

TEAM IDENTITY TIPS FOR FIRST TEAMS

By Anne Bergeron

1. **Keep logo simple.** This makes it easier for others to remember it. It also will be easier and cheaper to have the logo printed on shirts, hats, team giveaways, etc.
2. **Limit the number of colors.** The best is usually two colors so that the t-shirt can be one color with the logo printed on it in another. Again this makes it much cheaper to get uniforms but also makes your team more memorable. Pick colors that stand out, that are different to help your team establish their identity.
3. **Establish a set team uniform.** Teams feel more unified and look better when they look the same. Shirts are typically a given but also include a specific color for pants/shorts, a team hat, and other items.
4. **Use the same theme for the robot.** Continue the color scheme and team theme on the robot. This is part of what determines the Imagery award.
5. **Use available resources for ideas.** Look at ChiefDelphi, past competition books, and team websites for ideas as well as to make sure you are creating a unique identity.
6. **Theme giveaways.** Continue the overall theme and colors with the giveaways. These giveaways help increase awareness about your team so make sure your team number is on them.
7. **Put team number on t-shirts.** Teams are identified by their team numbers. This is how teams are picked for finals, given awards, etc so make sure that your team identity is matched up to your team number.