BRANDING &
DESIGN GUIDELINES

STANDARDS ARE STRICTLY ENFORCED

INTRODUCTION

FIRST® is the world's leading youth-serving nonprofit advancing STEM education. Through a suite of inclusive, team-based robotics programs for ages 4-18 and backed by a global network of mentors, coaches, volunteers, alumni, and sponsors, *FIRST* has a proven impact on learning, interest, and skill-building inside and outside of the classroom. For 30 years, students from all walks of life have developed self-confidence in STEM and valuable, real-world skills through *FIRST* that open pathways to a better future.

This style guide has been designed to help the *FIRST* community to ensure the *FIRST* branding system is used appropriately and consistently. Please follow the directions provided.

FIRST® LOGO SPECS

FIRST LOGO FORMATS

The *FIRST* logo is available in two formats: Horizontal and Vertical.

VERTICAL LOGO SUGGESTED USE

The vertical version of the *FIRST* logo is recommended to be used in cases where space permits a taller and more narrow shape.

HORIZONTAL LOGO SUGGESTED USE

The horizontal version of the *FIRST* logo is recommended to be used in cases where space permits a shorter and wider shape.

1 Vertical Full-color

2 Vertical Full-color Reverse

3 Vertical One-color

4 Vertical One-color Reverse

THERE ARE FOUR *FIRST* VERTICAL LOGO COLOR VERSIONS:

1 Vertical Full-color

2 Vertical Full-color Reverse

3 Vertical One-color

4 Vertical One-color Reverse

1 Horizontal Full-color

2 Horizontal Full-color Reverse

THERE ARE FOUR *FIRST* HORIZONTAL LOGO COLOR VERSIONS:

1 Horizontal Full-color

2 Horizontal Full-color Reverse

3 Horizontal One-color

4 Horizontal One-color Reverse

3 Horizontal One-color

4 Horizontal One-color Reverse

The Full-color versions of the vertical and horizontal logos (1) are the preferred versions to use whenever possible. Please note the One-color versions of the logos may only be used in black and white.

MINIMUM CLEAR SPACE

The minimum clear space (safety zone) around the logo is equal to
the height and width of the "F" in the *FIRST* wordmark.

Never alter the spacing within the logo.

MINIMUM SIZES

DIGITAL

Please adhere to the minimum sizes below when the *FIRST* logos are used digitally:

Horizontal logo minimum size:

- 30 pixels tall

Vertical logo minimum size:

- 60 pixels tall

PRINT

Please adhere to the minimum sizes below when the *FIRST* logos are used in print:

Horizontal logo minimum size:

- 0.25 inches tall

Vertical logo minimum size:

- 0.5 inches tall

VERY SMALL APPLICATIONS

For very small applications, it is recommended to type *FIRST*® as text in Roboto Bold Italic or Arial Bold Italic.

See page 8 for correct text usage.

NAME USAGE IN TEXT

The *FIRST*® name should be written out as follows in text, using the specific formatting:

FIRST®

On first use of the name in a document, both in heading/title and in body copy, include a superscript registered symbol (®) after *FIRST*. Please note that *FIRST* must always appear in all capital letters and must be in italics.

FIRST should not be bolded unless part of a longer phrase where all of the text is bolded, for example, in a title or headline.

Do not use trademarks in plural form or possessive cases (i.e., never " *FIRST*'s," *FIRST*s,").

    Incorrect: *FIRST*'s mission is to...

    Correct: The mission of *FIRST*® is to inspire young people to be science and technology leaders and innovators. *FIRST* was founded by inventor Dean Kamen in 1989.

FIRST COLOR PALETTE

The *FIRST* color palette is comprised mainly of black with accent colors of blue, red and gray.

To maintain brand consistency and avoid confusion, only use the established *FIRST* colors.

CMYK: 100,60,0,0

RGB: 0, 101, 179

HEX: 0066B3

PMS: 286

CMYK: 0,100,100,0

RGB: 237, 28, 36

HEX: ED1C24

PMS: 485

CMYK: 42, 35,35,5

RGB: 153, 153, 154

HEX: 9A989A

PMS: COOL GRAY 7

CMYK: 0,0,0,100

RGB: 35, 31, 32

HEX: 231F20

PMS: BLACK

FIRST SUPPORTING BRAND ELEMENTS

The *FIRST* wordmark and interlocking triangle, circle, and square icon element may be used as separate branding pieces but MUST NOT be the only representation of the logo. Either the Vertical or Horizontal logo MUST appear in its original designed configuration somewhere in the materials.

CORRECT USAGE OF
ICON ELEMENT

ICON
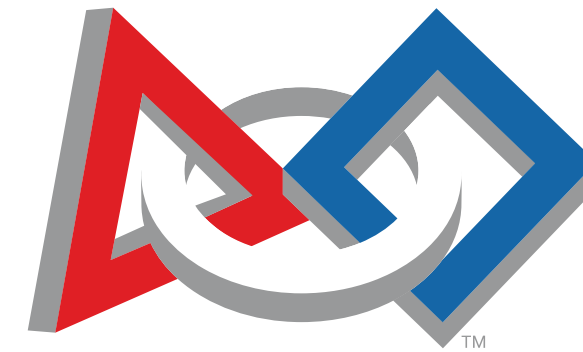
WORDMARK

The *FIRST* wordmark should NOT be used as a word in body copy/text. Text would be set in the same font as body copy and italics.

***FIRST* SUPPORTING BRAND ELEMENTS**

These phrases are intended to be used as supporting elements of the *FIRST* brand to increase awareness of our mission.

Please adhere to the suggested use cases of each phrase when possible.

**A GLOBAL ROBOTICS COMMUNITY
PREPARING YOUNG PEOPLE FOR THE FUTURE**

This phrasing's usage is suggested on materials intended for people with some knowledge of *FIRST* but who are new to the community. This phrase may be used alone, such as in a title, or as part of a sentence.

