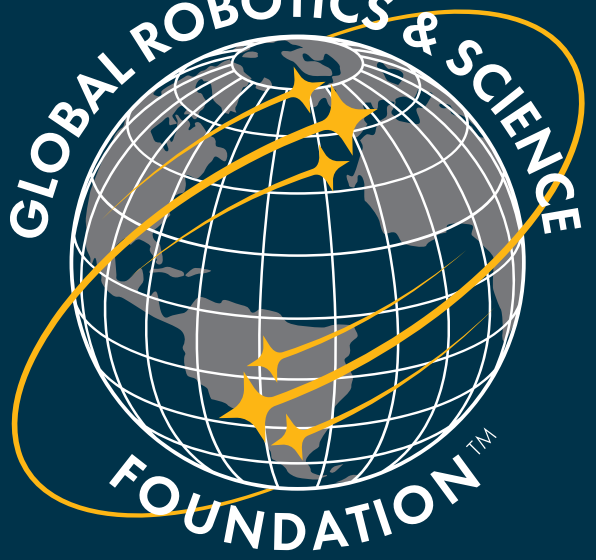

VISUAL IDENTITY GUIDE

globalrobotics.org

REV 1

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OVERVIEW

The Global Robotics & Science Foundation exists to promote student and teacher engagement in robotics and related STEM fields through programs that emphasize applied science, engineering, innovation, and real-world problem-solving.

OUR MISSION

Help students everywhere build the skills, confidence, and purpose to shape their future.

OUR VISION

To make robotics and real-world learning the world's most powerful pathway from education to opportunity.

USING THIS GUIDE

This visual identity guide is designed to help anyone create "on brand" promotional, marketing, or web content for Global Robotics & Science Foundation events. We feel it is important to refer to this document before, during, and after the creation of any materials or content that mentions or utilizes our services or assets. Following this guide ensures that our brand assets are represented correctly, and lends legitimacy to the message, promotion, or content that you have created within the community.

Global Robotics & Science Foundation logos & other resources are made freely available for promotional and private use if proper branding is upheld per this style guide. Resources should not be used in any noneducational or non-robotics context. Any commercial use must receive written permission and credit the Global Robotics & Science Foundation unless otherwise agreed upon.

All usage of the designed elements on merchandise, giveaways, apparel, trade show supplies, etc., must be submitted for review.

For questions or specific design needs, please contact **branding@globalrobotics.org**

PRESS & MEDIA

Members of the press should contact **branding@globalrobotics.org** for approved materials and review. The team can also provide guidance on resources and statistics regarding the Global Robotics & Science Foundation.

