

FIRST[®]

AGILETM

PRESENTED BY **Qualcomm**

BRANDING AND LOCKUP GUIDELINES

FIRST® AGESM presented by Qualcomm

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

Please follow the directions provided.

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THEME INTRODUCTION

The things we leave behind tell a story. The innovations and technologies we create today will serve as clues to future generations about how we live, learn, and celebrate. Explore how we can use these clues from the past to help us better understand our own communities and other cultures, with a focus on the use and advancement of technology in the field of archaeology.

Think about your community. Freeze a moment in time. What materials, works of art, technologies, and innovations best represent your culture – your way of living, learning, and celebrating?

Robots. LEGO bricks. Game pieces. Tools. Team t-shirts. Volunteer pins. Engineering notebooks. Pizza boxes. Banners. Remove the people from a *FIRST*® community event, and these are some of the objects you might see left behind. They are the **artifacts** future archaeologists can use to put together the pieces of the *FIRST* story.

Archaeology helps us **uncover cultural histories** through the study of artifacts. The field provides insight into how living beings have interacted with our planet and each other throughout history. It reconstructs the stories of our communities so we can learn from our past.

Through **technological advances** and **greater collaboration across STEM** (science, technology, engineering, and math) **fields**, archaeologists today can **dig deeper** into their discoveries than ever before. Drones help them photograph and map 3D models of archaeological sites, then communicate their findings to learners thousands of miles away. Ground penetrating radar helps archaeologists understand what artifacts lay in the Earth without disturbing it. Computer vision and machine learning enable scientists to decipher ancient scrolls that were once thought unreadable.

During our archaeology-inspired season, *FIRST* teams and supporters will use STEM and collaboration skills to unearth new findings about ourselves and our collective communities to help build a better world. **Dig in with *FIRST*!**

PERMITTED USES

SEASON LOGOS

Members of the *FIRST* community may use the *FIRST*® AGE™ 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*® AGESM 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

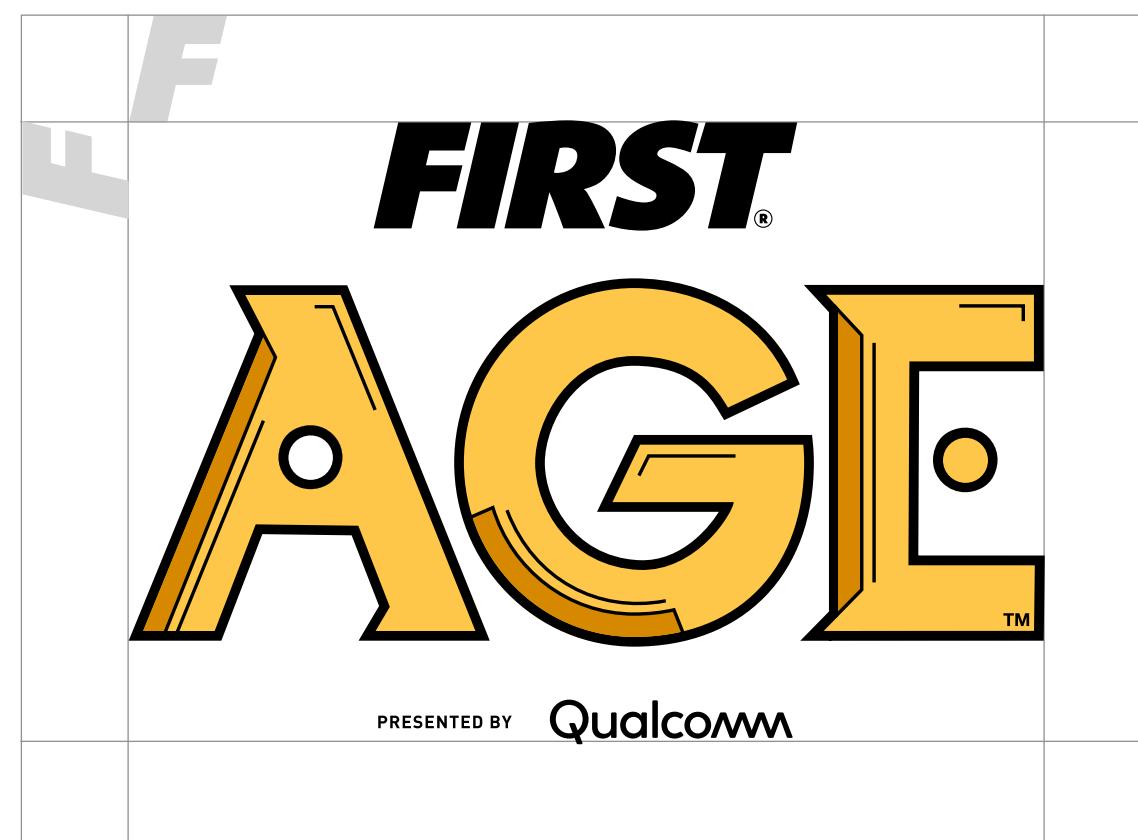
NAME USAGE IN TEXT

The *FIRST* 2025-2026 season theme name should be written as follows in text, using this specific formatting:

FIRST® AGE™ 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* AGE. Please note *FIRST* must always appear in italics, and *FIRST* and AGE 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* AGE 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.

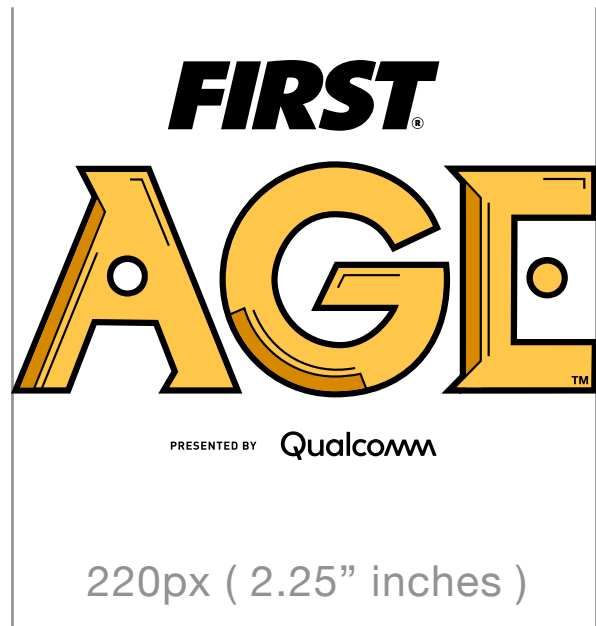
Minimum clear space around the logo is equal to X, where X is the height of the "Q," excluding its tail.



