



TEAM 1538 / THE HOLY COWS

2015

BRAND
STANDARDS



TABLE OF CONTENTS

INTRO & INFLUENCES

- 05 • Introduction
- 06 • Influences

TEAM NAMING

- 11 • Team Name & Convention

LOGO BRANDING

- 13 • Cow Head With Number & Nickname
- 14 • Cow Head
- 15 • Number & Nickname
- 16 • Horizontal Product & Service Logos
- 17 • Vertical Product & Service Logos
- 18 • Vertical Product & Service Logos

GRAPHIC ELEMENTS

- 21 • The Slash
- 22 • Hall of Fame Logo
- 23 • Horizontal Lines

TYPOGRAPHY

- 25 • Myriad Pro
- 26 • League Gothic
- 27 • Alien Encounters Solid

COLORS

- 29 • Primary Colors
- 30 • Accent Colors
- 31 • Color Usage

PUBLICATION BRANDING

- 33 • Print Guidelines
- 34 • Business Cards
- 35 • Single Sheet
- 36 • Half Folds
- 37 • Double Folds
- 38 • Multi-Page

ROBOT BRANDING

- 41 • Appearance
- 42 • Bumpers

APPAREL BRANDING

- 45 • Apparel Guidelines
- 46 • Polo Shirts
- 47 • T-Shirts

DRESS CODE

- 49 • Dress Code Guidelines
- 50 • Competition
- 51 • Conferences

INTRO & INFLUENCES

BRANDING

Branding is an important component of any organization, no matter the size. A brand is not just a logo or symbol, a typeface or a color. It is a representation of a product and the people behind that product. Even though a brand is intangible, it is an organization's most valuable asset. According to a 2013 article in Forbes Magazine, the most valuable brand in the world belongs to Apple Computer. Even though the company is worth \$185 Billion, the brand itself is valued at an estimated \$104 Billion. Most importantly though, a brand allows you to stand out amongst your peers, it allows you to become synonymous with a product or a market. Often times when one company acquires another, they're not buying the factories or employees - they're buying the brand. The brand gives them access to new customers, and those customers increase revenue.

BRAND MANAGEMENT

Since branding is such an important asset, it's important that the brand be closely managed and controlled. Brand consistency is important in building recognition. You could have the best logo, colors and typefaces, but if they're not used consistently it becomes difficult to make that brand memorable.

ABOUT THIS GUIDE

Team 1538 has created this comprehensive guide to ensure that the team's brand is used consistently. This guide covers logo usage, typefaces, colors, as well as robot and apparel branding. In addition the guide discusses some of the people and movements that inspired the team's brand.

Team 1538 hopes that this guide will be a tool to assist current and future team members, as well as become a source of inspiration for other teams.

Dieter Rams is one of the most influential industrial designers of the 20th century. Rams served as Chief Design Officer at Braun from 1961 to 1995. During this time he and his team helped develop some of Braun's most iconic products including the SK-4 Record Player, the D-Series 35mm Film Slide Projectors and their Electric Shavers.



DIETER RAMS

1932-PRESENT



GOOD DESIGN ACCORDING TO DIETER RAMS

IS INNOVATIVE

The possibilities for progression are not, by any means, exhausted. Technological development is always offering new opportunities for original designs. But imaginative design always develops in tandem with improving technology, and can never be an end in itself.

MAKES A PRODUCT USEFUL

A product is bought to be used. It has to satisfy not only functional, but also psychological and aesthetic criteria. Good design emphasizes the usefulness of a product whilst disregarding anything that could detract from it.

IS AESTHETIC

The aesthetic quality of a product is integral to its usefulness because products are used every day and have an effect on people and their well-being. Only well-executed objects can be beautiful.

MAKES A PRODUCT UNDERSTANDABLE

It clarifies the product's structure. Better still, it can make the product clearly express its function by making use of the user's intuition. At best, it is self-explanatory.



IS UNOBTRUSIVE

Products fulfilling a purpose are like tools. They are neither decorative objects nor works of art. Their design should therefore be both neutral and restrained, to leave room for the user's self-expression.

IS HONEST

It does not make a product appear more innovative, powerful or valuable than it really is. It does not attempt to manipulate the consumer with promises that cannot be kept.

IS LONG-LASTING

It avoids being fashionable and therefore never appears antiquated. Unlike fashionable design, it lasts many years – even in today's throwaway society.

IS THOROUGH DOWN TO THE LAST DETAIL

Nothing must be arbitrary or left to chance. Care and accuracy in the design process show respect towards the consumer.



IS ENVIRONMENTALLY FRIENDLY

Design makes an important contribution to the preservation of the environment. It conserves resources and minimizes physical and visual pollution throughout the lifecycle of the product.

IS AS LITTLE DESIGN AS POSSIBLE

Less, but better – because it concentrates on the essential aspects, and the products are not burdened with non-essentials.



Paul Rand is one of the foremost American graphic designers of the 20th century. While his areas of focus included advertising and book design, his most famous work came in corporate identities. Over the course of his 49 year career he developed the corporate identities for IBM, UPS, Enron, Morningstar, Westinghouse, ABC and NeXT.

1914-1996 **PAUL RAND**

WHAT A LOGO IS AND DOES

- A logo is a flag, a signature, an escutcheon.
- A logo doesn't sell (directly), it identifies.
- A logo is rarely a description of a business.
- A logo derives its meaning from the quality of the thing it symbolizes, not the other way around.
- A logo is less important than the product it signifies; what it means is more important than what it looks like.

The Mercedes symbol, for example, has nothing to do with automobiles; yet it is a great symbol, not because its design is great, but because it stands for a great product.

