



PRESENTED BY **Qualcomm**

FIRST® ENERGIZESM presented by Qualcomm

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

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THEME INTRODUCTION

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**.

PERMITTED USES

SEASON LOGOS

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

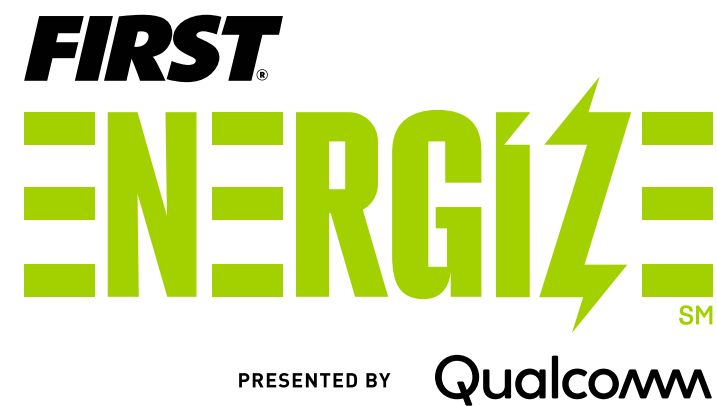
Currently registered *FIRST* teams and *FIRST* participants may use the names and logos in a way that relates to their *FIRST* team names and activities. For example, participants may use the logos on items directly related to their participation in the current *FIRST* season such as t-shirts, giveaways (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.

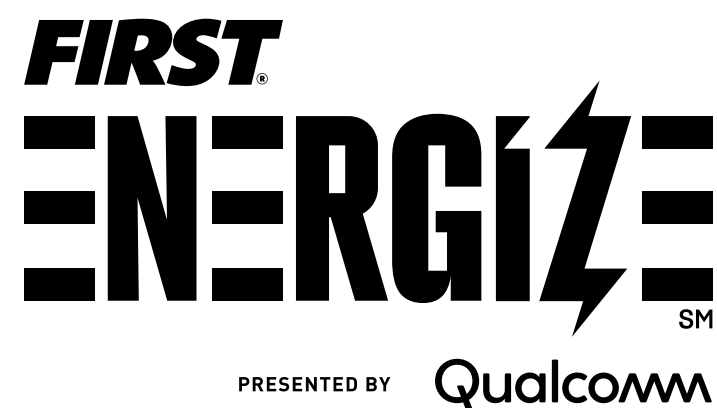
1



2



3



4



LOCKUP FORMATS

The *FIRST*® ENERGIZESM 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



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2



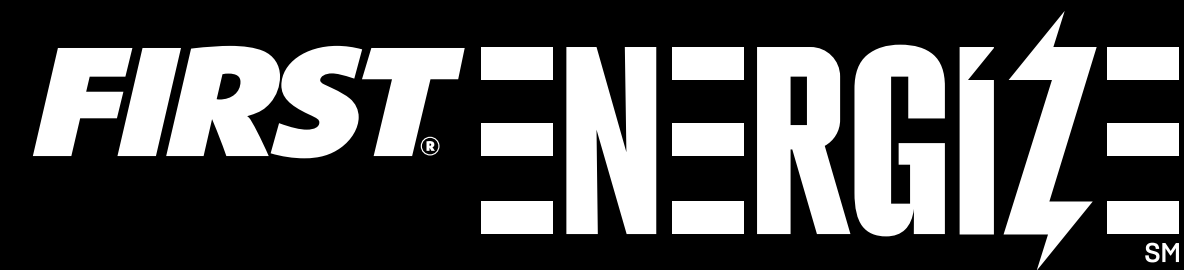
PRESENTED BY **Qualcomm**

3



PRESENTED BY **Qualcomm**

4



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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

NAME USAGE IN TEXT

The *FIRST* 2022-2023 season theme name should be written as follows in text, using this specific formatting:

FIRST® ENERGIZESM 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.

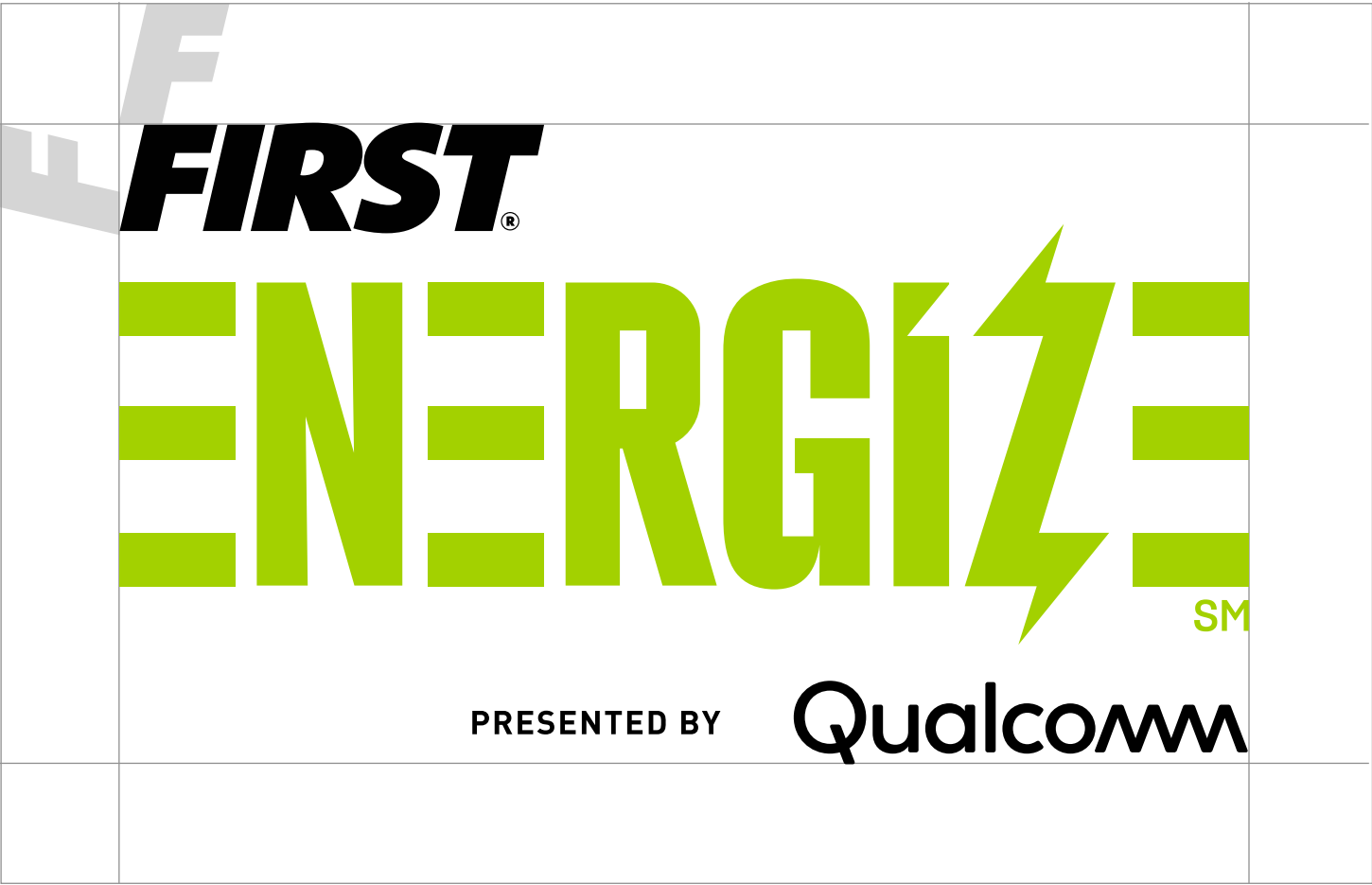
Use all lower case for “presented by” except in headlines or titles where the document style guide calls for initial caps.



