

Team 4327

Evolution of Team Imagery



This is how we robot.

To cultivate intergenerational connections, employable skills, personal empowerment and community engagement in Battle Creek via STEAM innovation and the principles of FIRST.

QBranch Robotics

Lakeview High School
Established 2011

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2019

Continued to develop the game theme logo with the 2019 Deep Space Logo found on the hat and shirt again. Continued this year with the pink variation of "Power Pink" (#ff1a99) so our pink is now consistent year to year. This year is also the inaugural year of Fredrick the Goose. Fredrick was a secret santa gift from one our team members to our team captain. Our team captain brought him to our first event, the Lakeview event. Fredrick has been making rounds in the pits, collecting swag, and cheering on teams ever since. He has become a favorite at events and students from all over sign his t-shirt and spend time with him. Why a Canadian Goose? Sometimes it is just... why not?!



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2018

Developed mantra 'This is how we robot', now used regularly in social media #thisishowwerobot to spread the message of how we support each other, build each other up, and help each other. Also to keep our expectations of students in the forefront.

Developed a game theme logo to be used on social media as well as team shirts and continued the pink hat with an updated version to fit the game.



THIS IS HOW WE ROBOT.

We help each other.
We build each other.
We support each other.

When we need help, we ask each other.
We are open and work toward a common goal.

Other teams are sources of inspiration whether from what we can learn or how we can help.

We are an exemplar for other teams to emulate.



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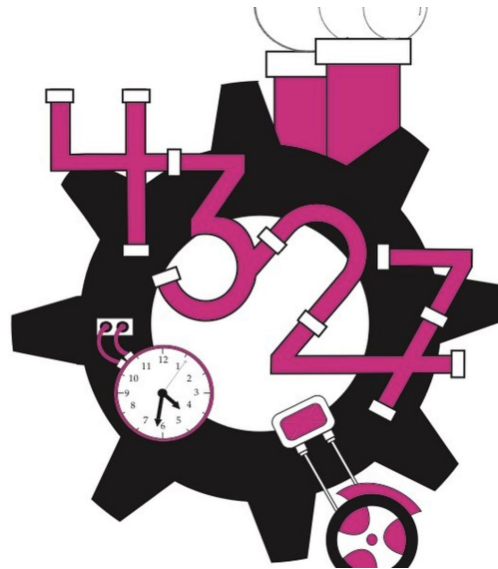
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2017

Developed the “Q” logo as we know it now. Enhanced the pink color into hot pink. Also, for the first time developed a ‘game theme’ logo to be used on social media. This is also the first year we incorporated the pink onto the robot. The pink baseball hat was also introduced to team members this year.



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2016

Team recognized the need to be recognizable in the community and voted to adapt the pink color to our image for all marketing purposes. This was the beginning of our rebranding as the previous shirts were black and did not produce the image of unity we were after.

CONNECTING STUDENTS WITH
INSPIRED ENGINEERING

EST. 2011
COACH JOHN BURDETTE
ASST. COACH LINDSEY KELLER

FIRST ROBOTICS TEAM 4327

WWW.QBRANCHROBOTICS.COM

Q BRANCH



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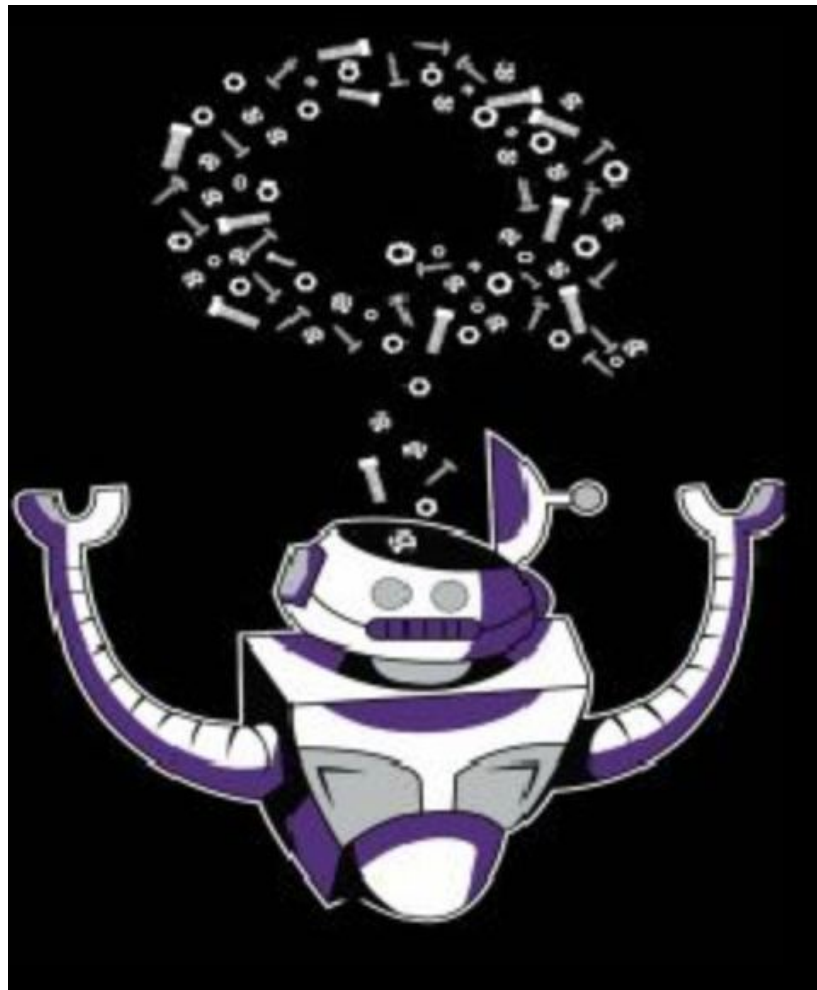
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2015

Unsure of how to evolve the bond logo shirt and tie and trying to develop more of a brand, the team decided to create a new logo with a robot thinking the letter "Q". The shirts remained the black color, but the Q became more prominent in the image.



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2014

The team decided to evolve the bond suit and tie logo into a 'hard working' bond on the tshirts.



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2013

Wanting to move away from a well defined and likely copyrighted name of “Autobots” the team voted on a new name. At the time the movie “Skyfall” had just been released. Not wanting to play the obvious card, the team opted to go for the lesser known Q Branch portion of MI:6. Q is the Quartermaster for James Bond and the other agents supplying all of the neat gadgets and weapons know in the Bond franchise.

To help communicate the somewhat obscure reference, the team logo developed into the bond theme of a suit and tie. This sat well with older generations as they remember the films fondly from the 1980s, but the younger generation (students) had difficulty.



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2012: ROOKIE YEAR

The initial team name was the “Autobots” from the cartoon Transformers. The team voted that blue shall be the color of choice and made a spartan helmet logo using a metallic silver color.