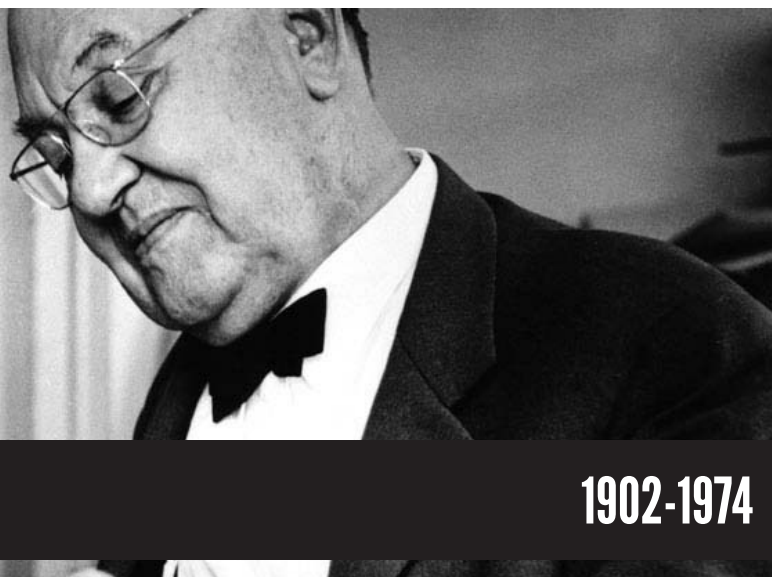
-Paul Rand

EFFECTIVENESS OF A LOGO DEPENDS ON

- Distinctiveness
- Visibility
- Useability
- Memorability
- Universality
- Durability
- Timelessness



Jan Tschichold was a German born typographer and book designer who fled to Switzerland to escape Nazi persecution in 1933. His book *Die neue Typographie* (The New Typography) is a manifesto of modern typography and inspired many of the designers who would influence the International Style.

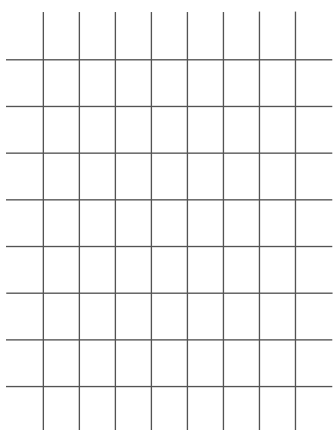


JAN TSCHICHOLD

1902-1974

“A Method To Produce The Perfect Book.”

-JAN TSCHICHOLD



GRID SYSTEMS

Jan Tschichold was one of the first designers to use a grid to organize pages and spreads. Designers use grid systems to organize text, graphics, images and other design elements on a page. Grids can be used to organize elements on a page, other elements or itself.

From a communication standpoint, grids can also be used to achieve coherency in the page's layout. This allows the viewer to better absorb and comprehend the information being presented on the page.

While grid systems can change from designer to designer and layout to layout, they can be used to create a visual harmony on the page. For example, in his book *The Form of the Book*, Tschichold popularized the Van de Graaf Canon which uses the golden section (1:1.618) to divide the page into visually pleasing sections.

SANS-SERIF FONTS

Serifs are small projecting features found on the ends of glyphs. A sans-serif font is a font without serifs. In *Die neue Typographie* (The New Typography) Tschichold condemned all serif fonts. He advocated sans-serif typefaces for their beauty and cleanliness.

While he later admitted that condemning serif fonts was an extreme stance, his book became a manifesto for modernist design and would influence European typography for decades.

The International Style was popularized in

post-war Switzerland. This new design style emphasized cleanliness, readability and objectivity. Some of the key features of the style such as using a grid and sans-serif typefaces are borrowed from The New Typography.

Aa
Aa

onstruktive Grafik

nstaewerbe

Offen: Montag 14-18

The International Style was born during the 1920s in Switzerland. It wasn't until the 1950s when the style began gaining popularity around the globe. The style is known for using grid systems to create clean and organized layouts. In addition, the use of sans-serif fonts adds to the clean and crisp appearance of the style.

Arbeiten
von

Richard P. L.

INTERNATIONAL STYLE



READABILITY

Another defining feature of the International Style is readability of layouts. Critical information is usually free from distracting elements and presented in a way that makes it easy for the audience to read and understand. This is usually achieved by creating clean page layouts with a defined structure.



WHITE SPACE

One of the hallmarks of the International Style is the use of empty space, also known as white space. Pages that have very little white space can appear cluttered and detract a viewer. In contrast, white space gives the page a sense of elegance and professionalism that draws the audience into the content.



ASYMETRY

The third feature of the International Style are asymmetric layouts. Typically text is aligned left or right, regardless of its position on the page. Centered text is rarely found in International Style layouts.

TEAM NAMING

TEAM NAME & CONVENTION

Team Number **1538**

Official Team Name **High Tech High Robotics**

Team Nickname **The Holy Cows**

USAGE

In all written and verbal communication, Team 1538 should always be referred to as "High Tech High Robotics", "High Tech High Robotics Team 1538", "Robotics Team 1538 / The Holy Cows", "Team 1538", "1538", "Robotics Team 1538", "The Holy Cows" or "Team 1538 / The Holy Cows".

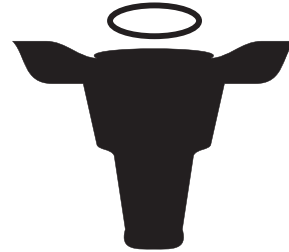
Team 1538 should not be referred to as "the Cows", "the Holy Cows", "Cows" or any name not stated above.

The team name cannot be changed without complete consensus of the Team 1538 student leaders & mentors.

