

Lancer Robotics

Branding

Lancer Robotics | Team 2367
2018

Updated: January 18, 2018



The Lancer Robotics Logo



[Download light logo](#)



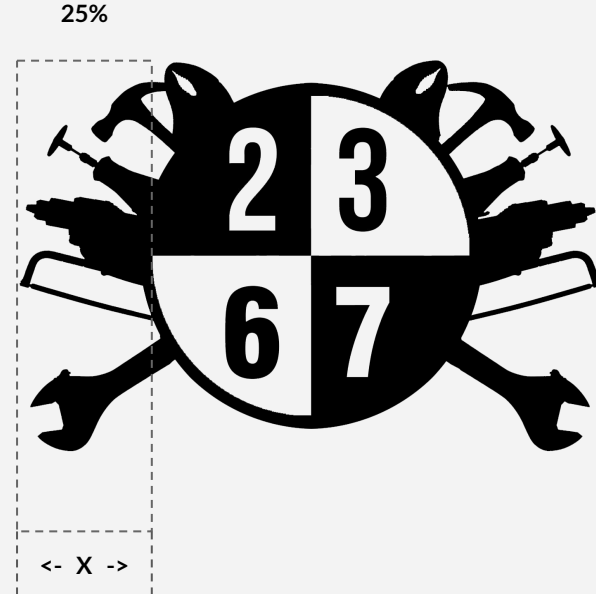
[Download dark logo](#)

Using the Lancer Robotics Logo

Safe space

The Lancer Robotics logo always needs safe space that is free of imagery and text surrounding it. Use one quarter of the icon's width to determine the minimum amount of safe space that should surround the logo.

If copy appears above or below the logo, you should measure safe space from the bottom of the logo to the x-height of the text.



Using the Lancer Robotics Logo

What not to do with the logo

The Lancer Robotics logo represents the Lancer Robotics Club at Saint Francis High School in Mountain View, CA and should not be altered in any way.

Here are a few examples of what not to do with the Lancer Robotics logo.

- Don't change the opacity of the icon.
- Don't add visual effects like drop shadows.
- Don't use the logo in a phrase/sentence.
- Don't change the angle of the icon.



Proud sponsor of



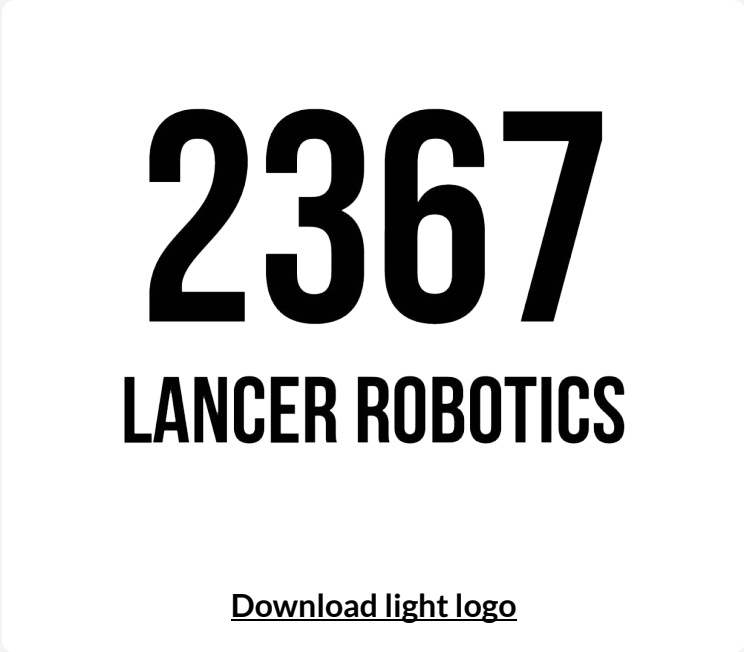
Using the Lancer Robotics Logo

Using the logo on solid backgrounds

The examples to the right show the correct use of the Lancer Robotics Logo on solid backgrounds. The black colored logo should be used on a background that is lighter than 50% grey. The white colored logo should be used on a background that is darker than 50% grey.



The Lancer Robotics Text Logo



2367
LANCER ROBOTICS

[Download light logo](#)



2367
LANCER ROBOTICS

[Download dark logo](#)

Using the Lancer Robotics Text Logo

Safe space

The Lancer Robotics text logo always needs safe space that is free of imagery and text surrounding it. Use one quarter of the icon's width to determine the minimum amount of safe space that should surround the text logo.

If copy appears above or below the text logo, you should measure safe space from the bottom of the text logo to the x-height of the text.



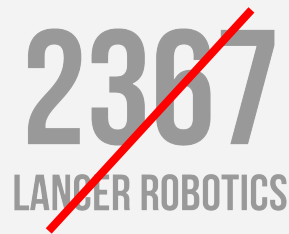
Using the Lancer Robotics Text Logo

What not to do with the logo

The Lancer Robotics text logo represents the Lancer Robotics Club at Saint Francis High School in Mountain View, CA and should not be altered in any way.

Here are a few examples of what not to do with the Lancer Robotics logo.

- Don't change the opacity of the icon.
- Don't add visual effects like drop shadows.
- Don't use the logo in a phrase/sentence.
- Don't change the angle of the icon.




Proud sponsor of



Using the Lancer Robotics Text Logo

Using the logo on solid backgrounds

The examples to the right show the correct use of the Lancer Robotics Logo on solid backgrounds. The black colored logo should be used on a background that is lighter than 50% grey. The white colored logo should be used on a background that is darker than 50% grey.

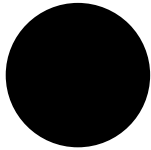


2367
LANCER ROBOTICS



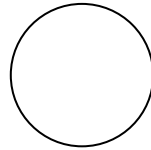
2367
LANCER ROBOTICS

Lancer Robotics Colors



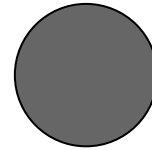
Black

#000000
RGB: (0, 0, 0)
CMYK: 100, 100, 0, 100



White

#FFFFFF
RGB: (255, 255, 255)
CMYK: 0, 0, 100, 0



Grey

#666666
RGB: (102, 102, 102)
CMYK: 0, 0, 100, 60