

King's College London Mathematics
School Robotics

Volcanix

FTC Team 32981

Team Branding Standards
26-27 BioBuzz



CONTENTS

Contents.....	2
Core brand assets.....	3
Team Identity Guidelines.....	3
The Logo.....	3
The Mascot	4
The Design System	5
Colour Palette	5
Typography.....	5
Page Layout Elements.....	6
Physical Team Branding	7
Team Robots.....	7
Crates and Pit Displays.....	8
Team Apparel.....	8
Dress Standards at Official Events.....	9
Publications and Outreach.....	11

CORE BRAND ASSETS

<https://www.team254.com/resources/identity/>

Team Identity Guidelines

The Logo

The wordmark is the main identifier of the team. It is set in the display typeface, italic and in full capitals, reading VOLCANIX, with FTC 32981 tracked out beneath it.



The wordmark on the site navigation: red letters with a black outline, sitting on the orange nav bar.

- **Colour:** the letters are Primary Red with a solid black outline, so the mark holds on photos and dark backgrounds. The same outline is kept when the mark sits on a red bar.
- **Strapline:** FTC 32981 in the body typeface, bold, uppercase and letter-spaced, in black or cream depending on the background.
- **Offset shadow:** the mark sits on one hard shadow, down and to the right with no blur. This is the same shadow used on cards and buttons across the brand.
- **Clear space:** keep a margin of at least the height of the V on every side.

Do not recolour the letters outside the palette, drop the outline on busy backgrounds, stretch the mark, or set it upright. The wordmark is always italic.



The Mascot

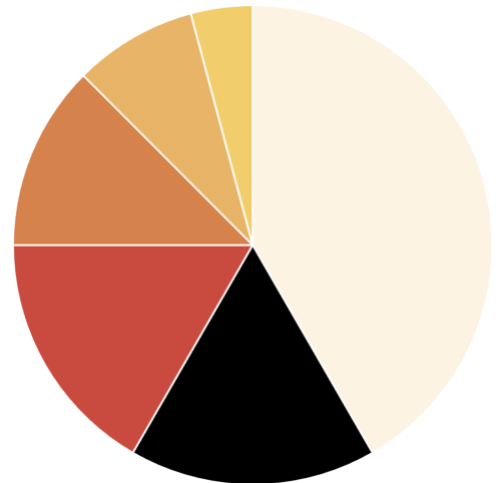
There are four mascot characters. Each has a full illustration and a die-cut version with a white sticker border, used in print and on the website.



The four die-cut mascots. Each carries a white sticker border and a drop shadow, and is placed at a slight tilt.

- **Sticker border:** die-cut mascots have a thick white keyline and the same offset shadow as the rest of the brand.
- **Tilt:** stickers are placed a few degrees off straight, never level, so they read as applied by hand.
- **The sticker hunt:** on the website one of each mascot is hidden somewhere on the page, always fully visible and never clipped, and twitches when hovered. Pit displays and print can carry the same hidden-sticker idea.

Do not clip a die-cut mascot at a page edge, set it level, recolour it, or stretch it. The mascots support the wordmark; they do not replace it.



THE DESIGN SYSTEM

Colour Palette

Colours listed from highest to lowest hierarchy:

- Primary Black: #000000; RGB 0, 0, 0
- Primary Red: #DA3E36; RGB 218, 62, 54
- Primary Orange: #E37D3F; RGB 227, 125, 63
- Primary Yellow: #F1B159; RGB 241, 177, 89
- Yellow Highlight: #F9CB57; RGB 249, 203, 87
- Primary Cream: #FFF2E0; RGB 255, 242, 224

Long body text should always be displayed in the primary black

Headings should be displayed in one of the non-black primary colours in accordance with the hierarchy of colours listed above

- E.g. Title in primary red, heading 1 in primary orange and heading 2 in primary yellow

Accent text and graphics may be in any of the non-black primary colours

In posters and presentations, the primary beige may be used for the background colour. In general, designs and publications should aim to use colours in the ratios shown in the pie chart.