Our Future:
Built Better Together

This phrasing's usage is suggested on materials intended for people who are already members of the *FIRST* community. When using this phrase, please adhere to the following guidelines:

- Use a colon for the separating punctuation.
- Capitalization is flexible depending on the context, so any of these variations are acceptable:

 Our future: built better together

 Our Future: Built Better Together

 OUR FUTURE: BUILT BETTER TOGETHER

- Italics and/or bolding may be used when needed for emphasis, but is optional.

FOR INSPIRATION & RECOGNITION OF SCIENCE & TECHNOLOGY

PAIRED WITH THE HORIZONTAL LOGO

The *FIRST* acronym usage is suggested as a supporting brand element on materials intended for people with little or no knowledge of the *FIRST* mission.

Shown are the most common ways to lock up the acronym with the *FIRST* logo.

Contact marketing@firstinspires.org for additional formats.

PAIRED WITH THE VERTICAL LOGO

DO *utilize the full-color version of the FIRST logos when possible.*

DO *utilize the full-color reverse version of the FIRST logos on black or dark backgrounds.*

DO *utilize the one-color reverse version of the FIRST logos on the FIRST background colors or on a dark background when a one-color reverse version is necessary.*
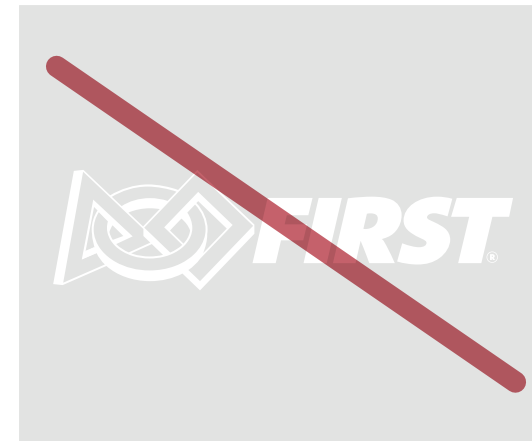

DO *utilize the one-color version of the FIRST logos on a white or light background when a one-color version is necessary.*

INCORRECT USAGE

DO NOT *alter the logo in any way - including the icon and font. Logo files should be used as is.*

DO NOT *use the dark background logo on a light background or vice versa.*

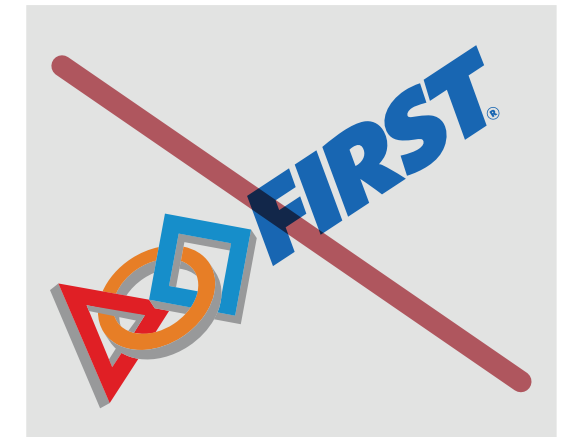**DO NOT** *crop out any elements of the logo or adjust the spacing around it.*

DO NOT *add anything to the logo, such as your organization's name, or any graphic elements.*

YOUR ORGANIZATION'S NAME HERE

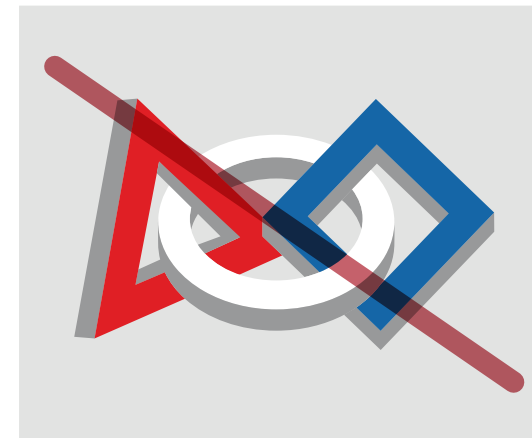**DO NOT** *put logos on busy or distracting backgrounds and colors.*

DO NOT *rotate or change the color of the logo.*

DO NOT *distort or skew the logo by adjusting the x or y axis independently. Always scale the logo proportionally.*

DO NOT *use pieces of the logo independently if the original vertical or horizontal logo is not represented nearby.*

DO NOT *add a containing shape or border to the logo. Use the appropriate logo version.*

SPECIAL *FIRST* LOGO APPLICATIONS: SCREEN PRINTING & EMBROIDERY

There are limitations in laser engraving, screen printing, embroidery, and small scale printing applications. Different vendors have different capabilities.

Consult the vendor to determine best option.

We recommend the full-color vertical version of the logo for screen printing and embroidery.

Vertical logo minimum size:

- 1.15 inches tall

Horizontal logo minimum size:

- 0.6 inches tall

VERY SMALL APPLICATIONS

For very small applications, it is recommended to type *FIRST*®, or just the URL for the organization - **www.firstinspires.org**. The URL should be set in Roboto or Arial. The point size should be the maximum that can fit the application.

FIRST PROGRAM
LOGO SPECS

THERE ARE THREE TYPES OF *FIRST* PROGRAM LOGO FORMATS:

1 Icon Vertical   2 Icon Horizontal   3 Logotype

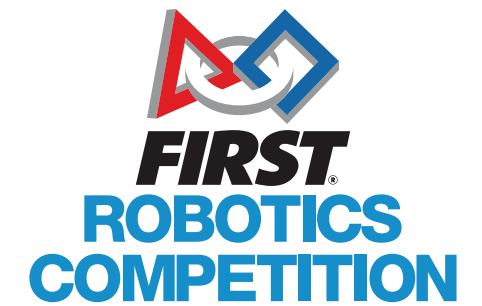The Icon Vertical logo is the preferred logo format to use whenever possible.