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.

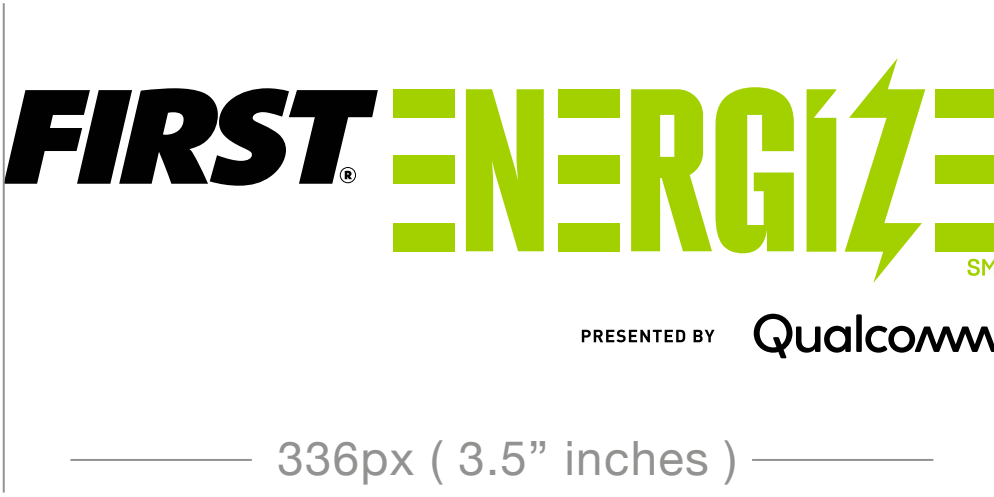


The *FIRST* ENERGIZE logo features our presenting sponsor’s logo (Qualcomm). Do not crop or remove the Qualcomm logo and respect a safety zone around the logo to protect it.

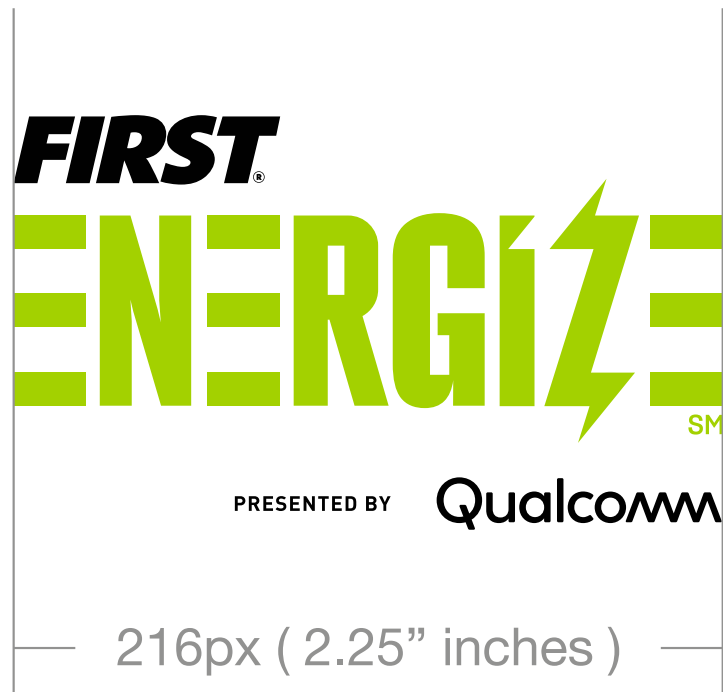
Minimum clear space around the logo is equal to X, where X is the height of the “Q,” excluding its tail.



MINIMUM SIZES



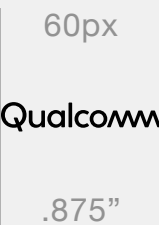
Horizontal lockup minimum size:
336px wide for digital
3.5” inches wide for print



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

***FIRST*® ENERGIZESM presented by Qualcomm**

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



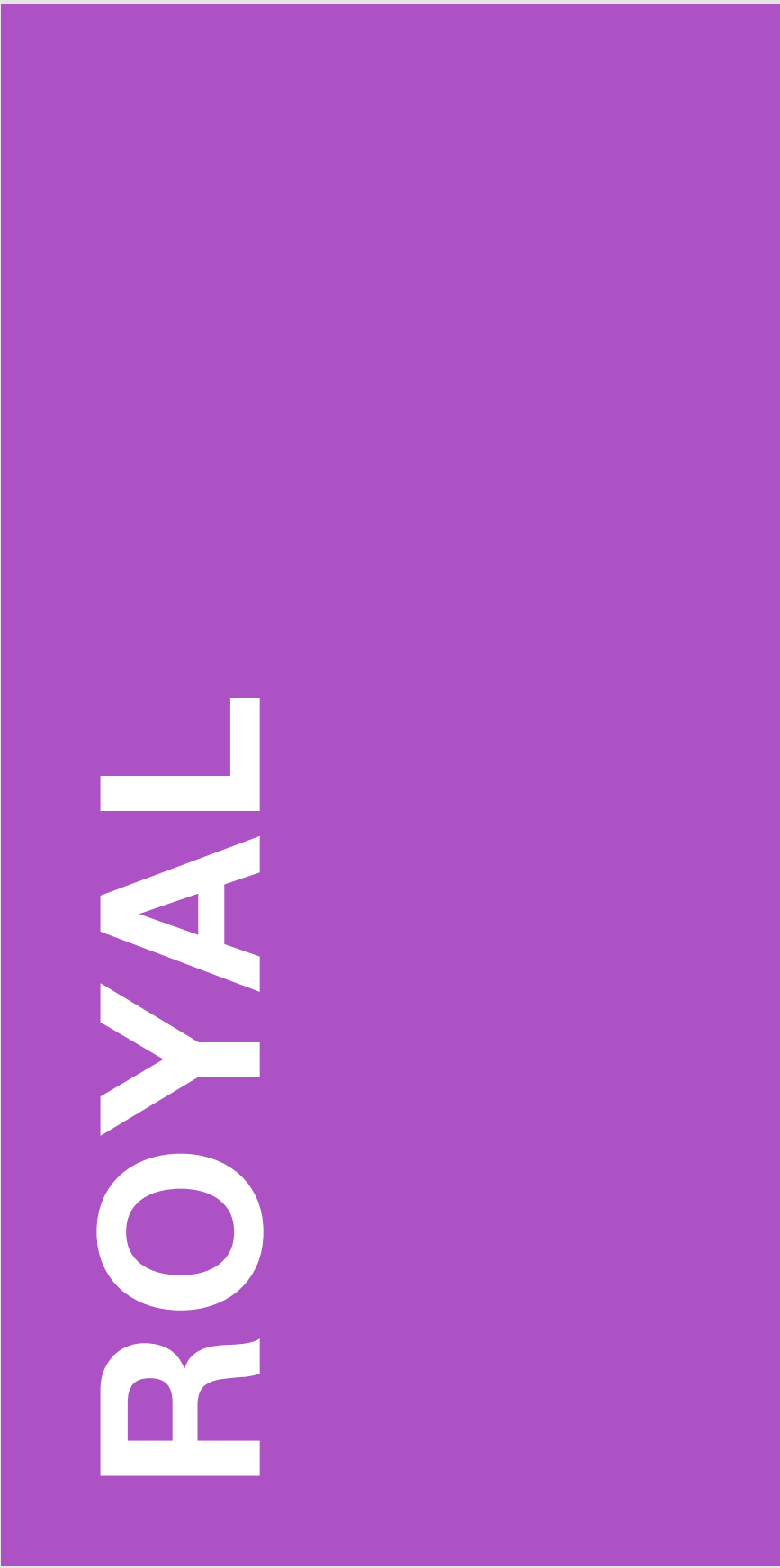
The *FIRST* ENERGIZE logo features our presenting sponsor’s logo (Qualcomm). Do not crop or remove the Qualcomm logo and respect the minimum size to protect it.

