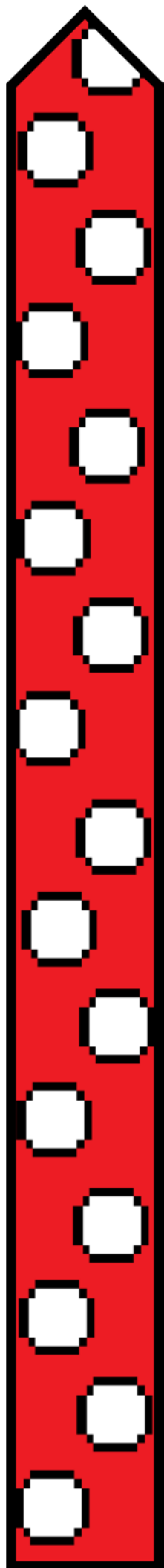


1481 THE RIVETERS

2018 STYLE GUIDE

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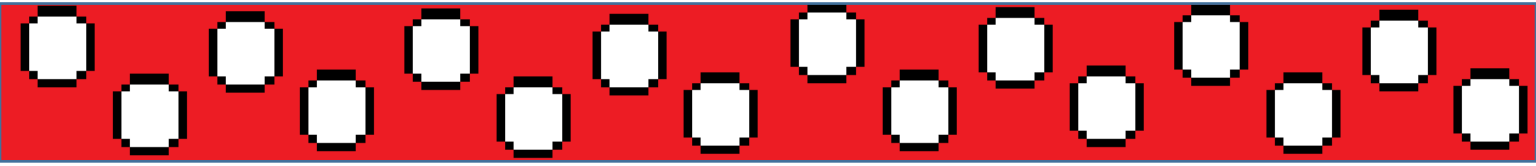
# ABOUT US

## WHO ARE THE RIVETERS?

Rosie the Riveter is the iconic female figure of those who worked in defense industries during WWII. The term “Rosie” inspired a social movement that increased the number of working American women from 12 million to 20 million in 1944. The image of “Rosie the Riveter” resembled the majority of working women during this time period. What unified the experiences of these women was that they proved to themselves and the country that they could do a “man’s job” and do it well.

Team 1481 kept this information in mind when choosing their team name, The Riveters. For an all-girls high school robotics team, Rosie is a powerful symbol that inspires young girls to follow their interests in the STEM fields of study. We incorporate Rosie’s image into our team uniform, robot, print and social media. We not only use Rosie’s outfit and colors, but her authenticity, her determination, and her hardworking spirit. This year, we focused on these three main qualities, and used our various platforms to inspire young women to strive for their goals. Our main goal is to embody Rosie’s “We Can Do It!” spirit to achieve our goals and overcome obstacles as a team.

An important figure to Mercy High School is Catherine McAuley, founder of the Sisters of Mercy. Catherine recognized the many needs of the people who were economically poor in the early nineteenth century Ireland and determined that women like her could make a difference. Her main goal was to establish a place to shelter and educate women and girls. Mercy High School is founded on the values of human dignity, option for the poor, justice, service, and mercy. As a team, we try to inspire these values through our outreach, community events, and competition.





# STRATEGIC IMAGERY

## WHAT IS STRATEGY?

A plan of action or policy designed to achieve a major or overall aim.

## WHAT IS 1481'S OVERALL AIM?

Attractiveness in engineering, and outstanding visual aesthetic integration of machine and team appearance.

We have created a blueprint where each new season, our team can craft an Imagery strategy that is complementary to the new game while staying true to the The Riveter's core style and aesthetics.

## HOW?

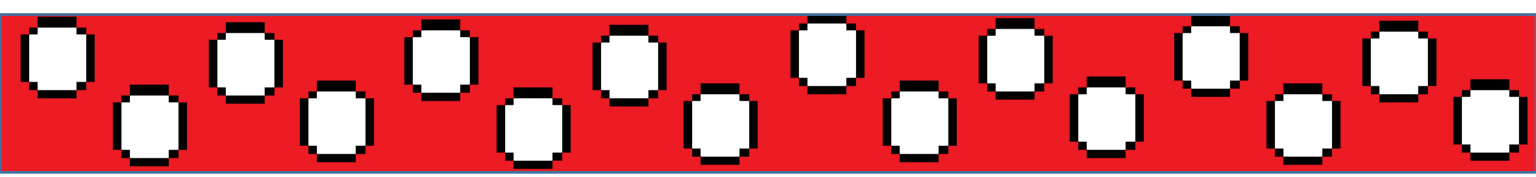
We identified elements of “Rosie” that are core requirements of our overall design aesthetic, then chose elements that we can reimagine and modify each year. We encourage original ideas and take our Rosie to the next level with a new incarnation each season. We want to support our brand and avoid becoming redundant or boring.

