



***FIRST***<sup>®</sup>  
**LAUNCH**

**2019 ✦ ALL SYSTEMS GO**

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BRANDING & LOGO GUIDELINES

## *FIRST LAUNCH*

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This style guide has been designed to help the *FIRST*® community to ensure the *FIRST LAUNCH* branding system is used appropriately and consistently. Please follow the directions provided.

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The logo features the word "FIRST" in a bold, italicized, sans-serif font with a registered trademark symbol. Below it, the word "LAUNCH" is written in a much larger, bold, blocky sans-serif font. At the bottom, the text "2019 + ALL SYSTEMS GO" is displayed in a smaller, bold, sans-serif font. The entire logo is centered on a solid black background.

**FIRST**  
**LAUNCH**  
**2019 + ALL SYSTEMS GO**

The metallic version of the logo has been created for use on dark backgrounds. This full-color version is the preferred treatment to use wherever possible.

The following file types of the logo have been provided:

- JPG
- PNG
- EPS
- SVG
- Animated GIF

**FIRST**<sup>®</sup>  
**LAUNCH**  
2019 + ALL SYSTEMS GO

**FIRST**<sup>®</sup>  
**LAUNCH**  
2019 + ALL SYSTEMS GO

**FIRST**<sup>®</sup>  
**LAUNCH**  
2019 + ALL SYSTEMS GO

The one-color logo should be either black or white. **Never alter the colors of the FIRST LAUNCH logo.**

The following file types of the logo have been provided:

- JPG
- PNG
- EPS
- SVG



The official badge should be used for applications where a self-contained mark is valuable (for example, stickers, patches, pins).

The following file types of the logo have been provided:

- JPG
- PNG
- EPS
- SVG

2019 ✦ ALL SYSTEMS GO

2019 ✦ ALL SYSTEMS GO

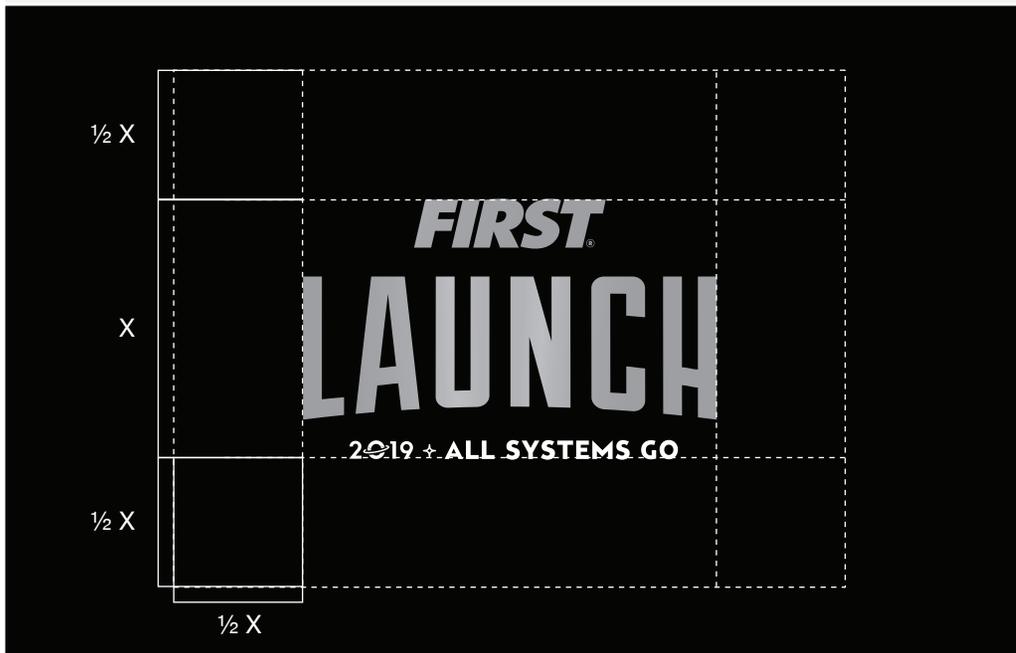
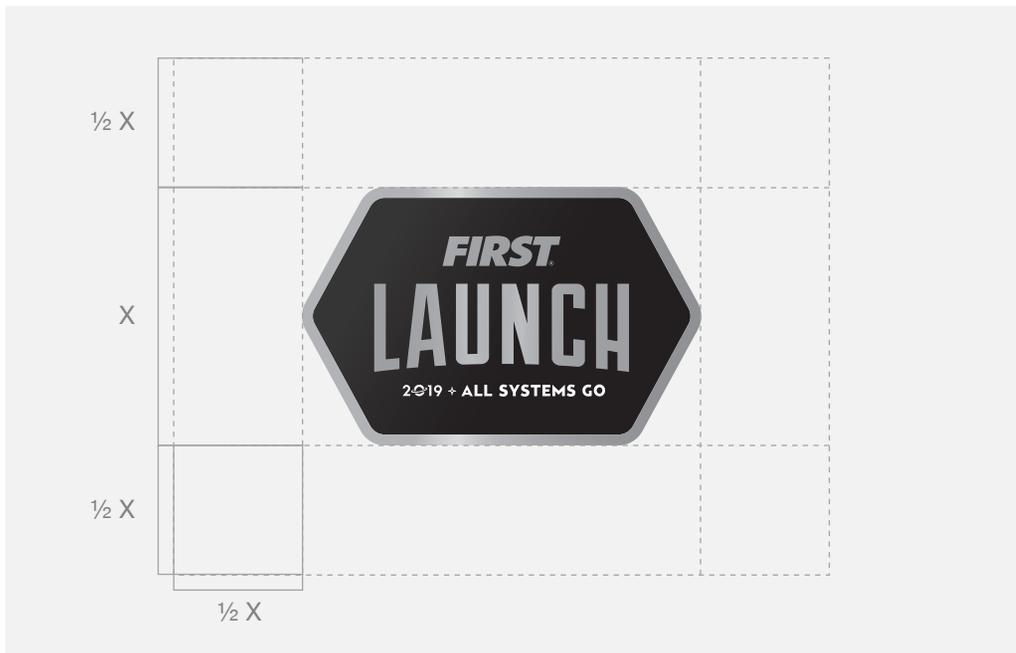
**FIRST**<sup>®</sup>  
**LAUNCH**

The tagline and logo may be used separately.

