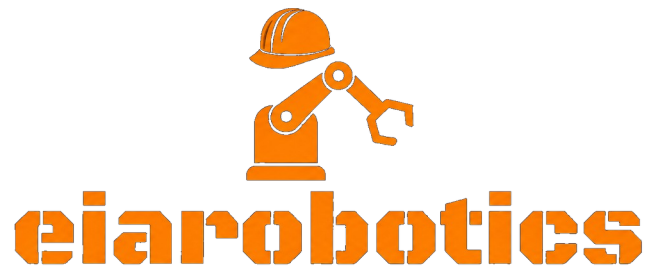


BRANDING STANDARDS

EIA Robotics
Branding Standards

EIA Robotics
Irvine / Orange County, CA



A program of
FLL Team 72710 • FTC Team 23564 • FRC Team 11722

BRANDING STANDARDS

EIA Robotics

Branding Standards

Organization Name

- EIA Robotics — primary short name, used in nearly all contexts.
- Engineers in Action — full formal name, used in legal, sponsorship, and formal organizational contexts.
- EIA Robotics, Inc. — used in legal/nonprofit filings and official correspondence where a formal entity name is required.
- Always capitalize as “EIA Robotics,” never “Eia Robotics” or “EIARobotics.” The organization name is not “EIA Robotics Inc” without the comma in body text.

EIA Robotics is the parent organization for all program levels. Team-specific names should always be presented as belonging to EIA Robotics — never as standalone, unrelated brands.

Program & Team Names

- FLL Team 72710 — EIA Robotics — the organization’s FIRST LEGO League team.
- FTC Team 23564 — EIA Robotics — the organization’s FIRST Tech Challenge team.
- FRC Team 11722 — EIA Robotics — the organization’s FIRST Robotics Competition team.
- In any FIRST context, mention FIRST alongside the program name, e.g., “FIRST Robotics Competition Team 11722, EIA Robotics.”
- Never interchange team numbers. Do not place 72710, 23564, or 11722 on materials for a different program level unless referencing the organization’s overall pathway.
- Preferred hierarchy in titles and social media: EIA Robotics first, program/team second, team number as identifier — e.g., “EIA Robotics | FRC Team 11722.”

Brand Hierarchy

EIA Robotics is the parent identity. FLL Team 72710, FTC Team 23564, and FRC Team 11722 are program levels operating underneath that identity — not independent organizations. Program-specific materials may carry a team number or limited program personality, but must remain visually and organizationally recognizable as EIA Robotics.

Logo

In any FIRST-sanctioned context, the FIRST logo should be included per FIRST’s branding rules (available from www.usfirst.org), in the light- or dark-background version as appropriate. “FIRST” is an acronym: full capitalization, no periods, printed in italics.

The EIA Robotics primary mark combines the robotic-arm icon with the “eiarobotics” wordmark, as shown on the cover page. Use the official logo files maintained in the team drive — do not recreate the mark from scratch.

- Primary logo (orange on transparent/white) — default use on light backgrounds.
- Reversed / white version — required on dark or busy backgrounds so the mark remains legible.
- Single-color black version — for small, low-detail, or single-color print situations (e.g., engraving, embroidery).

Note: the current master file is prepared on a solid black background. A true transparent-background export should be finalized and stored in the team drive before the mark is used on colored materials, apparel mockups, or non-white backgrounds.

Do not distort, stretch, recolor, rearrange, crop, or recreate the logo in an unrelated font. Do not combine the logo with effects that reduce legibility. Maintain clear space around the mark equal to at least the height of the hard hat icon.

Program Sub-Marks

Each program level may use a lockup of the primary EIA Robotics mark with its team number set alongside or beneath it, following the same visual system rather than a separate logo design:

- EIA Robotics — FLL Team 72710
- EIA Robotics — FTC Team 23564
- EIA Robotics — FRC Team 11722

Program sub-marks should not be redesigned independently. If a new sub-mark is needed, it should be developed as a controlled variation of the primary mark and approved before wide use.

Colors

#FD7C02	Primary brand color — sampled from the logo. Used for the wordmark, accents, and calls to attention.
#152238	Secondary brand color — used for headings, primary body text, and dark backgrounds/print variants.
#FFFFFF	Tertiary / background color — primary background color and reversed logo color on dark surfaces.

These are the three official EIA Robotics brand colors. Additional tints/shades (e.g., a lighter neutral for dividers) may be introduced later but should be derived from this palette and approved by team leadership before use.

Fonts

- *General body text: [Placeholder — font TBD]*
- *Headings: [Placeholder — font TBD], style TBD (e.g., bold / italics / uppercase)*
- *Subtitles: [Placeholder — font TBD], style TBD*
- *Wordmark / logotype: uses its own custom lettering — not a system font; always use the official logo file rather than re-setting the name in text.*

Official EIA Robotics typography has not yet been finalized. Replace the placeholders above once fonts are selected, and apply them consistently across documents, the website, and presentations.

Application Across Materials

Brand consistency should extend across robots, team apparel, competition pits, banners, sponsor materials, the website, social media, flyers, presentations, documents, recruitment materials, outreach materials, signage, and team merchandise. Program-specific materials (FLL 72710, FTC 23564, FRC 11722) should still clearly read as EIA Robotics at a glance — through consistent use of the primary mark, color palette, and typography defined above.