FREIGHT FRENZY℠

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
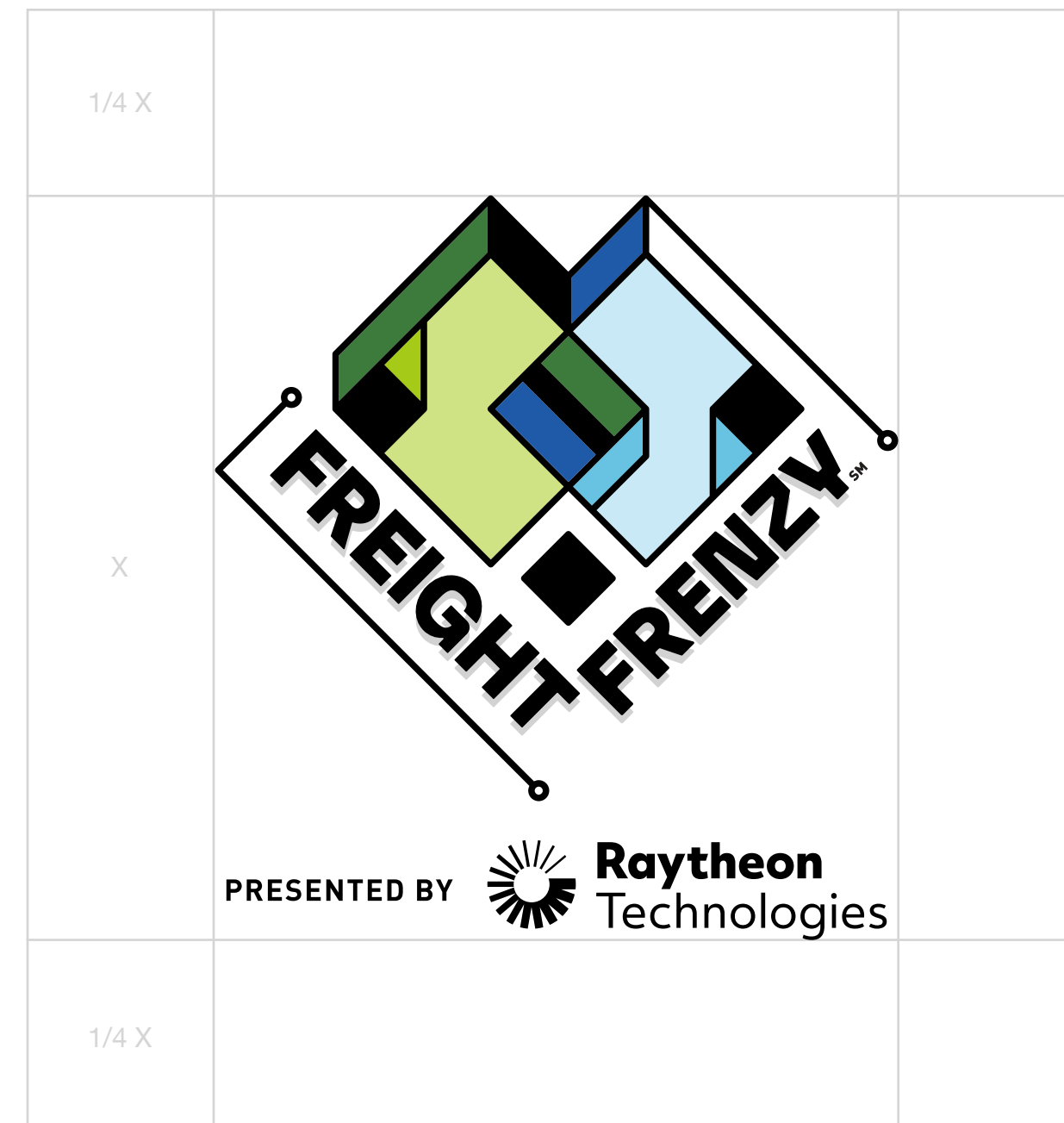- 191 pixels wide for digital
- 2.6 inches wide for print

Horizontal
- 377 pixels wide for digital
- 5.2 inches wide for print

When using FREIGHT FRENZY℠ in text (body copy), please adhere to the following style standards:
- Always CAPITAL LETTERS.
- No periods.
- Include ℠ 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℠ presented by Raytheon Technologies.

1/4 X · X · 1/4 X

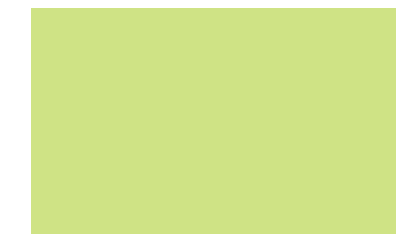Vertical logo option is the preferred usage whenever possible.

1/2 X · X · 1/2 X

The FREIGHT FRENZY℠ 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.

FREIGHT FRENZY℠ Color Palette:
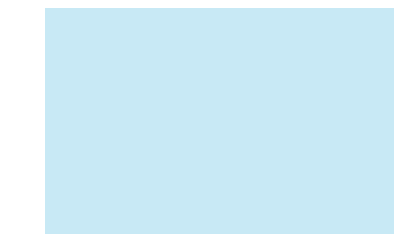
CMYK: 80, 30, 100, 15	CMYK: 45, 5, 100, 0	CMYK: 27, 3, 60, 0	CMYK: 100, 55, 0, 0	CMYK: 71, 0, 17, 0	CMYK: 25, 0, 5, 0
RGB: 60, 123, 59	RGB: 165, 202, 24	RGB: 207, 227, 133	RGB: 30, 90, 168	RGB: 104, 195, 226	RGB: 200, 233, 245
HEX: 3C7B3B	HEX: A5CA18	HEX: CFE385	HEX: 1E5AA8	HEX: 68C3E2	HEX: C8E9F5
PMS: 370 C	PMS: 390 C	PMS: 585 C	PMS: 300 C	PMS: 311 C	PMS: 635 C

FREIGHT FRENZY℠ Supporting Elements:

FIRST® Tech Challenge logo to show program communication.

FIRST® Tech Challenge program-specific color.