

PLAYMAKERSSM

Minimum clear space around the logo is equal to $\frac{1}{3}X$, 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:

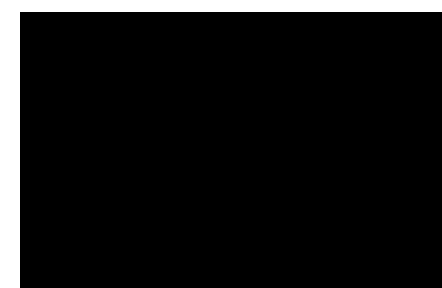
Vertical	Horizontal
- 90 pixels wide for digital	- 180 pixels wide for digital
- 1.25 inches wide for print	- 2.5 inches wide for print

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.



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.

Example: Discover your sense of wonder during the 2020-2021 FIRST[®] LEGO[®] League Explore season, PLAYMAKERSSM.