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*[®] AGE[™] presented by Qualcomm**

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



The *FIRST* AGE 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



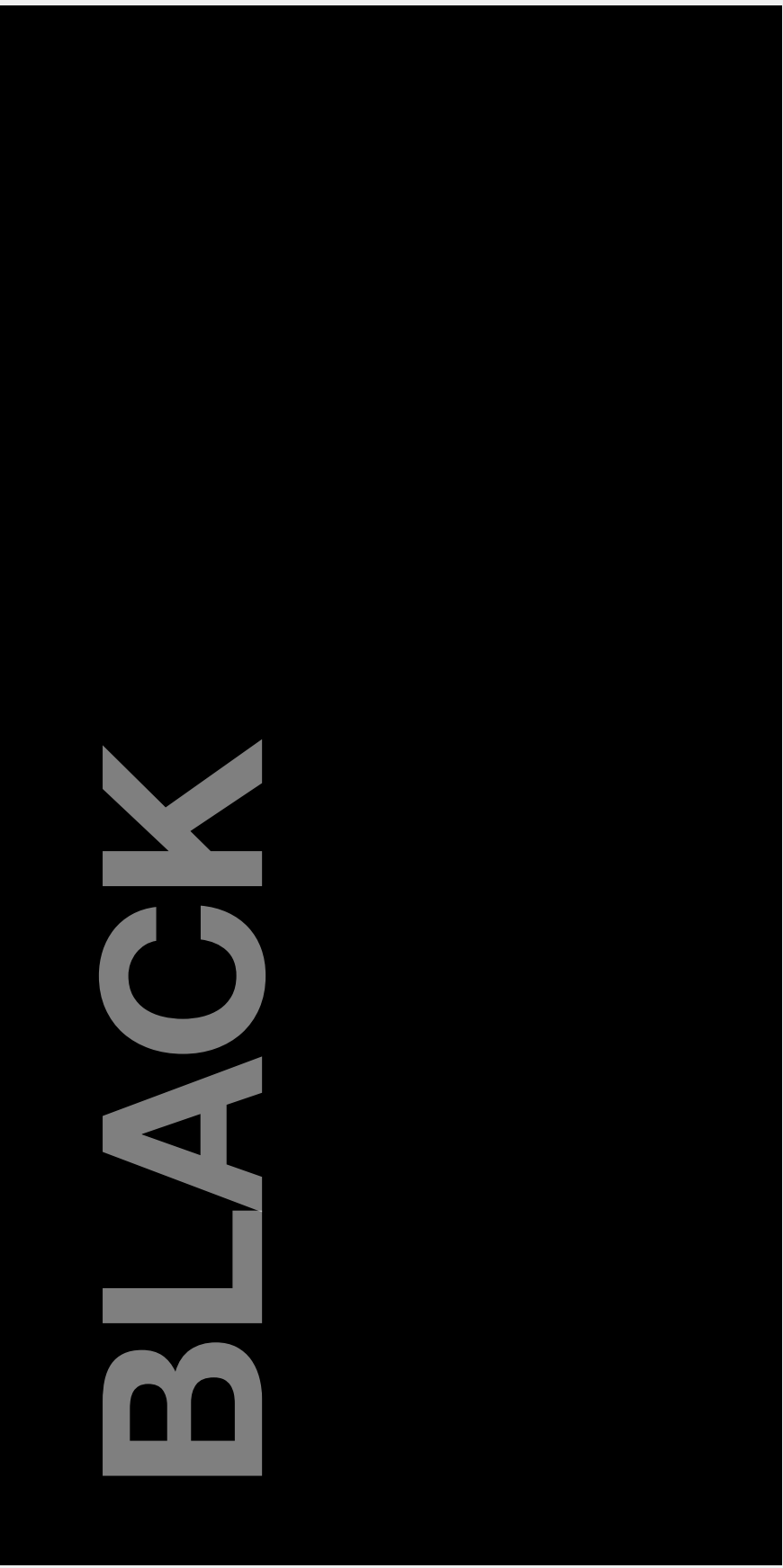
CMYK: 0, 22, 82, 0
RGB: 247, 202, 95
HEX: F7CA5F
PMS: 1225 C



