

PYROX



#10225

BRANDING STANDARDS

FRC CITY OF FOUNTAINS REGIONAL | 2025-2026

REBUILT

NAME



PYROX comes from 2 latin words

PYRO - FIRE **NOX - DARKNESS**

Represents the duality between light and darkness, passion and strategy, energy and control. **PYROX** symbolizes the spark that is born in the darkness and transforms into innovation.

LOGO



Our logo is more than a symbol-it is a statement. PYROX is born from **fire and darkness**. Its horns burn like flames, reminding us that pressure does not extinguish us..**it ignites us**. The shield with the phoenix represents who we are: a team that falls, learns and always comes back stronger. The hawk head defines how we do it: with vision, precision and focus, honoring our Tecmilenio mascot, Alex the Hawk

SLOGAN

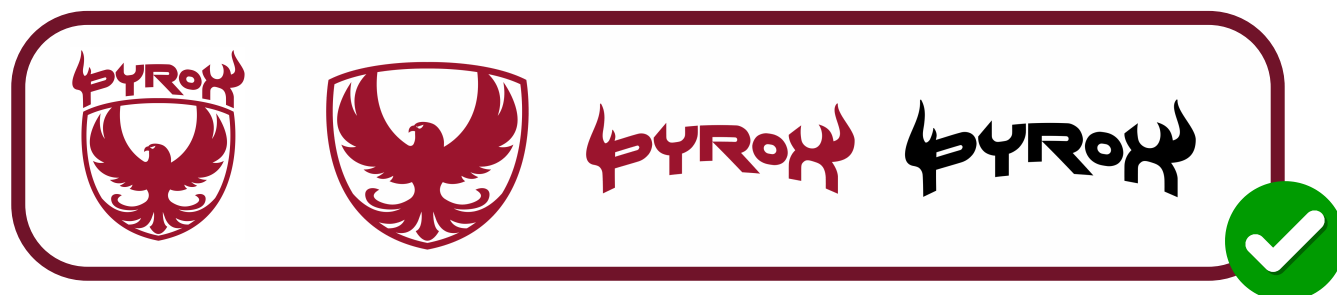
IGNITE THE IMPACT



The PYROX logo is designed to be versatile without losing its essence. It can be used in it's three official versions:

- Full logo (shield + name)
- Isotype (shield only)
- Wordmark (PYROX name only)

The primary color is deep wine red, reflecting our identity, energy and character. Black and white versions are also permitted to ensure adaptability across different backgrounds. To enhance visibility and clarity, a white outline may be applied when addition contrast is needed.



INCORRECT USAGE

To protect the integrity of our brand, the logo must not:

- Be used in colors other than those officialy established.
- Combine multiple colors within the same application.
- Be distorted, stretched or compressed.
- Have it's proportions, orientation or compition altered.
- Include unauthorized effects such as shadows, gradients or glows.



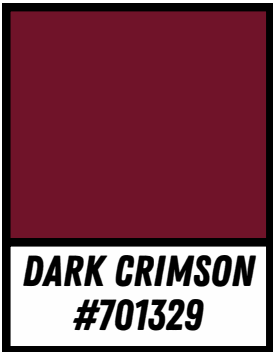
COLOR IS HOW WE IGNITE IDENTITY IN THE DARK



THE FLAME

The core of PYROX. Crimson represents the spark that starts everything-passion, energy and the drive to create. It is the color that ignites our identity and captures attention.

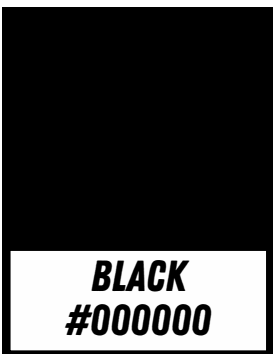
Use: Primary logo color, key visual elements, focal points.



THE CORE

The strenght behind the flame. Dark crimson represents control, depth and precision. It reflect how PYROX transforms raw energy into focused innovation and purpose

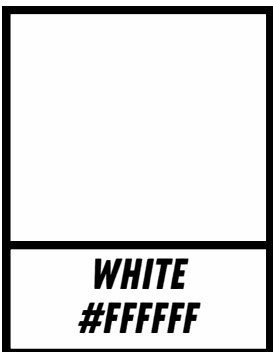
Use: Text, hierarchy and structured visual elements.



THE VOID

Where everything begins. Black represents the unkown- the space where ideas are born. In PYROX, black is not emptiness- it is potential.

Use: Text, backgrounds, structure and visual foundation.



THE SPARK

Clarity within the fire, White represents precision, direction and balance. It refines energy into understanding and highlights what matters most.

Use: Logo outlines, contrast and clean backgrounds.



