

# RePLAY<sup>SM</sup>

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.

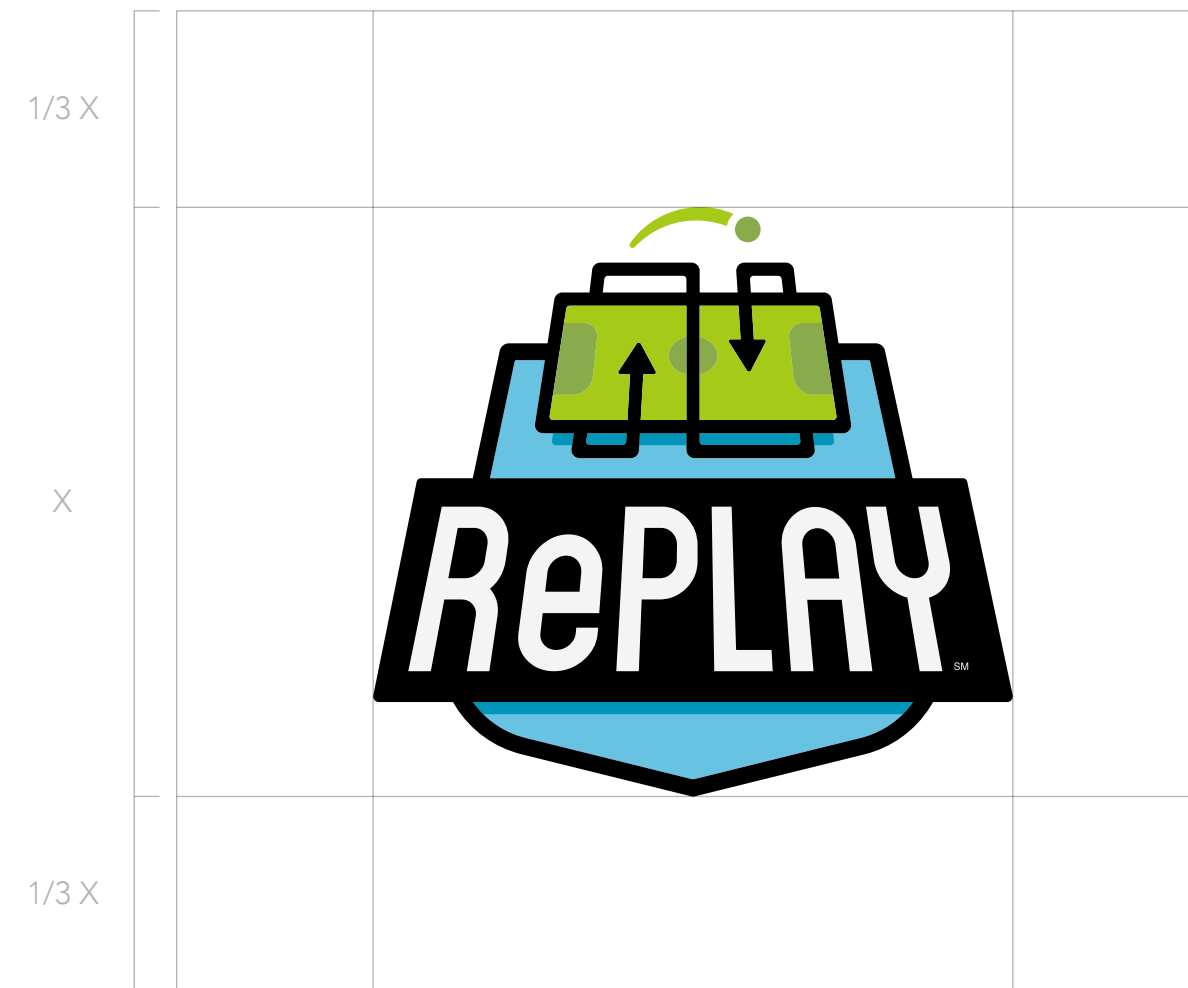
A built in "safety zone" of clear space is surrounding the logo. Please do not crop out the safety zone. Use the file as provided.

Please adhere to the minimum size when logo is used:

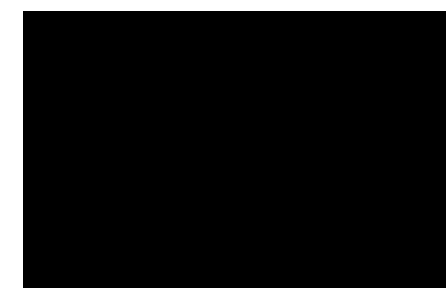
Vertical	Horizontal
- 100 pixels wide for digital	- 200 pixels wide for digital
- 1.25 inches wide for print	- 2.5 inches wide for print

When using RePLAY<sup>SM</sup> in text (body copy), please adhere to the following style standards:

- Always CAPITAL LETTERS.
- No periods.
- Include <sup>SM</sup> on first mention in headline and first mention in body copy.
- Do not use the wordmark (logotype/art) as a word in body copy.



## RePLAY<sup>SM</sup> 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

## RePLAY<sup>SM</sup> Supporting Elements:



FIRST<sup>®</sup> LEGO<sup>®</sup> League Challenge logo to show program communication.

FIRST<sup>®</sup> LEGO<sup>®</sup> League program-specific color.

Example: Discover your sense of wonder during the 2020-2021 FIRST<sup>®</sup> LEGO<sup>®</sup> League Challenge season, RePLAY<sup>SM</sup>.