LOGO BRANDING

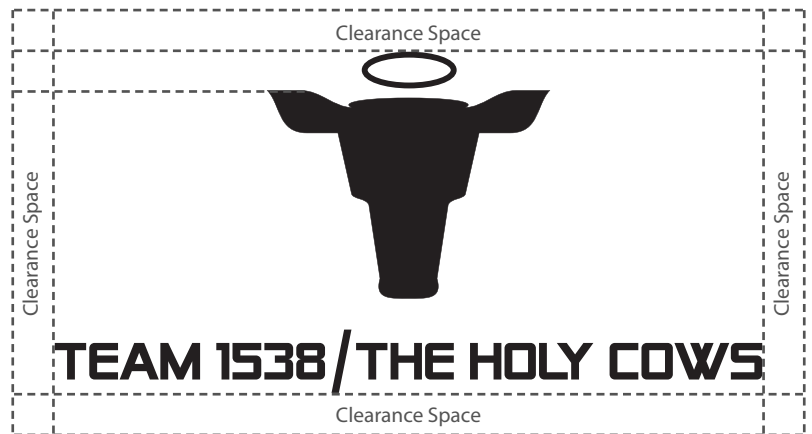
COW HEAD WITH NUMBER & NICKNAME

This is the primary logo used in team publications and should be used in compliance with the standards defined here.

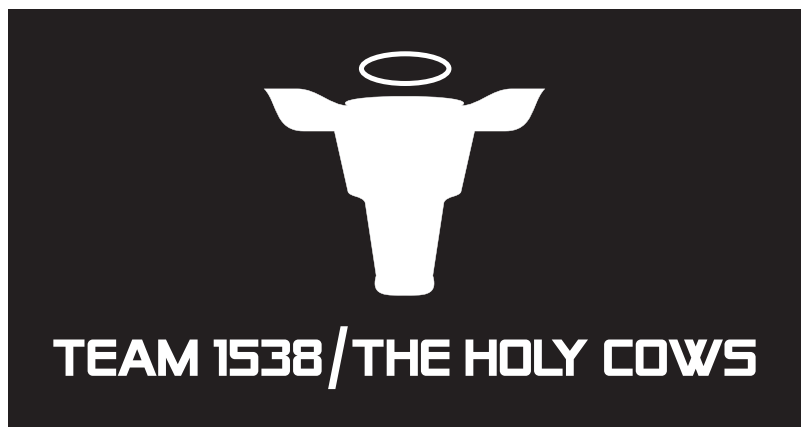


TEAM 1538 / THE HOLY COWS

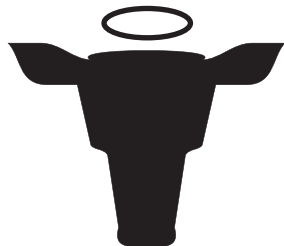
A clearance space of no less than the distance between the top of the ear to the top of the halo should be maintained at all times. The minimum height of the logo should be no less than 1/2".



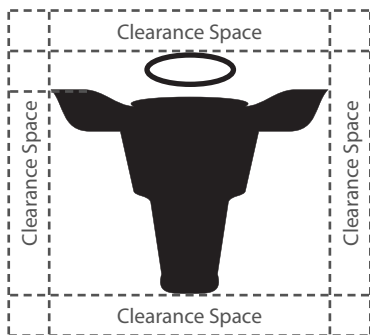
The logo should always be in contrast to the background it is on. A white version of the logo exists for use on darker backgrounds. Rotating, changing colors or any other treatments are prohibited.



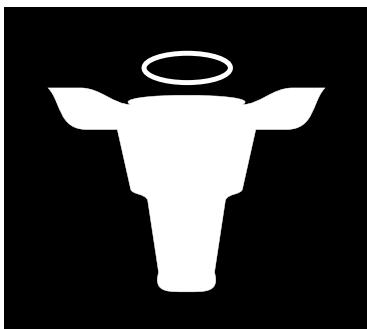
COW HEAD



The cow head can be used when the primary logo won't fit. It should be used in accordance with the standards defined here.



A clearance space of no less than the distance between the top of the ear to the top of the halo should be maintained at all times. The minimum height of the logo should be no less than 5/16".



The cow head should always be in contrast to the background it is on. A white version of the logo exists for use on darker backgrounds. Rotating, changing colors or any other treatments are prohibited.

NUMBER & NICKNAME

The number and nickname can be used with or without the cow head. It should be used in accordance with the standards defined here. If used with the cow head, the number and nickname should always be to the right.

TEAM 1538 / THE HOLY COWS

A clearance space of no less than the distance between the top of 'T' to the top of the slash should be maintained at all times. The minimum height of the logo should be no less than 1/4".

TEAM 1538 / THE HOLY COWS

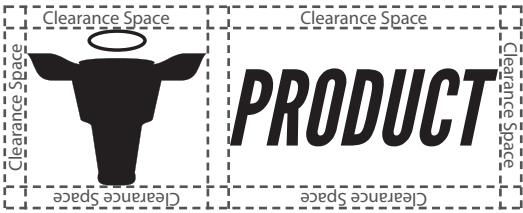
The number and nickname should always be in contrast to the background it is on. A white version of the logo exists for use on darker backgrounds. Rotating, changing colors or any other treatments are prohibited.

TEAM 1538 / THE HOLY COWS

HORIZONTAL PRODUCT & SERVICE LOGOS



Each product or service the team provides should be represented by a horizontal product/service logo. This logo features the cow head with the name of the product/service to the right.



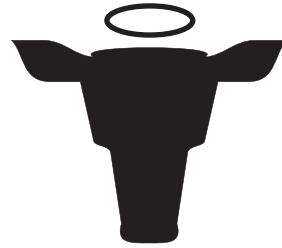
A clearance space of no less than the distance between the top of the ear to the top of the halo should be maintained at all times. The minimum height of the logo should be no less than 5/16". The height of the product/service name should be exactly 1/2 the height of the cow head.



Each product/service logo should always be in contrast to the background its on. A white version of the logo exists for use on darker backgrounds. Rotating, changing colors or any other treatments are prohibited.

