



BRANDING AND LOCKUP GUIDELINES

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

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

3	Theme Introduction	14	Typography
4	Permitted Uses	15	Program-Specific Season Lockups
5	Lockup Formats	18	PLAYMAKERS SM
8	Name Usage	19	RePLAY SM
9	Minimum Clear Space	20	ULTIMATE GOAL SM presented by Qualcomm
10	Minimum Sizes	21	INFINITE RECHARGE SM
11	Color Palette	22	File Details
12	Graphic Elements	24	Legal Specifications
13	Do's and Don'ts		

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 CHANGERSSM, powered by *Star Wars*: *Force for Change*, name and lockup 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.

*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.

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:

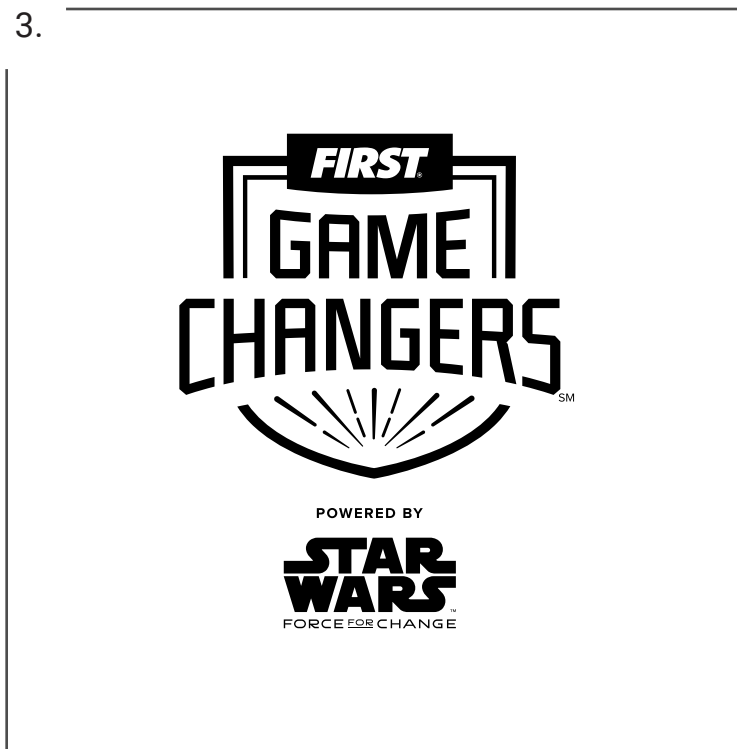
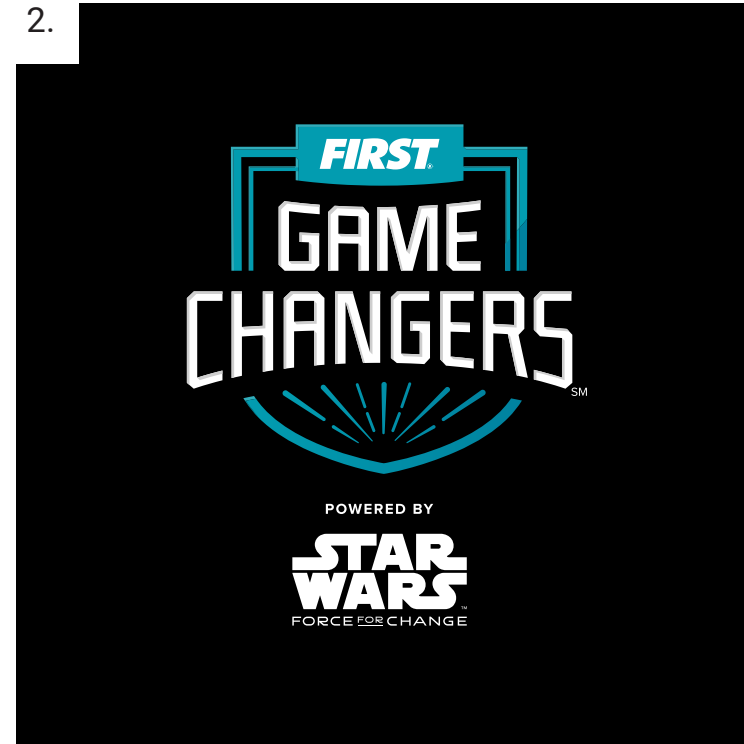
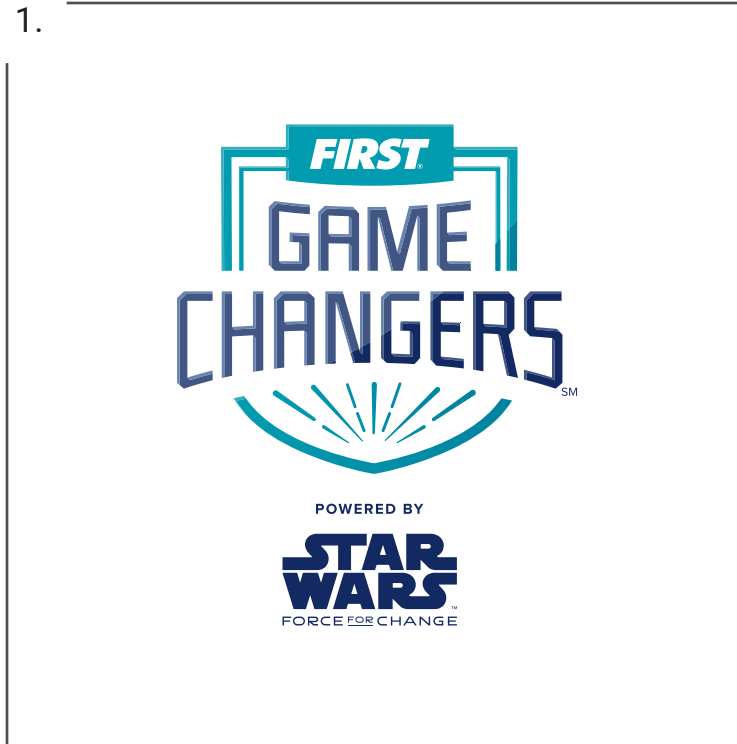
© & ™ 2020 Lucasfilm Ltd.

