

Fonts

For YETI Robotics, it is important that the public, sponsors, and other teams see our branding the same way. The logos and fonts are used to tell people who we are on clothing, paper, and laser parts. We are careful about how it is executed by making sure that the fonts on clothing must be legible and attractive and the fonts on paper must look crisp and professional while the fonts on lasers must highlight precision and legibility. Using several fonts that are the same throughout makes the brand strong and familiar as the YETI brand.

Apparel Fonts

Used on team shirts, hoodies, and other gear to ensure readability and impact.

- Franklin Gothic Medium
- Franklin Gothic Heavy
- Franklin Gothic Book

Print Fonts

Used in posters, outreach handouts, and documentation to keep a clean and modern look.

- Libre Franklin Black
- Libre Franklin Regular

Laser Cutting Font

Used for laser-cut signage and parts where clarity and sharp design are essential.

- Moonhouse

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