2022-2023 Season Name Toolkit

Please use this toolkit as a guide to help ensure proper and consistent branding of the 2022-2023 season and game names and sponsor inclusion for written and social media uses. Please contact marketing@firstinspires.org with any questions or concerns.

2022-2023 season FIRST® ENERGIZESM presented by Qualcomm

How to use the season name when written:

- When using FIRST® ENERGIZESM in text (body copy), adhere to the following style standards:
  - On first use of the name in a document, both in heading/title and in body copy, include the trademark symbols and “presented by Qualcomm”.
  - In subsequent appearances, the name may be shortened to FIRST ENERGIZE.
  - FIRST must always appear in italics.
  - FIRST and ENERGIZE should always appear in all caps.
  - Use all lower case for “presented by” except in headlines or titles where the document style guide calls for initial caps.
  - Do not use the wordmark (logotype/art) as a mention in body copy.

For logo files and full style guide, visit the season asset page.

When all programs and games are mentioned together, they should always be mentioned in the following order: 1. SUPERPOWERED 2. POWERPLAY 3. CHARGED UP

All season game names in social media posts should always be used in hashtag format:
• #FIRSTENERGIZE
• #POWERPLAY
• #SUPERPOWERED
• #CHARGEDUP

When mentioning Qualcomm in social media posts, please use the following handles:

• Facebook: @Qualcomm
• Twitter: @Qualcomm
• Instagram: @Qualcomm
• LinkedIn: @Qualcomm
• TikTok: @qcommofficial

Sample Social Media Posts:

Facebook:

Together, through our 2022-2023 season, #FIRSTENERGIZE presented by @Qualcomm, we have the power to think boldly and reimagine the future of energy.

Twitter:

It's a movement. 2022–2023: #FIRSTENERGIZE presented by @Qualcomm.

Instagram:

Together, through our 2022-2023 season, #FIRSTENERGIZE presented by @qualcomm, we have the power to think boldly and reimagine the future of energy.

LinkedIn:

Together, through our 2022-2023 season, #FIRSTENERGIZE presented by @Qualcomm, we have the power to think boldly and reimagine the future of energy.

TikTok:

Together, through our 2022-2023 season, #FIRSTENERGIZE presented by @qcommofficial, we have the power to think boldly and reimagine the future of energy.

Sample social posts if every program and game name is included:

Facebook:

Together, through our 2022-2023 season, #FIRSTENERGIZE presented by @Qualcomm, we have the power to think boldly and reimagine the future of energy.

FIRST LEGO League #SUPERPOWERED
Twitter:

Together, through our ‘22-23 season, #FIRSTENERGIZE presented by @Qualcomm, we have the power to think boldly and reimagine the future of energy.

FIRST LEGO League #SUPERPOWERED
FIRST Tech Challenge #POWERPLAY presented by @RaytheonTech
FIRST Robotics Competition #CHARGEDUP presented by Haas

Instagram:

Together through our 2022-2023 season, #FIRSTENERGIZE presented by @Qualcomm, we have the power to think boldly and reimagine the future of energy.

FIRST LEGO League #SUPERPOWERED
FIRST Tech Challenge #POWERPLAY presented by @RaytheonTechnologies
FIRST Robotics Competition #CHARGEDUP presented by Haas

LinkedIn:

Together, through our 2022-2023 season, #FIRSTENERGIZE presented by @Qualcomm, we have the power to think boldly and reimagine the future of energy.

FIRST LEGO League #SUPERPOWERED
FIRST Tech Challenge #POWERPLAY presented by @RaytheonTechnologies
FIRST Robotics Competition #CHARGEDUP presented by Haas

TikTok:

Together, through our 2022-2023 season, #FIRSTENERGIZE presented by @qcommofficial, we have the power to think boldly and reimagine the future of energy.

FIRST LEGO League #SUPERPOWERED
FIRST Tech Challenge #POWERPLAY presented by Raytheon Technologies
FIRST Robotics Competition #CHARGEDUP presented by Haas
2023 FIRST® Robotics Competition season, CHARGED UP℠ presented by Haas

How to use the season game name when written:

- When using CHARGED UP℠ in text (body copy), adhere to the following style standards:
  - Always CAPITAL LETTERS.
  - CHARGED UP should appear as two words.
  - No periods.
  - Include SM on first mention in headline and first mention in body copy.
  - Include “presented by Haas” on the first mention in body copy.
  - Only capitalize the ‘H’ in Haas. Haas must never appear in all caps.
  - Do not use the wordmark (logotype/art) as a mention in body copy.