CMYK: 19, 48, 100, 2
RGB: 195, 140, 38
HEX: C38C26
PMS: 131 C

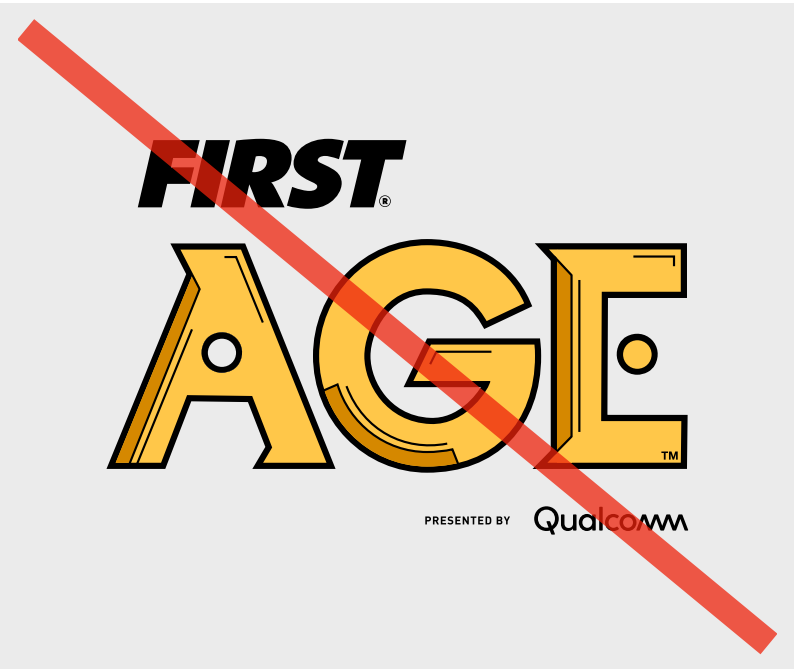


CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: FFFFFFFF
PMS: White

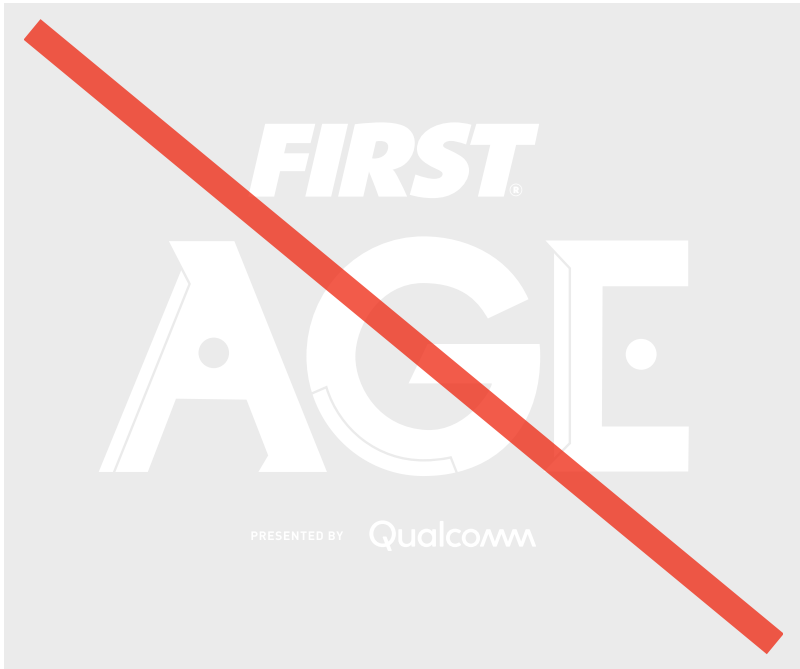


CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: 000000
PMS: Black

INCORRECT USAGE



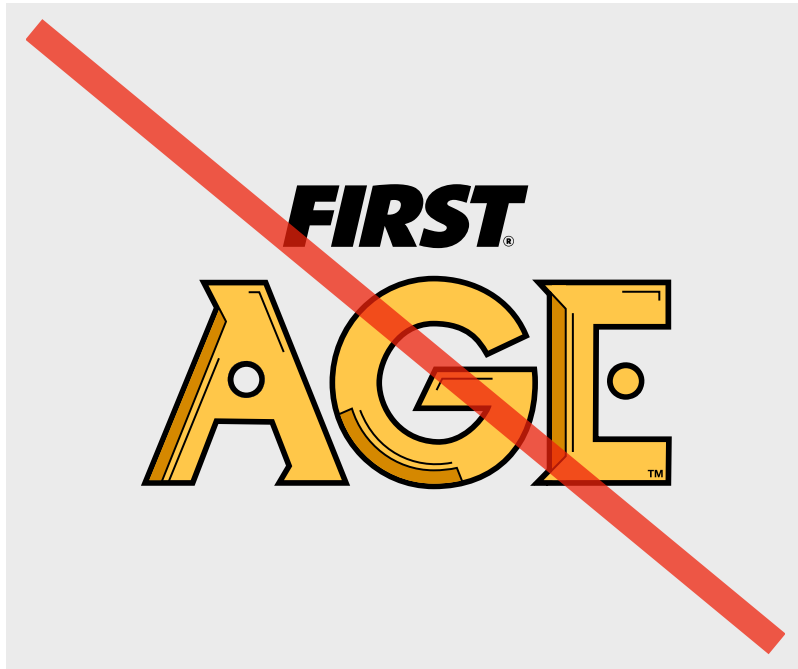
DO NOT alter the lockup. Lockup files should be used as is.



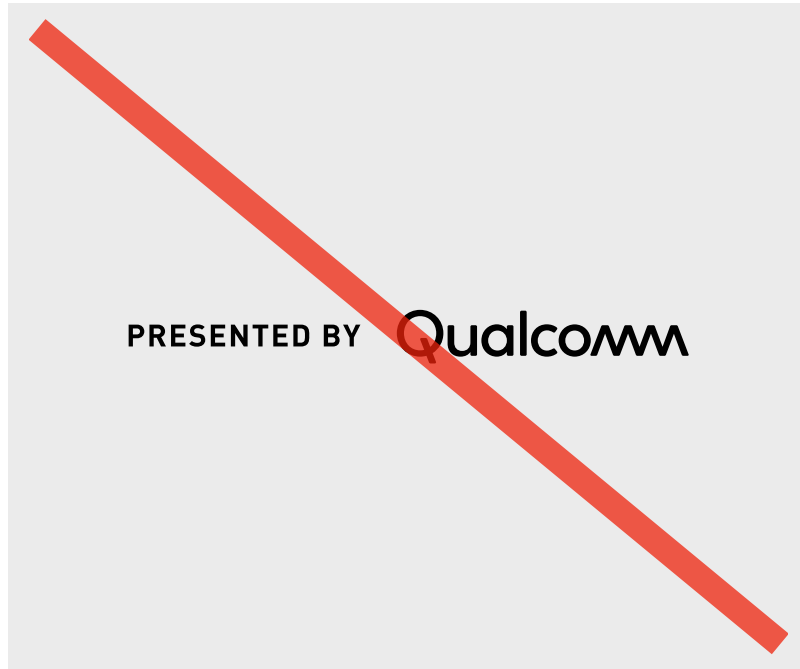
DO NOT use the dark background lockup on a light background or vice versa.



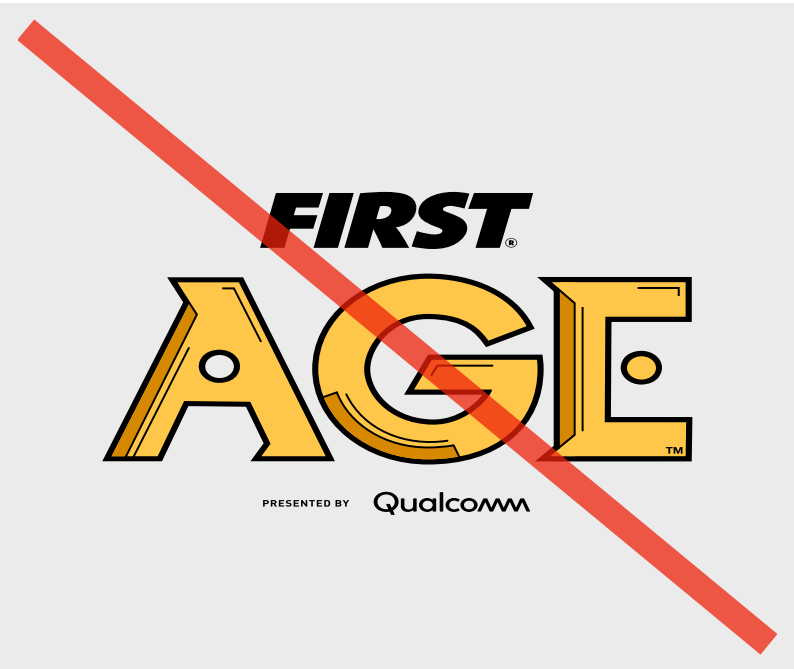
DO NOT use pieces of the lockup independently or change the fonts.



