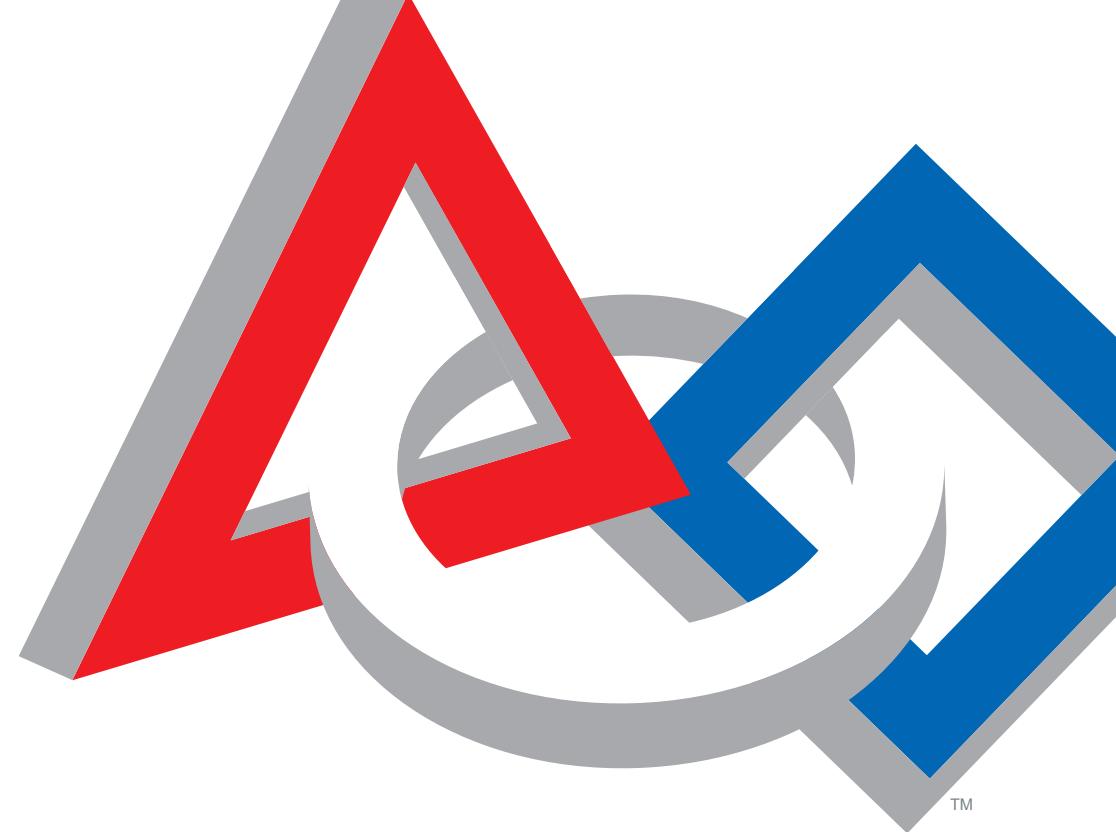


5.16.2011



TM

FIRST®

Branding & Design Standards

Standards Are Strictly Enforced



FIRST Logo

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

Vertical Usage



Horizontal Usage



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).



Four Color Process / CMYK



C=0 M=100 Y=100 K=0



C=100 M=60 Y=0 K=0



K=100



K=40

Spot



PMS 485



PMS 286



BLACK

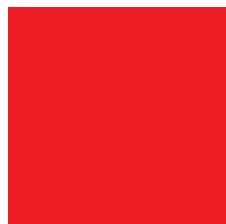


PMS Cool Grey 6

RGB -

A pure ink single color for printing. Can reduce the number of plates needed if using spot as opposed to CMYK. Also defines the true colors since it is one mixed ink it can not be 100 percent reproduced in CMYK.

