

FIRST[®] IN SHOWSM

PRESENTED BY **Qualcomm**

BRANDING AND LOCKUP GUIDELINES

FIRST® IN SHOWSM presented by Qualcomm

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

3	<i>Theme Introduction</i>	13	<i>Typography</i>
4	<i>Permitted Uses</i>	16	<i>Program-Specific Season Lockups</i>
5	<i>Lockup Formats</i>	17	<i>MASTERPIECESM</i>
7	<i>Name Usage</i>	18	<i>CENTERSTAGESM presented by Raytheon Technologies</i>
8	<i>Minimum Clear Space</i>	19	<i>CRESCENDOSM presented by Haas</i>
9	<i>Minimum Sizes</i>	20	<i>Legal Specifications</i>
10	<i>Color Palette</i>		
11	<i>Graphic Elements</i>		
12	<i>Incorrect Usage</i>		

THEME INTRODUCTION

Science, technology, engineering, and math (STEM) inspire big ideas, bold action – and creativity. As a global community, we know our STEM skills make it possible to create art and experiences that bring us together, entertain us, move us. Whether designing a logo, costume, or movie set from a blank canvas, 3-D printing a sketch, lighting the stage for a photoshoot, or bringing an arena to life with a jaw-dropping live show – STEM empowers us to be creative, bring our ideas to life, and build what many have only dreamed of.

The 2023-2024 *FIRST* season theme, *FIRST*® IN SHOWSM presented by Qualcomm, puts a spotlight on the role that STEM plays in the arts, and celebrates how theater, film, music, and pageantry bring people together and inspire us to dream big and create long-lasting, memorable moments.

PERMITTED USES

SEASON LOGOS

Members of the *FIRST* community may use the *FIRST*® IN SHOWSM 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*® IN SHOWSM presented by Qualcomm lockup is available in two formats: vertical and horizontal.

The horizontal 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 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

1

**FIRST IN
SHOW**SM

PRESENTED BY **Qualcomm**

2

**FIRST IN
SHOW**SM

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3

**FIRST IN
SHOW**SM

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4

**FIRST IN
SHOW**SM

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LOCKUP FORMATS

The vertical lockup should be used for wide applications—when 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 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

NAME USAGE

NAME USAGE IN TEXT

The *FIRST* 2023-2024 season theme name should be written as follows in text, using this specific formatting:

FIRST® IN SHOWSM 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* IN SHOW. Please note *FIRST* must always appear in italics, and *FIRST* and IN SHOW 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* IN SHOW 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



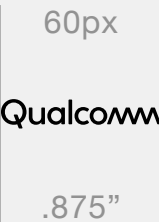
Horizontal lockup minimum size:
288px wide for digital
3” inches wide for print



Vertical lockup minimum size:
144px wide for digital
1.5” inches wide for print

***FIRST*® IN SHOWSM presented by Qualcomm**

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



The *FIRST* IN SHOW 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: 5, 97, 0, 0
RGB: 210, 46, 146
HEX: D22E92
PMS: Rhodamine Red C



