

FIRST[®]

CANOPY[™]

FIRST® CANOPY™

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

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THEME INTRODUCTION

Earth is home to a rich diversity of genes, species, and ecosystems that rely on each other to thrive. Biological diversity, or biodiversity, is an essential marker for our planet's health – including the critical resources we rely on like fresh water, clean air, and food. That is why some of today's boldest innovators are using their STEM skills on efforts to bolster biodiversity, such as protecting natural habitats, tracking species populations, and preserving genetic variation:

Engineers are studying bees to create robotic pollinators that mimic their pollination patterns for use in indoor farming, which helps diverse natural habitats to remain intact and thriving. Data scientists developed an open-source software platform that uses AI and machine learning to identify individual animals for tracking populations and preventing loss of endangered species.

In a growing number of seed banks around the world, botanists are housing gene samples from plants to safeguard crop diversity for food security.

As designers, builders, and creative thinkers, we often draw inspiration from the natural world. What can we learn from it? How can we innovate to help our changing planet? It is up to all of us to build a thriving future for our shared home.

This season, *FIRST* will help safeguard our future with biodiversity-themed challenges that inspire participants to use their STEM skills, teamwork, and resilience to build more connected communities and a healthier planet.

PERMITTED USES

SEASON LOGOS

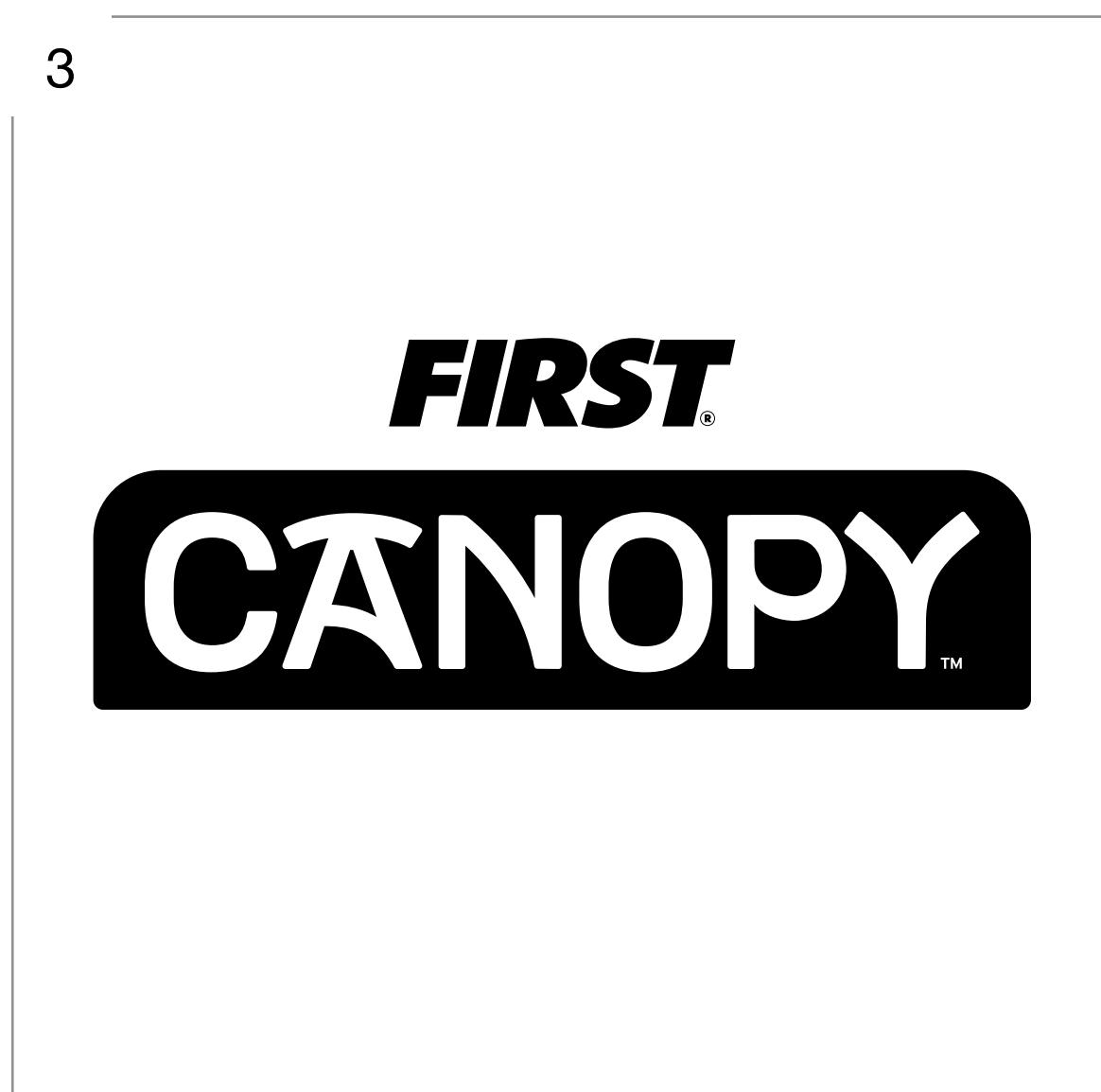
Members of the *FIRST* community may use the *FIRST*® CANOPY™ and season game names and logo artwork provided by *FIRST*, without modification, in accordance with the terms of these Guidelines.