VERTICAL PRODUCT & SERVICE LOGOS

Each product or service the team provides should also be represented by a vertical product/service logo. This logo features the cow head with the name of the product/service at the bottom.



PRODUCT

A clearance space of no less than the distance between the top of the ear to the top of the halo should be maintained at all times. The minimum height of the logo should be no less than 1/2". The height of the product/service name should be exactly 30% the height of the cow head.



Each product/service logo should always be in contrast to the background its on. A white version of the logo exists for use on darker backgrounds. Rotating, changing colors or any other treatments are prohibited.



VEX TEAMS

1538 B

1538 C

1538 H

1538 W

Each of the VEX Robotics Competition (VRC) Teams are associated with a letter. Each team should use the appropriate VEX team number on their robot and handouts.



TEAM 1538 / THE HOLY COWS



BE
EXCITED

GRAPHIC ELEMENTS

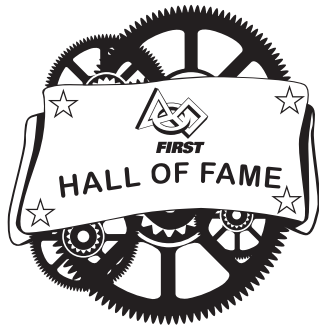


The Slash is a graphic and is not a glyph included in any typeface. Typically The Slash is used in the team number and nickname (see Logo Branding) as well as the school name (see Robot Branding). The Slash should only be used with the Alien Encounters typeface.

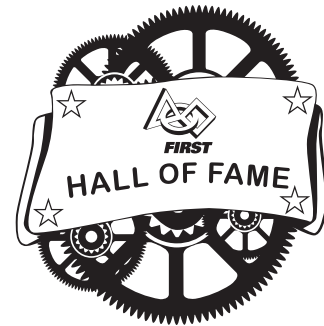


Keeping appropriate spacing between the two words is important to maintain readability. A space equivalent to the width of two Slashes should be kept between the two words. The height of The Slash should be 39% larger than the text it is separating. For example, if the text is 5/8" tall, The Slash should be 1" Tall.

HALL OF FAME LOGO



By winning the 2013 Chairman's Award we have the right to use the FIRST Hall of Fame logo on team publications. The Hall of Fame logo should be featured once in all publications, however it should appear separate from any team logo.



2013

This version of the Hall of Fame logo shows the year that we won the Chairman's Award. This version should be used on team apparel and banners.

HORIZONTAL LINES

4 Point

.75 Point

.5 Point

.25 Point

Horizontal lines can be used to help focus attention or provide structure to a layout. The philosophy behind using horizontal lines is to go big or go thin. All lines should be either 4 point or larger or smaller than 1 point.

TYPOGRAPHY

The typeface Myriad Pro has been chosen for body copy or paragraphs where lots of text is needed. Myriad Pro Bold has been selected for section titles. Myriad Pro Italic has been selected for footnotes and picture captions.

**A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0**

Myriad Pro Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Myriad Pro Regular

*A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0*

Myriad Pro Italic

SECTION TITLE

10 Point

A section title should be used to break up a body of text, making it easier for the reader to find specific content.

Every section header should be preceded by an empty line. The line of text following a section header should have an 18pt lead.

Body Copy

10 Point

Body copy is the text of an article. Any body copy should be justified left or right. Body copy should not be aligned or ragged.

Footnotes & Captions

8 Point

Footnotes & Captions should be used for adding footnotes or captioning a photo or graphic.

SUBSTITUTIONS

In the event that Myriad Pro is not available the following fonts can be used instead:

- Droid Sans
- Arial

LEAGUE GOTHIC

The typeface League Gothic has been chosen for all headlines and titles. Whenever this typeface is used it should be in all caps.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

League Gothic Regular

League Gothic Italic

League Gothic Condensed Regular

MAIN TITLE

PRODUCT NAME

SUBTITLE

SUBSTITUTIONS

In the event that League Gothic is not available the following fonts can be used instead:

- Myriad Pro Condensed Bold
- Droid Sans Bold
- Arial Bold

ALIEN ENCOUNTERS SOLID

The typeface Alien Encounters Solid has been selected for the team's name, number and robot name.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ***A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0***

Alien Encounters Solid Bold

Alien Encounters Solid Bold Italic

NICKNAME AND NUMBER ***ROBOT NAME***

SUBSTITUTIONS

In the event that Alien Encounters Solid is not available the following fonts can be used instead:

- Myriad Pro Bold
- Droid Sans Bold
- Arial Bold

COLORS

PRIMARY COLORS



BLACK

CMYK: 0, 0, 0, 100

RGB: 35, 35, 35

HEX: #232323



WHITE

CMYK: 100, 100, 100, 100

RGB: 255, 255, 255

HEX: #FFFFFF

The team's primary colors are black and white. The primary colors should be the dominant colors used in team publications, robot colors and apparel.

External designs such as publication covers, banners and team apparel should be dominantly black with white used as an accent color (ex: white on black).

Internal designs such as body copy pages should be dominantly white with black used as an accent color (ex: black on white).

ACCENT COLORS



DARK GRAY (PMS 447C)

CMYK: 64, 56, 56, 32
RGB: 83, 83, 83
HEX: #535353



SILVER (PMS 877C)

CMYK: 0, 0, 0, 40
RGB: 167, 169, 171
HEX: #A7A9AB



KEY LIME GREEN (PMS 382C)

CMYK: 30, 0, 98, 0
RGB: 190, 214, 51
HEX: #BED633



CERULEAN (PMS HEXACHROME CYAN C)

CMYK: 98, 0, 0, 0
RGB: 0, 174, 239
HEX: #00AEEF



POMEGRANATE (PMS 485C)

CMYK: 0, 95, 100, 0
RGB: 238, 49, 35
HEX: #EE3123



LAVENDER PURPLE (PMS 2577C)

CMYK: 40, 54, 0, 0
RGB: 157, 127, 186
HEX: #9D7FBA

Accent colors should be used to provide additional contrast and help draw attention to specific content. In addition, accent colors can be used to tie content together. Dark Gray and Silver can be used throughout a publication.