RGB



R=237 G=28 B=36



R=0 G=101 B=179



R=35 G=31 B=32



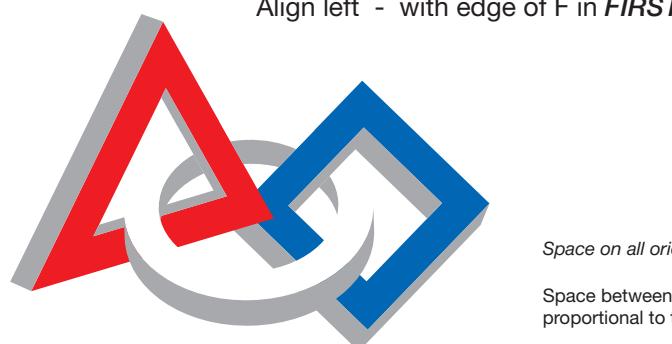
R=167 G=169 B=172

FIRST Acronym Definition Line

Initial letter in each word of the acronym is red to emphasize the origin of the FIRST name

FOR INSPIRATION AND RECOGNITION OF SCIENCE AND TECHNOLOGY

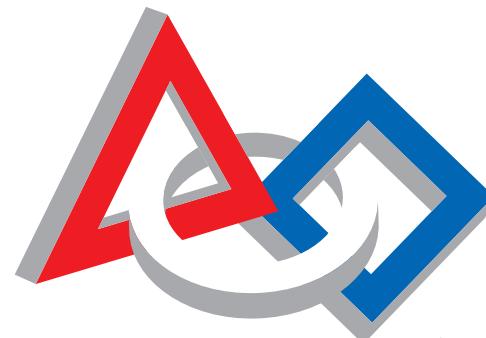
Vertical Usage



Align left - with edge of F in FIRST

Space on all orientations should be the same -

Space between logotype and tag should be proportional to the height of the T in FIRST



FOR INSPIRATION AND RECOGNITION OF SCIENCE AND TECHNOLOGY

Align right - with right bottom edge of T in FIRST

Centered - with FIRST logotype



FOR INSPIRATION AND RECOGNITION OF SCIENCE AND TECHNOLOGY

Align baseline and run into the FIRST logo type -
with right bottom edge of T in FIRST

FIRST Acronym Definition Line

Initial letter in each word of the acronym is red to emphasize the origin of the *FIRST* name

FOR INSPIRATION AND RECOGNITION OF SCIENCE AND TECHNOLOGY

Horizontal Usage

Align left - with left edge of F in **FIRST**



Space on all orientations should be the same -

Space between logotype and tag should be proportional to the height of the *T* in **FIRST**

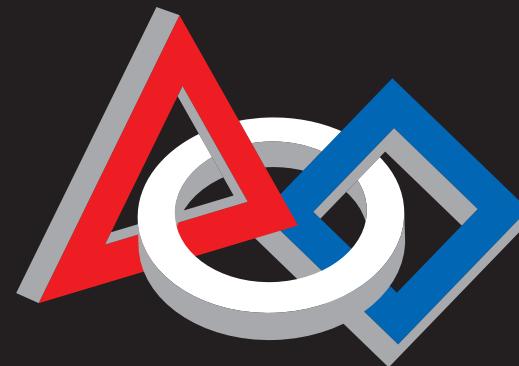
Centered - with **FIRST** logotype & Icon



