# SUBMERGED℠

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:

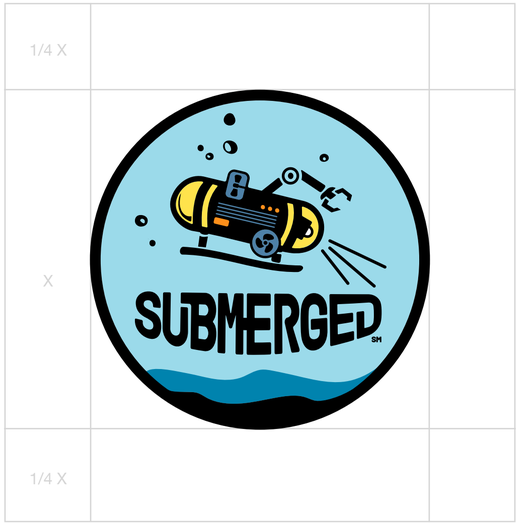
- 72 pixels wide for digital
- 1 inch wide for print

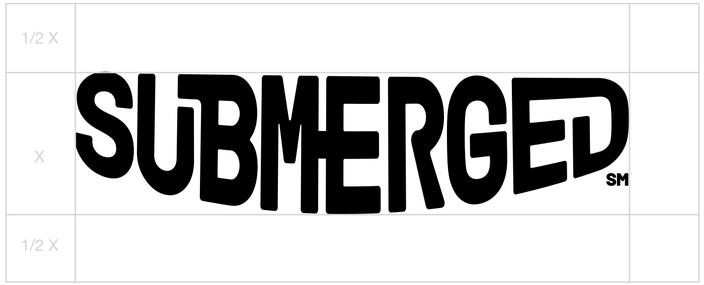
When using SUBMERGED℠ in text (body copy), adhere to the following style standards:

- Always CAPITAL LETTERS.
- No periods.
- Include ℠ on first mention in headline and first mention in body copy.
- Do not use the wordmark (logotype/art) as a mention in body copy.

Example:

Search beneath the surface and sea into the future in the 2024-2025 *FIRST*® LEGO® League season, SUBMERGED℠.




SUBMERGED Color Palette:

| | | | | | |
|---|---|---|---|---|---|
| CMYK: 71, 43, 20, 1 | CMYK: 35, 0, 7, 0 | CMYK: 94, 35, 19, 0 | CMYK: 5, 4, 84, 0 | CMYK: 0, 53, 94, 0 | CMYK: 0, 0, 0, 100 |
| RGB: 96, 128, 163 | RGB: 171, 216, 231 | RGB: 0, 131, 174 | RGB: 245, 229, 101 | RGB: 252, 151, 62 | RGB: 0, 0, 0 |
| HEX: 6080A3 | HEX: ABD8E7 | HEX: 0083AE | HEX: F5E565 | HEX: FC973E | HEX: 000000 |
| PMS: 2158 C | PMS: 635 C | PMS: 7704 C | PMS: 106 C | PMS: 1495 C | PMS: BLACK 6 C |

SUBMERGED Supporting Elements:

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

*FIRST* LEGO League program-specific color.

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