TYPE IS HOW PYROX SPEAKS

PRIMARY IDENTITY - CHOPSTIC REGULAR

Chopstic Regular is the official typeface used to represent PYROX. It defines our identity and is reserved for:

- The team name PYROX
- Robot numbering (e.g, bumpers)
- Key branding elements

**CHOPSTIC
REGULAR**



TITLES & HEADLINES - ZING RUST BASE

Zing Rust Base is used for titles and headings across all materials. It brings strength and visual impact, reinforcing our identity through a bold structured style. Use:

- Titles in documents and presentations
- Section headers
- Visual highlights

**ZING RUST
BASE**

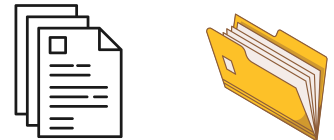
TITLE

BODY TEXT - CODEC PRO

Codec Pro is used for all written communication, ensuring clarity and professionalism. It balances readability with modern and clean aesthetic. Usage:

- Documents and letters
- Presentations
- General written content

CODEC PRO



TYPOGRAPHY PRINCIPLES

- Maintain a balanced scale: text should never be too large or too small
- Ensure clear hierarchy between titles and body text
- Prioritize readability and consistency across all materials
- Use spacing intentionally to create clean and organized layouts

Typography is a core part of our identity. Every document, presentation and visual element must follow this system to ensure a unified and recognizable PYROX brand





NOVAX comes from 2 latin words

NOVA- NIGHT NOV - NEW STAR

Novax is the perfect synergy between disruptive innovation and technical evolution. Purple stands for the "Nox" (Night): it represents the mystery of the unknown, the depth of our strategic wisdom, and the ambition to lead with creativity and power. On the other hand, White stands for the "Nova" (New Star): it is the explosion of a new light, the clarity of our goals, and the energy of a team destined to leave a permanent mark on the future.



SPARX comes from 2 words

SPAR- SPARK PAX - PEACE

Sparx is the perfect synergy between explosive creativity and technical clarity. Yellow stands for the "Spar" (Spark): it represents the vibrant energy of our ingenuity, the brilliance of our strategic vision, and the passion that ignites every project. On the other hand, White stands for the "Pax" (Peace): it is the purity of our execution, the stability of our foundations, and the balance required to turn a single spark into a lasting legacy.