Currently registered *FIRST* teams and *FIRST* participants may use the names and logos in a way that relates to their *FIRST* team names and activities. For example, participants may use the logos on items directly related to their participation in the current *FIRST* season such as t-shirts, giveaways (buttons, stickers, etc.), social media, videos, and websites, as long as team identification (team name/number) appears in conjunction with the names or logos.

Members of the *FIRST* community may not:

- Use *FIRST*, LEGO® Intellectual Property unless specifically permitted under these Guidelines or other applicable guidelines*;
- Alter, animate, or distort the trademarks or combine them with any other symbols, words, images, or designs;
- Use *FIRST*, 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) available at firstinspires.org/brand;
- Use the trademarks in any way that is contrary to these Guidelines.

*For use of *FIRST* IP, refer to the “Policy on the Use of *FIRST* Trademarks and Copyrighted Materials (including *FIRST* and the LEGO Group Intellectual Property)” at firstinspires.org/brand.



LOCKUP FORMATS

Lockups must be used as shown. It is not permitted to modify provided artwork or use pieces of the lockups independently.

There are four versions:

1. Full-color
2. Full-color Reverse
3. One-color
4. One-color Reverse

See page 12 for Logo Do's and Don'ts

NAME USAGE

NAME USAGE IN TEXT

The *FIRST* 2026-2027 season theme name should be written as follows in text, using this specific formatting:

FIRST[®] CANOPY[™]

On first use of the name in a document, both in heading/title and in body copy, include the trademark symbols. In subsequent appearances, the name may be shortened to *FIRST* CANOPY. Please note *FIRST* must always appear in italics, and *FIRST* and CANOPY should always appear in all caps.

Clear Space



MINIMUM CLEAR SPACE

Minimum clear space around the logo is equal to the height of the F glyph within the *FIRST* wordmark.

Never alter the spacing within the lockup.

Minimum Size



Lockup minimum size:
220px wide for digital
2.25" inches wide for print

***FIRST*[®] CANOPY[™]**

For very small applications, it is recommended to type
FIRST[®] CANOPY[™] as text in Bold and Italic Bold.

COLOR PALETTE



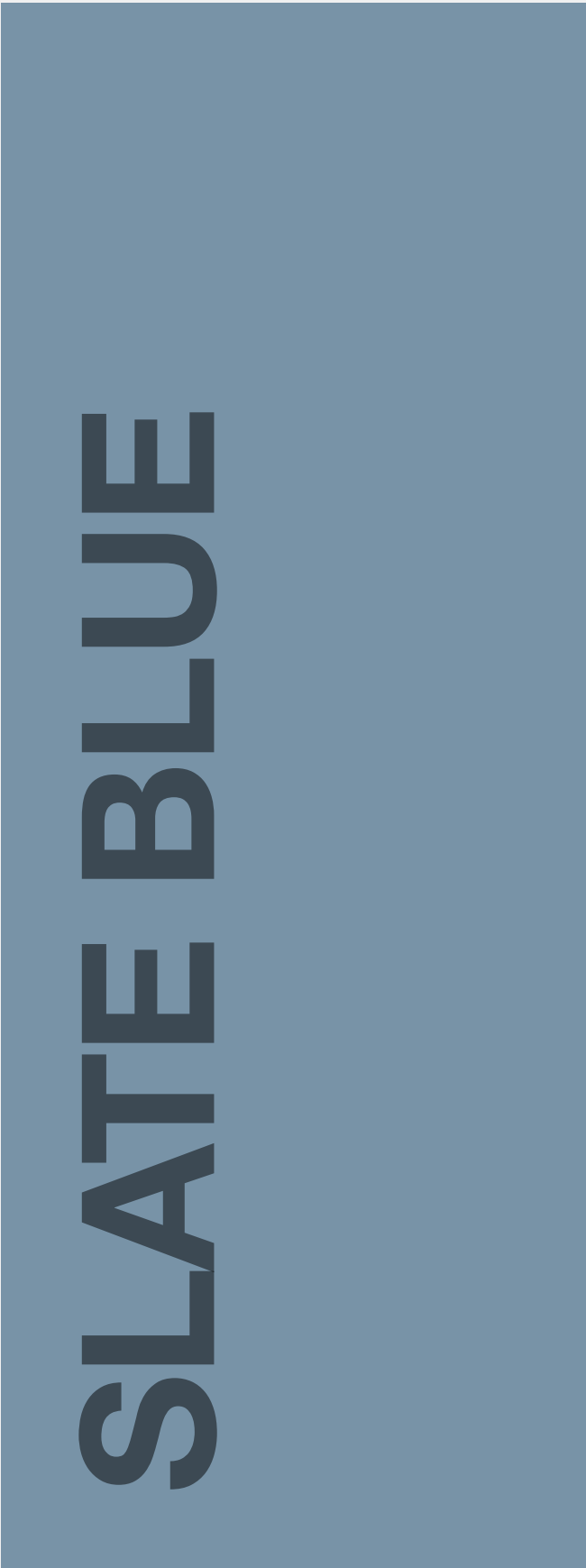
CMYK: 0, 57, 71
RGB: 100, 64, 52, 45
HEX: 003947
PMS: 309 C