A built in “safety zone” of clear space surrounds each graphic. Please **do not crop** out the clear safety zone. Use the files as provided.

The following file types of the logo have been provided:

- JPG
- PNG
- EPS
- SVG



The minimum clear space (safety zone) around the logo is equal to  $\frac{1}{2} X$ , where  $X$  is the height of the lockup in its entirety.

Never alter the spacing within the lockup.

The following file types of the logo have been provided:

- JPG
- PNG
- EPS
- SVG

Minimum Size:

- 100 pixels wide for digital
- 1 inch wide for print

Minimum Size with Tagline:

- 150 pixels wide for digital
- 2 inches wide for print

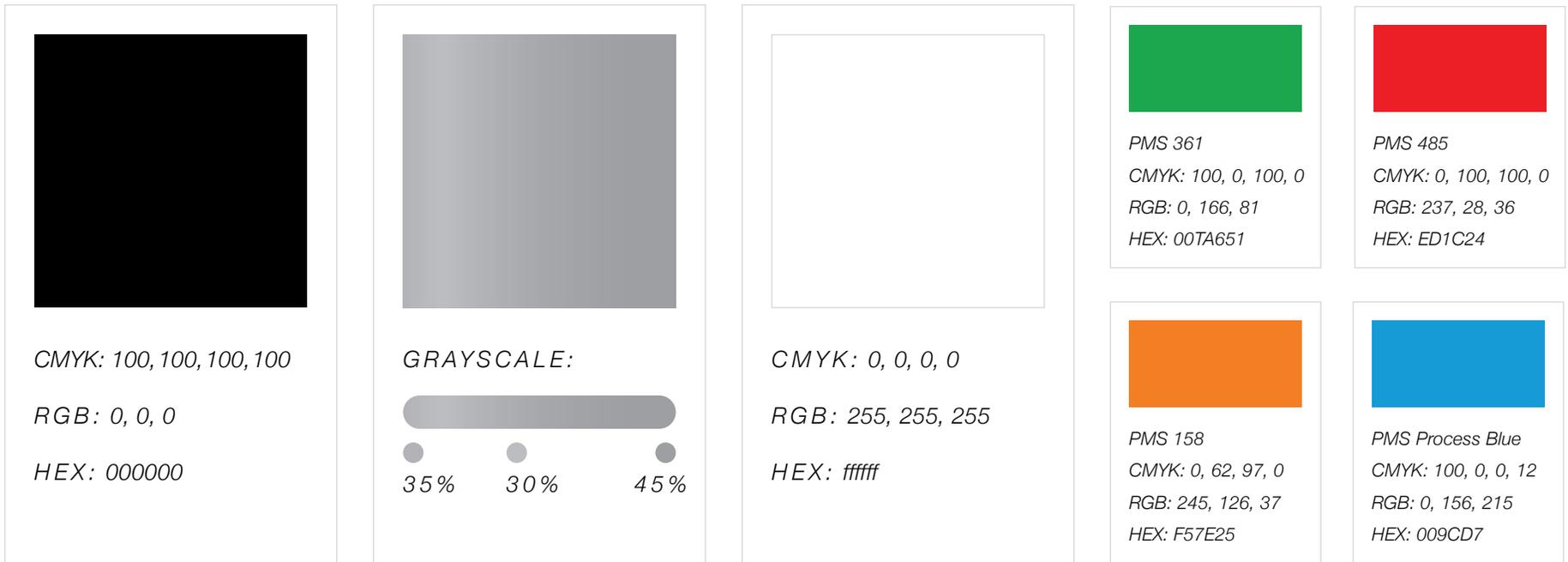
Minimum Size in Badge:

- 250 pixels wide for digital
- 3.5 inches wide for print



For very small applications, it is recommended to type *FIRST LAUNCH* as text in Helvetica Italic Bold Condensed, all CAPITAL LETTERS.

***FIRST LAUNCH***



*The FIRST LAUNCH brand primary color palette is comprised of black, a grey gradient, white, and accented with corresponding program colors of green, red, orange, or blue. To maintain brand consistency and avoid confusion, only use the established FIRST LAUNCH colors.*

*The one-color white FIRST LAUNCH and All Systems Go marks can only be used on program-specific colors when program communication is involved.*

The *FIRST LAUNCH* Branding System includes a number of complex logos and supporting graphics.