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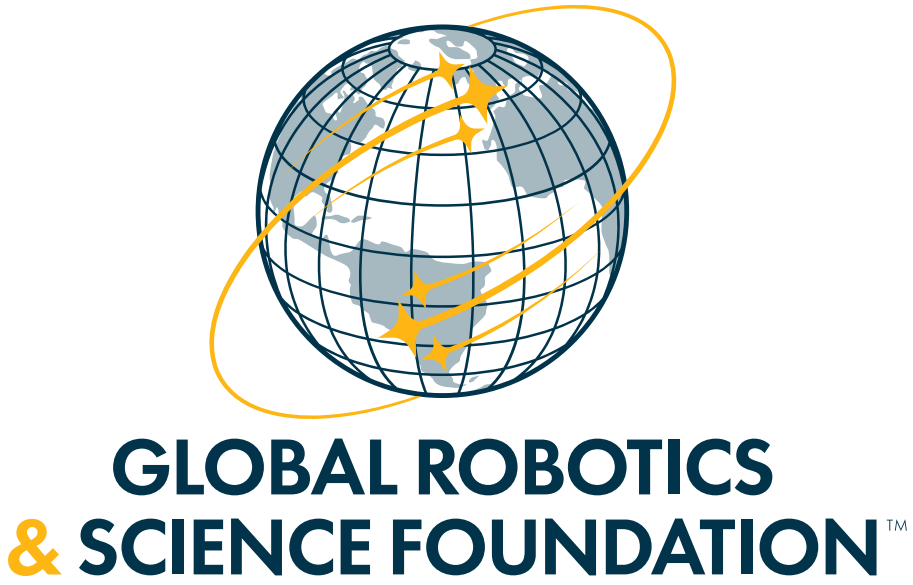
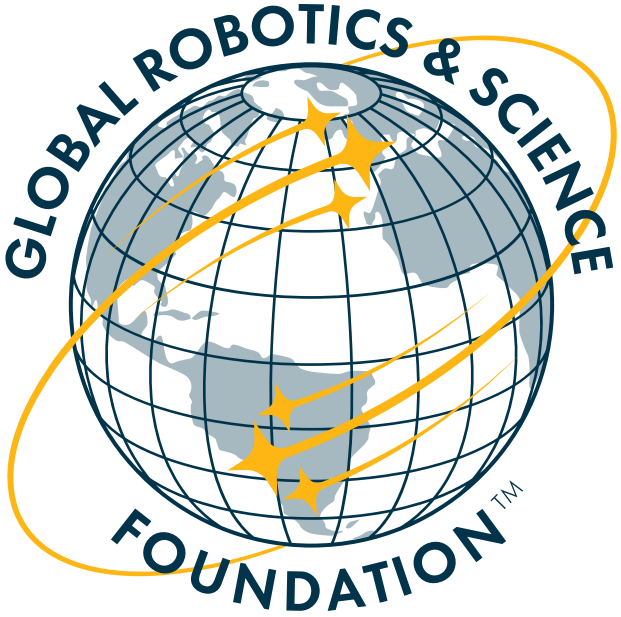
LOGO USAGE PRIMARY LOGOS



GRSF_primary_terra_fc_dark

TERRA



GRSF_primary_orbit_fc_dark

ORBIT

Either primary logo should be applied in most instances where size, space and reproduction methods allow. **Terra** should be applied in instances where the organization name requires emphasis. For example logo usage, see page 8.

Deep Blue	
PMS	2189C
HEX:	#01344B
R: 1 **G:** 52 **B:** 75	
C: 100 **M:** 39 **Y:** 3 **K:** 74	

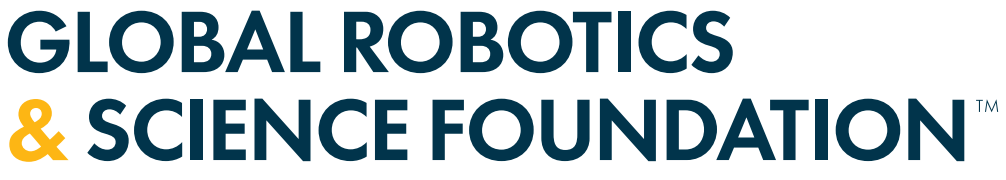
Sun Burst	
PMS	7549C
HEX:	#FFB500
R: 255 **G:** 181 **B:** 0	
C: 0 **M:** 22 **Y:** 100 **K:** 0	

Note: The continents in the globe are 35% Deep Blue.

These logos should be shown in their two-color palette when possible. For alternate color options, see page 5.

GRSF_secondary_horizon_fc_dark

HORIZON



GRSF_secondary_horizon_sans_globe_fc_dark

HORIZON SANS GLOBE

The **Horizon** logo should be applied in most instances where a strong horizontal logo is needed.
Horizon Sans Globe should only be applied where a strong horizontal, **text centric** version of the logo is needed.

Deep Blue				Sun Burst			
PMS	2189C			**PMS**	7549C		
HEX:	#01344B			**HEX:**	#FFB500		
R: 1	**G:** 52	**B:** 75		**R:** 255	**G:** 181	**B:** 0	
C: 100	**M:** 39	**Y:** 3	**K:** 74	**C:** 0	**M:** 22	**Y:** 100	**K:** 0

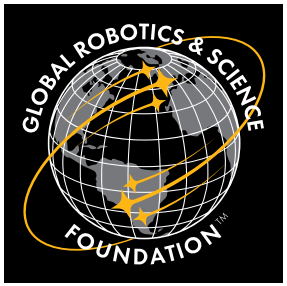
Note: The continents in the globe are 35% Deep Blue.