	FIRST® LEGO® LEAGUE	*FIRST*® TECH CHALLENGE	*FIRST*® ROBOTICS COMPETITION
1 Program with Icon Vertical			
2 Program with Icon Horizontal			
3 Logotype*			

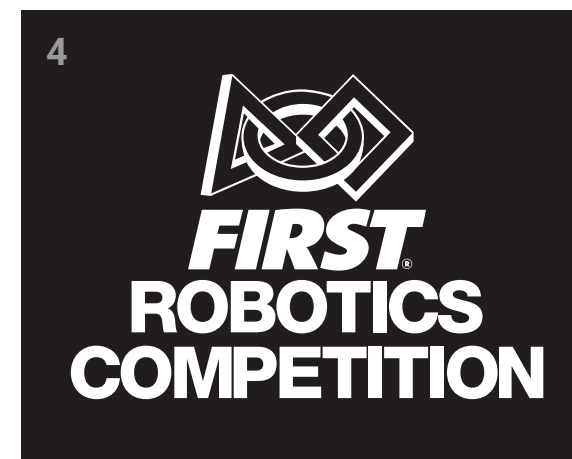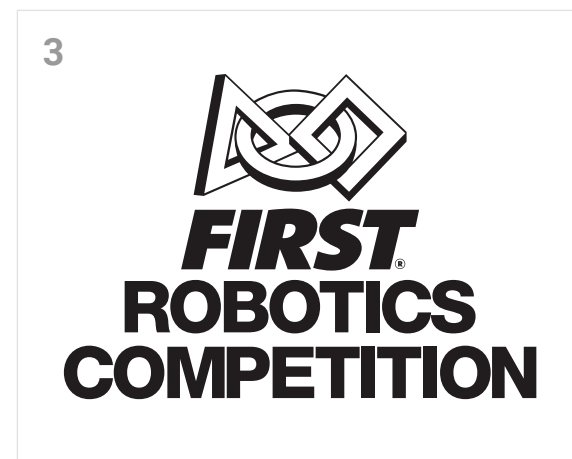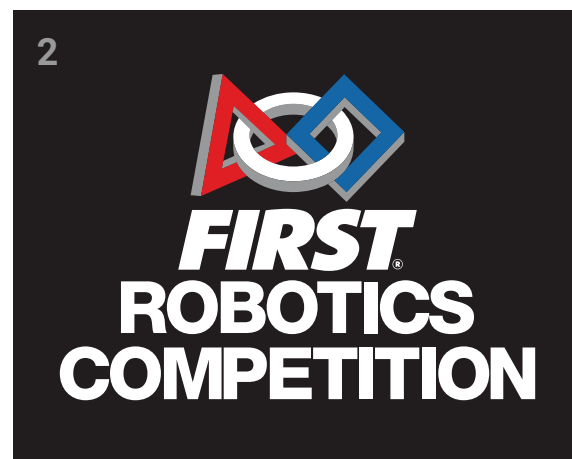*The logotype versions may only be used if the *FIRST* logo appears in close proximity.

THERE ARE FOUR ICON VERTICAL COLOR VERSIONS:

1 Program with Icon Vertical Full-color
2 Program with Icon Vertical Full-color Reverse
3 Program with Icon Vertical One-color
4 Program with Icon Vertical One-color Reverse

The Full-color logos (1) are the preferred versions to use whenever possible.

THERE ARE FOUR ICON HORIZONTAL COLOR VERSIONS:

1 Program with Icon Horizontal Full-color

2 Program with Icon Horizontal Full-color Reverse

3 Icon Horizontal One-color

4 Icon Horizontal One-color Reverse

The Full-color logos (1) are the preferred versions to use whenever possible.

THERE ARE THREE LOGOTYPE COLOR VERSIONS:

1 Logotype Full-color
2 Logotype One-color
3 Logotype One-color Reverse

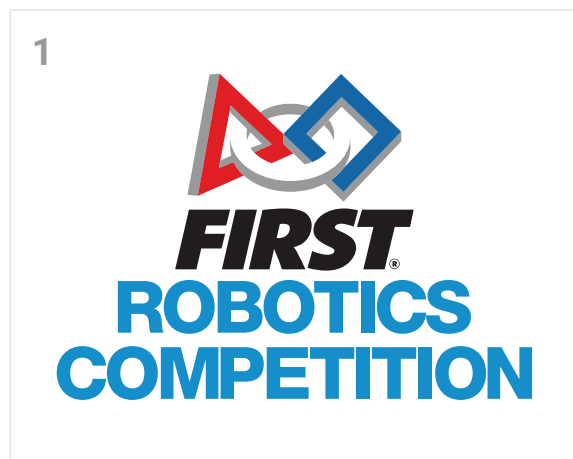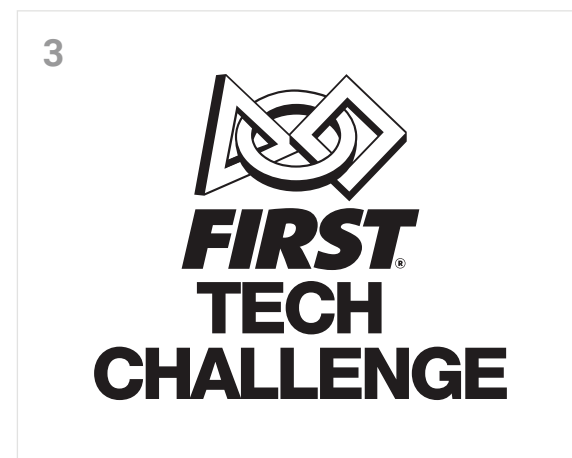The logotype versions may only be used if the *FIRST* logo appears in close proximity.
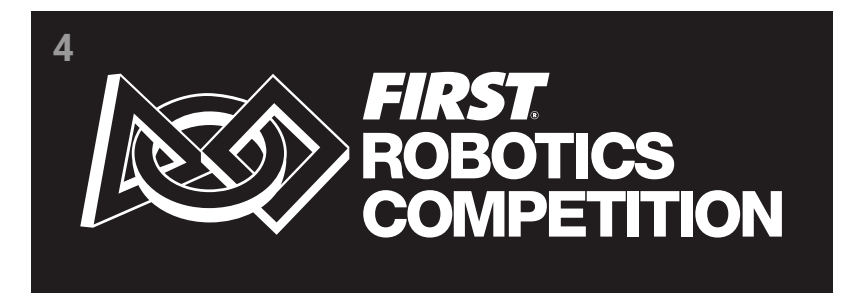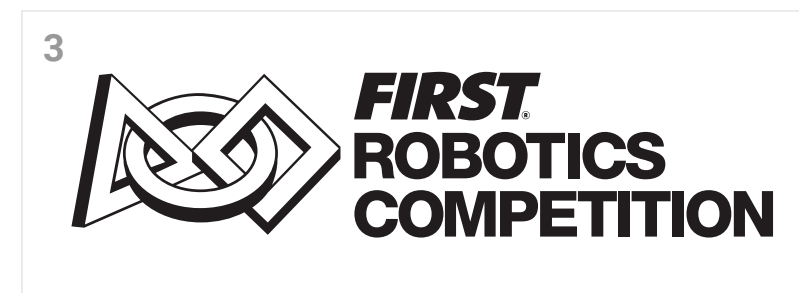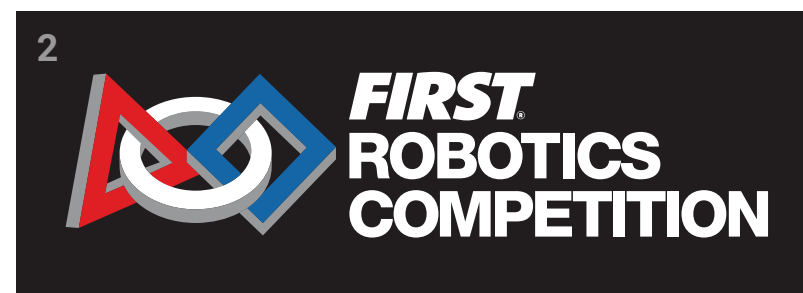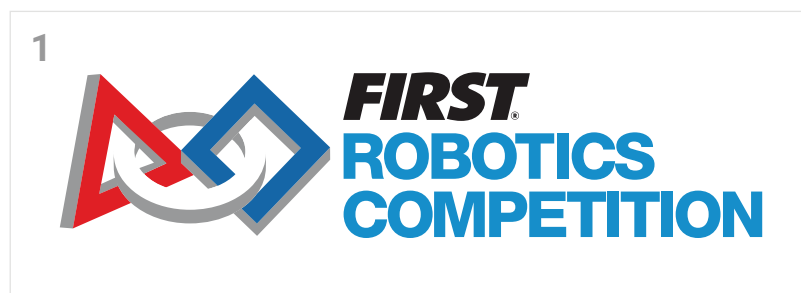
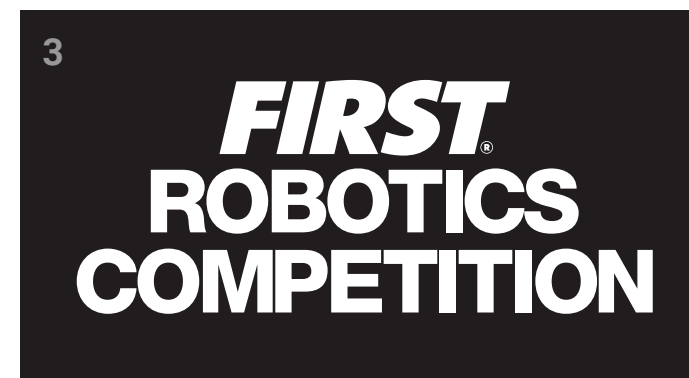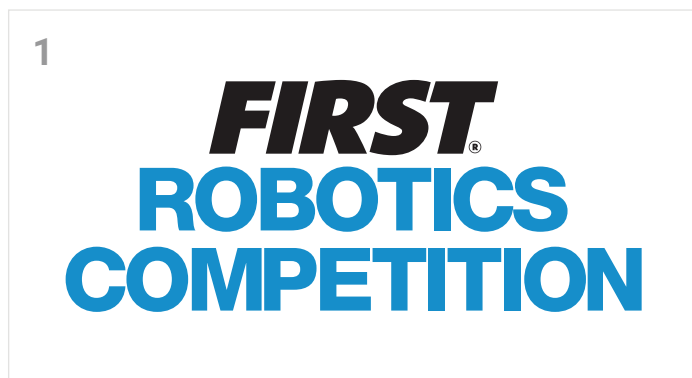The Full-color logos (1) are the preferred versions to use whenever possible.

PROGRAM NAME USAGE IN TEXT

The *FIRST* program and division names should be written out as follows in text, using the specific formatting:

FIRST® LEGO® League

   FIRST® LEGO® League Discover

   FIRST® LEGO® League Explore

   FIRST® LEGO® League Challenge

FIRST® Tech Challenge

FIRST® Robotics Competition

On first use of each program name in a document, both in heading/title and in body copy, include a superscript registered symbol (®) after *FIRST* and LEGO. Please note that *FIRST* must always appear in all capital letters and must be in italics, while LEGO must always appear in capital letters. Names should look as follows in text:

   About *FIRST*® LEGO® League
   FIRST® LEGO® League introduces science, technology, engineering, and math (STEM) to children through fun, exciting hands-on learning. *FIRST* LEGO League's three divisions inspire youth to experiment and grow their critical thinking, coding, and design skills through hands-on STEM learning and robotics.

