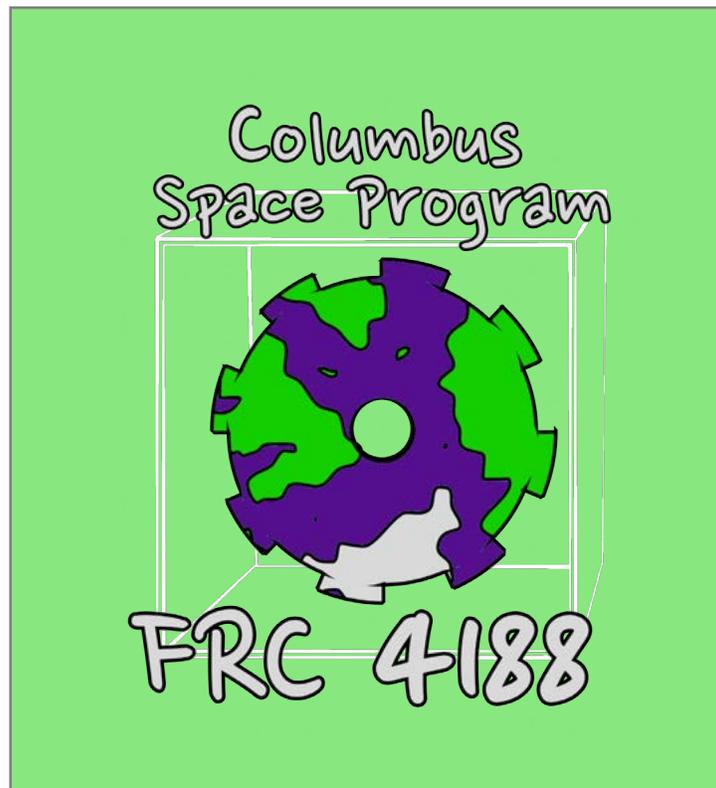


Columbus Space Program Brand Manual

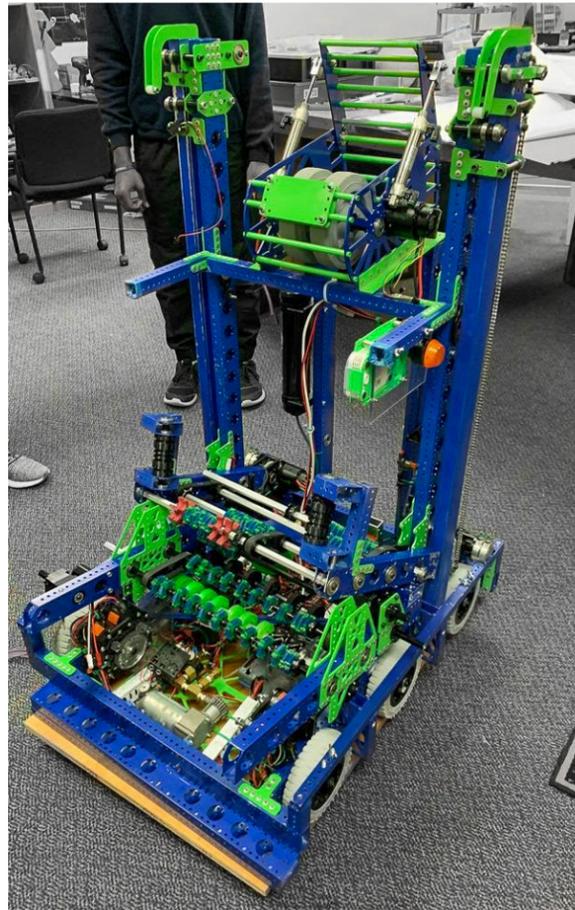
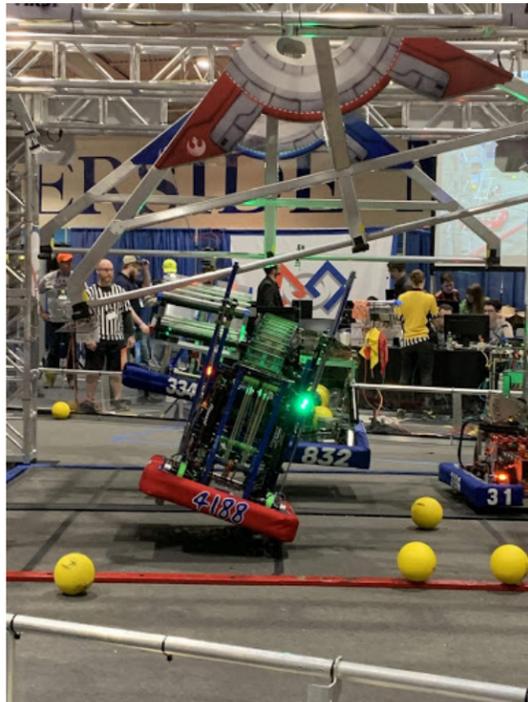