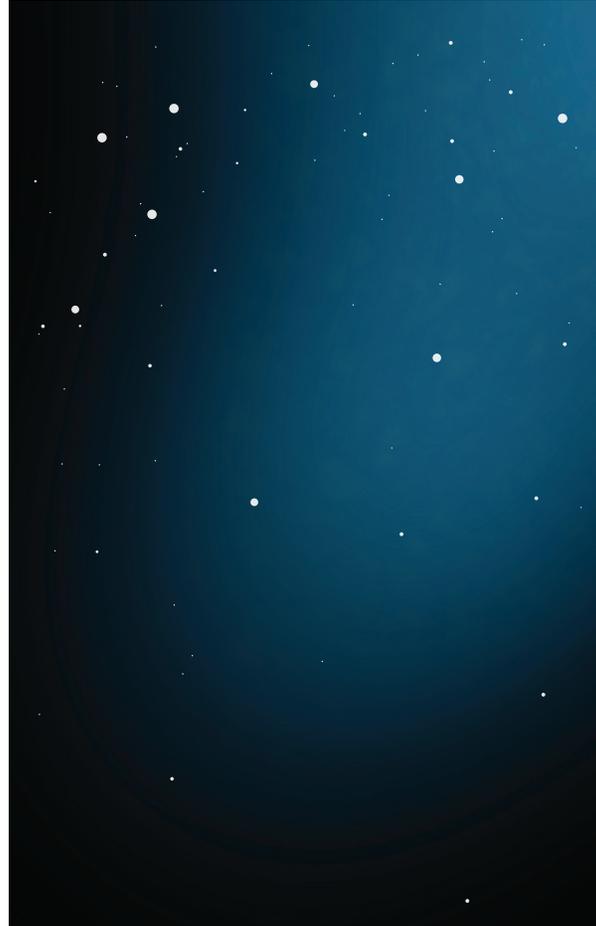
### Star Background Patterns

To be used on dark backgrounds.



### Interstellar Cloud Background

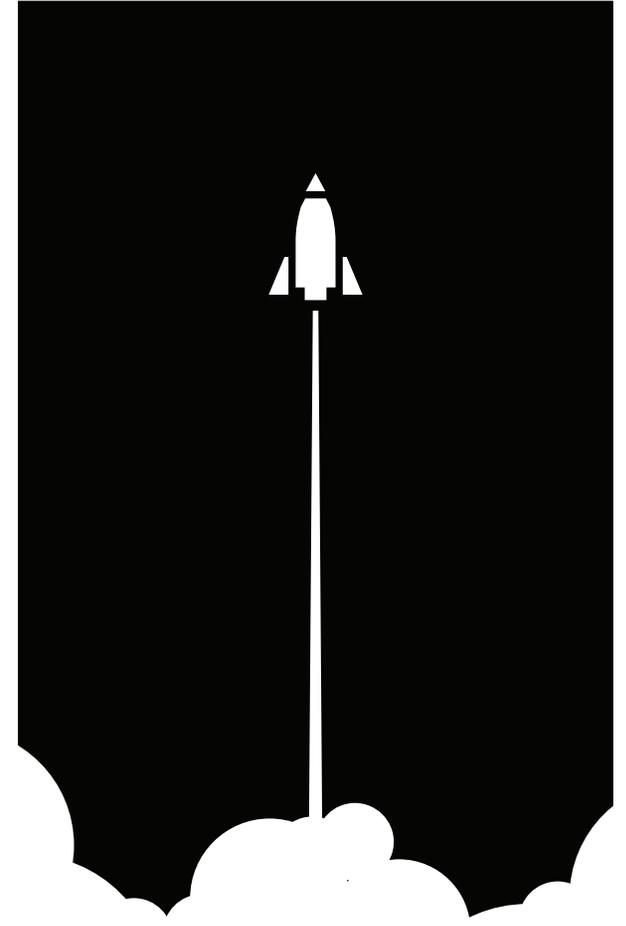
To be used with corresponding program logos (as labeled in provided files).



### Rocket & Clouds

Clouds should fill to composition edges.

May also be combined with the star pattern.



**DO** utilize clear space.



**DO NOT** put metallic or black logos on colored or photographic backgrounds.



**DO** use white logo on accent colors when program communication is involved.



**DO NOT** change colors in logo.



**DO NOT** put metallic logos on light backgrounds.



**DO NOT** put in borders or layer stars over/under logo.



**DO NOT** rotate.



**DO NOT** distort.



Use Arial for a Microsoft  
alternative font

## Helvetica Neue Family

### LIGHT

May be used as body  
copy and sub-headlines.

Use Arial Regular for a  
Microsoft alternative font

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### LIGHT OBLIQUE

May be used as  
body copy.

Use Arial Italic for a  
Microsoft alternative font

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## CONDENSED BOLD

May be used  
as headlines.

Use Arial Bold for a  
Microsoft alternative font

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## BOLD

May be used as buttons  
& callouts

Use Arial Bold for a  
Microsoft alternative font

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## *FIRST LAUNCH* in Text/Body Copy

When using the *FIRST LAUNCH* in text (body copy), please adhere to the following style standards.

The *FIRST LAUNCH* 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:

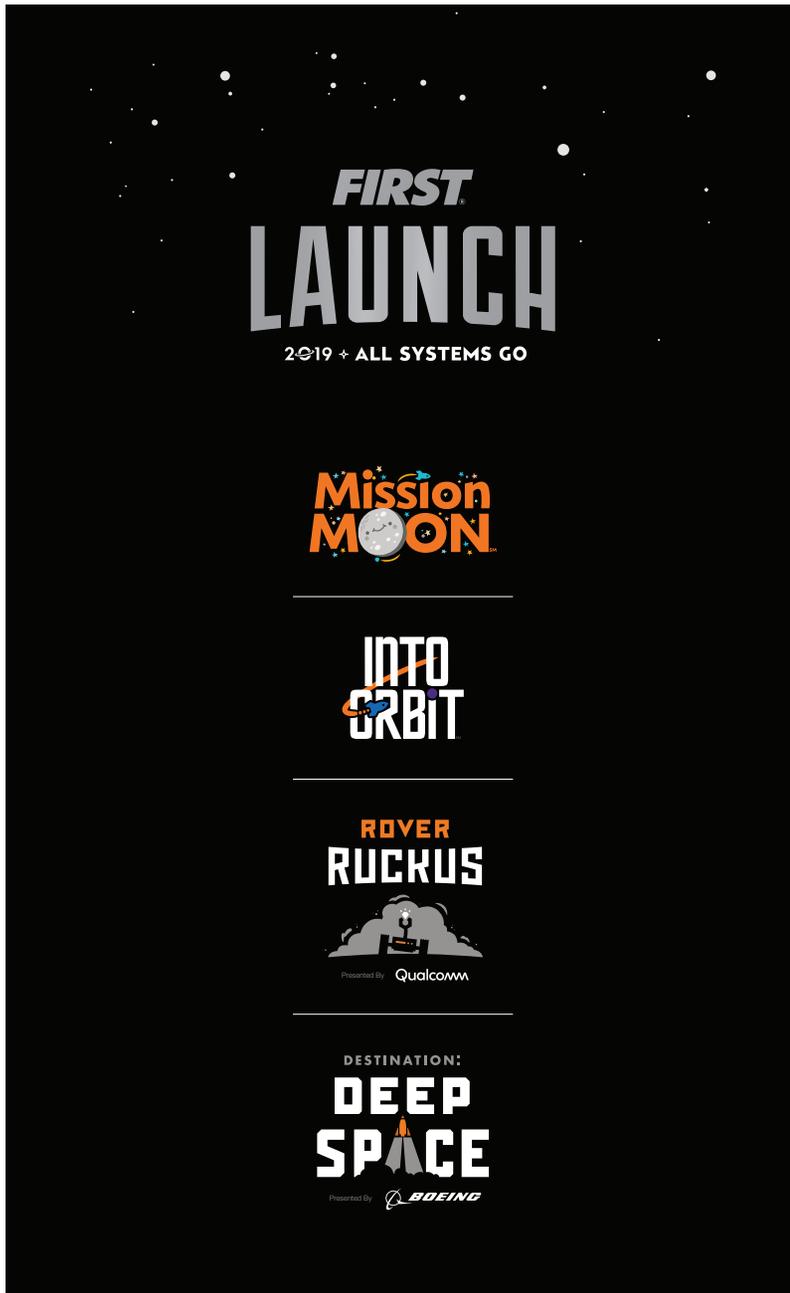
- *FIRST* always in Italics.
- Always CAPITAL LETTERS.
- No periods.

*FIRST* does not need registered trademark symbol when used in *FIRST LAUNCH*.

Example:

**For 30 years, *FIRST*<sup>®</sup> has inspired millions of young people to reach for the stars.**

Blast off with *FIRST LAUNCH* and find out what's possible when we dream big and work together to inspire the next generation of innovators, technology leaders, and changemakers here on Earth – and beyond.



Vertical lockups should always feature the programs in this order with *FIRST LAUNCH* placed above and 50% larger (or more) than the rest.

Please adhere to the following minimum sizes for each program-specific logo **when featured together**.

- MISSION MOON<sup>SM</sup>: 160 pixels wide for digital and 4 inches for print.
- INTO ORBIT<sup>SM</sup>: 105 pixels wide for digital and 2.5 inches for print.
- ROVER RUCKUS Presented By Qualcomm: 135 pixels wide for digital and 3.3 inches for print.
- DESTINATION: DEEP SPACE Presented By The Boeing Company: 145 pixels wide for digital and 3.5 inches for print.



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

Please adhere to the following minimum sizes for each program-specific logo **when featured together**.

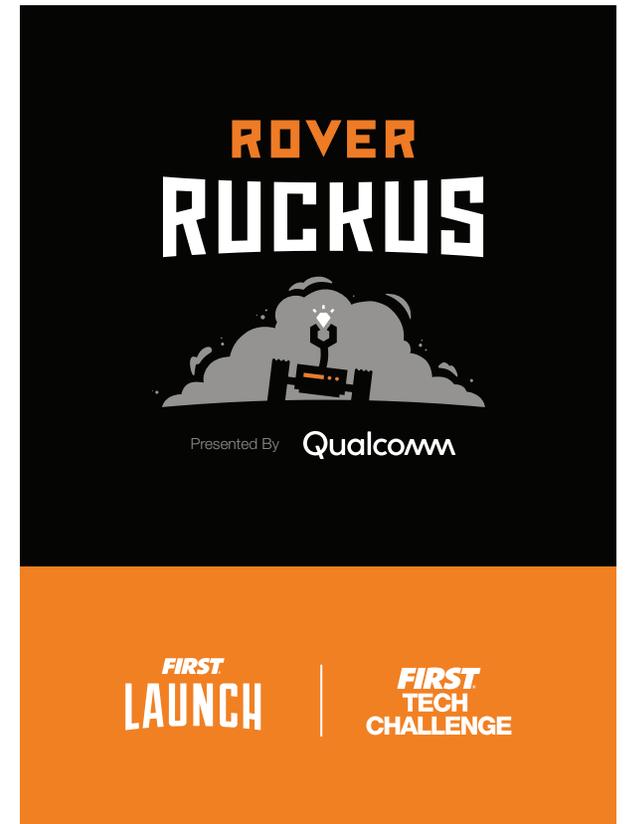
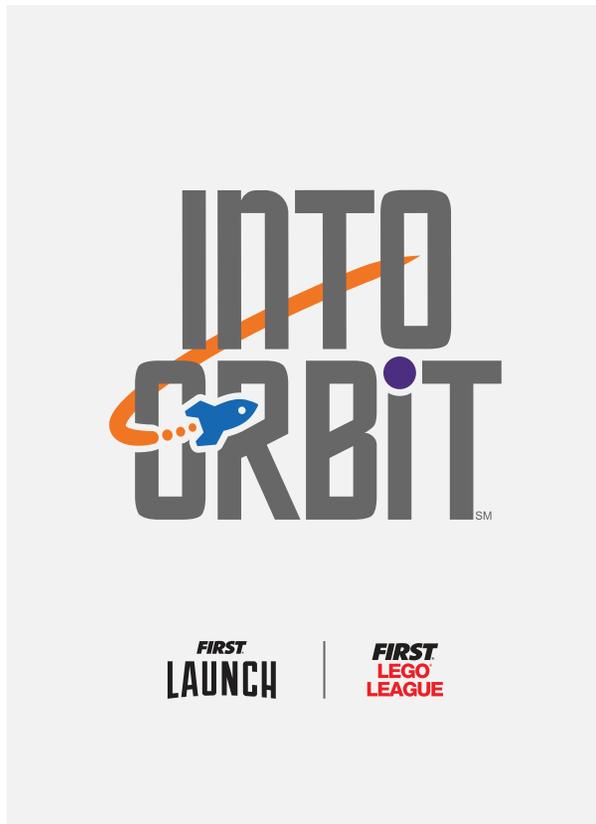
- MISSION MOON: 160 pixels wide for digital and 4 inches for print.
- INTO ORBIT: 105 pixels wide for digital and 2.5 inches for print.
- ROVER RUCKUS Presented By Qualcomm: 135 pixels wide for digital and 3.3 inches for print.
- DESTINATION: DEEP SPACE Presented By The Boeing Company: 145 pixels wide for digital and 3.5 inches for print.

