

# MATE ROV Competition

## Brand Style Guide

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### Address

MATE ROV Competition  
980 Fremont Street  
Monterey, CA 93940

### Phone & Email

Tel: 831.646.3082  
Email: [jzande@marinetech.org](mailto:jzande@marinetech.org)

### Web

[mateii.org](http://mateii.org)  
[materovcompetition.org](http://materovcompetition.org)

A man in a bright yellow long-sleeved shirt is seen from the back, pointing his right index finger upwards. He is standing on a raised platform overlooking a large, indoor swimming pool. The pool is filled with water, and several people are visible on the far side of the pool. The facility has a high ceiling with a complex steel truss structure and numerous lights. Various national flags are hanging from the ceiling. The overall atmosphere is one of a large-scale aquatic center or training facility.

**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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# ORGANIZATION INTRODUCTION

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.



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**BASIC  
GUIDELINES**

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.

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- 1.1 Brand Mark Description
- 1.2 Brand Mark Construction
- 1.3 Brand Mark Versions

# 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.



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



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



Minimum brand mark height and width:  
30mm x 14mm





**Version A** of the brand mark is preferred and it is constructed within a frame with rounded corners. The blue lines only indicates the contour of the brand mark and the construction frame. The construction frame appears white, when the brand mark is applied on any colored background.



**Version B** of the brand mark is constructed within a frame with squared corners. This is used for signage or fascia when the version with rounded corners is not applicable. The blue lines only indicate the contour of the brand mark and the construction frame. The construction frame appears white when the brand mark is applied on any colored background.



Ideally the brand mark is to be used on a white background for maximum impact and clarity. When this is not possible, be sure the background provides enough contrast to the tones in the logo without being too busy.

## CONSTRUCTION & FREE SPACE RULES FOR THE BRAND MARK

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.

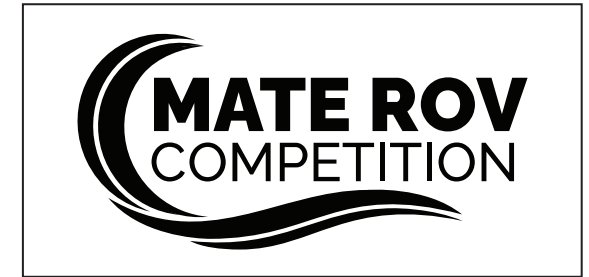
Two versions of the white bounding box are allowed: a version with rounded corners (A) and a version with edged corners (B).

# 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.



Alternative black brand mark version (A). Only to be used on solid colored or white background, if color printing is not possible.



Alternative grey and black brand mark version (B). Only to be used on white background, if color printing is not possible.



Alternative white brand mark version (C). Only to be used on solid black background.

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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%.

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2.1 Primary Colors

2.2 Accent Colors



# PRIMARY ORGANIZATION COLORS AND DEFINITIONS

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:** #1DAFDE  
**RGB:** 29 • 175 • 222  
**CMYK:** 71 • 11 • 3 • 0  
**PMS:** 298 C

### COLOR TONES



100% 80% 60% 40% 20%



## ROV DARK BLUE

**HEX:** #1B4175  
**RGB:** 27 • 65 • 117  
**CMYK:** 100 • 83 • 27 • 12  
**PMS:** 654 C

### COLOR TONES



100% 80% 60% 40% 20%



## ROV ORANGE

**HEX:** #EE7024  
**RGB:** 238 • 112 • 36  
**CMYK:** 2 • 69 • 99 • 0  
**PMS:** 158 C

### COLOR TONES



100% 80% 60% 40% 20%

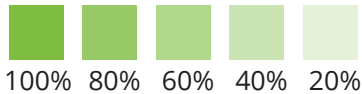




**ACCENT GREEN**

HEX: #80BC42  
 RGB: 128 • 188 • 66  
 CMYK: 56 • 3 • 100 • 0  
 PMS: 360 C

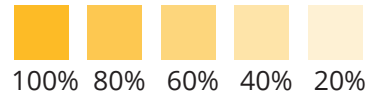
**COLOR TONES**



**ACCENT YELLOW**

HEX: #FE992A  
 RGB: 254 • 157 • 42  
 CMYK: 0 • 29 • 93 • 0  
 PMS: 7409 C

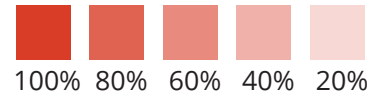
**COLOR TONES**



**ACCENT RED**

HEX: #D83C27  
 RGB: 216 • 60 • 39  
 CMYK: 10 • 92 • 100 • 1  
 PMS: 7597 C

**COLOR TONES**



# ACCENT ORGANIZATION **COLORS AND DEFINITIONS**

The MATE ROV Competition accent palette consists of three bright colors chosen to have high visibility. These colors should be used sparingly for feature design elements.