The palette as used on screen, ordered from black through to cream. Screen hex values are listed under Digital Brand.

Typography

The type system has three roles, matching the website.



Display type in use: an italic, uppercase headline with a serif tagline beneath it.

- **Display / headline (Spline Sans Mono):** always italic, uppercase, with tight leading. Used for the wordmark, titles, headings, buttons, stat numbers and short callouts. At large sizes on dark backgrounds it carries the offset shadow and a soft glow.
- **Body (Bahnschrift):** all running text and documentation. Weight steps down by level, from Title to Heading 1, Heading 2 and Body. Body text is Primary Black on light backgrounds and cream on dark.
- **Serif accent (Georgia / Times New Roman):** short italic taglines under a headline. Not used for body text or headings.
- **Meta / labels:** small, uppercase, letter-spaced body type for kickers, captions and roles, kept low-contrast so it stays in the background.

Hierarchy	Font Family	Usage notes
Primary font	Bahnschrift	Used for all documentation and written communication Boldness is dependent on the text element, decreasing in boldness - E.g. Title, Heading 1, Heading 2, Body
Secondary font	Spline Sans Mono	Monospace font for programming and some captions on the site.

Page Layout Elements

The layout is built from a few motifs that repeat on every page. Using them the same way each time is what keeps a page reading as Volcanix.



Three motifs at once: a photo card with an orange keyline and offset shadow, a skewed button, and the zigzag divider along the top.

- **Offset shadow:** one solid shadow, down and to the right, no blur, in deep red or black. On cards, images, buttons and the wordmark. Keep the offset consistent.
- **Skewed shapes:** nav and action buttons are skewed about 12 to 14 degrees, with the label skewed back the other way so it reads straight. Hover fills the shape and lifts the shadow.
- **Slight rotation:** photos, cards and stickers are set a degree or two off square, alternating direction, and straighten on hover.

- **Zigzag dividers:** a sawtooth edge in the background colour between an image band and the content below it.
- **Colour banners:** full-width amber or orange strips carry section titles and callouts in black display type.



A colour banner: an orange strip carrying a callout in black display type.

- **Dark canvas:** pages run on a near-black warm background with cream text. The palette provides the colour.
- **London skyline:** a silhouette of the London landmarks runs above the footer.



The London skyline band that sits above the footer.

PHYSICAL TEAM BRANDING

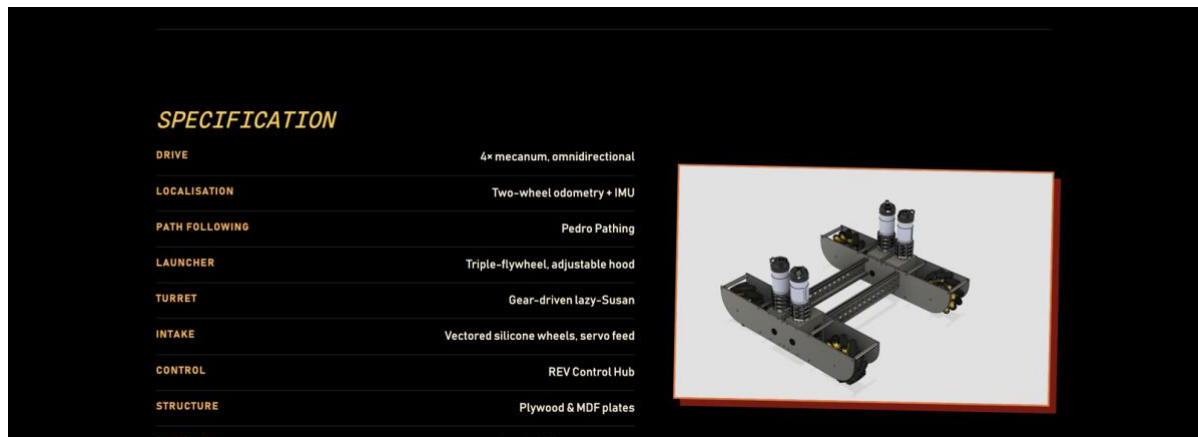
Team Robots

Robots are photographed and used as brand assets. Each season robot has a name and a short spec sheet.