CMYK: 40, 26, 70, 2
RGB: 161, 164, 112
HEX: A1A470
PMS: 5777 C



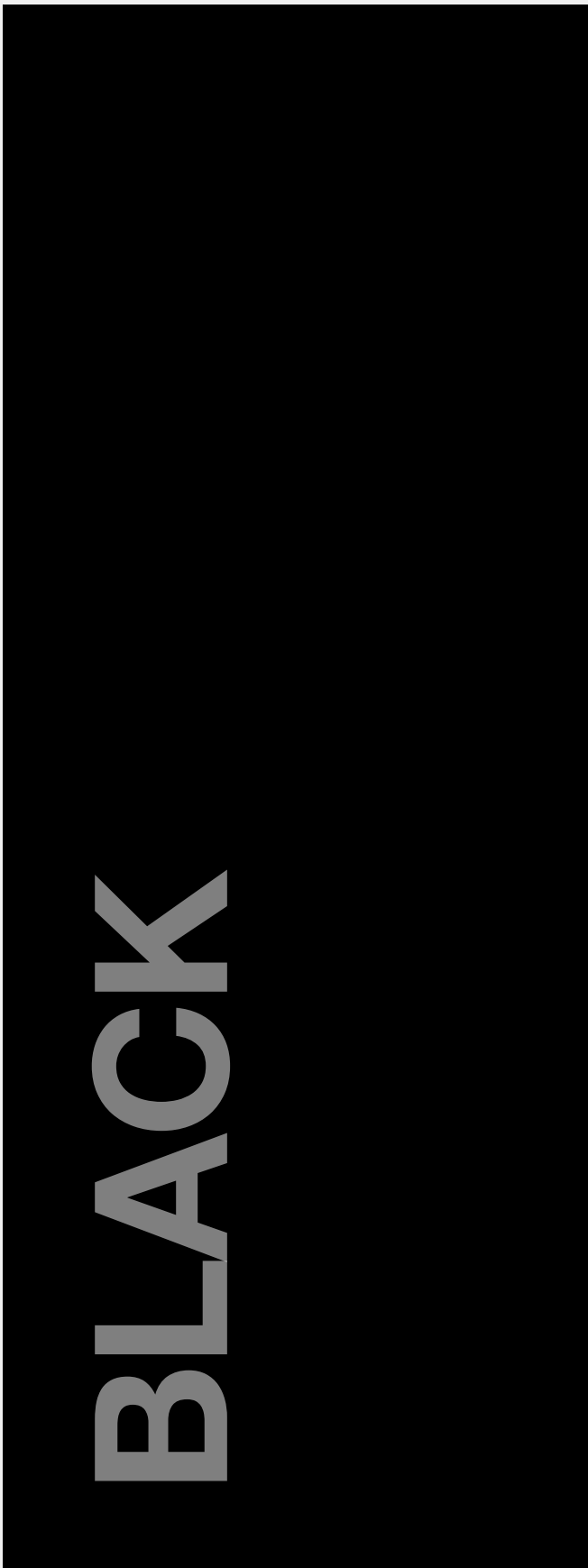
CMYK: 20, 67, 60, 3
RGB: 185, 112, 100
HEX: B97064
PMS: 7607 C