CMYK: 3, 10, 41, 0
RGB: 243, 224, 171
HEX: F3E0AB
PMS: 7401 C



CMYK: 66, 57, 51, 29
RGB: 84, 85, 90
HEX: 54555A
PMS: Cool Grey 11 C



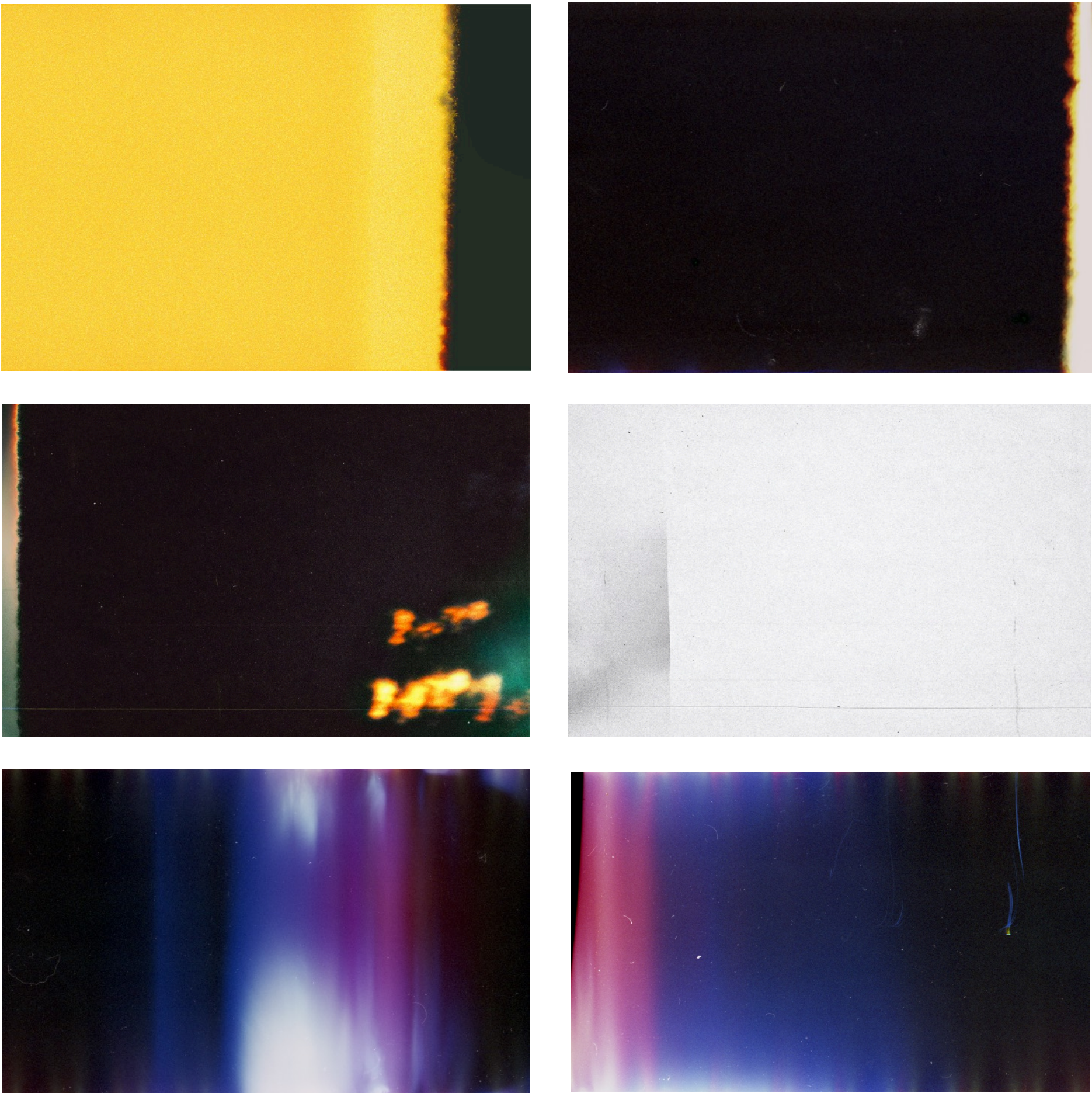
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: FFF
PMS: 000 C



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

GRAPHIC ELEMENTS

Film Textures



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

We encourage their use to support the *FIRST IN SHOW* season.

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.

