



OZONE 4611 ROBOTICS

BRANDING GUIDELINE





FOREWORD

In 2021, OZONE set out on an ambitious campaign to change all team imagery, including logos, colors, and uniforms to better reflect a shifting tide in the team's culture.

Now an internationally recognized team with the attendance of the FIRST Championship in 2022, the new image and brand aim to represent a global force for innovation and change for the students of Olentangy Schools

Our motto:

**“ONWARD
AND
UPWARD”**

“We wanted our logo to represent a new direction for the team. Now acting as a reference to the ozone layer around our planet Earth, our new identity serves as a symbol for our expanding knowledge and drive for global innovation.”

Kaleb Duarte, Captain, 2021-2023

HISTORY OF OZONE

Ozone Robotics was founded in 2013 as the unifying First Robotics Competition team within Olentangy Schools. To this day, it remains the only competitive team combining all 4 Olentangy High Schools: Olentangy, Liberty, Orange, and Berlin.

The namesake for Ozone was brought out of the 3 original high schools, or “O’s,” that made up the program. Old branding depicts the gold, silver, and orange that represent their respective schools, Olentangy, Liberty, and Orange. In chemistry, 3 oxygen molecules (or O’s) create the ozone molecule.

Founded in Orange High School with shop/engineering teacher Mr. Rory Schmidt, Ozone has grown immensely, gaining international recognition.



2013-2015



2015-2018



2018-2021

COLORS

Listed are the primary colors

used within Ozone branding.

Olentangy Blue (dominant) is the unifying color between all

Olentangy schools and abides by the Olentangy Schools' Brand

Guide. Earth Green (secondary) is the color seen in all "globe"

imagery within Ozone logos.

OLENTANGY BLUE

RGB

CMYK

HTML

R 0 G 48 B 135

C 100 M 75 Y 2 K 18

#003087

EARTH GREEN

RGB

CMYK

HTML

R 74 G 173 B 67

C 75 M 0 Y 61 K 32

#4AAD43

FONTS/TEXT

Ozone Robotics is stylized in standard case letters. Not O₃Zone Robotics or OZone Robotics. Alternative and acceptable names include Team 4611 and Olentangy FRC.

Angkor

For use within logos and major merchandising.

Note: Angkor Bold and Angkor Italic are not acceptable for use.

Angkor font must be presented in all capital letters, as shown.

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	.	!	?	/

Roboto

Roboto Bold

Roboto Italic

Roboto Italic Bold

For use within the general and subordinating text.

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	LI
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	.	!	?	/

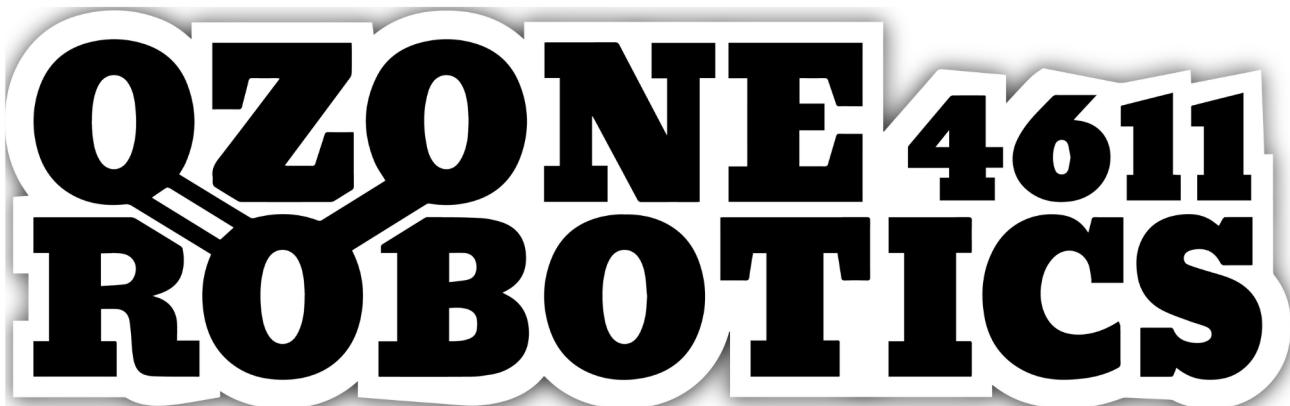
LOGOS & SYMBOLISM



Primary Logo

The primary logo consists of the Ozone name, team number, and the globe & gear combo consistent with all branding. This logo should be used most consistently on t-shirts, websites, or any widely seen *primary* imagery.

