# CHARGED UP<sup>SM</sup>

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.
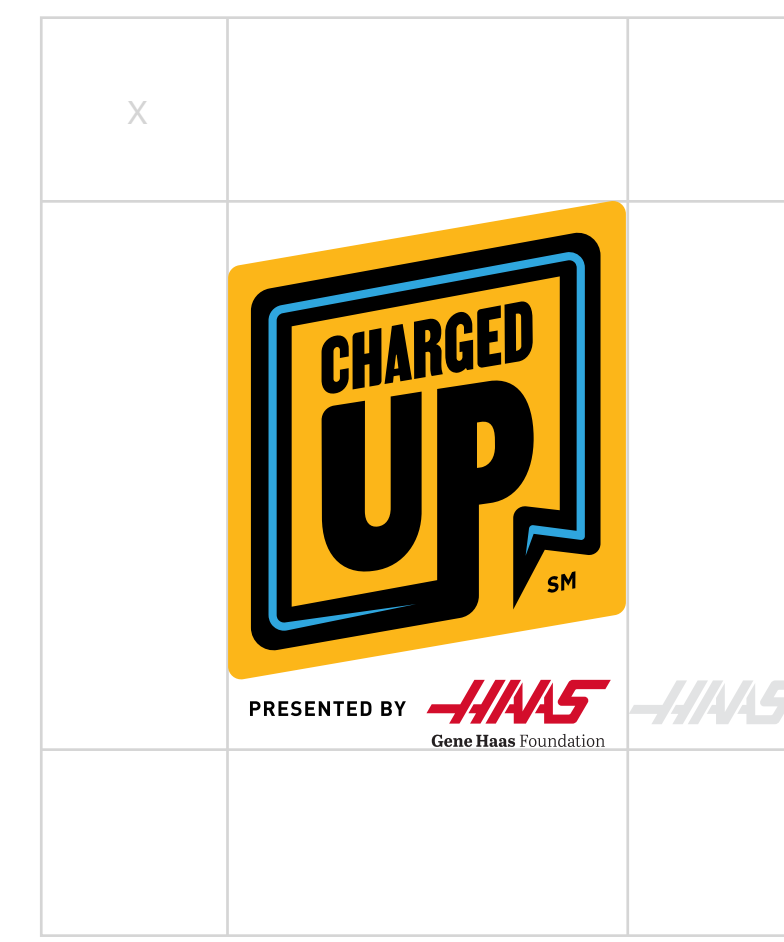
Adhere to the minimum size when the logo is used:

Vertical
- 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<sup>SM</sup> in text (body copy), adhere to the following style standards:
- Always CAPITAL LETTERS.
- No periods.
- Include <sup>SM</sup> 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<sup>SM</sup> presented by Haas.

The horizontal logo option is the preferred usage whenever possible.

The CHARGED UP<sup>SM</sup> 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.
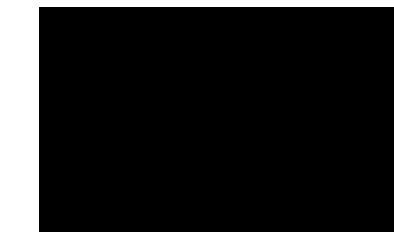
CHARGED UP Color Palette:



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

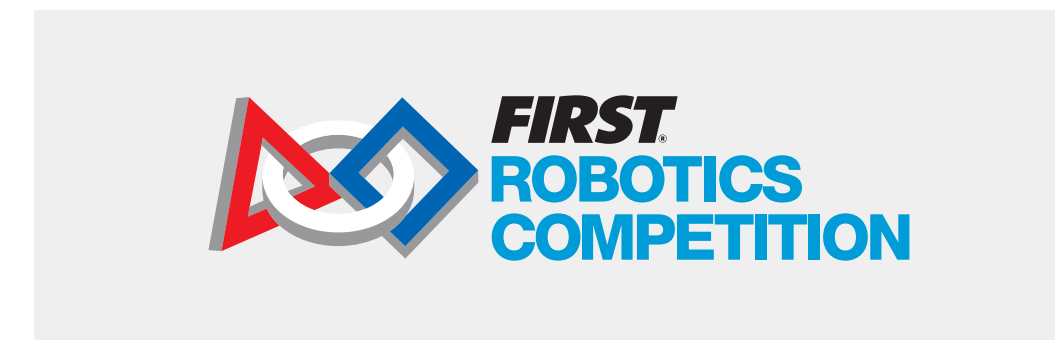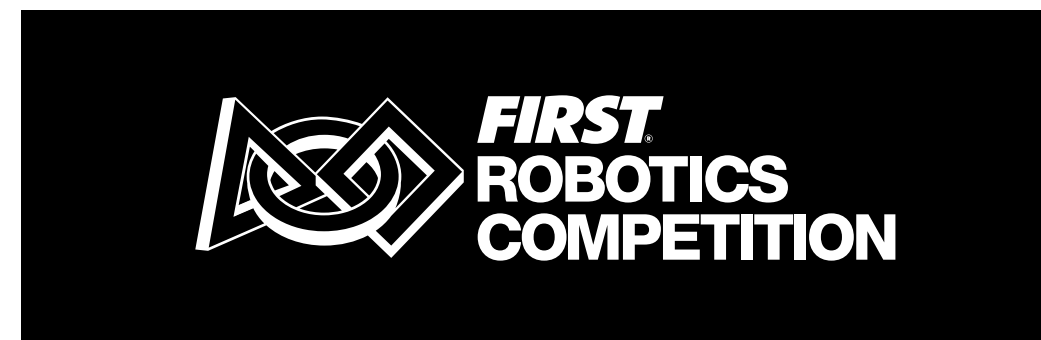CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: FFF
PMS: 390 C

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.