UNDER THE HOOD		
DRIVE · LOCALISATION · LAUNCHER · TURRET		
DRIVETRAIN	MECANUM WHEELS	Drives in any direction, including sideways. Motors slot straight into a U-shaped frame for a jam-free intake path.
LOCALISATION	TWO-WHEEL ODOMETRY	Two dead-wheel encoder pods plus the Control Hub IMU track position even when the drive wheels slip. Paths run on Pedro Pathing.
LAUNCHER	TRIPLE-FLYWHEEL SHOOTER	Three flywheels for grip and an adjustable hood to reach both the close and far shooting zones.

Robot detail as label rows: an amber label, the part name in display type, and a plain description.

- **Photos:** robot photos use the orange keyline, offset shadow and slight rotation used for all imagery.
- **Spec sheets:** key numbers (drivetrain, dimensions, weight, main mechanisms) are listed as label and value rows, with labels in amber uppercase.

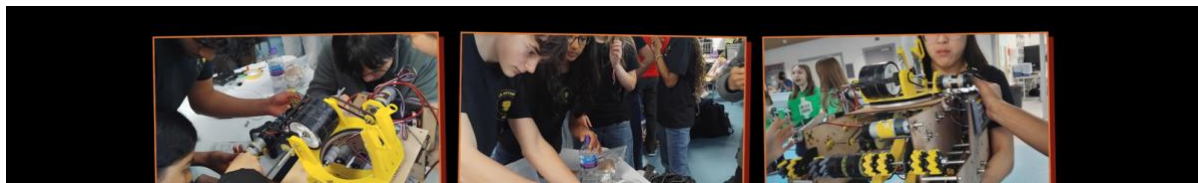


A robot spec sheet: label and value rows next to a CAD render framed with the orange keyline.

- **Naming:** season robots are named to fit the volcanic theme and are referred to by that name everywhere.

Crates and Pit Displays

The pit display uses the same elements as the website, so the two match at a glance.



Photos framed with the keyline, offset shadow and a slight tilt, as on the build gallery.

- **Backdrop:** dark background, the wordmark large and central, display type for headlines, cream body text.
- **Stickers:** die-cut mascots on crates, laptops and toolboxes, set at a tilt, with one hidden for visitors to find.
- **Motifs:** carry the offset shadow, skewed labels and zigzag edges onto printed panels and banners.
- **Sponsors:** the sponsor wall goes on the pit backdrop, following the tiers below.

Team Apparel

Apparel uses the core palette on dark or cream garments, with the wordmark as the main mark.

- **Placement:** wordmark on the chest or back in Primary Red with the black outline; strapline optional beneath.
- **Accents:** mascot stickers, the skyline strip or zigzag trim as secondary decoration in the accent colours.
- **Sponsors:** sponsor marks are added by their tier.

Dress Standards at Official Events

At official events everyone wears team kit, so the team looks the same to judges and visitors.

- **Kit:** team apparel with the wordmark is worn during competition and judging, as the outer layer.
- **Presentation:** clothing is clean and tidy.
- **Safety first:** closed footwear and any venue-required PPE, such as safety glasses in the pit, come before appearance.

DIGITAL BRAND

The website at volcanixftc.com is where the brand is defined in practice. This document describes it, and if the two ever differ the site is the reference. It runs on a dark full-bleed background, with the palette, display type and sticker motifs carrying the look.



The home page: a darkened photo behind a glowing display headline and a serif tagline.

Design System Tokens

The site uses a slightly adjusted palette for screen, with each colour named. These are the hex values to use for digital work. Where a print colour and a screen value differ, use the print value in print and the token on screen.