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

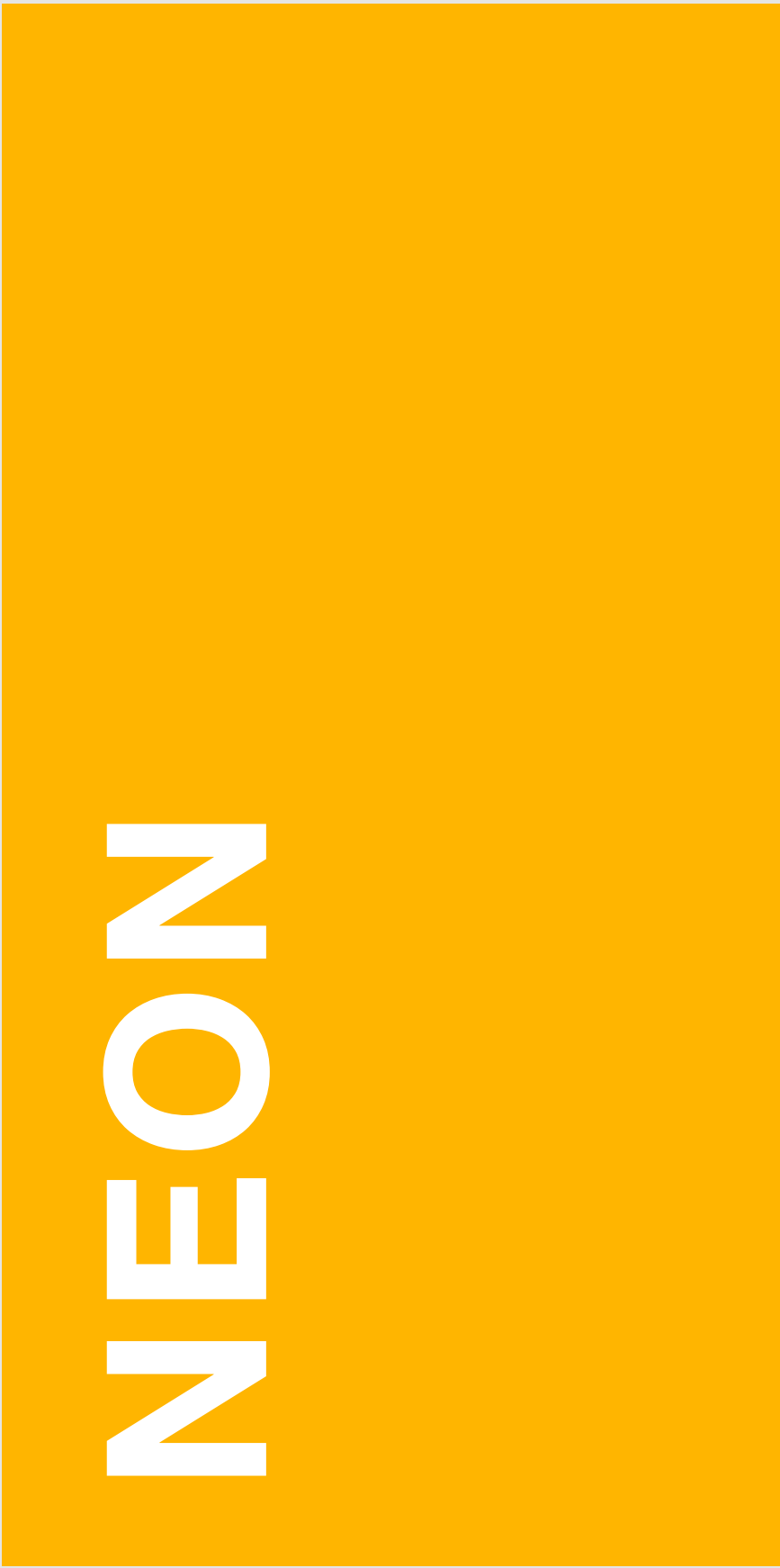
COLOR PALETTE



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



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



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



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



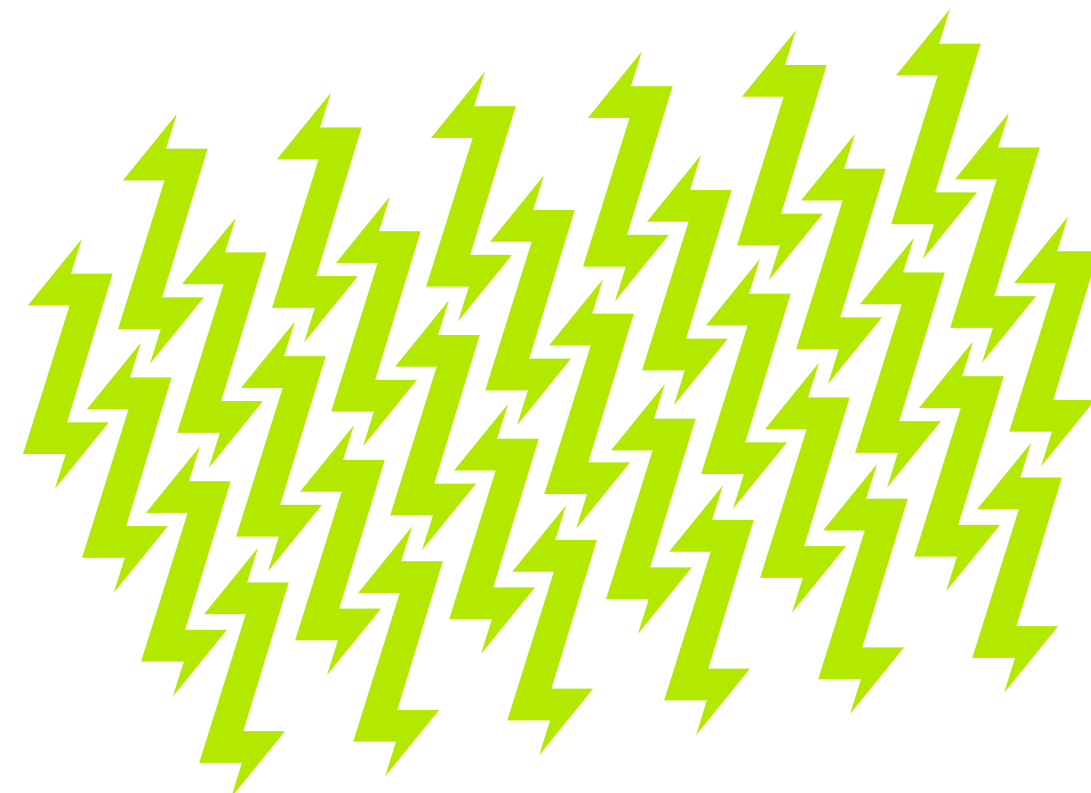
CMYK: 82, 71, 59, 75
RGB: 16, 24, 32
HEX: 101820
PMS: Black 6 C