Align right - with right bottom edge of T in **FIRST**

FIRST Logo - On dark colors

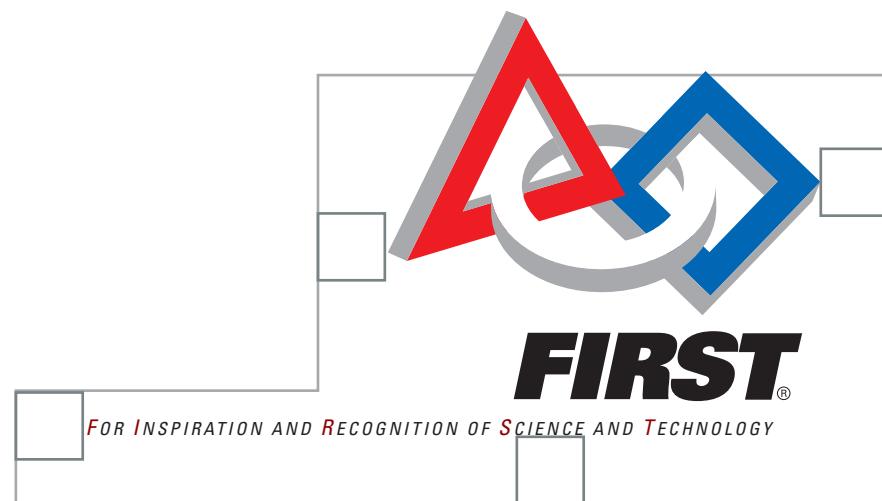
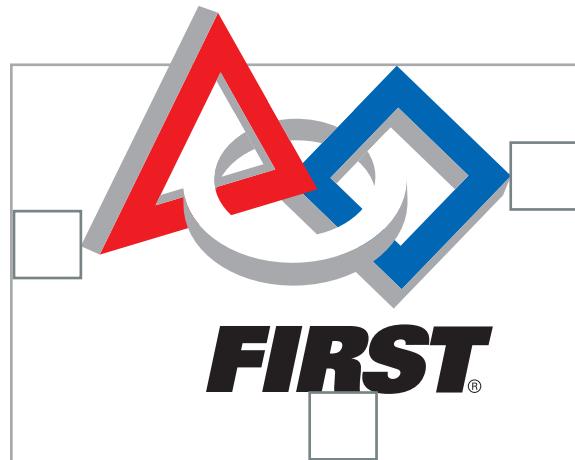
Reversed Usage



FIRST
®

FOR INSPIRATION AND RECOGNITION OF SCIENCE AND TECHNOLOGY

FIRST Logo - space around



Maintain the logos impact by keeping a fair amount of uncluttered space around the logo.

When using the “acronym defining line”, the space starts from the baseline of the “acronym defining line” not the **FIRST** wordmark. (see second example to the left)

In some instances an overlap at the top icon can be a nice way to tuck the brand into a main visual.

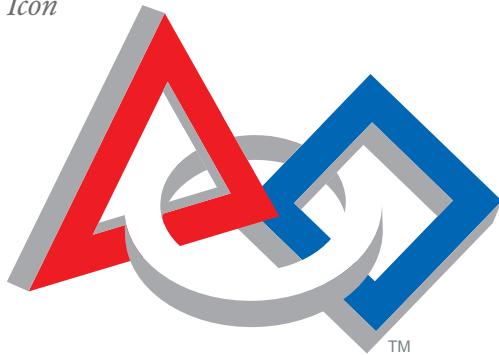
See sample below:



FIRST Logo Elements

The typography and icon

Icon



TM

Wordmark

FIRST[®]

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 **MUST** appear in its original designed configuration somewhere in the materials.

Examples shown here:



2008 ANNUAL REPORT

FIRST Logo - Black Greyscale Logo

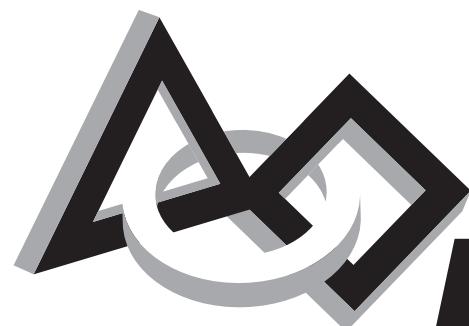


FIRST[®]



FIRST[®]

FOR INSPIRATION AND RECOGNITION OF SCIENCE AND TECHNOLOGY



FIRST[®]

Reversed Usage



FIRST[®]

FIRST | Design Samples

Etching / Single Color / Screen / Embroidery



FIRST Logo - Minimum Sizes



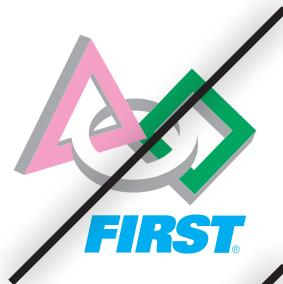
FOR INSPIRATION AND RECOGNITION OF SCIENCE AND TECHNOLOGY



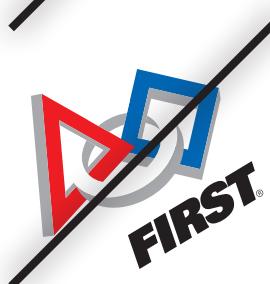
The acronym defining line may not be set
below 5 point type or .08 inches high

FIRST Logo - Do not alter the logos

DO NOT change colors



DO NOT rotate



DO NOT put in graphic shapes



DO NOT put in borders



DO NOT distort



DO NOT alter elements



DO NOT reset type



DO NOT put on
distracting backgrounds



DO NOT put periods
between letters in
Wordmark or Logo

F.I.R.S.T.

