

FIRST[®]

DIVESM

PRESENTED BY **Qualcomm**

FIRST[®] DIVESM presented by Qualcomm

This style guide has been designed to help the *FIRST*[®] community to ensure the *FIRST*[®] DIVESM presented by Qualcomm branding system is used appropriately and consistently.

Please follow the directions provided.

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THEME INTRODUCTION

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*® DIVESM, 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.

PERMITTED USES

SEASON LOGOS

Members of the *FIRST* community may use the *FIRST*® DIVESM 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*[®] DIVESM 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

1



2



3



4



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

NAME USAGE IN TEXT

The *FIRST* 2024-2025 season theme name should be written as follows in text, using this specific formatting:

FIRST[®] DIVESM 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

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.



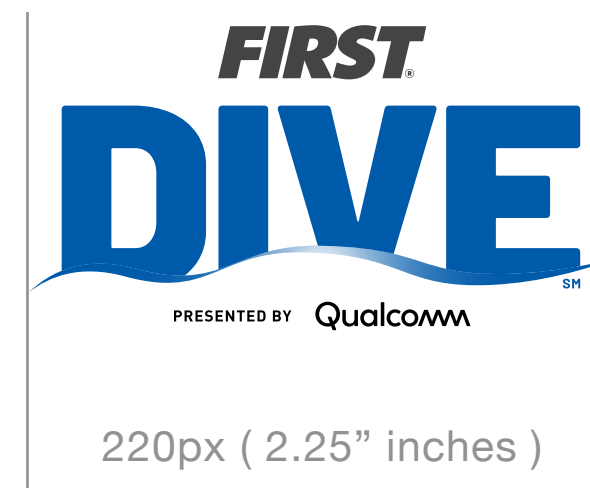
MINIMUM SIZES



Horizontal lockup minimum size:

350px wide for digital

3.5" inches wide for print



Vertical lockup minimum size:

220px wide for digital

2.25" inches wide for print

***FIRST*[®] DIVESM presented by Qualcomm**

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

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



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



CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: FFFFFFFF
PMS: White



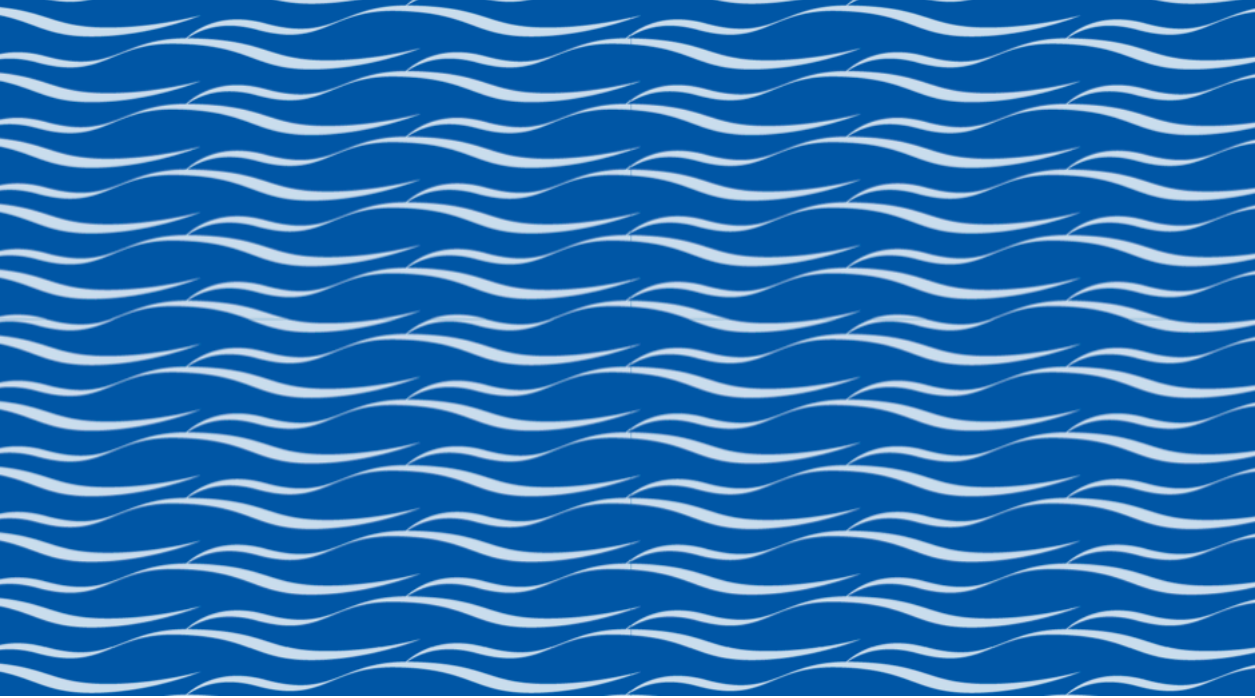
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: 000000
PMS: Black

