

ULTIMATE GOALSM

PRESENTED BY QUALCOMM

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

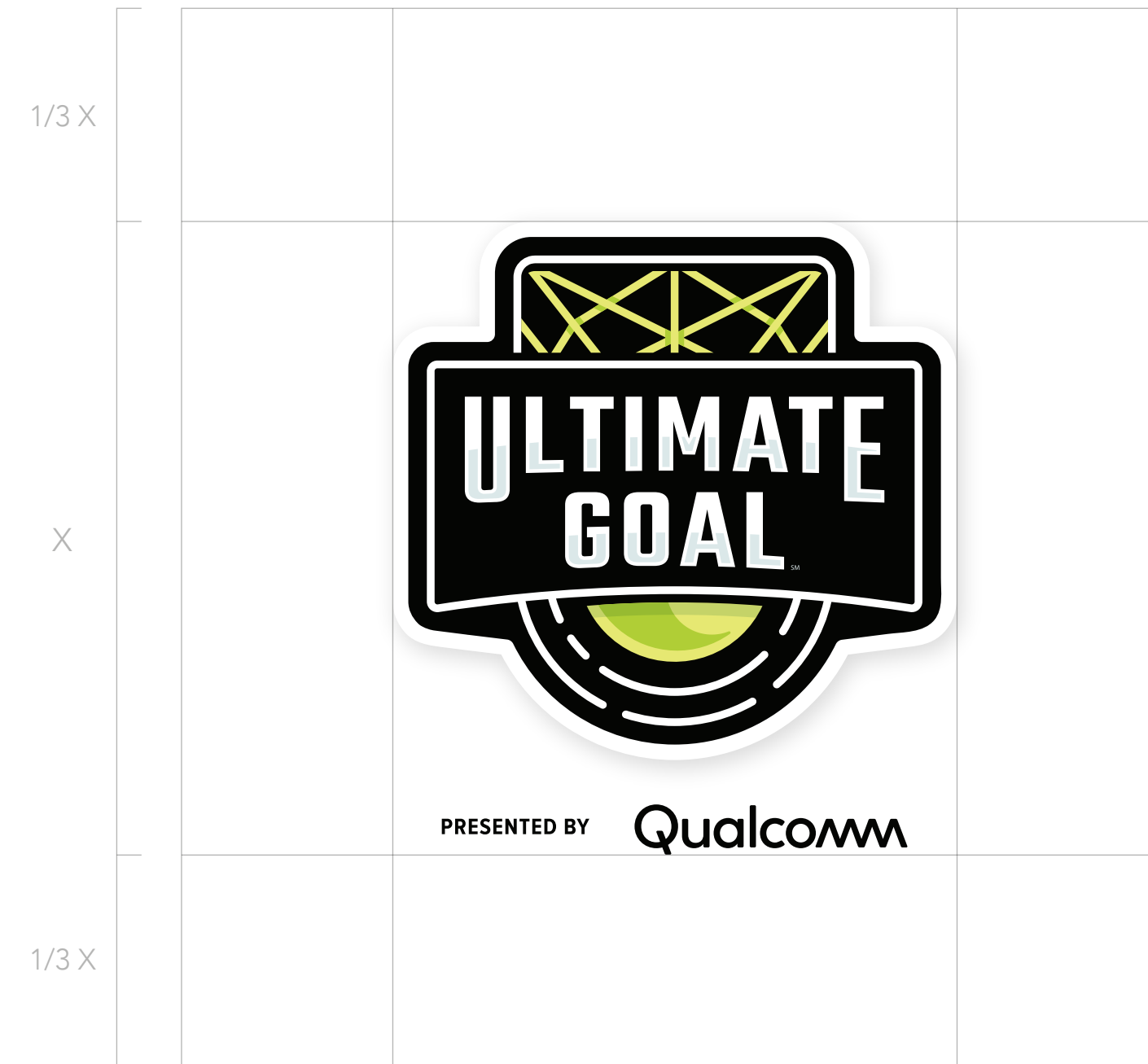
Please adhere to the minimum size when logo is used:

Vertical	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:



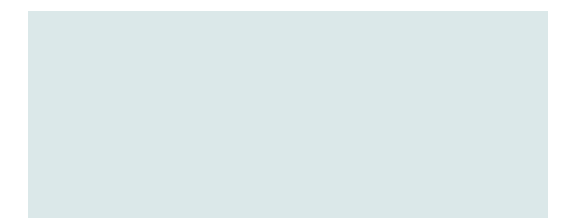
CMYK: 40, 30, 30, 100
 RGB: 0, 0, 0
 HEX: 000000
 PMS: BLACK 2 C



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.