This style guide has been designed to help the FIRST® community to ensure the FIRST® GAME CHANGERS℠, powered by Star Wars: Force for Change, branding system is used appropriately and consistently. Please follow the directions provided.

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THEME INTRODUCTION

For centuries, sports have played an integral part of our culture. Moving. Collaborating. Competing. Celebrating. We rally around our athletes, lift them up, and admire their awe-inspiring moments and stories that give us hope.

But as our societies continue to evolve and become more inclusive and connected, our sports—and the activities that make us physically and mentally strong—must change along with us. The nature of traditional sports is shifting, and we have the power to be Forces for Change and redefine the game. It means rethinking where we move, redesigning the parks, fields, and spaces around us to create places to play and spaces to spectate and celebrate. It means reimagining how we compete, so people of all abilities and skill levels can participate. Moving together. Excelling together. And being stronger together.

We have the power to recognize that now more than ever, our sports are no longer rooted solely in physical prowess. We use our minds—our creativity, imagination, and critical thinking—as much as we use our muscles. No matter whether our talents lie on the court, in the lab, or with a controller in hand, there’s an athlete inside each and every one of us. Let’s work together to champion every sport and every person who plays the game, giving us reason to cheer. It’s time for us to revolutionize the way we play and move.

It’s time to be GAME CHANGERS.
PERMITTED USES

SEASON LOGO PERMITTED USES
Members of the FIRST community may use the FIRST® GAME CHANGERS®, powered by Star Wars: Force for Change, name and logo artwork provided by FIRST, without modification, in accordance with the terms of these Guidelines.

Registered FIRST teams may use the lockup on items directly related to their participation in the 2020-2021 FIRST season; for example, t-shirts, giveaways (buttons, stickers, etc.), social media, videos, websites.

The FIRST Community may use the FIRST GAME CHANGERS® lockup to promote their support of FIRST or FIRST teams without modification.

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 trademarks in any way that is contrary to these Guidelines.

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:
© & ™ 2020 Lucasfilm Ltd.

GUIDANCE FOR STAR WARS INSPIRATION (FOR FIRST TEAMS ONLY)
During the FIRST GAME CHANGERS, powered by Star Wars: Force for Change season, FIRST teams are encouraged to celebrate Star Wars within team materials, activities, and at events (remote and in-person) this season. FIRST teams may incorporate Star Wars-inspired designs into team materials as long as they are abstract and transformative, meaning your design is clearly different from the original Star Wars artwork. Examples of inspired designs can be found on the FIRST Season Brand webpage (info.firstinspires.org/free-season-content). A toolkit of approved graphics for teams to use on promotional merchandise and materials that are not for sale can also be found on this webpage. Any other Star Wars images or symbols outside of this toolkit are not permitted and FIRST cannot grant permission for vendors to produce.

Any official Star Wars merchandise, costumes, and products are acceptable to wear or display at any time in support of FIRST and at events. You may also celebrate the season by creating your own Star Wars outfits and costumes. We can’t wait to see you celebrate Star Wars during the FIRST GAME CHANGERS season!

Use of Star Wars inspiration and pre-approved graphics does not extend to other members of the FIRST community, including sponsors, vendors, and other third-party organizations.

*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.
The FIRST® GAME CHANGERS™, powered by Star Wars: Force for Change, lockup is available in three formats: vertical, square, and horizontal.

The vertical full-color 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 Reverse
3. Vertical One-color
4. Vertical One-color Reverse

The following Copyright Notice must appear in conjunction with the FIRST GAME CHANGERS lockup (outside the required clear space - see page 8):

© & ™ 2020 Lucasfilm Ltd.
LOCKUP FORMATS

The square 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 square versions:
1. Square Full-color
2. Square Full-color Reverse
3. Square One-color
4. Square One-color Reverse

The following Copyright Notice must appear in conjunction with the FIRST GAME CHANGERS lockup (outside the required clear space - see page 8):

© & ™ 2020 Lucasfilm Ltd.
LOCKUP FORMATS

The horizontal lockup should be used for very 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 Reverse
3. Horizontal One-color
4. Horizontal One-color Reverse

The following Copyright Notice must appear in conjunction with the FIRST GAME CHANGERS lockup (outside the required clear space - see page 8):

© & ™ 2020 Lucasfilm Ltd.
NAME USAGE IN TEXT

The *FIRST* 2020-2021 season theme name should be written as follows in text, using this specific formatting:

*FIRST®* GAME CHANGERS℠ 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℠ trademark symbol, and powered by *Star Wars: Force for Change.*

In subsequent appearances, the name may be shortened to *FIRST* GAME CHANGERS. 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®* GAME CHANGERS℠, powered by *Star Wars: Force for Change,* is setting out to revolutionize the way we play.

