FIRST
DIVE℠

PRESENTED BY Qualcomm

BRANDING AND LOCKUP GUIDELINES

FIRST® DIVE^{SM} presented by Qualcomm

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

Like our global robotics community, Earth' ocean is more than what you can see on the horizon. Beneath the surface lies our planet' 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' 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' 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^SM, 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^SM 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

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.
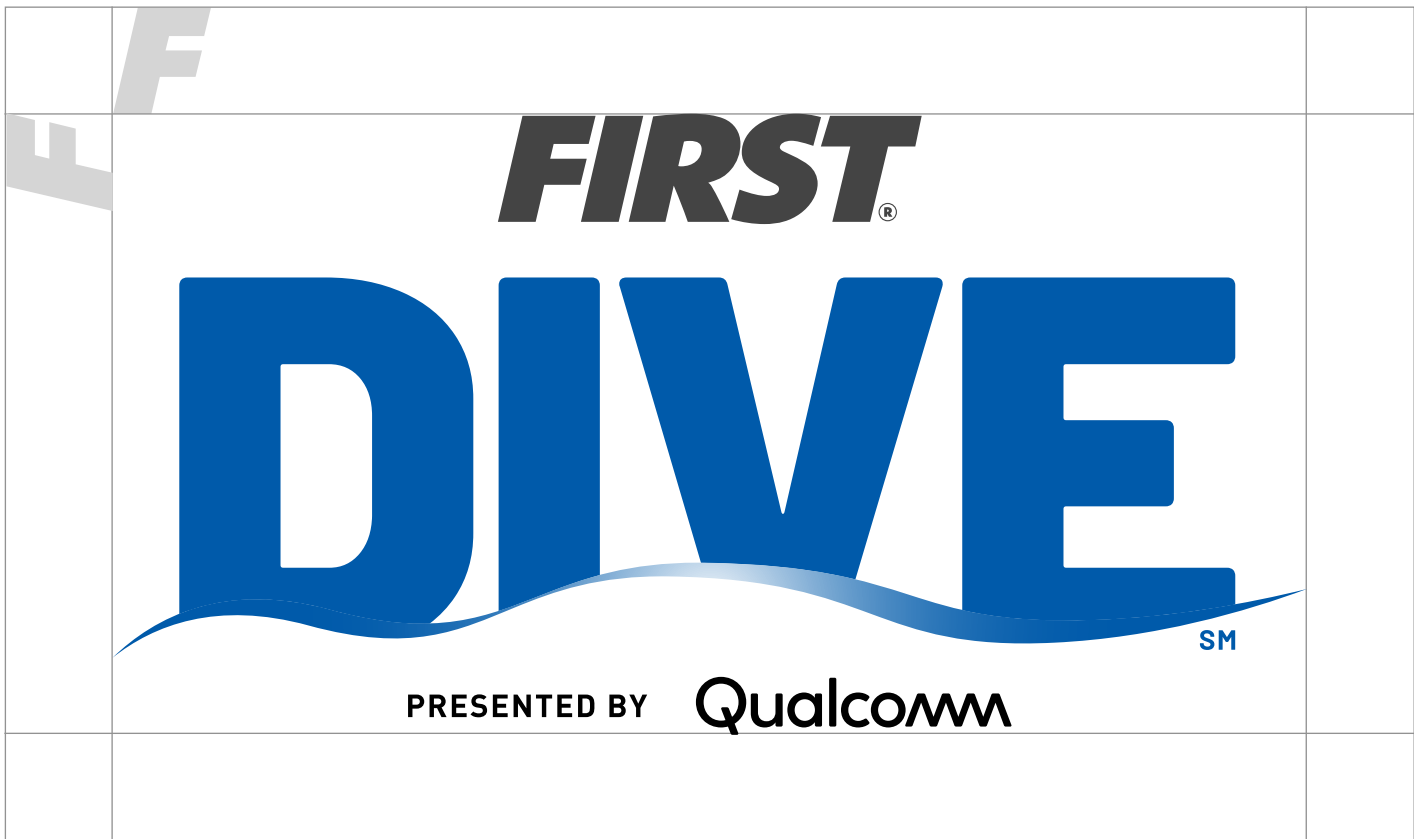
Use all lower case for "presented by" except in headlines or titles where the document style guide calls for initial caps.

