

***FIRST***<sup>®</sup>



***FORWARD***<sup>SM</sup>

PRESENTED BY **Qualcomm**

BRANDING AND LOCKUP GUIDELINES

*FIRST*® FORWARD<sup>SM</sup> presented by Qualcomm

This style guide has been designed to help the *FIRST*® community to ensure the *FIRST*® FORWARD<sup>SM</sup> presented by Qualcomm branding system is used appropriately and consistently. Please follow the directions provided.

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3	<i>Theme Introduction</i>	13	<i>Typography</i>
4	<i>Permitted Uses</i>	16	<i>Program-Specific Season Lockups</i>
5	<i>Lockup Formats</i>	17	<i>CARGO CONNECT<sup>SM</sup></i>
7	<i>Name Usage</i>	18	<i>FREIGHT FRENZY<sup>SM</sup></i>
8	<i>Minimum Clear Space</i>	19	<i>RAPID REACT<sup>SM</sup></i>
9	<i>Minimum Sizes</i>	20	<i>Legal Specifications</i>
10	<i>Color Palette</i>		
11	<i>Graphic Elements</i>		
12	<i>Do's and Don'ts</i>		

## THEME INTRODUCTION

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Society today is advancing at a faster rate than ever before. New technologies help us deliver life-altering medicine and treatment to those who need it most. Food, water, and other essentials reach nearly every corner of the globe. Electric vehicles and unmanned space craft fuel future possibilities, the speed of innovation improving our ability to create change and build a better world.

Transportation drives us forward, impacting economies around the world. It bridges cultures and enhances quality of life, making us all more globally interconnected.

But the world as we know it is changing. New challenges are emerging that disrupt our global transportation system – natural disasters, humanitarian crises, and stressed, aging infrastructure – and we need new ideas and problem solvers to build creative solutions that allow us not only to survive, but thrive.

How can we ensure shipping and transport is quick, reliable, and sustainable? How will our fast-growing digital systems accelerate autonomous vehicles, air ships, and other high-tech inventions?

We have the power to build a path forward and invent the future of transportation. And it starts here, with you.

**We're driving *FIRST FORWARD*: Full Speed Ahead.**

## PERMITTED USES

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### SEASON LOGO PERMITTED USES

Members of the *FIRST* community may use the *FIRST*® FORWARD<sup>SM</sup> presented by Qualcomm 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 2021-2022 *FIRST* season; for example, t-shirts, giveaways (buttons, stickers, etc.), social media, videos, websites.

The *FIRST* community may use the *FIRST* FORWARD lockup to promote their support of *FIRST* or *FIRST* teams without modification.

Members of the *FIRST* community may not:

- use *FIRST* or Qualcomm 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 the trademarks in any way that is contrary to these Guidelines.

\*For use of *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](https://firstinspires.org/brand).

1



2



3



4



## LOCKUP FORMATS

The *FIRST*® FORWARD<sup>SM</sup> presented by Qualcomm lockup is available in two formats: vertical 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

See page 12 for Logo Do's and Don'ts

1



2



3



4



## LOCKUP FORMATS

The horizontal 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 horizontal versions:

1. Horizontal Full-color
2. Horizontal Full-color Reverse
3. Horizontal One-color
4. Horizontal One-color Reverse

See page 12 for Logo Do's and Don'ts

## NAME USAGE

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### NAME USAGE IN TEXT

The *FIRST* 2021-2022 season theme name should be written as follows in text, using this specific formatting:

*FIRST*® FORWARD<sup>SM</sup> presented by Qualcomm

On first use of the name in a document, both in heading/title and in body copy, include the trademark symbols and “presented by Qualcomm”. In subsequent appearances, the name may be shortened to *FIRST* FORWARD. Please note *FIRST* must always appear in italics, and *FIRST* and FORWARD should always appear in all caps.

Use all lower case for “presented 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 the height of the F glyph within the *FIRST* wordmark.

*Never alter the spacing within the lockup.*



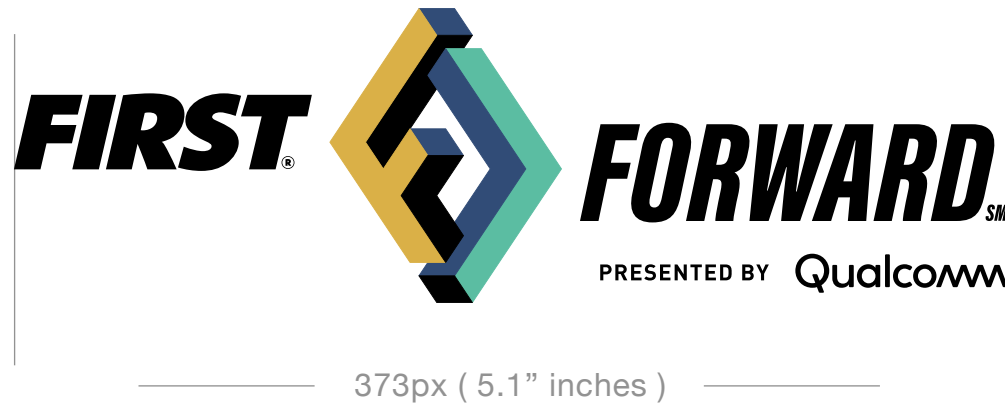
The *FIRST* FORWARD logo features our presenting sponsor's logo (Qualcomm). Please do not crop or remove the Qualcomm logo. Please respect a safety zone around the logo to protect it.

Minimum clear space around the logo is equal to X, where X is the height of the "Q," excluding its tail.





MINIMUM SIZES



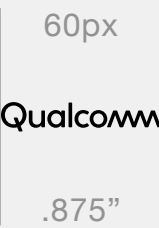
Horizontal lockup minimum size:  
**373px wide for digital**  
**5.1” inches wide for print**



Vertical lockup minimum size:  
**266px wide for digital**  
**3.7” inches wide for print**

***FIRST*® FORWARD<sup>SM</sup> presented by Qualcomm**

For very small applications, it is recommended to type *FIRST*® FORWARD<sup>SM</sup> presented by Qualcomm as text in Bold and Italic Bold.