Use all lower case for "powered by" except in headlines or titles where the document style guide calls for initial caps.
Minimum clear space around the logo is equal to 1/4X, where X is the height of the lockup in its entirety.

*Never alter the spacing within the lockup.*
Vertical lockup minimum size:
- 120 pixels wide for digital
- 1.5 inches wide for print

Square lockup minimum size:
- 200 pixels wide for digital
- 2.5 inches wide for print

Horizontal lockup minimum size:
- 280 pixels wide for digital
- 3.75 inches wide for print

*FIRST® GAME CHANGERS℠* powered by Star Wars: Force for Change

For very small applications, it is recommended to type *FIRST® GAME CHANGERS℠* powered by Star Wars: Force for Change as text in Roboto Bold and Italic Bold.
The **FIRST GAME CHANGERS** brand primary color palette is comprised of dark blue and teal, with dark blue and teal gradients, and accented with bright shades of red, green, and cyan. To maintain brand consistency and avoid confusion, only use the established **FIRST GAME CHANGERS** colors.

The teal gradient is meant to imply a shine on the **FIRST GAME CHANGERS** lockup while the dark blue gradient is meant to be used as a backdrop to emphasize the lockups and environmental arena.

The secondary palette is used to amplify important visual components within the **FIRST GAME CHANGERS** arena—for instance crowds, objects, and patterns.
ARENA SCENE

The arena scene is meant to add excitement and energy around the FIRST GAME CHANGERS theme and branding system.

We encourage its use to support the FIRST GAME CHANGERS system.
DO'S AND DON'TS

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

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

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

DO NOT change the specified colors of the lockup.

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

ROBOTO Family

**LIGHT**

ABCDEFghijklmnopqrstuvwxyz
0123456789

May be used as body copy and sub-headlines

**LIGHT OBLIQUE**

ABCDEFghijklmnopqrstuvwxyz
0123456789

May be used as body copy

**BLACK**

ABCDEFghijklmnopqrstuvwxyz
0123456789

May be used as headlines

**BOLD**

ABCDEFghijklmnopqrstuvwxyz
0123456789

May be used as buttons & callouts
VERTICAL SYSTEM LOCKUPS

Vertical system lockups should always feature the programs in this order, with
FIRST GAME CHANGERS placed above and 50% larger (or more) than the rest.
Horizontal system lockups should always feature the programs in this order, with FIRST GAME CHANGERS 50% larger (or more) than the rest and placed either to the left or above the programs.
When highlighting a game lockup with the FIRST GAME CHANGERS theme, please pair any game lockup with the FIRST GAME CHANGERS logo and a dividing line between them.

When highlighting a game lockup with a FIRST program logo, please pair any game lockup with the FIRST program logo that corresponds with that game and a dividing line between them.

When highlighting a game lockup with the FIRST logo, please pair any game lockup with the vertical FIRST logo and a dividing line between them.
PLAYMAKERS™

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

Please do not alter the logo by reshaping 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:

- **Vertical**
  - 90 pixels wide for digital
  - 1.25 inches wide for print

- **Horizontal**
  - 180 pixels wide for digital
  - 2.5 inches wide for print

When using PLAYMAKERS™ 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.
- Do not use the wordmark (logotype/art) as a word in body copy.

**Example:**
Discover your sense of wonder during the 2020-2021 FIRST® LEGO® League Explore season, PLAYMAKERS™.

PLAYMAKERS™ Color Palette:

- **CMYK:** 40, 10, 30, 100
- **RGB:** 0, 0, 0
- **HEX:** #000000
- **PMS:** BLACK 2 C

- **CMYK:** 45, 5, 100, 0
- **RGB:** 165, 202, 24
- **HEX:** #459a18
- **PMS:** 390 C

- **CMYK:** 71, 0, 17, 0
- **RGB:** 104, 195, 226
- **HEX:** #68c3e2
- **PMS:** 311 C

- **CMYK:** 0, 83, 80, 0
- **RGB:** 238, 97, 99
- **HEX:** #ee6163
- **PMS:** WARM RED C

- **CMYK:** 0, 69, 66, 0
- **RGB:** 243, 154, 145
- **HEX:** #f39a91
- **PMS:** WARM RED C 80%

PLAYMAKERS™ Supporting Elements:

- **FIRST® LEGO® League Explore logo** to show program communication.
- **FIRST® LEGO® League Explore program-specific color.**
RePLAY™

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:

- 125 pixels wide for digital
- 1.5 inches wide for print

When using RePLAY™ 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.
- Do not use the wordmark (logotype/art) as a word in body copy.

Example:
Discover your sense of wonder during the 2020-2021 FIRST® LEGO® League Challenge season, RePLAY™.