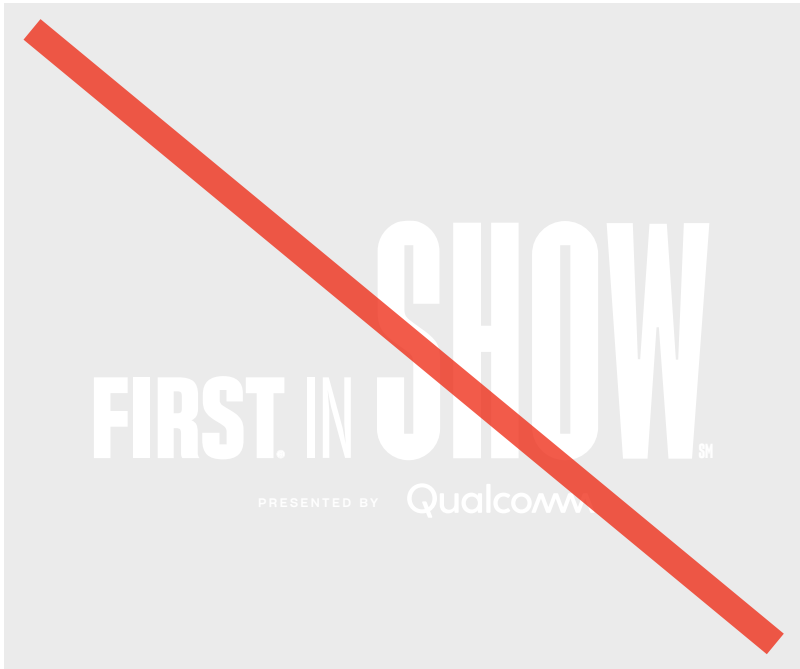
Correct Example



INCORRECT USAGE



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



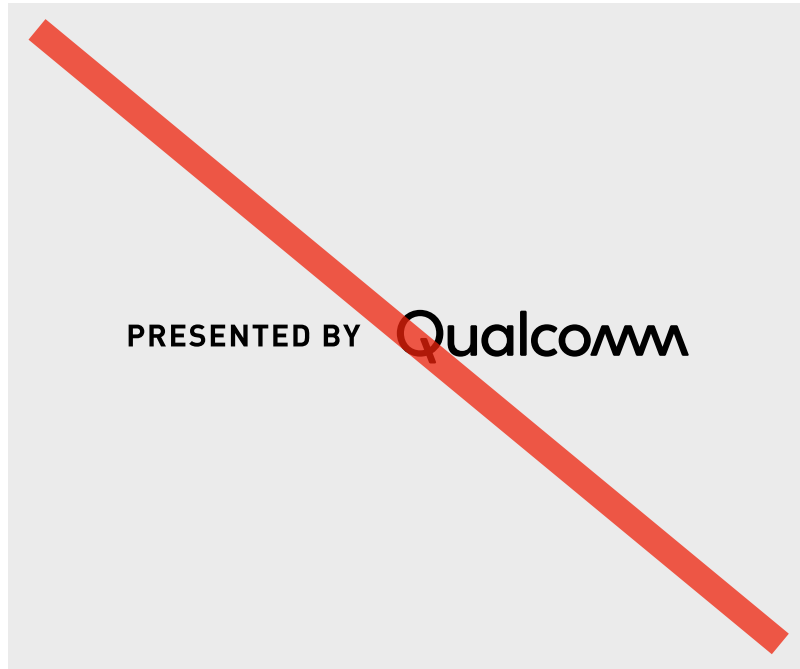
DO NOT use the dark background lockup on a light background or vice versa.



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



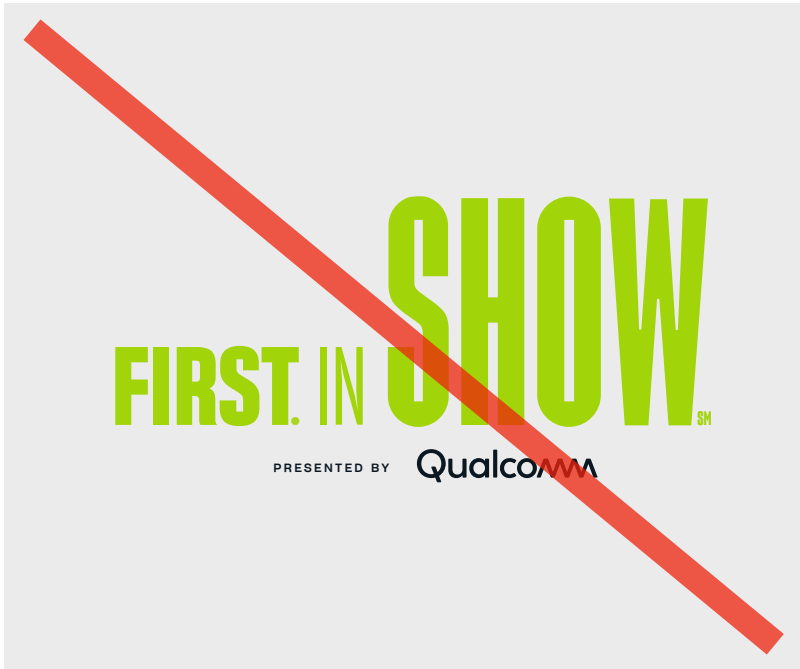
DO NOT crop out the Qualcomm lockup or adjust the spacing around it.