The *FIRST* FORWARD logo features our presenting sponsor’s logo (Qualcomm). Please do not crop or remove the Qualcomm logo. Please respect the minimum size to protect it.

Minimum size of the Qualcomm logo is 60px wide for digital applications and .875” wide for print applications.

COLOR PALETTE



CMYK: 0, 0, 0, 10  
RGB: 230, 230, 230  
HEX: e6e6e6  
PMS: Cool Gray 1 C @ 60%



CMYK: 15, 29, 86, 0  
RGB: 218, 176, 69  
HEX: dab045  
PMS: 110 C



CMYK: 62, 2, 45, 0  
RGB: 93, 188, 161  
HEX: 5dbca1  
PMS: 563 C



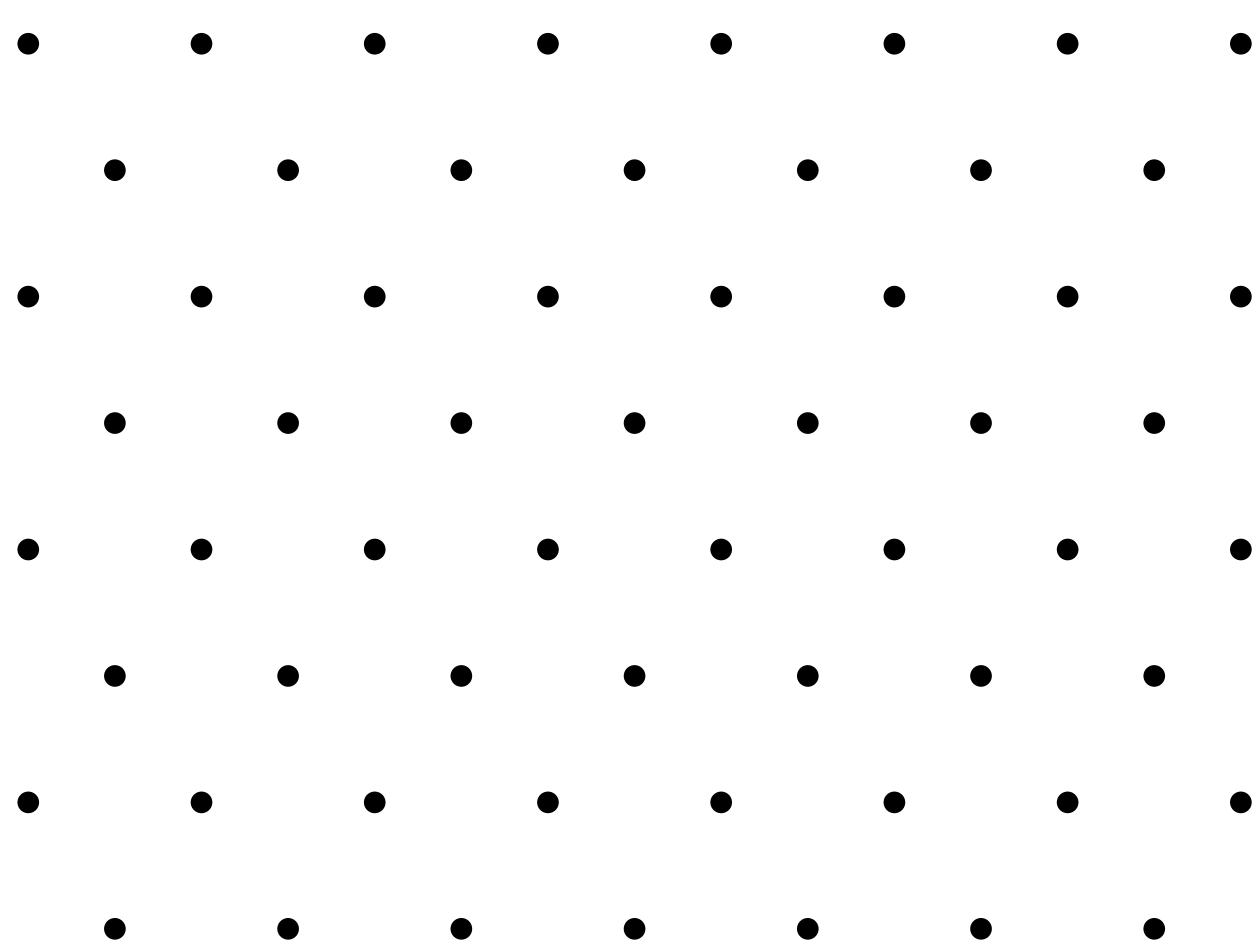
CMYK: 89, 73, 29, 14  
RGB: 49, 76, 119  
HEX: 314c77  
PMS: 2140 C