RePLAY™
Color Palette:

Vertical
- 100 pixels wide for digital
- 1.25 inches wide for print

Horizontal
- 200 pixels wide for digital
- 2.5 inches wide for print

RePLAY™
Supporting Elements:

FIRST® LEGO® League Challenge logo to show program communication.

FIRST® LEGO® League program-specific color.
ULTIMATE GOAL™
PRESENTED BY QUALCOMM

Minimum clear space around the logo is equal to ¹⁄₃ X, where X is the height of the logo in its entirety - including the white border around the logo and the Qualcomm sponsorship.

Please do not alter the logo by recoloring it. One-color versions and full-color versions are provided. Please only use the versions 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:

Vertical - 125 pixels wide for digital - 1.85 inches wide for print
Horizontal - 245 pixels wide for digital - 3.8 inches wide for print

When using ULTIMATE GOAL™ 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 mention in body copy.

Example: Discover your potential during the 2020-2021 FIRST® Tech Challenge season, ULTIMATE GOAL™ presented by Qualcomm.

The ULTIMATE GOAL™ 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.

ULTIMATE GOAL™
Color Palette:

<table>
<thead>
<tr>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
<th>PMS</th>
</tr>
</thead>
<tbody>
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</tr>
<tr>
<td>234, 251, 110</td>
<td>255, 255, 255</td>
<td>#fff</td>
<td>WHITE</td>
</tr>
</tbody>
</table>

ULTIMATE GOAL™
Supporting Elements:

FIRST® Tech Challenge logo

Supporting Elements:

FIRST® Tech Challenge logo

program-specific color.
INFINITE RECHARGE™

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
- Horizontal - 160 pixels wide for digital
- 1.5 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 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.

Example: Discover your potential during the 2020-2021 FIRST® Robotics Competition season, INFINITE RECHARGE™.

INFINITE RECHARGE™ Support

INFINITE RECHARGE™ Color Palette:

**CMYK:**
- 0, 32, 100, 0
- 0, 2, 83, 0
- 99, 50, 0, 0
- 100, 48, 12, 58
- 100, 100, 100, 100

**RGB:**
- 250, 183, 79
- 255, 240, 65
- 0, 192, 221
- 0, 58, 93
- 0, 0, 0

**HEX:**
- #FAB74F
- #FFD4A1
- #00C0DD
- #003A5D
- #000000

INFINITE RECHARGE™ Supporting Elements:

FIRST® Robotics Competition logo to show program communication.
FILE FORMATS

The FIRST® GAME CHANGERS™, powered by Star Wars: Force for Change, lockerup is available in various digital formats at info.firstinspires.org/free-season-content. 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 GAME CHANGERS 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.).
<table>
<thead>
<tr>
<th>Horizontal</th>
<th>Square</th>
<th>Vertical</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CMYK</strong></td>
<td><strong>CMYK</strong></td>
<td><strong>CMYK</strong></td>
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<tr>
<td>EPS</td>
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<tr>
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<td>-FIRST-Game-Changers-CMYK_square-full-color.eps</td>
<td>-FIRST-Game-Changers-CMYK_vert-full-color.pdf</td>
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<td>-FIRST-Game-Changers-CMYK_vert-one-color-reverse.pdf</td>
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<tr>
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</tr>
</tbody>
</table>

**FILE NAMES**

- 23 File Details

**CMYK EPS**
- FIRST-Game-Changers-CMYK_horz-full-color-reverse.eps
- FIRST-Game-Changers-CMYK_horz-full-color.eps
- FIRST-Game-Changers-CMYK_horz-one-color-reverse.eps
- FIRST-Game-Changers-CMYK_horz-one-color.eps
- FIRST-Game-Changers-CMYK_horz-full-color-reverse.png
- FIRST-Game-Changers-CMYK_horz-full-color.png
- FIRST-Game-Changers-CMYK_horz-one-color-reverse.png
- FIRST-Game-Changers-CMYK_horz-one-color.png
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- FIRST-Game-Changers-CMYK_square-one-color.png
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- FIRST-Game-Changers-CMYK_vertex-full-color.pdf
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- FIRST-Game-Changers-CMYK_vertex-one-color.pdf

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- FIRST-Game-Changers-CMYK_vertex-one-color.png

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**PDF**
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- FIRST-Game-Changers-CMYK_square-one-color-reverse.pdf
- FIRST-Game-Changers-CMYK_square-one-color.pdf
- FIRST-Game-Changers-CMYK_vertex-full-color-reverse.pdf
- FIRST-Game-Changers-CMYK_vertex-full-color.pdf
- FIRST-Game-Changers-CMYK_vertex-one-color-reverse.pdf
- FIRST-Game-Changers-CMYK_vertex-one-color.pdf

**File Details**

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GAME CHANGERS LOCKUP USAGE

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