Branding & Design Standards

Standards Are Strictly Enforced

LIMITED USE: These standards are for areas where FIRST is not a registered trademark.
Our logo consists of uniquely configured components: a composite graphic element, the triangle, circle and square, and the FIRST wordmark.
**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.

![CMYK Colors](image)

**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.

![Spot/PMS Colors](image)

**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.

![RGB Colors](image)

**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.

![Hex Colors](image)
**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 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*

Align Center

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

Align Right

Wordmark is followed by acronym line

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

Acronym line should be centered under logo

Acronym line should be aligned with the *T* 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.

- **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 the T in logotype

- **Use Height of F in acronym line as guide for space between wordmark & acronym definition line.**
FIRST Logo On Dark Colors

Vertical Usage

Horizontal Usage
FIRST Logo Space Around  Maintain the logo’s impact by keeping a fair amount of uncluttered (“protected”) space around the logo.

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

Vertical

Horizontal

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:

Over 3500 of the world’s most innovative companies (and their leaders) see the future in FIRST.

Our exciting robotics and research programs reach over 500,000 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 pursue science or engineering, and be outstanding future employees and citizens. Our many supporters urge you to join with them to help bring FIRST to students everywhere.

For Inspiration & Recognition of Science & Technology

USFIRST.ORG
**FIRST Logo Minimum Sizes**

For Print & Online applications

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**Vertical Usage**

- **Vertical minimum = .5 inches high**

- **Acronym definition line minimum = 2.25 inches wide**

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**Horizontal Usage**

- **Vertical minimum = .25 inches high**

- **Acronym definition line minimum = 2.25 inches wide**

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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**

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.

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**Icon**

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.

**Wordmark**

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.

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**Example shown here:**

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Correct

*FIRST* kids are many times more likely to attend and succeed in *STEM* fields. Our many supporters urge you to bring *FIRST* to students everywhere.

Incorrect

*FIRST* kids are many times more likely to attend and succeed in *STEM* fields. 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:

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 Program Logos On Dark Colors
One color logos may only be done in black or white.
First Program Logos — One Color

Reversed Usage

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 LEGO LEAGUE JR.
FIRST LEGO LEAGUE
FIRST TECH CHALLENGE
FIRST ROBOTICS COMPETITION

May only be done in black or white.
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
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.
We recommend the vertical version of all logos for screen printing and embroidery.

**Screen Printing & Embroidery**

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

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue Roman Family  May be used in body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Examples

Headlines - Back shadows may be used for emphasis

FIRST italics in body copy and headlines

In 2006, when FIRST opportunities beyond FLL did not exist in his region, Michael established the state’s first FTC event and developed teams to support it. Today, Michael organizes events for 4

Pull quotes

In 2006, when FIRST opportunities beyond FLL did not exist in his region, Michael established the state’s first FTC event and developed teams to support it. Today, Michael organizes events for 4

If we don’t change what they’re inspired to do that one of the people who would end up being her.”

Dean Kamen
Founder, FIRST

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

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
defghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
defghijklmnopqrstuvwxyz

**USE Verdana for** Shinn Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
defghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
defghijklmnopqrstuvwxyz

**USE Times for** Adobe Garamond Pro Family Adobe Garamond Pro Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
defghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
defghijklmnopqrstuvwxyz

**USE Arial Narrow for** Univers Condensed & Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
defghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
defghijklmnopqrstuvwxyz

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

**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**

Do not use trademarks in plural form or possessive case (i.e., never “FIRST’s,” “FIRSTs,” “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](http://www.firstinspires.org/brand)
**FIRST Complementary Colors**

- **C20 M0 Y40 K0**
  - PMS 372
  - RGB: R=207 G=229 B=174
  - HEX: #cfe5ae

- **C25 M0 Y100 K0**
  - PMS 381
  - RGB: R=202 G=219 B=42
  - HEX: #cadb2a

- **C0 M25 Y25 K5**
  - PMS 488
  - RGB: R=238 G=190 B=171
  - HEX: #eebeab

- **C0 M100 Y100 K48**
  - PMS 187
  - RGB: R=143 G=5 B=7
  - HEX: #8f0507

- **C0 M13 Y50 K0**
  - PMS 7402
  - RGB: R=255 G=220 B=144
  - HEX: #ffdc90

- **C10 M30 Y100 K0**
  - PMS 7406
  - RGB: R=230 G=177 B=34
  - HEX: #e6b122

- **C15 M0 Y5 K0**
  - PMS 656
  - RGB: R=0 G=57 B=116
  - HEX: #003974

- **C100 M70 Y0 K40**
  - PMS 648
  - RGB: R=0 G=57 B=116
  - HEX: #003974

- **C20 M0 Y40 K0**
  - PMS 372
  - RGB: R=207 G=229 B=174
  - HEX: #cfe5ae

- **C25 M0 Y100 K0**
  - PMS 381
  - RGB: R=202 G=219 B=42
  - HEX: #cadb2a

- **C0 M100 Y100 K48**
  - PMS 187
  - RGB: R=143 G=5 B=7
  - HEX: #8f0507

- **C0 M13 Y50 K0**
  - PMS 7402
  - RGB: R=255 G=220 B=144
  - HEX: #ffdc90

- **C10 M30 Y100 K0**
  - PMS 7406
  - RGB: R=230 G=177 B=34
  - HEX: #e6b122

- **C15 M0 Y5 K0**
  - PMS 656
  - RGB: R=0 G=57 B=116
  - HEX: #003974

- **C100 M70 Y0 K40**
  - PMS 648
  - RGB: R=0 G=57 B=116
  - HEX: #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.