



Branding & Design Standards

Standards Are Strictly Enforced

FIRST[®] Logo

Our logo consists of uniquely configured components: a composite graphic element, the triangle, circle and square, and the *FIRST[®]* wordmark.

Vertical Usage



Horizontal Usage



FIRST Logo Colors



Four Color Process/CMYK color model -

A color model used in full color printing. CMYK refers to the four inks used: Cyan, Magenta, Yellow, and Key (black). These 4 inks in dot combinations can produce full color spectrum publications.



Spot/PMS (Pantone® Matching System) colors -

A pure ink single color for printing. Can reduce the number of plates needed if only using 1-2 spot inks. Spot inks are the true colors since it is one mixed ink it can not be 100 percent reproduced in CMYK.

RGB -

A color system used in displaying color in an electronic environment such as websites and online content. Different devices can display RGB values differently.

Hexadecimal Colors -

A numbered color system used in displaying color in an electronic environment such as websites and online content. These generate consistent color displays because Hexadecimal color values are supported in all major browsers.

Four Color Process/CMYK



C=0 M=100 Y=100 K=0



C=100 M=60 Y=0 K=0



K=100



C=42 M=35 Y=35 K=5

Spot/PMS



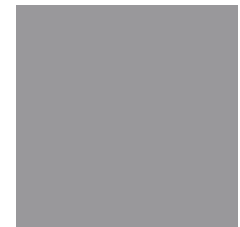
PMS 485



PMS 286



BLACK



PMS Cool Gray 7

RGB



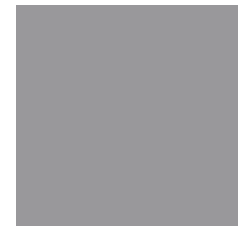
R=237 G=28 B=36



R=0 G=101 B=179



R=35 G=31 B=32



R=153 G=153 B=154

Hex



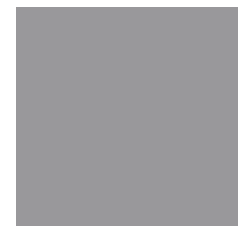
#ed1c24



#0066b3



#231f20



#9a989a

FIRST Acronym Definition Line

Initial letter in each word of the acronym is bold to emphasize the origin of the *FIRST* name.

FOR **I**NSPIRATION & **R**ECOGNITION OF **S**CIENCE & **T**ECHNOLOGY

Example of Vertical Usage

It is important to maintain some flexibility in the usage of the acronym definition line due to the extreme differences in media and layouts presentations. Below are some examples of proper usage. Size relationship between the logo and line can adjust to fit the media but the logo must always have visual hierarchy over the acronym definition line and be in close proximity.

F ■ Use Height of **F** in acronym line as guide for space between wordmark & acronym definition line.

Align Left - with left edge of F in *FIRST*



Acronym line should be aligned with left edge of F in wordmark

Align Center



Acronym line should be centered under logo

Align Baselines - baseline of *FIRST* wordmark and acronym line can align



Wordmark is followed by acronym line

Align Right



Acronym line should be aligned with ® in logotype

FIRST Acronym Definition Line

Initial letter in each word of the acronym is bold to emphasize the origin of the *FIRST* name.

FOR INSPIRATION & RECOGNITION OF SCIENCE & TECHNOLOGY

Example of Horizontal Usage It is important to maintain some flexibility in the usage of the acronym definition line due to the extreme differences in media and layouts presentations. Below are some examples of proper usage. Size relationship between the logo and line can adjust to fit the media but the logo must always have visual hierarchy over the acronym definition line and be in close proximity.

F ■ Use Height of **F** in acronym line as guide for space between wordmark & acronym definition line.

Align Left - with left edge of F in *FIRST*



Acronym line should be aligned with bottom of blue square and left edge of F in wordmark

Align Center



Acronym line should be centered under logo

Align Baselines - baseline of *FIRST* wordmark and acronym line can align



Wordmark is followed by acronym line

Align Right



Acronym line should be aligned with ® in logotype

FIRST Logo On Dark Colors

Vertical Usage



Horizontal Usage



FOR INSPIRATION & RECOGNITION OF SCIENCE & TECHNOLOGY



FOR INSPIRATION & RECOGNITION OF SCIENCE & TECHNOLOGY

FIRST Logo Space Around Maintain the logo's impact by keeping a fair amount of uncluttered ("protected") space around the logo.

F

Space allowance is proportional to the width of the top of the "F" in *FIRST* wordmark at size used.



