#2231

OnyxTronix

SHOHAM HIGH SCHOOL

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.

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.

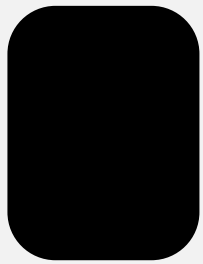Do not distort or skew the logo by adjusting the X or Y axis independently. Always scale the logo proportionally.

Do not use any old or irrelevant logo.

Team
Colors

Color palette
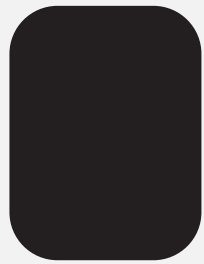
#000000 #231F20 #B00F15 #D40000 #E40001 #ED1B24
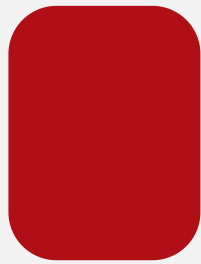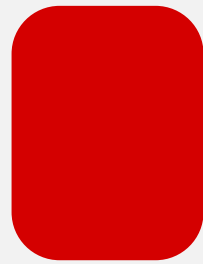
Black

Dark Red,
good for text
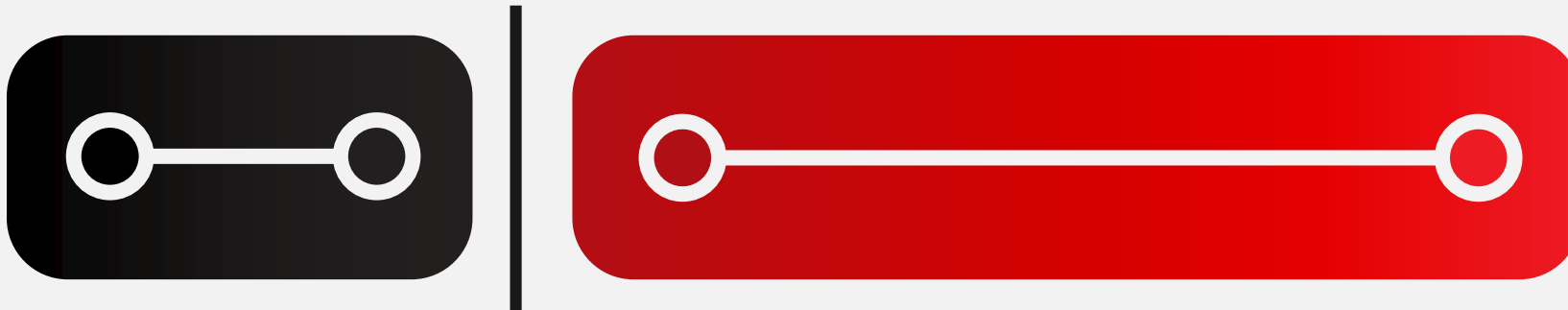
Logo's Red

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

Team Fonts

Heebo

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

Exo

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

HEB >
< ENG

Secular One

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

Team Name

Capitalize
Each
Word

No space
between the words

When using the
team number- #
must be written too

OnyxTronix

#2231

English only, no
"אוניקסטרוניקס"

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. "

" 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. "

No rephrasing!

No obligating color or font

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!