



# Branding & Design Guidelines

JAN2021



## Introduction

We created this Branding guide to ensure the "OnyxTronix" brand is used appropriately and consistently. We invite the FIRST community and other users to use our guide for their benefit. Follow the directions provided in order to achieve the best results for your brand.

<b>3</b>	<b>OnyxTronix Logo</b>
<b>4</b>	official logo
<b>5</b>	Do & Don't
<b>6</b>	<b>Team Colors</b>
<b>7</b>	Color palette
<b>8</b>	Do & Don't
<b>9</b>	<b>Typography Specs</b>
<b>10</b>	Team fonts
<b>11</b>	Team name
<b>12</b>	Team slogan
<b>13</b>	Team vision

# OnyxTronix Logo





# Official Logo



## Regular Logo

is used for light background-  
white, light gray, red and more



## Logo + Outline

is used for dark background-  
black or space gray



# Logo | Do & Don't

**Do** use the logo correctly, according to the background.



**Do not** use the dark background logo on a light background (including red) or vice versa.



**Do not** rotate or change the color of the logo.



**Do not** distort or skew the logo by adjusting the X or Y axis independently. Always scale the logo proportionally.



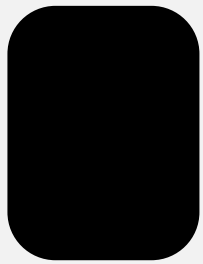
**Do not** use any old or irrelevant logo.

# Team Colors

The background image is a dark, semi-transparent photograph of two individuals in a workshop or classroom. They are wearing red t-shirts. One person in the foreground is seen from the back, wearing glasses and looking at a laptop screen. Another person is visible behind them, also looking down. The environment is filled with various tools and equipment, including what appears to be a workbench with a grid pattern and some colorful items. The overall tone is professional and focused.

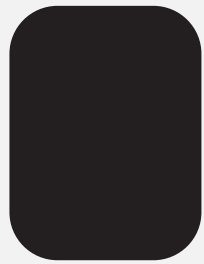


# Color palette



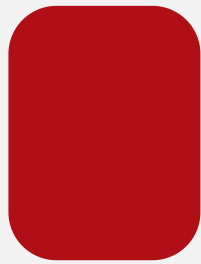
#000000

*Black*

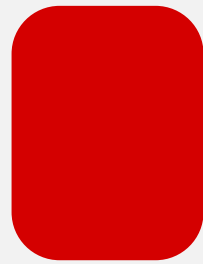


#231F20

*Dark Red,  
good for text*



#B00F15



#D40000



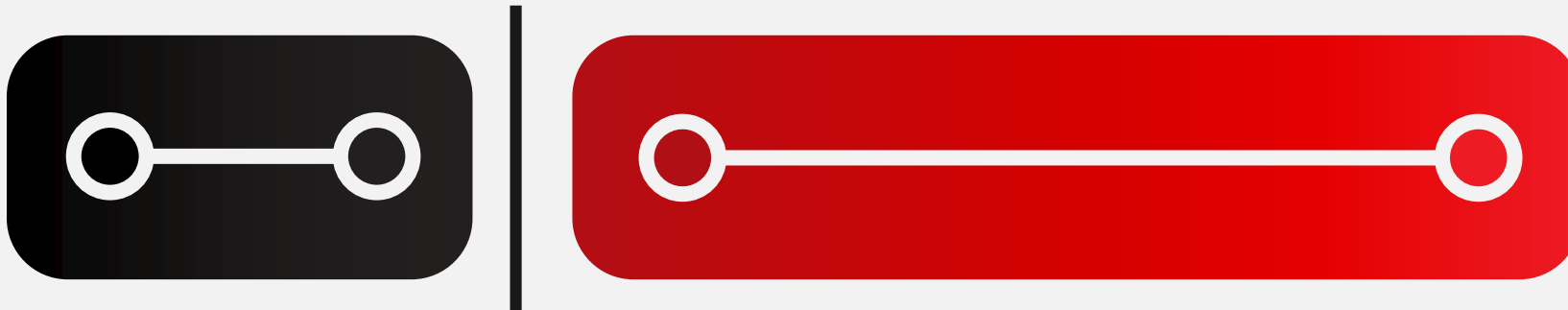
#E40001

*Logo's Red*



#ED1B24

# Colors | Do & Don't



**Do** use color gradient of same type (black to gray or dark red to red)



**Do not** combine types for color gradient (black to red), except for special cases.



# Typography Specs

A blue and black wired game controller is the central focus, resting on a green mousepad. The controller has a white cable extending from the bottom. In the background, a person wearing a grey hoodie and a blue shirt is partially visible, sitting at a desk with a laptop. The entire scene is dimly lit, with a dark overlay on the image.



# Team Fonts

## Heebo

אבגדהוזחטיכלמנסעפצקרשתןםןףץ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()\_

## Exo

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()\_

|  
HEB >  
< ENG  
|

## Secular One

אבגדהוזחטיכלמנסעפצקרשת  
ןםףץ  
1234567890!@#\$%^&\*()\_



# Team Name

*Capitalize*

*Each  
Word*

*No space  
between the words*

**OnyxTronix**

*When using the  
team number- #  
must be written too*

**#2231**

*English only, no  
"אוניקס טרוניקס"*



# Team Slogan

***More Than A Team***

*No obligating  
color or font*



*Capitalize Each Word*



# Team Vision

“

We believe in the right and duty of everyone to develop themselves in a safe and accepting environment that encourages learning, initiative thinking, community involvement and self-fulfillment. All of the above is possible by planning, developing and creating a strategic robot while building a heritage based on introducing science and technology in society.

”

*No rephrasing!*



*No obligating  
color or font*

“

אנו מאמינים בזכות ובחובה של כל אדם לפתח ולממש את עצמו. בקיום סביבה בטוחה ומקבלת, המעודדת למידה, יוזמה, מעורבות קהילתית והגשמה עצמית. כל זאת באמצעות תכנון, פיתוח ויצירת רובוט אסטרטגי תוך בניית מורשת המבוססת על הפצת המדע והטכנולוגיה בחברה.

”



## We are OnyxTronix

FRC team #2231 from Shoham, Israel.

Each year we build a unique robot that involves mechanics, programming, electronics and strategy.

The team also works on multiple projects to spread science and technology in our community. We choose to take part in shaping the future generation.

OnyxTronix team consists of 35 students aged 16-18, mentors who volunteer to guide the diverse fields, and sponsors that support our activity and share our enthusiasm.

Look for us on social media!