Example Acronym Definition Line



When using the "Acronym Definition Line", the space starts from the baseline of the "Acronym Definition Line" and uses the height of the characters in the line (see *second example to the left*).

See sample below:



FIRST Logo Minimum Sizes For Print & Online applications

Vertical Usage



Vertical minimum = .5 inches high



Acronym definition line minimum = 2.25 inches wide

Horizontal Usage



Vertical minimum = .25 inches high

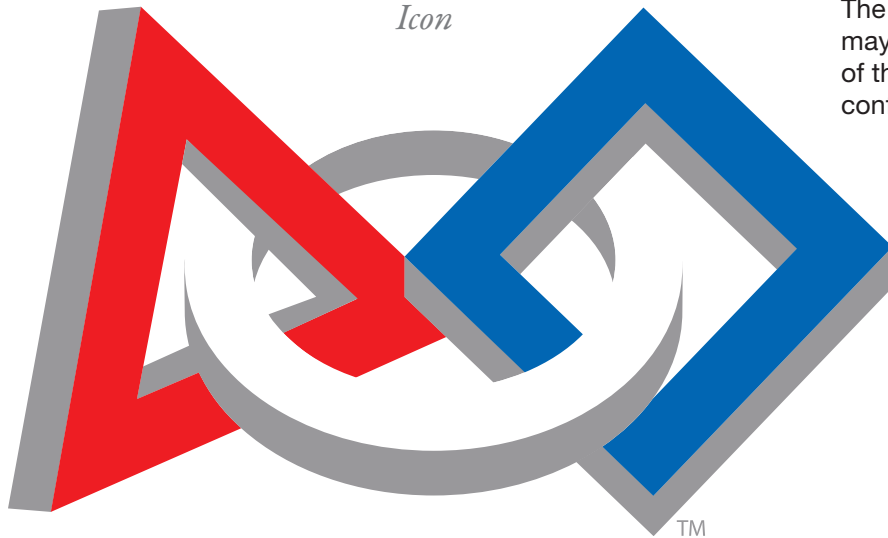


Acronym definition line minimum = 2.25 inches wide

For Embroidery & Silkscreening, do not use the Acronym Definition Line at the minimum size. See page 20 for more details regarding limited space applications.

FIRST Logo Elements

Icon



The *FIRST*® wordmark and interlocking triangle, circle, and square graphic 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.

Example shown here:

Wordmark

FIRST®

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

Correct

FIRST kids are many times more likely to attend college, become leading future employees and citizens, and 89% of STEM field*. Our many supporters urge you to bring *FIRST* to students everywhere.

Incorrect

FIRST kids are many times more likely to attend college, become leading future employees and citizens, and 89% of STEM field*. Our many supporters urge you to bring **FIRST** to students everywhere.



FIRST Logo — One Color

One color logos may only be done in black or white.



Reversed Usage



FIRST Logo — One Color

Examples of one color logos. May only be done in black or white.



FIRST Logo — Do Not Alter

DO NOT change colors



DO NOT rotate



DO NOT put in tight graphic shapes



DO NOT put in borders



DO NOT distort



DO NOT alter icon



DO NOT alter elements



DO NOT reset type



DO NOT put on distracting backgrounds or colors



DO NOT put periods between letters in Wordmark, Logo, or text





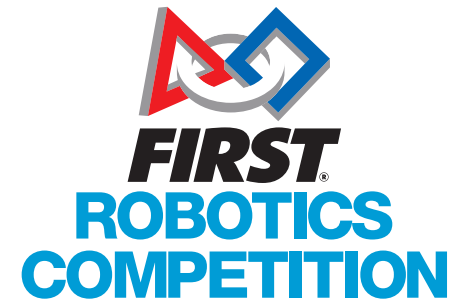
Program Logos & Colors

FIRST Program Logos

The “Program” logotype versions may only be used if the *FIRST* logo appears with it, in close proximity:



The “Program with Icon” versions may be used if there are space limitations not allowing the *FIRST* logo to appear in close proximity:



FIRST Program Logos On Dark Colors

The “Program” logotype versions may only be used if the *FIRST* logo appears with it, in close proximity:

***FIRST*[®]
LEGO[®]
LEAGUE JR.**

***FIRST*[®]
LEGO[®]
LEAGUE**

***FIRST*[®]
TECH
CHALLENGE**


***FIRST*[®]
ROBOTICS
COMPETITION**

The “Program with Icon” versions may be used if there are space limitations not allowing the *FIRST* logo to appear in close proximity:


***FIRST*[®]
LEGO[®]
LEAGUE JR.**



***FIRST*[®]
LEGO[®]
LEAGUE**


***FIRST*[®]
TECH
CHALLENGE**


***FIRST*[®]
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COMPETITION**

 ***FIRST*[®]
LEGO[®]
LEAGUE JR.**

 ***FIRST*[®]
LEGO[®]
LEAGUE**

 ***FIRST*[®]
TECH
CHALLENGE**

 ***FIRST*[®]
ROBOTICS
COMPETITION**

FIRST Program Logos — One Color

One color logos may only be done in black or white.

