



BRANDING & LOCKUP GUIDELINES



## INTRODUCTION

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### **WELCOME TO THE NEW *FIRST*® LEGO® LEAGUE**

The purpose of this guide is to inform and inspire communications for *FIRST*® LEGO® League with the refreshed identity and program structure, now including:

Discover, Explore, and Challenge. This refreshed structure allows *FIRST* LEGO League to deliver learning opportunities that can provide a path for young children to pursue as they develop their understanding and interest in STEM.

### **BELOW IS AN OVERVIEW OF THE NEW *FIRST* LEGO LEAGUE DIVISIONS.**

*FIRST* LEGO League introduces science, technology, engineering, and math (STEM) to children ages 4-16 (ages vary by country) through fun, exciting hands-on learning.

*FIRST* LEGO League participants gain real-world problem-solving experiences through a guided, global robotics program, helping today's students and teachers build a better future together.

***FIRST*® LEGO® League Discover** – For children ages 4-6, this playful introductory STEM program ignites their natural curiosity and builds their habits of learning with hands-on activities in the classroom and at home using LEGO® Duplo® bricks.

***FIRST*® LEGO® League Explore** – Teams of students ages 6-10 focus on the fundamentals of engineering as they explore real-world problems, learn to design and code, and create unique solutions made with LEGO bricks and powered by LEGO® Education WeDo 2.0.

***FIRST*® LEGO® League Challenge** – Teams of students ages 9-16 engage in research, problem solving, coding, and engineering – building and programming a LEGO robot that navigates the missions of a robot game. Teams also participate in a research project to identify and solve a relevant real-world problem.

**FIRST® LEGO® LEAGUE**

This style guide was designed to help the *FIRST*® community ensure the *FIRST*® LEGO® League Divisions and the according branding systems are used appropriately and consistently. Please follow the directions provided.

- 4    *Program Lockups*
- 5    *Lockup Formats*
- 9    *Name Usage*
- 10   *Minimum Clear Space*
- 11   *Minimum Sizes*
- 12   *Color Palette*
- 13   *Do's and Don'ts*
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- 17   *File Details*
- 21   *Permitted Use and Legal Specifications*

DIVISION LOCKUP FORMATS

1 Horizontal Stacked



2 Horizontal



3 Vertical with Icon



4 Vertical



SUGGESTED USE

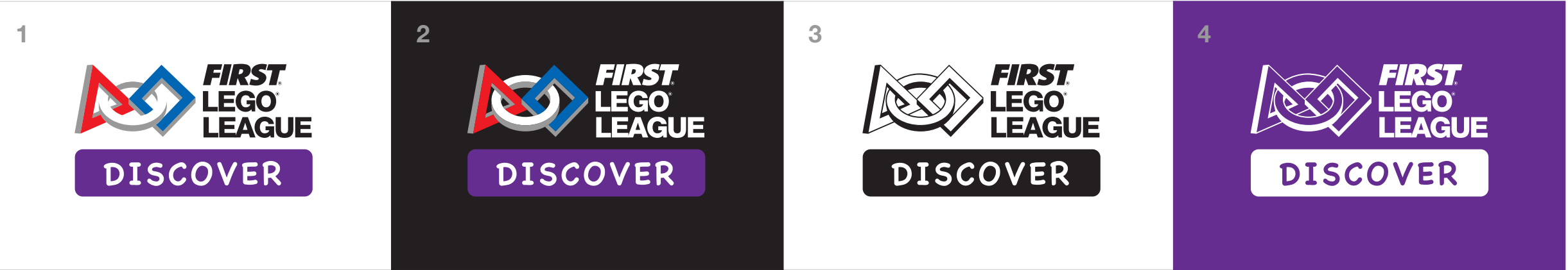
FIRST LEGO League Division

lockups are available in four formats:

Horizontal Stacked, Horizontal, Vertical with Icon, and Vertical.

The Horizontal Stacked format is the preferred format to use whenever possible.

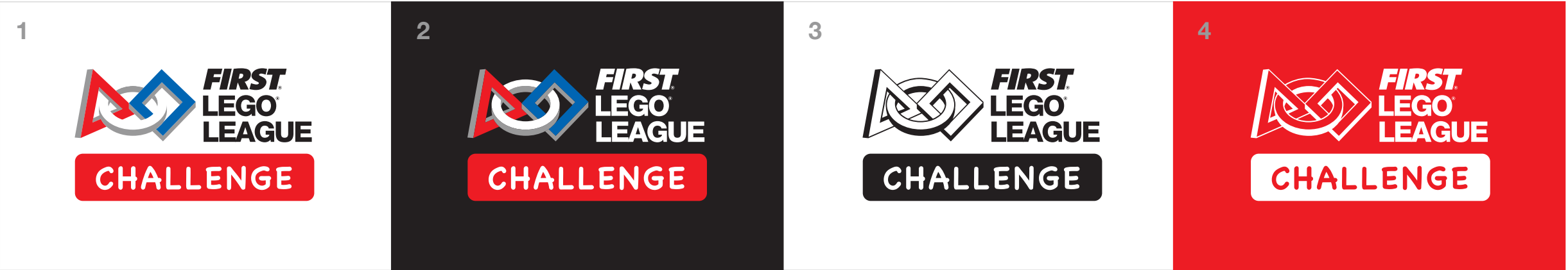
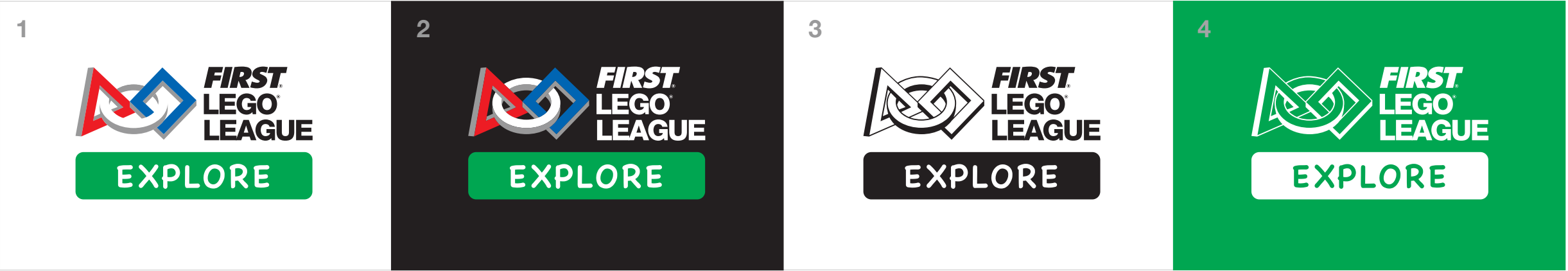
The Vertical format may only be used if the FIRST logo appears with it, in close proximity.