Additional Info:

- 23 Pages
- Date made: September 2020
- Program used: Adobe InDesign

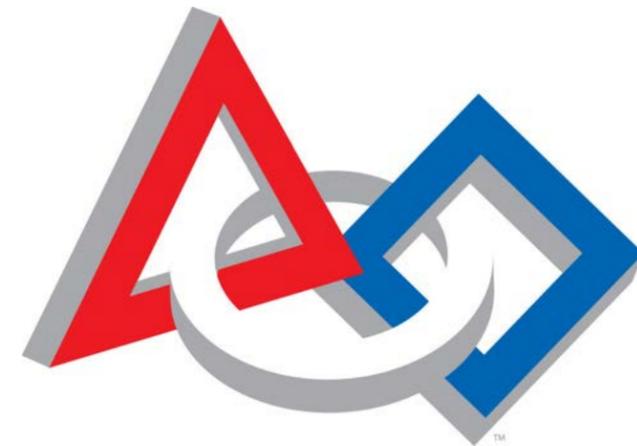
Includes:

- Program Manifesto
- Logo construction
- Typography
- Color system
- Icon Application
- Editing standards
- Social Media
- Examples



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Introduction

welcome to the columbus Space Program's
Brand Manual!

Here you can find anything and everything about what makes CSP, CSP. This includes our values, the future of CSP, our stylistic personality, what type of editing software we use, image quality expectations, image sizing expectations, image spacing expectations e.t.c. We aim to provide examples of consistent brand use that future media members can build upon later. This is our first edition, and so we hope to start with a bang, but we do realize this may become outdated fast, and for this reason, we encourage members to edit and build upon this guide every two years (at least) to keep branding consistent in the future. With that out of the way, welcome to the first CSP Brand Manual!

Best wishes, The CSP 2020 Media Team

PURPOSE



CORE VALUES

- We are a team.
- We do the work to find solutions with guidance from our coaches and mentors.
- We know our coaches and mentors don't have all the answers; we learn together.
- We honor the spirit of friendly competition.
- What we discover is more important than what we win.
- We share our experiences with others
- We display Gracious Professionalism® and Coopertition® in everything we do.
- We have FUN!

values

Who are we?

CSP!

So, what exactly makes up the CSP brand well:

1. Our Mission Statement
2. Our Values
3. Our Personality

Our Mission Statement

What is a mission statement? It's a short statement of why an organization exists, what its overall goal is, and how it plans to achieve that goal. For CSP we describe our mission statement as:

"The Columbus Space Program is a co-curricular STEM education organization within the Muscogee County School District that provides experiences and opportunities to its student team members that will give them the confidence to reach their full potential in the professional world and to give back by sharing their experiences with the community."

Our Values

What are values? The beliefs that we as CSP stand for. They serve as the compass that guides our brand story, actions, behaviors, and decision-making process. For CSP we describe our values as:

Teamwork, Curiosity, Respect, Community, Positivity

Our Personality

What is personality? A set of human characteristics that are attributed to a brand name. For CSP, we describe our personality as:

Passionate: We crave intellectual challenge and encourage creative thinking.

