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

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From the machines that move us to the wireless technologies that connect us, how we grow our food to how we build and illuminate the places we call home, energy is the essential resource that keeps the world running. Each time we plug in, fuel up, turn a key, flip a switch, or press a button to make something go, we’re using energy that’s delivered to us in many different ways.

We’ve become so reliant on these various energy sources, it’s important we also understand their journeys: How they’re made. How they get to us. How much we’re consuming, individually and collectively. What new ideas will ensure our world keeps moving forward? With a critical need to minimize the effects of energy use on our global climate, now is the time for today’s young people to take on these pressing issues. This generation sees what’s at stake. Innovation cannot wait.

Every great step forward in our society has been fueled by a source of energy. Every brilliant invention has been sparked by these resources. Steam. Oil. Gas. Water. Wind. Solar. Nuclear. We’re constantly finding new ways to generate the energy we need, keeping the wheels of innovation, manufacturing, and progress spinning ever faster. Today we have an ever-increasing imperative – and collective responsibility – for improving environmental sustainability.

As the world becomes increasingly connected, this is the moment for us to get energized about innovation. Together, with bold thinking and limitless collaboration, we have the power to reimagine the future of energy at any level, to power any idea or invention we can imagine. What you challenge yourself to create will energize you, our FIRST community, and maybe even the world.
**SEASON LOGOS**

Members of the FIRST community may use the FIRST® ENERGIZE™ presented by Qualcomm and season game names and logo artwork provided by FIRST, without modification, in accordance with the terms of these Guidelines.

Currently registered FIRST teams and FIRST participants may use the names and logos in a way that relates to their FIRST team names and activities. For example, participants may use the logos on items directly related to their participation in the current FIRST season such as t-shirts, giveaways (buttons, stickers, etc.), social media, videos, and websites, as long as team identification (team name/number) appears in conjunction with the names or logos.

Members of the FIRST community may not:

- Use FIRST, LEGO®, 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 FIRST, LEGO, or Qualcomm trademarks on promotional merchandise that they are selling (such as t-shirts, magnets, etc.) except as allowed per the “Policy on the Use of FIRST Trademarks and Copyrighted Materials” (includes FIRST and the LEGO Group Intellectual Property) available at firstinspires.org/brand;
- 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.
The \textcopyright FIRST\textregistered ENERGIZE\textsuperscript{SM} presented by Qualcomm lockup is available in two formats: vertical and horizontal.

The vertical full-color lockup is the \textit{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 2022-2023 season theme name should be written as follows in text, using this specific formatting:

FIRST® ENERGIZE℠ 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 ENERGIZE. Please note FIRST must always appear in italics, and FIRST and ENERGIZE 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 ENERGIZE logo features our presenting sponsor’s logo (Qualcomm). Do not crop or remove the Qualcomm logo and 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**

**FIRST® ENERGIZE®M presented by Qualcomm**

For very small applications, it is recommended to type **FIRST® ENERGIZE®M presented by Qualcomm** as text in **Bold and Italic Bold**.

Horizontal lockup minimum size:
- 336px wide for digital
- 3.5" inches wide for print

Vertical lockup minimum size:
- 216px wide for digital
- 2.25" inches wide for print

The **FIRST ENERGIZE** logo features our presenting sponsor’s logo (Qualcomm). Do not crop or remove the Qualcomm logo and 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

LIME
CMYK: 47, 0, 100, 0
RGB: 147, 213, 0
HEX: 93D500
PMS: 375 C

ROYAL
CMYK: 42, 78, 0, 0
RGB: 177, 79, 197
HEX: B14FC5
PMS: 2582 C

NEON
CMYK: 0, 31, 100, 0
RGB: 255, 182, 0
HEX: FFB600
PMS: 7549 C

WHITE
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: FFF
PMS: 2140 C

BLACK
CMYK: 82, 71, 59, 75
RGB: 16, 24, 32
HEX: 101820
PMS: Black 6 C
These graphic elements are meant to add visual consistency and depth around the FIRST ENERGIZE theme and branding system.

We encourage their use to support the FIRST ENERGIZE system.