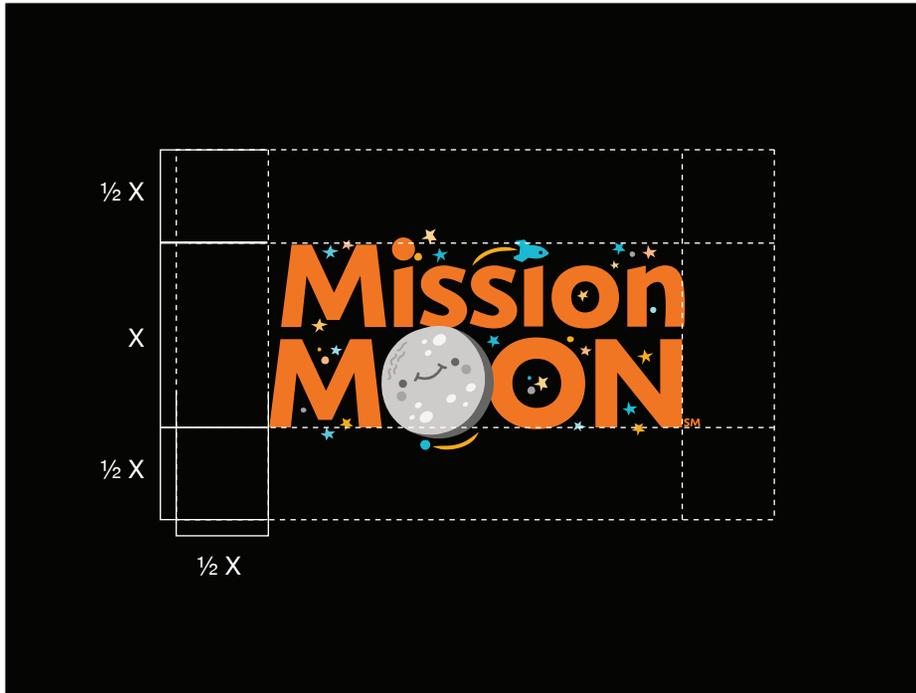
When highlighting individual programs with the *FIRST LAUNCH* theme please utilize one of the below lockups.

*On light backgrounds use the black FIRST LAUNCH logo with the program logo under the challenge/game logo.*

*On dark backgrounds, use the metallic FIRST LAUNCH logo with the program logo under the challenge/game logo. Program-specific interstellar cloud backgrounds may also be used.*

*Or, use the large color blocks with the white FIRST LAUNCH logo and program logo.*





Minimum clear space around the logo is equal to  $\frac{1}{2}X$ , where X is the height of the lockup in its entirety.

Please do not alter the logo by recoloring it. One color versions and full color versions are provided. Use the logo in full color when possible to show it off in the best possible light.

When sizing, please 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 as provided.

A built in “safety zone” of clear space is surrounding the logo. Please do not crop out the white safety zone. Use the file as provided.

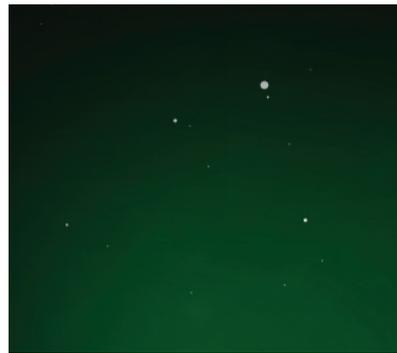
Please adhere to the minimum size **when logo is used independently:**

- 160 pixels wide for digital
- 2 inches wide for print

MISSION MOON<sup>SM</sup> Supporting Elements:



FIRST® LEGO® League Jr. program-specific color.



FIRST® LEGO® League Jr. Interstellar Cloud Background.



FIRST® LEGO® League Jr. logo to show program communication.