GRAPHIC ELEMENTS

Wave Element



Wave Pattern



Color Gradients



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.

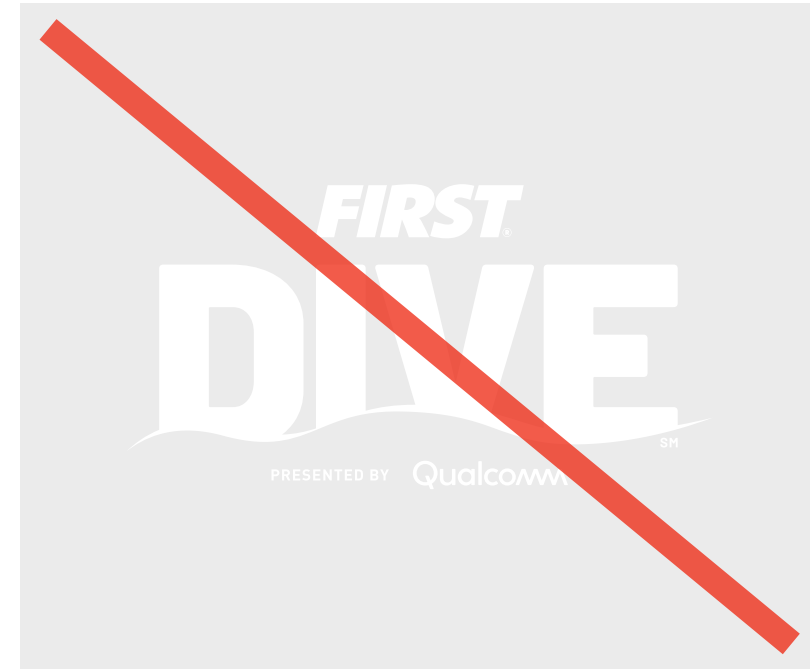
Correct Example



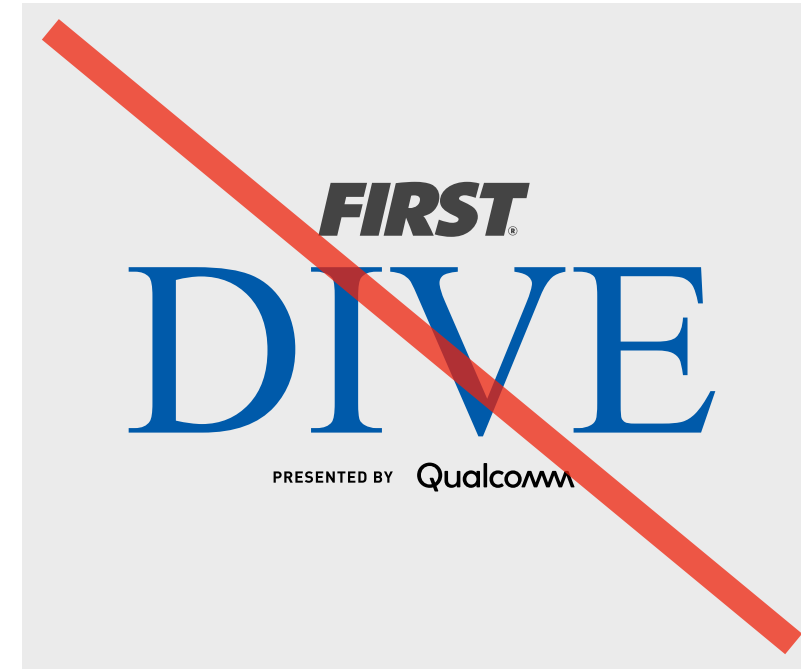
INCORRECT USAGE



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



