This style guide has been designed to help the FIRST® community to ensure the FIRST® RISE℠ powered by Star Wars: Force for Change branding system is used appropriately and consistently. Please follow the directions provided.
Throughout history, great civilizations have risen, then fallen. Now it’s our turn to rise—building and bolstering our own planetary metropolis.

A diverse, forward-thinking population has come together to form a galactic hub—a new kind of home that celebrates differences, harmonizes with nature, and embraces innovative concepts and technology. We’re listening to and learning from one another as we go, and the result is a thriving community filled with inspiration, creativity, and—most importantly—hope.

As our population grows, we must grow intelligently and plan well for prosperity—caring for our environment, harnessing the energy around us, and transforming technology from simple, problem-solving concepts into practical solutions. Most importantly, we must work together, using our natural resources, varied experiences, and cultural diversity to create a strong, sustainable force for change.

This isn’t a challenge, it’s an opportunity. A chance for citizens of the galaxy to work together, strengthening and protecting the force that binds us and creating a place where collaboration and collective wisdom can elevate new ideas and foster growth.

Together, we RISE.
The FIRST® RISE™ powered by Star Wars: Force for Change lockup is available in two formats: vertical and horizontal. The full-color vertical lockup is the preferred treatment to use whenever possible.

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

There are four vertical versions:
1. Vertical Full-color
2. Vertical Full-color Reversed
3. Vertical One-color
4. Vertical One-color Reversed
LOCKUP FORMATS

The horizontal lockup should be used for wide applications—when vertical space is limited.

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

There are four horizontal versions:
1. Horizontal Full-color
2. Horizontal Full-color Reversed
3. Horizontal One-color
4. Horizontal One-color Reversed
NAME USAGE IN TEXT
The FIRST 2019-2020 theme name should be written as follows in text, using this specific formatting:
  FIRST® RISE™ powered by Star Wars: Force for Change

On first use of the name in a document, both in heading/title and in body copy, include the registered trademark symbol (®), the SM trademark symbol, and powered by Star Wars: Force for Change. In subsequent appearances, the name may be shortened to FIRST RISE.

Please note FIRST and Star Wars: Force for Change must always appear in italics.

When used in a full sentence, use commas to offset the sponsorship:
  This season, FIRST® RISE™, powered by Star Wars: Force for Change, is setting out to inspire citizens of the galaxy.

Use all lower case for “powered by” except in headlines or titles where the document style guide calls for initial caps.

TAGLINE USAGE IN TEXT
Use of the tagline in text is optional. It should be written as follows, using this specific formatting:
  The Force is building

Use all lower case for “building” except in headlines or subtitles where the document style guide calls for initial caps.

The tagline may be used:
  · With the full 2019-2020 theme name exactly as follows, using this specific formatting:
    FIRST® RISE™ powered by Star Wars: Force for Change. The Force is building.
  · Or separately, as long as the full theme name FIRST® RISE™ powered by Star Wars: Force for Change appears before it. For example:

As a header/subhead:
  FIRST® RISE™ Powered by Star Wars: Force for Change
  The Force is Building

In body copy:
  This season, FIRST® RISE™, powered by Star Wars: Force for Change, is setting out to inspire citizens of the galaxy. The Force is building.
Minimum Clear Space

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

Never alter the spacing within the lockup.
Minimum Sizes

Horizontal lockup minimum size with tagline:
- 400 pixels wide for digital
- 5.5 inches wide for print

Horizontal lockup minimum size without tagline:
- 300 pixels wide for digital
- 4 inches wide for print

The horizontal lockup without tagline may only be used when application dictates a size smaller than 400 pixels / 5.5 inches and/or when in close proximity with the full-color vertical lockup.

The vertical lockup without tagline may only be used when application dictates a size smaller than 175 pixels / 2.25 inches and/or when in close proximity with the full-color vertical lockup.

