BRAND
STYLE GUIDE

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If You Are Working On Something That You Really Care About, You Don’t Have To Be Pushed. The Vision Pulls You.

Steve Jobs
MATE ROV
COMPETITION
BRAND STYLE
GUIDE
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The MATE ROV Competition uses remotely operated vehicles (a.k.a. underwater robots) to inspire and challenge students to learn and creatively apply science, technology, engineering and math (STEM) to solve real-world problems and strengthen their critical thinking, collaboration, entrepreneurship, and innovation. The competition engages students from elementary school through college in STEM, encourages them to develop 21st century workplace skills, and helps them to envision themselves in pathways to careers.

Established with funding from the National Science Foundation at Monterey Peninsula College in 1997, the Marine Advanced Technology Education (MATE) Center worked in partnership with the Marine Technology Society’s ROV Committee to create the competition. The first event kicked off in 2001.

Fifteen years later, MATE Inspiration for Innovation (MATE II) incorporated in the state of California as a 501(c)3 nonprofit organization in 2016. MATE II was founded to support and sustain ongoing education activities initiated at the MATE Center. These activities include the MATE ROV Competition.
The Basic Guidelines chapter defines the use of the MATE ROV Competition brand mark, symbol, supporting stroke, payoff, typeface, and positioning grids. These elements are key for communicating the MATE ROV Competition brand consistently as they define the cornerstones of our visual identity.

1.1 Brand Mark Description
1.2 Brand Mark Construction
1.3 Brand Mark Versions
1.4 Brand Mark Free Space
DESCRIPTION OF THE BRAND MARK

The MATE ROV Competition brand mark consists of the symbol and the word mark. These two elements are inseparable and must not be altered. Read the following pages for usage and exceptions. The MATE ROV Competition brand mark is always on a double line against a white background.

The brand mark is vectorized and therefore scaleable to any size. See 2.4 for the brand mark minimum size.

Brand mark: Size W 40mm x H 38mm.

- Symbol
- Word Mark

The brand mark consists of the symbol and the word mark.

Minimum brand mark height and width: 30mm x 14mm.
The MATE ROV Competition symbol is made of five abstract shapes with alternating colors that create a wave effect. The MATE ROV Competition brand mark uses the typeface Raleway, specifically Raleway Black and Raleway Medium.

The brand mark is contained within a frame with measurements as shown to the side. The frame marks the brand mark free space and white bounding box. No other element can encroach onto the free space or white bounding box.

Two versions of the white bounding box are allowed: a version with rounded corners (A) and a version with edged corners (B).

Ideally the brand mark is to be used on a white background for maximum impact and clarity. When this is not possible, be sure to choose background colors or photos that provide sufficient contrast with the logo.
BLACK AND WHITE ALTERNATIVES TO THE BRAND MARK

The three-color brand mark is the primary brand mark. It should be placed on a white background whenever possible. However, there are circumstances where alternative brand mark versions are permitted due to limited print colors: (A) A black brand mark version to be used on white or solid color backgrounds when color printing is not possible. (B) A grey and black brand mark version to be used on white backgrounds when color printing is not possible. It can be used on faxes, but not on letterheads, business cards and other corporate elements. The color references are: 60% black for the MATE II blue and 100% black for the organization black. (C) A white brand mark version. Only to be used on a solid black background such as an umbrella.
The minimum brand mark free space for the single line brand mark is the same size as the construction frame. The construction frame is highlighted as a blue frame on the brand mark to the right.

In the example, the brand mark free space defines the maximum *height* of the brand mark. The implementation area is highlighted with a black frame.

In the examples, the brand mark free space defines the maximum *width* of the brand mark. The implementation area is highlighted with a black frame.

Never infringe the brand mark free space. In the example, the brand mark free space is not respected. The implementation area is highlighted with a black frame.

The brand mark construction frame defines the brand mark free space.