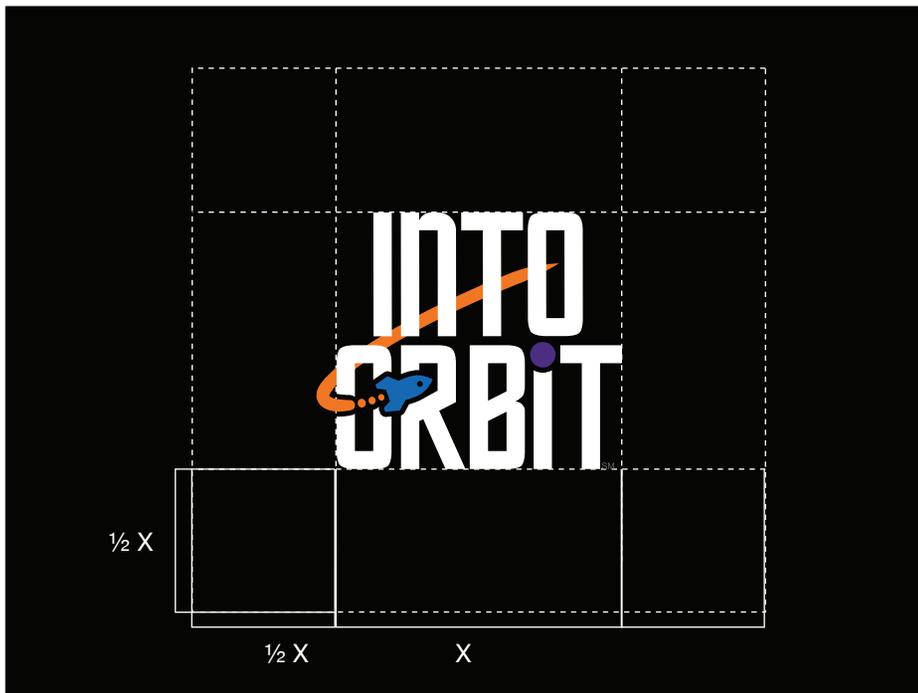


Example:

Join our mission into the 30<sup>th</sup> season of *FIRST*®!  
Discover your sense of wonder during the 2018/2019  
*FIRST*® LEGO® League Jr. season, MISSION MOON<sup>SM</sup>.

When using MISSION MOON<sup>SM</sup> in text (body copy), please adhere to the following style standards.

- Always CAPITAL LETTERS.
- No periods.
- Include <sup>SM</sup> on first mention, in headline, and in body copy.
- Do not use the wordmark (logotype) as a word in body copy/text.



Minimum clear space around the logo is equal to  $\frac{1}{2}X$ , where X is the height of the lockup in its entirety.

Please do not alter the logo by recoloring it. One color versions and full color versions are provided. Use the logo in full color when possible to show it off in the best possible light.

When sizing, please 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 as provided.

A built in “safety zone” of clear space is surrounding the logo. Please do not crop out the white safety zone. Use the file as provided.

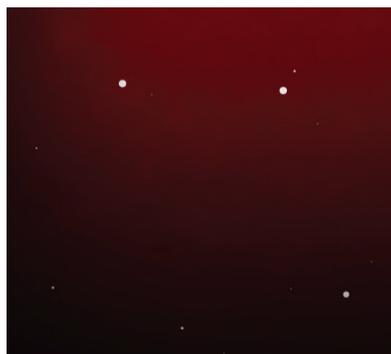
Please adhere to the minimum size **when logo is used independently:**

- 115 pixels wide for digital
- 1.5 inches wide for print

INTO ORBIT<sup>SM</sup> Supporting Elements:



FIRST<sup>®</sup> LEGO<sup>®</sup> League program-specific color.



FIRST<sup>®</sup> LEGO<sup>®</sup> League Interstellar Cloud Background.



FIRST<sup>®</sup> LEGO<sup>®</sup> League logo to show program communication.

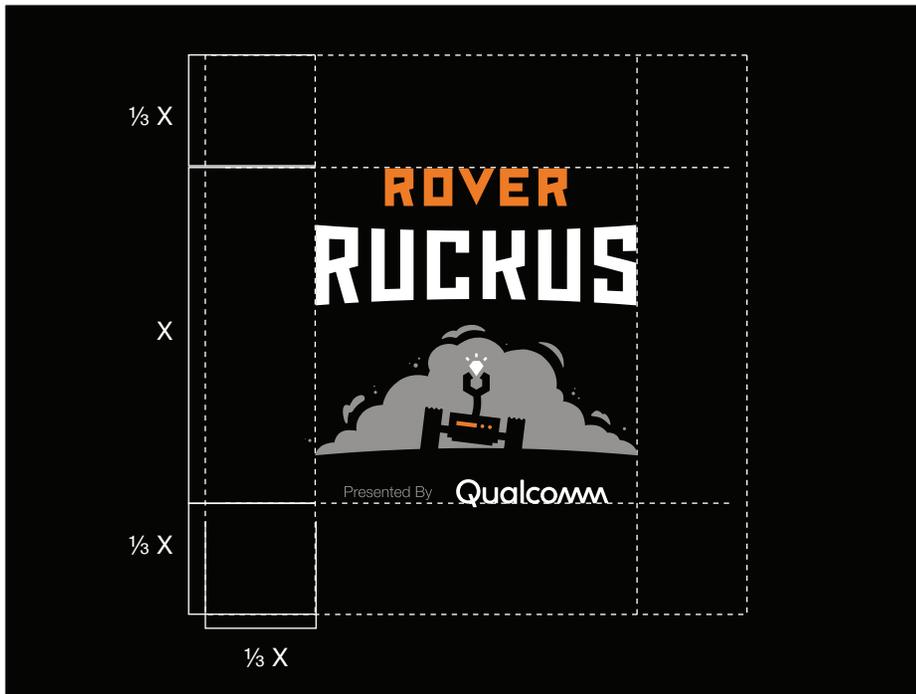


Example:

The 2018/2019 *FIRST*® LEGO® League season requires you to work together to break out of your earthly constraints. Do you have what it takes to go INTO ORBIT<sup>SM</sup>?