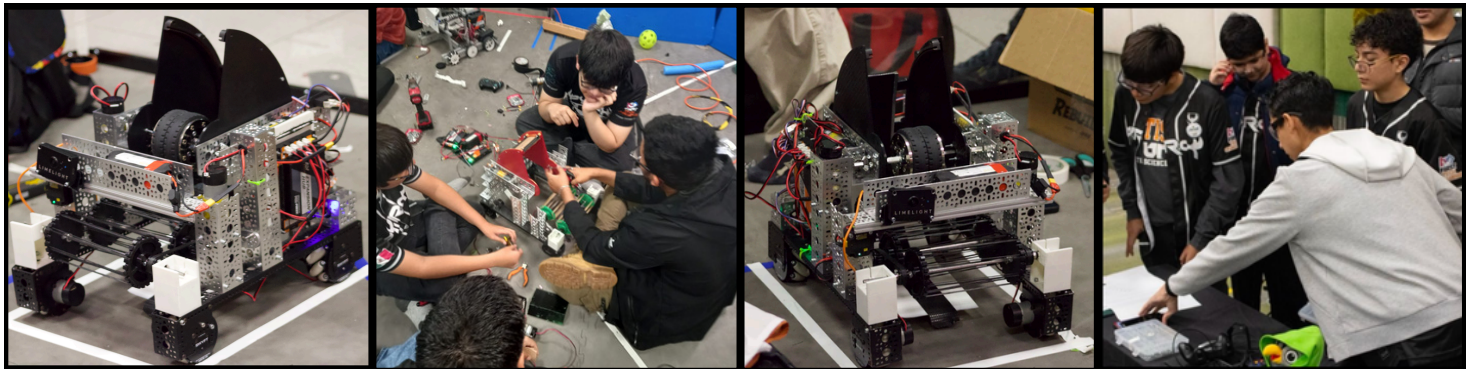




PRIMEX comes from 2 words

PRIME - PRINCEPS MEX - MEXICO

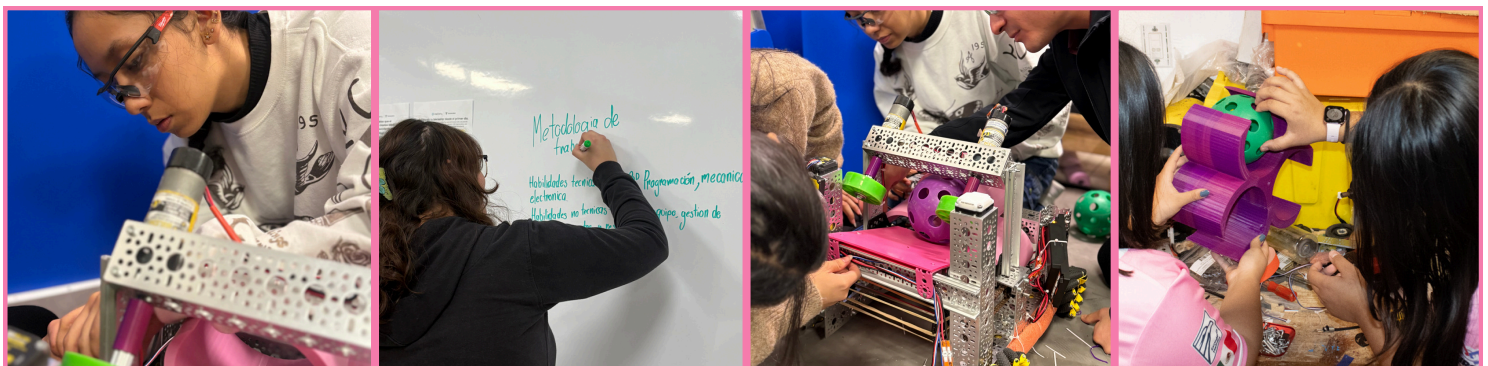
Primex is the perfect union between strategic vision and flawless execution. **Black** is more than just a color; it represents "**Mex**" (**Mexico**) our roots, the depth of technical thinking, and the discipline required to build from the ground up. On the other hand, **White** stands for "**Prime**" (**The Best**): it is absolute clarity, the light of excellence, and the energy that drives the team to stand out above all others.



LUNIX comes from 2 words

LU - LUNA NIX - PHOENIX

Lunix is the perfect harmony between strategic intuition and creative rebirth. **Pink** stands for the "**Nix**" (**Phoenix**): it is our **vibrant passion**, the energy of our innovation, and our ability as an all-female team to rise stronger through every technical challenge. On the other hand, **White** represents the "**Lu**" (**Moon**): it is **absolute clarity**, our guide in **critical moments**, and the purity of a flawless execution on the field.



At the core of PYROX lies a single idea: fire as a symbol of transformation.

Fire represents the moment where nothin becomes something-where a spark grows into energy and energy becomes impact.

Our theme reflects who we are



***A TEAM THAT BRINGS LIGHT, INNOVATION AND
PURPOSE INTO SPACES WHERE IT IS NEEDED MOST***

VISUAL LANGUAGE

Our visual identity is built around contrast and energy:

Dark backgrounds representing the unknown

Crimson and dark crimson as evolving fire

Light elements (white) as sparks of clarity

Glow, gradients and motion to simulate heat and energy



Every visual element is designed to feel alive, dynamic and intentional

SOUND & ENERGY

Our theme extends beyond visuals into sound. We use rock music that reflects intensity, rhythm and ignition-tracks that build energy, create anticipation and feel powerful



***FROM A SINGLE SPARK, WE IGNITE THE FUTURE,
ILLUMINATING EVEN THE DARKEST PLACES***



ALEX EL HALCON (ALEX THE FALCON)

Alex is the official mascot of our school Prepa Tecmilenio, and for PYROX, it represents far more than a symbol—it becomes a living extension of our identity. By integrating Alex into PYROX, we connect our roots with our vision, transforming a familiar figure into a representation of **innovation, energy and team spirit**.

In PYROX, Alex is never static. He is always adapted to our identity, wearing PYROX apparel, colors and visual elements. Alex becomes not just a mascot, but a visual **ambassador of our brand**.

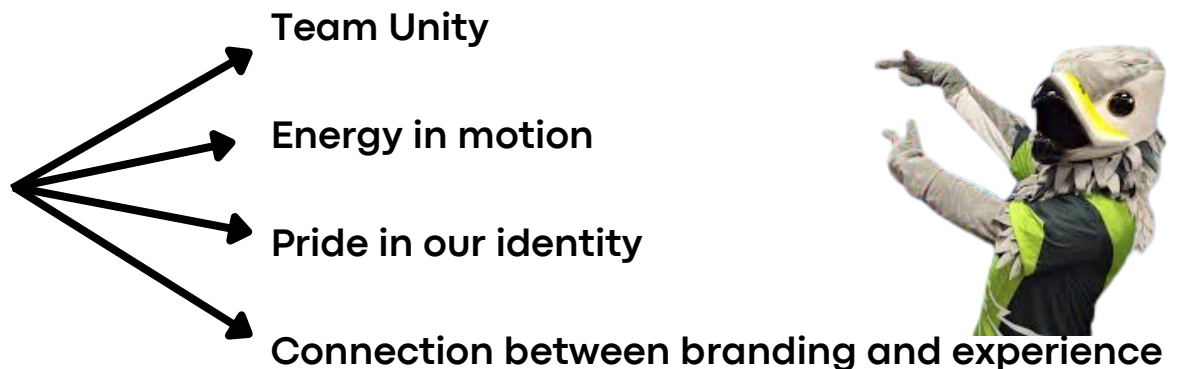


We bring Alex to life through:

- A full mascot suit present at events and outreach
- Plush versions in multiple sizes

This creates a dynamic experience where PYROX is not only seen, but **felt and remembered**.

