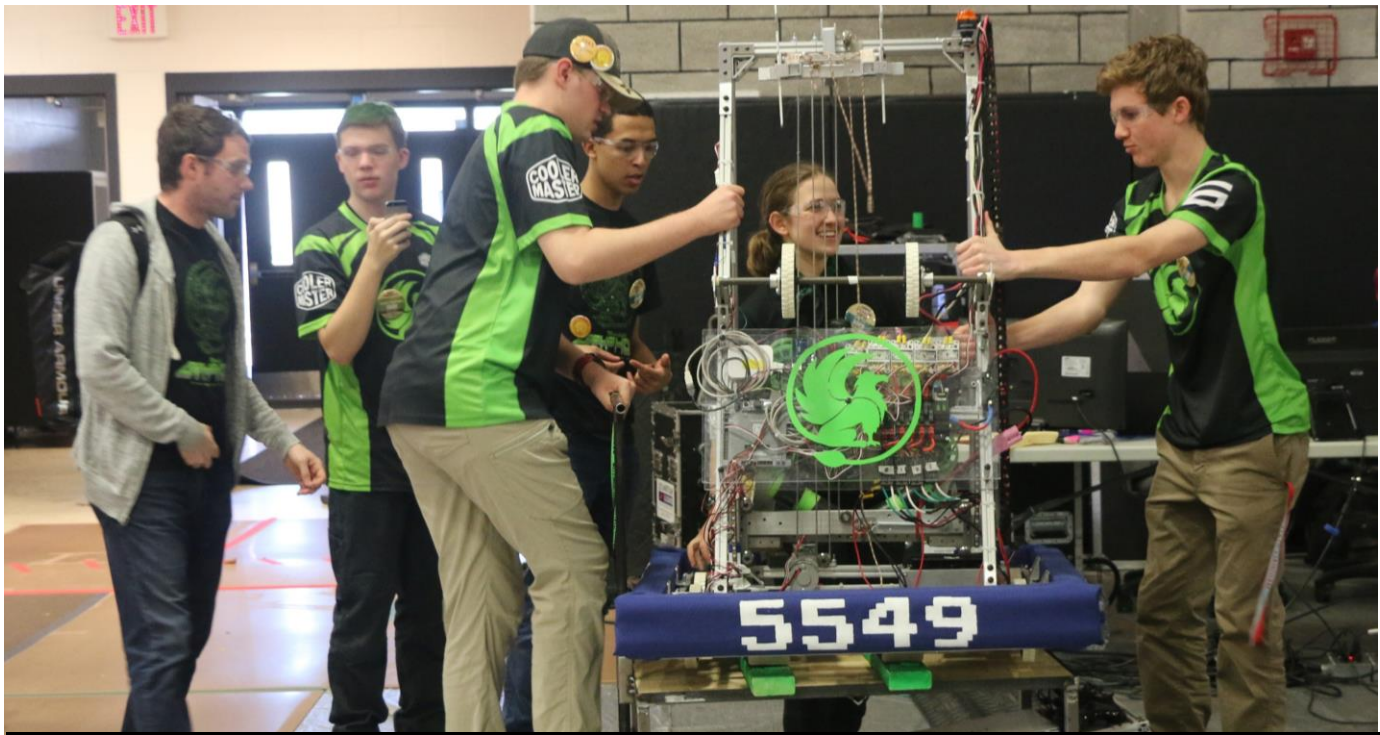
# APPAREL

## Official 5549 Cooler Master / Sector Six Apparel Jersey

One of Team 5549's sponsors is Sector Six Apparel who have assisted us in designing our own official team jersey. This jersey is in the team black and green with accents of white and grey.

The front of the jersey consists of the team logo in the center and Cooler Master's logo on the top right. The back consists of space for a team member's last name or nickname to be featured on the jersey. The sleeves consist of the Cooler Master Logo and the Sector Six Apparel Logo.





# COMPETITION

## Robot Branding

Team 5549's competition robot should always display the team number and sponsor logos when displayed publicly or in competition.

The sponsor logos should be in either all green or all white. The sponsor panel and all graphics should be approved by team leadership.

To have the robot match the team's brand all aluminum pieces should be powder coated black or remain silver with green pieces allowed for smaller parts. The robot's powder coated pieces will be done by our sponsor NV Coatings.

