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

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Introduction

The 2023-2024 FIRST season theme, FIRST® IN SHOW™ 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.

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.
**SEASON LOGOS**

Members of the FIRST community may use the FIRST® IN SHOW™ 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.*
LOCKUP FORMATS

The FIRST® IN SHOW™ 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
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**

**FIRST® IN SHOW℠ presented by Qualcomm**

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

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

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

PINK
- CMYK: 5, 97, 0, 0
- RGB: 210, 46, 146
- HEX: D22E92
- PMS: Rhodamine Red C

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

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

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

BLACK
- 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

LIGHT
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

May be used as body copy and sub-headlines

LIGHT ITALIC
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

May be used as body copy

BLACK
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

May be used as headlines

BOLD
ABCDEFHIJKLMNOPQRSTUVWXYZ
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 IN SHOW 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 IN SHOW 50% larger (or more) than the rest and placed either to the left or above the programs.
<table>
<thead>
<tr>
<th>PROGRAM LOCKUPS WITH <em>FIRST IN SHOW</em></th>
<th>PROGRAM LOCKUPS WITH <em>FIRST PROGRAMS</em></th>
<th>PROGRAM LOCKUPS WITH <em>FIRST</em></th>
</tr>
</thead>
<tbody>
<tr>
<td>When highlighting a game lockup with the <em>FIRST IN SHOW</em> theme, pair any game lockup with the <em>FIRST IN SHOW</em> logo and a dividing line between them.</td>
<td>When highlighting a game lockup with a <em>FIRST</em> program logo, pair any game lockup with the <em>FIRST</em> program logo that corresponds with that game and a dividing line between them.</td>
<td>When highlighting a game lockup with the <em>FIRST</em> logo, pair any game lockup with the vertical <em>FIRST</em> logo and a dividing line between them.</td>
</tr>
</tbody>
</table>
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 MASTERPIECE SM 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:

First LEGO League program or division logo to show program communication. First LEGO League program-specific color.
**CENTERSTAGE℠**

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 CENTERSTAGE℠ in text (body copy), adhere to the following style standards:

- Always CAPITAL LETTERS.
- No periods.
- Include℠ 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.

**POWERPLAY**

Color Palette:

- CMYK: 0, 31, 100, 0
- CMYK: 27, 49, 100, 8
- CMYK: 81, 18, 0, 0
- CMYK: 3, 10, 53, 0
- CMYK: 3, 18, 0, 0
- CMYK: 0, 0, 0, 100
- CMYK: 25, 182, 0
- CMYK: 172, 129, 38
- CMYK: 243, 224, 152
- CMYK: 255, 182, 0
- CMYK: 128, 156, 255
- CMYK: 151, 155, 255
- CMYK: 0, 0, 0
- CMYK: 0, 0, 0
- CMYK: 7549 C
- CMYK: 1205 C
- CMYK: 7551 C
- RGB: 255, 182, 0
- RGB: 243, 224, 152
- RGB: 255, 182, 0
- RGB: 172, 129, 38
- RGB: 243, 224, 152
- RGB: 0, 0, 0
- RGB: 128, 156, 255
- RGB: 151, 155, 255
- RGB: 0, 0, 0
- RGB: 7549 C
- RGB: 1205 C
- RGB: 7551 C
- HEX: FFB600
- HEX: F3E098
- HEX: AC8126
- HEX: FF0000
- HEX: FEDB2B
- HEX: 000000
- HEX: 2A9EDA
- HEX: AC8126
- HEX: 007F1C

**POWERPLAY**

Supporting Elements:

- FIRST Tech Challenge logo to show program communication.
- FIRST Tech Challenge program-specific color.

Example:

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

<table>
<thead>
<tr>
<th>Vertical</th>
<th>Horizontal</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 116 pixels wide for digital</td>
<td>• 336 pixels wide for digital</td>
</tr>
<tr>
<td>• 1.25 inches wide for print</td>
<td>• 3.5 inches wide for print</td>
</tr>
</tbody>
</table>

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

• Always CAPITAL LETTERS.
• No periods.
• Include ™ 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, CRESCENDO℠ presented by Haas.

CRESCENDO℠ Color Palette:

<table>
<thead>
<tr>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
<th>PMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>70, 0, 72, 0</td>
<td>92, 203, 131</td>
<td>5CC8B4</td>
<td>7479 C</td>
</tr>
<tr>
<td>96, 8, 86</td>
<td>145, 121, 97</td>
<td>917961</td>
<td>7504 C</td>
</tr>
<tr>
<td>62, 2, 8, 0</td>
<td>188, 190, 220</td>
<td>F3E098</td>
<td>637 C</td>
</tr>
<tr>
<td>3, 10, 53, 0</td>
<td>243, 234, 152</td>
<td>F36056</td>
<td>1205 C</td>
</tr>
<tr>
<td>0, 0, 0</td>
<td>0, 0, 0</td>
<td>000000</td>
<td>BLACK 6 C</td>
</tr>
</tbody>
</table>

CRESCENDO℠ Supporting Elements:

The CRESCENDO℠ 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.
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.