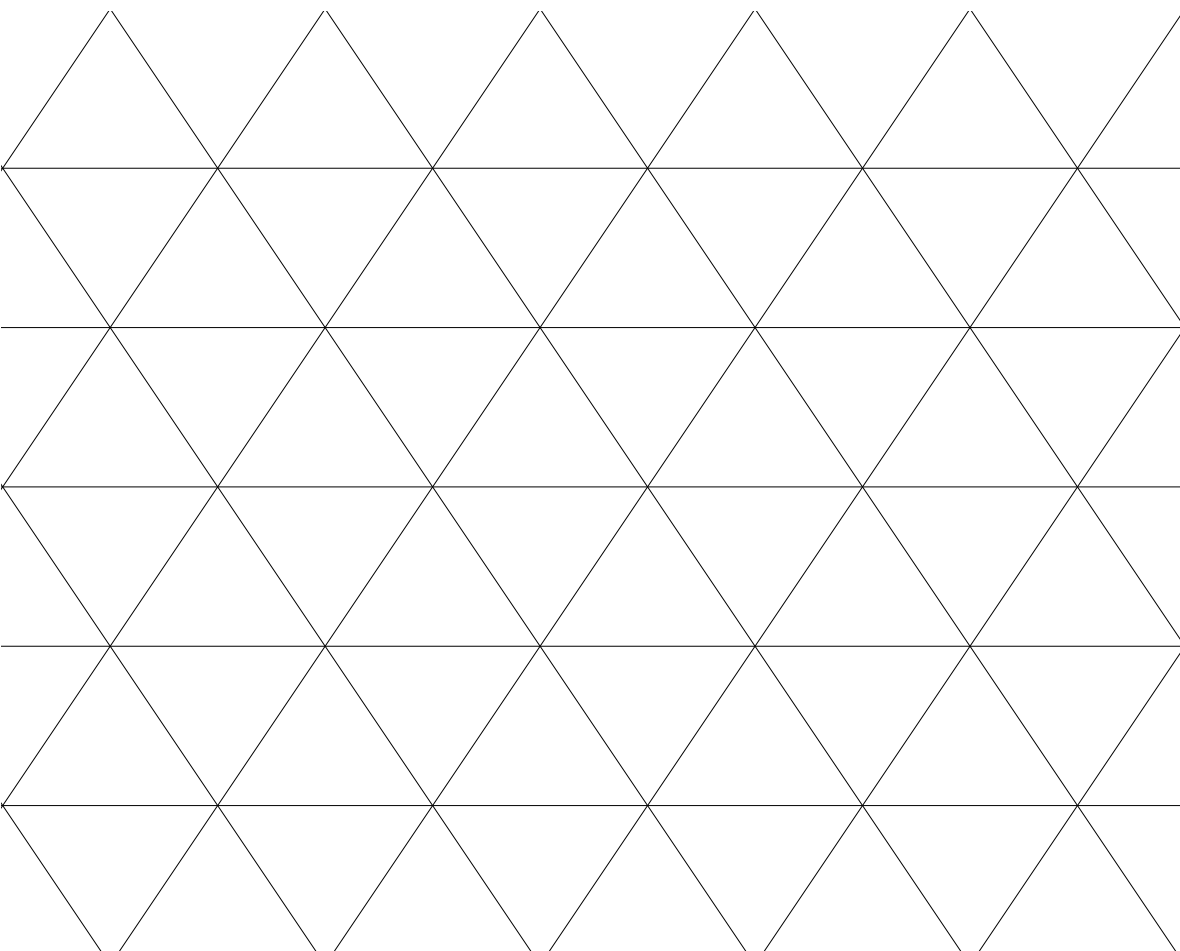
CMYK: 89, 82, 52, 69  
RGB: 15, 19, 40  
HEX: 0f1328  
PMS: 296 C

# GRAPHIC ELEMENTS

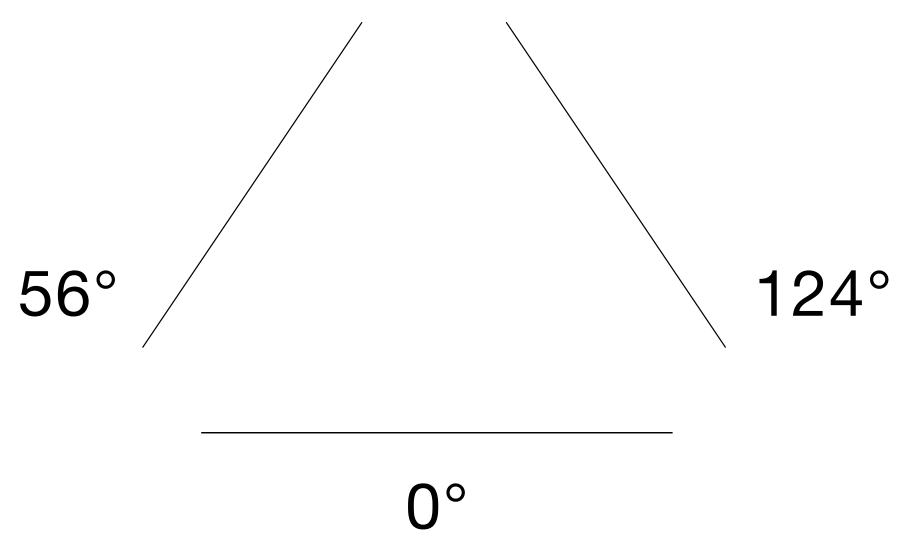
Dot Pattern



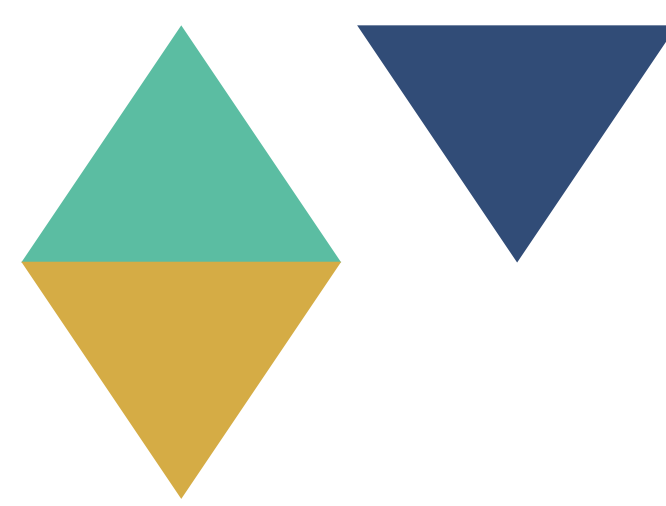
Iso Grid



Line Angles



Triangles



These graphic elements are meant to add visual consistency and depth around the *FIRST FORWARD* theme and branding system.