## ELEMENTS THAT REMAIN TRUE TO ROSIE THE RIVETER

Blue work shirt, dark denim pants, work boots  
White Polka Dots on Red Background  
WWII-era inspiration

## ELEMENTS THAT ARE OPEN TO INTERPRETATION

Use of bandana (arm band, head band, etc.)  
Actual use of polka dot pattern  
Socks





# LANGUAGE

## TAGLINE

We Can Do It!

## MOTTO

Women Who Make A  
Difference

## BRAND

1481 The Riveters, or FRC  
1481 The Riveters

## INTERNET

@1481TheRiveters for  
mentions

## NAMING CONVENTIONS

(555) 555-5555

Visit us from 7pm-9pm

October 5th

10/05/18

## DESCRIPTORS

How we see ourselves

DRIVEN

ENGAGED

DETERMINED

ENTHUSIASTIC

ACTIVE

ORGANIZED

FUN

INSPIRING

PASSIONATE

INNOVATIVE

EXPLORING

OPEN MINDED

WELCOMING

COLLABORATE

OPTIMISTIC

FANTASTIC

LIVELY

AWESOME

NICE

HECTIC

PRODUCTIVE

PROGRESSIVE

TRAILBLAZING

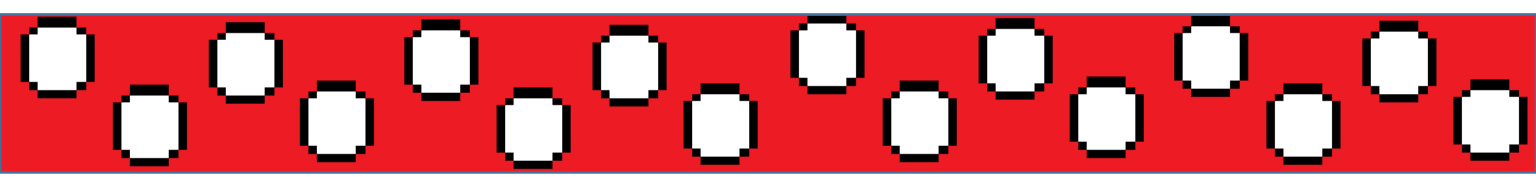
DILIGENT

EXTRAVAGANT

STRONG

DIVERSE

CONNECTED





# TYPOGRAPHY

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

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

PRIMARY FONT: HEADERS, TITLES

AVENIDA LET PLAIN

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

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

Secondary Font: Body, Text, Captions

Libre Baskerville

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

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

Tertiary Font: Subheadings

ECONOMICA BOLD

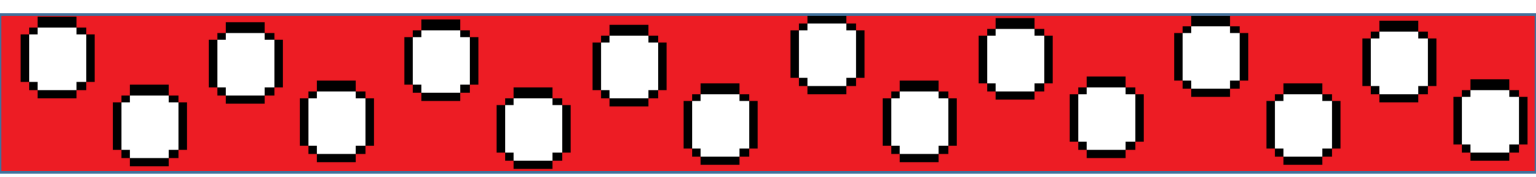
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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

Special Font: 2018 Season Special Projects

Pixel-Noir



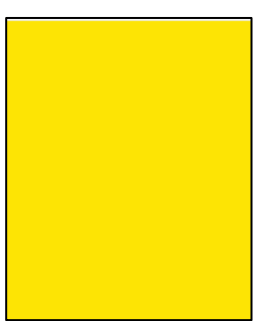


# COLORS

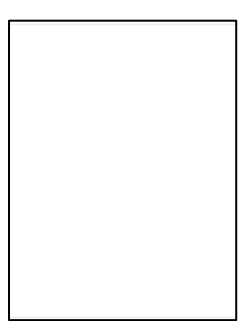
## PRIMARY COLORS



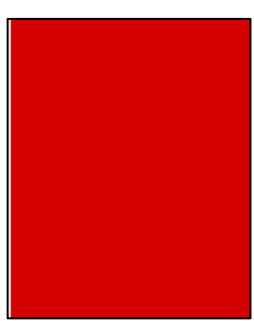
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RGB: 9, 26, 44