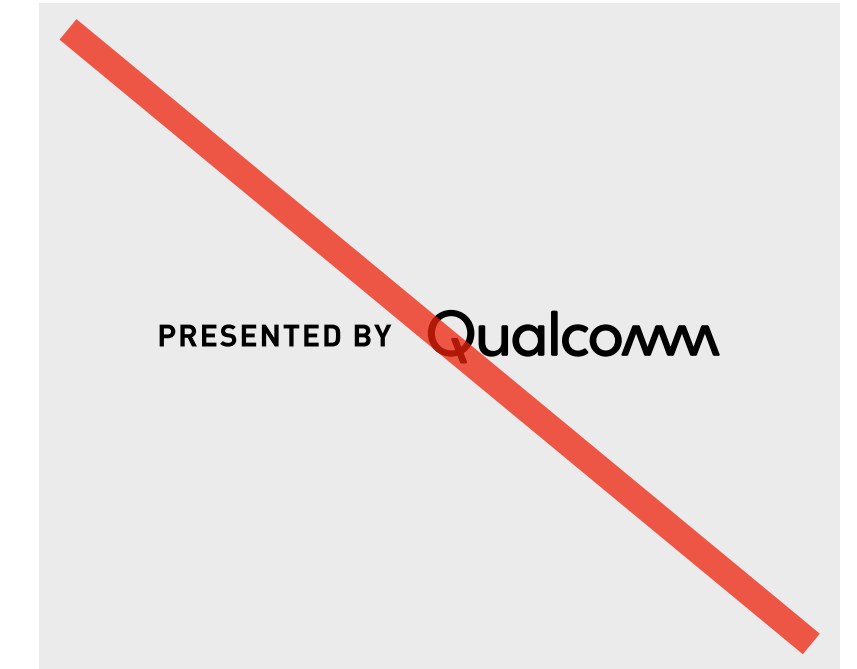
DO NOT use the dark background lockup on a light background or vice versa.



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



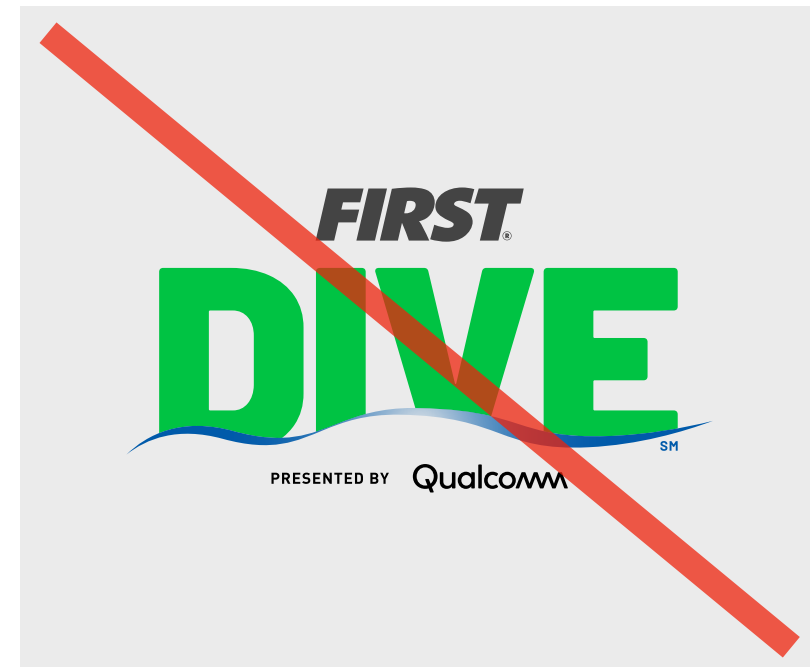
DO NOT crop out the Qualcomm lockup or adjust the spacing around it.