When using INTO ORBIT<sup>SM</sup> in text (body copy), please adhere to the following style standards.

- Always CAPITAL LETTERS.
- No periods.
- Include <sup>SM</sup> on first mention, in headline, and in body copy.
- Do not use the wordmark (logotype) as a word in body copy/text.



Minimum clear space around the logo is equal to  $\frac{1}{3}X$ , where  $X$  is the height of the lockup in its entirety.

Please do not alter the logo by recoloring it. One color versions and full color versions are provided. Use the logo in full color when possible to show it off in the best possible light.

When sizing, please 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 as provided.

A built in "safety zone" of clear space is surrounding the logo. Please do not crop out the white safety zone. Use the file as provided.

Please adhere to the minimum size **when logo is used independently:**

- 135 pixels wide for digital
- 3.3 inches wide for print

#### ROVER RUCKUS Supporting Elements:



FIRST® Tech Challenge program-specific color.

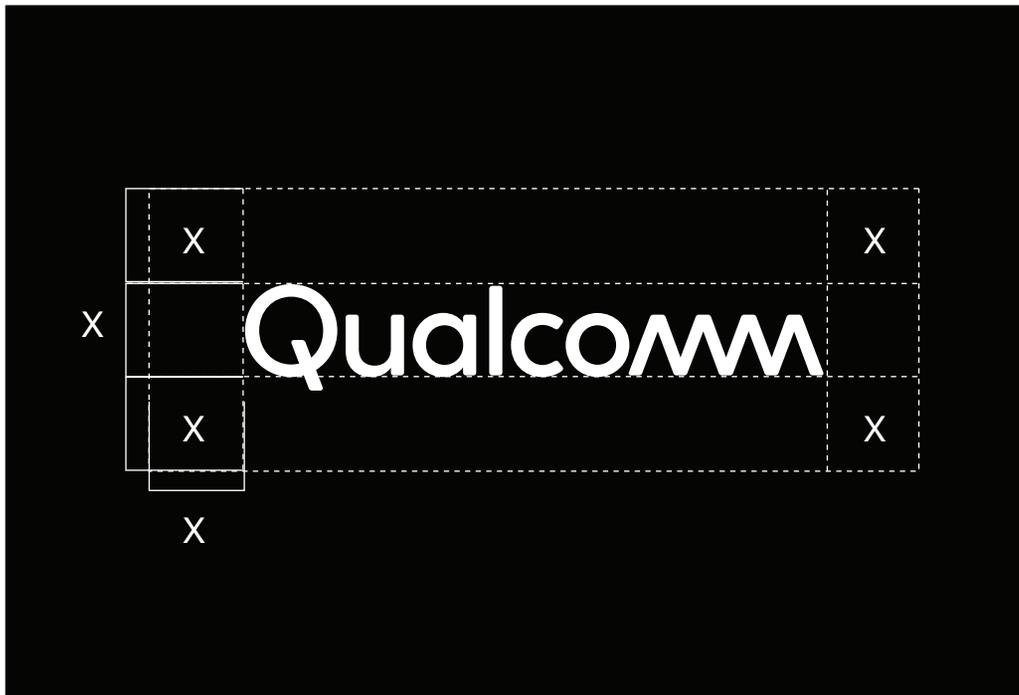


FIRST® Tech Challenge Interstellar Cloud Background.



FIRST® Tech Challenge to show program communication.





The ROVER RUCKUS logo features our presenting sponsor's logo (Qualcomm). Please DO NOT crop or remove the Qualcomm logo. Please respect a safety zone around the logo to protect it.

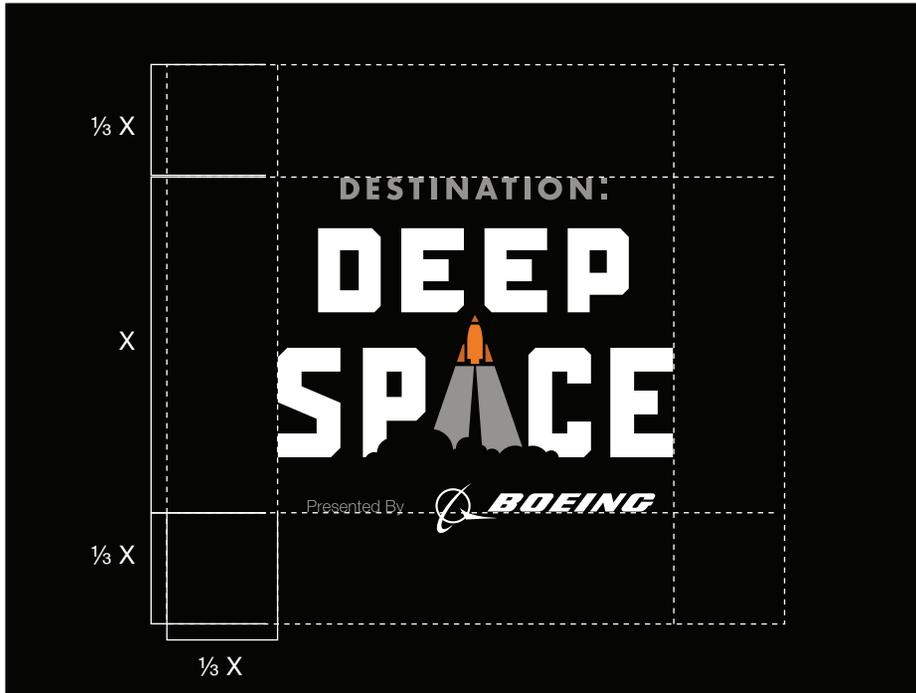
Minimum clear space around the logo is equal to X, where X is the height of the "Q," excluding its tail.