FIRST® RISE™ powered by Star Wars: Force for Change

For very small applications, it is recommended to type **FIRST**® **RISE**™ powered by Star Wars: Force for Change as text in Helvetica Bold and Italic Bold or Arial Bold and Italic Bold.
COLOR Palette

The FIRST RISE brand primary color palette is comprised of black, a series of gray gradients, and accented with yellow. To maintain brand consistency and avoid confusion, only use the established FIRST RISE colors.

The background palette, both Night and Day versions, is meant to be used as a backdrop to emphasize the FIRST RISE lockup and environmental structures.

The secondary palette is used to amplify important visual components within the FIRST RISE universe—for instance structures, objects, and iconography.

Color Codes:
- PMS 109: CMYK: 0, 0, 0, 0
- PMS 423: CMYK: 22, 14, 18, 45
- PMS 324: CMYK: 35, 0, 14, 0
- PMS 324 (30%): CMYK: 10, 1, 4, 0
- PMS 547: CMYK: 100, 16, 10, 44
- PMS 7706: CMYK: 100, 16, 10, 44
- PMS 631: CMYK: 74, 0, 13, 0
- PMS 127: CMYK: 0, 4, 62, 0
CITY - DAY TIME/NIGHT TIME
Day Time and Night Time can be used interchangeably as best fits the application or publication.

Whenever possible, balance usage of both Day Time and Night Time graphics—for example event signage and/or social media postings.

YELLOW & IMAGES CROPPED AT A 60˚ ANGLE
Use as a structural divider to create a visual rest and emphasize important copy and calls to action.
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 crop out the Star Wars: Force for Change lockup or adjust the spacing around it.

DO NOT use the Star Wars: Force for Change lockup independently.

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.

DO NOT add your organization name to the lockup.
Helvetica Neue Family

**LIGHT**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

May be used as body copy and sub-headlines
Use Arial Regular for a Microsoft alternative font
Use Roboto Light as a preferred web font

**LIGHT OBLIQUE**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

May be used as body copy
Use Arial Italic for a Microsoft alternative font
Use Roboto Italic as a preferred web font

**CONDENSED BOLD**

May be used as headlines
Use Arial Bold for a Microsoft alternative font
Use Roboto Bold as a preferred web font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

**BOLD**

May be used as buttons & callouts
Use Arial Bold for a Microsoft alternative font
Use Roboto Bold as a preferred web font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TYPOGRAPHY
Vertical system lockups should always feature the programs in this order, with \textit{FIRST RISE} placed above and 50\% larger (or more) than the rest.

Please adhere to the following minimum size when using the vertical system lockup:

- 270 pixels wide for digital and 3.75 inches for print.
Horizontal system lockups should always feature the programs in this order, with *FIRST RISE* 50% larger (or more) than the rest and placed either to the left or above the programs.

Please adhere to the following minimum size when using the horizontal system lockup.

- 985 pixels wide for digital and 13.5 inches for print.
When highlighting individual programs with the FIRST RISE theme, please use one of these lockups.

FIRST® LEGO® League and FIRST® LEGO® League Jr. program and season Challenge logos may be used in combination with the FIRST RISE cityscape as shown below.

When using FIRST LEGO League and FIRST LEGO League Jr. program logos in a lockup design with the FIRST RISE lockup, the logos must not be in close proximity with each other and should only be used in a web or digital application, where scrolling would separate them (shown right).
PROGRAM LOCKUPS - SKYSTONE℠ & INFINITE RECHARGE℠

When highlighting individual programs with the FIRST RISE theme, please use one of these lockups. For integration with FIRST® Tech Challenge or FIRST® Robotics Competition, the FIRST RISE lockup should be used below the program and challenge/game logo for SKYSTONE℠ presented by Qualcomm or INFINITE RECHARGE℠.
BOOMTOWN BUILD℠

Minimum clear space around the logo is equal to \( \frac{1}{2}X \), where \( X \) is the height of the lockup in its entirety.

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

When sizing, please 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. Please do not crop out the safety zone. Use the file as provided.

Please adhere to the minimum size when logo is used independently:
- 160 pixels wide for digital
- 2 inches wide for print

When using BOOMTOWN BUILD℠ in text (body copy), please 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 word in body copy.