**ALEX
EMBODIES**



ALEX IS THE FLAME THAT CARRIES OUR IDENTITY



The PYROX uniform is a key element of our team identity, representing our essence, professionalism and presence both on and off the competition field. Our official uniform is a **black baseball-style jersey**, created to balance professionalism, team spirit and strong visual recognition.

KEY ELEMENTS

FRONT

- Left chest: PYROX shield - representing our identity and core values.
- Center: PYROX in red with white outline - symbolizing energy, clarity and impact
- Lower front right: Current season game logo- connecting our identity to the challenge we are solving



BACK

- Prepa Tecmilenio logo - proudly representing our school
- Team number #10225 - bold and visible using Chopstic font for quick identification
- Sponsors logos - displayed in order of support, recognizing those who make our impact possible

CULTURAL & TEAM IMPACT

Pride and belonging: Wearing the uniform strengthens commitment and identity within PYROX.

Representation beyond the team: We represent our school, sponsors, and community in every interaction

OTHER TEAM APPAREL



FIRST LEGO LEAGUE



FIRST TECH CHALLENGE



FIRST ROBOTICS COMPETITION



The PYROX Pit is designed as a functional, organized and immersive space that reflects our identity, engineering mindset and community impact.

VISUAL IDENTITY

Our pit features a black PYROX backdrop with flame graphics and our logo, creating a strong and recognizable presence. To enhance the atmosphere we incorporate custom-built neon LED signs, representing energy, ignition and the excitement of competition

WORKSPACE & FUNCTIONALITY

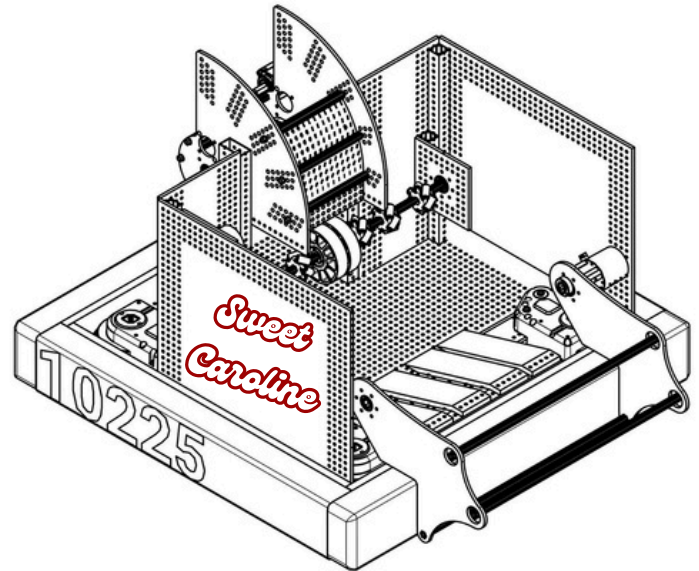


At the left side of our pit is a Husky tool cabinet, used to store tools and components while providing an efficient and organized workspace. This setup allows our team to perform quick repairs and maintain high performance during matches. And we have our battery cart that allow us to store 6 batteries and a charger for 4 batteries at once. We have our three-level shelf where we showcase our FLL and FTC achievements and robots, at the top of the shelf we store our bumpers.



SWEET CAROLINE

Our robot is named **"Sweet Caroline"**, a symbol of luck and identity for our team throughout this season. What started as a simple song quickly became our good luck charm across all FIRST programs. It all began in FTC, when Sweet Caroline played just before we were awarded the **Inspire Award 2nd Place**.



Later, during FLL, the same song was playing when we were announced as **5th place, earning our advancement to the National Tournament**. Finally in FRC Sweet Caroline became part of our journey once again, playing throughout the regional event-where we proudly received the **Engineering Inspiration Award** at the Monterrey Regional 2026.



Our robot reflects this identity through its visual branding. It features two custom vinyl panels:

- One showcasing the robot's name Sweet Caroline
- Another dedicated to recognizing and thanking our sponsors



Both panels use a bold Chopstick-style typography, combined with our signature flame graphics, reinforcing the PYROX identity -fire, passion and impact.