GRAPHIC ELEMENTS

The Lightning Bolt (3D)



The Lightning Bolt Pattern (Flat)

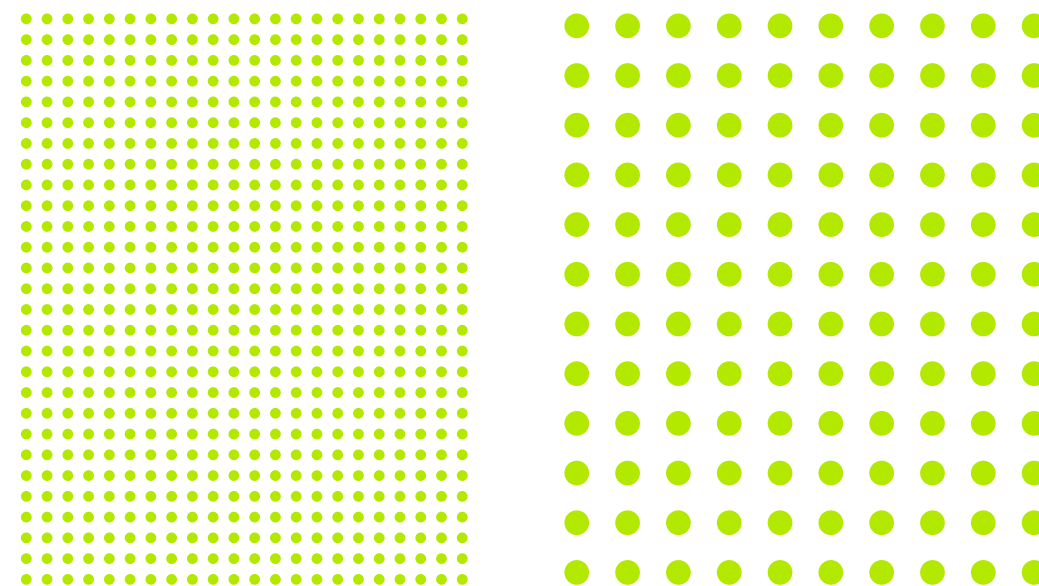


These graphic elements are meant to add visual consistency and depth around the *FIRST ENERGIZE* theme and branding system.

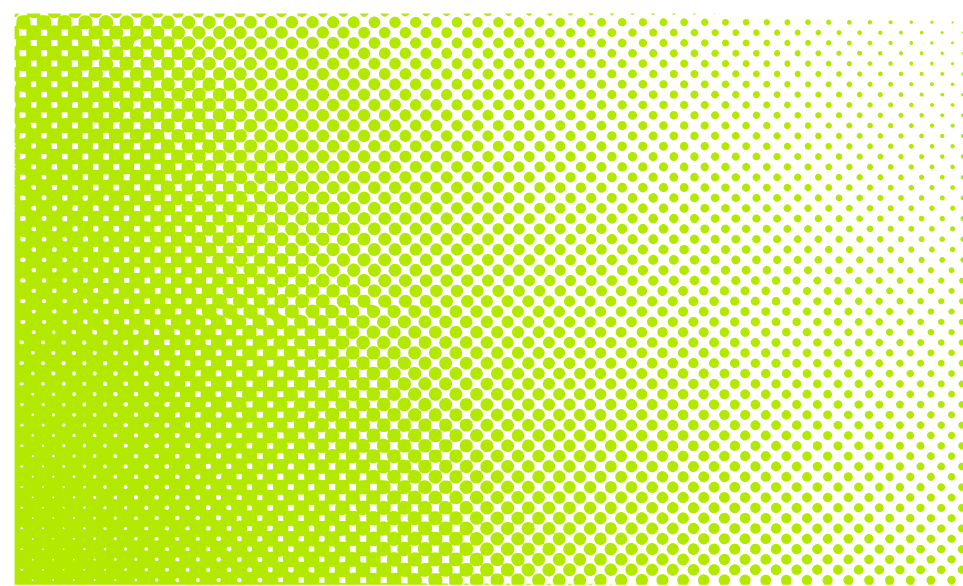
We encourage their use to support the *FIRST ENERGIZE* system.

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.

Halftone Pattern (small/large)