MINIMUM CLEAR SPACE

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.
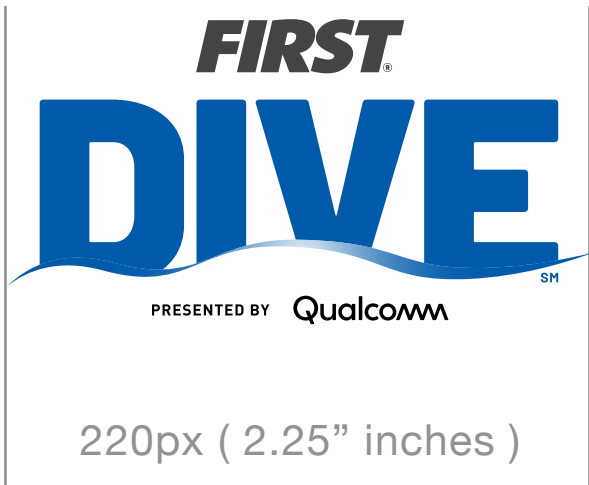
Minimum clear space around the logo is equal to X, where X is the height of the "Q," excluding its tail.
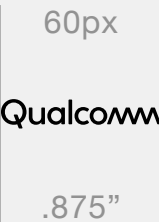
MINIMUM SIZES

350px (3.5" inches)

Horizontal lockup minimum size:

350px wide for digital

3.5" inches wide for print

220px (2.25" inches)

Vertical lockup minimum size:

220px wide for digital

2.25" inches wide for print

FIRST® DIVE℠ presented by Qualcomm

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

60px

Qualcomm

.875"

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.

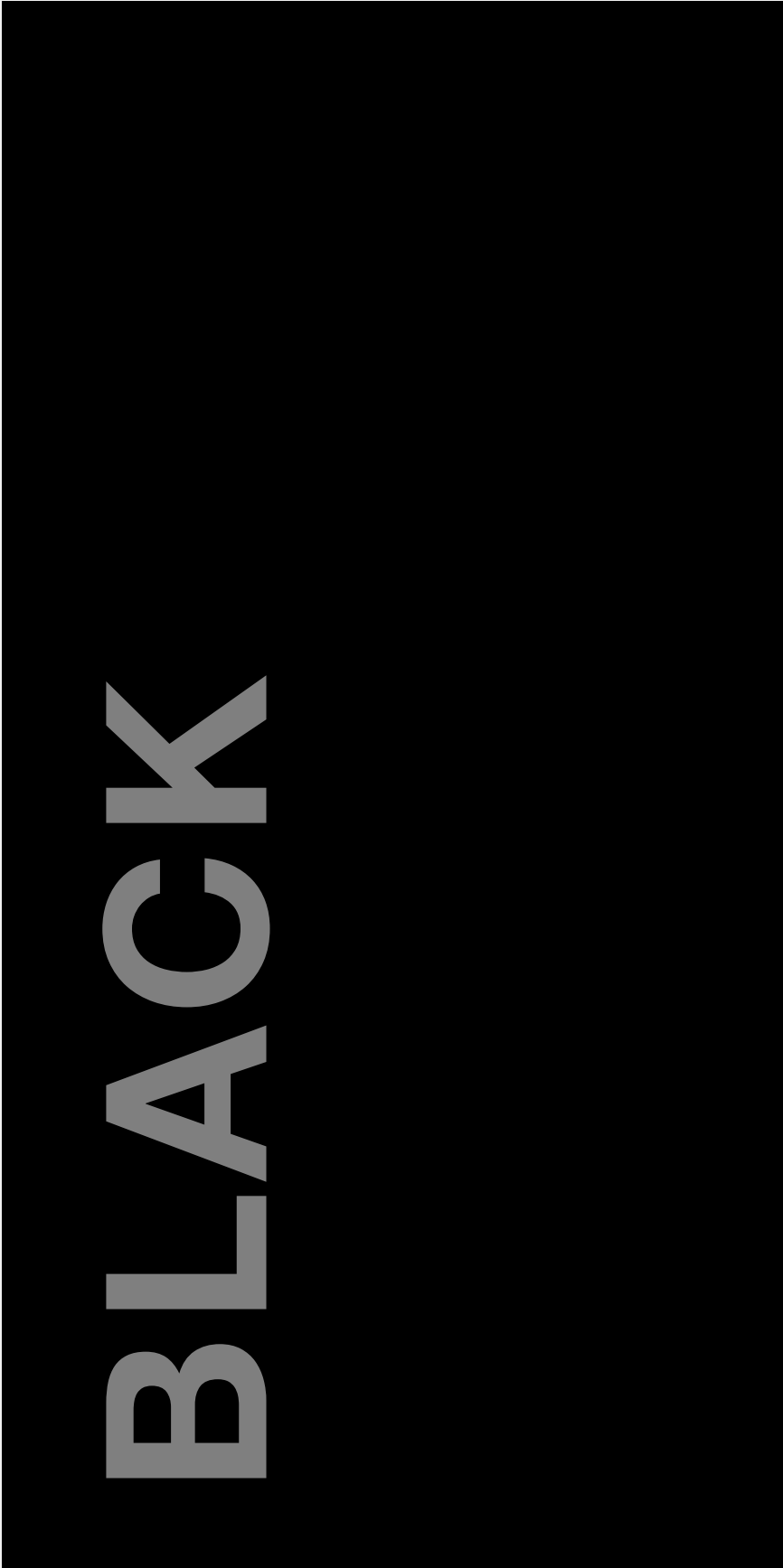Minimum size of the Qualcomm logo is 60px wide for digital applications and .875" wide for print applications.