During the competition, if gaff tape or zip ties are used they must be black or green

# COMPETITION

## Bumper Standards

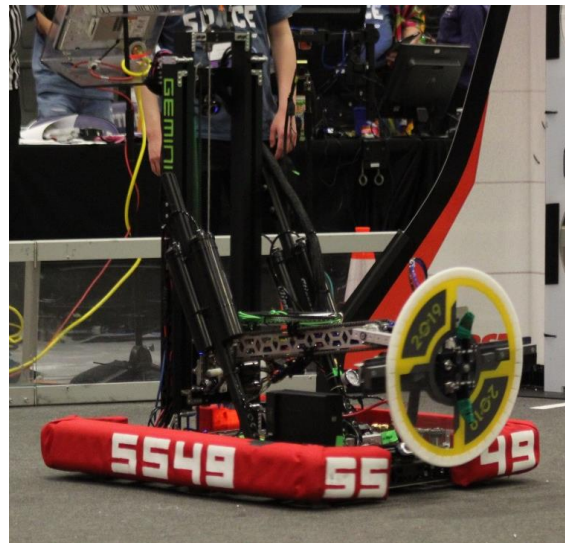
Bumpers are an important part of robot safety during competition. As such they must follow the bumper rules stated in the FIRST Rules book. Bumpers are also an important part of the robot's image at competition and events.

Each side of the bumper should have a visible "5549" in the "Da Mad Rave" font either painted or sewn on. If the numbers must be divided they will be split into "55" and "49". These numbers will be white and 4" tall.

Team 5549 uses two sets of bumpers, one red and one blue. This is done instead of bumper covers or bumpers with a color switch flap.

During Competition, bumpers may only be fixed with red or blue gaff tape respectively.

After competition season, a set of black bumpers will be made for each robot to use at other events. These bumpers must follow the number rules stated above. In addition to the numbers, the words "Gryphon Robotics" may be added on the bumpers in the "Da Mad Rave" font. These can either be made white or team green.



*Photo: Team 5549's Competition Robot: Gemini*

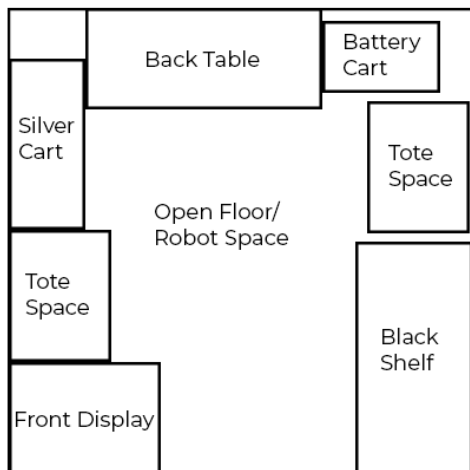


# COMPETITION

## Pit Set Up

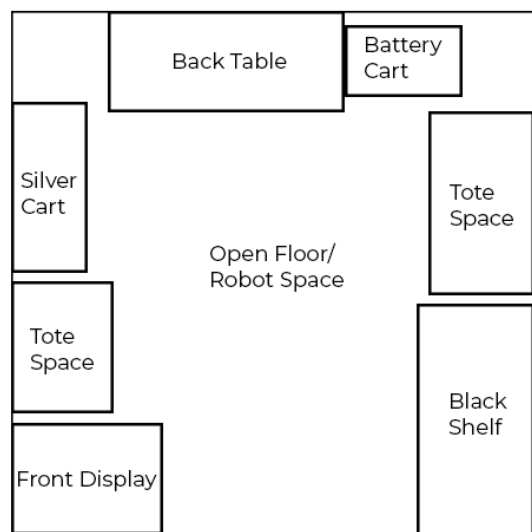
Our pit is set up to be flexible and provide space within the center of the pit. This is the general guidelines for pit set up, but pit crew reserves the right to re-organize the layout as they see fit for competition.

### 8 x 8 ft Pit Set Up



Front

### 10 x 10 ft Pit Set Up



Front

Top Photo: Team 5549's 2018 Competition Pit



# COMPETITION

## Competition Dress Code

At all FIRST Robotics competitions and events members of Team 5549 are expected to follow a loose dress code.

Team members are expected to wear a team t-shirt, sweatshirt or jersey. If for some reason they do not own one of these items, a black t-shirt may be worn in substitution, however it must be cleared by team leadership.

Bottoms are expected to be black, grey, khaki, or team green\* in color. Pants, shorts, and skirts are allowed regardless of material, however they should be appropriate.

Shoes of any color are acceptable although black shoes are encouraged. They must meet the guidelines of competition and be closed toed and closed heeled.

Any other team merch or spirit wear is also acceptable and encouraged.

\*see the Team Color page



*Photo: Team 5549 winning the Imagery Award in Haymarket in 2019*





## AFFILIATED TEAMS

### FLL Team 37928 – Bupper Bots

The Bupper Bots are the first established FLL team at Bailey's Upper Elementary School in Falls Church VA. As the mentor team for the Bupper Bots, Gryphon Robotics created the logo for the FLL Team. The logo consists of Bailey's Upper's mascot: the tiger, and school colors: orange and blue. The tiger mascot is superimposed on a gear, with the team name and number visible on top.