CMYK: 56, 35, 25, 0
RGB: 127, 146, 165
HEX: 7F92A5
PMS: 2164 C



CMYK: 6, 13, 32, 0
RGB: 235, 218, 183
HEX: EBDAB7
PMS: 7527 C

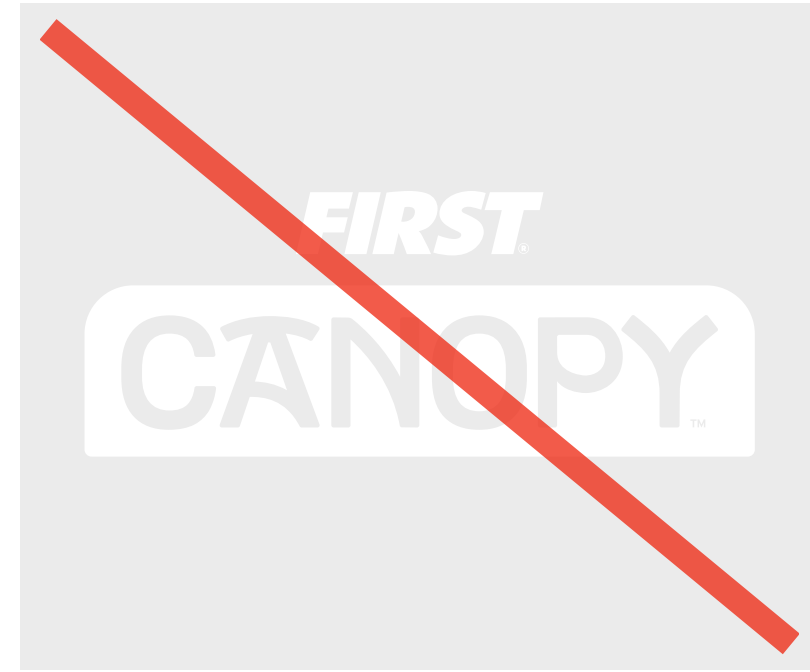


CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: 000000
PMS: Black

INCORRECT USAGE



DO NOT alter the lockup. Lockup files should be used as is.



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



DO NOT use pieces of the lockup independently or change the fonts.



DO NOT add your organization name or any other elements to the lockup.



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



DO NOT change the specified colors of the lockup.



DO NOT add a containing shape to the lockup. Use the appropriate lockup version.



DO NOT rotate the lockup.

TYPOGRAPHY

*The Roboto font family can be
downloaded for free at*
fonts.google.com/specimen/Roboto

ROBOTO Family

*May be used as
body copy and
sub-headlines*

LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

*May be used as
headlines*

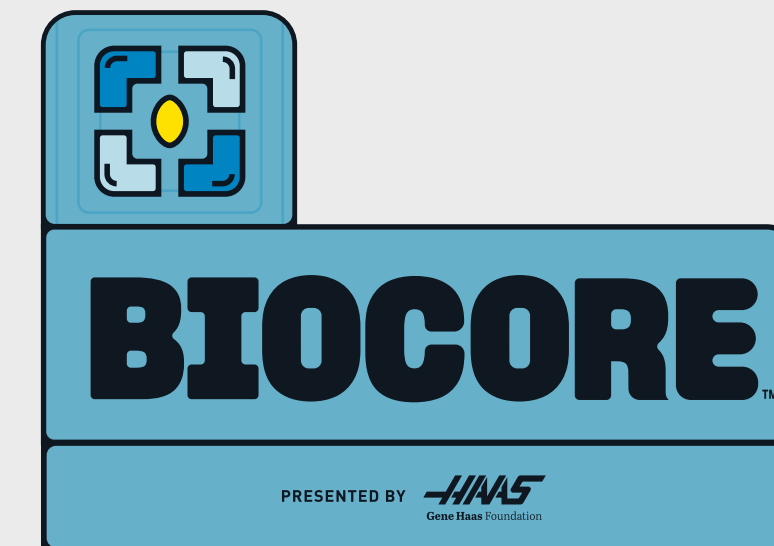
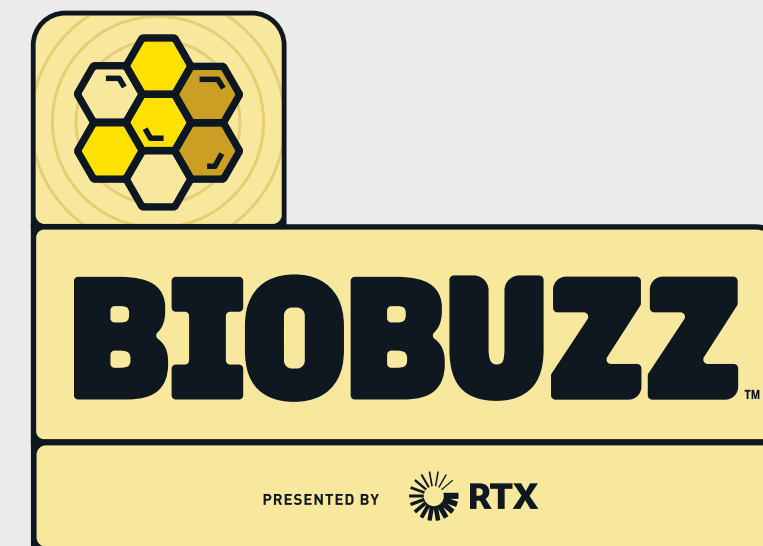
BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

*May be used as
body copy*

LIGHT ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

*May be used as
buttons and
call-outs*

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



SYSTEM LOCKUPS

Horizontal system lockups should always feature the programs in this order, with *FIRST CANOPY* placed above and 50% larger (or more) than the rest and placed either to the left or above the programs.