FIRST®

Program Logos



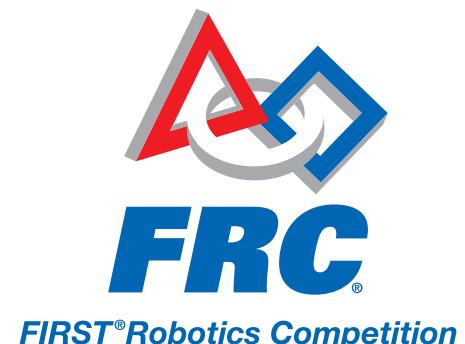
FIRST Program Logos

The “Family of Programs Colors” versions and the “Single Color Blue” versions may only be used if the FIRST logo or the appropriate FIRST Icon Program Logo appears in close proximity.

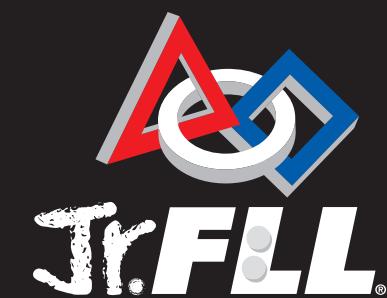
“Family of programs” colors



The Grey, Red and Blue used in the below logos are the same as specified in FIRST logo on page 2 of this guide.