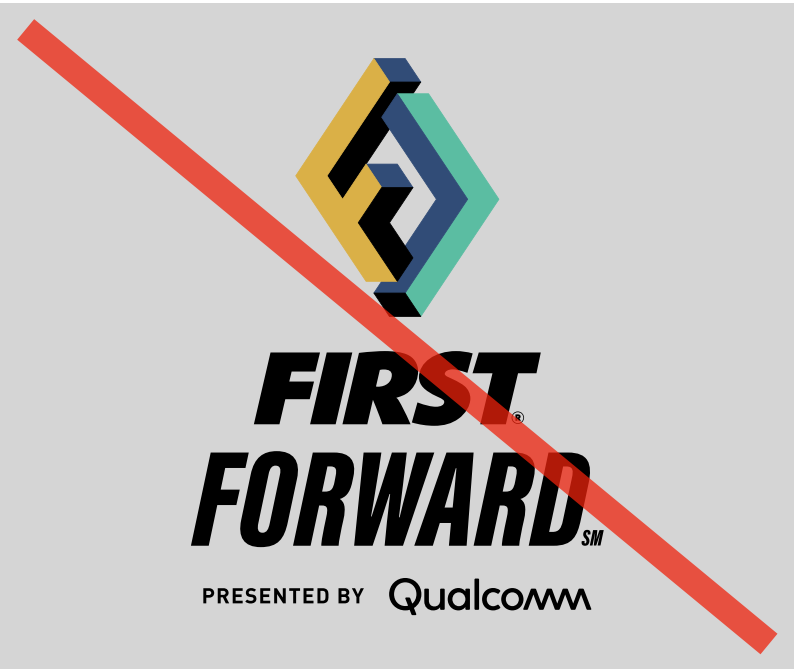
We encourage its use to support the *FIRST FORWARD* system.

Please note, the use of any graphic elements in the background must not interfere with the presence and legibility of the logo or copy within the design.

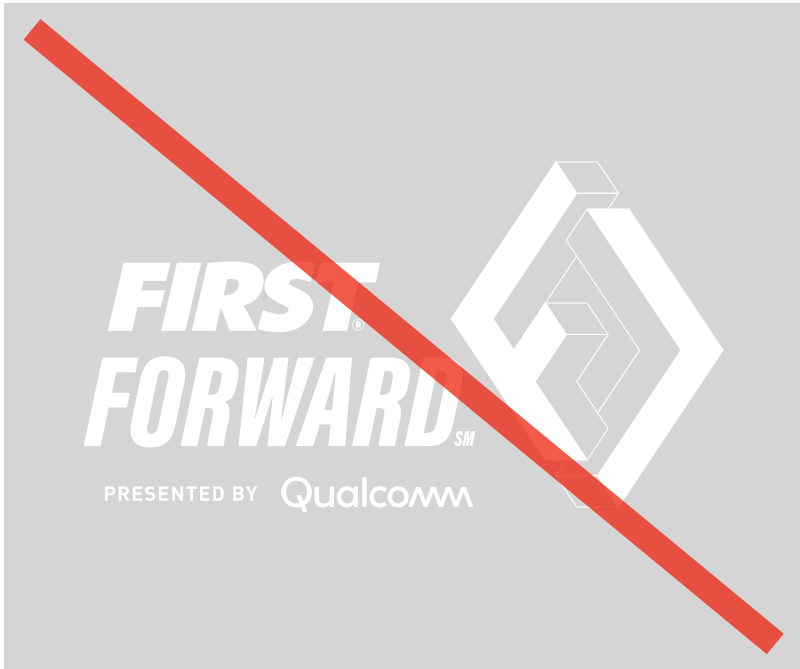
*Correct Example*



# DO'S AND DON'TS



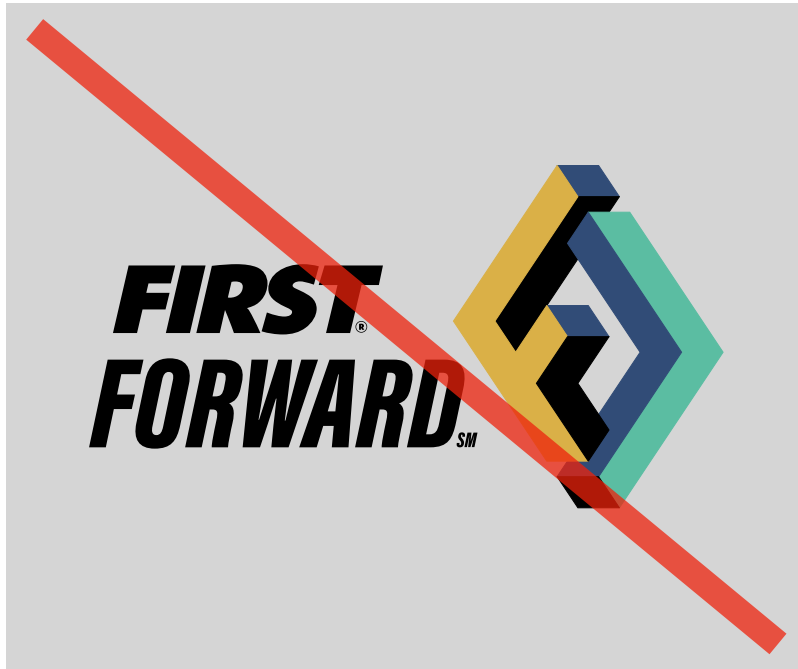
**DO NOT** alter the lockup. Lockup files should be used as is.



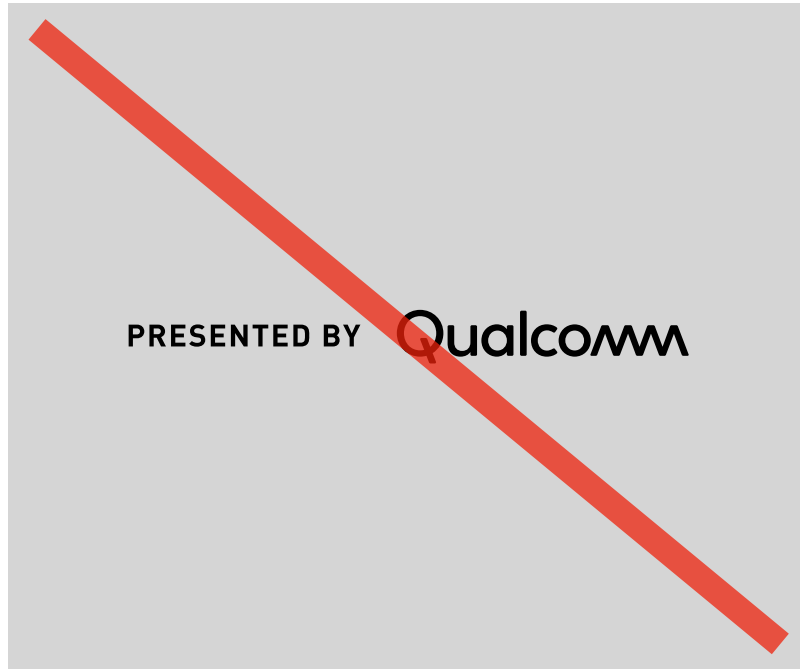
**DO NOT** use the dark background lockup on a light background or vice versa.



