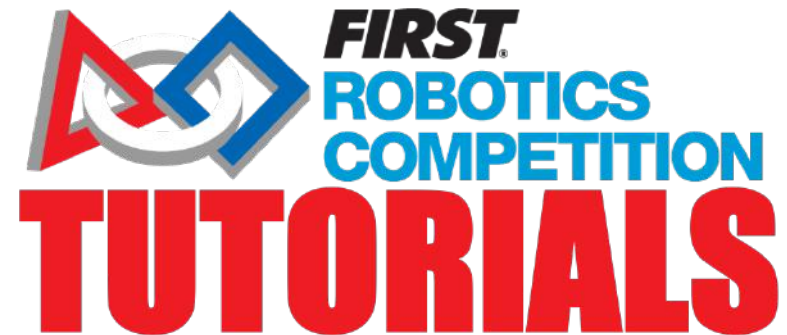


# *Creating a Team Identity*

TEAM 8027



# *What is Team Identity?*

- A team identity is what defines your team.
- The team identity is what other people know you as.
- What you do as a team determines your team identity.



# *How do you Create Team Identity?*

## **Branding**

Logos  
Colors  
T-shirts

## **Work Ethic**

Diligence  
Quality of  
work

## **Attitude**

Conduct  
both on and  
off the field

## **Outreach**

Assisting other  
teams  
Sharing with  
the community

# *Branding: T-shirts, Logos, and Colors*

- Logos and team colors are important to team identity.
- If you have a specific logo or color scheme, other teams will recognize you
- Your logos represent your team and your team identity.
- For example, our team's logo uses black and orange to represent our city (Sharon). The rebel alliance icon represents the coming together of three FIRST LEGO League teams to create one alliance.



# Display Good Work Ethic

- Your work ethic also contributes to your team identity.
- If you have a good work ethic, you will get a lot done and other teams will know that you are a good, hard-working team.
- Some ways you can let others know of your work ethic:
  - Share your work on Social Media to show how productive you are
  - At events, stay focused in your pits and in queue
  - If another team asks for assistance, do it promptly



# *Have a Positive Attitude*

- Your attitude reflects your team identity.
- A good attitude creates an overall positive team identity.
  - For example at a tournament, when judges or another team come to ask you a question, be engaged and do your best
- A bad attitude creates a negative team identity.
  - At an event, if your team's robot is not doing well, you should not be complaining about whose fault it is. Instead, work together to help the team.



# Do Community Outreach

- Outreach can help determine your team identity in many ways.
- If you help other teams out, other teams know your team better
- If you do a lot in your community, your community will get to know who you are and what your team represents.

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**Robotics Showcase Event**  
FREE ADMISSION

SATURDAY, MARCH 28TH  
10 AM - 2 PM

Case Avenue Elementary Gym  
35 Case Avenue, Sharon, PA 16146  
Questions: [hightech@sharonsd.org](mailto:hightech@sharonsd.org)

# Credits

- This lesson was written by FRC 8027 for FRCTutorials.com
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