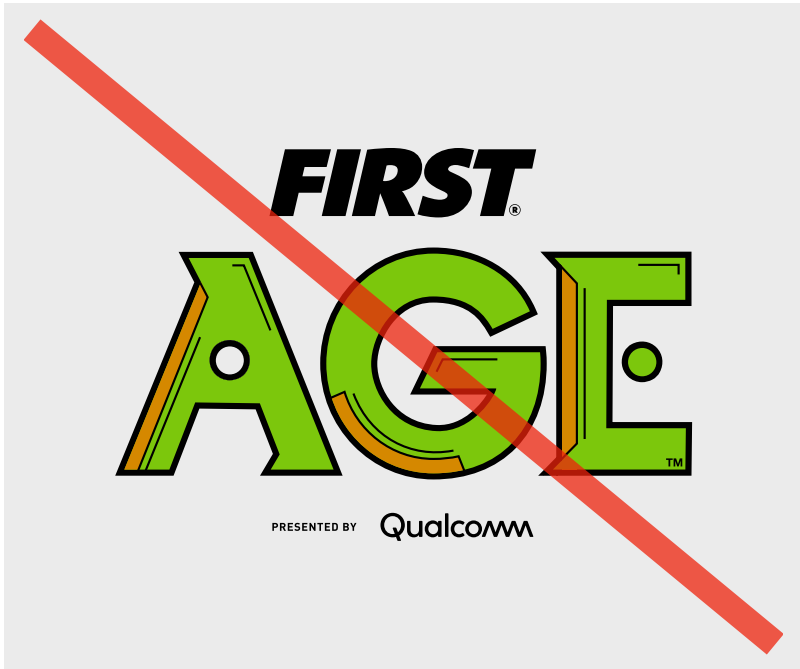
DO NOT crop out the Qualcomm lockup or adjust the spacing around it.



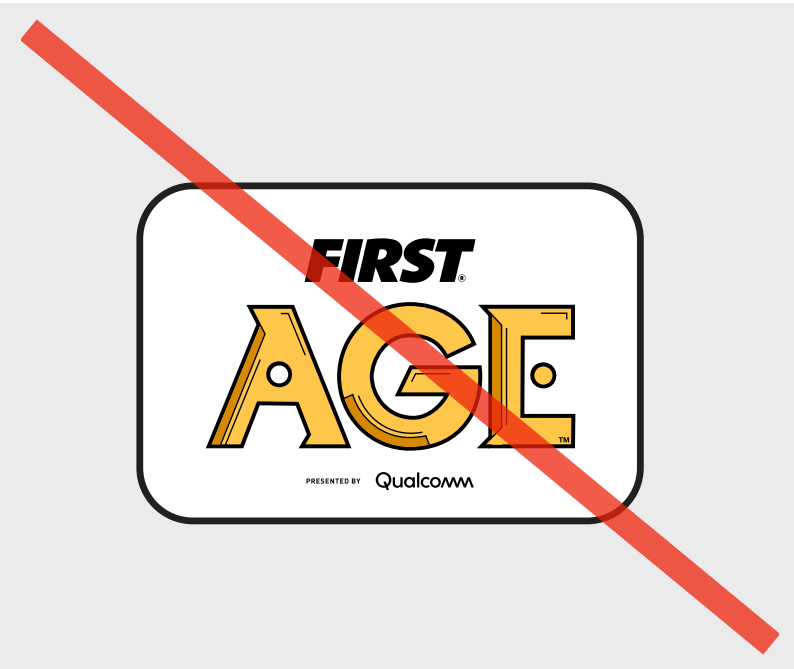
DO NOT use the Qualcomm lockup independently.



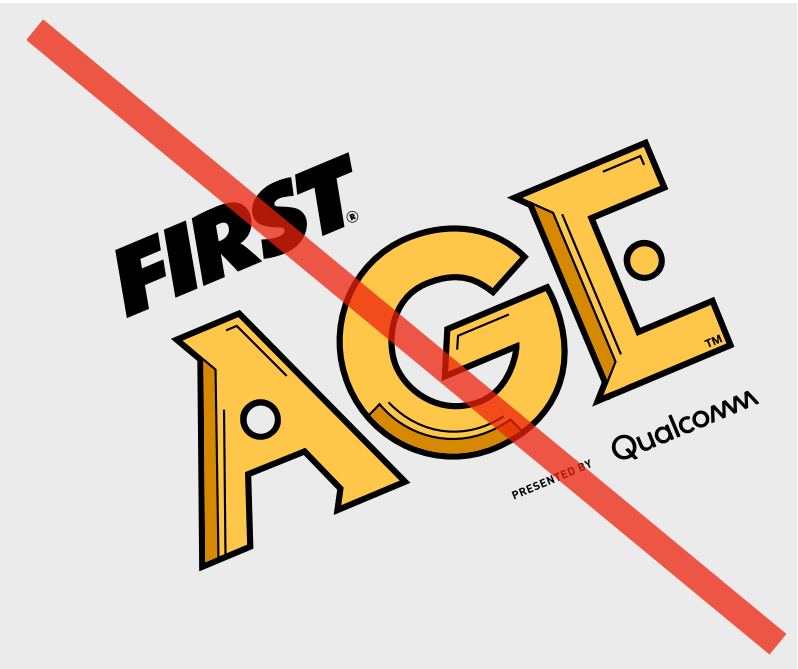
DO NOT distort or skew the lockup by adjusting the x or y axis independently. Always scale the lockup proportionally.