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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.

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3.1 Typeface for Print

3.2 Typeface for Electronic Use

3.3 Text Hierarchy

# PRIMARY ORGANIZATION FONT

The old posters and signs in the traditional Montserrat neighborhood of Buenos Aires inspired Julieta Ulanovsky to design this typeface and rescue the beauty of urban typography that emerged in the first half of the twentieth century. As urban development changes that place, it will never return to its original form and loses forever the designs that are so special and unique. The letters that inspired this project have work, dedication, care, color, contrast, light and life, day and night! These are the types that make the city look so beautiful. The Montserrat Project began with the idea to rescue what is in Montserrat and set it free under a libre license, the SIL Open Font License.

**Montserrat ExtraBold  
for headlines is  
preffered.**

**Montserrat SemiBold  
for sub-headlines is  
preffered.**

## MONTSEERRAT

### ExtraBold

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**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**

### SemiBold

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**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**

### Figures

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**1 2 3 4 5 6 7 8 9 0**



## OPEN SANS

### Bold

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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

Open Sans Bold for highlighting body copy is preferred.

### Regular

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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

Open Sans Regular for body copy is preferred.

### Figures

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1 2 3 4 5 6 7 8 9 0

## SECONDARY **ORGANIZATION FONT**

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. This version contains the complete 897 character set, which includes the standard ISO Latin 1, Latin CE, Greek and Cyrillic character sets. Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

# TEXT HIERARCHY

Caption Text:

Mate Rov

Montserrat Medium, 9pt Type with 10pt leading

Copy Text:

Mate Rov

Montserrat Medium, 12pt Type with 14pt leading

Headlines, Copy Text:

**MATE ROV**

Montserrat SemiBold, 14pt Type with 17pt leading

Headlines:

**MATE ROV**

Montserrat ExtraBold, 18pt Type with 21pt leading

Big Headlines:

**MATE ROV**

Montserrat Black, 30pt Type with 38pt leading

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**SOCIAL VISUALS  
& CONSTRUCTION**

The Mate ROV social strategy consists of visuals incorporating the main brand colors as well as the brand accent colors. On the following pages are a helpful set of guidelines for post structure as well as examples for reference.

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**4.1** Social Post Construction