Key Lime Green, Cerulean, Pomegranate and Lavender Purple should be used sparingly. Examples for when to use these colors would be info graphics or accent colors for a section of a publication.

BODY COPY

All body copy should be in Dark Gray to give it a soft, yet readable appearance.

Opta idestrum haribusdae vellento id quatum sa doluptatiae. Ab ilitint expla dio mod maximi, officabo. Ecepudanto inti te maio. Ga. Pudi occum et mos cum que nonsecu stotat ad explandam ipsuntem accus est, verio doluptatus aut.

Body Copy

SECTION TITLE

All section titles should be in Black to stand out against body text.

ECEPUDANTO INTI

Section Title

Opta idestrum haribusdae vellento id quatum sa doluptatiae. Ab ilitint expla dio mod maximi, officabo. Ecepudanto inti te maio. Ga. Pudi.

PUBLICATION BRANDING

Throughout the year our team produces print materials. The purpose of these print materials is to convey a message and information to our audience in a clean and concise way.

When designing print materials it is important to maintain consistent branding. This way anyone should be able to identify print material with our team.

In addition, all print materials should be free of clutter, and well structured. This will help make it easier for the viewer to locate and gather information from the page. For example, walls of text, poor paragraph spacing or inconsistent titling is not allowed.

Unless otherwise specified, the paper used for team publications are one of the following:

Kelly Paper - Digital Color Copy 100LB. Cover
Kelly Paper - Digital Color Copy 80LB. Cover
Kelly Paper - Digital Color Copy 28LB. Writing

All of the above paper types are 98 bright, FSC-Certified, 30% Recycled. Any paper substitutes should have the same brightness and weight.

BUSINESS CARDS



Team 1538 business cards are used to allow team members to quickly pass out contact information to the public.

SIZE

Business cards should be 2" x 3.5". A safe zone of .0625" should be set on all four sides. All important content should reside within this safe zone.

PAPER

Business cards should be printed on a minimum of 114LB. (14pt) card stock.

 TEAM 1538 / THE HOLY COWS		HEADING
ELIZABETHGOMES director of public relations		NAME & TITLE
✉ 2861 Womble Rd., San Diego, CA 92106 @ elizabeth.gomes@team1538.com f facebook.com/theholycows t @theholycows		CONTACT INFO

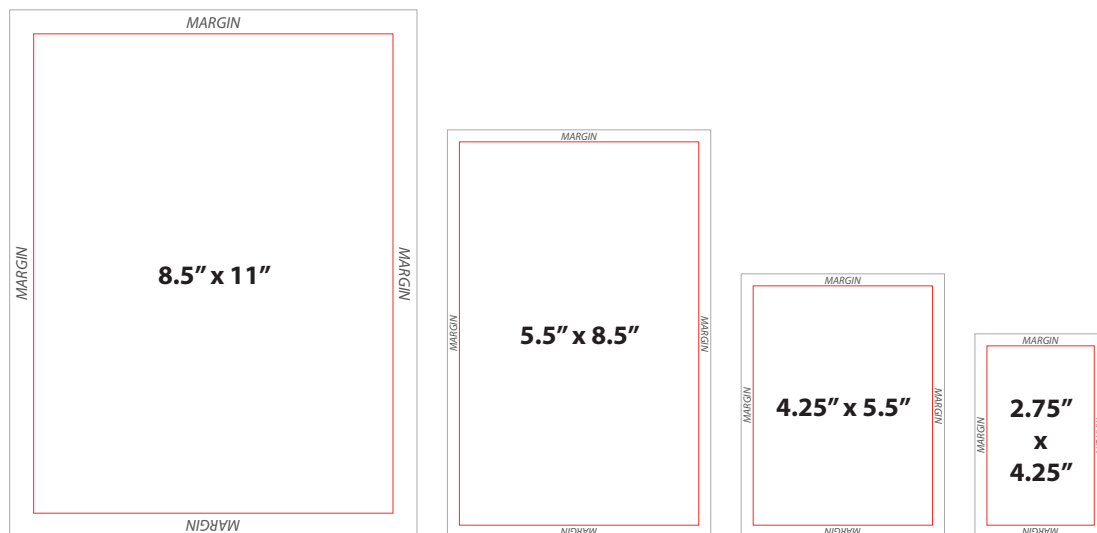
- 1 Cow head with team number & nickname at top of business card
- 2 Hall of Fame logo, opposite of team logo
- 3 Name of student or mentor
- 4 Person's title, in smaller font size and lighter color than name
- 5 Contact Info: School's mailing address, team email address, team's facebook & twitter account. Personal phone number not included for personal privacy.

SIZING

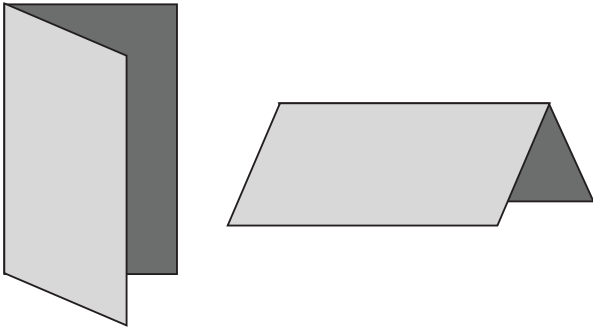
Single sheet publications should be 8.5" x 11", 5.5" x 8.5", 4.25" x 5.5" or 2.75" x 4.25". A single sheet publication should never exceed 8.5" x 11".

