INTO THE DEEP℠

presented by RTX

Minimum clear space around the first 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 logo is used:

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

When using INTO THE DEEP℠ 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 RTX” on the first mention in body copy.
- Do not use the wordmark (logotype/art) as a mention in body copy.

Example:

Investigate the power of the world’s oceans to spectacular new depths during the 2024-2025 *FIRST*® Tech Challenge season, INTO THE DEEP℠ presented by RTX.

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The INTO THE DEEP℠ logo features our presenting sponsor’s logo (RTX). Please do not crop or remove the RTX 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 RTX logo.

INTO THE DEEP
Color Palette:

CMYK: 35, 0, 7, 0	CMYK: 94, 35, 19, 0	CMYK: 5, 4, 84, 0	CMYK: 0, 0, 0, 100
RGB: 171, 216, 231	RGB: 0, 131, 174	RGB: 245, 229, 101	RGB: 0, 0, 0
HEX: ABD8E7	HEX: 0083AE	HEX: F5E565	HEX: 000000
PMS: 635 C	PMS: 7704 C	PMS: 106 C	PMS: BLACK 6 C

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Supporting Elements:

FIRST® Tech Challenge logo to show program communication.

FIRST Tech Challenge program-specific color.