The “Program” logotype versions may only be used if the *FIRST* logo appears with it, in close proximity:

***FIRST*[®]
LEGO[®]
LEAGUE JR.**

***FIRST*[®]
LEGO[®]
LEAGUE**

***FIRST*[®]
TECH
CHALLENGE**


***FIRST*[®]
ROBOTICS
COMPETITION**

The “Program with Icon” versions may be used if there are space limitations not allowing the *FIRST* logo to appear in close proximity:


***FIRST*[®]
LEGO[®]
LEAGUE JR.**


***FIRST*[®]
LEGO[®]
LEAGUE**


***FIRST*[®]
TECH
CHALLENGE**


***FIRST*[®]
ROBOTICS
COMPETITION**

 ***FIRST*[®]
LEGO[®]
LEAGUE JR.**

 ***FIRST*[®]
LEGO[®]
LEAGUE**

 ***FIRST*[®]
TECH
CHALLENGE**

 ***FIRST*[®]
ROBOTICS
COMPETITION**

FIRST Program Logos — One Color

May only be done in black or white.

Reversed Usage

The “Program” logotype versions may only be used if the *FIRST* logo appears with it, in close proximity:

***FIRST*[®]
LEGO[®]
LEAGUE JR.**

***FIRST*[®]
LEGO[®]
LEAGUE**

***FIRST*[®]
TECH
CHALLENGE**


***FIRST*[®]
ROBOTICS
COMPETITION**

The “Program with Icon” versions may be used if there are space limitations not allowing the *FIRST* logo to appear in close proximity:


***FIRST*[®]
LEGO[®]
LEAGUE JR.**


***FIRST*[®]
LEGO[®]
LEAGUE**


***FIRST*[®]
TECH
CHALLENGE**


***FIRST*[®]
ROBOTICS
COMPETITION**

 ***FIRST*[®]
LEGO[®]
LEAGUE JR.**

 ***FIRST*[®]
LEGO[®]
LEAGUE**

 ***FIRST*[®]
TECH
CHALLENGE**

 ***FIRST*[®]
ROBOTICS
COMPETITION**

FIRST Progression of Programs Colors

CMYK



C=100 M=0 Y=100 K=0



C=0 M=100 Y=100 K=0



C=0 M=62 Y=97 K=0



C=100 M=0 Y=0 K=12

SPOT/PMS



PMS 361



PMS 485



PMS 158



PMS Process Blue

RGB/Hexadecimal Colors



R=0 G=166 B=81
00a651



R=237 G=28 B=36
ed1c24



R=245 G=126 B=37
f57e25



R=0 G=156 B=215
009cd7

FIRST & Program Logos – Special Applications

Please use full color logos if possible.

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.

Printing for Promotional Items Minimum size guidelines:

- 0.5 inch high for the vertical *FIRST* Logo; 1.8 inch wide or 0.3 inch high for the horizontal *FIRST* Logo;
- 1 inch high for the vertical Program Logos; 0.5 inch high for the horizontal Program Logos.

FIRST Logo

Vertical minimum = 0.5 inch high



Horizontal minimum = 0.3 inch high



Program Logos

Vertical minimum = 1 inch high



Horizontal minimum = 0.5 inch high



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 Helvetica Neue or Arial. The point size should be the maximum that can fit the applications.



FIRST & Programs Logos — Special Applications

Please use full color logos if possible.

We recommend the vertical version of all logos for screen printing and embroidery.

Screen Printing & Embroidery

Vertical minimum = 1.15 inches high

Minimum size guidelines for screen printing:

- 1.15 inches high for the vertical *FIRST* Logo.
- 1.9 inches high for the vertical Program Logos.



Vertical minimum = 1.9 inches high



For embroidery applications, there is a wider kerned version of the *FIRST* Logo and Program Logos typography that can be provided upon request.
Please email marketing@firstinspires.org for artwork.