COLOR PALETTE

BLUE

WHITE

BLACK

LT GRAY

DK GRAY

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

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

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

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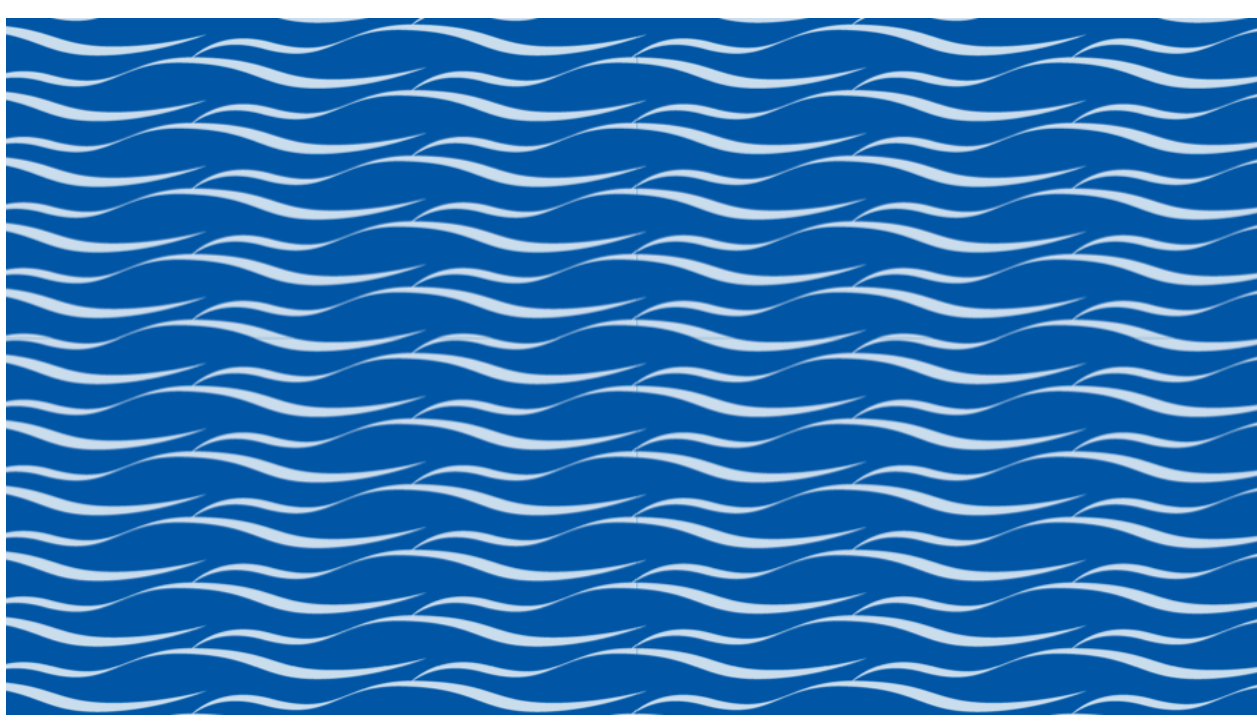RGB: 102, 102, 102
HEX: 666666
PMS: Cool Gray 10 C