**4.2** Social Post Examples

**4.3** Cont. Social Post Examples



# SOCIAL POST **CONSTRUCTION**

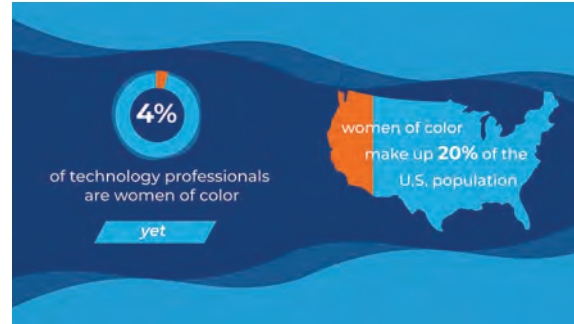
**Header**  
Montserrat Extrabold

**Divider Line**  
Rounded-Ends  
Complimentary Color

**Subhead**  
Montserrat Semibold (Italic)

**Caption**  
Montserrat Semibold

**Wave Transparency**  
Top Wave: 80%  
Bottom Wave: 50%



# SOCIAL POST EXAMPLES

## Transparency Shift Wave Motif

# SOCIAL POST EXAMPLES

## Rainbow Wave Motif

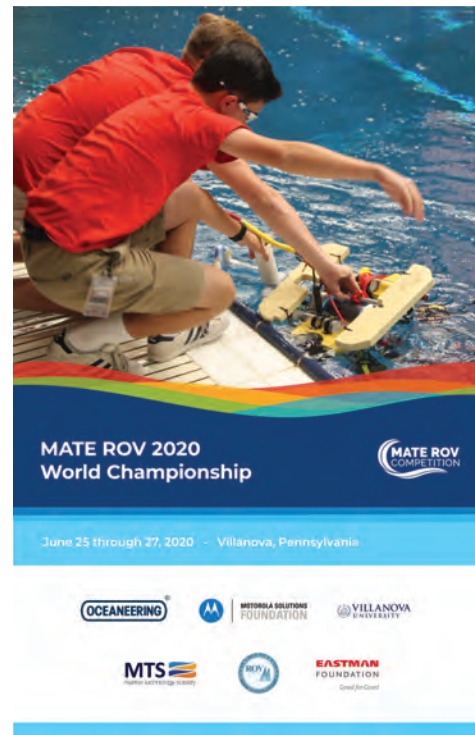


**SPONSORS: HIGHLIGHT TECHNOLOGIES, TECHNICAL AND ENGINEERING PROGRAMS, AND CAREERS:**

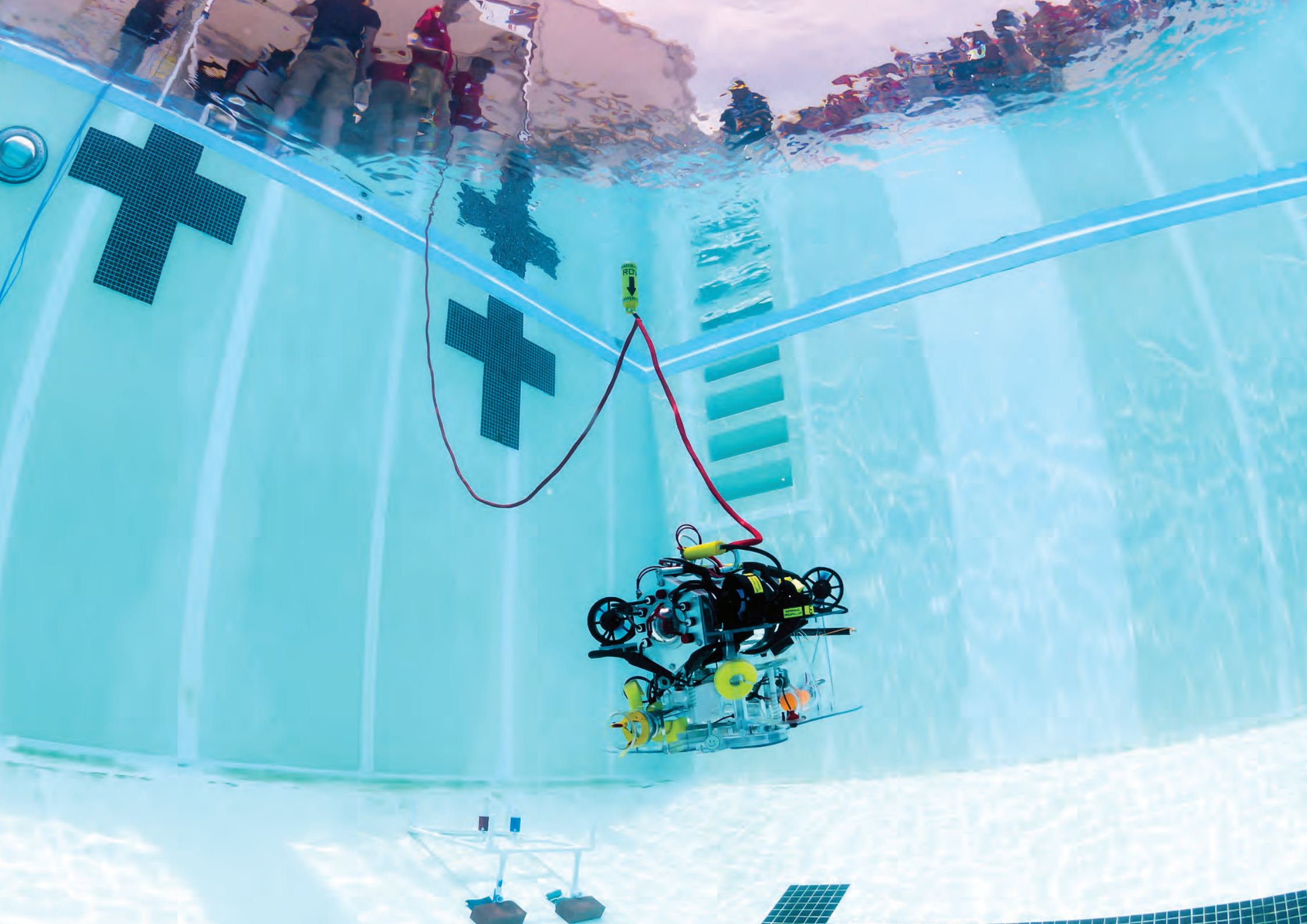
Sponsors embrace this chance to share their latest innovations and career opportunities and highlight technical and engineering programs with nearly 1,000 students and faculty from around the world that attend the MATE International ROV Competition.

<b>BOOTH SPECS</b>	<b>SHIPPING INFO</b>	<b>SET-UP/DOWN</b>
Space Size: 10' x 10' Tables Provided: One 6ft. table Chairs Provided: Two chairs* WiFi & electricity provided** *Extra chairs upon request **Bring power strip	TBA MATE@exhibit@marintech.org	Exhibit Set-up Date: June 25 Time: 11:00 AM Exhibit Breakdown Date: June 27 Time: 11:00 AM

For more information, or to discuss custom Strategic Partnership opportunities, contact Jill Zande, MATE 9 President/Executive Director, at [jzande@marintech.org](mailto:jzande@marintech.org).









**materovcompetition.org**

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MATE II is a non-profit educational organization tax exempt under Internal Revenue Code 501(c)(3).