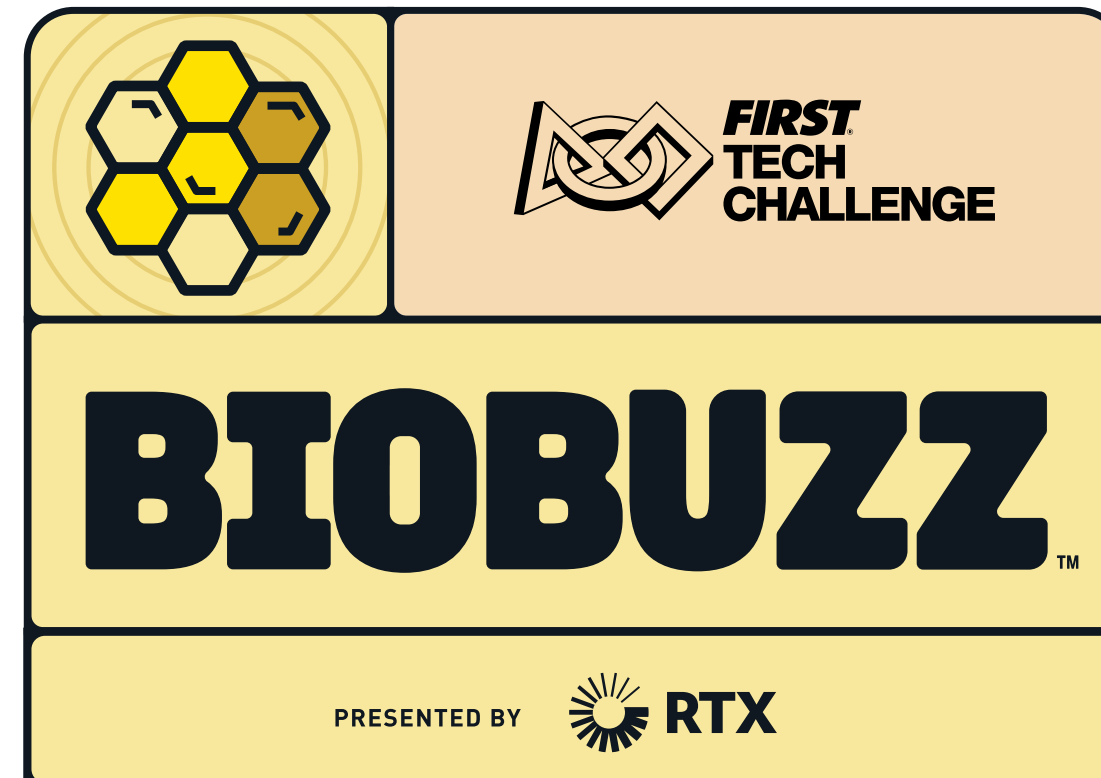
PROGRAM LOCKUPS WITH *FIRST* CANOPY

When highlighting a game lockup with the *FIRST* CANOPY theme, pair any game lockup with the one color *FIRST* CANOPY logo in the upper right section of the game lockup.



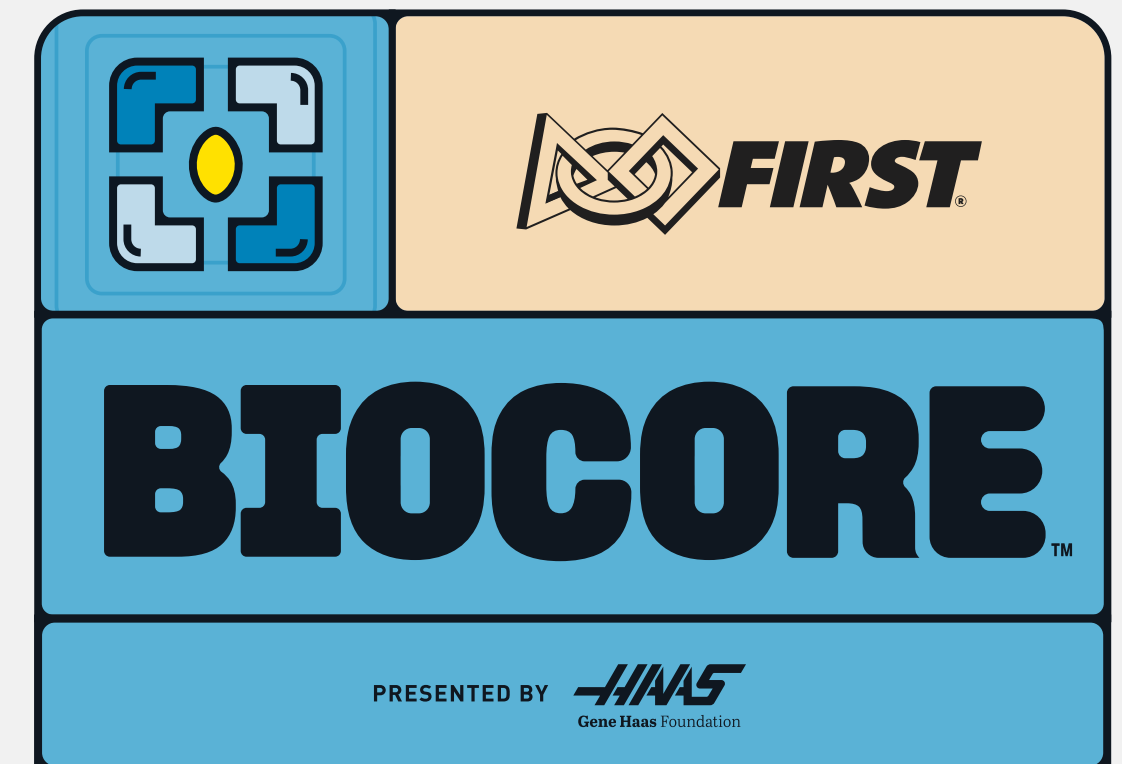
PROGRAM LOCKUPS WITH *FIRST* PROGRAMS

When highlighting a game lockup with the *FIRST* CANOPY theme, pair any game lockup with the one color *FIRST* program logo that corresponds with that game in the upper right section of the game lockup.



PROGRAM LOCKUPS WITH *FIRST*

When highlighting a game lockup with the *FIRST* CANOPY theme, pair any game lockup with the one color vertical *FIRST* logo in the upper right section of the game lockup.



BIOGLOW™

- Future Edition
- Founders Edition

Minimum clear space around the logo is equal to 1/4X, where X is the height of the lockup in its entirety.

Do not alter the logo by recoloring it. One-color versions and full-color versions are provided. Only use the versions provided. Use the logo in full color when possible to show it in the best possible light.

When sizing, do not distort or stretch. Scale in proportion only.

Do not remove or add any other elements to the logo (artwork/photos, other logos, team numbers, words, etc.). Use the file as provided.

A built in "safety zone" of clear space is surrounding the logo. Do not crop out the safety zone. Use the file as provided.

Adhere to the minimum size when logo is used:

- 72 pixels wide for digital
- 1 inch wide for print

When using BIOGLOW™ in text (body copy), adhere to the following style standards:

- Always CAPITAL LETTERS.
- No periods.
- Include ™ on first mention in headline and first mention in body copy.
- Do not use the wordmark (logotype/art) as a mention in body copy.

Example:

Experience the vibrancy of the world's ecosystems in the 2026-2027
FIRST® LEGO League® season, BIOGLOW™.

FIRST® is a trademark of For Inspiration and Recognition of Science and Technology (FIRST). LEGO® is a registered trademark of the LEGO Group. FIRST® LEGO® League and BIOGLOW™ are jointly held trademarks of FIRST and the LEGO Group. ©2026 FIRST and the LEGO Group. All rights reserved. FL078



Color Palette:

CMYK: 27, 0, 59, 0 RGB: 198, 222, 148 HEX: C6DE94 PMS: 365 C	CMYK: 68, 12, 100, 1 RGB: 112, 163, 52 HEX: 70A334 PMS: 369 C	CMYK: 86, 40, 91, 39 RGB: 44, 85, 53 HEX: 2C5535 PMS: 357 C	CMYK: 8, 1, 78, 0 RGB: 240, 233, 115 HEX: F0E973 PMS: 3935 C	CMYK: 0, 0, 0, 100 RGB: 0, 0, 0 HEX: 000000 PMS: Black 6 C

Supporting Elements:



FIRST® LEGO® League program or division logo to show program communication.

FIRST LEGO League program-specific color.



CMYK: 16, 43, 0, 0 RGB: 213, 156, 214 HEX: D59CD6 PMS: 7438 C	CMYK: 63, 0, 35, 0 RGB: 34, 216, 194 HEX: 22D8C2 PMS: 333 C

BIOBUZZ™

presented by RTX

Minimum clear space around the first logo is equal to 1/3X, where X is the height of the lockup in its entirety.

Do not alter the logo by recoloring it. One-color versions and full-color versions are provided. Only use the versions provided. Use the logo in full color when possible to show it in the best possible light.

When sizing, do not distort or stretch. Scale in proportion only.

Do not remove or add any other elements to the logo (artwork/photos, other logos, team numbers, words, etc.). Use the file as provided.

A built in “safety zone” of clear space is surrounding the logo. Do not crop out the safety zone. Use the file as provided.