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*

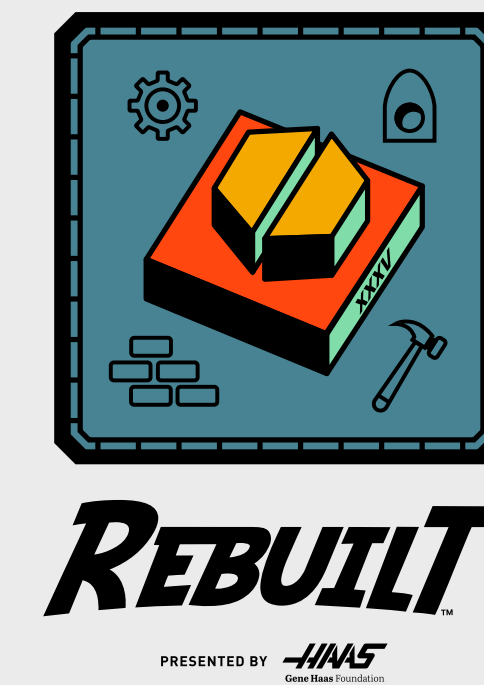
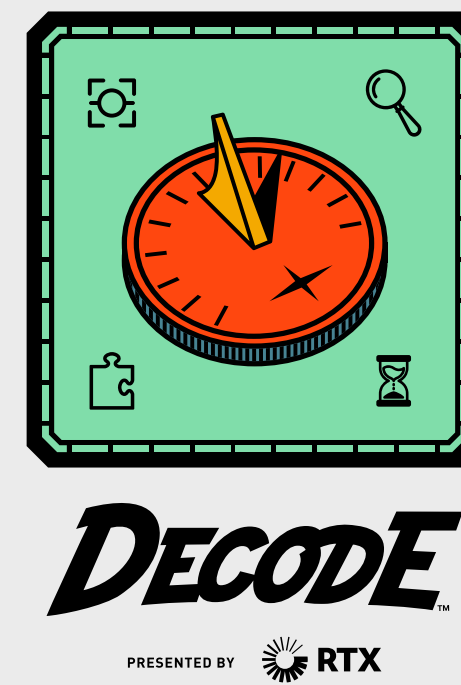
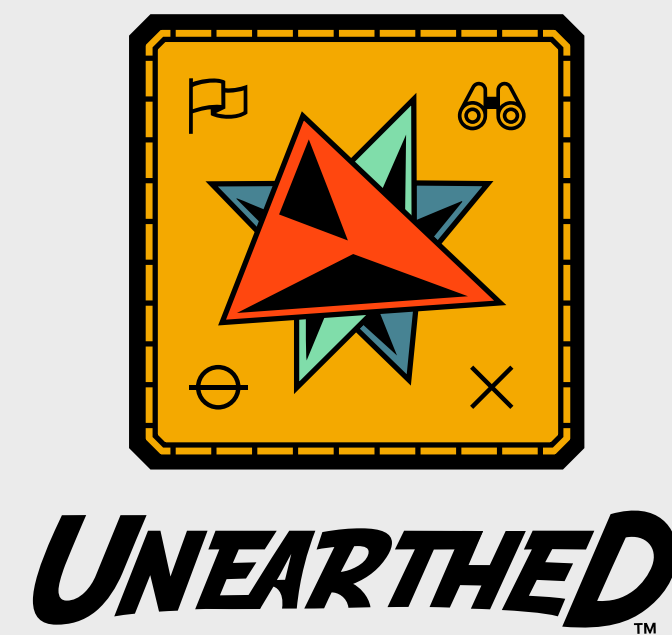
BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

*May be used as
body copy*

LIGHT ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

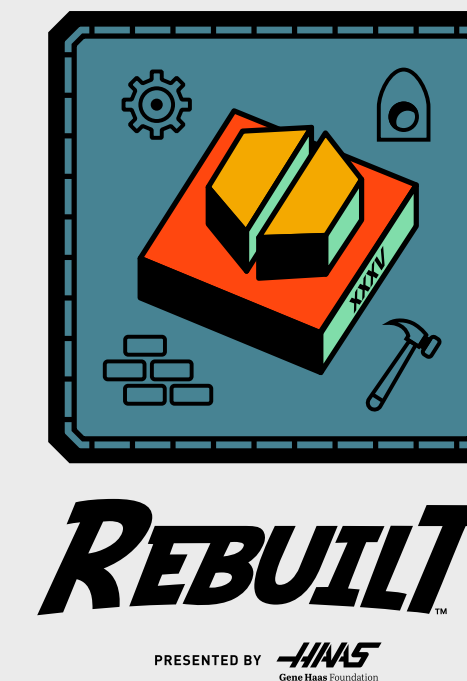
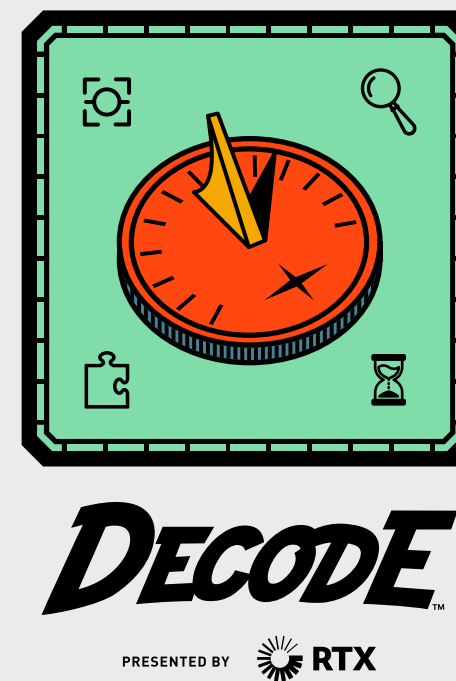
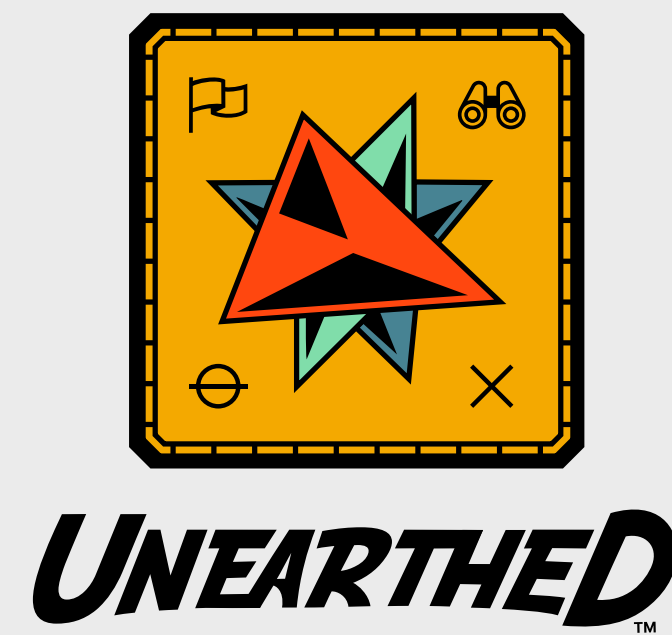
*May be used as
buttons and
call-outs*

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



HORIZONTAL SYSTEM LOCKUPS

Horizontal system lockups should always feature the programs in this order, with *FIRST AGE* placed above and 50% larger (or more) than the rest and placed either to the left or above the programs.