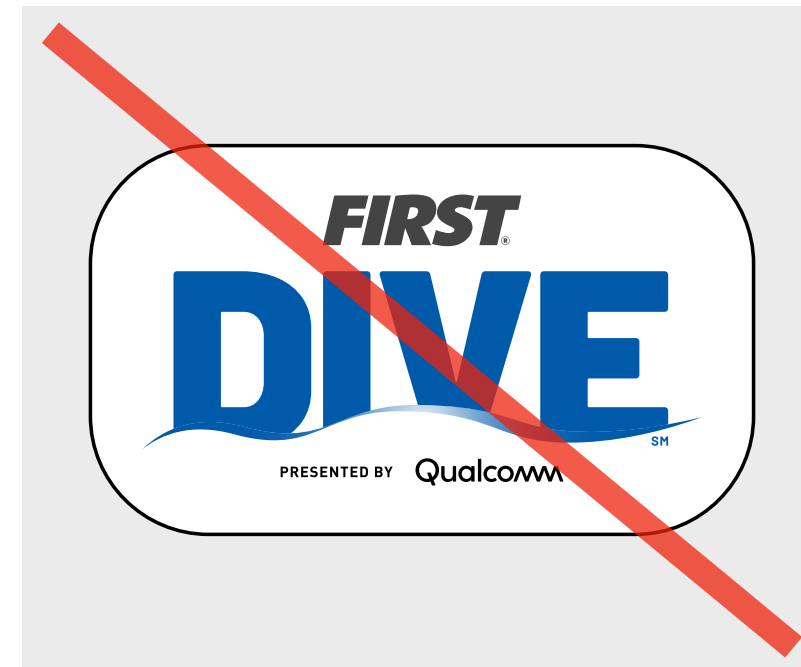
DO NOT use the Qualcomm lockup independently.



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.

TYPOGRAPHY

*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*

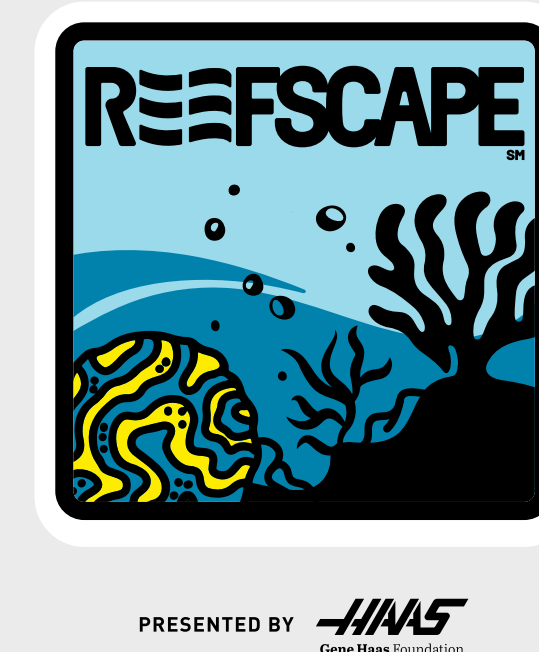
BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

*May be used as
body copy*

LIGHT ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

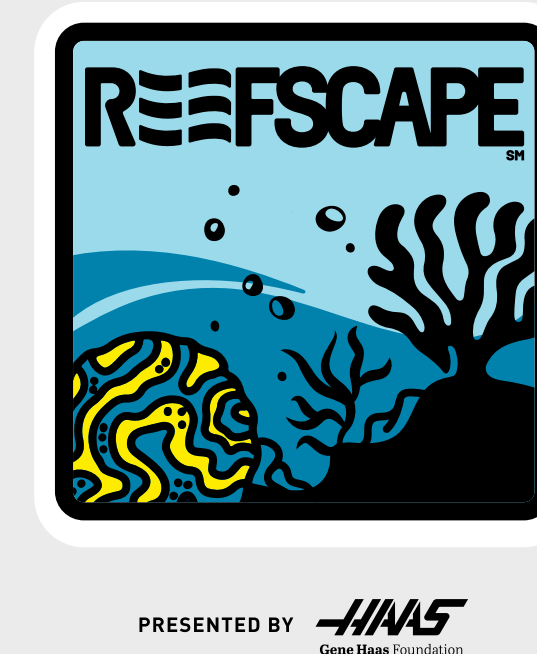
*May be used as
buttons and
call-outs*

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



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 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.