CMYK: 68, 57, 50, 28
RGB: 68, 68, 68
HEX: 444444
PMS: Cool Gray 11 C

GRAPHIC ELEMENTS

Wave Element

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.
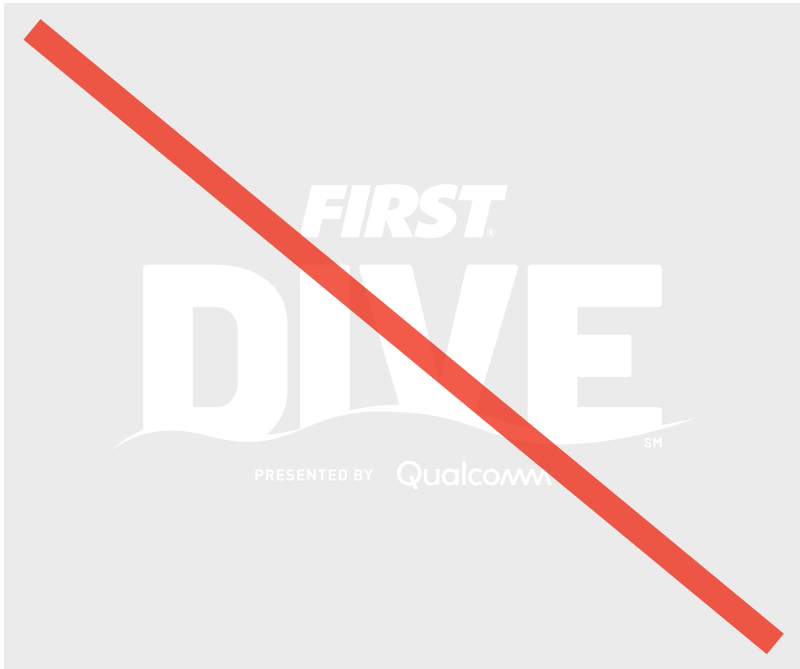
Wave Pattern

Color Gradients

Correct Example

INCORRECT USAGE

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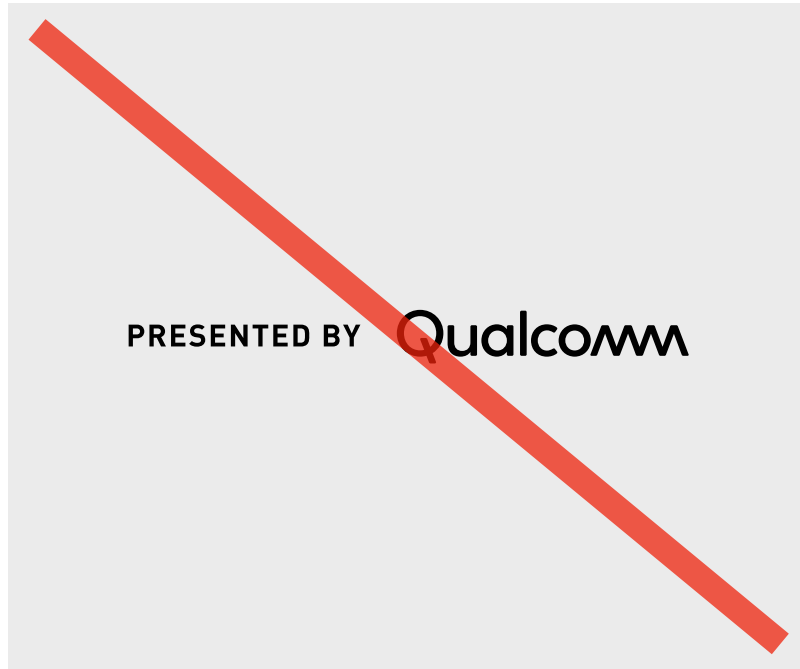