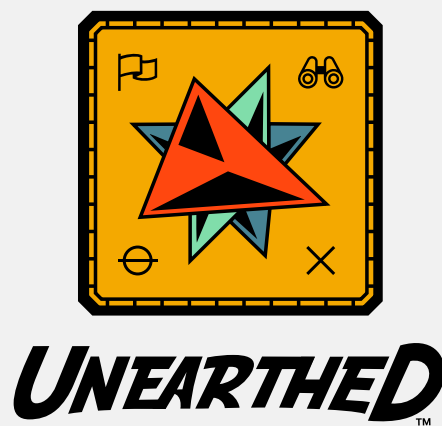


VERTICAL SYSTEM LOCKUPS

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

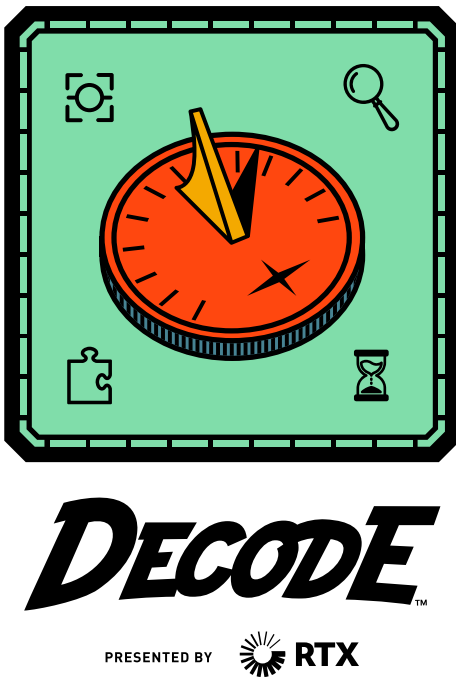
PROGRAM LOCKUPS WITH *FIRST* AGE

When highlighting a game lockup with the *FIRST* AGE theme, pair any game lockup with the *FIRST* AGE logo and a dividing line between them.



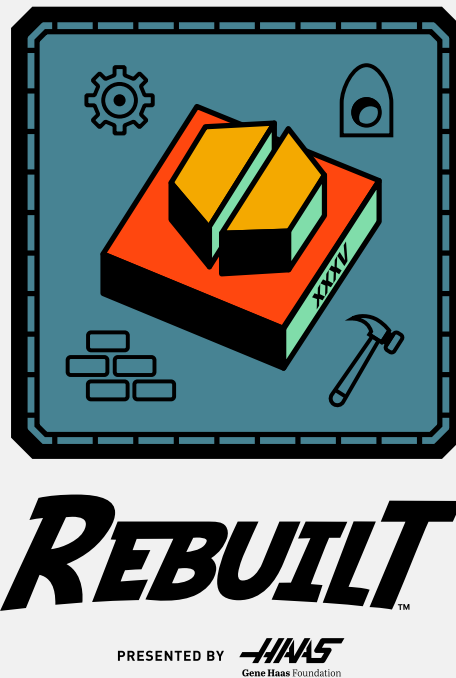
PROGRAM LOCKUPS WITH *FIRST* PROGRAMS

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.



UNEARTHED™

Minimum clear space around the 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

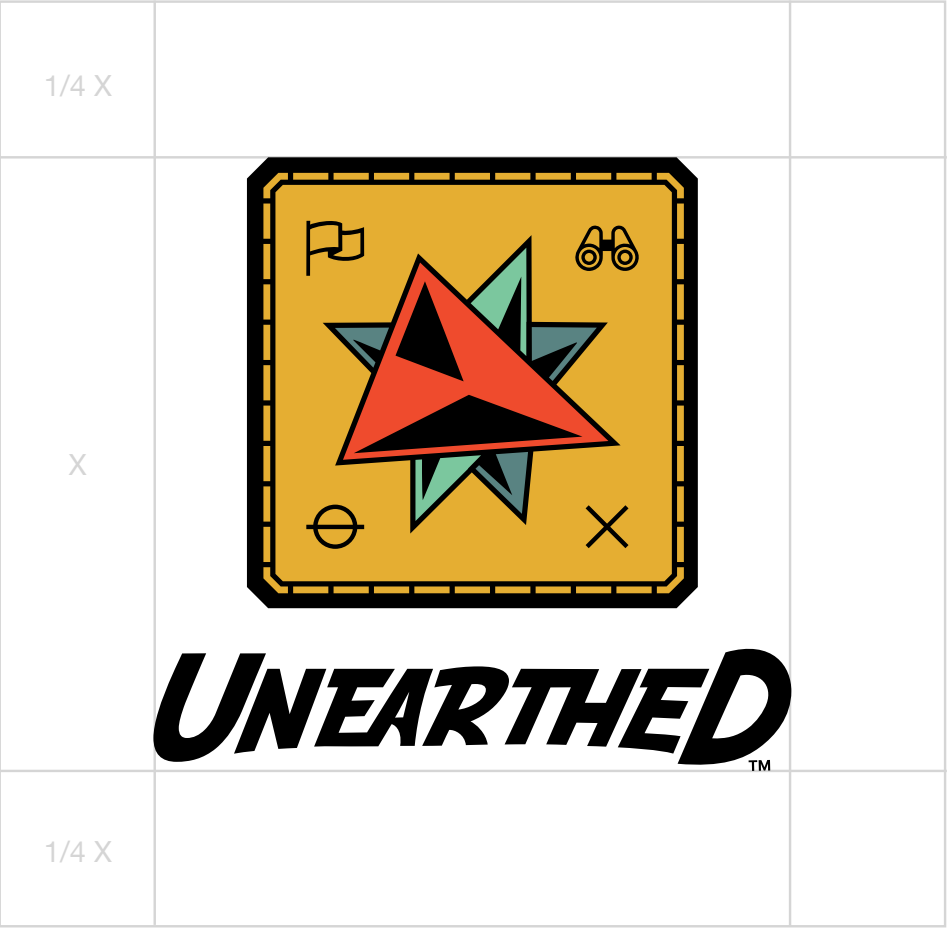
When using UNEARTHED™ in text (body copy), adhere to the following style standards:

- 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:

Uncover the past to discover the future in the 2025-2026 *FIRST*® LEGO® League season, UNEARTHED™.