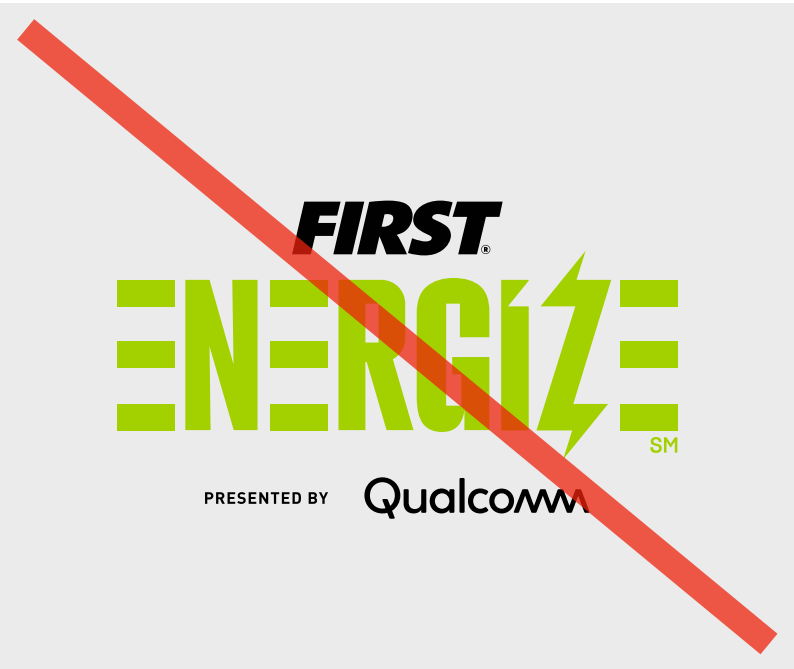
Halftone Pattern Gradient



Correct Example



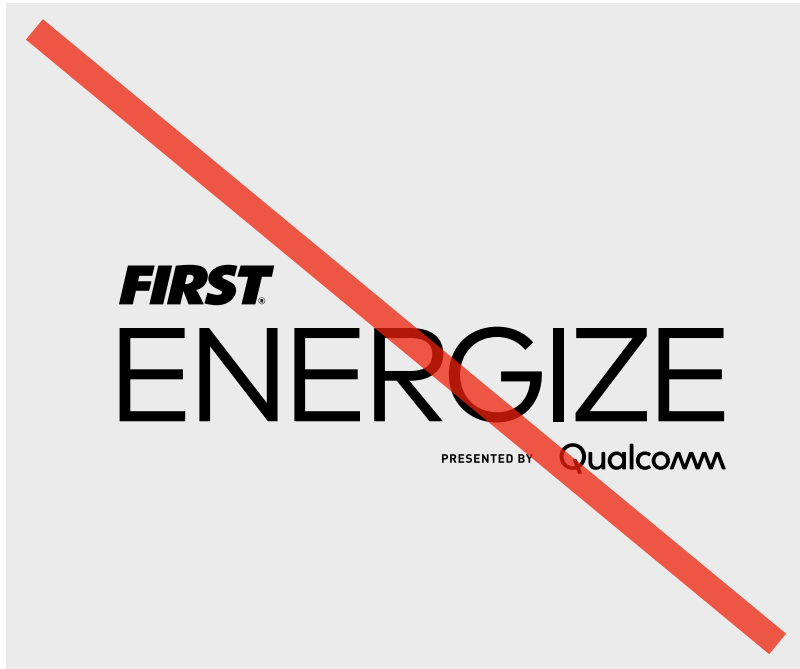
INCORRECT USAGE



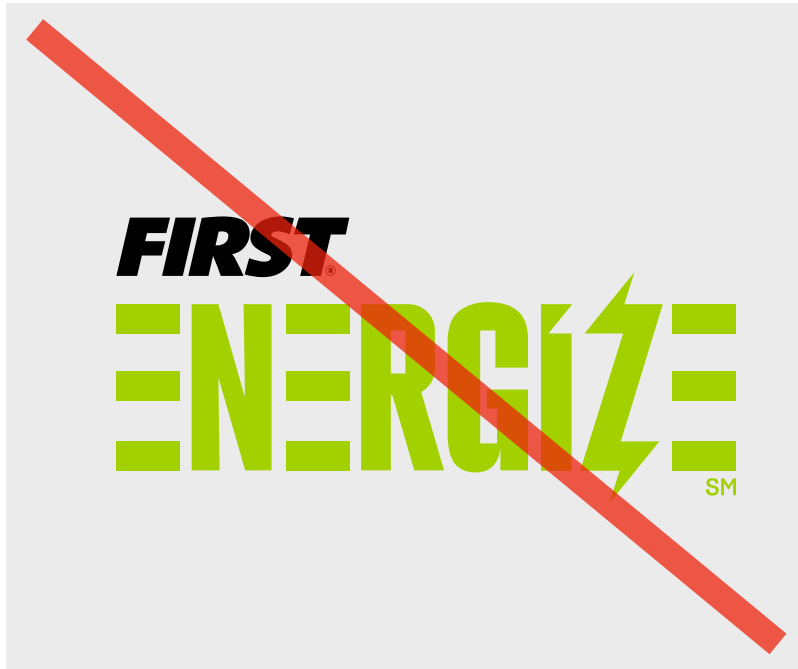
DO NOT alter the lockup. Lockup files should be used as is.



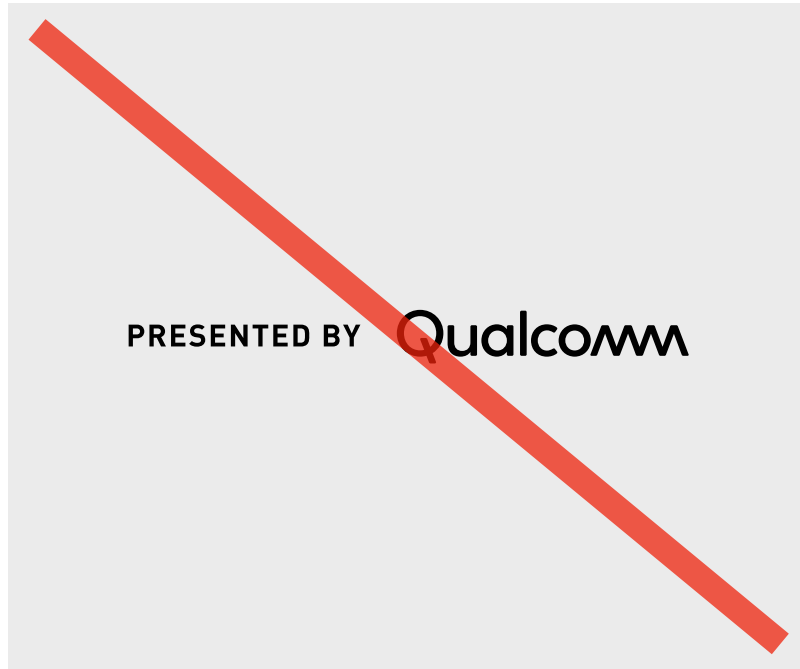
DO NOT use the dark background lockup on a light background or vice versa.



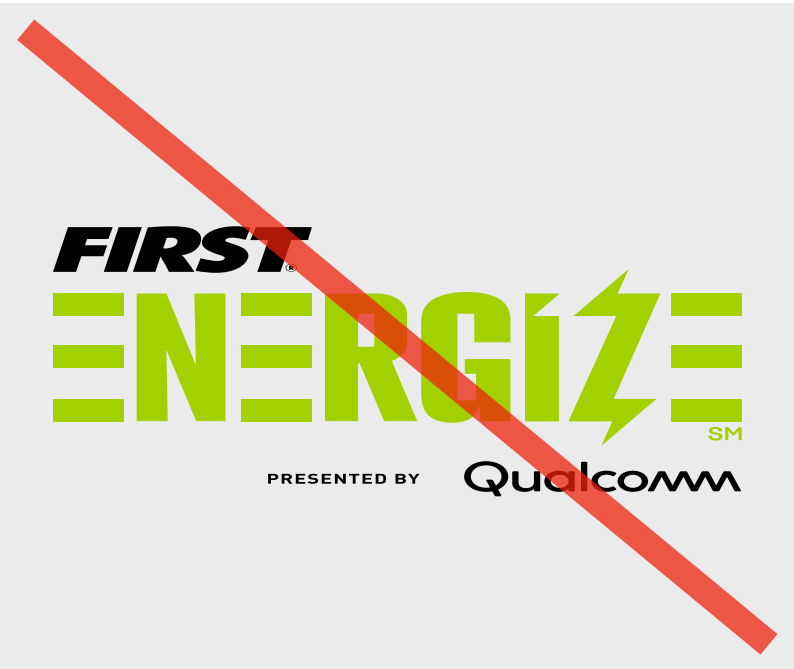
DO NOT use pieces of the lockup independently or change the fonts.