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



**DO NOT** crop out the Qualcomm lockup or adjust the spacing around it.



**DO NOT** use the Qualcomm 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 or any other elements 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*

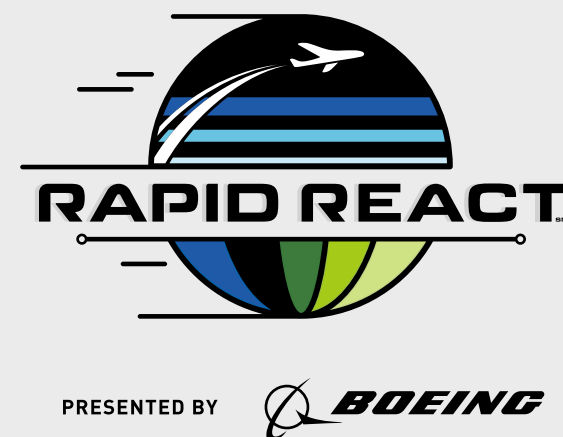
BLACK  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

*May be used as  
body copy*

LIGHT ITALIC  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

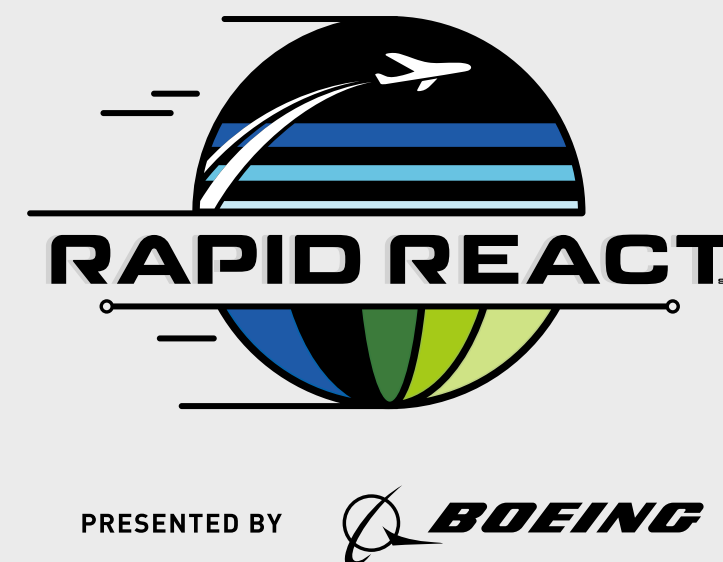
*May be used as  
buttons and  
call-outs*

BOLD  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789



## VERTICAL SYSTEM LOCKUPS

Vertical system lockups should always feature the programs in this order, with *FIRST FORWARD* placed above and 50% larger (or more) than the rest.



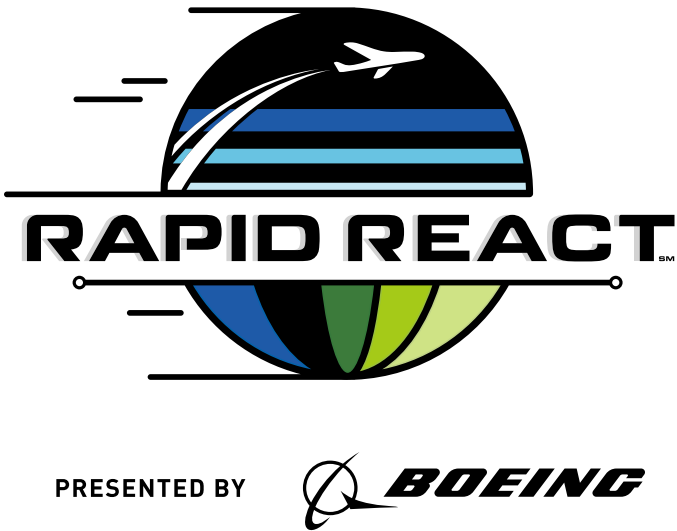
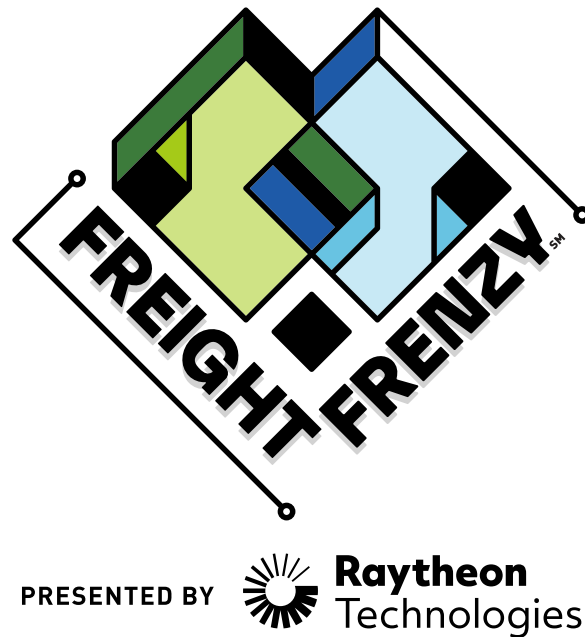
## HORIZONTAL SYSTEM LOCKUPS

Horizontal system lockups should always feature the programs in this order, with *FIRST FORWARD* 50% larger (or more) than the rest and placed either to the left or above the programs.



