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

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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.**
SEASON LOGO PERMITTED USES

Members of the FIRST community may use the FIRST® FORWARD® 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.
LOCKUP FORMATS

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

*FIRST® FORWARD℠* 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 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.
Minum Sizes

**FIRST® FORWARD℠** presented by Qualcomm

For very small applications, it is recommended to type **FIRST® FORWARD℠** 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.

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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
COLOR PALETTE

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

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

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

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

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

**LIGHT**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

May be used as body copy and sub-headlines

BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

May be used as headlines

**LIGHT ITALIC**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

May be used as body copy

**BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

May be used as buttons and call-outs
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: Program Specific

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.

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.
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
  - 72 pixels wide for digital
  - 1 inch wide for print
- Horizontal
  - 144 pixels wide for digital
  - 2 inches wide for print

When using CARGO CONNECTSM 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 2021-2022 FIRST® LEGO® League season, CARGO CONNECTSM.

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 CONNECTSM are jointly held trademarks of FIRST and the LEGO Group. ©2021 FIRST and the LEGO Group. All rights reserved. FL071.

CARGO CONNECTSM Color Palette:

- Vertical: CMYK: 80, 30, 100, 15
  - RGB: 60, 123, 59
  - HEX: 3C7B3B
  - PMS: 370 C
- Horizontal: CMYK: 45, 5, 100, 15
  - RGB: 165, 202, 24
  - HEX: A5CA18
  - PMS: 390 C

CARGO CONNECTSM Supporting Elements:

- FIRST® LEGO® League program or division logo to show program communication.
- FIRST® LEGO® League program-specific color.
FREIGHT FRENZYSM
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 FRENZYSM 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 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 FRENZYSM 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  
• 224 pixels wide for digital  
• 3.1 inches wide for print

Horizontal  
• 378 pixels wide for digital  
• 5.2 inches wide for print

When using RAPID REACT™ 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 The Boeing Company” on the first mention in body copy.
• Do not use the wordmark (logotype/art) as a mention in body copy.

Vertical logo option is the preferred usage whenever possible.

RAPID REACT™ Color Palette:

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

Horizontal  
CMYK: 71, 17, 0  
RGB: 20, 195, 226  
HEX: 68C3E2  
PMS: 311 C

First Example: Discover your potential during the 2021-2022 FIRST® Robotics Competition season, RAPID REACT™ presented by The Boeing Company.

FIRST® Robotics Competition logo to show program communication.

First Example: FIRST® Robotics Competition logo to show program communication.

FIRST® 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

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.