DO NOT use the dark background lockup on a light background or vice versa.

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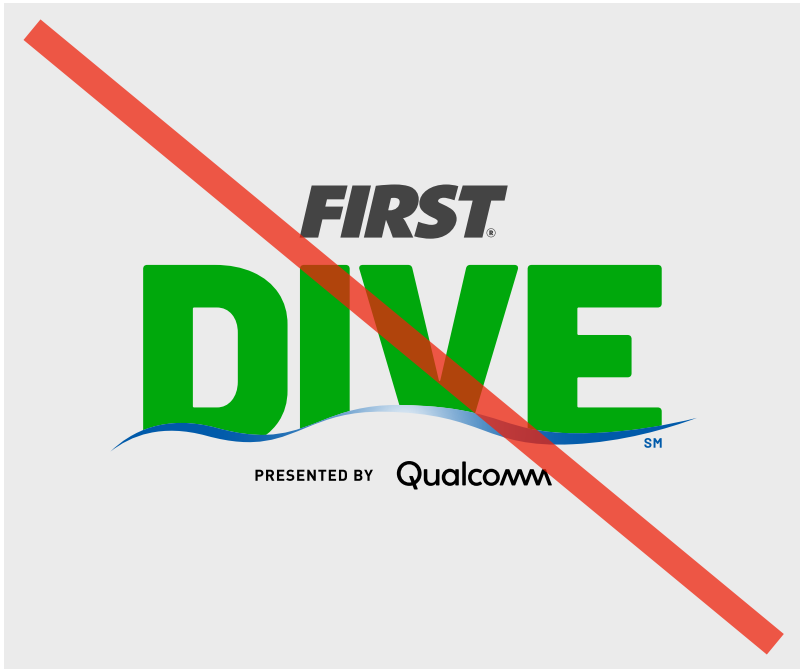

DO NOT crop out the Qualcomm lockup or adjust the spacing around it.

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

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
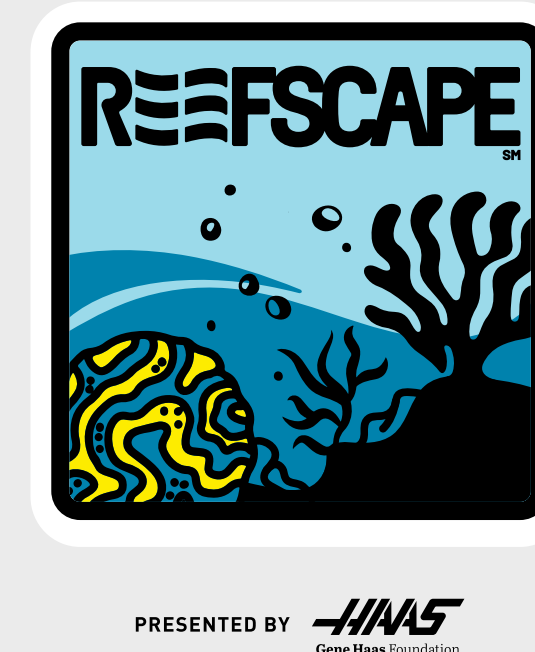
HORIZONTAL SYSTEM LOCKUPS

