Our logo consists of uniquely configured components: a composite graphic element, the triangle, circle and square, and the FIRST® wordmark.
**FIRST Logo Colors**

**Four Color Process/CMYK color model** -
A color model used in full color printing. CMYK refers to the four inks used: Cyan, Magenta, Yellow, and Key (black). These 4 inks in dot combinations can produce full color spectrum publications.

- Cyan: C=0 M=100 Y=100 K=0
- Magenta: C=100 M=60 Y=0 K=0
- Yellow: C=0 M=100 Y=100 K=0
- Key (black): C=100 M=60 Y=0 K=100

**Spot/PMS (Pantone® Matching System) colors** -
A pure ink single color for printing. Can reduce the number of plates needed if only using 1-2 spot inks. Spot inks are the true colors since it is one mixed ink it can not be 100 percent reproduced in CMYK.

- PMS 485
- PMS 286
- BLACK
- PMS Cool Gray 7

**RGB**
A color system used in displaying color in an electronic environment such as websites and online content. Different devices can display RGB values differently.

- R=237 G=28 B=36
- R=0 G=101 B=179
- R=35 G=31 B=32
- R=153 G=153 B=154

**Hexadecimal Colors** -
A numbered color system used in displaying color in an electronic environment such as websites and online content. These generate consistent color displays because Hexadecimal color values are supported in all major browsers.

- #ed1c24
- #0066b3
- #231f20
- #9a989a
**FIRST Acronym Definition Line** Initial letter in each word of the acronym is bold to emphasize the origin of the FIRST name.

**FOR INSPIRATION & RECOGNITION OF SCIENCE & TECHNOLOGY**

**Example of Vertical Usage** It is important to maintain some flexibility in the usage of the acronym definition line due to the extreme differences in media and layouts presentations. Below are some examples of proper usage. Size relationship between the logo and line can adjust to fit the media but the logo must always have visual hierarchy over the acronym definition line and be in close proximity.

- **Align Left** - with left edge of F in FIRST
- **Align Center**
- **Align Baselines** - baseline of FIRST wordmark and acronym line can align
- **Align Right**

Acronym line should be aligned with left edge of F in wordmark

Acronym line should be centered under logo

Wordmark is followed by acronym line

Acronym line should be aligned with ® in logotype
**FIRST Acronym Definition Line** Initial letter in each word of the acronym is bold to emphasize the origin of the FIRST name.

**FOR INSPIRATION & RECOGNITION OF SCIENCE & TECHNOLOGY**

**Example of Horizontal Usage** It is important to maintain some flexibility in the usage of the acronym definition line due to the extreme differences in media and layouts presentations. Below are some examples of proper usage. Size relationship between the logo and line can adjust to fit the media but the logo must always have visual hierarchy over the acronym definition line and be in close proximity.

- Use Height of F in acronym line as guide for space between wordmark & acronym definition line.

Align Left - with left edge of F in FIRST

Align Center

Align Right

Align Baselines - baseline of FIRST wordmark and acronym line can align

Wordmark is followed by acronym line
**FIRST Logo Space Around** Maintain the logo’s impact by keeping a fair amount of uncluttered (“protected”) space around the logo.

Space allowance is proportional to the width of the top of the “F” in FIRST wordmark at size used.

**Example Acronym Definition Line**

When using the “Acronym Definition Line”, the space starts from the baseline of the “Acronym Definition Line” and uses the height of the characters in the line (see second example to the left).

See sample below:

**USFIRST.ORG**

Over 3,500 of the world’s most innovative companies (and their leaders) see the future in FIRST.

Research programs reach over 500,000 kids ages 6 to 18 to foster STEM, and develop problem-solving skills. FIRST kids are many times more likely science or engineering, and be outstanding future employees and citizens*. Our to join with them to help bring FIRST to students everywhere.
FIRST Logo Minimum Sizes  
For Print & Online applications

**Vertical Usage**

![Vertical Logo](image1)  
Vertical minimum = .5 inches high

![Vertical Logo](image2)  
Vertical minimum = .25 inches high

**Horizontal Usage**

![Horizontal Logo](image3)  
Acronym definition line minimum = 2.25 inches wide

![Horizontal Logo](image4)  
Acronym definition line minimum = 2.25 inches wide

For Embroidery & Silkscreening, do not use the Acronym Definition Line at the minimum size. See page 20 for more details regarding limited space applications.
The FIRST® wordmark and interlocking triangle, circle, and square graphic icon element may be used as separate branding pieces but **MUST** not be the only representation of the logo. Either the Vertical or Horizontal logo **MUST** appear in its original designed configuration somewhere in the materials.