* Reverse versions may also be used

FIRST Progression Of Programs Logos — Special Applications

In some applications there may be a need to provide alternate versions of logos. These **MUST** be provided or approved by the *FIRST* branding/marketing team.



FIRST Fonts

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

Helvetica Neue Extended Family May be used on headlines, subheads, names of speakers

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue Roman Family May be used in body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Shinn Family Base font of *FIRST* wordmark, can be used for sub-heads and emphasis

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Adobe Garamond Pro Family May be used in copy, pull quotes, and sidebars

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Univers Condensed & Oblique Used in tight horizontal areas to conserve space

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

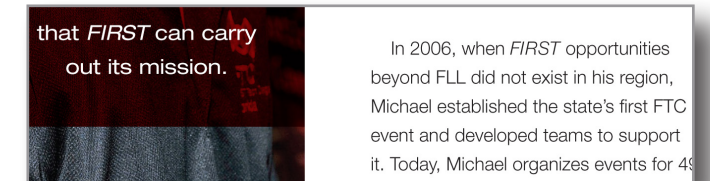
Examples

Headlines - Back shadows may be used for emphasis

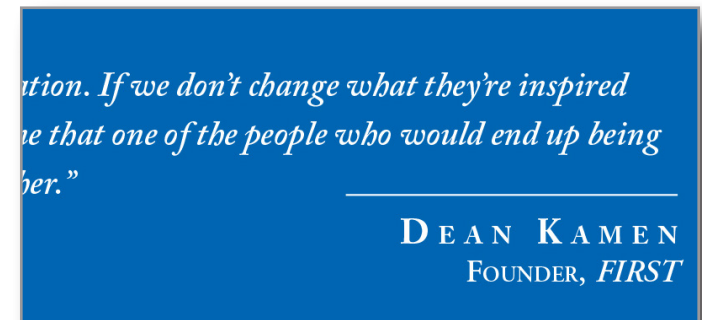


Learn more at **USFIRST.ORG**

FIRST italics in body copy and headlines



Pull quotes



FIRST Microsoft Alternative Fonts

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

USE Arial for Helvetica Neue Extended Family & Helvetica Neue Roman Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

USE Verdana for Shinn Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

USE Times for Adobe Garamond Pro Family Adobe Garamond Pro Family

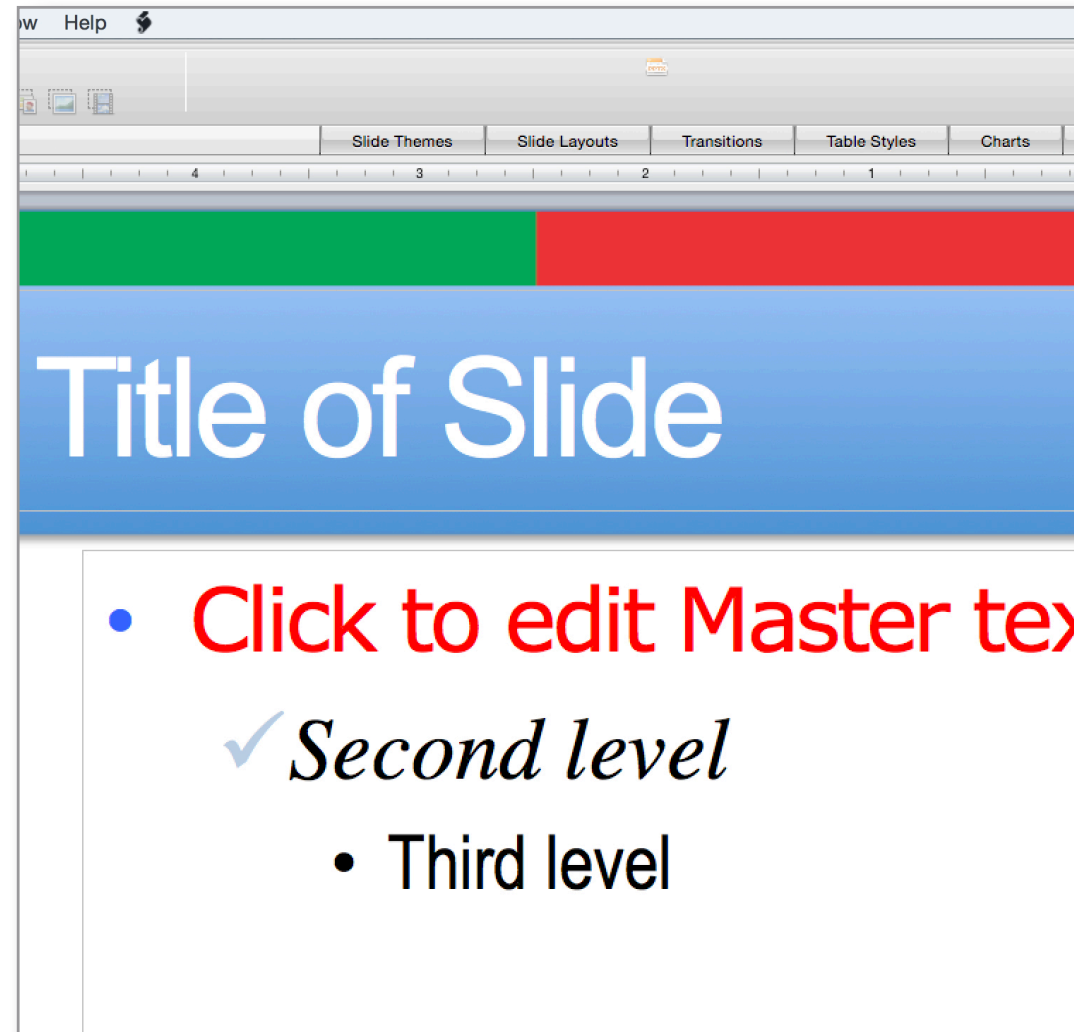
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

