

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

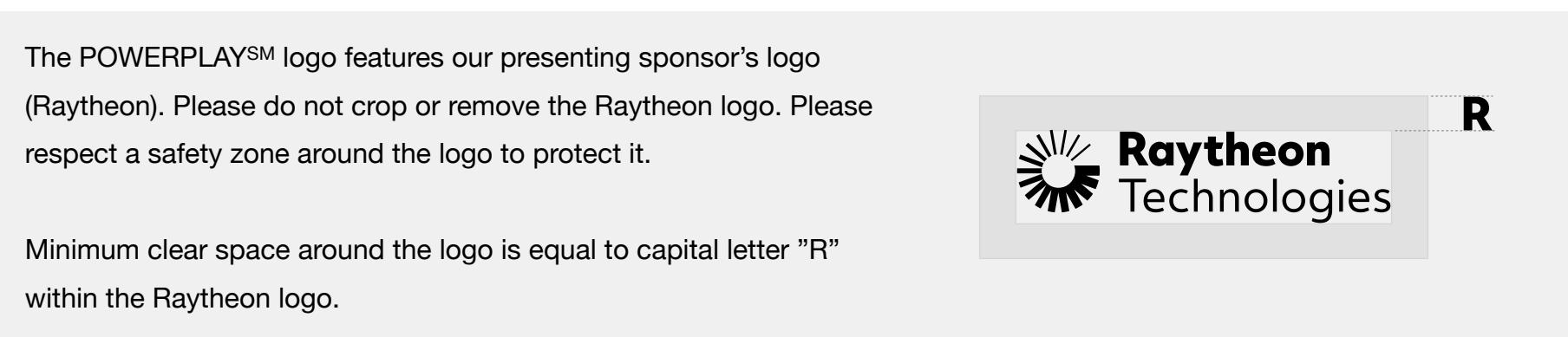
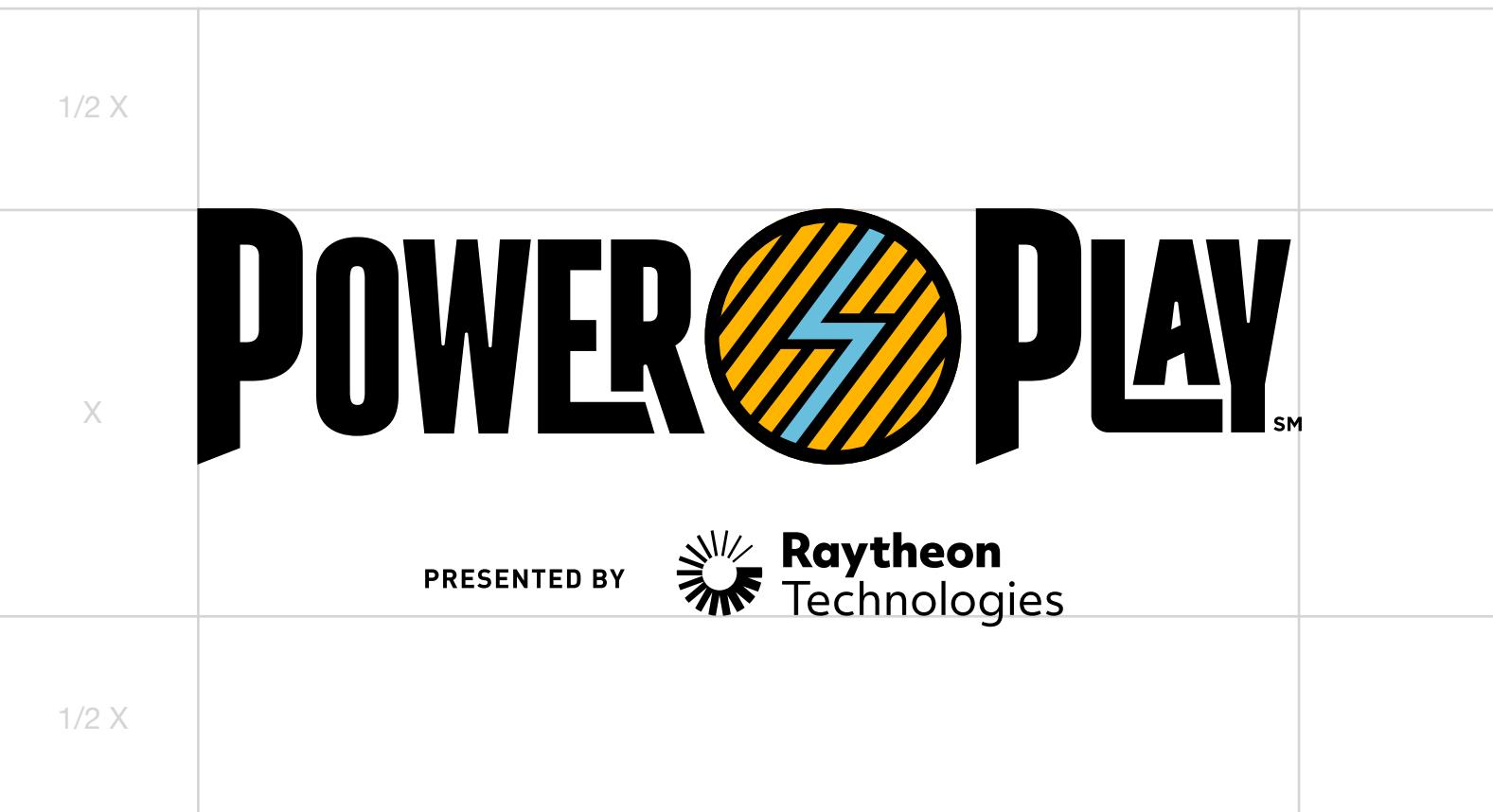
- 116 pixels wide for digital
- 336 pixels wide for digital
- 1.25 inches wide for print
- 3.5 inches wide for print

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.

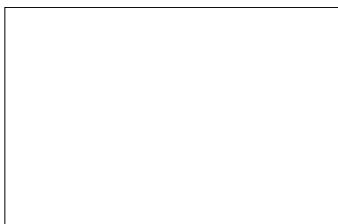


The horizontal logo option is the preferred usage whenever possible.

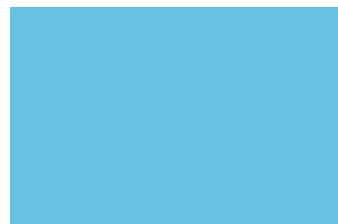
POWERPLAY Color Palette:



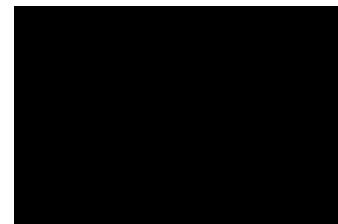
CMYK: 0, 31, 100, 0
RGB: 255, 182 0
HEX: FFB600
PMS: 7549 C



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:

