



FIRST[®] Alumni
AND ROBOTICS AT OHIO STATE[®]



BRANDING GUIDELINES PRESENTATION

Topics to Discuss

What we'll cover

Different Logos

Color Palette

Typography Guidelines

Suggested Social Media

FIRST

Alumni & Robotics at Ohio State

General Logo

Used for:

Any organization documentation, social media accounts, or posts within the general *FIRST* community.



Ri3D Logo

Used for:

Any Robot in 3 Days documentation, social media accounts, or posts within the *FIRST* Robot in 3 Days community.



Our Color Palette

#BB0000

Used for large accent background coloring, subtext, and accent images and icons.

#666666

Used for main background coloring and text on red or dark backgrounds.

#FFFFFF

Used for small background coloring and accent images or icons.

#000000

Used for medium background coloring and text on light backgrounds.

Typography Guidelines

Proxima Nova

AaBbCcDdEe
1234567890!

HEADLINES

Body Text

Proxima Nova
Bold

AaBbCcDdEe
1234567890!

Subheadings

Emphasized Body Text

Proxima Nova
Alt

AaBbCcDdEe
1234567890!

"Quotes"

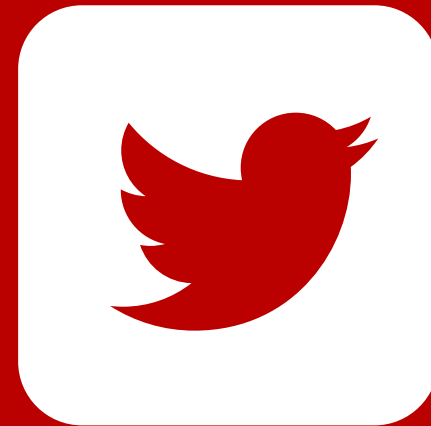
Emphasized Body Text

SUGGESTED SOCIAL MEDIA



INSTAGRAM

@firstroboticsosu



TWITTER

@firstroboticsosu



FACEBOOK

FIRST Alumni & Robotics
at Ohio State

For Questions & Comments

ADDRESS

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