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 UNEARTHED™ are jointly held trademarks of *FIRST* and the LEGO Group. ©2025 *FIRST* and the LEGO Group. All rights reserved. FL077



Color Palette:



CMYK: 10, 32, 93, 0
RGB: 229, 174, 50
HEX: e5ae32
PMS: 124 C



CMYK: 0, 86, 100, 0
RGB: 234, 87, 46
HEX: ea572e
PMS: 172 C



CMYK: 49, 0, 47, 0
RGB: 146, 219, 172
HEX: 92dbac
PMS: 353 C



CMYK: 73, 37, 36, 4
RGB: 89, 130, 144
HEX: 598290
PMS: 2212 C



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

Supporting Elements:



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

FIRST LEGO League program-specific color.

DECODE™

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

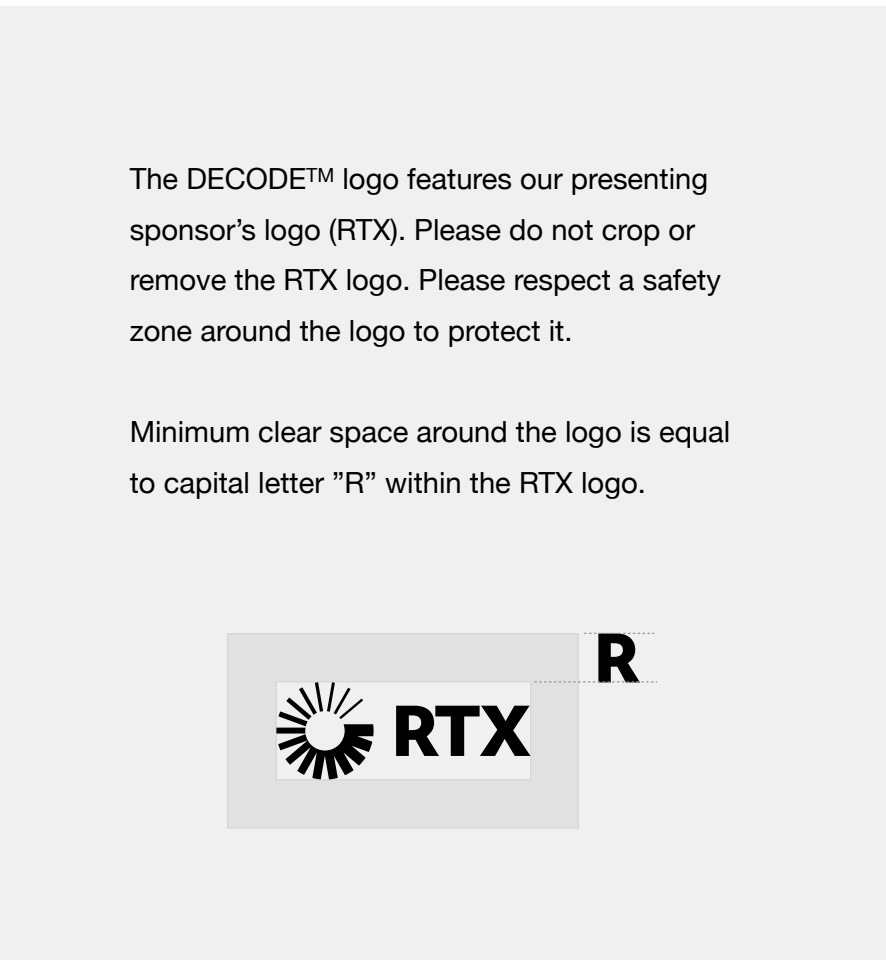
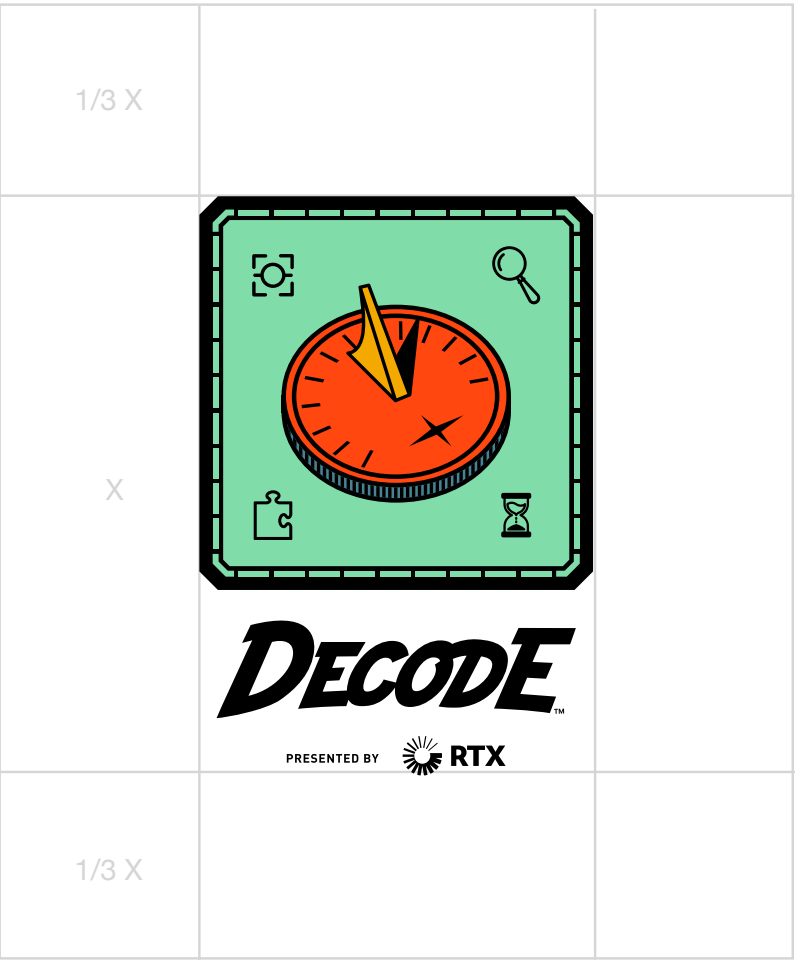
When using DECODE™ in text (body copy), adhere to the following style standards:

- 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 artifacts and unlock mysteries during the 2025-2026 *FIRST*® Tech Challenge season, DECODE™ presented by RTX.

