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Logo

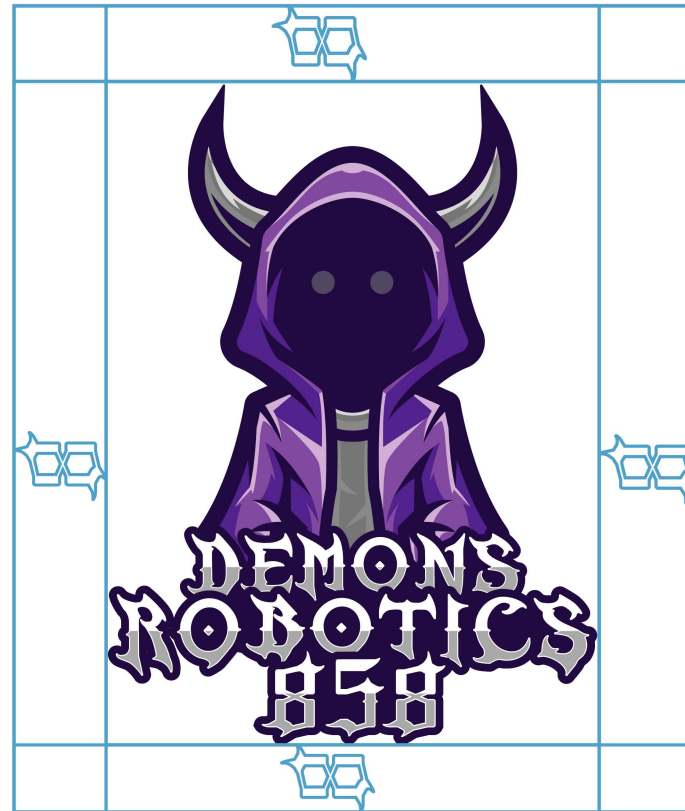
Our logo is the face of the demons and the primary visual expression that we use to identify ourselves meaning that we need to be careful to use it correctly and to do so consistently.



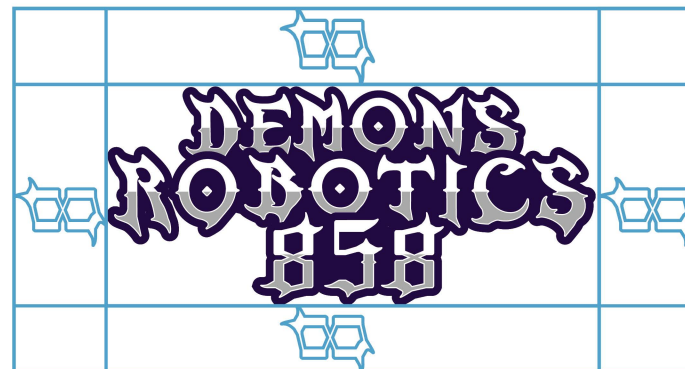
Logo & Brand Identity Guidelines

Clear Space

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. No graphic elements should encroach the border around the logo. Measure the clear space for logo by the height of the number 8.



Primary Logo



Stand Alone Text

Logo & Brand Identity Guidelines



Normal Simple Logo



Monochrome



Normal Logo



Monochrome



Grand Rapids
Girls Competition



Christmas

Logo Variations

We have a few variations for your logo. We will occasionally have special logos that celebrate events and seasons! These must be approved by our marketing team.

Logo Elements

The logo consists of two elements. One being the mascot, and the other being the “Demons Robotics 858” text.

Logo Usage

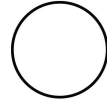
Any time our logo is used, “Demons Robotics 858” needs to accompany the mascot. Whether it's on or near the mascot.



Logo & Brand Identity Guidelines

Background Colors

These are the colors approved for the background of the logo. If any other background color needs to be different, please contact the marketing team.