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.



LOCKUP FORMATS

The *FIRST*® GAME CHANGERSSM, 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.

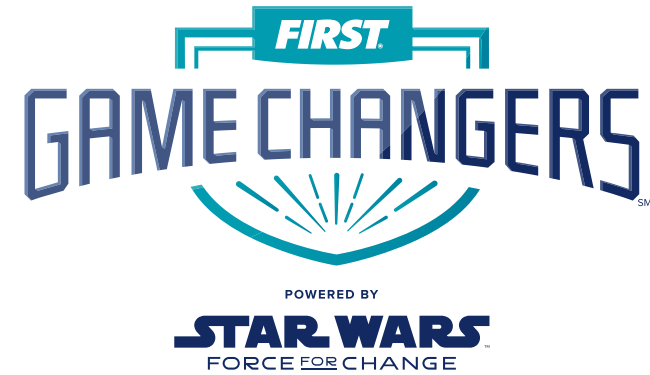
There are four vertical versions:

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.

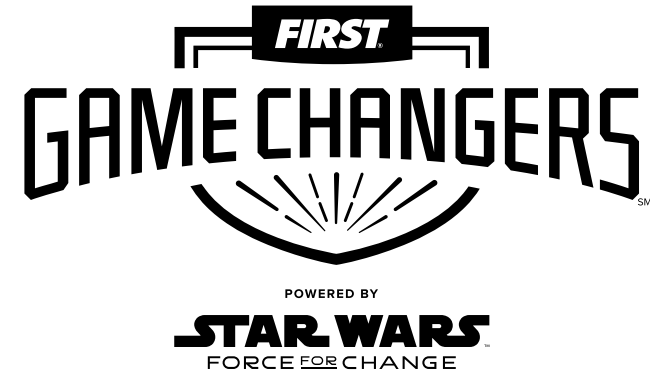
1.



2.



3.



4.



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 CHANGERSSM 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* 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 CHANGERSSM, 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

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.

MINIMUM SIZE



Vertical lockup minimum size:

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



Horizontal lockup minimum size:

- 280 pixels wide for digital
- 3.75 inches wide for print



Square lockup minimum size :

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

FIRST® GAME CHANGERSSM powered by Star Wars: Force for Change

For very small applications, it is recommended to type
FIRST® GAME CHANGERSSM powered by Star Wars: Force for Change
as text in Roboto Bold and Italic Bold.

COLOR PALETTE

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.



PMS 281
CMYK: 100,85,5,36
RGB: 18, 41, 98
HEX: 122962



PMS 320
CMYK: 96, 3, 35,12
RGB: 2, 156, 176
HEX: 029CB0

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.