These logos should be shown in their two- color palette when possible. For alternate color options, see page 5.

LOGO USAGE ALTERNATE BRAND COLORS

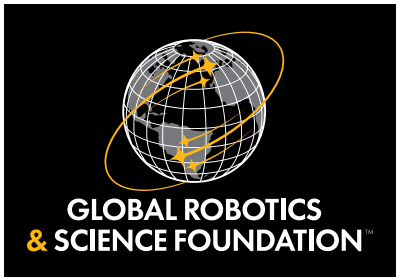
In instances where you cannot use the primary colorways, these secondary brand color options may be used.

DARK BACKGROUNDS



GRSF_primary_orbit_fc_light
shown on a dark background

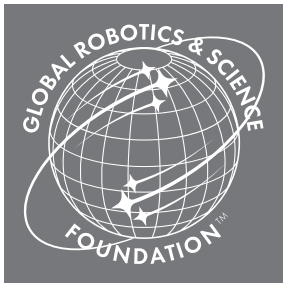
GRSF_secondary_horizon_fc_light
shown on a dark background



GRSF_primary_terra_fc_light
shown on a dark background

On dark backgrounds such as black or deep blue, the light versions of these logos may be used. The light versions replace the Deep Blue with white.

ONE-COLOR VARIANT



GRSF_primary_orbit_1c_light
shown on a gray background

GRSF_secondary_horizon_sans_globe_1c_dark
imprinted on a pen with color set to “Deep Blue”

GRSF_secondary_horizon_1c_dark
shown on a Sunburst background

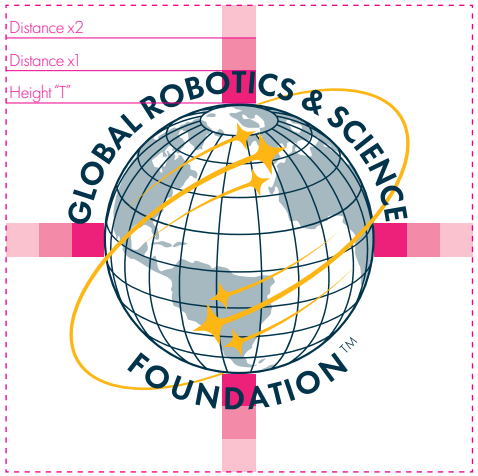
GRSF_primary_terra_1c_light
shown on a photograph

In instances where logo reproduction is limited (by method, size, or image background), the one-color variant should be considered. The logo should be white or black when displayed in one color on a background that is visually incompatible. It may be neccesary to place the logo over a shape on top of a colorful background to help ensure maximum legibility.
For imprinted items, the one-color variant should be white, black or deep blue.

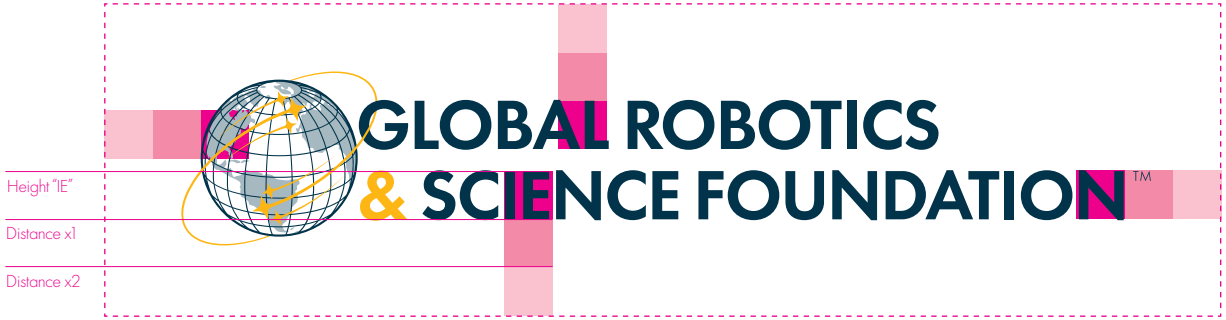
LOGO USAGE SPACING & SCALING

LOGO SPACING

To estimate the “safe space” around the **Orbit** logo, measure the distance from the height of the capital “T” to the edge of the globe artwork and multiply that by two as seen below.
For all other logos, measure the height of the capital “IE” in the word “SCIENCE” and multiply that by two. The space extends from the base of the globe, rather than the orbiting comets, as seen below.