CMYK 0 0 0 0

HEX #FFFFFF

RGB 255 255 255



CMYK 0 0 0 100

HEX #000000

RGB 0 0 0



CMYK 86 93 34 26

HEX #210A41

RGB 33 10 65



CMYK 71 83 0 0

HEX #52228B

RGB 82 34 139



CMYK 63 54 32 20

HEX #4E4760

RGB 78 71 96



CMYK 14 10 8 1

HEX #D8D8D8










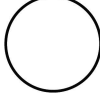
RGB 216 216 216

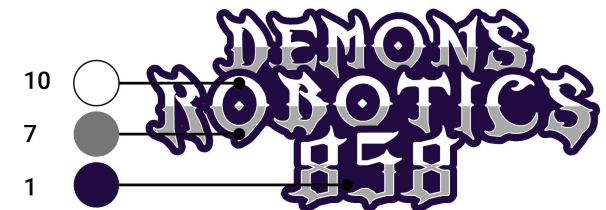
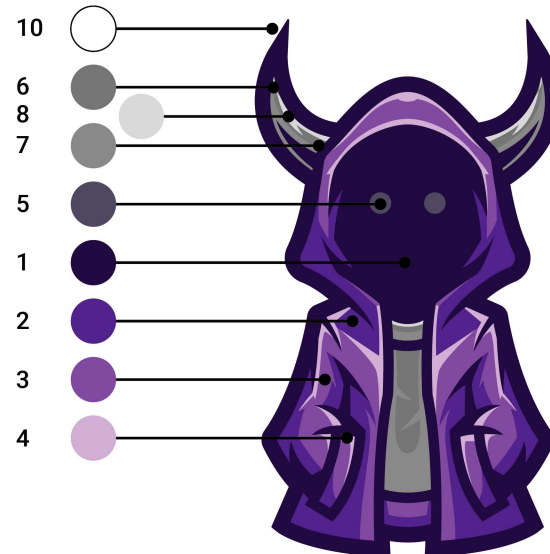


Logo & Brand Identity Guidelines

Logo Colors

These are the only colors allowed to be used with our logo. No deviation can happen.

	1	2	3	4	5
					
CMYK	86 93 34 26	71 83 0 0	50 66 0 0	17 27 0 0	63 54 32 20
HEX	#210A41	#52228B	#8249A0	#D1AED5	#4E4760
RGB	33 10 65	82 34 139	130 73 160	209 174 213	78 71 96
	6	7	8	9	10
					
CMYK	45 33 31 16	40 29 26 10	14 10 8 1	0 0 0 100	0 0 0 0
HEX	#757575	#898989	#D8D8D8	#000000	#FFFFFF
RGB	117 117 117	137 137 137	216 216 216	0 0 0	255 255 255



**Typeface
Family**

Only two font styles are used for the logo, typeface family: Myriad and Mirage Gothic

When to use:

MIRAGE GOTHIC is the primary font used for the logotype/logo wording. Can not be for numbers and must be uppercase.

When to use:

When we post about special events, we always have a picture to accompany it. These must be informative and visually related to the post

MIRAGE GOTHIC

ABCDEFGHIJKLMN OPQRSTUVWXYZ

Myriad Regular

ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdefghijklmnopqrstu vwxyz

1234567890!@£\$%^&*()

Logo & Brand Identity Guidelines

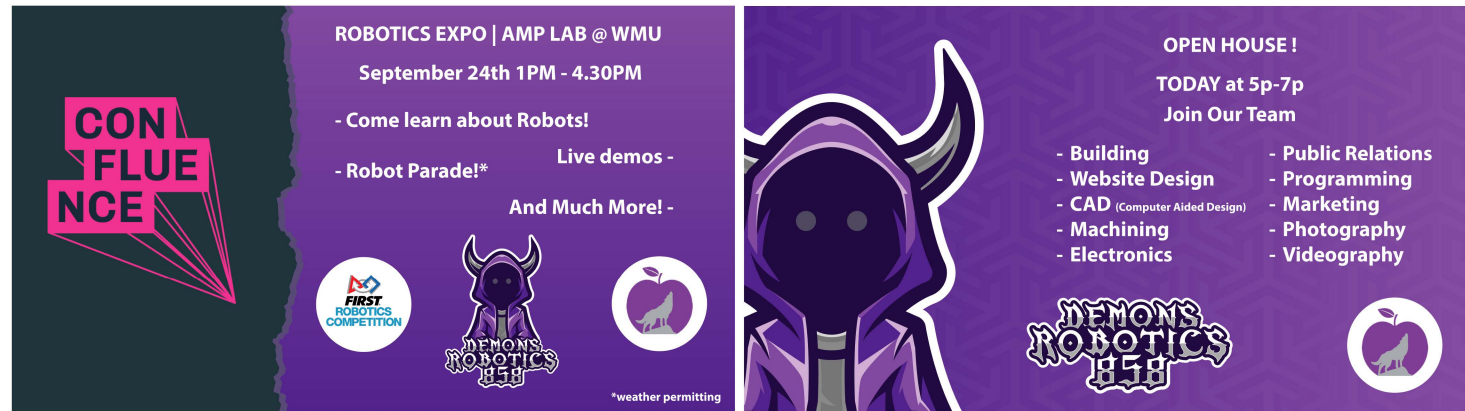
Social Media



When we interact with social media, we used various graphics for our profile and posts. The ones we show here are examples of what could be used.