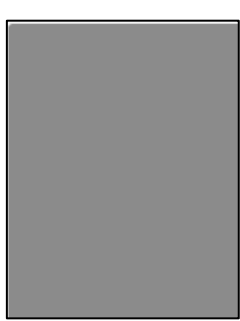
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RGB: 253, 228, 4



Hex: #FFFFFF  
RGB: 255, 255, 255



Hex: #D40000  
RGB: 212, 0, 0

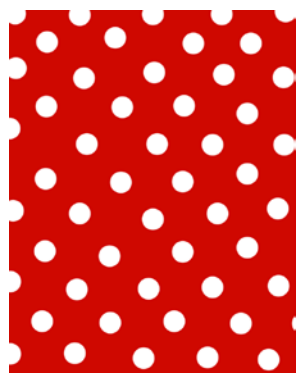


Hex: #8B8B8B  
RGB: 139, 139, 139

## TEXTURES & PATTERNS



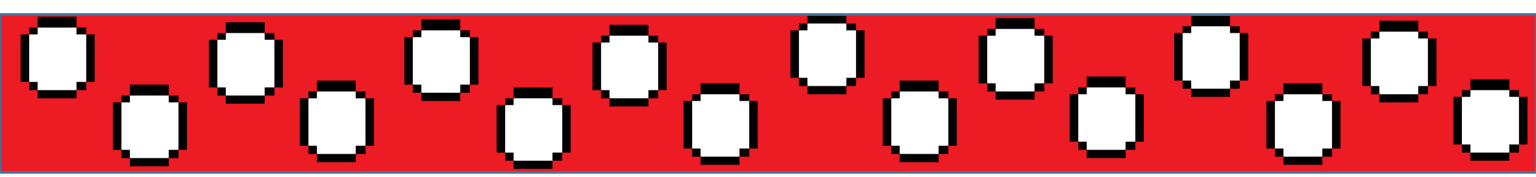
Rivets  
Sheet Metal



White Polka Dots  
on Red  
Background



White Polka Dots  
on Red  
Background  
Version 2 (8bit)







# INSPIRATION



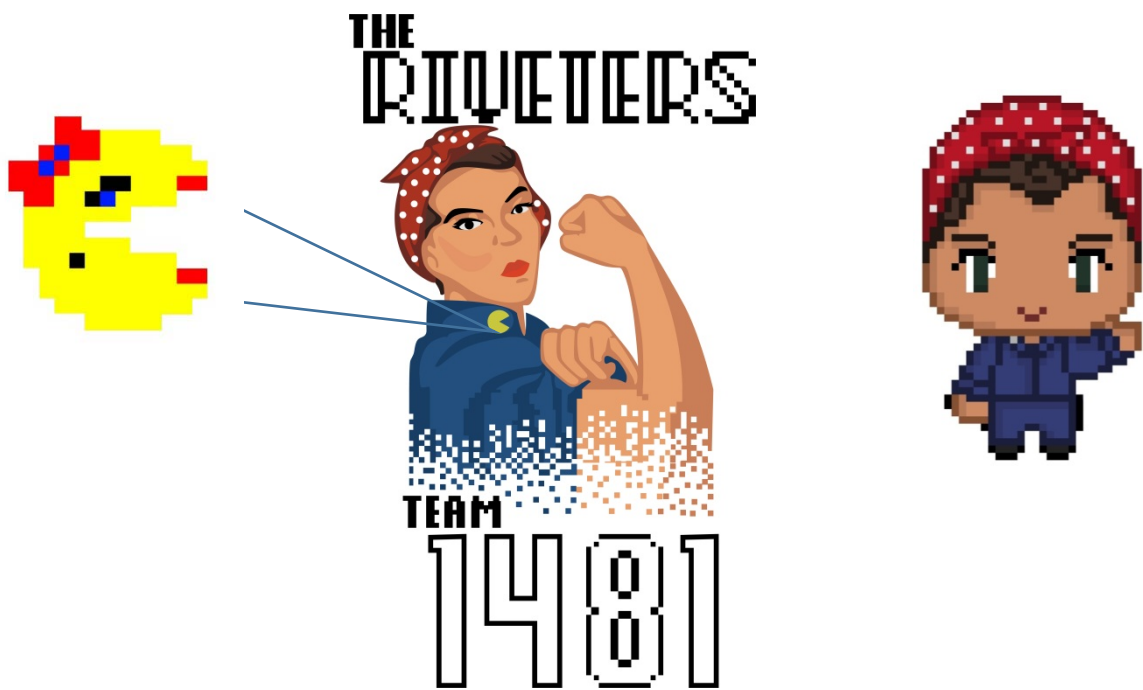




# SEASON BADGES

## CURRENT SEASON 2018

This year, we have taken Power UP! to the next level with 8-bit inspired plays on our iconic Rosie imagery:



## PAST SEASONS



2015



2016



2017