Do not use trademarks in plural form or possessive case (i.e., never " *FIRST*'s," *FIRST*s," "LEGOs," or "LEGO's").

   Incorrect: *FIRST*'s mission is to...

   Correct: The mission of *FIRST* is to...

   Incorrect: Let's play with LEGOs.

   Correct: Let's play with LEGO bricks.

FIRST® LEGO® LEAGUE

MINIMUM CLEAR SPACE

The minimum clear space (safety zone) around the logo is equal to the height and width of the "F" in the *FIRST* wordmark.

Please do not crop out the safety zone.
Use the file as provided.

MINIMUM SIZE

Program with Icon Horizontal
- 60 pixels tall for digital
- 0.5 inches tall for print

DIGITAL

PRINT

Program with Icon Vertical
- 120 pixels tall for digital
- 1 inch tall for print

DIGITAL

PRINT

Logotype
- 60 pixels tall for digital
- 0.5 inches tall for print

DIGITAL

PRINT

For very small applications, it is recommended to type *FIRST*® LEGO® League followed by a division name as text in Roboto or Arial in Bold or Bold Italic. See page 20 for correct text usage.

COLOR PALETTE

CMYK:	0, 100, 100, 0	
RGB:	237, 28, 36	
HEX:	ED1C24	
PMS:	485	

CMYK:	0, 0, 0, 100	
RGB:	35, 31, 32	
HEX:	231F20	
PMS:	BLACK	

CMYK:	75, 98, 1, 0	
RGB:	102, 45, 145	
HEX:	662D91	
PMS:	266	

CMYK:	100, 0, 100, 0	
RGB:	0, 166, 81	
HEX:	00A651	
PMS:	361	

FIRST LEGO LEAGUE DIVISIONS

FIRST LEGO League introduces science, technology, engineering, and math (STEM) to children ages 4-16 (ages vary by country) through fun, exciting hands-on learning. *FIRST* LEGO League participants gain real-world problem-solving experiences through a guided, global robotics program, helping today's students and teachers build a better future together.

MINIMUM CLEAR SPACE

HORIZONTAL

HORIZONTAL STACKED
Preferred when possible

VERTICAL WITH ICON

VERTICAL
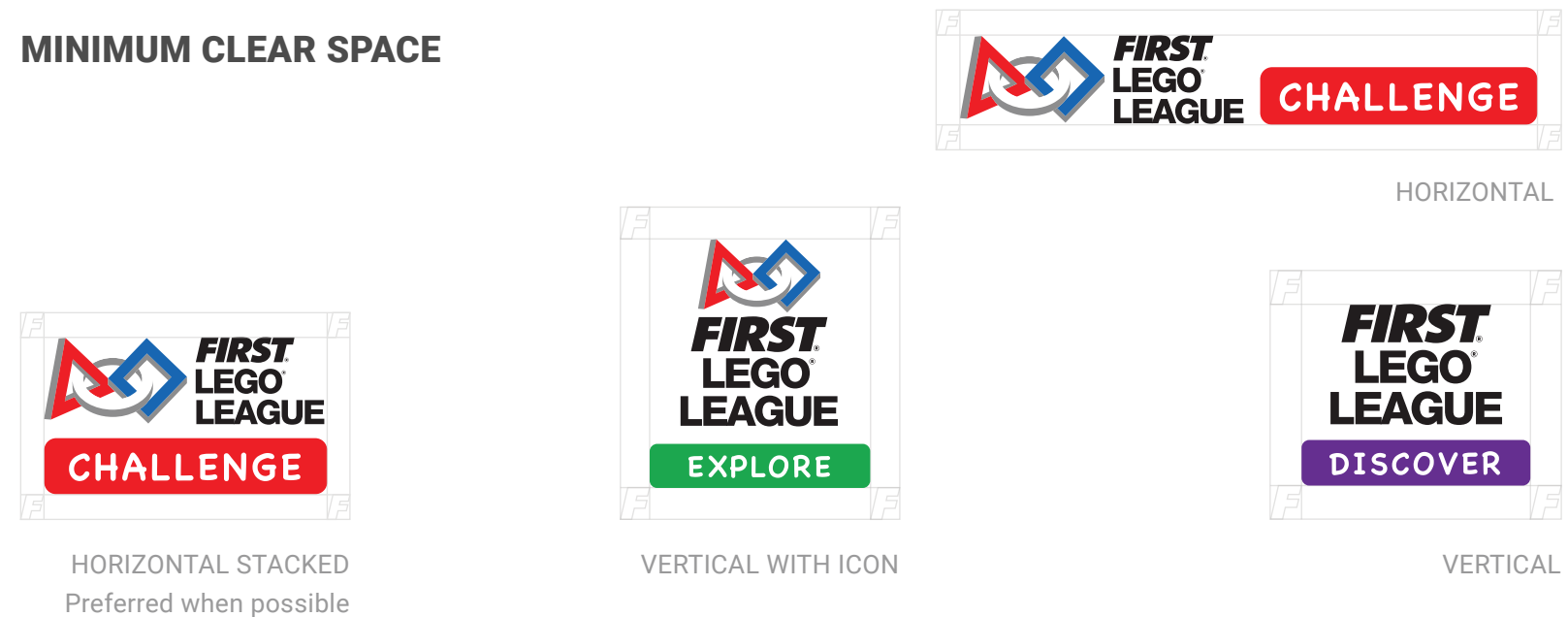
MINIMUM SIZE

- 45 pixels tall for digital
- 0.6 inches tall for print

- 60 pixels wide
- 0.8 inches tall

- 25 pixels tall for digital
- 0.4 inches tall for print

- 40 pixels tall for digital
- 0.5 inches tall for print

PAIRED WITH ONE DIVISION

PAIRED WITH TWO DIVISIONS

PAIRED WITH ALL DIVISIONS

Please reference the *FIRST* LEGO League Branding and Lockup Guidelines available at firstinspires.org/brand.