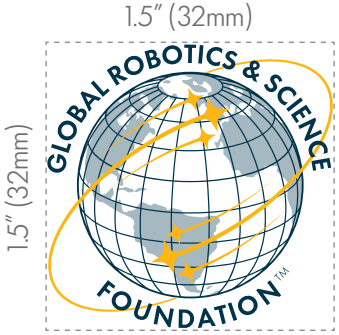
“Safe space” around Orbit logo



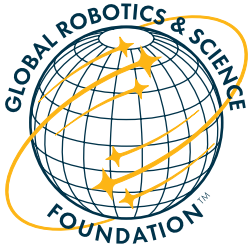
“Safe space” around Horizon logo. The same rules apply to Terra and Horizon sans globe logos.

LOGO SCALING

Logos should be sized above 1.5” (32mm). For instances where the artwork must be smaller, the “twenty-thousand foot” (20k) version of the respective logo should be applied.



GRSF_primary_orbit_fc_dark



GRSF_primary_orbit_20k_fc_dark

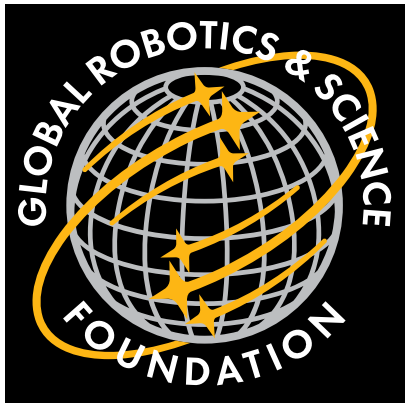
GRSF_secondary_horizon_20k_fc_dark

LOGO USAGE APPAREL GUIDELINES

When ordering apparel to represent Global Robotics & Science Foundation, please reference the following rules so that the logo remains visible and legible. Consider the program you are representing when choosing a shirt color. Please avoid designs with patterns if you plan on adding the logo.

EMBROIDERY

The Orbit logo is the only authorized logo for all embroidery so that all embroidered apparel on all representatives will feel united globally. For embroidered applications there are light and dark versions specifically designed for that reproduction method.



GRSF_primary_orbit_embroidered_fc_light
shown on a dark background

Note: The embroidered "light" logo incorporates Sky Gray.

Deep Blue
PMS 2189C
HEX: #01344B
R: 1 **G:** 52 **B:** 75
C: 100 **M:** 39 **Y:** 3 **K:** 74

Sun Burst
PMS 7549C
HEX: #FFB500
R: 255 **G:** 181 **B:** 0
C: 0 **M:** 22 **Y:** 100 **K:** 0

Sky Gray
PMS Cool Gray 9C
HEX: #BBBDC7
R: 187 **G:** 189 **B:** 199
C: 24 **M:** 21 **Y:** 18 **K:** 1

White
HEX: #FFFFFF
R: 255 **G:** 255 **B:** 255
C: 0 **M:** 0 **Y:** 0 **K:** 0

GRSF_primary_orbit_embroidered_fc_dark

PRINTED APPAREL

On printed apparel, keep in mind the size of the logo. If it will be small, such as on a shirt pocket, the Terra logo should be used. If the logo will be larger, use the full Orbit logo. This does not apply to embroidered materials.

LOGO USAGE BEST PRACTICES & EXAMPLE USAGE

BEST PRACTICES

Please DO NOT use colors other than those outlined in this guide. This includes reversing colors.

Please DO NOT use the Horizon sans globe logo without a full Primary Orbit or Primary Terra logo present.

Please DO NOT use the logo in the middle of a sentence.

Please DO NOT use outlines.

Please DO NOT rotate primary logos.

Please DO NOT use drop shadows or other visual effects on the logo.