Example shown here:

**Correct**

FIRST kids are many times more likely to become future employees and citizens, and 83% in STEM field*. Our many supporters urge you to bring FIRST to students everywhere.

**Incorrect**

FIRST kids are many times more likely to become future employees and citizens, and 83% in STEM field*. Our many supporters urge you to bring FIRST to students everywhere.
FIRST Logo — One Color

One color logos may only be done in black or white.

Reverse Usage
FIRST Logo — One Color  
Examples of one color logos. May only be done in black or white.
FIRST Logo — Do Not Alter

**Do Not** change colors

**Do Not** rotate

**Do Not** put in tight graphic shapes

**Do Not** put in borders

**Do Not** distort

**Do Not** alter icon

**Do Not** alter elements

**Do Not** reset type

**Do Not** put on distracting backgrounds or colors

**Do Not** put periods between letters in Wordmark, Logo, or text

**Do Not** put in borders
The “Program” logotype versions may only be used if the FIRST logo appears with it, in close proximity:

FIRST LEGO LEAGUE JR.  FIRST LEGO LEAGUE  FIRST TECH CHALLENGE  FIRST ROBOTICS COMPETITION

The “Program with Icon” versions may be used if there are space limitations not allowing the FIRST logo to appear in close proximity:

FIRST LEGO LEAGUE JR.  FIRST LEGO LEAGUE  FIRST TECH CHALLENGE  FIRST ROBOTICS COMPETITION
FIRST Program Logos On Dark Colors

FIRST LEGO LEAGUE JR.

FIRST LEGO LEAGUE

FIRST TECH CHALLENGE

FIRST ROBOTICS COMPETITION
First Program Logos — One Color

One color logos may only be done in black or white.
FIRST Program Logos — One Color

Reversed Usage

FIRST LEGO LEAGUE JR.
FIRST LEGO LEAGUE
FIRST TECH CHALLENGE
FIRST ROBOTICS COMPETITION

FIRST LEGO LEAGUE JR.
FIRST LEGO LEAGUE
FIRST TECH CHALLENGE
FIRST ROBOTICS COMPETITION

May only be done in black or white.
**FIRST Progression of Programs Colors**

**CMYK**

C=100 M=0 Y=100 K=0  
C=0 M=100 Y=100 K=0  
C=0 M=62 Y=97 K=0  
C=100 M=0 Y=0 K=12

**SPOT/PMS**

PMS 361  
PMS 485  
PMS 158  
PMS Process Blue

**RGB/Hexadecimal Colors**

R=0 G=166 B=81  
R=237 G=28 B=36  
R=245 G=126 B=37  
R=0 G=156 B=215

# 00a651  
# ed1c24  
# f57e25  
# 009cd7
**FIRST & Program Logos – Special Applications**

Please use full color logos if possible.

There are limitations in laser engraving, screen printing, embroidery, and small scale printing applications. Different vendors have different capabilities. Consult the vendor to determine best option.

**Printing for Promotional Items**

Minimum size guidelines:
- 0.5 inch high for the vertical FIRST Logo; 1.8 inch wide or 0.3 inch high for the horizontal FIRST Logo;
- 1 inch high for the vertical Program Logos; 0.5 inch high for the horizontal Program Logos.

**FIRST Logo**

Vertical minimum = 0.5 inch high

Horizontal minimum = 0.3 inch high

**Program Logos**

Vertical minimum = 1 inch high

Horizontal minimum = 0.5 inch high

Reverse versions may also be used.

For very small applications, it is recommended to type the Program names or just the URL for the organization or Program. URLs should be set in Helvetica Neue or Arial. The point size should be the maximum that can fit the applications.
**FIRST & Programs Logos — Special Applications**

We recommend the vertical version of all logos for screen printing and embroidery.

**Screen Printing & Embroidery**

Minimum size guidelines for screen printing:
- 1.15 inches high for the vertical FIRST Logo.
- 1.9 inches high for the vertical Program Logos.