The brand mark free space defines how closely the brand mark may be positioned to the edge of a format, and how close other elements (e.g. text, images) may come to the brand mark.
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THE ORGANIZATION COLORS
A brand’s logo and visual identity will comprise of a number of visual cues. Include shapes, symbols, numbers, and words. But the number one visual component that people remember most is color. In fact, color increases brand recognition by up to 80%.

2.1 Primary Colors
2.2 Accent Colors
The primary color palette of MATE ROV is ROV Medium Blue, ROV Dark Blue, and ROV Orange. This color palette is based on the two symbol colors and the work mark colors to form a strong, simple and recognizable visual identity. The medium blue, dark blue, and orange colors are characteristic for all our communication.

**ROV MEDIUM BLUE**
- HEX: #2896c5
- RGB: 40 • 150 • 197
- CMYK: 76 • 27 • 9 • 0
- PMS: 2995

**ROV DARK BLUE**
- HEX: #1b4172
- RGB: 27 • 65 • 114
- CMYK: 99 • 82 • 29 • 15
- PMS: Process Black

**ROV ORANGE**
- HEX: #ee8822
- RGB: 236 • 135 • 35
- CMYK: 4 • 56 • 100 • 0
- PMS: ---
The MATE ROV Competition accent palette consists of four bright colors chosen to have high visibility. These colors should be used sparingly for feature design elements.

**ACCENT COLOR BLUE**
- HEX: #048fbf
- RGB: 4 • 143 • 191
- CMYK: 81 • 31 • 11 • 0
- PMS: 313

**ACCENT COLOR GREEN**
- HEX: #38b883
- RGB: 56 • 184 • 131
- CMYK: 72 • 0 • 66 • 0
- PMS: 2413

**ACCENT COLOR RED**
- HEX: #c55149
- RGB: 197 • 81 • 73
- CMYK: 17 • 81 • 73 • 5
- PMS: 2033

**ACCENT COLOR ORANGE**
- HEX: #d17f36
- RGB: 209 • 127 • 54
- CMYK: 15 • 57 • 93 • 2
- PMS: 722
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ORGANIZATION FONT
AND TYPOGRAPHY
Organization fonts are customized fonts to suit the needs and image of any type of business. Professional design is a necessity and typefaces and logos are a deciding factor in its success.
Gotham is our official typeface and should be used on all above the line communication to strengthen our visual identity. Gotham is a geometric sans-serif typeface designed by American type designer Tobias Frere-Jones in 2000.

Gotham is available in various weights, but the preferred ones are Gotham Light, Gotham Regular and Gotham Bold. Do not use the Alternate version of the typeface, as this changes the appearance of the numbers.

Gotham is not a part of the standard font package. A legal license must be purchased in order to use the typefaces. If a license cannot be obtained, please use our alternative font listed on the next page.

Gotham Light for headlines is preferred.

Gotham Regular for sub-headlines is preferred.

Gotham Regular for body copy is preferred.

Gotham Bold for highlighting body copy is preferred.
Arial is our official typeface for electronic use, e.g. web, PowerPoint and Word documents.

Arial is available in various weights and versions, but the preferred ones are Arial Regular and Arial Bold. For both weights, an italic version can be used.

Arial is a part of the standard font package and does not require any extra installation or license.

Arial Regular for headlines is allowed if Gotham is not applicable.

Arial Regular for sub-headlines is permitted if Gotham is not applicable.

Arial Regular for body copy is allowed if Gotham is not applicable.

Arial Bold for highlighting body copy is preferred.
Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Without typographic hierarchy, every letter, every word and every sentence in a design would look the same.

Typographic hierarchy creates contrast between elements. Designers achieve this through the use of typefaces, size, weight, capital and lowercase letters, bold or italics, orientation and color. Combinations of those design tools are used to create type that falls into distinct layers.
MATE II is a non-profit educational organization tax exempt under Internal Revenue Code 501(c)(3).