EXAMPLE BRANDING

Examples of logo application on letterhead, flyer, & website

Examples of logo application on stationary

Examples of embroidered logo appliation

TYPE & COPY FONT SPECIFICATIONS & COPY GUIDELINES

FUTURA®100

FUTURA 100 is the primary brand typeface for marketing and editorial content.
This is an Adobe CC font, and will require an Adobe CC active license to access.

Georgia

Georgia is the accent font used on the web, email signatures, long-form documents and print.
This font functions as a compliment to FUTURA 100.

JOST

This alternate font for FUTURA 100 is from Google and **only** authorized for digital presentations and web applications. Jost should never substitute FUTURA 100, with regards to designed brand elements, giveaway items or any other designed solution.

TYPE APPLICATION

Bold or regular weights are preferred to create consistency in communications & should be left aligned where possible.
Headlines & supers may be centered over live action. Bold can be used for more emphasis & is primarily used for launch communications.

TYPE COLOR

Limit use of colored type. Any body copy should be black or Deep Blue on white or white on black or Deep Blue for maximum contrast and legibility.

USING THE GLOBAL ROBOTICS & SCIENCE FOUNDATION IN COPY

The G, R, S, and F in the company name should always be capitalized. When possible, the full name should always be spelled out, especially on first mention.

ACCESSIBILITY

As a global company, designing with accessibility in mind is paramount. These guidelines are collected for reference.

LARGE PRINT

There are instances where we may need to provide large-print versions of our materials. The minimum size for large-print materials is 14-point type, however anywhere from 16- to 18-point type is the most common metric, according to the **Library of Congress**.

WEB CONTENT ACCESSIBILITY GUIDELINES (WCAG)

All content designed for screens should comply to standards provided by the Web Content Accessibility Guidelines (WCAG). The following contains starting points for WCAG-directed accessibility, however **this guide does not contain all standards; please seek WCAG by the World Wide Web Consortium (W3C) for complete guidelines.**

Regular body text requires a contrast ratio of 4.5:1. Use black text on white or white text on black to avoid this issue.
Large sized text, defined as text that is at least 18-point or 14-point bold requires a contrast ratio of 3:1. This is not necessarily the same as large print, defined above.
To check text contrast, visit **webaim.org/resources/contrastchecker/**

Color should not be the only way that information is presented, and differentiating colors should be high contrast. David Nichols has provided a good resource for checking color palettes through different colorblind lenses and linking examples to colorblind-friendly palettes. **davidmathlogic.com/colorblind/**

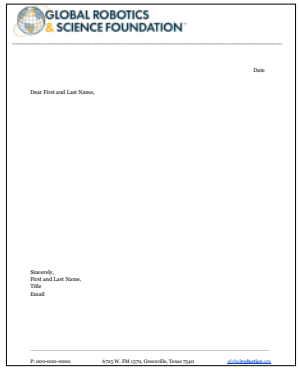
ADDITIONAL ELEMENTS

SLIDE DECK TEMPLATE

Designed for use in slide decks such as Microsoft PowerPoint or Google Slides.

DIGITAL BACKGROUNDS

Designed for digital backgrounds in video conferencing programs such as Zoom or Skype.



LETTERHEAD TEMPLATE

Intended for use whenever sending official written materials such as press releases.

Please reach out to the Graphics team for more information or for application of these assets.

A NOTE ON THE USE OF ARTIFICIAL INTELLIGENCE

All content, materials, and promotional pieces for Global Robotics & Science Foundation must follow our established Visual Identity Guide. Usage of AI programs like ChatGPT and Claude should be limited to help generate ideas/concepts/research or information for content only, never the final communication piece. Logos, marks and elements should never be loaded into AI and should only come from our asset libraries.

All logos, branding marks or graphic elements defined in this guide must not be altered in any way. AI generated photography is not permitted and all photographic images should be pulled from official resources.

Our Graphics, Marketing, and Media Departments are here to support everyone as needed, so please ask us to help create and approve any marketing, informational, or promotional material you need. This helps ensure all brand-related pieces visually and strategically adhere to our standards and aesthetics.

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