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.
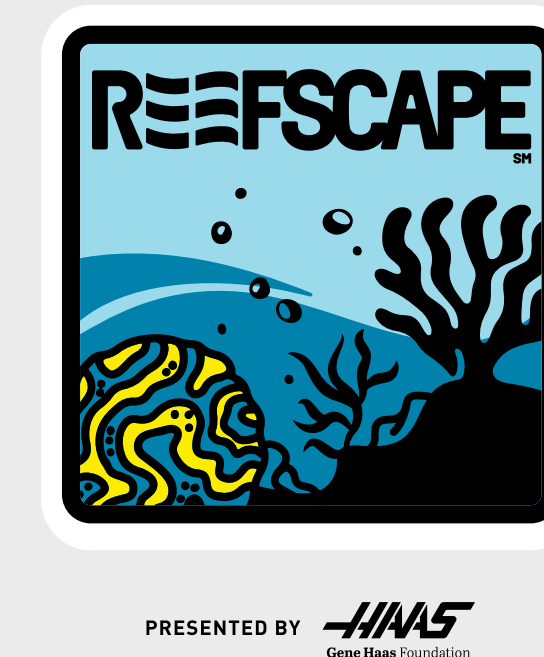
VERTICAL SYSTEM LOCKUPS

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.

SUBMERGED^{SM}

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:
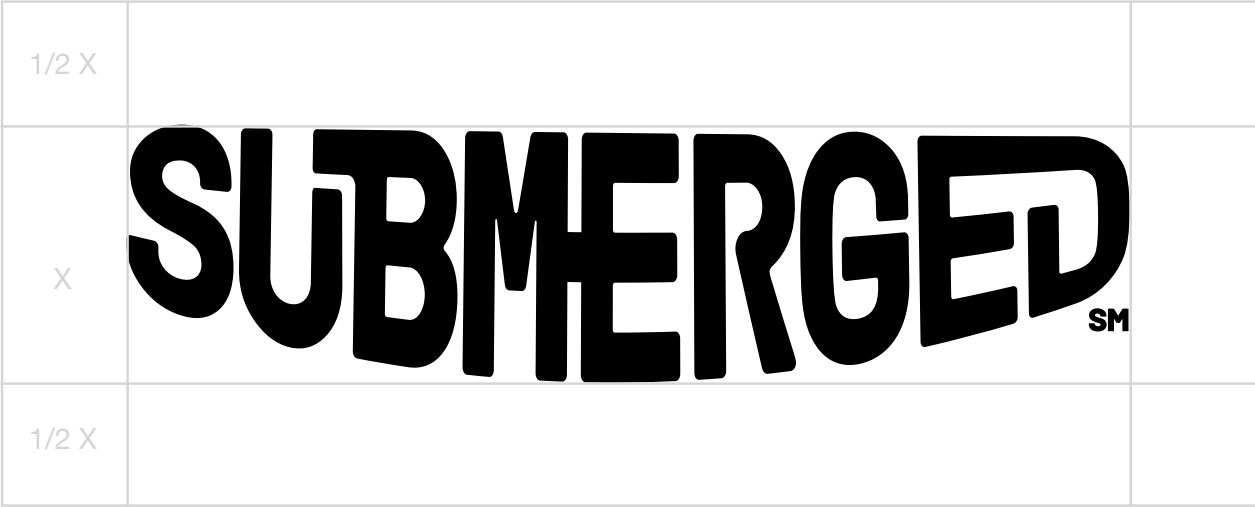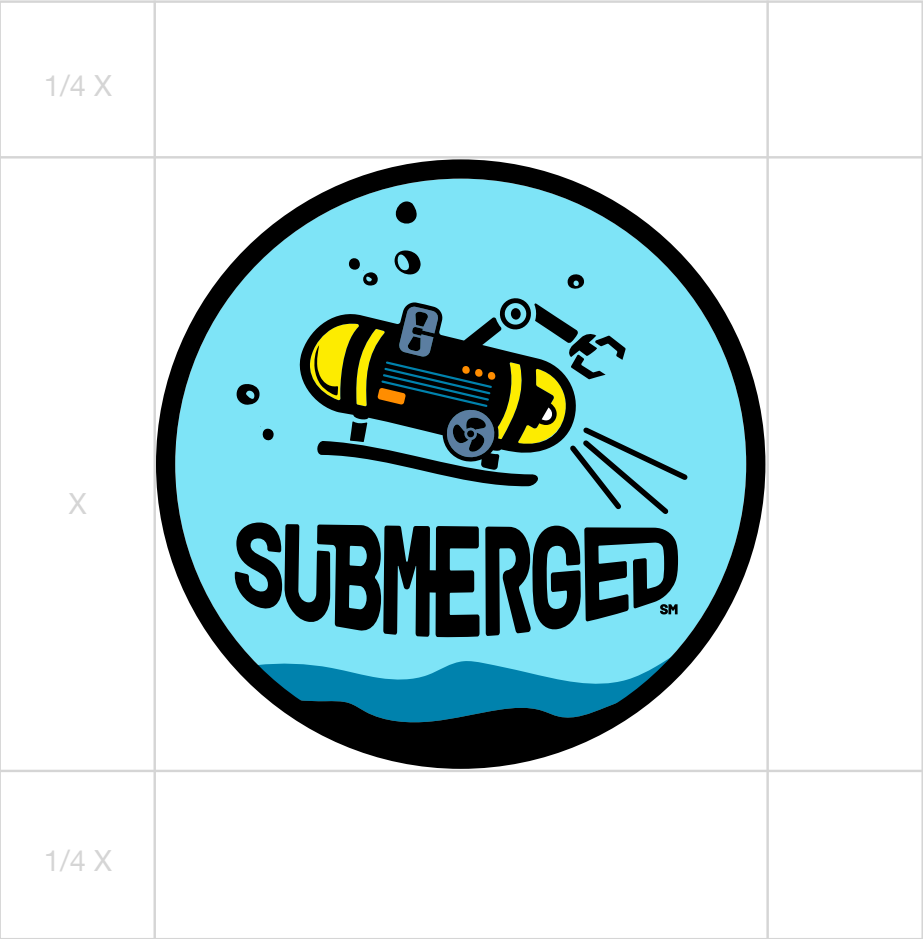• 72 pixels wide for digital
• 1 inch wide for print