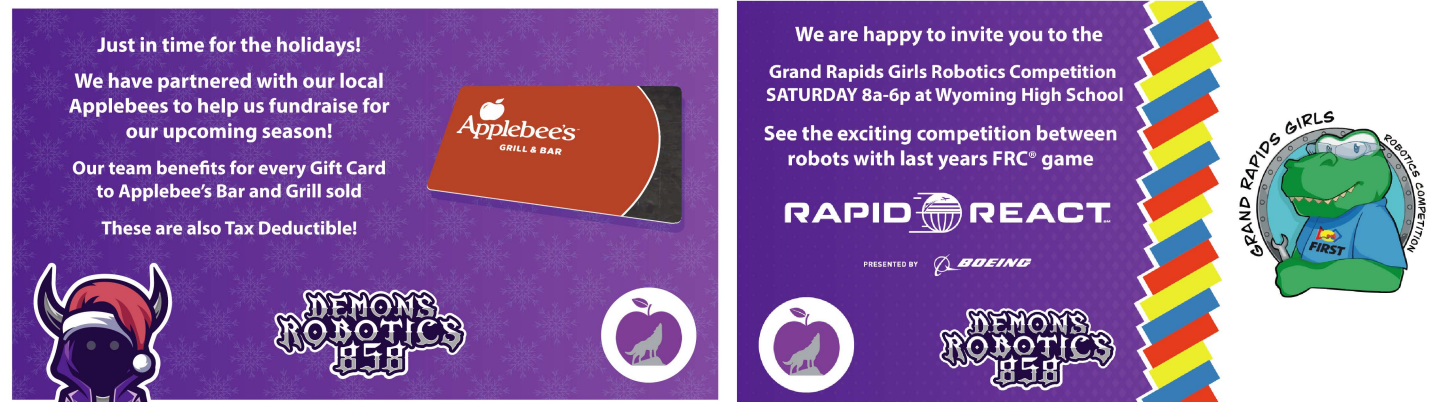
Profile

We like to show how much we enjoy celebrations with our profile picture. The background and mascot can show this.



Posts

When we post about special events, we always have a picture to accompany it. These must be informative and visually related to the post



Logo & Brand Identity Guidelines

Do Not: Fonts

No other font can be used for our logo except for Mirage Gothic. No matter how similar it looks.



Do Not: Sizing

Do not use squish or squash the logo. Any resizing must be in proportion.



Do Not: Color

Do not change the colors of the logo, even if the color looks similar.

Logo & Brand Identity Guidelines

Merch

On our store we have different items available for purchase. These must still follow with in our guidelines.

We have four different types of merch

- Apparel
- Hair Accessories
- Bags
- Collectables



Collectables



Apparel



Bags



Hair Accessories

Logo & Brand Identity Guidelines

Apparel

T-Shirts are typically worn as “uniforms” in the stands. These shirts during the season will have our logo on the front, could be the stand alone text logo, or our primary logo. Accompanied by major sponsors on the back.

The sponsor section can only have white logos of that company or donors name



Simple Text Logo Tee



Sponsor Area



Logo Tee



Logo & Brand Identity Guidelines

Apparel

We have outerwear that is super useful to stay warm during the season. The hoodie can be worn with jeans or with the joggers



Logo Hoodie



Logo Joggers

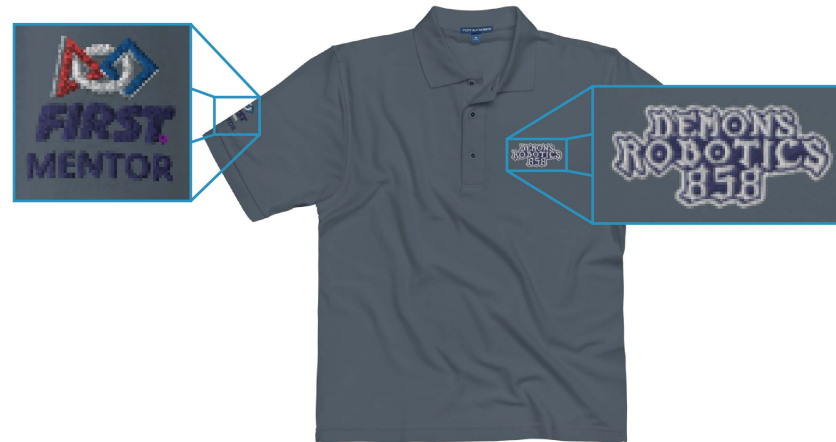
Logo & Brand Identity Guidelines

Apparel

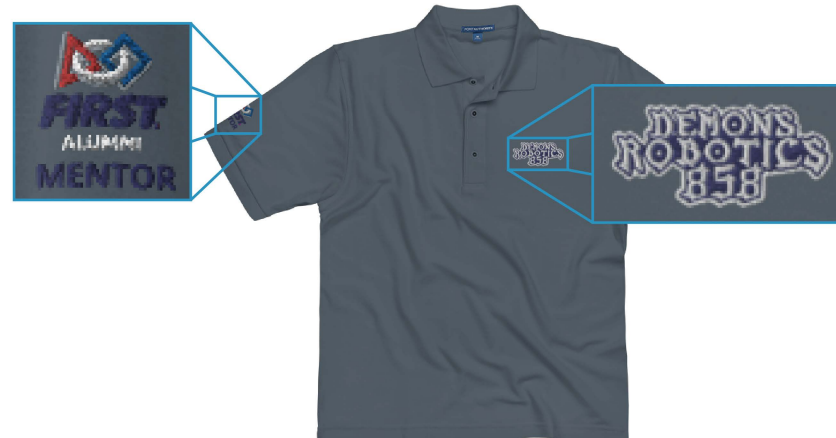
Mentors have an additional option to wear at competitions.