FIRST® TECH CHALLENGE

MINIMUM CLEAR SPACE

The minimum clear space (safety zone) around the logo is equal to the height and width of the "F" in the *FIRST* wordmark.

Please do not crop out the safety zone. Use the file as provided.

MINIMUM SIZE

Program with Icon Horizontal
- 60 pixels tall for digital
- 0.5 inches tall for print

DIGITAL

PRINT

Program with Icon Vertical
- 120 pixels tall for digital
- 1 inch tall for print

DIGITAL

PRINT

Logotype
- 60 pixels tall for digital
- 0.5 inches tall for print

DIGITAL

PRINT

COLOR PALETTE

CMYK:	0, 62, 97, 0
RGB:	245, 126, 37
HEX:	F57E25
PMS:	158

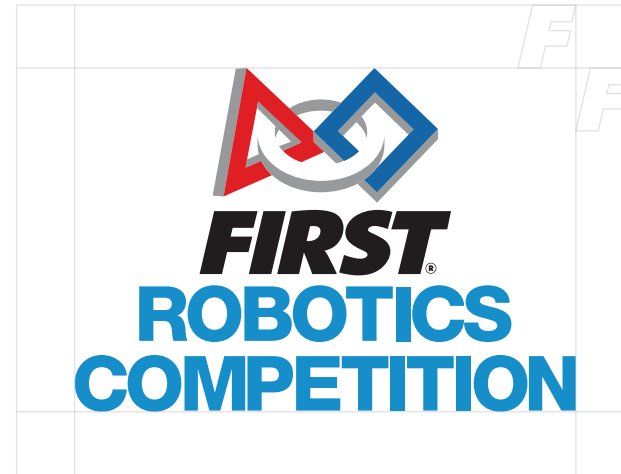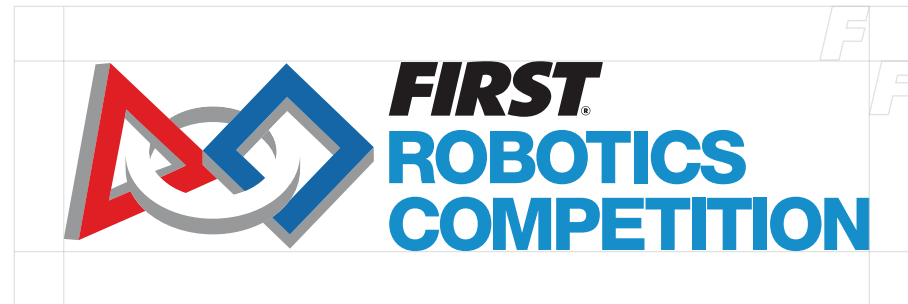|	
CMYK:	0, 0, 0, 100
RGB:	35, 31, 32
HEX:	231F20
PMS:	BLACK

VERY SMALL APPLICATIONS

For very small applications, it is recommended to type *FIRST*® Tech Challenge in Roboto or Arial in Bold or Bold Italic. See page 20 for correct text usage.
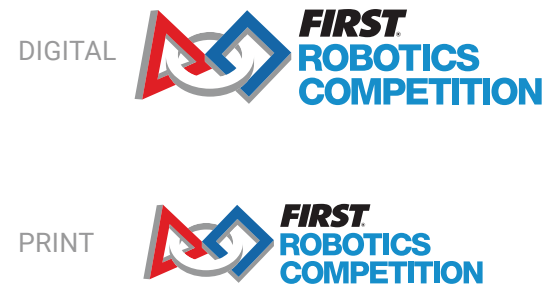
MINIMUM CLEAR SPACE

The minimum clear space (safety zone) around the logo is equal to the height and width of the "F" in the *FIRST* wordmark.

Please do not crop out the safety zone. Use the file as provided.

MINIMUM SIZE

Program with Icon Horizontal
- 60 pixels tall for digital
- 0.5 inches tall for print

DIGITAL

PRINT

Program with Icon Vertical
- 120 pixels tall for digital
- 1 inch tall for print

DIGITAL   PRINT

Logotype
- 60 pixels tall for digital
- 0.5 inches tall for print

DIGITAL   PRINT

COLOR PALETTE

CMYK:	100, 0, 0, 12
RGB:	0, 156, 215
HEX:	009CD7
PMS:	PROCESS BLUE

CMYK:	0, 0, 0, 100
RGB:	35, 31, 32
HEX:	231F20
PMS:	BLACK

VERY SMALL APPLICATIONS

For very small applications, it is recommended to type *FIRST*® Robotics Competition in Roboto or Arial in Bold or Bold Italic. See page 20 for correct text usage.
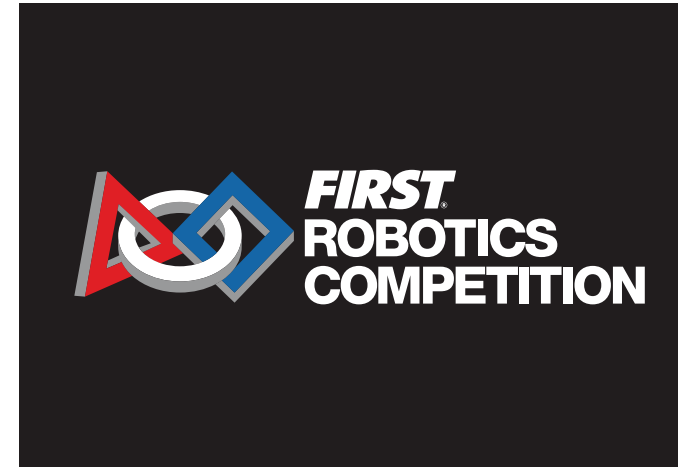
DO utilize the full-color version of the FIRST program logos when possible.