- **Black / Coal / Panel:** #000000 canvas, #0e0403 coal and #160604 panel for layered dark surfaces.
- **Cream:** #fff2dc, the main text colour on dark and the fill for light cards.
- **Yellow:** #facc57 for highlights, hovered links and stat numbers.
- **Amber:** #f7b35b for section banners and labels.
- **Orange:** #e57c41, the main action colour, used for keylines and callout bands.
- **Red / Red-deep / Maroon:** #d93e36 for the wordmark and accents, #8f2016 for the offset shadow, #2b0c0b for the footer.

Core Motifs

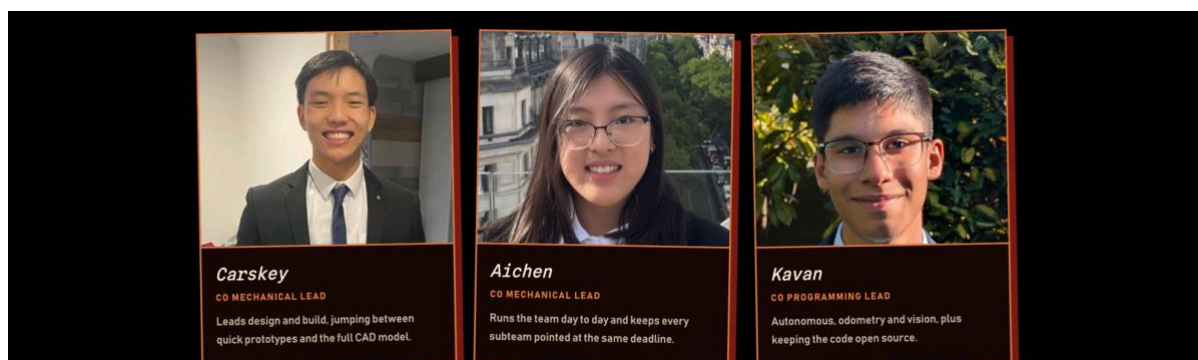
- **Offset shadow:** an 8px shadow, no blur, in deep red, shared by cards, images, buttons and the wordmark.

- **Skewed buttons:** skewed shapes with the label skewed back, a hard shadow, and a fill-and-lift on hover.
- **Off-square images:** photos and cards rotated a degree or two, alternating, straightening on hover.
- **Also:** zigzag dividers, colour banners, glowing display headlines and die-cut mascot stickers.

Components

The site is built from a set of repeating components. New pages reuse them rather than add new patterns.

- **Navigation:** one red bar fixed to the top, holding the wordmark and the black skewed nav buttons.
- **Buttons:** a solid orange fill and an outlined ghost version, both skewed with the offset shadow.
- **Hero and page banners:** a darkened photo with a glowing display headline and a serif tagline near the bottom.
- **Cards:** team, robot, sponsor and gallery cards, with a panel fill, orange keyline, offset shadow and slight rotation.



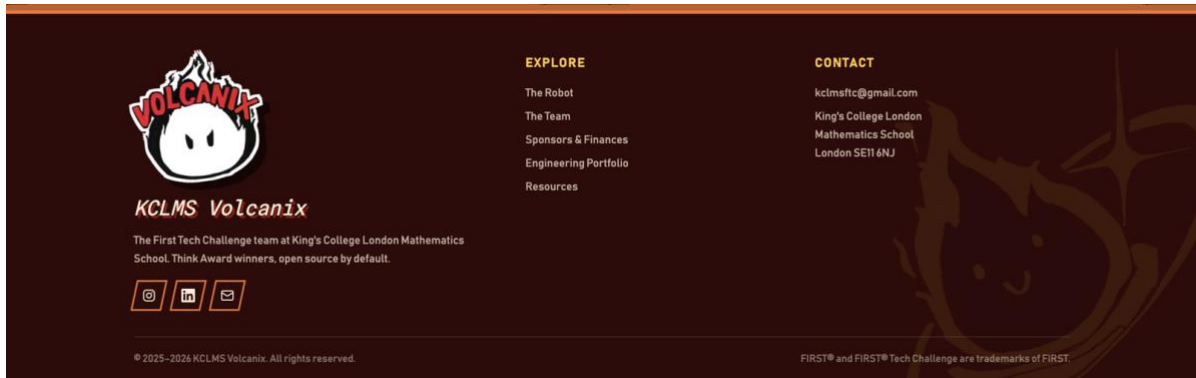
Team cards: panel fill, orange keyline, offset shadow, and a slight tilt that alternates card to card.

