

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 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 the file as provided.

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

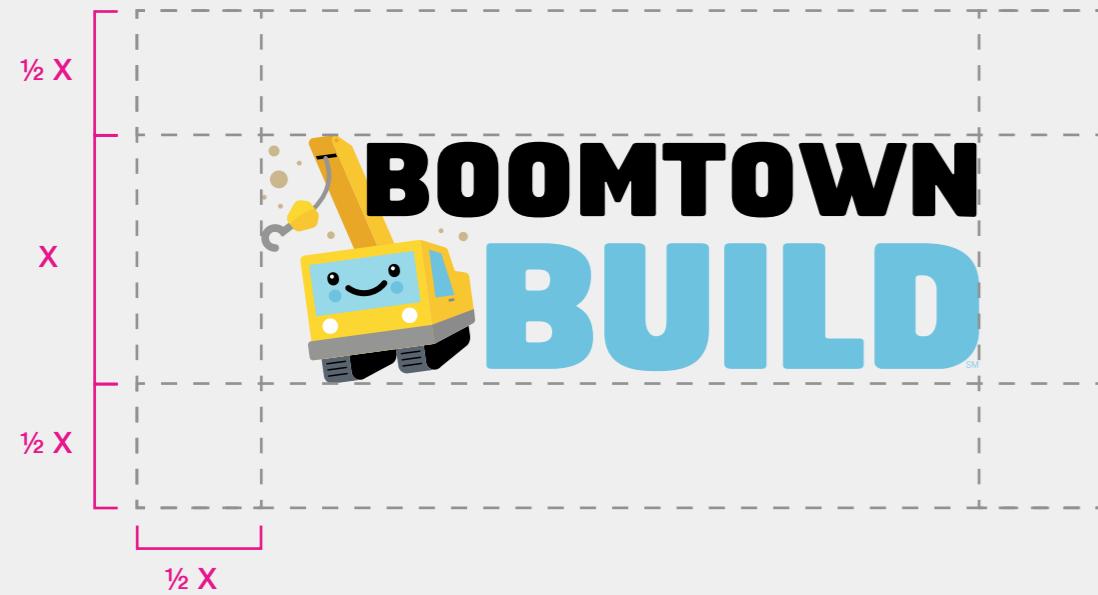
Please adhere to the minimum size when logo is used:

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

When using BOOMTOWN BUILD<sup>SM</sup> in text (body copy), please adhere to the following style standards:

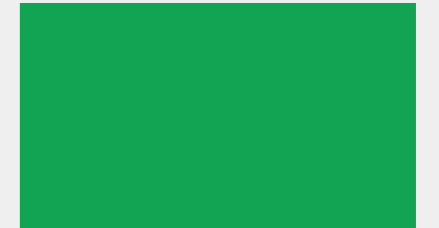
- Always CAPITAL LETTERS.
- No periods.
- Include <sup>SM</sup> on first mention in headline and first mention in body copy.
- Do not use the wordmark (logotype/art) as a word in body copy.

Example: Discover your sense of wonder during the 2019-2020  
*FIRST*® *LEGO*® League Jr. season, BOOMTOWN BUILD<sup>SM</sup>.



## BOOMTOWN BUILD<sup>SM</sup> Supporting Elements:

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



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