DO utilize the logotype version of the FIRST program logos when there is a FIRST icon nearby.

DO utilize the reverse version of the FIRST program logos on black or dark backgrounds.
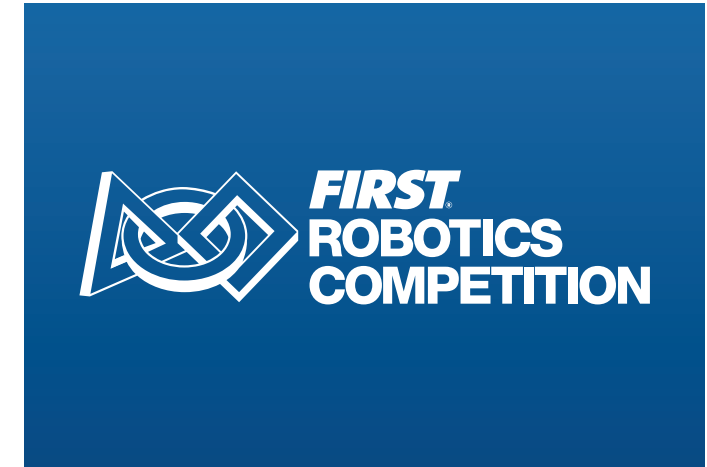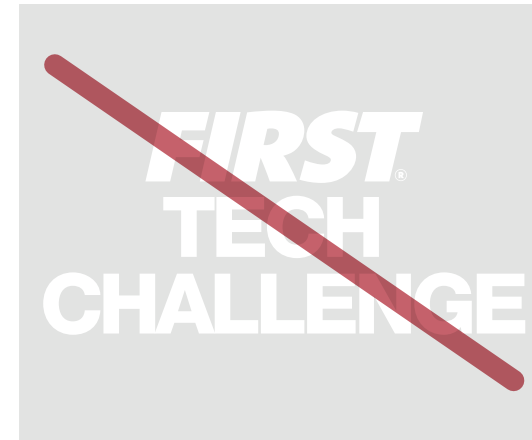
DO utilize the one-color reverse version of the FIRST program logos on the FIRST background colors or on a dark background when a one-color reverse version is necessary.
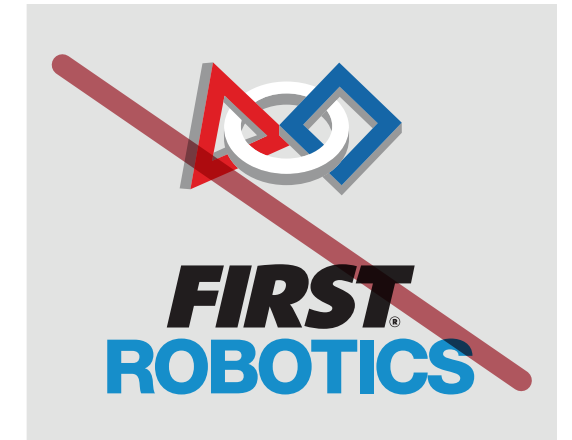
DO NOT alter the logo in any way - including the icon and font. Logo files should be used as is.

DO NOT use the dark background logo on a light background or vice versa.

DO NOT crop out any elements of the logo or adjust the spacing around it.

DO NOT add anything to the logo, such as your organization's name, or any graphic elements.

DO NOT put logos on busy or distracting backgrounds and colors.
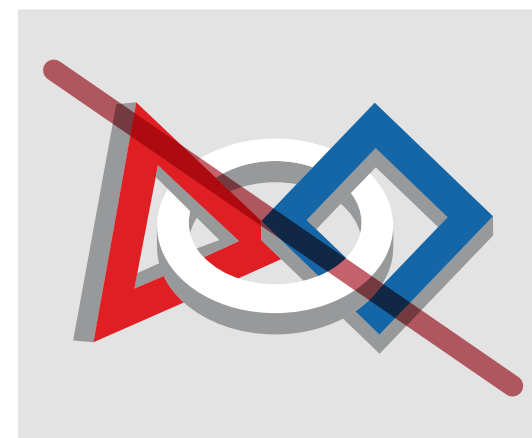

DO NOT rotate or change the color of the logo.

DO NOT distort or skew the logo by adjusting the x or y axis independently. Always scale the logo proportionally.
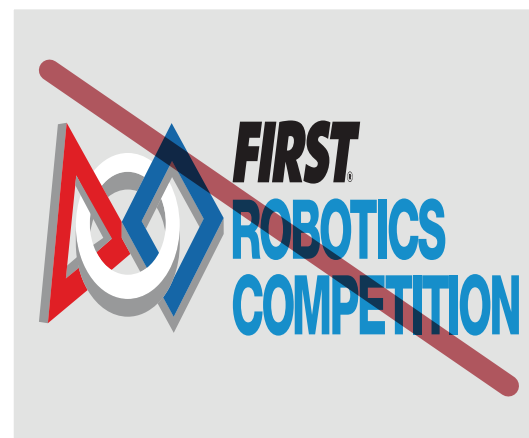
DO NOT use pieces of the logo independently if the original vertical or horizontal logo is not represented nearby.

DO NOT add a containing shape or border to the logo. Use the appropriate logo version.

SPECIAL PROGRAM LOGO APPLICATIONS: SCREEN PRINTING & EMBROIDERY

There are limitations in laser engraving, screen printing, embroidery, and small scale printing applications. Different vendors have different capabilities.

Consult the vendor to determine best option.

