Imagery

Every single *FIRST*® Robotics Competition team is unique both on and off the field, but not all teams are equally known. This could be due to their incredible robot, or their unparalleled impact on the *FIRST*® community. However, there are some teams that stand out just for being themselves. Bring out the best and present your team in a consistent way that draws everyone's attention. This is the art of imagery!

Evaluating Imagery

- ❑ Go through this workbook and its questions with your team.
- ❑ This worksheet includes the **following sections**:

1. Creating your team's identity
2. Creating your style
3. Branding yourself

01 Creating your Team's Identity

DISCUSSION

To help you understand how you should consistently brand your team, you first need to identify what you want to be known for.

1. What are some characteristics of your team appearance (e.g. colors, team number, mascot and country of origin)?

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1. Which of these characteristics can and do you want to use? How would you go about creating a consistent and recognizable team image?

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_____

_____

1. Looking at the answer above, is this how you want to be known by other people or teams? What would you change for the image to fit your team perfectly?

_____

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_____

02 Creating your Style

DISCUSSION

Evaluate how your team ensures that all students on your team have opportunities to participate and learn.

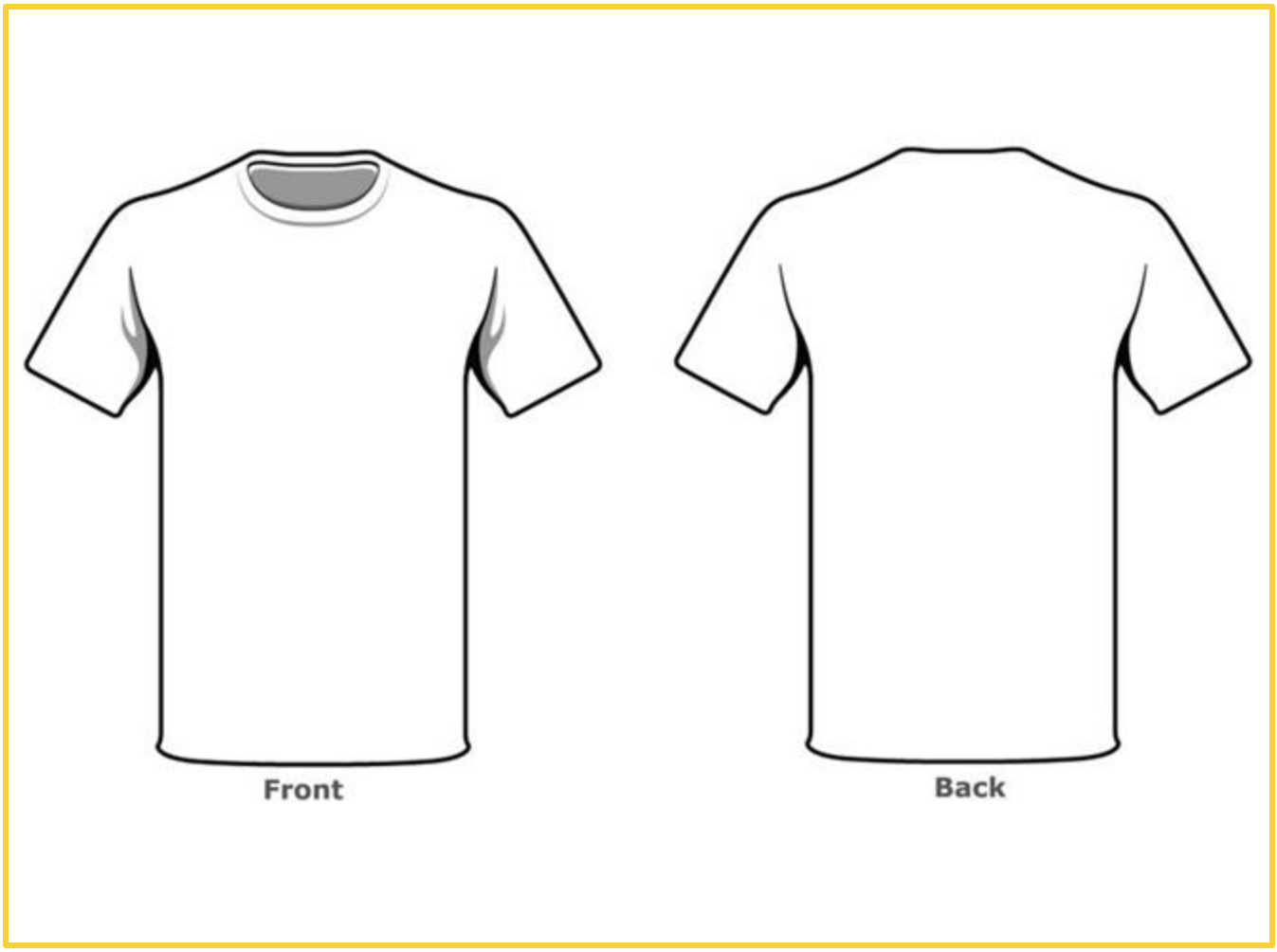
1. Think of something that exemplifies your previous answer in section 01 and work this into a logo for your team.

02 Creating your Style

DISCUSSION

Evaluate how your team ensures that all students on your team have opportunities to participate and learn.

1. Use the template below to come up with your team apparel. Make it simple, unique and recognizable. You can use your logo but try not to rely on it fully for your design. Make sure to include your team number.



03 Branding Yourself

DISCUSSION

Every team needs an image. The most successful teams represent their image and brand consistently in many ways, both online and offline.

1. What online platforms can you use to reach out to your followers, and how you can keep these users engaged in your content and progress? Think about creating a blog, videos, giveaways etc.!

1. When thinking about physical events, how would you go about creating the desired image of your team? For example some well known methods are buttons, flags or team uniforms/dress code.

03 Branding Yourself

DISCUSSION

Every team needs an image. The most successful teams represent their image and brand consistently in many ways, both online and offline.

Some offline methods of branding are your team apparel and your pit setup. You already made your team apparel, now use the box below to come up with a design for your pit.

Keep it practical but be imaginative!