



BRAND BOOK

AUG 2023

OnyxTronix Brand

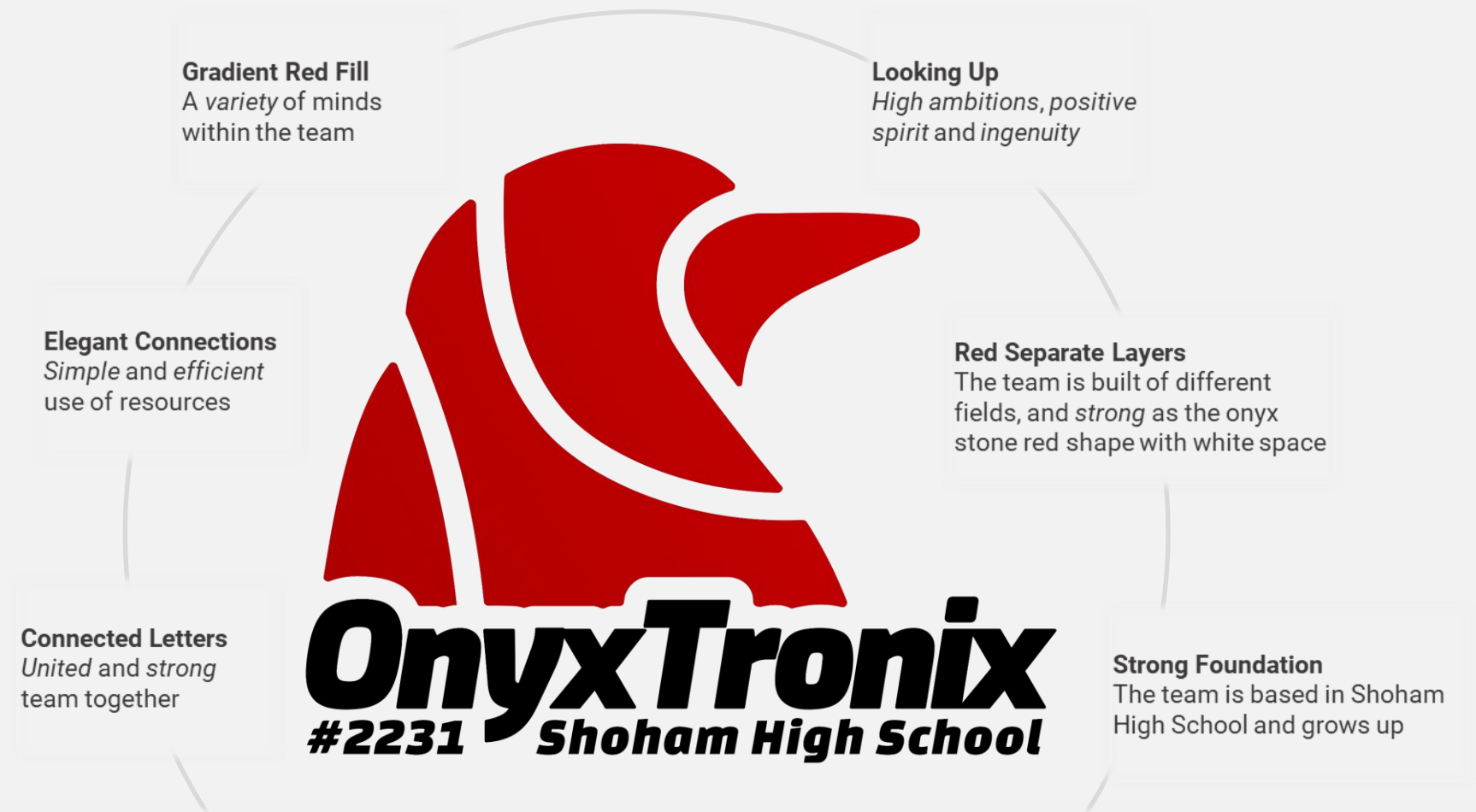
We have created this branding guide to ensure the OnyxTronix brand is used appropriately and consistently. We invite the *FIRST* community and other users to use our guide for their benefit.