USE Arial Narrow for Univers Condensed & Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



FIRST & Program Names in Text/Body Copy

When using the *FIRST*® or *FIRST* Program names in text (body copy), please adhere to the following style standards.

Organization Name

The *FIRST* wordmark (logotype) should not be used as a word in body copy/text. Text should be set in the same font as body copy, and written as follows:

FIRST®

- ▶ Always in italics.
- ▶ Always CAPITAL LETTERS.
- ▶ No periods.
- ▶ Registered trademark symbol should be superscripted.

Program Names

Reference the *FIRST* Program names as follows:

FIRST® Robotics Competition

FIRST® Tech Challenge

FIRST® LEGO® League

FIRST® LEGO® League Jr.

Use of Trademarks

Use the registered trademark symbols (®, a.k.a. “circle r”) in first appearance of the trademark in a document, both in a heading/title and in the body text. The marks do not need to appear in subsequent uses.

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

For example:

- ▶ *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

For more details about *FIRST* trademarks, refer to the “Policy on the Use of *FIRST* Trademarks and Copyrighted Materials” (includes *FIRST* and LEGO Group Intellectual Property), available at www.firstinspires.org/brand

Correct

Over 3500 of the world’s most innovative companies (and their leaders) see the future in *FIRST*®. In 2016, our exciting robotics and research programs will reach over 400,000 kids ages 6 to 18 to foster STEM knowledge, build self-confidence, and develop problem-solving skills. *FIRST* kids are many times more likely to attend college, be outstanding future employees and citizens, and 89.6% of alumni are in a STEM field*. Our many supporters urge you to join with them to help bring *FIRST* to students everywhere.

Incorrect

Over 3500 of the world’s most innovative companies (and their leaders) see the future in *FIRST*. In 2016, our exciting robotics and research programs will reach over 400,000 kids ages 6 to 18 to foster STEM knowledge, build self-confidence, and develop problem-solving skills. ***FIRST*** kids are many times more likely to attend college, be outstanding future employees and citizens, and 89.6% of alumni are in a STEM field*. Our many supporters urge you to join with them to help bring ***FIRST*** to students everywhere.

FIRST Complementary Colors



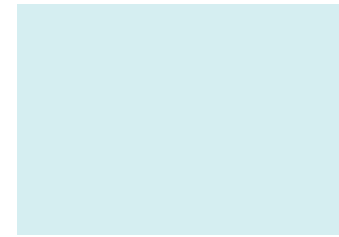
C20 M0 Y40 K0
PMS 372
R=207 G=229 B=174
cfe5ae