SUBMERGEDSM

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

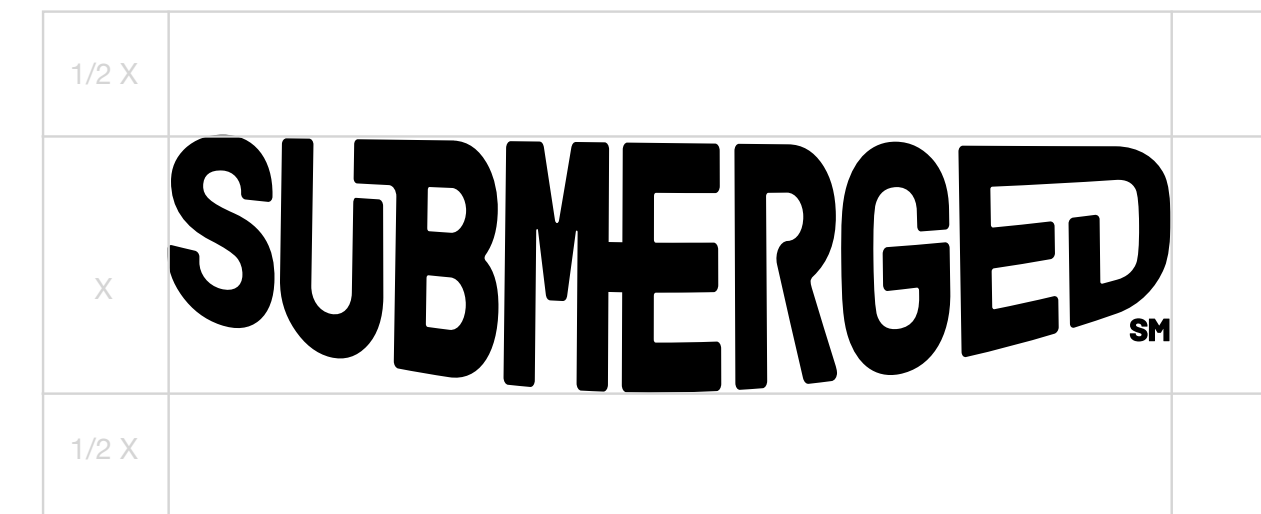
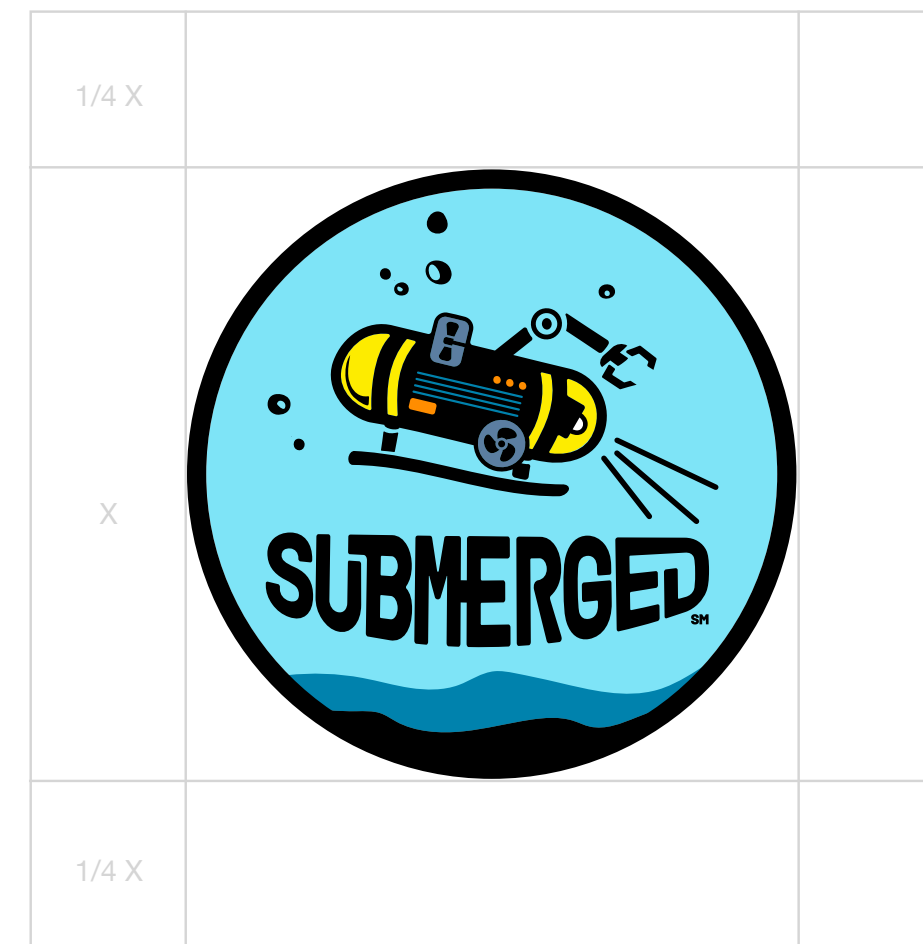
When using SUBMERGEDSM in text (body copy), adhere to the following style standards:

- 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.