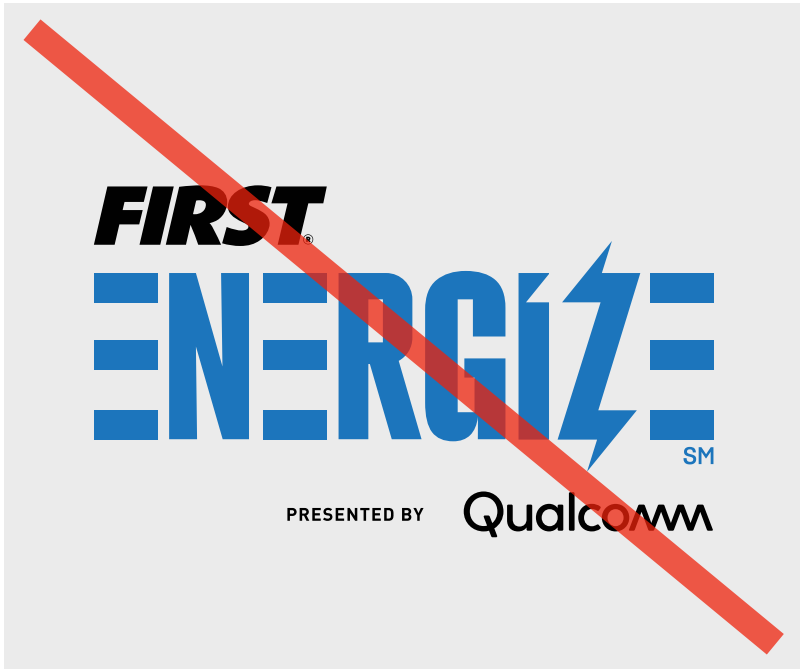
DO NOT crop out the Qualcomm lockup or adjust the spacing around it.



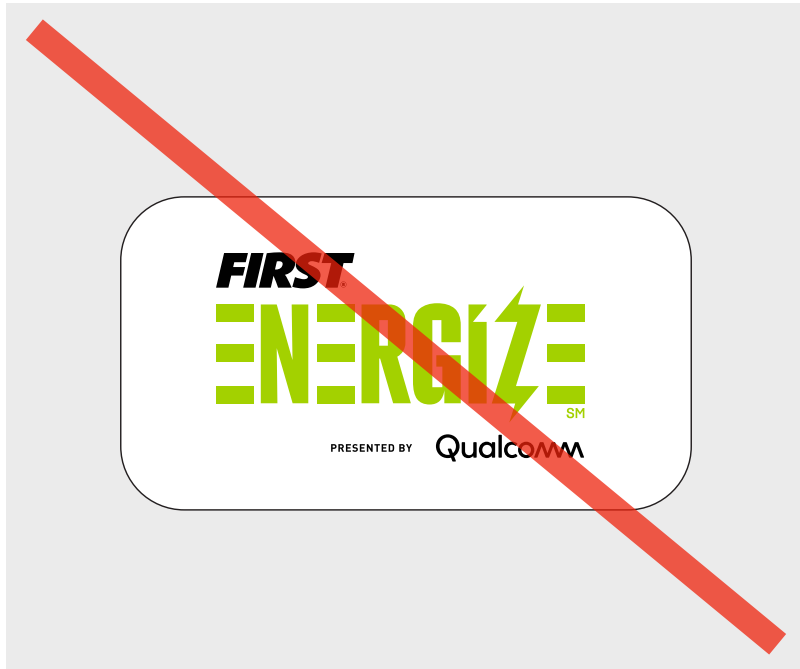
DO NOT use the Qualcomm lockup independently.



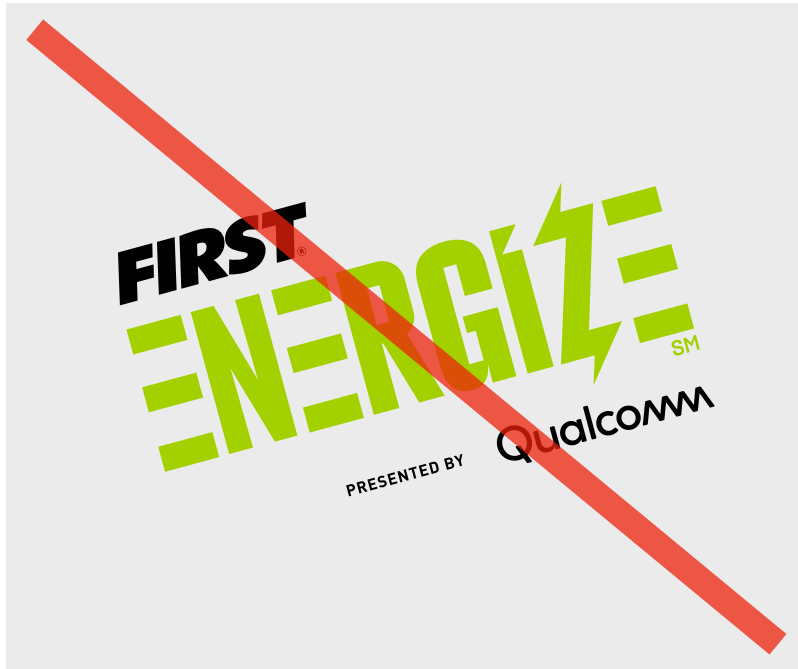
DO NOT distort or skew the lockup by adjusting the x or y axis independently. Always scale the lockup proportionally.



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

*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

FIRST[®] ENERGIZESM

PRESENTED BY **Qualcomm**



POWERSM PLAYSM

PRESENTED BY  **Raytheon
Technologies**

CHARGED UPSM

PRESENTED BY  **HAAS**
Gene Haas Foundation

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.



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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


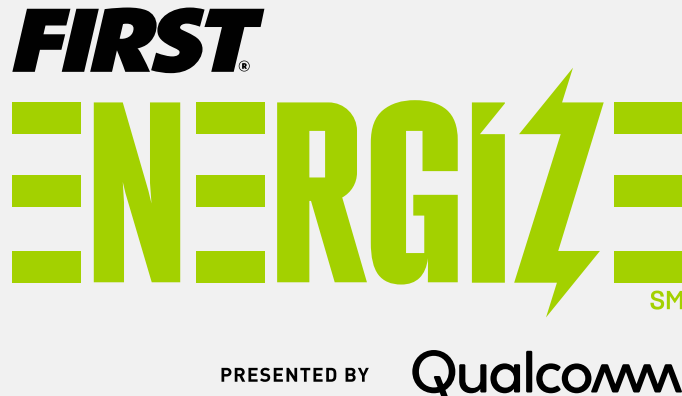




When highlighting a game lockup with the *FIRST* ENERGIZE theme, pair any game lockup with the *FIRST* ENERGIZE logo and a dividing line between them.

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.

 	 	 
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SUPERPOWEREDSM

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 SUPERPOWEREDSM 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® season, SUPERPOWEREDSM.