MARGINS

There should be no bleeds on any single sheet publications. Any 8.5" x 11" publications should have a .5" margin. Any documents smaller than 8.5" x 11" should have a .25" margin.



HALF-FOLDS

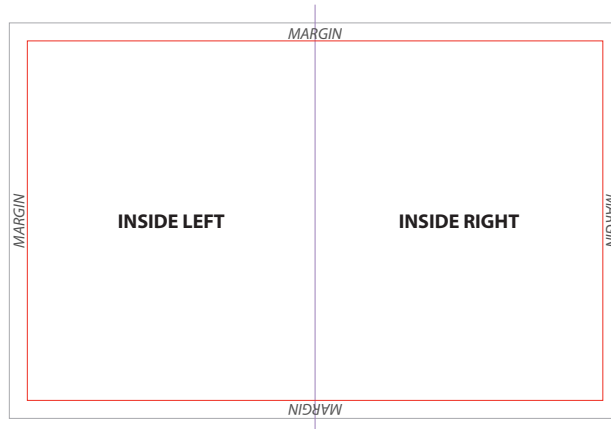
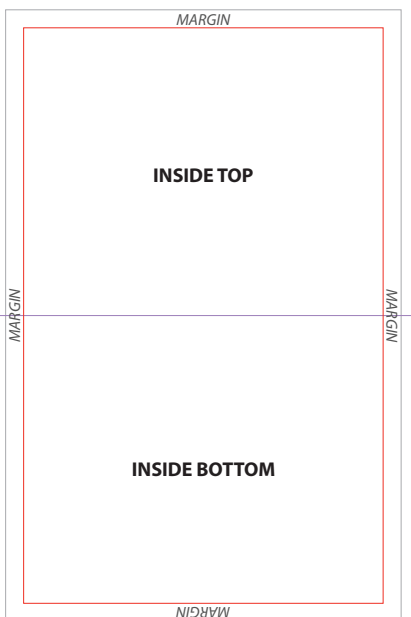
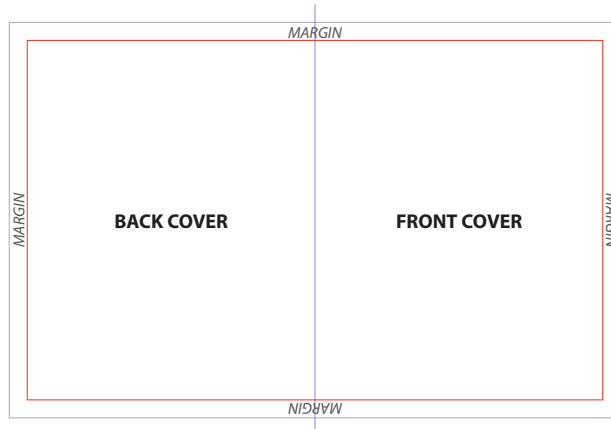
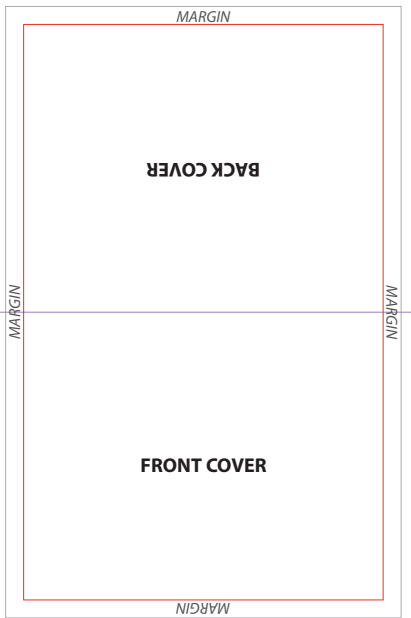


SIZING

When flat (unfolded), half-fold publications should be 11" x 17", 5.5" x 17", 8.5" x 11", 5.5" x 8.5" or 4.25" x 5.5".

MARGINS

Only bleeding over the fold is allowed. All half-fold publications should have a .5" margin.



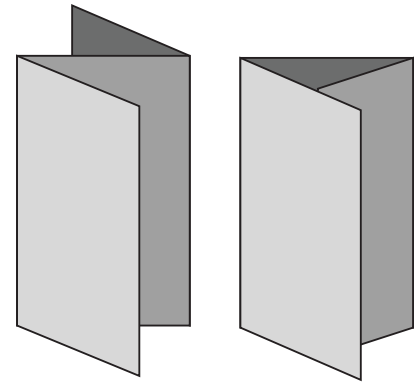
DOUBLE-FOLDS

SIZING

When flat (unfolded), double-fold publications should be 5.5" x 17" or 8.5" x 11".

MARGINS

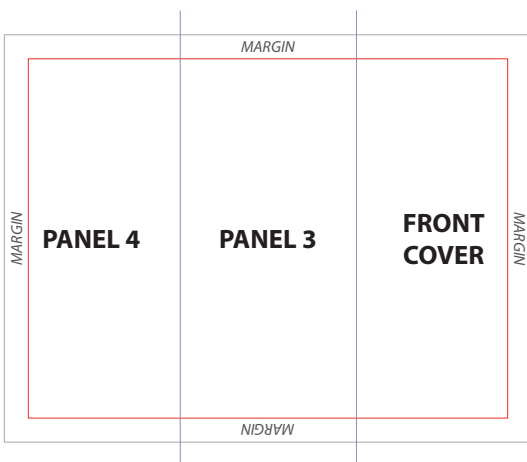
Bleeding over the fold is allowed. All double-fold publications should have a .5" margin.