Inspiring: We create an uplifting atmosphere to build confidence through skill-building.

Cooperative: We provide a familial atmosphere for students.

Recurring Logos
 Logo variations,
 Logo application,
 Logo construction
 and clear space,
 Correct logo
 placement

logos

Recurring Logos

FRC 4188 Logo
 Used for all FRC documents
 Main logo for The Columbus Space Program
 Font: Nanum Pen Script
 Icon colors:



C= 84 M= 92 Y= 34 K = 27
 R=30 G=15 B=123
 Hex = #1E0F7B

C= 75 M= 9 Y= 100 K = 1
 R=63 G=230 B=0
 Hex = #3FE00



FRC 4188, 5S Logo
 Used for safety organization documents
 Main logo for 5S
 Font: Agency FB
 Icon colors:

C= 93 M= 95 Y= 9 K = 2
 R=17 G=12 B=227
 Hex = #110CE3

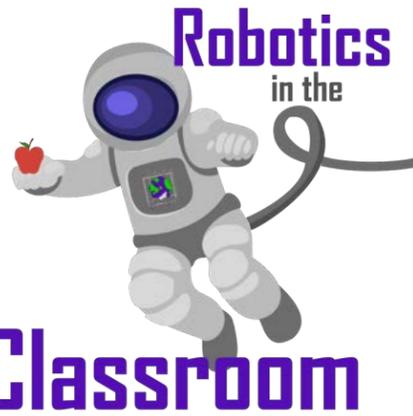
C= 73 M= 0 Y= 98 K = 0
 R=69 G=255 B=5
 Hex = #45FF05

C= 21 M= 2 Y= 87 K = 0
 R=201 G=250 B=33
 Hex = #C9FA21

C= 2 M= 60 Y= 100 K = 0
 R=250 G=102 B=0
 Hex = #FA6600

C= 9 M= 94 Y= 83 K = 1
 R=230 G=15 B=43
 Hex = #E60F2B

Logo Variation



FRC 4188, Robotics in the Classroom
 Used for all FRC Robotics in the classroom documents
 Main logo for The Robotics in the classroom program
 Font: Agency FB
 Icon colors:

Classroom

C= 25 M= 20 Y= 20 K = 0
 R=191 G=204 B=204
 Hex = #8FC6CC

C= 90 M= 92 Y= 6 K = 1
 R=25 G=20 B=237
 Hex = #1914ED

C= 72 M= 0 Y= 100 K = 0
 R=71 G=255 B=0
 Hex = #47FF00

C= 70 M= 68 Y= 0 K = 0
 R=77 G=82 B=225
 Hex = #4D52FF

C= 10 M= 90 Y= 79 K = 1
 R=227 G=25 B=53
 Hex = #E31935

FTC Logos

Team Astrobots 16585



Team Ecliptic 16934



Team Spacedevils 17173



#BuildBrave Girls Logo
 Used for all BBG Documents
 Main logo for BuildBrave Girls, has alternate logos for various documents
 Font: Agency FB
 Icon colors:

C= 87 M= 100 Y= 2 K = 0
 R=33 G=0 B=250
 Hex = #2100FA

C= 55 M= 64 Y= 23 K = 3
 R=11 G=89 B=190
 Hex = #6F59BE

C= 51 M= 5 Y= 67 K = 0
 R=125 G=242 B=84
 Hex = #7DF254



Gradient Background



Transparent Background



C= 38 M= 31 Y= 31 K = 0
 R=158 G=176 B=176
 Hex = #9E8080

C= 71 M= 65 Y= 64 K = 70
 R=22 G=27 B=28
 Hex = #161B1C

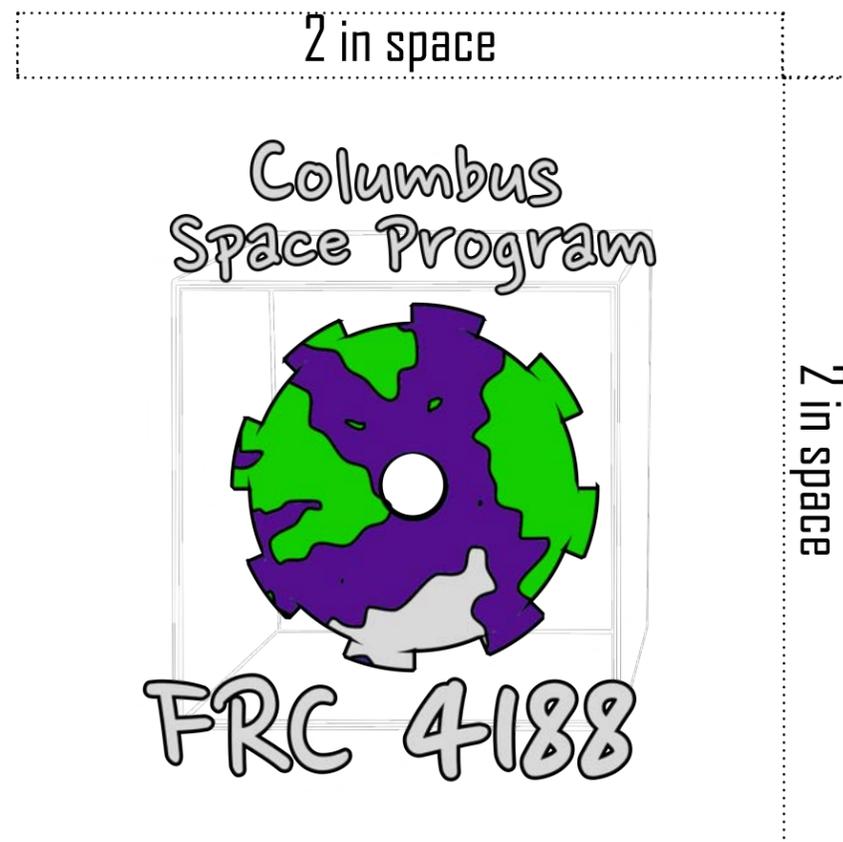


Dreams Logo
 Used for all Dreams Documents
 Main logo for BuildBrave Girls, has a banner logo as well
 Font: Give it your heart
 Icon colors shown above

Logo Construction and clear space

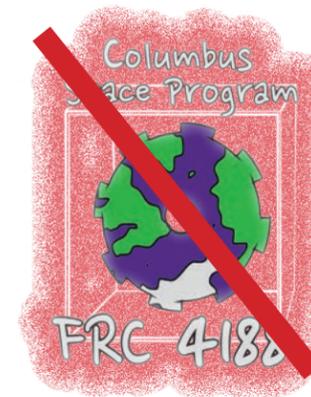
Min size: 6 in x 6 in

Av Size: 18 inch x 18 inch



Correct Placement

Examples of how NOT to format the Columbus Space Logo
To keep our brand consistent, we must keep our logo consistent. To do this, we have specific guidelines on what NOT to do when using our logo.



DO NOT

- * Crop the logo so it's unrecognizable
- * stretch the logo
- * recolor the logo
- * edit the logo
- * add effects to the logo

Primary Font

Nanum PenScript

Nanum PenScript Regular

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890?!*+(.,)

Our Primary font is 'Nanum PenScript'; this font only comes in regular; it does not include a bold or italic option. We use this font for Main Titles as well as Headers. This is because of its unique handwritten attributes.

typography

Secondary Font

Agency FB

Agency FB Regular

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890?!*+(.,)

Agency FB Bold

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890?!*+(.,)

Our Secondary font is 'Agency FB'; this font comes in regular and bold; it does not include an italic option. We use this font for all other text, usually for documents that are going to be read. This is because of its straightforward design. It is also easy to read and relates to our STEM focus with its science-based qualities.