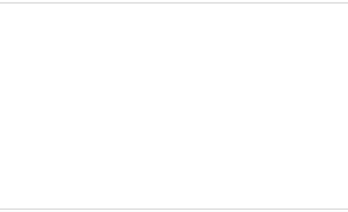
FIRST® is a trademark of For Inspiration and Recognition of Science and Technology (*FIRST*). LEGO® is a registered trademark of the LEGO Group. *FIRST*® LEGO® League and SUPERPOWEREDSM are jointly held trademarks of *FIRST* and the LEGO Group. ©2022 *FIRST* and the LEGO Group. All rights reserved. FL074



SUPERPOWERED Color Palette:



CMYK: 2, 10, 100, 0
RGB: 255, 220, 0
HEX: FFDC00
PMS: 108 C



CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: FFFFFFFF
PMS: WHITE



CMYK: 54, 4, 6, 0
RGB: 104, 195, 226
HEX: 68C3E2
PMS: 291 C



CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: 000000
PMS: BLACK 6 C



CMYK: 12, 60, 100, 0
RGB: 214, 121, 35
HEX: D67923
PMS: 138 C



LINEAR GRADIENT

SUPERPOWERED Supporting Elements:



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

FIRST LEGO League program-specific color.

POWERPLAYSM

presented by Raytheon Technologies

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	Horizontal
• 116 pixels wide for digital	• 336 pixels wide for digital
• 1.25 inches wide for print	• 3.5 inches wide for print

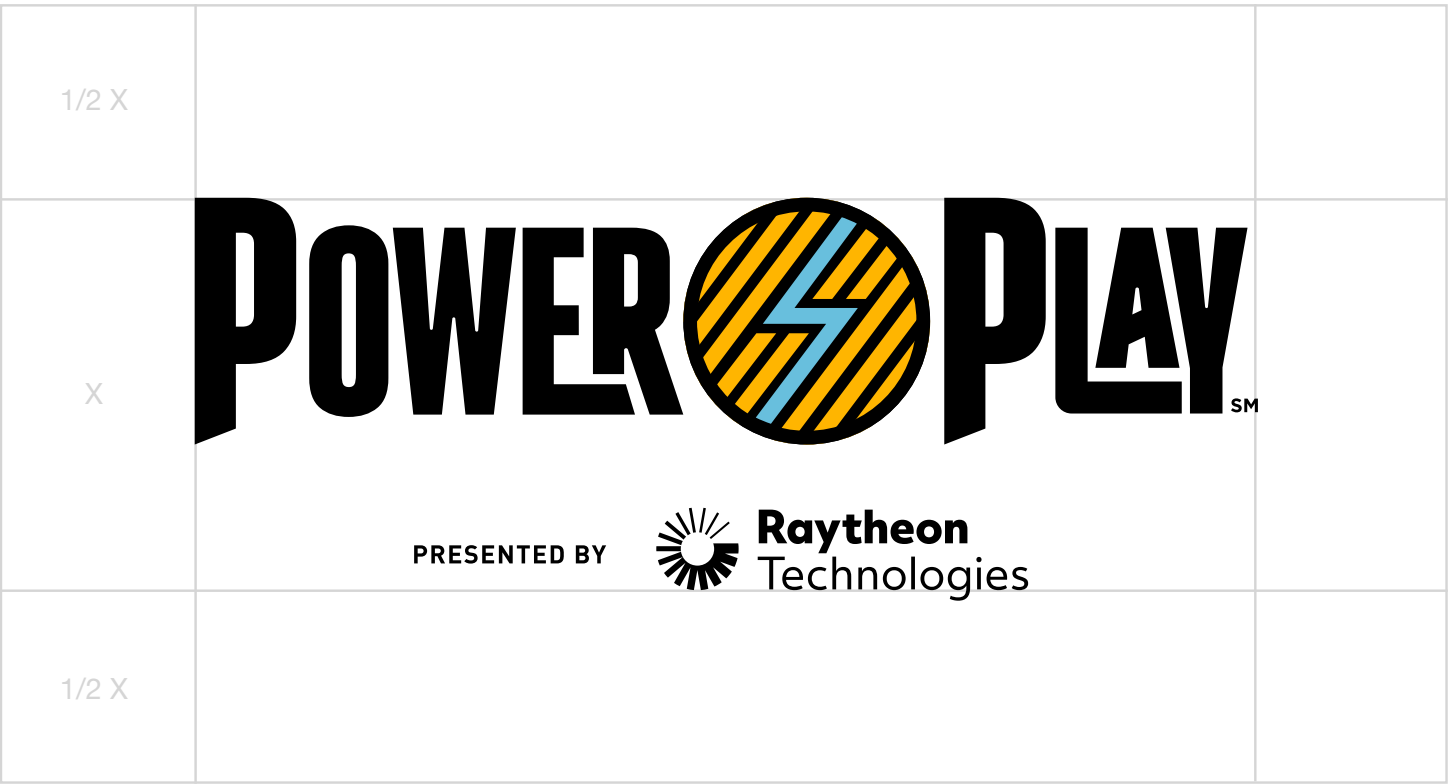
When using POWERPLAYSM in text (body copy), adhere to the following style standards:

- 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.

FIRST®, *FIRST*® Tech Challenge, and POWERPLAYSM are trademarks of For Inspiration and Recognition of Science and Technology (*FIRST*). ©2022 *FIRST*. All rights reserved. FT039



The POWERPLAYSM 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.

The horizontal logo option is the preferred usage whenever possible.

POWERPLAY Color Palette:



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



CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: FFF
PMS: 390 C



CMYK: 54, 4, 6, 0
RGB: 104, 195, 226
HEX: 68C3E2
PMS: 291 C



CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: 000000
PMS: BLACK 6 C

POWERPLAY Supporting Elements:



FIRST® Tech Challenge logo to show program communication.

FIRST Tech Challenge program-specific color.

CHARGED UPSM

presented by Haas

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:

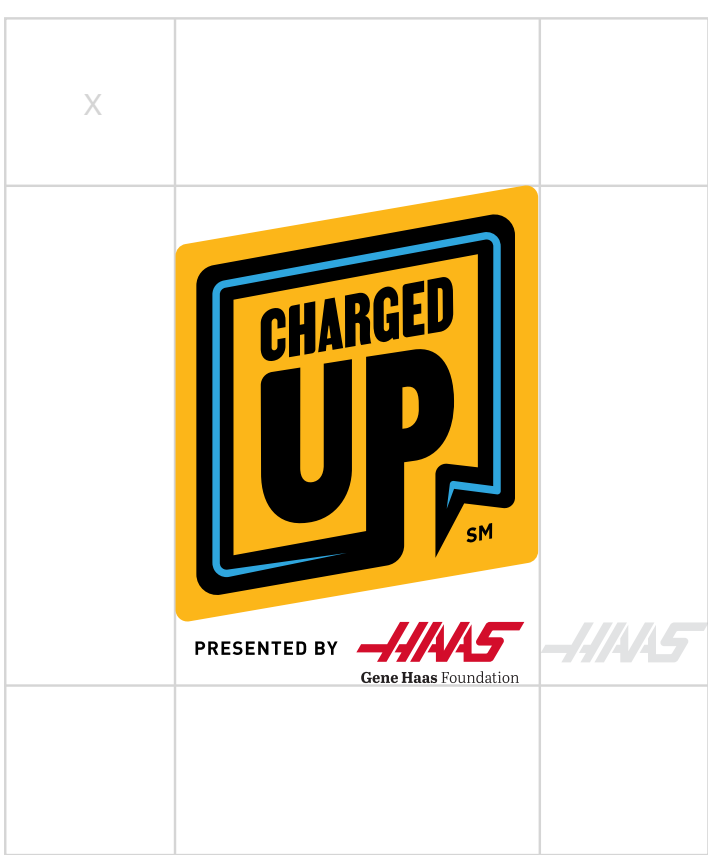
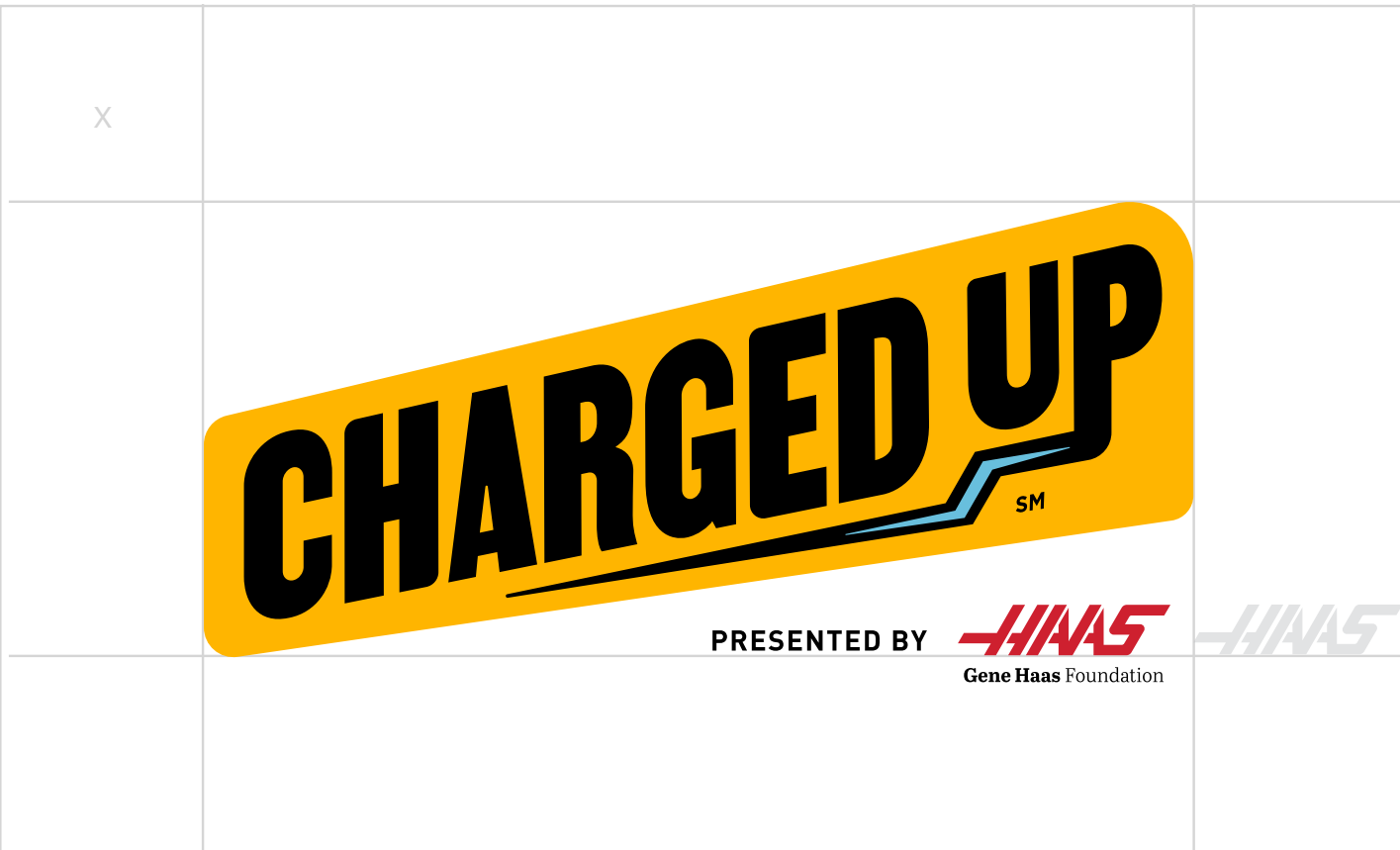
Vertical	Horizontal
• 116 pixels wide for digital	• 336 pixels wide for digital
• 1.25 inches wide for print	• 3.5 inches wide for print

When using CHARGED UPSM 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 UPSM presented by Haas.

FIRST®, *FIRST*® Robotics Competition, and CHARGED UPSM are trademarks of For Inspiration and Recognition of Science and Technology (*FIRST*). ©2022 *FIRST*. All rights reserved. FR040



The CHARGED UPSM logo features our presenting sponsor’s logo (Haas). Please do not crop or remove the Haas logo. Do not crop or remove the Haas 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 width of the Haas wordmark.

The horizontal logo option is the preferred usage whenever possible.

CHARGED UP Color Palette:



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



CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: FFF
PMS: 390 C

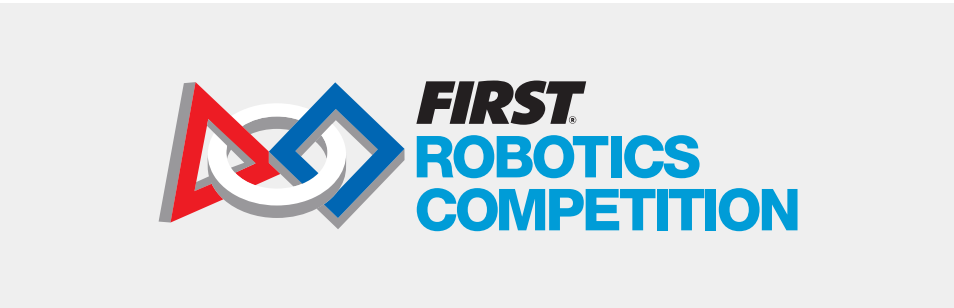
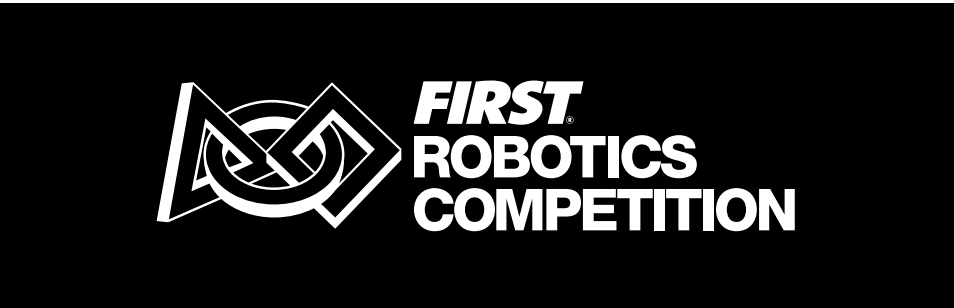


CMYK: 54, 4, 6, 0
RGB: 104, 195, 226
HEX: 68C3E2
PMS: 291 C



CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: 000000
PMS: BLACK 6 C

CHARGED UP Supporting Elements:



FIRST Robotics Competition logo to show program communication.

FIRST Robotics Competition program-specific color.



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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.

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