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A dark, industrial background featuring a robotic arm with a laser cutting head. The arm is white and blue, with a yellow warning triangle on its side. It is positioned over a metal workpiece. The text "OnyxTronix Logo Versions" is overlaid in white, bold, sans-serif font.

OnyxTronix Logo Versions

Logo & Values



Internal & External



Internal Logo

The internal logo will be used in the *FIRST* community and in the internal resources of the team. On the robot, pit, in-team presentations, documents, etc.



External Logo

The external logo will be used in front of audience outside of the *FIRST* community. In outreach projects, local community events, etc.



Additional Elements



2231 Wordmark

Will be used on *internal resources only*, and only if the Penguin is visible around.



2231 + OnyxTronix

Will be used on internal and external resources, and only if the Penguin is visible around.



Penguin Icon

Will be used on internal and external resources, and only if “OnyxTronix” or “2231” is visible around.



Elements Mashup

Will be used on internal resources that might be external too, especially in vertical spaces.

OnyxTronix Colors

The background image is a dark, low-key photograph of students in a classroom or workshop. In the foreground, a student is focused on a project, with their hands visible as they work on a small electronic circuit board. A bright yellow cone is positioned vertically next to the student, partially obscuring the view. In the background, other students are visible, some looking at the camera and others at their work. The overall atmosphere is one of active learning and technical exploration.

Color Pallette

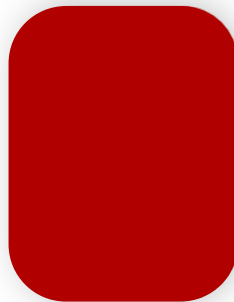
SPACE

#151515



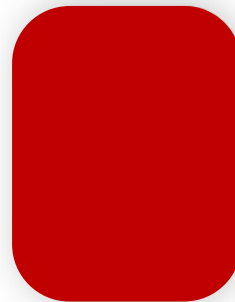
DARK

#B00000



RED

#C00000



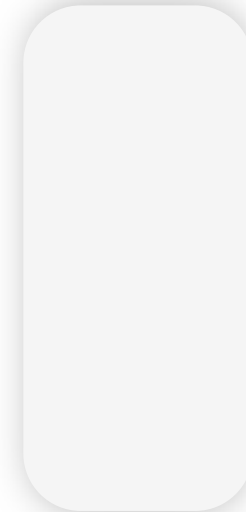
BRIGHT

#D00000



METAL

#F5F5F5



ONYX GRADIENT

#B00000 - #D00000

Logo Colors Versions



Full Color

For bright background



Full Color Reverse

For dark background



With Outline

For colorful background



Black

For bright background
if one-color is needed



Space

For red background
if one-color is needed



White

For dark background
if one-color is needed



Red

For any but red background
if one-color is needed

Please, Don't



Do not use incorrect color versions.



Do not rotate more than 2.231° counterclockwise 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 create red watermarks.



Do not use any old or irrelevant logo.



Do not use the external logo on internal resources or vice versa.



Do not use the 2231 wordmark without the penguin icon visible around.



Do not create watermarks with over 85% transparency.

Typography Specs



Font Families

Use **Exo Black Italic** only in short-display texts

Use **Changa One** only on the external logo tagline and special occasions

FIRST must always appear in italics and in all capital letters

Do not use any other weights of these fonts' families

Do not mix fonts in a single text, other than Roboto-Heebo mixing and writing font names

Abc

Exo Family

Black Italic

Abc

Changa One

Regular

Italic

Abc

Roboto Family

Regular

Italic

Bold

Bold Italic

Black

Black Italic

אבג

Heebo Family

רגיל

בינוני

מודגש

שחור

Name Writing

*Capitalize
Each
Word*

*No space
between the words*

***OnyxTronix**
#2231*

*When using the
team number- #
must be written too*

*English only, no
"אויניקס טרוניקס"*

We are OnyxTronix

We are OnyxTronix #2231 from Shoham, Israel.
The team is part of the *FIRST* community and participates in the flagship program FRC. The team is made of high school students that filled with combined vision and passion to spread *FIRST* values and build a winning robot.

The team first competed in the 2007 season.
After getting the annual challenge we plan, model, code, wire, and compete with a robot.

The team is involved in the community to spread STEM subjects and *FIRST* values.