Adhere to the minimum size when logo is used:

- 336 pixels wide for digital
- 3.5 inches wide for print

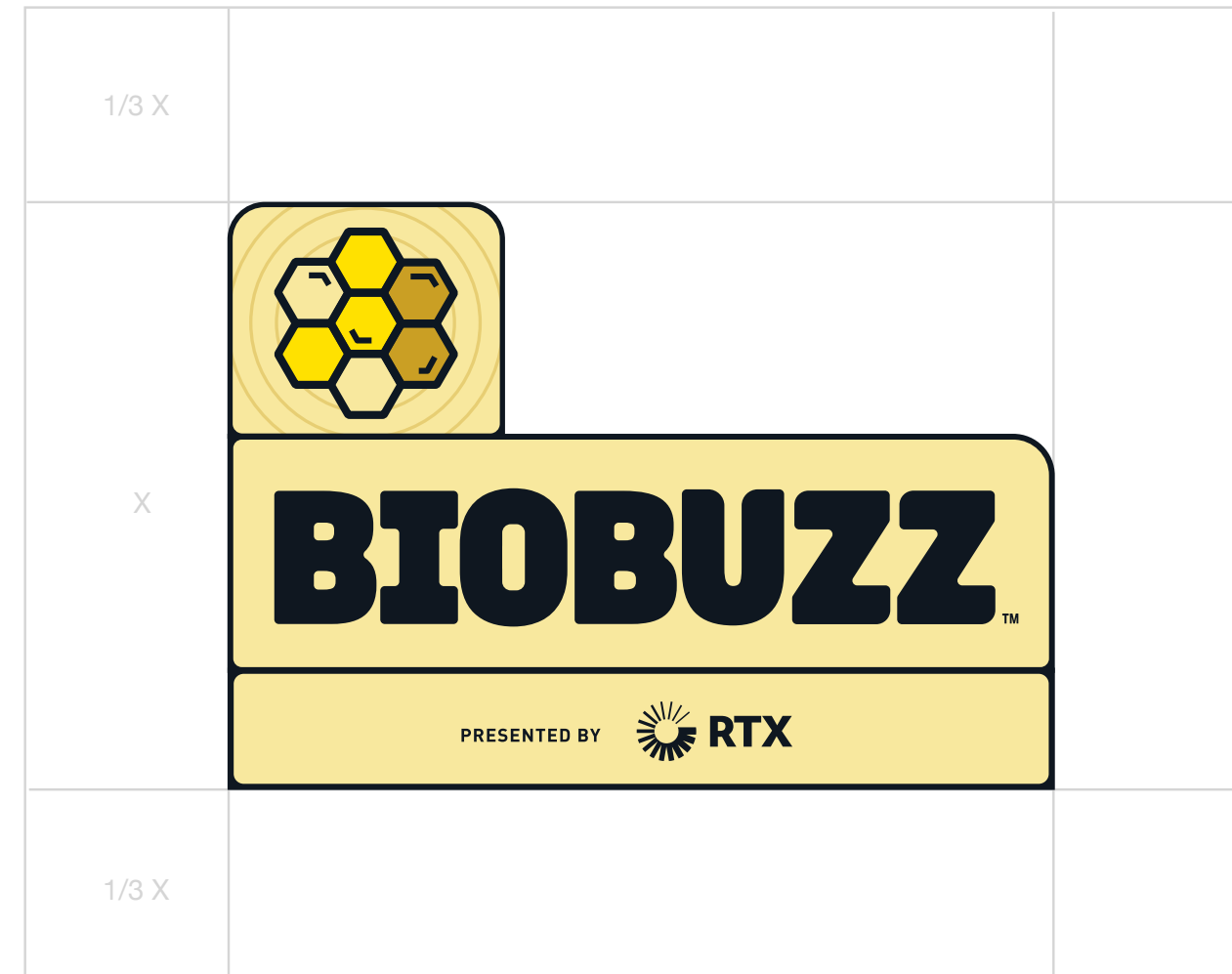
When using BIOBUZZ™ in text (body copy), adhere to the following style standards:

- Always CAPITAL LETTERS.
- No periods.
- Include ™ on first mention in headline and first mention in body copy.
- Include “presented by RTX” on the first mention in body copy.
- Do not use the wordmark (logotype/art) as a mention in body copy.

Example:

Amplify the excitement and energy found within the natural world during the 2026-2027 FIRST® Tech Challenge season, BIOBUZZ™ presented by RTX.

FIRST®, FIRST® Tech Challenge, and BIOBUZZ™ are trademarks of For Inspiration and Recognition of Science and Technology (FIRST). ©2025 FIRST. All rights reserved. FT046



The BIOBUZZ™ logo features our presenting sponsor’s logo (RTX). Please do not crop or remove the RTX logo. Please respect a safety zone around the logo to protect it.

Minimum clear space around the logo is equal to capital letter “R” within the RTX logo.



BIOBUZZ
Color Palette:



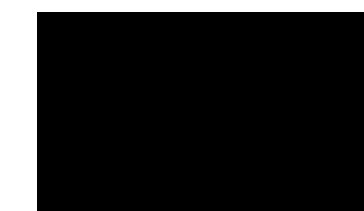
CMYK: 7, 3, 48, 0
RGB: 238, 233, 165
HEX: EEE9A5
PMS: 600 C



CMYK: 26, 33, 100, 2
RGB: 187, 161, 62
HEX: BBA13E
PMS: 7753 C



CMYK: 5, 5, 100, 0
RGB: 247, 227, 38
HEX: f7e326
PMS: 102 C



CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: 000000
PMS: Black

BIOBUZZ
Supporting Elements:



FIRST® Tech Challenge logo to show program communication.



