Logo & Variants

The National Robotics Week logo is available in a range of one, two, three, and four-color options.

There is no "official" color combination that needs to be used. Instead, please use your discretion to decide which looks good in context.

Logo Spacing

Leave some space around the National Robotics Week logo. Do not crowd it with other logos.

Do

national
roboticsweek

national
roboticsweek

national
roboticsweek

Don't

national
roboticsweek

national
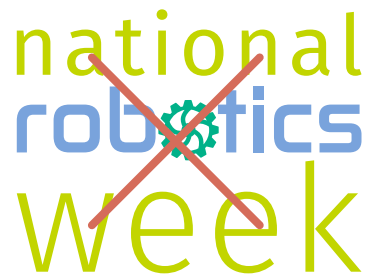**robotics**week

national
roboticsweek

Do Not Rearrange the Logo

There is no stacked variant of the logo.
Do not rearrange or resize the words.

Don't

Colors

The primary color palette includes the teal, charcoal, and citron.

The blues are used less, but are still welcome in any piece.

These don't have specified RBG and CMYK values: Just use whatever Adobe automatically generates for those values.

Primary

Pantone 339 C

Pantone 431 C

Pantone 382 C

Secondary

Pantone 659 C

Pantone 291 C

Typography

The official font of National Robotics Week is Fira Sans. This font is part of the logo, so it makes sense to continue using it.

Headers are usually in Fira Sans Bold, and body copy is in Fira Sans Regular or Fira Sans Light — But all versions of Fira Sans can be used with discretion.

The font family is a Google Font, and can be downloaded for free here.

This header uses Fira Sans Bold.

This body copy uses Fira Sans Regular.

Sometimes, we like to use Fira Sans Light.