FIRST Icon Program Logos Reversed



FIRST Program Logos - Black

Positive



Junior FIRST® LEGO® League



FIRST® LEGO® League



FIRST® Tech Challenge



FIRST® Robotics Competition



Junior FIRST® LEGO® League



FIRST® LEGO® League



FIRST® Tech Challenge



FIRST® Robotics Competition

Reversed



Junior FIRST® LEGO® League



FIRST® LEGO® League



FIRST® Tech Challenge



FIRST® Robotics Competition



Junior FIRST® LEGO® League



FIRST® LEGO® League



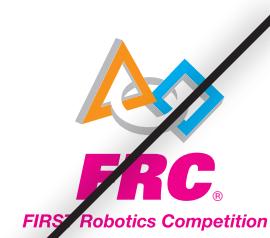
FIRST® Tech Challenge



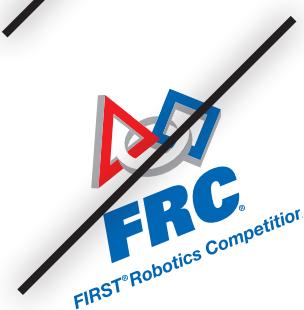
FIRST® Robotics Competition

FIRST Programs - Do not alter the logos

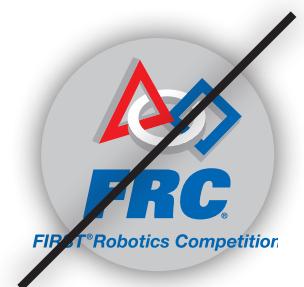
DO NOT change colors



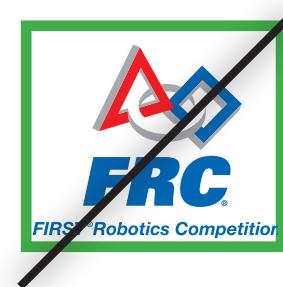
DO NOT rotate



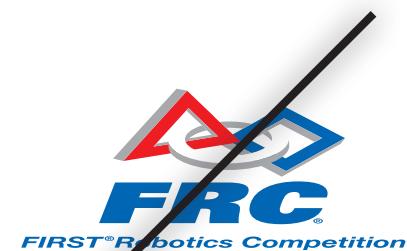
DO NOT put in graphic shapes



DO NOT put in borders



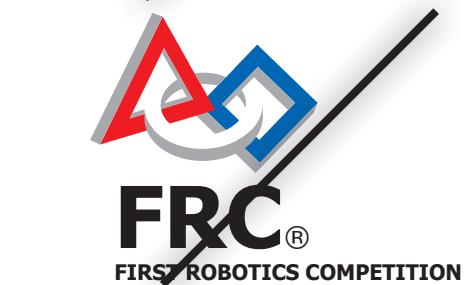
DO NOT distort



DO NOT alter elements



DO NOT reset type



DO NOT put on
distracting backgrounds



FIRST Program | The FIRST Family of Programs Colors



Four Color Process / CMYK



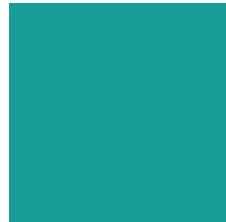
PMS Process - 199-1
C=100 M=70 Y=0 K=40



PMS Process - 9-1
C=10 M=30 Y=100 K=0



PMS Process - 88-1
C=0 M=100 Y=90 K=20

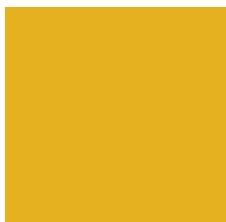


PMS Process - 256-3
C=70 M=0 Y=35 K=20

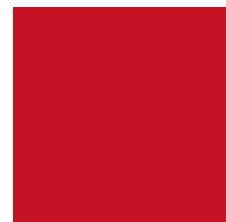
Spot



PMS 2756



PMS 124



PMS 193

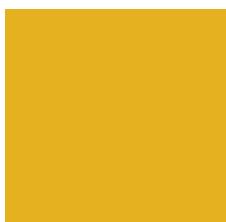


PMS 562

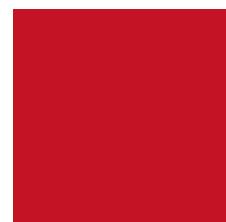
RGB



R=0 G=57 B=116



R=230 G=178 B=34



R=196 G=20 B=37



R=35 G=158 B=152

FIRST[®]

Graphic Guidelines



Helvetica Neue Extended May be used on headlines, subheads, names of speaker

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue Bold Extended May be used for emphasis
and *FIRST* typesetting in headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue BQ Roman May be used in bodycopy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue BQ Italic May be used in bodycopy or subheads for emphasis and on *FIRST*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Adobe Garamond Pro Italic May be used in pull quotes and sidebars

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Univers Condensed Oblique Used in tagline and tight horizontal areas to conserve space

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Examples

Headlines - Back shadows can be used for emphasis



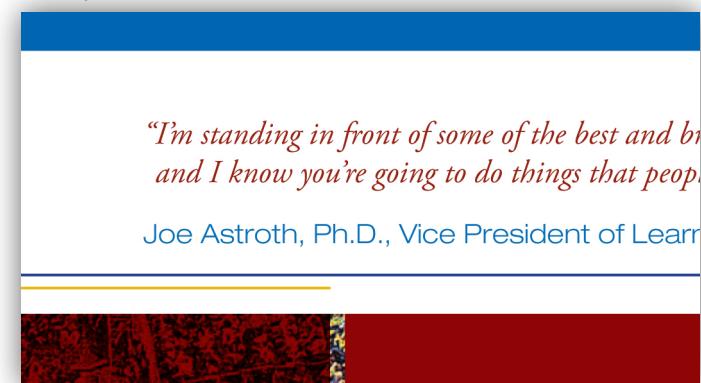
SAVE THE
April 15-17,

FIRST italics in body copy and headlines



In 2006, when *FIRST* opportunities beyond FLL did not exist in his region, Michael established the state's first FTC event and developed teams to support it. Today, Michael organizes events for 49

Pull quotes



"I'm standing in front of some of the best and brightest young minds in the country, and I know you're going to do things that people will be talking about for years to come."

