



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

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

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 UPSM presented by Haas



How to use the season game name when written:

- When using CHARGED UPSM 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:

- Facebook: @genehaasfoundation
- Twitter: @ghaasfoundation
- Instagram: @genehaasfoundation
- LinkedIn: Gene Haas Foundation
- TikTok: @genehaasfoundation

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,
POWERPLAYSM presented by Raytheon Technologies**



PRESENTED BY  **Raytheon
Technologies**

How to use the season game name when written:

- When using POWERPLAYSM 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.

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.