Vertical minimum = 1.9 inches high

For embroidery applications, there is a wider kerned version of the FIRST Logo and Program Logos typography that can be provided upon request. Please email marketing@firstinspires.org for artwork.

* Reverse versions may also be used
In some applications there may be a need to provide alternate versions of logos. These MUST be provided or approved by the FIRST branding/marketing team.
The organization name FIRST must always appear in italics and all capital letters, with no periods between the letters, in all copy instances.

### Helvetica Neue Extended Family
May be used on headlines, subheads, names of speakers

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

### Helvetica Neue Roman Family
May be used in body copy

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

### Shinn Family
Base font of FIRST wordmark, can be used for sub-heads and emphasis

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

### Adobe Garamond Pro Family
May be used in copy, pull quotes, and sidebars

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

### Univers Condensed & Oblique
Used in tight horizontal areas to conserve space

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

---

**Examples**

**Headlines - Back shadows may be used for emphasis**

**FIRST italics in body copy and headlines**

That FIRST can carry out its mission...

---

**Pull quotes**

This is a great example of a pull quote. It highlights an important point or quote from an expert. In this case, it cites the importance of encouraging innovation. If we don't change what they're inspired to do, then one of the people who would end up being a leader.

---

**Dean Kamen**
Founder, FIRST
**FIRST Microsoft Alternative Fonts**

**USE Arial for** Helvetica Neue Extended Family & Helvetica Neue Roman Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**USE Verdana for** Shinn Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**USE Times for** Adobe Garamond Pro Family Adobe Garamond Pro Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**USE Arial Narrow for** Univers Condensed & Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The organization name **FIRST** must always appear in italics and all capital letters, with no periods between the letters, in all copy instances.
When using the FIRST® or FIRST Program names in text (body copy), please adhere to the following style standards.

**Organization Name**

The FIRST wordmark (logotype) should not be used as a word in body copy/text. Text should be set in the same font as body copy, and written as follows:

*FIRST®*

- Always in italics.
- Always CAPITAL LETTERS.
- No periods.
- Registered trademark symbol should be superscripted.

**Program Names**

Reference the FIRST Program names as follows:

*FIRST®* Robotics Competition
*FIRST®* Tech Challenge
*FIRST®* LEGO® League
*FIRST®* LEGO® League Jr.

**Use of Trademarks**

Use the registered trademark symbols (®, a.k.a. “circle r”) in first appearance of the trademark in a document, both in a heading/title and in the body text. The marks do not need to appear in subsequent uses.

Do not use trademarks in plural form or possessive case (i.e., never “FIRST’s,” “FIRSTs,” “LEGOs,” or “LEGO’s”).

For example:

- *Incorrect*: FIRST’s mission is to
- *Correct*: The mission of FIRST is to …

- *Incorrect*: Let’s play with LEGO.
- *Correct*: Let’s play with LEGO bricks

For more details about FIRST trademarks, refer to the “Policy on the Use of FIRST Trademarks and Copyrighted Materials” (includes FIRST and LEGO Group Intellectual Property), available at [www.firstinspires.org/brand](http://www.firstinspires.org/brand).
FIRST Complementary Colors

C20 M0 Y40 K0
PMS 372
R=207 G=229 B=174
# cfe5ae

C0 M25 Y25 K5
PMS 488
R=238 G=190 B=171
# eebeab

C0 M10 Y50 K0
PMS 7402
R=255 G=220 B=144
# ffdc90

C15 M0 Y5 K0
PMS 656
R=214 G=238 B=240
# d6ef0

C25 M0 Y100 K0
PMS 381
R=202 G=219 B=42
# cadb2a

C0 M100 Y100 K48
PMS 187
R=143 G=5 B=7
# 8f0507

C10 M30 Y100 K0
PMS 7406
R=230 G=177 B=34
# e6b122

C100 M70 Y0 K40
PMS 648
R=0 G=57 B=116
# 003974
FIRST® owns valuable assets in the form of trademarks and copyrights. Before using FIRST assets, including names, logos, 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 is available on our website www.firstinspires.org/brand

If you have any questions about the FIRST Branding & Design Standards, or about how you are using FIRST names, logos, or other intellectual property, please send an email to marketing@firstinspires.org and allow five business days for response.