When using ROVER RUCKUS in text (body copy), please adhere to the following style standards.

- Always CAPITAL LETTERS.
- No periods.
- Include "Presented By Qualcomm" on the first mention in body copy.
- Do not use the wordmark (logotype) as a word in body copy/text.

Example:

Join our expedition into the 30<sup>th</sup> season of *FIRST*®! Ready your robots to explore uncharted planets in ROVER RUCKUS Presented By Qualcomm.



Minimum clear space around the logo is equal to  $\frac{1}{3}X$ , where X is the height of the lockup in its entirety.

Please do not alter the logo by recoloring it. One color versions and full color versions are provided. Use the logo in full color when possible to show it off in the best possible light.

When sizing, please 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 as provided.

A built in “safety zone” of clear space is surrounding the logo. Please do not crop out the white safety zone. Use the file as provided.

DESTINATION: DEEP SPACE Supporting Elements:



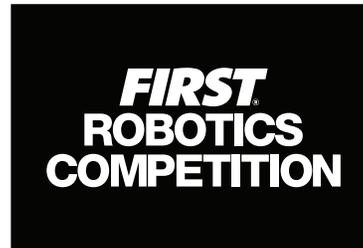
FIRST® Robotics Competition program-specific color.



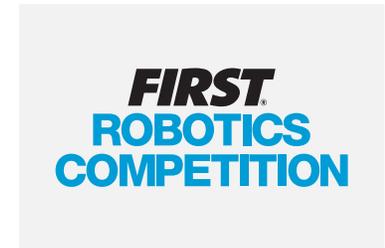
FIRST® Robotics Competition Interstellar Cloud Background.

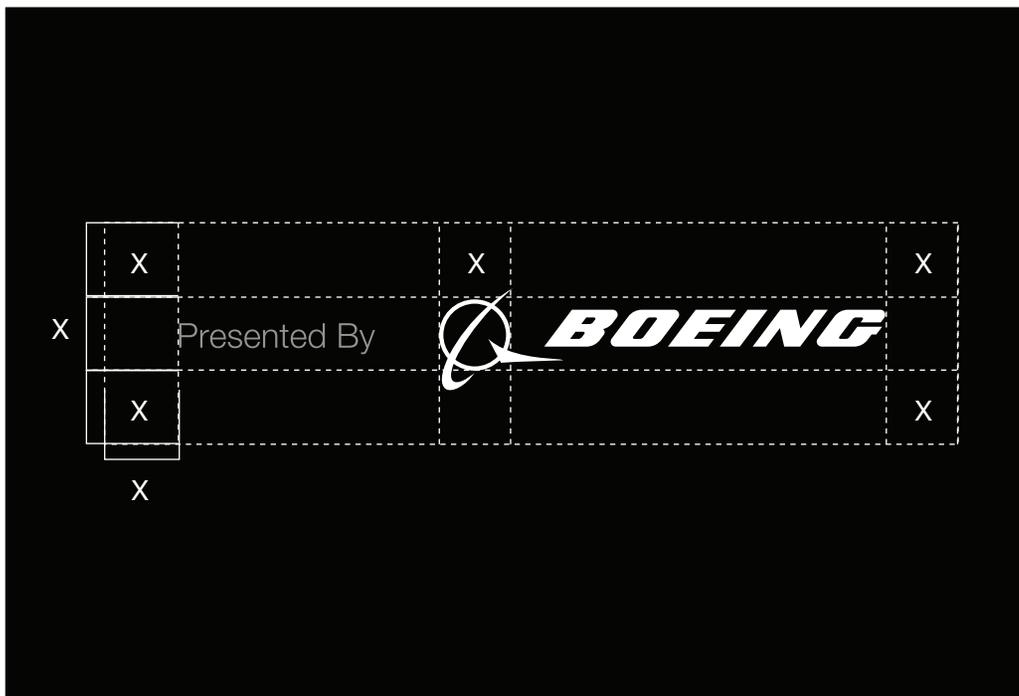
Please adhere to the minimum size **when logo is used independently:**

- 145 pixels wide for digital
- 3.5 inches wide for print



FIRST® Robotics Competition to show program communication.





The DESTINATION: DEEP SPACE logo features our presenting sponsor's logo (The Boeing Company). Please DO NOT crop or remove the Boeing logo. Please respect a safety zone around the logo to protect it.

Minimum clear space around the logo is equal to X.

#### Example:

Join our expedition into the 30<sup>th</sup> season of *FIRST*®! Travel to the outer limits of the universe in DESTINATION: DEEP SPACE Presented By The Boeing Company.

When using DESTINATION: DEEP SPACE in text (body copy), please adhere to the following style standards.

- Always CAPITAL LETTERS.
- No periods.
- Include "Presented By The Boeing Company" on first mention in body copy.
- Do not use the wordmark (logotype) as a word in body copy/text.



*FIRST*<sup>®</sup> 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\*](http://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 email [marketing@firstinspires.org](mailto:marketing@firstinspires.org) and allow five business days for response.