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

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Like our global robotics community, Earth's ocean is more than what you can see on the horizon. Beneath the surface lies our planet's most complex ecosystems, full of life and potential for exploration and learning.

More than 80% of the ocean remains unexplored, offering curious minds deep opportunities to dive into expeditions. Underwater robots, sonars, and other marine technology allow us to gain more immersive knowledge of the ocean’s greatest wonders, to explore the unknown and apply those learnings to improve life on land and below water.

For life on land, the ocean is our greatest connector. Up to 90% of global trade travels by sea. Underwater cables provide infrastructure for our communication channels. The ocean affects our weather. It provides food. It supports all living beings. And through great challenges, the strength of the ocean’s biodiversity sustains it.

On land, we know that it takes all members of our global community to work in collaboration to build a thriving society. Similarly, undersea, each inhabitant – from reef-building “ecosystem engineers” like corals to protective reef sharks – has a role to play in building their environment. Each FIRST® season, our teams unite coders, builders, designers, strategists, mentors, supporters, and more to bring ideas to life.

In FIRST® DIVE℠, we’re exploring beneath the surface and uncovering the potential in each of us to strengthen our community and innovate for a better world with healthy oceans. Join us as we explore the future.
**SEASON LOGOS**

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

The vertical 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 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
**LOCKUP FORMATS**

The horizontal lockup should be used for wide applications—when vertical 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 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
NAME USAGE IN TEXT
The FIRST 2024-2025 season theme name should be written as follows in text, using this specific formatting:

FIRST® DIVE™ 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 DIVE. Please note FIRST must always appear in italics, and FIRST and DIVE 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 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 DIVE 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® DIVE SM presented by Qualcomm**

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

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**Horizontal lockup minimum size:**

- 350px wide for digital
- 3.5" inches wide for print

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**Vertical lockup minimum size:**

- 220px wide for digital
- 2.25" inches wide for print

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The **FIRST DIVE** 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

- **BLUE**
  - CMYK: 100, 70, 0, 0
  - RGB: 0, 90, 170
  - HEX: 005AAA
  - PMS: 2935 C

- **WHITE**
  - CMYK: 0, 0, 0, 0
  - RGB: 255, 255, 255
  - HEX: FFFFFF
  - PMS: White

- **BLACK**
  - CMYK: 0, 0, 0, 100
  - RGB: 0, 0, 0
  - HEX: 000000
  - PMS: Black

- **LT GRAY**
  - CMYK: 62, 52, 48, 20
  - RGB: 102, 102, 102
  - HEX: 666666
  - PMS: Cool Gray 10 C

- **DK GRAY**
  - CMYK: 68, 57, 50, 28
  - RGB: 68, 68, 68
  - HEX: 444444
  - PMS: Cool Gray 11 C
These graphic elements are meant to add visual consistency and depth around the *FIRST DIVE* theme and branding system.

We encourage their use to support the *FIRST DIVE* system.

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
ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

LIGHT ITALIC
ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BLACK
ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BOLD
ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

May be used as body copy and sub-headlines

May be used as headlines

May be used as body copy

May be used as buttons and call-outs
HORIZONTAL SYSTEM LOCKUPS
Horizontal system lockups should always feature the programs in this order, with FIRST DIVE placed above and 50% larger (or more) than the rest and placed either to the left or above the programs.
VERTICAL SYSTEM LOCKUPS

Vertical system lockups should always feature the programs in this order, with FIRST DIVE placed above and 50% larger (or more) than the rest and placed either to the left or above the programs.
Program Lockups: Program Specific

**Program Lockups with FIRST DIVE**
When highlighting a game lockup with the FIRST DIVE theme, pair any game lockup with the FIRST DIVE 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.
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 SUBMERGEDSM 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.

SEARCH BENEATH THE SURFACE AND SEA INTO THE FUTURE IN THE 2024-2025 FIRST® LEGO® LEAGUE SEASON, SUBMERGEDSM.
INTO THE DEEP<sup>SM</sup> 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<sup>SM</sup> in text (body copy), adhere to the following style standards:
- Always CAPITAL LETTERS.
- No periods.
- 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<sup>SM</sup> presented by RTX.

The INTO THE DEEP<sup>SM</sup> 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
RGB: 171, 216, 231
HEX: ABD8E7
PMS: 620 C

CMYK: 94, 35, 19, 0
RGB: 245, 229, 101
HEX: F5E565
PMS: 106 C

CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: 000000
PMS: BLACK 6 C

CMYK: 95, 3, 4, 0
RGB: 230, 171, 63
HEX: E6AC41
PMS: 299 C

INTO THE DEEP Supporting Elements:

FIRST<sup>®</sup> Tech Challenge logo to show program communication.

FIRST<sup>®</sup> Tech Challenge program-specific color.

FIRST<sup>®</sup> Tech Challenge logo to show program communication.
Program Specific: REEFSCAPE™ presented by Haas

Minimum clear space around the both logos is equal to the height of the HAAS 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 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></td>
</tr>
<tr>
<td>• 1.25 inches wide for print</td>
<td></td>
</tr>
<tr>
<td>• 336 pixels wide for digital</td>
<td></td>
</tr>
<tr>
<td>• 3.5 inches wide for print</td>
<td></td>
</tr>
</tbody>
</table>

When using REEFSCAPE™ 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 make waves to move the world in the 2025 FIRST® Robotics Competition season, REEFSCAPE™ presented by Haas.

REEFSCAPE Color Palette:

<table>
<thead>
<tr>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
<th>PMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>35, 0, 7, 0</td>
<td>171, 216, 231</td>
<td>ABD8E7</td>
<td>635 C</td>
</tr>
<tr>
<td>94, 35, 19, 0</td>
<td>245, 229, 101</td>
<td>F5E565</td>
<td>106 C</td>
</tr>
<tr>
<td>0, 0, 0, 100</td>
<td>0, 0, 0</td>
<td>000000</td>
<td>BLACK 6 C</td>
</tr>
</tbody>
</table>

REEFSCAPE Supporting Elements:

The REEFSCAPE™ 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 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.