-We have a First® Mentor Polo

-We also have a special First® Alumni edition Polo. This is to celebrate our Alumni who come back and mentor the team.



First Mentor Polo



First Alumni Mentor Polo

Logo & Brand Identity Guidelines

Apparel

We have apparel that on our store that can be enjoyed by all! These are approved to wear any time. Students at competition are asked to keep with "uniform" wear.



Graphic Logo Tee



"Lady" Style Logo Tee

"Lady" Style Simple Logo Tee

Logo & Brand Identity Guidelines

Collectables

Throughout the year we have collectables that anyone can purchase to have momentos of those events. Most are made with our logo and must be done following our standards.



Puzzle



Special Edition 2023 Patch

Bag

We have one bag for that helps students to carry extra things around



Logo Drawstring Bag

Logo & Brand Identity Guidelines

**Hair
Accessories**

We want to keep hair up for safety.
We have various items that help!



Logo Scrunchie



Logo Headband



Logo Bandana

Logo & Brand Identity Guidelines

**Desktop
Wallpaper**

Something we started in 2022, we will have a new desktop wallpaper each year. 2022 desktop wall paper will serve as the standard wall paper if none is used.



2022 (Standard)



2023



2024



2025



2026



2027

**Banners
and Flags**

When we are at the event we want to show who we want to advertise that we are there and this helps us show spirit.



Banner

Flag

Website

Our website has styling that needs to stay consistent with our standards and has its own style separate from your typical material



We have a few URLs to help our web presence

team858.com

demonsrobotics.com

demonsrobotics858.com

Logo & Brand Identity Guidelines

Website Colors

These colors are in combination of our logo colors, all may be used while creating a page on our website.



Where used

- Footer

CMYK 80 80 8 1

HEX #3D1379

RGB 61 19 121



Where used

- Navigation Bar

CMYK 71 83 0 0

HEX #52228B

RGB 82 34 139



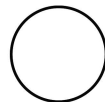
Where used

- Home Page "What we teach" Section

CMYK 40 79 1 0

HEX #983093

RGB 152 48 147



Where used

- Page Text
- Used as semi transparent highlights

CMYK 0 0 0 0

HEX #FFFFFF

RGB 255 255 255



Where used

- Main Page Color
- Alternating Tables
- Contact Us

CMYK 75 60 3 0

HEX #474998

RGB 71 73 155



Where used

- Alternating Tables

CMYK 73 59 2 0

HEX #4A4D9F

RGB 74 77 159



Where used

- Home Page Welcome Section

CMYK 0 0 0 100

HEX #000000

RGB 0 0 0

Logo & Brand Identity Guidelines

Main Font

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*()

Website Fonts

Along with our logo fonts, we have another font we use on our website

First Alt Font

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*()

Second Alt Font

Sans-Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*()

Logo & Brand Identity Guidelines



Website Photos

We want to keep consistent photos on our website. This would be for every photo besides robot and uploaded photos for each season

Most photos should have some sort of focus. On phones, use portrait mode and it will have the same effect

Letter Head

This is our letter head that is used for professional letters and general information



Posters

We use posters to advertise our team to our school and locally.



Business Cards

We use business cards to help spread the word about our team. This needs to have all contact methods located somewhere on the card.



Logo & Brand Identity Guidelines

CAD Drawings

When we create drawings we use a specific drawing sheet. This sheet must be in A3 paper size. All areas in green ● must be filled out with the correct information at the time of submission to other students. Then blue ● and purple ● areas signed when two other students checked over CAD drawing

UNLESS OTHERWISE SPECIFIED:
DIMENSIONS ARE IN INCH
SURFACE FINISH:
TOLERANCES: ±0.005 in

FINISH:

DEBURR AND
BREAK SHARP
EDGES

DO NOT SCALE DRAWING

REVISION

	NAME	SIGNATURE	DATE
DRAWN			
CHK'D			
APPV'D			

TITLE:

MATERIAL:

DWG NO.

WEIGHT:

SCALE:1:1

SHEET 1 OF 1

A3

DEMONS
ROBOTICS
858