Example:

Search beneath the surface and sea into the future in the 2024-2025
FIRST[®] LEGO[®] League season, SUBMERGEDSM.

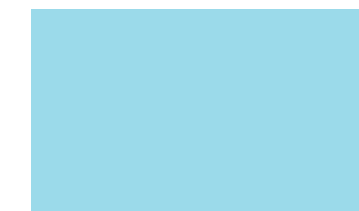
FIRST[®] is a trademark of For Inspiration and Recognition of Science and Technology (FIRST). LEGO[®] is a registered trademark of the LEGO Group. FIRST[®] LEGO[®] League and SUBMERGEDSM are jointly held trademarks of FIRST and the LEGO Group. ©2024 FIRST and the LEGO Group. All rights reserved. FL076



SUBMERGED Color Palette:



CMYK: 71, 43, 20, 1
RGB: 96, 128, 163
HEX: 6080A3
PMS: 2158 C



CMYK: 35, 0, 7, 0
RGB: 171, 216, 231
HEX: ABD8E7
PMS: 635 C



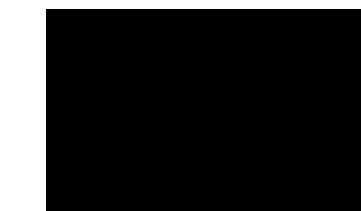
CMYK: 99, 34, 20, 0
RGB: 0, 128, 169
HEX: 0080A9
PMS: 7704 C



CMYK: 5, 4, 84, 0
RGB: 245, 229, 101
HEX: F5E565
PMS: 106 C



CMYK: 0, 53, 94, 0
RGB: 252, 151, 62
HEX: FC973E
PMS: 1495 C



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

SUBMERGED Supporting Elements:



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

FIRST LEGO League
program-specific color.