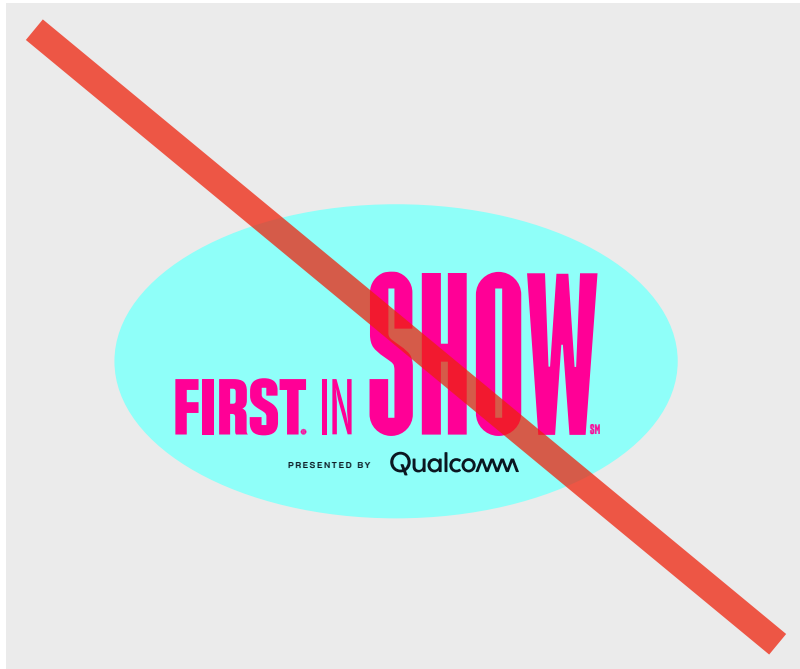
DO NOT use the Qualcomm lockup independently.



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. IN SHOWSM

PRESENTED BY **Qualcomm**

**MASTER
PIECESM**

**CENTERS
STAGESM**

PRESENTED BY  **RTX**

CRESCENDOSM

PRESENTED BY  **HMS**
Game House Foundation

VERTICAL SYSTEM LOCKUPS

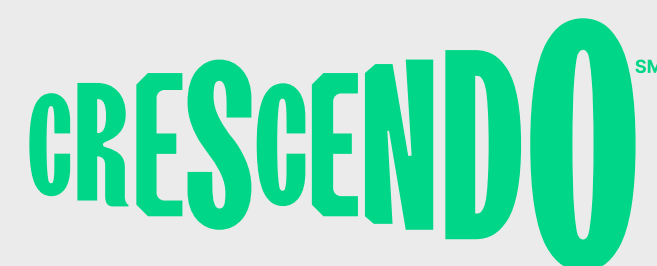
Vertical system lockups should always feature the programs in this order, with *FIRST IN SHOW* placed above and 50% larger (or more) than the rest.

FIRST IN SHOWSM

PRESENTED BY **Qualcomm**



PRESENTED BY  **RTX**



PRESENTED BY  **HMS**
Gene Haas Foundation

HORIZONTAL SYSTEM LOCKUPS

Horizontal system lockups should always feature the programs in this order, with *FIRST IN SHOW* 50% larger (or more) than the rest and placed either to the left or above the programs.

PROGRAM LOCKUPS WITH *FIRST* IN SHOW

When highlighting a game lockup with the *FIRST* IN SHOW theme, pair any game lockup with the *FIRST* IN SHOW 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.



MASTERPIECESM

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 MASTERPIECESM 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:

Imagine and innovate new ways to create and communicate art across the globe in the 2023-2024 *FIRST*® LEGO® League season, MASTERPIECESM.

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 MASTERPIECESM are jointly held trademarks of *FIRST* and the LEGO Group. ©2023 *FIRST* and the LEGO Group. All rights reserved. FL075



MASTERPIECE
Color Palette:

					
CMYK: 6, 2, 84, 0 RGB: 244, 233, 102 HEX: F4E966 PMS: 101 C	CMYK: 0, 42, 100, 0 RGB: 248, 168, 56 HEX: F8A838 PMS: 137 C	CMYK: 81, 18, 0, 0 RGB: 42, 158, 218 HEX: 2A9EDA PMS: 299 C	CMYK: 13, 100, 26, 0 RGB: 195, 0, 108 HEX: C3006C PMS: 226 C	CMYK: 3, 10, 53, 0 RGB: 243, 224, 152 HEX: F3E098 PMS: 1205 C	CMYK: 0, 0, 0, 100 RGB: 0, 0, 0 HEX: 000000 PMS: BLACK 6 C

MASTERPIECE
Supporting Elements:



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

FIRST LEGO League
program-specific color.