For logo files and full style guide, visit the season asset page.

When mentioning Haas in social media posts, do not tag them. Instead, use “presented by Haas” and include #genehaasfoundation at end of post. Handles for Haas should not be used on social media, unless specifically instructed by Marketing or Development.

When talking about the season on social media, always use the hashtag #CHARGEDUP

Handles for Haas should not be used on social media, unless specifically instructed by Marketing or Development. Please use #genehaasfoundation at end of post.

ONLY If instructed to use Haas social handles:
Sample Social Media Posts:

Facebook:

Together, through our 2023 season, #CHARGEDUP presented by Haas, we have the power to think boldly and reimagine the future of energy. #genehaasfoundation #FIRSTENERGIZE

Twitter:

It's a movement. 2023 #CHARGEDUP presented by Haas #genehaasfoundation #FIRSTENERGIZE

Instagram:

Together, through our 2023 season, #CHARGEDUP presented by Haas, we have the power to think boldly and reimagine the future of energy. #genehaasfoundation #FIRSTENERGIZE

LinkedIn:

Together, through our 2023 season, #CHARGEDUP presented by Haas, we have the power to think boldly and reimagine the future of energy. #genehaasfoundation #FIRSTENERGIZE

TikTok:

Together, through our 2023 season, #CHARGEDUP presented by Haas, we have the power to think boldly and reimagine the future of energy. #genehaasfoundation #FIRSTENERGIZE

Sample social posts for when FIRST ENERGIZE and CHARGED UP are mentioned together:

Facebook:

How can YOU help realize a brighter future through innovative ideas in energy generation, efficiency, and use during #CHARGEDUP presented by Haas? Learn more
about the 2022-2023 #FIRSTENERGIZE presented by @Qualcomm season and start reimagining the future of energy: [link] #genehaasfoundation

Twitter:

How can YOU help realize a brighter future through innovative ideas in energy during #CHARGEDUP presented by Haas? Learn more about the ’22-23 #FIRSTENERGIZE presented by @qualcomm season & start reimagining the future of energy: [link] #genehaasfoundation

Instagram:

How can YOU help realize a brighter future through innovative ideas in energy generation, efficiency, and use during CHARGED UP presented by Haas? #genehaasfoundation

#CHARGEDUP is part of the 2022-2023 #FIRSTENERGIZE presented by @qualcomm season.

LinkedIn:

How can YOU help realize a brighter future through innovative ideas in energy generation, efficiency, and use during #CHARGEDUP presented by Haas? Learn more about the 2022-2023 #FIRSTENERGIZE presented by @Qualcomm season and start reimagining the future of energy: [link] #genehaasfoundation

TikTok:

How can YOU help realize a brighter future through innovative ideas in energy generation, efficiency, and use during CHARGED UP presented by Haas? #genehaasfoundation

#CHARGEDUP is part of the 2022-2023 #FIRSTENERGIZE presented by @qcommofficial season.
2022-2023 FIRST® Tech Challenge season, POWERPLAY℠ presented by Raytheon Technologies

How to use the season game name when written:

- When using POWERPLAY℠ in text (body copy), adhere to the following style standards:
  - Always CAPITAL LETTERS.
  - POWERPLAY is one word
  - No periods.
  - Include SM on first mention in headline and first mention in body copy.
  - Include “presented by Raytheon Technologies” on the first mention in body copy.
  - Raytheon Technologies should always have initial caps and not be abbreviated.
  - Do not use the wordmark (logotype/art) as a mention in body copy.

For logo files and full style guide, visit the [season asset page](#).

When talking about the season on social media, always use the hashtag #POWERPLAY

When mentioning Raytheon Technologies in social media posts, please use the following handles:

- Facebook: @RaytheonTechnologies
- Twitter: @RaytheonTech
- Instagram: @raytheontechnologies
- LinkedIn: @RaytheonTechnologies
- TikTok: N/A

Sample Social Media Posts:

Facebook:
Together, through our 2022-2023 season, #POWERPLAY presented by @RaytheonTechnologies, we have the power to think boldly and reimagine the future of energy. #FIRSTENERGIZE

Twitter:

It's a movement. 2022–2023: #POWERPLAY presented by @RaytheonTech. #FIRSTENERGIZE

Instagram:

Together, through our 2022-2023 season, #POWERPLAY presented by @raytheontechnologies, we have the power to think boldly and reimagine the future of energy. #FIRSTENERGIZE