PMS 7467	PMS 7712
CMYK: 97, 0, 30, 0	CMYK: 100, 0, 28, 20
RGB: 2, 156, 176	RGB: 0, 130, 159
HEX: 029CB0	HEX: 1D6B87



PMS 7705	PMS 288
CMYK: 93, 4, 8, 24	CMYK: 100, 80, 6, 32
RGB: 0, 100, 143	RGB: 0, 60, 102
HEX: 00648F	HEX: 003C66

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



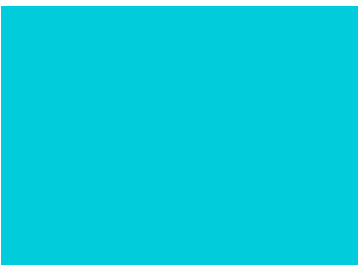
PMS 702
CMYK: 4, 78, 30, 2
RGB: 215, 92, 100
HEX: D57C64



PMS 805
CMYK: 0, 71, 42, 0
RGB: 255, 109, 113
HEX: FF6D71



PMS 367
CMYK: 41, 0, 68, 0
RGB: 154, 197, 61
HEX: 9AC53D



PMS 637
CMYK: 62, 0, 8, 0
RGB: 0, 204, 219
HEX: 00CCDB

GRAPHIC ELEMENTS



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 use the dark background lockup on a light background or vice versa.



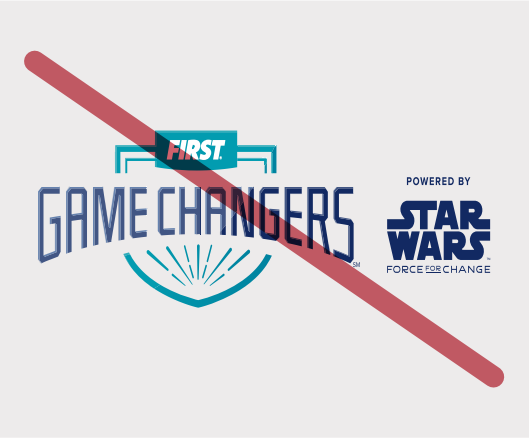
DO NOT use pieces of the lockup independently or change the fonts.



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.

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

ROBOTO Family

*May be used as body copy
and sub-headlines*

LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

May be used as headlines

BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

May be used as body copy

LIGHT OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

*May be used as buttons
& callouts*

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



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.



POWERED BY
STAR WARS
FORCE FOR CHANGE



PRESENTED BY **Qualcomm**



© & ™ 2020 Lucasfilm Ltd.

HORIZONTAL SYSTEM LOCKUPS

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.

PROGRAM LOCKUPS WITH *FIRST* GAME CHANGERS

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.



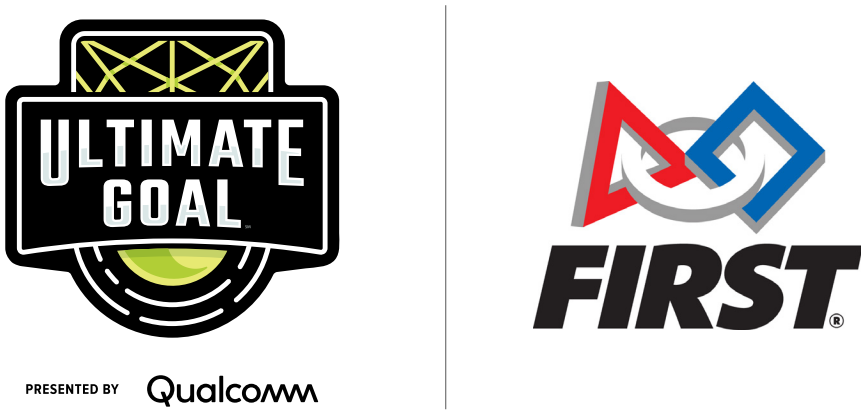
PROGRAM LOCKUPS WITH *FIRST* PROGRAMS

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.



PROGRAM LOCKUPS WITH *FIRST*

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.



PLAYMAKERSSM

Minimum clear space around the logo is equal to ⅓ 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:

Vertical	Horizontal
- 90 pixels wide for digital	- 180 pixels wide for digital
- 1.25 inches wide for print	- 2.5 inches wide for print

When using PLAYMAKERSSM 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, PLAYMAKERSSM.



PLAYMAKERSSM Color Palette:



CMYK: 40, 30, 30, 100
RGB: 0, 0, 0
HEX: 000000
PMS: BLACK 2 C



CMYK: 45, 5, 100, 0
RGB: 165, 202, 24
HEX: a5ca18
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%

PLAYMAKERSSM Supporting Elements:



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

FIRST® LEGO® League Explore program-specific color.

RePLAYSM

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:

Vertical	Horizontal
- 100 pixels wide for digital	- 200 pixels wide for digital
- 1.25 inches wide for print	- 2.5 inches wide for print

When using RePLAYSM 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, RePLAYSM.