When using SUBMERGED^{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:

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

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: 299 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.

INTO THE DEEP^{SM}

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
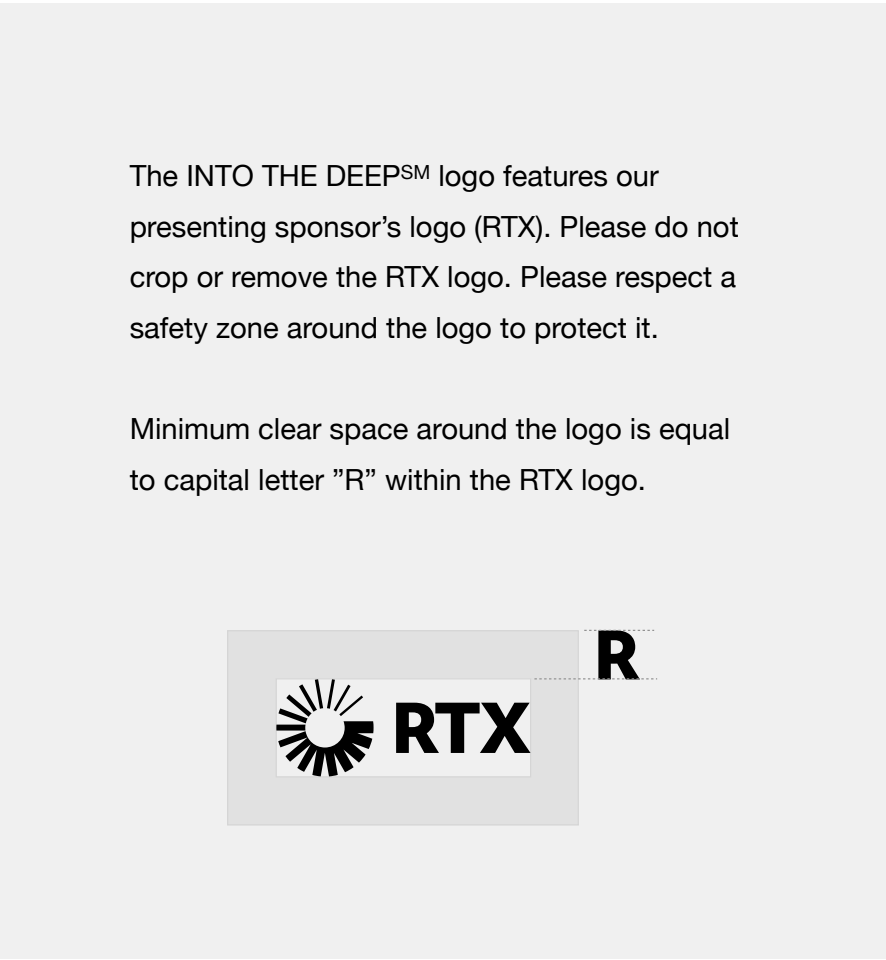 • 3.5 inches wide for print