CENTERSTAGESM

presented by Raytheon Technologies

Minimum clear space around the first logo is equal to 1/3X, where X is the height of the lockup in its entirety. Minimum clear space around the second logo is equal to width of the *FIRST* word mark.

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:

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

When using CENTERSTAGESM 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:

Wield the power of design to take your creativity and precision to spectacular new heights during the 2023-2024 *FIRST*[®] Tech Challenge season, CENTERSTAGESM presented by Raytheon Technologies.

FIRST[®], *FIRST*[®] Tech Challenge, and CENTERSTAGESM are trademarks of For Inspiration and Recognition of Science and Technology (*FIRST*). ©2023 *FIRST*. All rights reserved. FT042



The CENTERSTAGESM 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.

POWERPLAY Color Palette:



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



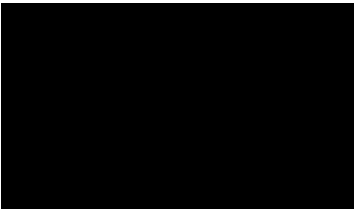
CMYK: 27, 49, 100, 8
RGB: 172, 129, 38
HEX: AC8126
PMS: 7551 C



CMYK: 81, 18, 0, 0
RGB: 42, 158, 218
HEX: 2A9EDA
PMS: 299 C



CMYK: 3, 10, 53, 0
RGB: 243, 224, 152
HEX: F3E098
PMS: 1205 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.

CRESCENDOSM

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 CRESCENDOSM 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:

Use your engineering skills and creative power to entertain and move the world in the 2024 *FIRST*® Robotics Competition season, CRESCENDOSM presented by Haas.

FIRST®, *FIRST*® Robotics Competition, and CRESCENDOSM are trademarks of For Inspiration and Recognition of Science and Technology (*FIRST*). ©2023 *FIRST*. All rights reserved. FR041



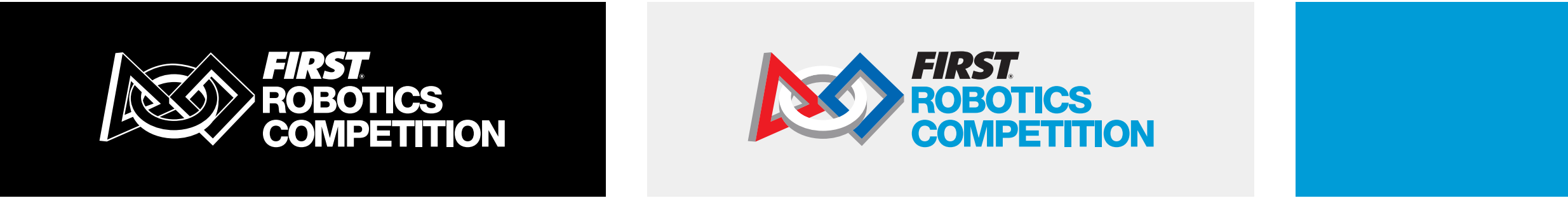
The CRESCENDOSM logo features our presenting sponsor’s logo (Haas). Please do not crop or remove the Haas logo. Do not crop or remove the Haas logo, and respect a safety zone around the logo to protect it.

Minimum clear space around the logo is equal to X, where X is the width of the Haas wordmark.

CRESCENDO
Color Palette:

CMYK: 70, 0, 72, 0 RGB: 92, 203, 131 HEX: 5CCB83 PMS: 7479 C	CMYK: 96, 8, 99, 1 RGB: 5, 154, 86 HEX: 059A56 PMS: 7482 C	CMYK: 38, 49, 64, 13 RGB: 145, 121, 97 HEX: 917961 PMS: 7504 C	CMYK: 62, 2, 8, 0 RGB: 108, 190, 220 HEX: 6CBEDC PMS: 637 C	CMYK: 3, 10, 53, 0 RGB: 243, 224, 152 HEX: F3E098 PMS: 1205 C	CMYK: 0, 0, 0, 100 RGB: 0, 0, 0 HEX: 000000 PMS: BLACK 6 C

CRESCENDO
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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