C0 M25 Y25 K5
PMS 488
R=238 G=190 B=171
eebeab



C0 M13 Y50 K0
PMS 7402
R=255 G=220 B=144
ffdc90



C15 M0 Y5 K0
PMS 656
R=214 G=238 B=240
d6eef0



C25 M0 Y100 K0
PMS 381
R=202 G=219 B=42
cadb2a



C0 M100 Y100 K48
PMS 187
R=143 G=5 B=7
8f0507

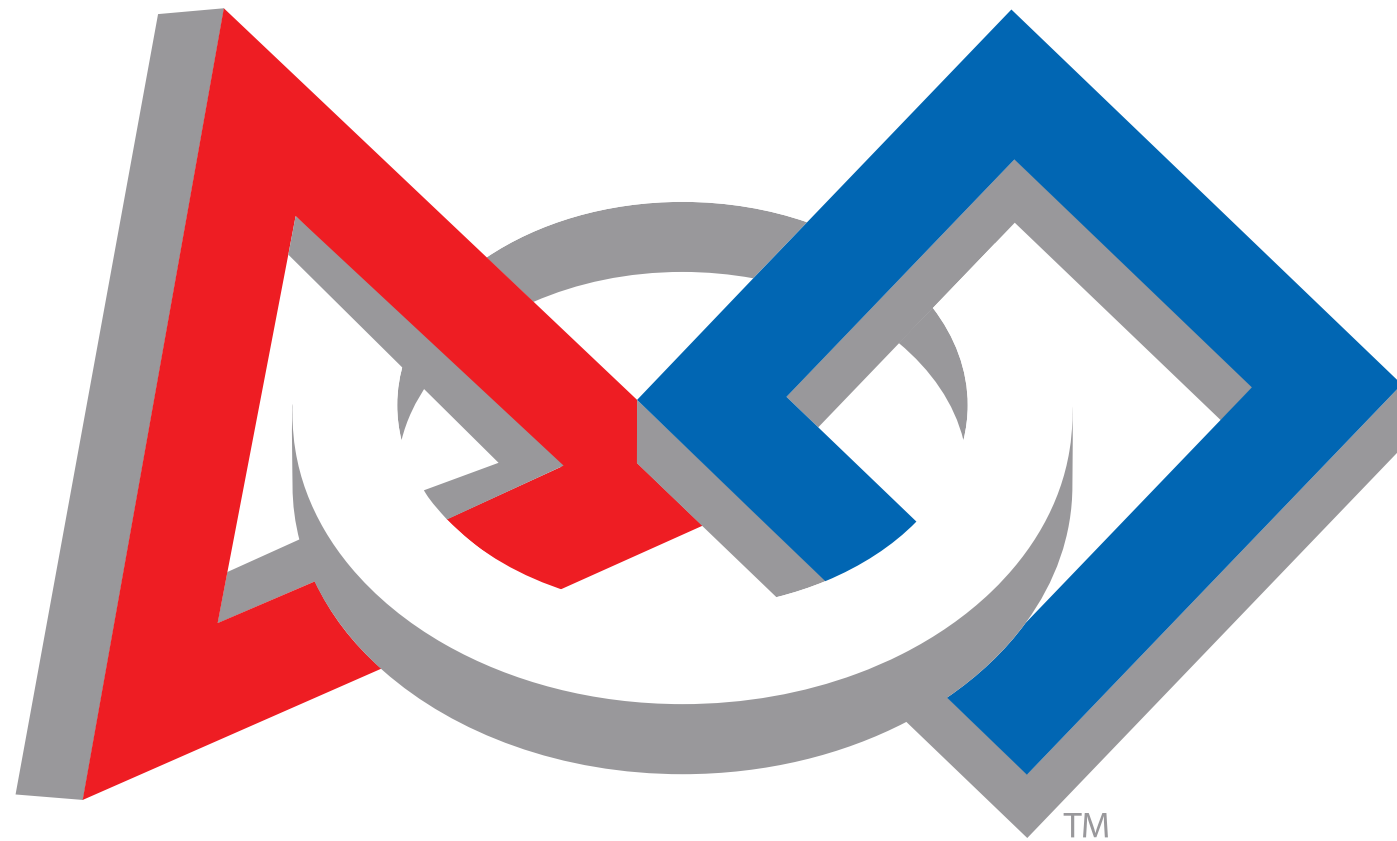


C10 M30 Y100 K0
PMS 7406
R=230 G=177 B=34
e6b122



C100 M70 Y0 K40
PMS 648
R=0 G=57 B=116
003974





FIRST® owns valuable assets in the form of trademarks and copyrights. Before using **FIRST** assets, including names, logos, graphics, and written material, please review our “Policy on the Use of **FIRST** Trademarks and Copyrighted Materials” (includes **FIRST** and The LEGO Group Intellectual Property).

The Policy is available on our website www.firstinspires.org/brand

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