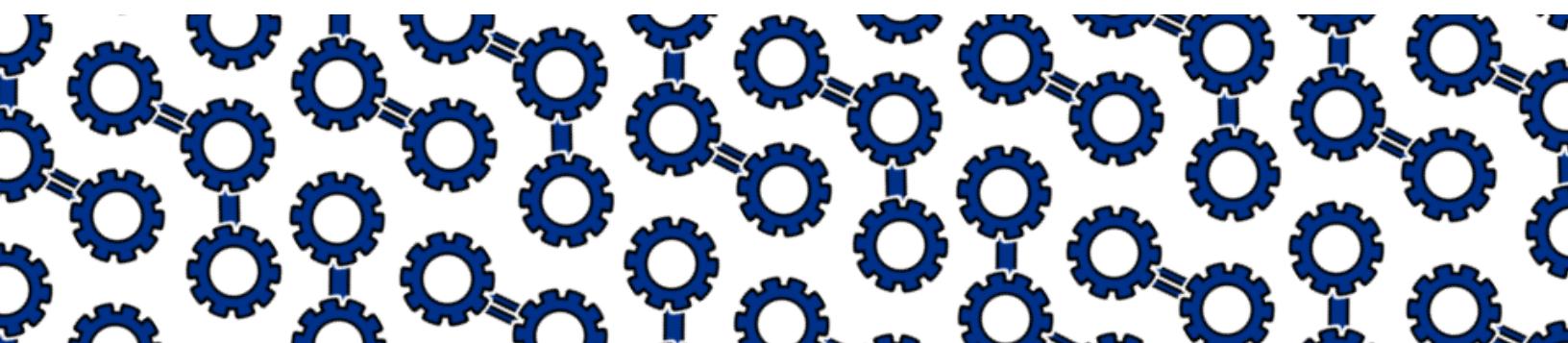
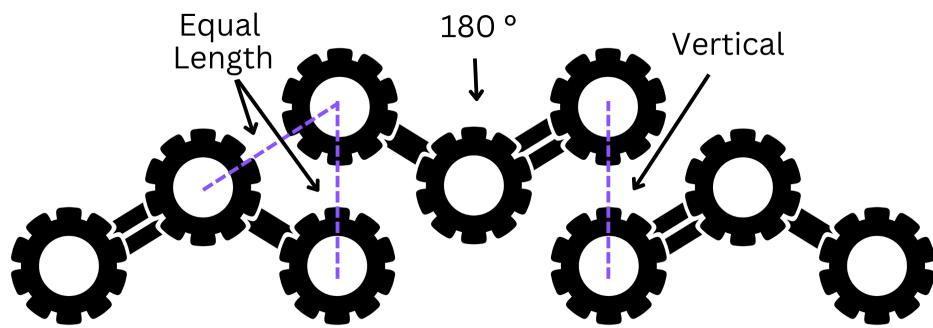
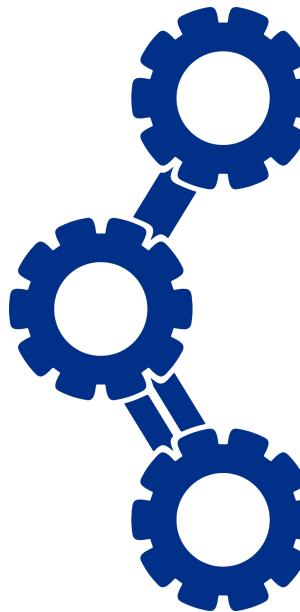
It can be used in most square formats and placed on any color background. If fewer color options are needed, the gray outline can be replaced with white, except for the gray "shine" on the globe, which will be replaced with Olentangy Blue (refer to "Colors").



Text Only

This secondary “text only” logo is for use within more horizontal display options. It is also more appropriate for printed forms that would otherwise not require color.

The words “Ozone Robotics” and number “4611” are in a 9:7 ratio with one another, respectively. The double/single bond between the first 3 o's closest to the left is accurate to the 116.8-degree ozone VSEPR diagram.



Molecule

The following is to be used primarily in patterns and abstract representation. It may commonly appear in social media, merchandising, and on the robot itself as an identifier.

This molecule is also accurate to the VSEPR model for ozone (116.8-degrees with single/double bond). It features the same 10-tooth gear seen on the *Primary Logo* and *Globe*. May be any brand color (including grayscale)



Globe

Globe mirrors that of the one seen on *Primary Logo*, utilizing the same 10-tooth gear, color scheme, and proportions. The “shine” seen on the globe on *Primary Logo* is not shown, however.

Much like *Molecule*, it should also be utilized as an abstract mark, with the only difference being *Globe* serving as an abstract “focal point” rather than a pattern.

Monochrome options available.



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