We recommend the full color vertical version of the logos for screen printing and embroidery.
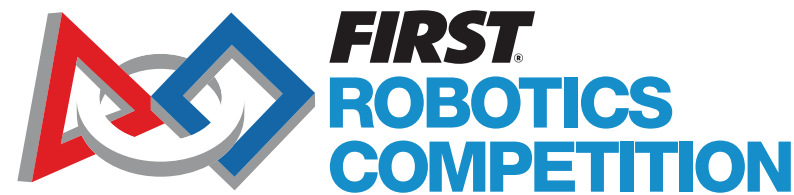
Vertical logo minimum size:
- 1.9 inches tall

Horizontal logo minimum size:
- 0.95 inches tall

VERY SMALL APPLICATIONS

For very small applications, it is recommended to type the program names or just the URL for the organization or program. URLs should be set in Roboto or Arial. The point size should be the maximum that can fit the applications.

FIRST
TYPOGRAPHY SPECS

Roboto Font Family

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_

Our mission is to inspire young people to be science and technology leaders and innovators, by engaging them in exciting mentor-based programs.

Regular, Italic, Bold, Bold Italic, and Bold Condensed are the primary font weights used in the *FIRST* branding system.

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&()_*

Our mission is to inspire young people to be science and technology leaders and innovators, by engaging them in exciting mentor-based programs.

They can be accessed free of charge along with additional font weights at **fonts.google.com/specimen/Roboto**.

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_

Our mission is to inspire young people to be science and technology leaders and innovators, by engaging them in exciting mentor-based programs.

The organization name *FIRST* must always appear in italics and all capital letters, with no periods between the letters, in all copy instances.

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_

Our mission is to inspire young people to be science and technology leaders and innovators, by engaging them in exciting mentor-based programs.

Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_

Our mission is to inspire young people to be science and technology leaders and innovators, by engaging them in exciting mentor-based programs.

Arial Font Family

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_

Our mission is to inspire young people to be science and technology leaders and innovators, by engaging them in exciting mentor-based programs.

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&()_*

Our mission is to inspire young people to be science and technology leaders and innovators, by engaging them in exciting mentor-based programs.

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_

Our mission is to inspire young people to be science and technology leaders and innovators, by engaging them in exciting mentor-based programs.

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_

Our mission is to inspire young people to be science and technology leaders and innovators, by engaging them in exciting mentor-based programs.

Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_

Our mission is to inspire young people to be science and technology leaders and innovators, by engaging them in exciting mentor-based programs.

Arial can be substituted for Roboto as necessary.

Regular, Italic, Bold, Bold Italic, and Bold Condensed are the primary font weights used in the *FIRST* branding system.

The organization name *FIRST* must always appear in italics and all capital letters, with no periods between the letters, in all copy instances.

FILE FORMATS

The *FIRST*® logos are available in various digital formats upon request to *FIRST* Marketing (**marketing@firstinspires.org**). Lockups for dark backgrounds are only available in EPS and PNG formats because of the use of white, which requires a transparent background.

The following information describes the best application usage for each of the file formats:

Adobe Illustrator Encapsulated PostScript (EPS) — This file format is vector-based instead of raster to give you the freedom to enlarge or reduce the lockup without any quality loss. This is a good option for signage and the version most graphic designers will request.

Portable Document Format (PDF) — This file format is vector-based and is used to display documents and graphics correctly – no matter the device, application, operating system, or web browser. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production.

Joint Photographic Experts Group (JPEG) — This file format is a lossy raster format, which means it loses information when it is scaled larger than its original size. JPEG/JPG files are one of the most widely used formats online, typically for photos, email graphics, and large web images like banner ads. Silkscreeners often request this format.

Portable Network Graphics (PNG) — This file format has built-in transparency, but can also display higher color depths, which translates into millions of colors. Think of PNGs as the next-generation GIF. PNGs are a web standard and are quickly becoming one of the most common image formats used online. PNG images are typically used in PowerPoint due to their transparent background.

EPS Example at 600%
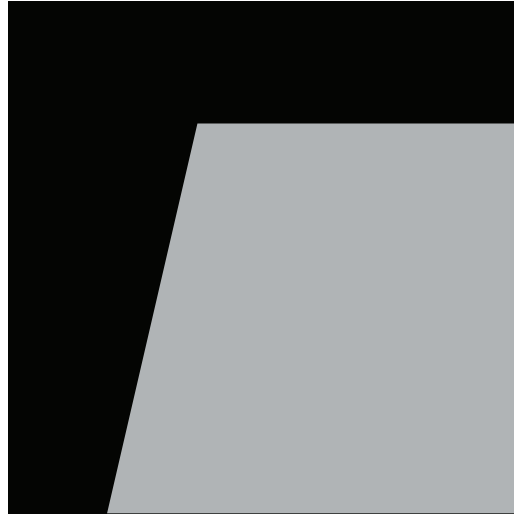
JPEG Example at 600%

COLOR FORMATS

The *FIRST*® logos are available in various color formats.

The following information describes the best application usage for each of the color formats:

Press (CMYK & PMS) — CMYK is the recommended color system for any material that will be printed. The CMYK color system is most commonly referred to as the four-color process because it uses four different colors to produce different hues.

PMS (Pantone Matching System) – also known as Spot or Pantone colors, should be used when printing merchandise or apparel with a printer that requires PMS files.

Screen (RGB) — RGB files should be used only in digital applications, most commonly when designing for the web because it represents the same colors used in computer screens, TV screens, as well as mobile device screens (RGB stands for Red, Green, and Blue.).

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If you have any questions about the *FIRST* Branding & Design Guidelines, or about how you are using *FIRST* names, logos, or other intellectual property, please email marketing@firstinspires.org and allow five business days for response.

As of May 8, 2020

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The full Policy is available on our website at *www.firstinspires.org/brand* and details permissions for teams and other user groups.

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• use *FIRST* or LEGO trademarks on promotional merchandise that they are selling (such as t-shirts, magnets, etc.) except as allowed per the "Policy on the Use of *FIRST* Trademarks and Copyrighted Materials" (includes *FIRST* and The LEGO Group Intellectual Property);
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