

CARGO CONNECTSM

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 Challenge season, CARGO CONNECTSM.



Vertical logo option is the preferred usage whenever possible.



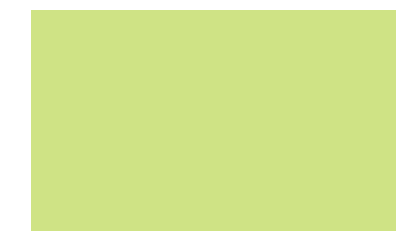
CARGO CONNECTSM Color Palette:



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



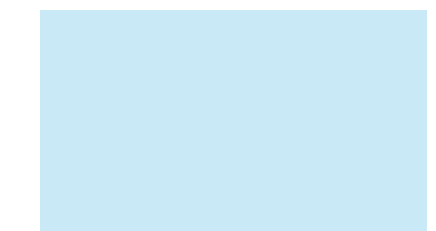
CMYK: 27, 3, 60, 0
RGB: 207, 227, 133
HEX: CFE385
PMS: 585 C



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 CONNECTSM Supporting Elements:



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

FIRST[®] LEGO[®] League program-specific color.