- **Stats, shout and section banners:** flat colour strips carrying large display type for numbers and callouts.



The stats band: large display numbers over a dark strip.

- **Footer:** a maroon block with an orange top rule, a watermark mascot, the skyline strip above it, and social links as skewed buttons.



The footer, with the wordmark, a mascot sticker, and a mascot watermark behind the text.

Motion

- **On scroll:** sections fade and rise as they come into view.
- **On hover:** cards and images straighten and lift; buttons fill and grow their shadow.
- **Reduced motion:** all entrance animation and the sponsor marquee are turned off when the visitor asks for reduced motion. The site works the same without them.

PUBLICATIONS AND OUTREACH

Team Publications

Volcanix uses templates for major documents such as the PED (professional engineering document) in order to maintain consistency and structure. Templates can be found in the SharePoint folder and new documentation should have appropriate templates made.

The Engineering Portfolio made for the [FTC Inspire Award](#) should follow our design system but may vary for better results.

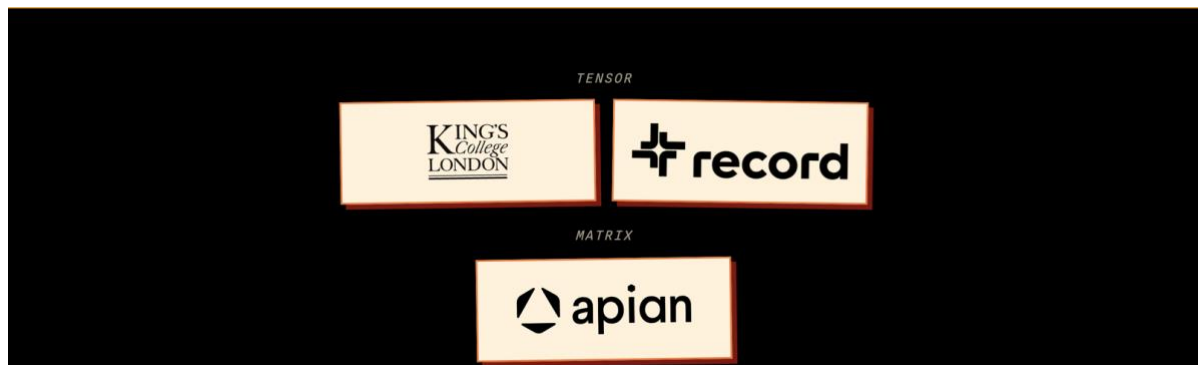
Sponsor Recognition Standards

Sponsors are shown in tiers. The higher the tier, the more visibility. Tiers appear on the website, the pit display and apparel.



The sponsorship tiers, each card marked by a coloured top border.

- **Tiered wall:** sponsor logos sit on cream tiles with the orange keyline and offset shadow. The tier is shown by a coloured top border and a label above the row.



The sponsor wall: logos on cream tiles, grouped by tier.

- **Logo integrity:** sponsor logos are shown as supplied and are not restyled into the Volcanix palette. Keep clear space and a light tile so each mark stays legible on the dark background.
- **Placement:** higher tiers get larger and earlier placement across the site, apparel and print. Every current sponsor is shown.
- **Thanks:** sponsors are also thanked in outreach and publications, not only by logo placement.

Social Media and Web Presence

The website is the main channel. Social accounts point back to it and use the same look.

- **Website:** volcanixftc.com, the home for the season, team, robot, resources and sponsor pages.
- **Voice:** short display-type callouts alongside plain body copy.
- **Consistency:** posts reuse the palette, display type, offset shadow and mascot stickers, so every channel matches the site.

- **Contact:** social handles and the team email (kclmsftc@gmail.com) go in the site footer and on pit displays.

CONTACT INFORMATION

If you have any inquiries please contact kclmsftc@gmail.com