INTO THE DEEPSM

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

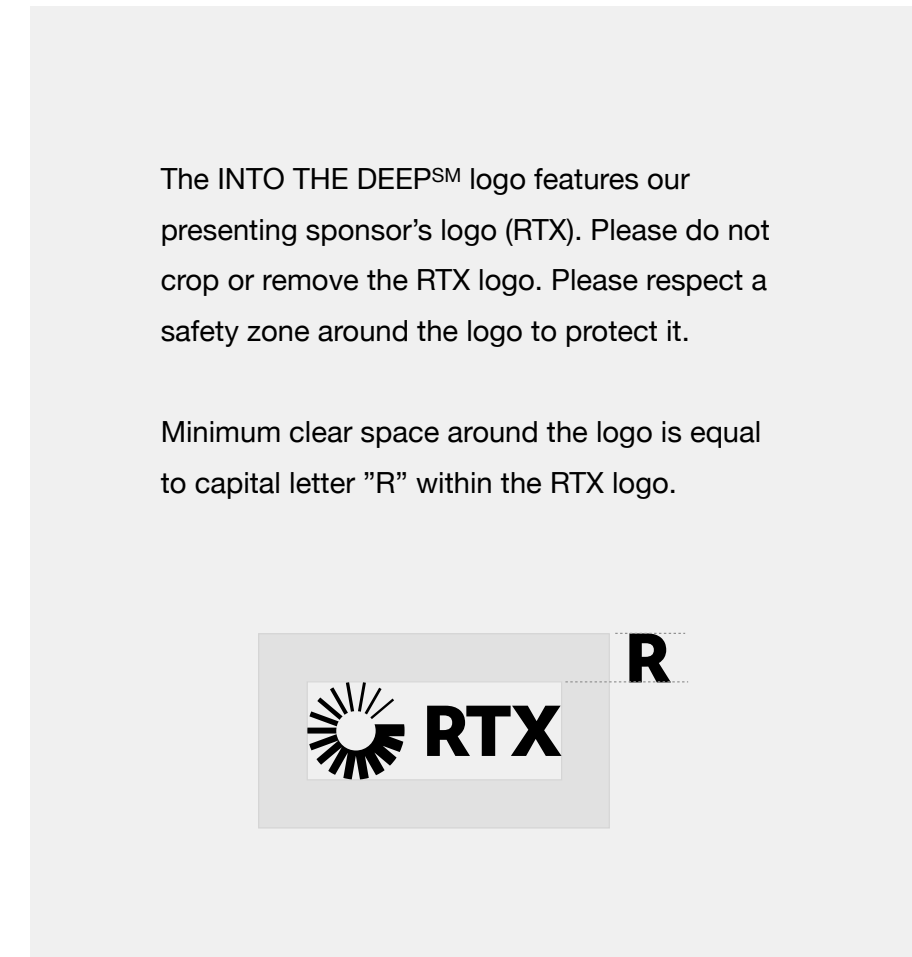
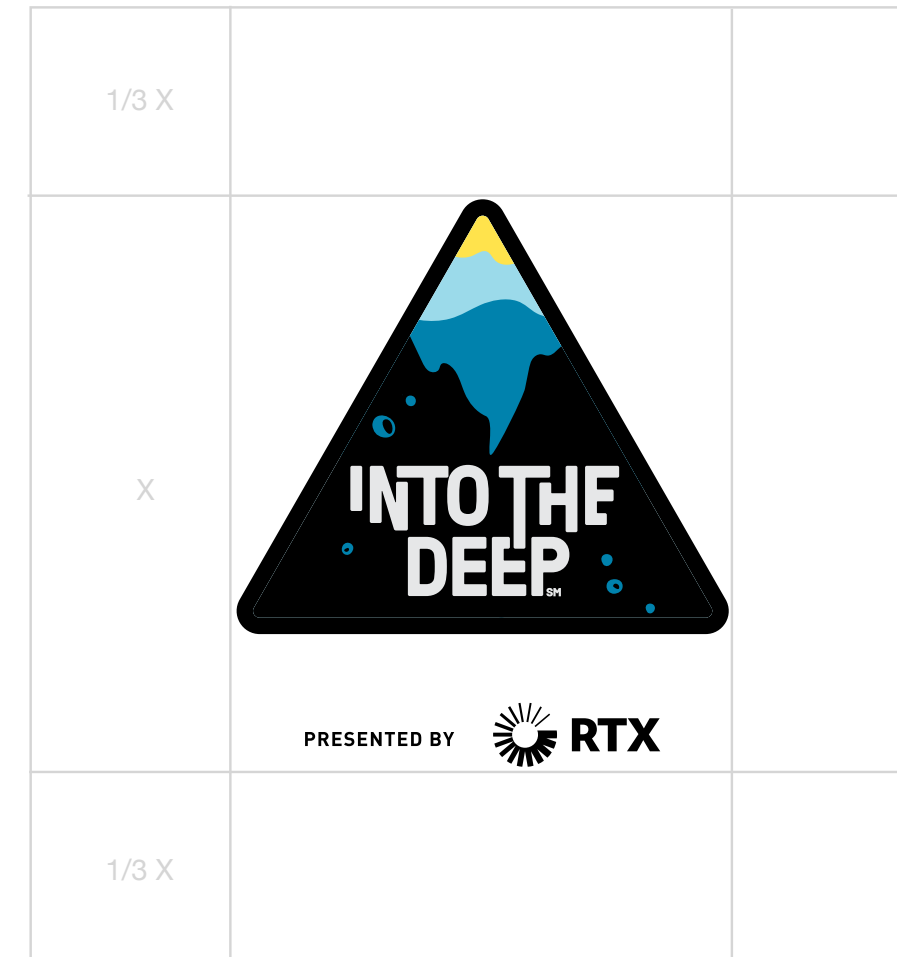
When using INTO THE DEEPSM in text (body copy), adhere to the following style standards:

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

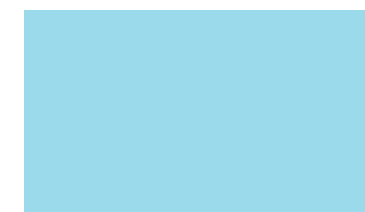
Example:

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

FIRST[®], *FIRST*[®] Tech Challenge, and INTO THE DEEPSM are trademarks of For Inspiration and Recognition of Science and Technology (*FIRST*). ©2024 *FIRST*. All rights reserved. FT044



INTO THE DEEP Color Palette:



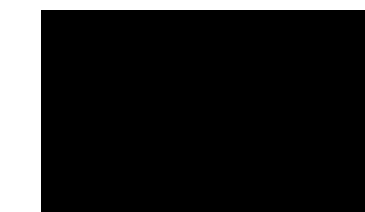
CMYK: 35, 0, 7, 0
 RGB: 171, 216, 231
 HEX: ABD8E7
 PMS: 635 C



CMYK: 99, 34, 20, 0
 RGB: 0, 128, 169
 HEX: 0080A9
 PMS: 7704 C



CMYK: 5, 4, 84, 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

INTO THE DEEP Supporting Elements:



FIRST[®] Tech Challenge logo to show program communication.



FIRST Tech Challenge program-specific color.

REEFSCAPESM

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:

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 REEFSCAPESM 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 make waves to move the world in the 2025 **FIRST[®]** Robotics Competition season, REEFSCAPESM presented by Haas.

FIRST[®], FIRST[®] Robotics Competition, and REEFSCAPESM are trademarks of For Inspiration and Recognition of Science and Technology (FIRST). ©2024 FIRST. All rights reserved. FR043



The REEFSCAPESM 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.

REEFSCAPE Color Palette:



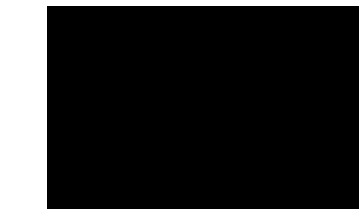
CMYK: 35, 0, 7, 0
 RGB: 171, 216, 231
 HEX: ABD8E7
 PMS: 635 C



CMYK: 99, 34, 20, 0
 RGB: 0, 128, 169
 HEX: 0080A9
 PMS: 7704 C

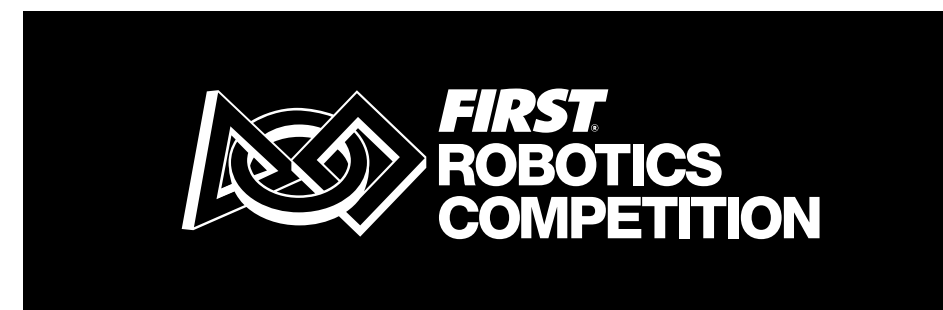


CMYK: 5, 4, 84, 0
 RGB: 245, 229, 101
 HEX: F5E565
 PMS: 106 C

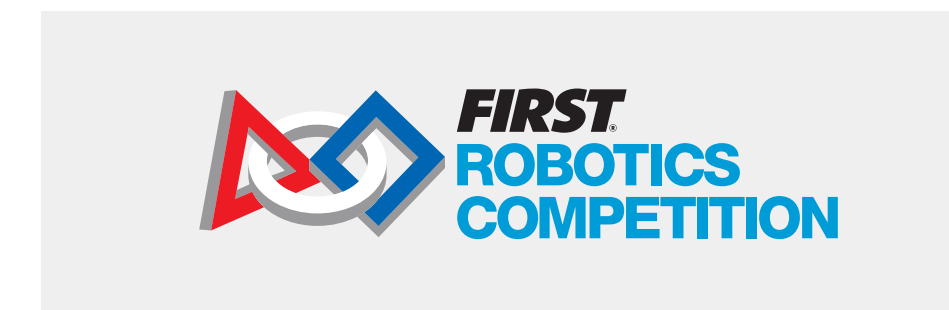


CMYK: 0, 0, 0, 100
 RGB: 0, 0, 0
 HEX: 000000
 PMS: BLACK 6 C

REEFSCAPE 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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LEGO® is a registered trademark of the LEGO Group. *FIRST*® LEGO® League and SUBMERGEDSM are jointly held trademarks of *FIRST* and the LEGO Group. ©2024 *FIRST*. All rights reserved. FI119