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.
INCORRECT USAGE

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**

ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

May be used as body copy and sub-headlines

**LIGHT ITALIC**

ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

May be used as body copy

**BLACK**

ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

May be used as headlines

**BOLD**

ABCDEFHGIJKLMNOPQRSTUVWXYZ
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 ENERGIZE 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 ENERGIZE 50% larger (or more) than the rest and placed either to the left or above the programs.
PROGRAM LOCKUPS WITH FIRST ENERGIZE
When highlighting a game lockup with the FIRST ENERGIZE theme, pair any game lockup with the FIRST ENERGIZE logo and a dividing line between them.

PROGRAM LOCKUPS WITH FIRST PROGRAMS
When highlighting a game lockup with a FIRST program logo, 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, pair any game lockup with the vertical FIRST logo and a dividing line between them.
**SUPERPOWERED℠**

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

Do not alter the logo by recoloring it. One-color versions and full-color versions are provided. Only use the versions provided. Use the logo in full color when possible to show it in the best possible light.

When sizing, 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. Do not crop out the safety zone. Use the file as provided.

Adhere to the minimum size when logo is used:
- 72 pixels wide for digital
- 1 inch wide for print

When using SUPERPOWERED℠ in text (body copy), 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:

Explore where energy comes from to how energy is used and all the steps in between in the 2022-2023 FIRST® LEGO® League season, SUPERPOWERED℠.

**SUPERPOWERED**

Color Palette:

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
<th>PMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yellow</td>
<td>C=0, M=100, Y=100, K=0</td>
<td>255, 255, 0</td>
<td>FF</td>
<td>108 C</td>
</tr>
<tr>
<td>White</td>
<td>C=0, M=0, Y=0, K=0</td>
<td>255, 255, 255</td>
<td>FFFF</td>
<td>WHITE</td>
</tr>
<tr>
<td>Black</td>
<td>C=0, M=0, Y=0, K=100</td>
<td>0, 0, 0</td>
<td>000000</td>
<td>6 C</td>
</tr>
<tr>
<td>Blue</td>
<td>C=68, M=43, Y=154, K=0</td>
<td>104, 195, 226</td>
<td>68C3E2</td>
<td>291 C</td>
</tr>
<tr>
<td>Red</td>
<td>C=128, M=60, Y=100, K=0</td>
<td>214, 121, 35</td>
<td>D67923</td>
<td>138 C</td>
</tr>
</tbody>
</table>

**SUPERPOWERED**

Supporting Elements:

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

FIRST® LEGO® League program-specific color.
Minimum clear space around the horizontal logo is equal to 1/2X, where X is the height of the lockup in its entirety. Minimum clear space around the vertical logo is equal to 1/4X, where X is the height of the lockup in its entirety.

Do not alter the logo by recoloring it. One-color versions and full-color versions are provided. Only use the versions provided. Use the logo in full color when possible to show it in the best possible light.

When sizing, 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. Do not crop out the safety zone. Use the file as provided.

Adhere to the minimum size when logo is used:

Vertical
- 116 pixels wide for digital
- 1.25 inches wide for print

Horizontal
- 336 pixels wide for digital
- 3.5 inches wide for print

When using POWERPLAYSM in text (body copy), 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: Fuel your imagination during the 2022-2023 FIRST® Tech Challenge season, POWERPLAYSM presented by Raytheon Technologies.
Minimum clear space around the horizontal logo is equal to 1/4X, where X is the height of the lockup in its entirety. Minimum clear space around the vertical logo is equal to 1/3X, where X is the height of the lockup in its entirety.

Do not alter the logo by recoloring it. One-color versions and full-color versions are provided. Only use the versions provided. Use the logo in full color when possible to show it in the best possible light.

When sizing, 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. Do not crop out the safety zone. Use the file as provided.

Adhere to the minimum size when the logo is used:

Vertical
- 116 pixels wide for digital
- 1.25 inches wide for print

Horizontal
- 336 pixels wide for digital
- 3.5 inches wide for print

When using CHARGED UP™ in text (body copy), 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 Haas” on the first mention in body copy.
- Do not use the wordmark (logotype/art) as a mention in body copy.

Example: Think big and power the future in the 2022-2023 FIRST® Robotics Competition season. CHARGED UP™ presented by Haas.

The horizontal logo option is the preferred usage whenever possible.
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 any FIRST Branding 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.