Joe Astroth, Ph.D., Vice President of Learning

URL & Defining Line

WWW.USFIRST.ORG

FOR INSPIRATION AND RECOGNITION OF SCIENCE AND TECHNOLOGY

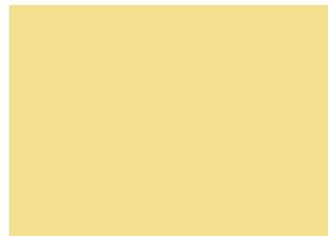
FIRST | Complimentary Color Palette



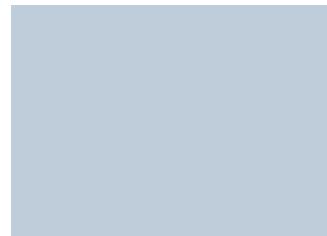
C=0 M=100 Y=100 K=48



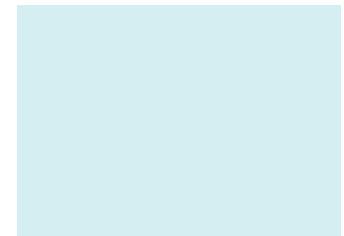
C=100 M=75 Y=15 K=20



C=0 M=5 Y=50 K=5



C=20 M=10 Y=5 K=5



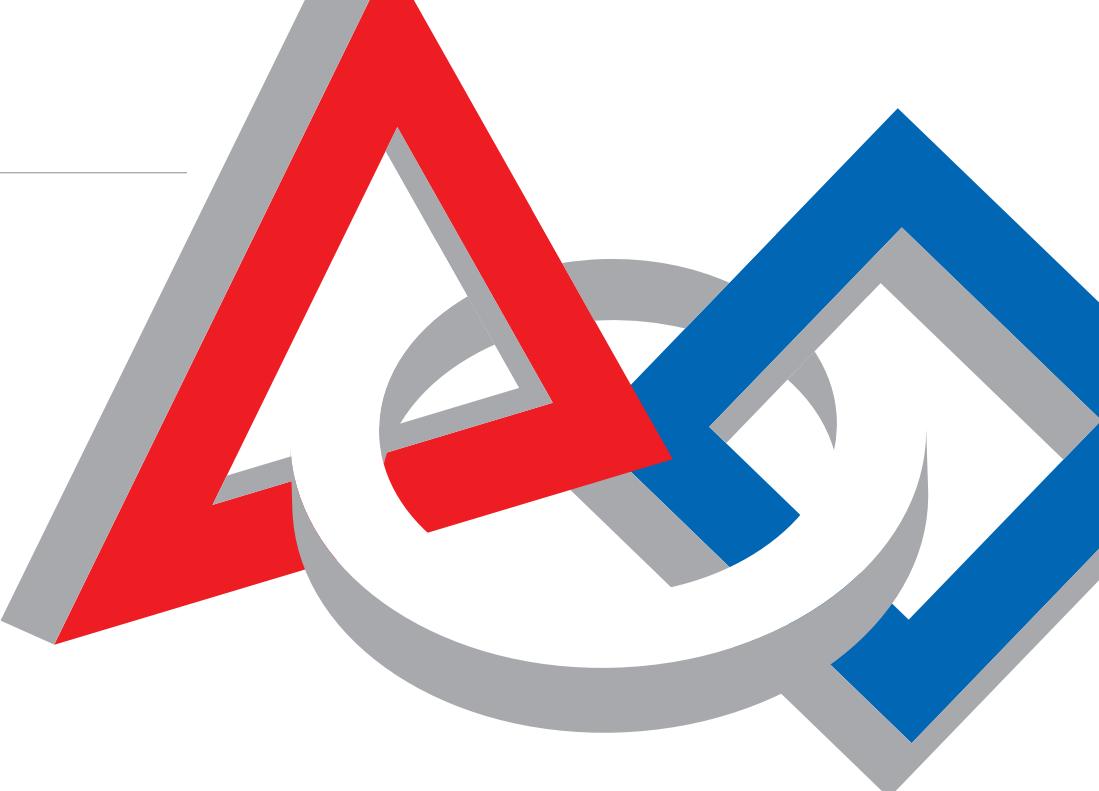
C=15 M=0 Y=5 K=0

FIRST[®]

Intellectual Property



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.usfirst.org/brand



Please Note: All **FIRST** business cards must be reviewed and approved by **FIRST** Marketing (please send requests to marketing@usfirst.org and allow two business days for response).



200 Bedford Street ■ Manchester, NH 03101
8 0 0 . 8 7 1 . 8 3 2 6 ■ 6 0 3 . 6 6 6 . 3 9 0 6