When using INTO THE DEEP^{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.
  • 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^{SM} presented by RTX.

The INTO THE DEEP^{SM} 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: 299 C	PMS: 106 C	PMS: BLACK 6 C

INTO THE DEEP
Supporting Elements:

FIRST® Tech Challenge logo to show program communication.

FIRST Tech Challenge program-specific color.

REEFSCAPE^{SM}

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
  • 116 pixels wide for digital
  • 1.25 inches wide for print

Horizontal
  • 336 pixels wide for digital
  • 3.5 inches wide for print

When using REEFSCAPE^{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.
  • 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^{SM} presented by Haas.

The REEFSCAPE^{SM} 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

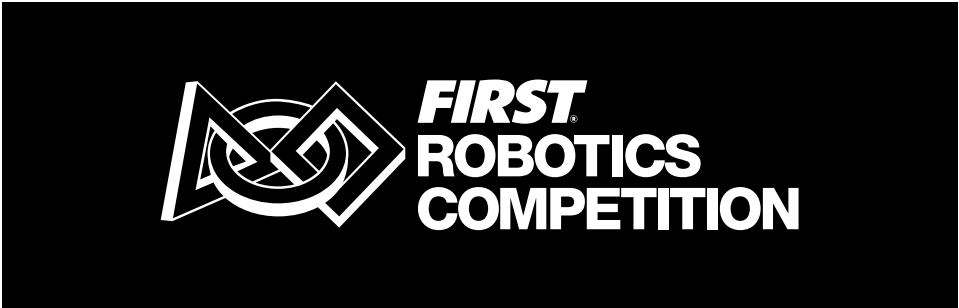CMYK: 94, 35, 19, 0
RGB: 0, 131, 174
HEX: 0083AE
PMS: 299 C

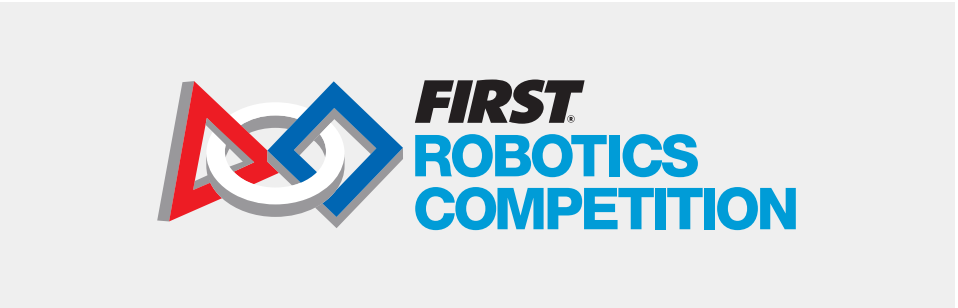CMYK: 5, 4, 84, 0
RGB: 245, 229, 101
HEX: F5E565
PMS: 106 C

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.

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.