Color System

We at CSP divide our marketing topics into three colors. CSP Blue is used for Mechanical or Build marketing, CSP Green is used for media and outreach marketing and CSP Grey is used for health and safety marketing. We use sites like: www.htmlcolorcodes.com and www.color.adobe.com to find alternate and complimentary shades.

CSP Green used for:
- People based topics
For example: Outreach

C= 91 M= 0 Y=100 K =19
R=19 G=207 B=0
Hex = #13CF00



Alternate shades

CSP Blue used for:
- Mechanical based topics
For example: Robot Design

C= 84 M= 87 Y=0 K =47
R=21 G=18 B=135
Hex = #151287



Alternate shades

color



Alternate shades

CSP Grey used for:
- Health and Safety
For example: Safety Rules

C= 0 M= 0 Y=0 K =53
R=120 G=120 B=120
Hex = #787878

Examples

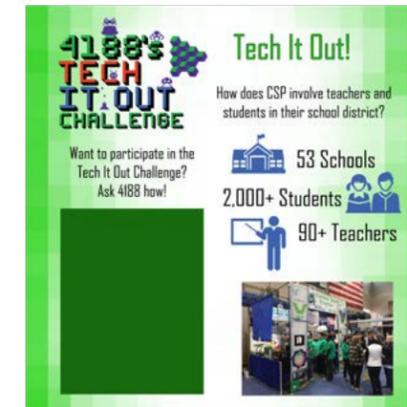


Photo Editing

CSP does not add additional graphics or do extensive editing on our photos; instead, we rely on the pictures' subjects. Because of this, our guidelines for photo editing revolves around the quality of our photographs. Our main concerns are:

- Is the image clear? If not, do not use it. Pixelated images aren't how we want people to see our brand.
- Does the image contain CSP members or creations in a positive light? This includes having all subjects having personal protection on (i.e safety glasses). Having all subjects either working or interacting positively (i.e., smiling, laughing, etc.)
- Is the image correctly cropped and auto edited? When we mention 'auto edited,' we mean has the image been edited to its best quality, is the light balanced? Are the CSP colors brightened?

Finally, on the next page, we offer advanced editing examples where we highlight the CSP colors and members by grayscaling the background. This highlights the foreground and makes the image pop. This is an optional format but is included as a CSP standard.



Can't see CSP members faces, blurry, not edited->

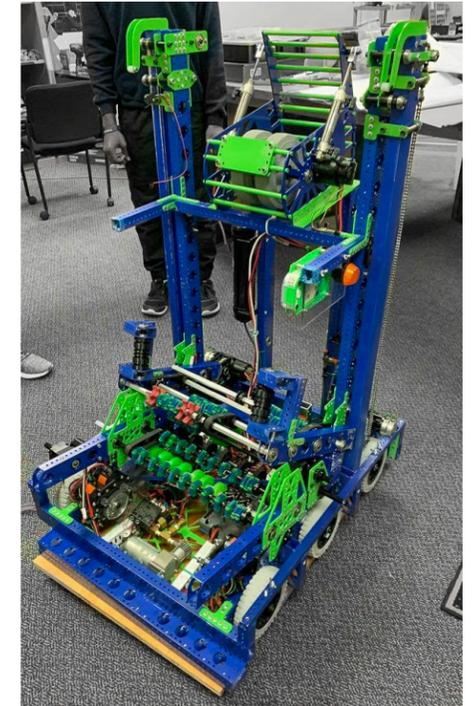
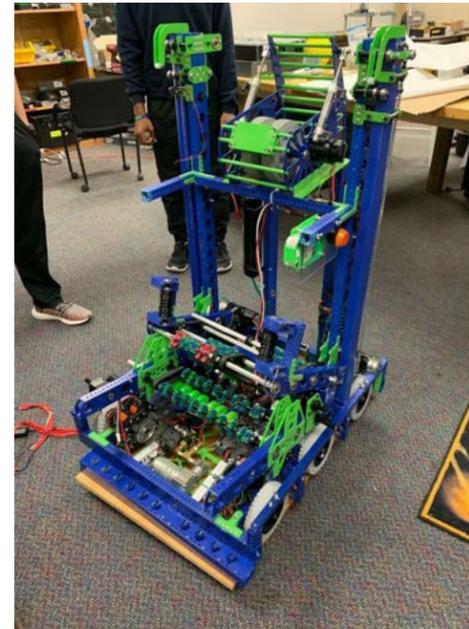
Examples of badly edited images:

<- Not cropped properly or edited



Photography

Examples



Social Media

CSP is on a variety of Social media platforms, and so we have size guidelines for our social media posts. Our policies for photo editing overlap into our social media guidelines as well. Concerning online interaction, all CSP members must be respectful and articulate. We expect online posts to be made in full sentences and checked through Grammarly (a free grammar checker). For twitter and instagram specifically, we ask that members have their posts include either CSP Green or CSP Blue so we can keep the social media themes consistant. We use free applications like GIMP and Canva, or paid subscriptions like the Adobe Suite. Heres some examples using Canva:



@FRC4188
Twitter template post
Size: 1024 x 512



@Columbus Space program
Youtube thumbnail template
Size: 1280 x 720

additional media



@frcteam4188
Instagram template post
Size: 800 x 800



FTC TEAMS
Ecliptic: @ecliptic16934
Space Devils: @space.devils
Astroblots: @ftc16585_astroblots



@columbus2space
Size: 1080 x 1920



www.linkedin.com/company/columbus-space-program
Post Size: 1200 x 1200 (desktop)
1200 x 628 (mobile)



@columbus2space
Post Size: 1200 x 630



@ColumbusSpaceProgram
Post Size: 1000 x 1500

WEBSITE: www.columbuspaceprogram.org

CSP Writing

When writing CSP posts or documents, it's necessary to remember to use the MLA writing style to promote our brand's clarity and professionalism as well as assess when casual writing is needed versus formal writing. For example, casual writing is usually a social media post and website updates. Formal writing is used for awards and anything relating to our sponsors. Remember to write in second person or 3rd person in for the past. For example, replace "you" with "one."

Example article

DREAMS-30 Flew in May 2019 for FRC

In Fall 2018, we launched DREAMS 29 - flying nine FLL experiments in support of projects for Into Orbit. We flew for teams from across Georgia, Indiana, and even Las Vegas, Nevada. We had several FRC teams ask for us to fly brands and mascots for them, setting up DREAMS-30. We flew 13 teams to the Edge of Space.

Get the latest on DREAMS and our Eclipse from the Edge of Space program at dreamscolumbus.weebly.com

Example caption

frcteam4188 Celebrating our #SeeltBelt spotlight on #RayeMontague, the @usnavy #champion of redesigning the Navy Ship in ways that led to be named the first female Program Manager of Ships. The is the navy's #hiddenfigures example. #buildbravegirls #excellence

writing

Uniform

The final aspect of the CSP brand is our Uniform. At competitions, CSP members are required to wear their CSP team shirt with black pants. It is recommended that you also wear black shoes, but we understand if it is not possible for you. You must look presentable along with this uniform; shoelaces must be tied, hair should be styled to your preference, and jackets or hoodies should not block shirts unless they are CSP merchandise. If you get cold, it is acceptable to wear long sleeves underneath your CSP shirt. In this uniform, you are representing CSP, and so you must be on your best behavior.

Additional event rules for CSP:

- We all stand up and clap every time another team gets presented with an award during the award ceremony.
- When at the event location, make sure your whereabouts are known; if you are to go off on your own, make sure you notify another team member or a mentor.
- We do not 'Boo' or discourage other teams; that is not what CSP represents
- When the robot enters the field, cheer as loud as you can! Our drive team can always use the encouragement!
- Overall be respectful and perform gracious professionalism



Good examples of our uniform
<---->



standards