**PROGRAM LOCKUPS WITH *FIRST* FORWARD**

When highlighting a game lockup with the *FIRST* FORWARD theme, please pair any game lockup with the *FIRST* FORWARD logo and a dividing line between them.





# CARGO CONNECT<sup>SM</sup>

Minimum clear space around the vertical logo is equal to 1/4X, where X is the height of the lockup in its entirety. Minimum clear space around the horizontal logo is equal to 1/3X, 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. 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
• 72 pixels wide for digital	• 144 pixels wide for digital
• 1 inch wide for print	• 2 inches wide for print

- When using CARGO CONNECT<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 mention in body copy.

Example:

Discover your potential during the 2021-2022 *FIRST*® LEGO® League Challenge season, CARGO CONNECT<sup>SM</sup>.

*FIRST*® is a trademark of For Inspiration and Recognition of Science and Technology (*FIRST*). LEGO® is a registered trademark of the LEGO Group. *FIRST*® LEGO® League and CARGO CONNECT<sup>SM</sup> are jointly held trademarks of *FIRST* and the LEGO Group. ©2021 *FIRST* and the LEGO Group. All rights reserved. FL071



Vertical logo option is the preferred usage whenever possible.



## CARGO CONNECT<sup>SM</sup> Color Palette:



CMYK: 80, 30, 100, 15  
RGB: 60, 123, 59  
HEX: 3C7B3B  
PMS: 370 C



CMYK: 45, 5, 100, 0  
RGB: 165, 202, 24  
HEX: A5CA18  
PMS: 390 C



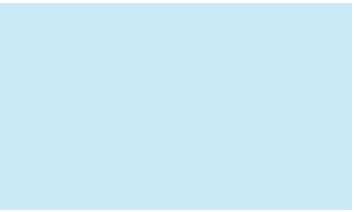
CMYK: 27, 3, 60, 0  
RGB: 207, 227, 133  
HEX: CFE385  
PMS: 585 C



CMYK: 100, 55, 0, 0  
RGB: 30, 90, 168  
HEX: 1E5AA8  
PMS: 300 C



CMYK: 71, 0, 17, 0  
RGB: 104, 195, 226  
HEX: 68C3E2  
PMS: 311 C



CMYK: 25, 0, 5, 0  
RGB: 200, 233, 245  
HEX: C8E9F5  
PMS: 635 C

## CARGO CONNECT<sup>SM</sup> Supporting Elements:



*FIRST*® LEGO® League program or division logo to show program communication.

*FIRST*® LEGO® League program-specific color.

# FREIGHT FRENZY<sup>SM</sup>

presented by Raytheon Technologies

Minimum clear space around the vertical logo is equal to 1/4X, where X is the height of the lockup in its entirety. Minimum clear space around the horizontal logo is equal to 1/2X, 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. 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
• 191 pixels wide for digital	• 377 pixels wide for digital
• 2.6 inches wide for print	• 5.2 inches wide for print

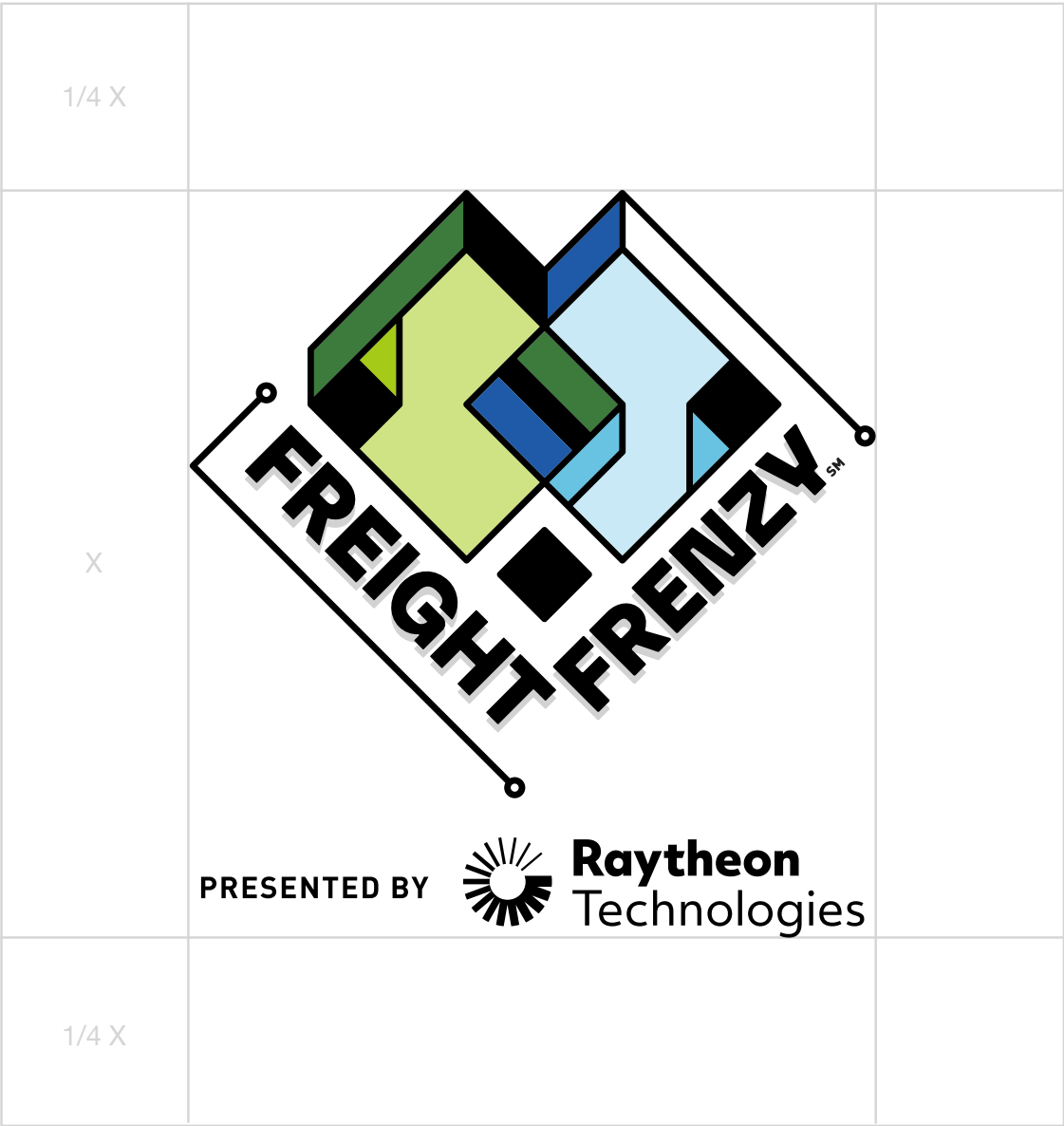
When using FREIGHT FRENZY<sup>SM</sup> in text (body copy), please adhere to the following style standards:

- Always CAPITAL LETTERS.
- No periods.
- Include <sup>SM</sup> on first mention in headline and first mention in body copy.
- Include “presented by Raytheon Technologies” 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 2021-2022 *FIRST*® Tech Challenge season, FREIGHT FRENZY<sup>SM</sup> presented by Raytheon Technologies.

*FIRST*®, *FIRST*® Tech Challenge, and FREIGHT FRENZY<sup>SM</sup> are trademarks of For Inspiration and Recognition of Science and Technology (*FIRST*). ©2021 *FIRST*. All rights reserved. FT036



Vertical logo option is the preferred usage whenever possible.

## FREIGHT FRENZY<sup>SM</sup> Color Palette:



CMYK: 80, 30, 100, 15  
RGB: 60, 123, 59  
HEX: 3C7B3B  
PMS: 370 C



CMYK: 45, 5, 100, 0  
RGB: 165, 202, 24  
HEX: A5CA18  
PMS: 390 C



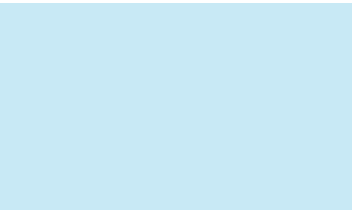
CMYK: 27, 3, 60, 0  
RGB: 207, 227, 133  
HEX: CFE385  
PMS: 585 C



CMYK: 100, 55, 0, 0  
RGB: 30, 90, 168  
HEX: 1E5AA8  
PMS: 300 C



CMYK: 71, 0, 17, 0  
RGB: 104, 195, 226  
HEX: 68C3E2  
PMS: 311 C



CMYK: 25, 0, 5, 0  
RGB: 200, 233, 245  
HEX: C8E9F5  
PMS: 635 C

## FREIGHT FRENZY<sup>SM</sup> Supporting Elements:



*FIRST*® Tech Challenge logo to show program communication.

*FIRST*® Tech Challenge program-specific color.



The FREIGHT FRENZY<sup>SM</sup> logo features our presenting sponsor's logo (Raytheon). Please do not crop or remove the Raytheon logo. Please respect a safety zone around the logo to protect it.

Minimum clear space around the logo is equal to capital letter "R" within the Raytheon logo.

R

# RAPID REACT<sup>SM</sup>

presented by The Boeing Company

Minimum clear space around the vertical logo is equal to 1/4X, where X is the height of the lockup in its entirety. Minimum clear space around the horizontal logo is equal to 1/2X, 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. 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.

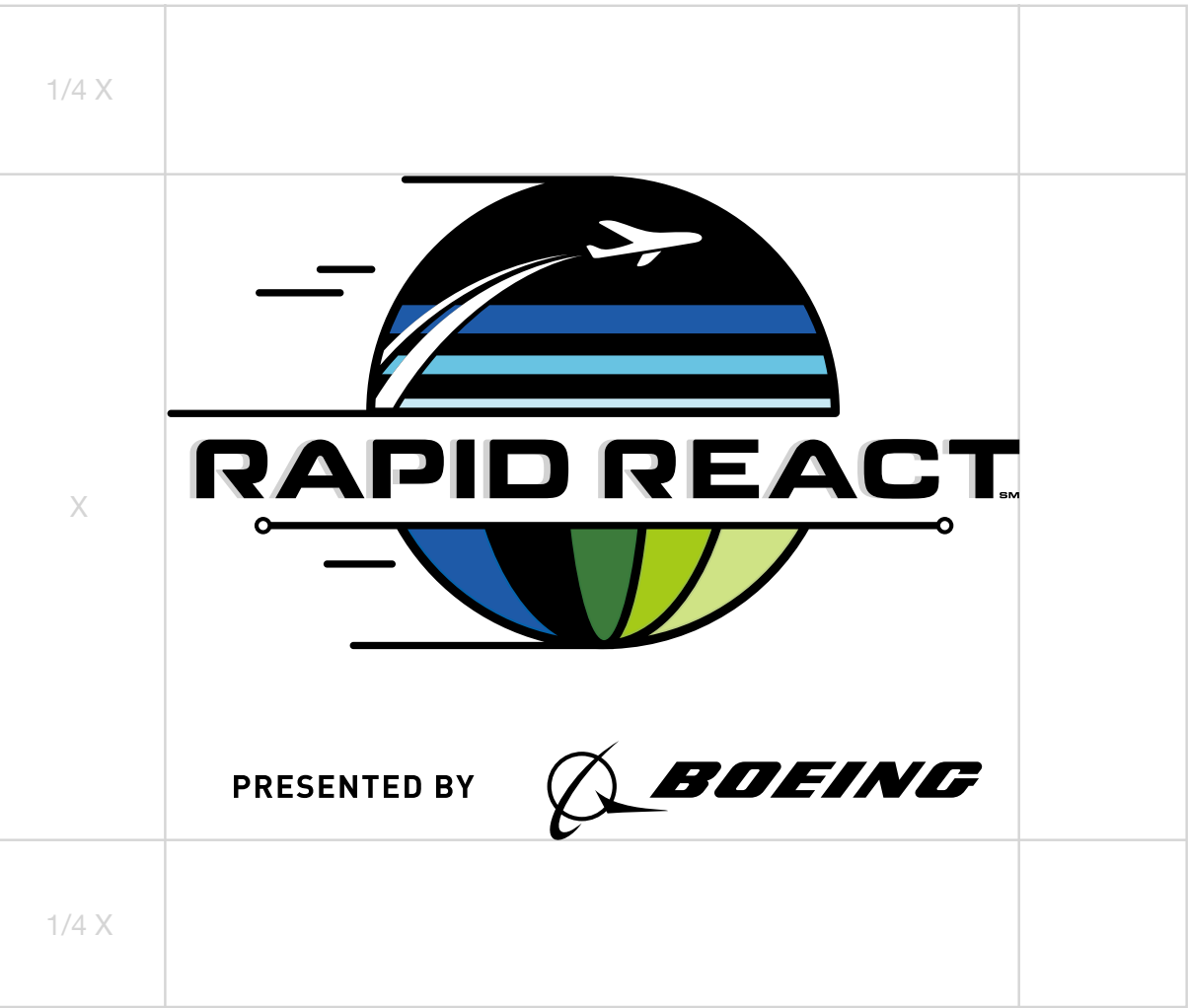
Please adhere to the minimum size when logo is used:

Vertical	Horizontal
• 224 pixels wide for digital	• 378 pixels wide for digital
• 3.1 inches wide for print	• 5.2 inches wide for print

- When using RAPID REACT<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.
  - Include “presented by The Boeing Company” 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 2021-2022 *FIRST*<sup>®</sup> Robotics Competition season, RAPID REACT<sup>SM</sup> presented by The Boeing Company.

*FIRST*<sup>®</sup>, *FIRST*<sup>®</sup> Robotics Competition, and RAPID REACT<sup>SM</sup> are trademarks of For Inspiration and Recognition of Science and Technology (*FIRST*). ©2021 *FIRST*. All rights reserved. FR033



Vertical logo option is the preferred usage whenever possible.

## RAPID REACT<sup>SM</sup> Color Palette:



CMYK: 80, 30, 100, 15  
RGB: 60, 123, 59  
HEX: 3C7B3B  
PMS: 370 C



CMYK: 45, 5, 100, 0  
RGB: 165, 202, 24  
HEX: A5CA18  
PMS: 390 C



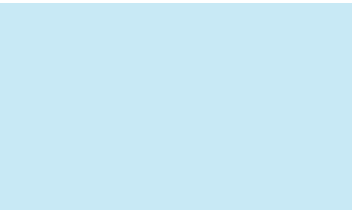
CMYK: 27, 3, 60, 0  
RGB: 207, 227, 133  
HEX: CFE385  
PMS: 585 C



CMYK: 100, 55, 0, 0  
RGB: 30, 90, 168  
HEX: 1E5AA8  
PMS: 300 C

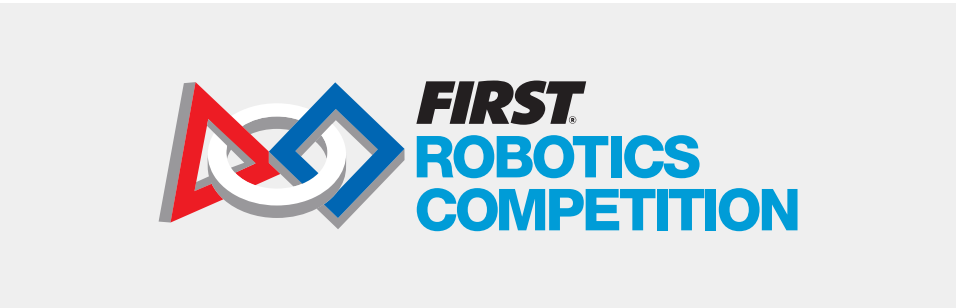
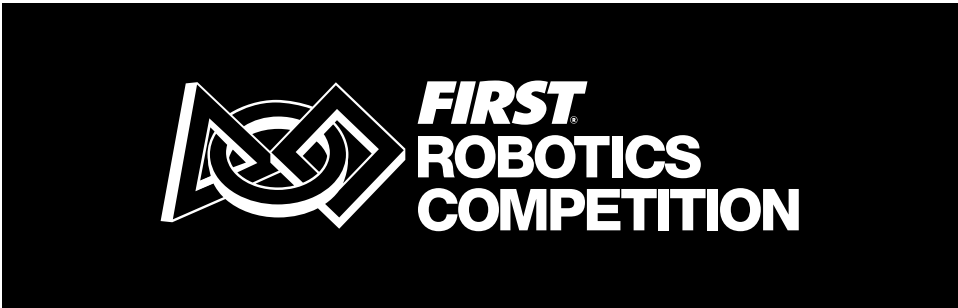


CMYK: 71, 0, 17, 0  
RGB: 104, 195, 226  
HEX: 68C3E2  
PMS: 311 C



CMYK: 25, 0, 5, 0  
RGB: 200, 233, 245  
HEX: C8E9F5  
PMS: 635 C

## RAPID REACT<sup>SM</sup> Supporting Elements:



*FIRST*<sup>®</sup> Robotics Competition logo to show program communication.

*FIRST*<sup>®</sup> Robotics Competition program-specific color.



*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 and additional season and *FIRST* brand assets are available on our website  
***[www.firstinspires.org/brand](http://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](mailto:marketing@firstinspires.org)*** and allow five business days for response.

*FIRST*®, the *FIRST*® logo, *FIRST*® Robotics Competition, *FIRST*® Tech Challenge, *FIRST* FORWARD<sup>SM</sup>, RAPID REACT<sup>SM</sup>, and FREIGHT FRENZY<sup>SM</sup> are trademarks of For Inspiration and Recognition of Science and Technology (*FIRST*). LEGO® is a registered trademark of the LEGO Group. *FIRST*® LEGO® League and CARGO CONNECT<sup>SM</sup> are jointly held trademarks of *FIRST* and the LEGO Group. ©2021 *FIRST*. All rights reserved. FI094