LinkedIn:

Together, through our 2022-2023 season, #POWERPLAY presented by @RaytheonTechnologies, we have the power to think boldly and reimagine the future of energy. #FIRSTENERGIZE

TikTok:

Together, through our 2022-2023 season, #POWERPLAY presented by Raytheon Technologies, we have the power to think boldly and reimagine the future of energy. #FIRSTENERGIZE

Sample social posts for when FIRST ENERGIZE and POWERPLAY are mentioned together:

Facebook:

How can YOU help realize a brighter future through innovative ideas in energy generation, efficiency, and use during #POWERPLAY presented by @RaytheonTechnologies? Learn more about the 2022-2023 #FIRSTENERGIZE presented by @Qualcomm season and start reimagining the future of energy: [link]

Twitter:

How can YOU help realize a brighter future through innovative ideas in energy during #POWERPLAY presented by @RaytheonTech? Learn more about the ‘22-23 #FIRSTENERGIZE presented by @qualcomm season & start reimagining the future of energy: [link]
Instagram:

How can YOU help realize a brighter future through innovative ideas in energy generation, efficiency, and use during POWER PLAY presented by @raytheontechnologies?

#POWERPLAY is part of the 2022-2023 #FIRSTENERGIZE presented by @qualcomm season.

LinkedIn:

How can YOU help realize a brighter future through innovative ideas in energy generation, efficiency, and use during #POWERPLAY presented by @RaytheonTechnologies? Learn more about the 2022-2023 #FIRSTENERGIZE presented by @Qualcomm season and start reimagining the future of energy: [link]

TikTok:

How can YOU help realize a brighter future through innovative ideas in energy generation, efficiency, and use during POWER PLAY presented by Raytheon Technologies?

#POWERPLAY is part of the 2022-2023 #FIRSTENERGIZE presented by @qcommofficial season.

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2022-2023 FIRST® LEGO® League season, SUPERPOWEREDSM

How to use the season game name when written:

• When using SUPERPOWEREDSM in text (body copy), adhere to the following style standards:
  • Always CAPITAL LETTERS.
  • SUPERPOWERED is one word
  • No periods.
  • Include SM on first mention in headline and first mention in body copy.
  • Do not use the wordmark (logotype/art) as a mention in body copy.

For logo files and full style guide, visit the season asset page.

When talking about the season on social media, always use the hashtag #SUPERPOWERED

Sample Social Media Posts:

Facebook:

Together, through our 2022-2023 season, #SUPERPOWERED, we have the power to think boldly and reimagine the future of energy. #FIRSTENERGIZE

Twitter:

It's a movement. 2022–2023: #SUPERPOWERED. #FIRSTENERGIZE
Instagram:
Together, through our 2022-2023 season, #SUPERPOWERED, we have the power to think boldly and reimagine the future of energy. #FIRSTENERGIZE

LinkedIn:
Together, through our 2022-2023 season, #SUPERPOWERED, we have the power to think boldly and reimagine the future of energy. #FIRSTENERGIZE

TikTok:
Together, through our 2022-2023 season, #SUPERPOWERED, we have the power to think boldly and reimagine the future of energy. #FIRSTENERGIZE

Sample social post for when FIRST ENERGIZE and SUPERPOWERED are mentioned together:

Facebook:
How can YOU help realize a brighter future through innovative ideas in energy generation, efficiency, and use during #SUPERPOWERED? Learn more about the 2022-2023 #FIRSTENERGIZE presented by @Qualcomm season and start reimagining the future of energy: [link]

Twitter:
How can YOU help realize a brighter future through innovative ideas in energy during #SUPERPOWERED? Learn more about the 22/23 #FIRSTENERGIZE presented by @qualcomm season & start reimagining the future of energy: [link]

Instagram:
How can YOU help realize a brighter future through innovative ideas in energy generation, efficiency, and use during #SUPERPOWERED?
SUPER POWERED is part of the 2022-2023 #FIRSTENERGIZE presented by @qualcomm season.

LinkedIn:
How can YOU help realize a brighter future through innovative ideas in energy generation, efficiency, and use during #SUPERPOWERED? Learn more about the
2022-2023 #FIRSTENERGIZE presented by @Qualcomm season and start reimagining the future of energy: [link]

TikTok:

How can YOU help realize a brighter future through innovative ideas in energy generation, efficiency, and use during #SUPERPOWERED?

SUPER POWERED is part of the 2022-2023 #FIRSTENERGIZE presented by @qcommofficial season.