

The original logo was designed in 2005 - 2006 by a group of students led by Pedro Pesantes. After graduating Pedro entered college as an architecture student.

The logo was originally done using Franklin Gothic Demi and Times New Roman for the subtext. The logo is now done in Arial Bold.

Note that there is exactly one space between each letter. This is equivalent to a kerning value of 252. The subtext is similarly kerned to achieve the vertical alignment shown.

The logo to the right is the Left sleeve logo and is "Bank Gothic Medium DT"

k e l l r o b o t i c s
creativity unleashed

TEAM
1 3 1 1

When the team attends a competition or large public event there is confusion amongst the public about where the team is from and it is commonly mistaken to be from Texas.

The large billboard that travels with the team now show the following logo that indicates the hometown. Note that it does not significantly affect the esthetics or feel for the brand identity.

k e l l r o b o t i c s
kell high school, marietta georgia

Some instances require the use of a lightweight logo. Video production is a good example. Here is the logo sans the subtext.

k e l l r o b o t i c s

When placing the team number on promotional graphics the following logo is used. It is Arial Bold Italic.

TEAM 1311



Process color is PMS 718. Video and web RGB colors are hex #cc6633