RePLAYSM Color Palette:



CMYK: 40, 30, 30, 100
RGB: 0, 0, 0
HEX: 000000
PMS: BLACK 2 C



CMYK: 45, 5, 100, 0
RGB: 165, 202, 24
HEX: a5ca18
PMS: 390 C



CMYK: 50, 5, 100, 10
RGB: 138, 171, 75
HEX: 8aab4b
PMS: 383 C



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



CMYK: 100, 5, 15, 10
RGB: 0, 149, 185
HEX: 0095b9
PMS: 313 C

RePLAYSM Supporting Elements:



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



FIRST® LEGO® League program-specific color.

ULTIMATE GOALSM

PRESENTED BY QUALCOMM

Minimum clear space around the logo is equal to ⅓ 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	Horizontal
- 125 pixels wide for digital	- 265 pixels wide for digital
- 1.85 inches wide for print	- 3.8 inches wide for print

- When using ULTIMATE GOALSM 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 GOALSM presented by Qualcomm.



The ULTIMATE GOALSM 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.



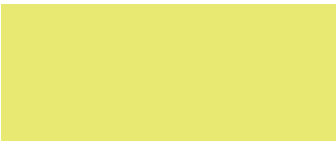
ULTIMATE GOALSM Color Palette:



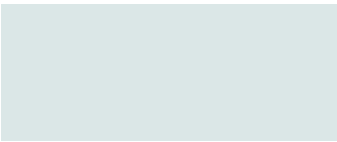
CMYK: 40, 30, 30, 100
RGB: 0, 0, 0
HEX: 000000
PMS: BLACK 2 C



CMYK: 36, 2, 100, 0
RGB: 178, 207, 29
HEX: b2cf1d
PMS: 583 C



CMYK: 12, 0, 69, 0
RGB: 234, 251, 110
HEX: eafb6e
PMS: 386 C



CMYK: 13, 4, 7, 0
RGB: 219, 231, 232
HEX: dbe7e8
PMS: 656 C

ULTIMATE GOALSM Supporting Elements:



FIRST® Tech Challenge logo to show program communication.

FIRST® Tech Challenge program-specific color.

INFINITE RECHARGESM

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

When using INFINITE RECHARGESM 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 RECHARGESM .



INFINITE RECHARGESM Color Palette:



CMYK: 0, 32, 100, 0
RGB: 250, 183, 79
HEX: FAB74F



CMYK: 0, 2, 83, 0
RGB: 255, 240, 65
HEX: FFF041
PMS: 109 C



CMYK: 68, 0, 11, 0
RGB: 0, 192, 221
HEX: 00C0DD
PMS: 311 C



CMYK: 99, 50, 0, 0
RGB: 0, 92, 184
HEX: 005CB8
PMS: 300 C

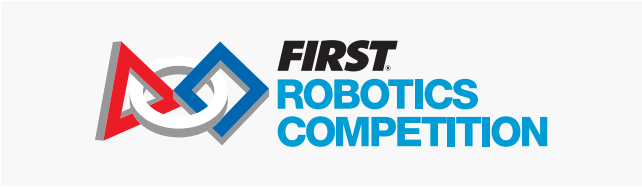
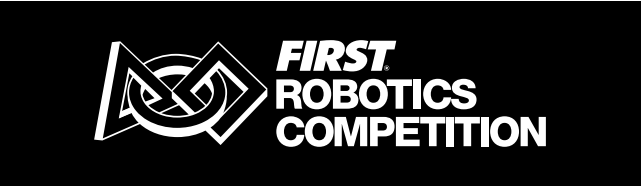


CMYK: 100, 48, 12, 58
RGB: 0, 58, 93
HEX: 003A5D
PMS: 302 C



CMYK: 100, 100, 100, 100
RGB: 0, 0, 0
HEX: 000000
PMS: BLACK6 C

INFINITE RECHARGESM Supporting Elements:



FIRST® Robotics Competition logo to show program communication.

FIRST® Robotics Competition program-specific color.

FILE FORMATS

The *FIRST*® GAME CHANGERSSM, powered by *Star Wars: Force for Change*, lockup is available in various digital formats at [*info.firstinspires.org/free-season-content*](http://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.

EPS Example at 600%



JPEG Example at 600%



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.).



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 Guidelines, 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.

GAME CHANGERS 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.

FIRST®, the *FIRST*® logo, *FIRST*® Robotics Competition, *FIRST*® Tech Challenge, INFINITE RECHARGESM, and ULTIMATE GOALSM are trademarks of For Inspiration and Recognition of Science and Technology (*FIRST*).
LEGO® is a registered trademark of the LEGO Group. *FIRST*® LEGO® League, RePLAYSM, and PLAYMAKERSSM are jointly held trademarks of *FIRST* and the LEGO Group. © *FIRST*. All rights reserved.