FIRST®, *FIRST*® Tech Challenge, and DECODE™ are trademarks of For Inspiration and Recognition of Science and Technology (*FIRST*). ©2025 *FIRST*. All rights reserved. FT045



DECODE Color Palette:



CMYK: 10, 32, 93, 0
RGB: 229, 174, 50
HEX: e5ae32
PMS: 124 C



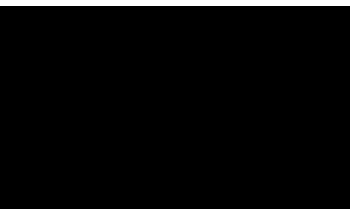
CMYK: 0, 86, 100, 0
RGB: 234, 87, 46
HEX: ea572e
PMS: 172 C



CMYK: 49, 0, 47, 0
RGB: 146, 219, 172
HEX: 92dbac
PMS: 353 C



CMYK: 73, 37, 36, 4
RGB: 89, 130, 144
HEX: 598290
PMS: 2212 C



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

DECODE Supporting Elements:



FIRST® Tech Challenge logo to show program communication.

FIRST Tech Challenge program-specific color.

REBUILT™

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

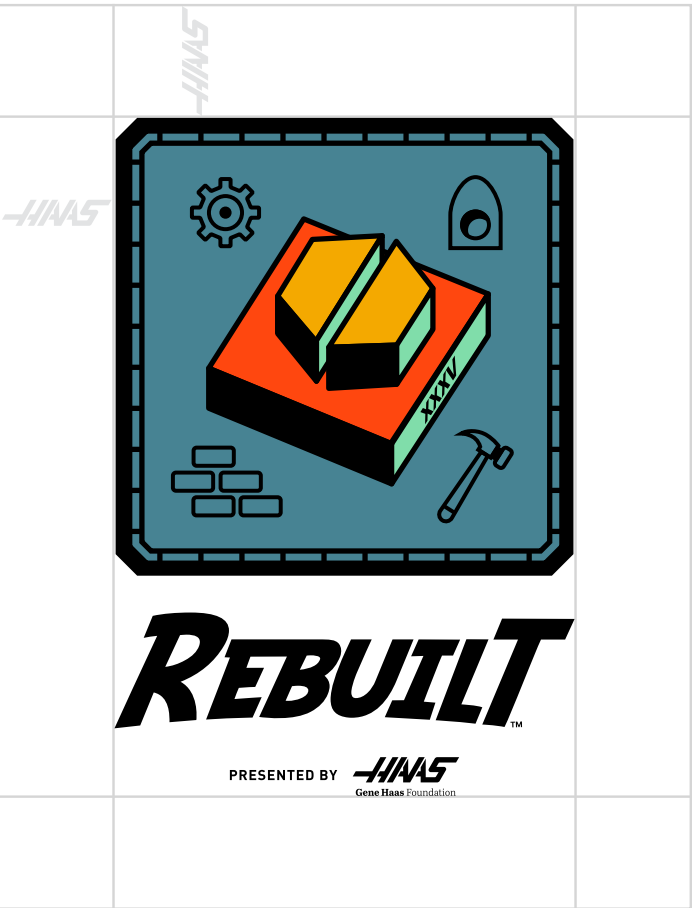
When using REBUILT™ in text (body copy), adhere to the following style standards:

- 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 re-imagine the past in the 2026 *FIRST*® Robotics Competition season, REBUILT™ presented by Haas.

FIRST®, *FIRST*® Robotics Competition, and REBUILT™ are trademarks of For Inspiration and Recognition of Science and Technology (*FIRST*). ©2026 *FIRST*. All rights reserved. FR044



The REBUILT™ logo features our presenting sponsor’s logo (Haas). Please 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.

REBUILT
Color Palette:



CMYK: 10, 32, 93, 0
RGB: 229, 174, 50
HEX: e5ae32
PMS: 124 C



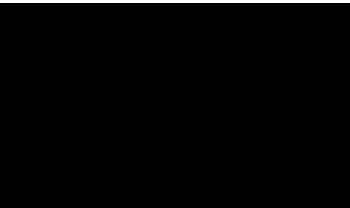
CMYK: 0, 86, 100, 0
RGB: 234, 87, 46
HEX: ea572e
PMS: 172 C



CMYK: 49, 0, 47, 0
RGB: 146, 219, 172
HEX: 92dbac
PMS: 353 C

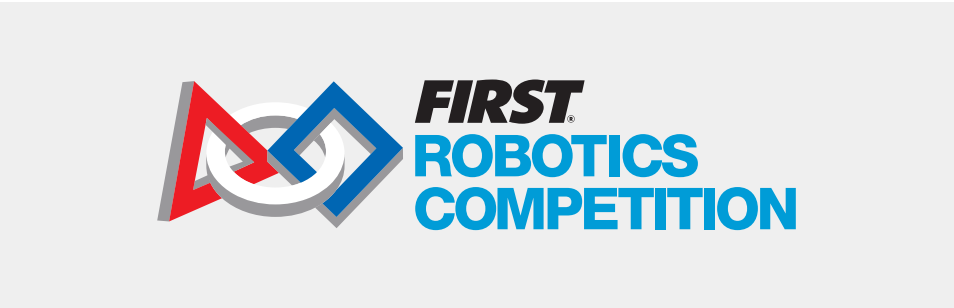
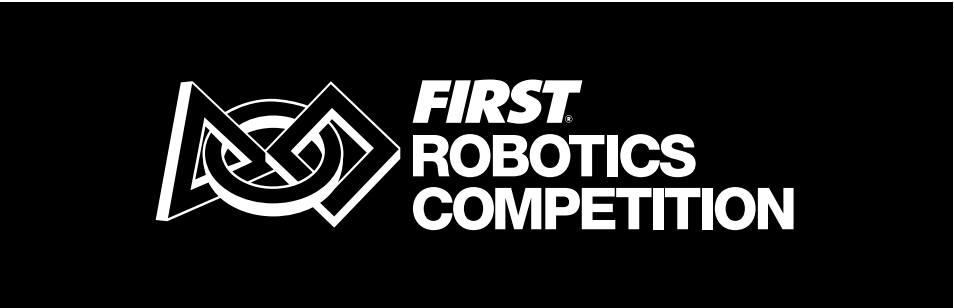


CMYK: 73, 37, 36, 4
RGB: 89, 130, 144
HEX: 598290
PMS: 2212 C



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

REBUILT
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.

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