FIRST Tech Challenge program-specific color.

BIOCORE™

presented by Haas

Minimum clear space around the both logos is equal to the height of the HAAS word mark.

Do not alter the logo by recoloring it. One-color versions and full-color versions are provided. Only use the versions provided. Use the logo in full color when possible to show it in the best possible light.

When sizing, do not distort or stretch. Scale in proportion only.

Do not remove or add any other elements to the logo (artwork/photos, other logos, team numbers, words, etc.). Use the file as provided.

A built-in “safety zone” of clear space is surrounding the logo. Do not crop out the safety zone. Use the file as provided.

Adhere to the minimum size when the logo is used:

Vertical

- 116 pixels wide for digital
- 1.25 inches wide for print

Horizontal

- 336 pixels wide for digital
- 3.5 inches wide for print

When using BIOCORE™ in text (body copy), adhere to the following style standards:

- Always CAPITAL LETTERS.
- No periods.
- Include ™ on first mention in headline and first mention in body copy.
- Include “presented by Haas” on the first mention in body copy.
- Do not use the wordmark (logotype/art) as a mention in body copy.

Example:

Delve into the heart of what sustains life on Earth in the 2026-2027 FIRST® Robotics Competition season, BIOCORE™ presented by Haas.

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The BIOCORE™ logo features our presenting sponsor’s logo (Haas). Please do not crop or remove the Haas logo, and respect a safety zone around the logo to protect it.

Minimum clear space around the logo is equal the width of the Haas wordmark.

BIOCORE Color Palette:



CMYK: 100, 34, 14, 0
 RGB: 0, 127, 188
 HEX: 007FBC
 PMS: 7460 C



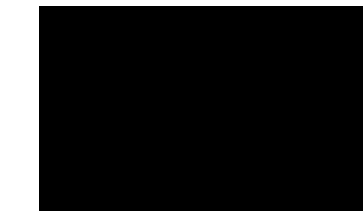
CMYK: 57, 16, 15, 0
 RGB: 124, 174, 198
 HEX: 7CAEC6
 PMS: 7458 C



CMYK: 26, 3, 6, 0
 RGB: 191, 218, 230
 HEX: BFDAE6
 PMS: 7457 C

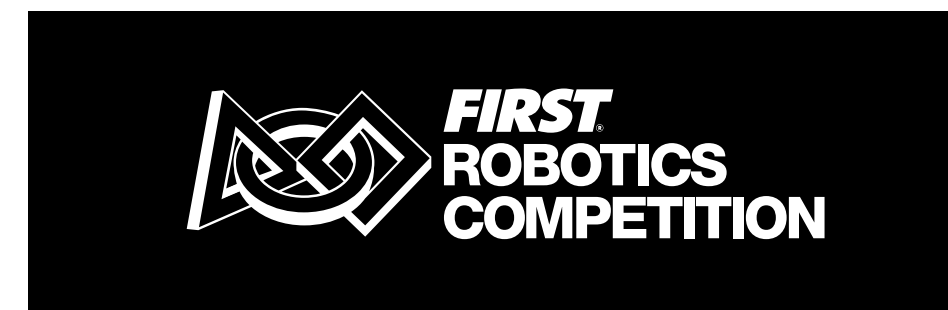


CMYK: 5, 5, 100, 0
 RGB: 247, 227, 38
 HEX: F7E326
 PMS: 102 C

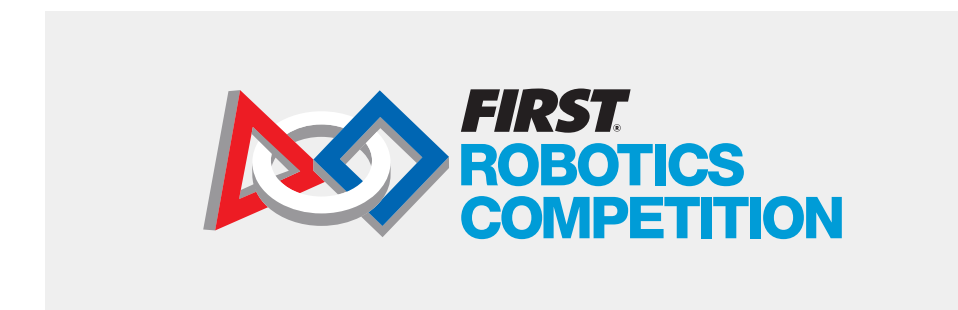


CMYK: 0, 0, 0, 100
 RGB: 0, 0, 0
 HEX: 000000
 PMS: Black

BIOCORE Supporting Elements:



FIRST® Robotics Competition logo to show program communication.



FIRST® Robotics Competition program-specific color.



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The Policy and additional season and *FIRST* brand assets are available on our website

www.firstinspires.org/brand

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

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