Example:
Discover your sense of wonder during the 2019-2020 FIRST® LEGO® League Jr. season, BOOMTOWN BUILD℠.
CITY SHAPER™

Minimum clear space around the vertical logo is equal to \( \frac{1}{3}X \), where \( X \) is the height of the lockup in its entirety.

Minimum clear space around the horizontal logo is equal to \( \frac{1}{2}X \), where \( X \) is the height of the lockup in its entirety.

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

When sizing, please 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. Please do not crop out the safety zone. Use the file as provided.

Please adhere to the minimum size when logo is used independently:

- **Vertical**
  - 120 pixels wide for digital
  - 1.5 inches wide for print

- **Horizontal**
  - 150 pixels wide for digital
  - 2 inches wide for print

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

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

Example: Discover your sense of wonder during the 2019-2020 FIRST® LEGO® League season, CITY SHAPER™.
SKYSTONE™ PRESENTED BY QUALCOMM

Minimum clear space around the logo is equal to \( \frac{1}{3}X \), where \( X \) is the height of the lockup in its entirety.

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

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

Do not remove or add any 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. Please do not crop out the safety zone.

Use the file as provided.

Please adhere to the minimum size when logo is used independently:

- 155 pixels wide for digital
- 2 inches wide for print

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

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

Example:

Discover your sense of wonder during the 2019-2020 FIRST® Tech Challenge season, SKYSTONE™ presented by Qualcomm.

SKYSTONE™ Supporting Elements:

FIRST® Tech Challenge program-specific color.

FIRST® Tech Challenge logo to show program communication.

SKYSTONE℠ presented by Qualcomm.

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

Minimum clear space around the logo is equal to \( X \), where \( X \) is the height of the “Q,” excluding its tail.
INFINITE RECHARGE℠

Minimum clear space around the vertical logo is equal to ⅓X, where X is the height of the lockup in its entirety.
Minimum clear space around the horizontal logo is equal to ½X, where X is the height of the lockup in its entirety.

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

When sizing, please 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. Please do not crop out the safety zone.
Use the file as provided.

Please adhere to the minimum size when logo is used independently:

Vertical
- 120 pixels wide for digital
- 1.5 inches wide for print

Horizontal
- 160 pixels wide for digital
- 2 inches wide for print

When using INFINITE RECHARGE℠ in text (body copy), please 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 word in body copy.

Example: Discover your sense of wonder during the 2019-2020 FIRST® Robotics Competition season, INFINITE RECHARGE℠.
FILE FORMATS

The FIRST® RISE™ powered by Star Wars: Force for Change lockup is 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.

COLOR FORMATS

The FIRST® RISE™ powered by Star Wars: Force for Change lockup is 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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22 File Details
FIRST® owns valuable assets in the form of trademarks and copyrights. Before using FIRST assets, including names, lockups, 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, lockups, or other intellectual property, please email marketing@firstinspires.org and allow five business days for response.

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**PERMITTED USES**

Members of the FIRST community may use the FIRST RISE name and lockup artwork provided by FIRST, without modification, in accordance with the terms of these Guidelines. No other use of Lucasfilm Intellectual Property (IP) is permitted.

Members may use the lockup on items directly related to their participation in the 2019-2020 FIRST season, for example, t-shirts, giveaways (buttons, stickers, etc.), social media, videos, websites.

Members of the FIRST community may not:

- use FIRST or Lucasfilm 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 Lucasfilm trademarks on promotional merchandise that they are selling (such as t-shirts, magnets, etc.)
- use the official Star Wars logo typeface or any font that resembles it for other logos or copy
- use the Star Wars opening crawl
- use the trademarks in any way that is contrary to these Guidelines.

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**LEGAL SPECIFICATIONS**

**Lucasfilm Lockup Usage**

Lucasfilm is the sole and exclusive owner of all right, title, and interest to the Lucasfilm IP and the characters, likenesses, names, trademarks, and copyrights.

The following Copyright Notice, or an alternative legal line approved by Lucasfilm, must appear in conjunction with FIRST community use of the Lucasfilm IP in all Permitted Uses.

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*For use of additional 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.