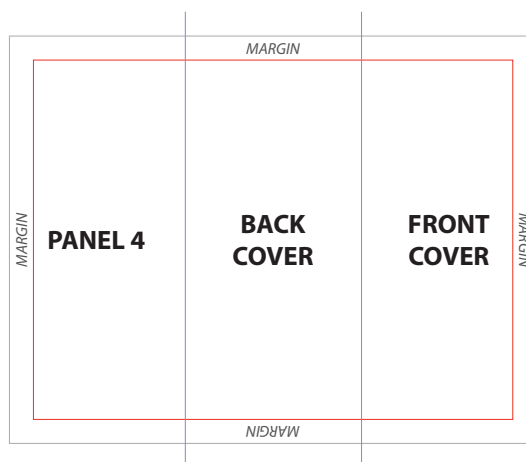
Z-Fold

Tri-Fold

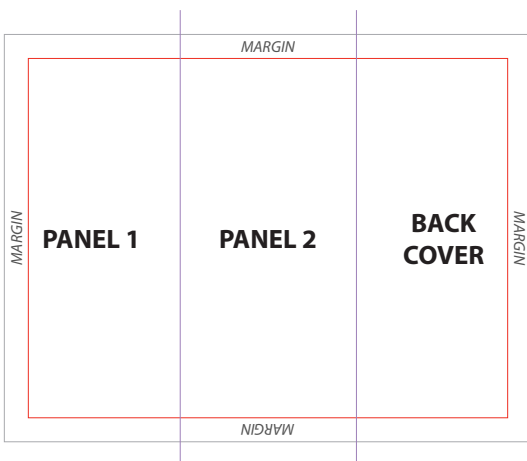
Z-FOLD FRONT



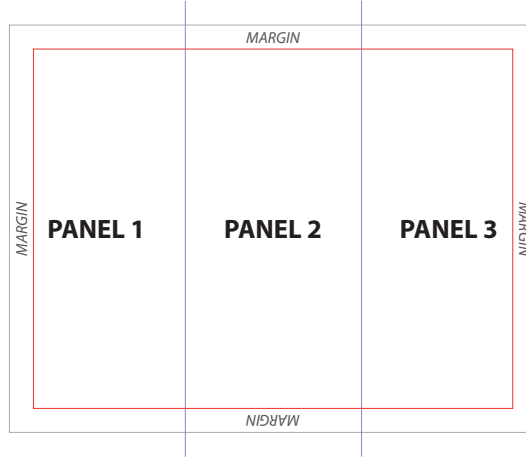
TRI-FOLD FRONT



Z-FOLD BACK



TRI-FOLD BACK



MULTI-PAGE

SIZING

The page size for multi-page publications should be 5.5" x 8.5" or 8.5" x 11".

BINDING

Preferred binding methods are saddle stitch, comb or coil.

MARGINS

All multi-page publications should have a .5" margin. If comb, coil, side stitching or hard cover binding is used the margin closest to the center should be increased by .25" to make sure that there is adequate spacing for the page content.

BLEEDS

When saddle stitching is used to bind, bleeding over the spine is allowed. Any other bleeds are not allowed.



TEAM 1538 / THE HOLY COWS



BE
FOCUSED

ROBOT BRANDING

PUBLIC / COMPETITION DISPLAY

Team 1538's competition robots should always display the team number and sponsor logos when ever they're displayed publicly or in competition.

SPONSOR LOGOS & DECALS

All sponsor logos should be shown in white. Sponsors should be displayed on gray smoked polycarbonate. Logos of non-sponsors should not be displayed on the robot at anytime. In addition to sponsor logos, the school's name should be prominently featured under the team's nickname.

ROBOT NAME

The robot's name should be prominently displayed on the competition robot.

All graphics and side panels should be approved by team leadership.

MATERIAL FINISHES

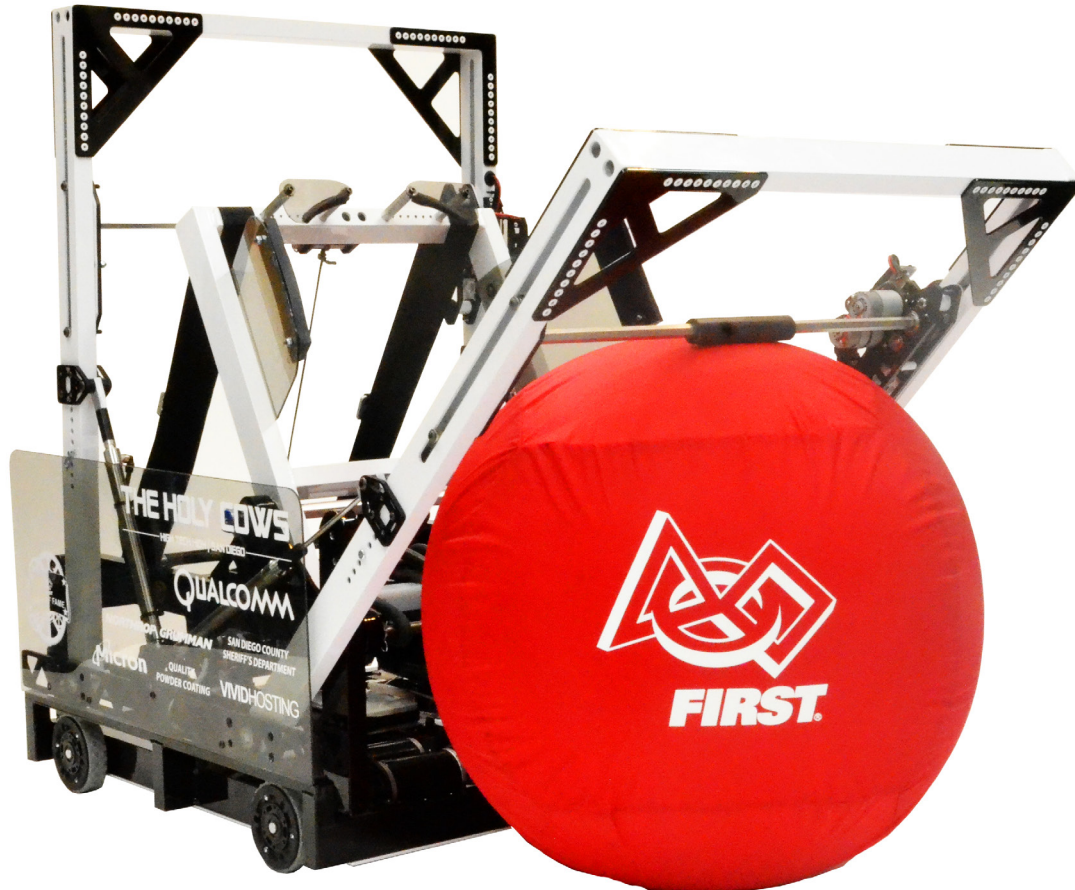
To make our competition robot visually appealing, all aluminum parts should be powder coated or anodized. Final robot color scheme must be approved by team leadership.

