

A Quick Guide To Team Imagery Why Brand Your Rookie Team?

Be memorable. Setting a goal to be memorable can help you reach out to judges, teams, volunteers, and sponsors easily allowing you to communicate your message. Effective imagery can make you more recognizable, raising the impact you have in your community and at competitions. Here are some of our top imagery tips for rookie teams!

Basics FIRST!

Don't stress about doing everything your first year. Just like when working on the robot, focus on the basics and then work on improving it more each year!

Get Started:



Choose a Team Name

The name Exploding Bacon came from a random name generator... and it was a hit! When choosing your name, make it **creative, memorable, unique,** and **easy to work with.** Get input from all team members. Great ideas can come from anywhere!



Choose Team Colors

Pick colors that will work well with your team's culture. **2-3 main colors** are ideal for creative branding and easy management. Share the **hex code** of your colors with all team members to be consistent and build a **strong brand.**



Design a Logo

Logos are a fun way to show your **team's personality.** Logos can create a strong **recognizable** brand and pull your team's look together. Logos can be simple or complex, but make easy for others to **identify** your imagery.



Design Team Shirts

Shirts are the **key** element of your team brand! They help **identify** you at competitions, in the stands, and in your community! Use your colors, name, and logo to create a **memorable** and easily identifiable look for many seasons to come.

Above & Beyond! More ideas to level up!

- Develop team cheers and spirit
- Design and make team Buttons/Pins/Stickers to share
- Decorate your Competition Pit
- Create Team Accessories
- Develop a Team Website
- Develop a social media presence
- Create a Mission Statement
- Check out our Strategic Planning Worksheet
- Keep everything consistent and organized - Google Drive
- Create Marketing packet to try to get more sponsors
- Check out team workshops at events for more ideas!

1902's favorite resources....

- **Visit the ExplodingBacon.com** resources pages for branding & awards tips
- **Google Drive** or similar to keep all imagery relating documents (logos, hex colors) in one easy-to-access folder.
- **Canva** to design social media and imagery works (we use Canva almost always - from making our tech binder to making Instagram posts...and even when making this guide!)