POWDER COAT

Any powder coating for the competition robot should be either gloss black or gloss white. Any other colors or textures are unacceptable.

ANODIZING

Any anodizing for comeptition robots should be black. Any other colors are unacceptable. Whenever possible, anodizing should be Type II (0.00007-0.001" thick). For parts that will see regular contact with field elements or other robots, a thicker Type III (>0.001" thick) anodize should be used. All anodizing specifications are per MIL-A-8625.



BUMPERS

A white '1538' numeral should appear once on each face of the robot bumpers. Numbers should use the Alien Encounters Solid Bold typeface and be approx. 4" tall. Numbers should also be aligned to the right side of each face of the bumper. These rules can be changed to follow any game-specific bumper rules. All changes should be approved by team leadership.



A 36" long bumper face shown at 1:7 scale.



TEAM 1538 / THE HOLY COWS



APPAREL BRANDING

APPAREL GUIDELINES

Each year, Team 1538 produces team apparel such as t-shirts, jackets, hats, etc. All apparel items must be high quality. Items with defects should not be distributed.

Apparel should be black with white accents, print or embroidery.

All apparel designs must be approved by team leadership.

POLO SHIRTS

Team 1538 produces a polo shirt to be worn at conferences, speaking engagements and at competition.

MEN'S POLO

Sport Tek K467 (Black/White)

WOMEN'S POLO

Sport Tek L467 (Black/White)

FRONT

The front has the cow head, team number, team nickname and "FIRST Robotics"

LEFT SLEEVE

The left sleeve of the polo has the Hall of Fame logo with the year we won.

Each year, Team 1538 will print one primary t-shirt design. The primary t-shirt should always be black.

MEN'S T-SHIRT

Hanes Men's Nano T-Shirt Style #H4980 (Black)

WOMEN'S T-SHIRT

Hanes Women's T-Shirt Style #HSL04 (Black)

FRONT

The front of the primary t-shirt should always have the "Cowhead with Team Number and Nickname" in the center of the chest.

BACK

The back of the primary t-shirt should feature the team's sponsors. The design can change year to year as the team's sponsors change. Any back design must be approved by team leadership

LEFT SLEEVE

The lower left sleeve of the primary t-shirt should have the Hall of Fame logo with the year we won. The size of the logo should be approx. 2.75" x 2.75".

DRESS CODE

DRESS CODE GUIDELINES

At any public team event all team members must follow the these basic guidelines:

- It is important that team members have a clean and professional appearance.
- Any non-team clothing must meet High Tech High's dress code. This means mini skirts, short shorts, spaghetti straps, visible undergarments, exposed midriffs, low cut tops, torn clothing and sandals are prohibited.
- Any team clothing cannot be faded or otherwise modified from its original state.
- Hats and other accessories should match team colors.

COMPETITION

At competition team members must adhere to the competition dress code. The competition dress code includes everything listed in the above dress code guidelines, but includes the following additions:

- Any open toed shoes are prohibited.
- Team members must wear dark blue jeans.
- Jackets must be team jackets.

PRACTICE DAYS

- All team members must be in a 2014 or later team shirt. Polos are prohibited.

QUALIFICATION / ELIMINATION DAYS

- Mentors, Directors, Managers & Driveteam members should wear their polos.
- All others members should wear their current year's t-shirt.



WHAT TO WEAR



WHAT NOT TO WEAR

CONFERENCES

At most of the conferences our team attends the dress code is business casual. It is important that members attending conferences are dressed in the appropriate attire. The conference dress code includes everything listed in the above dress code guidelines, but includes the following additions:

- Girls are allowed to wear open toed shoes.
- Any footwear must be business casual. Sneakers, skate shoes, Converse, etc. are prohibited.
- Team members must wear slacks, khakis or medium length skirts.
- Team members must wear polos. Depending on the conference t-shirts may be prohibited.
- Hats of any kind are prohibited.



WHAT TO WEAR



WHAT NOT TO WEAR

CREDIT & ACKNOWLEDGMENT

DESIGN & CONTENT

Elizabeth Gomes
Jon Jack
Conrad Ronk
Cathy Schulz
Ben Staley

PHOTOGRAPHY

Silvia Cardullo
Kiet Chau
Jon Jack
Ben Staley

APPEARANCES

Kaithlyn Abulencia
Ambar Avila
Ethan Chan
Kiet Chau
Elizabeth Gomes
Maddie Menke
Carlo Nepomuceno
Nick Olamendi-Smith
Krisztina Rakosi
Andres Rodriguez
August Sonnenberg
Ben Staley
Austin Starbacker
Laurence Tabalon
Ben Younes



TEAM 1538 / THE HOLY COWS



BE
INSPIRATIONAL



✉ 2861 Womble Rd., San Diego, CA 92106 ☎ 1.619.243.5000 @ info@team1538.com
🌐 team1538.com 📘 facebook.com/theholycows 🐦 @theholycows