**THERE ARE FOUR HORIZONTAL  
STACKED VERSIONS:**

- 1 Horizontal Stacked Full-color
- 2 Horizontal Stacked Full-color Reversed
- 3 Horizontal Stacked One-color
- 4 Horizontal Stacked One-color Reversed

The Full-color lockup is the preferred version to use whenever possible.



THERE ARE FOUR HORIZONTAL VERSIONS:

- 1 Horizontal Full-color
- 2 Horizontal Full-color Reversed
- 3 Horizontal One-color
- 4 Horizontal One-color Reversed

The Full-color lockup is the preferred version to use whenever possible.


1



**FIRST**  
LEGO  
LEAGUE

DISCOVER


2



**FIRST**  
LEGO  
LEAGUE

DISCOVER


3



**FIRST**  
LEGO  
LEAGUE

DISCOVER


4



**FIRST**  
LEGO  
LEAGUE

DISCOVER

1



**FIRST**  
LEGO  
LEAGUE

EXPLORE


2



**FIRST**  
LEGO  
LEAGUE

EXPLORE


3



**FIRST**  
LEGO  
LEAGUE

EXPLORE

4



**FIRST**  
LEGO  
LEAGUE

EXPLORE

1



**FIRST**  
LEGO  
LEAGUE

CHALLENGE

2



**FIRST**  
LEGO  
LEAGUE

CHALLENGE

3



**FIRST**  
LEGO  
LEAGUE

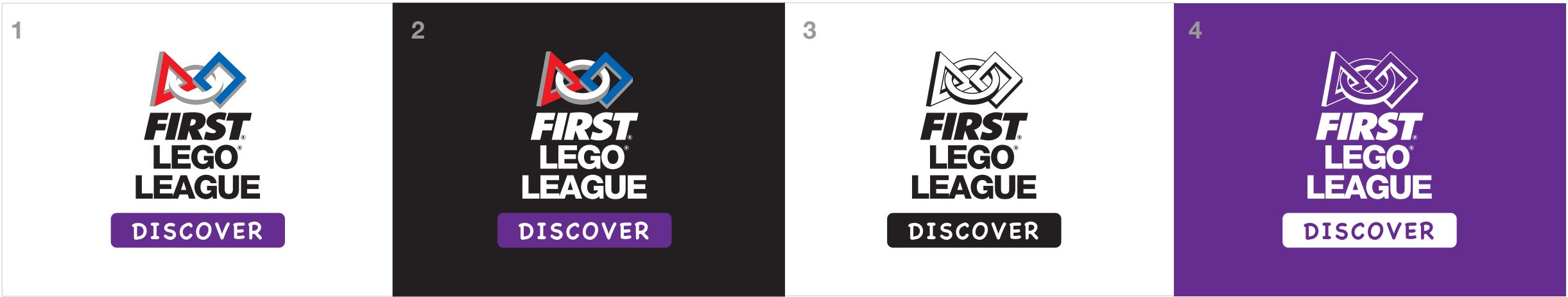
CHALLENGE

4



**FIRST**  
LEGO  
LEAGUE

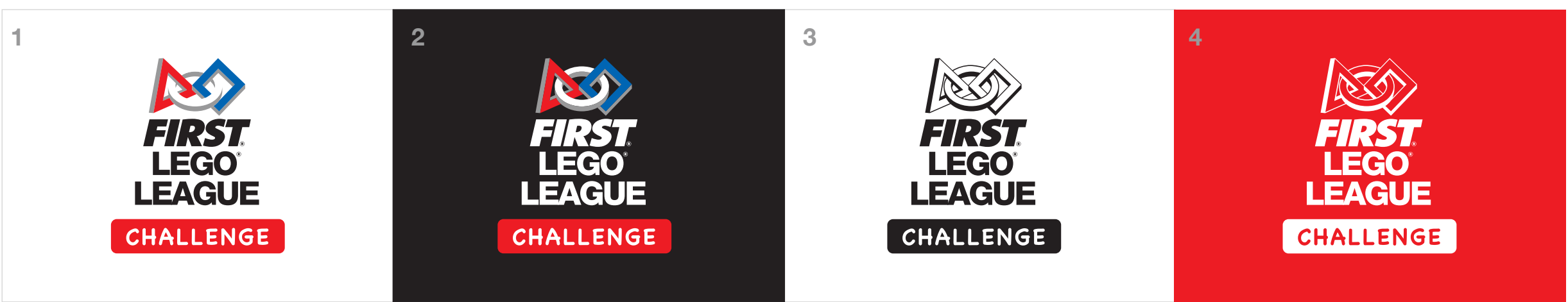
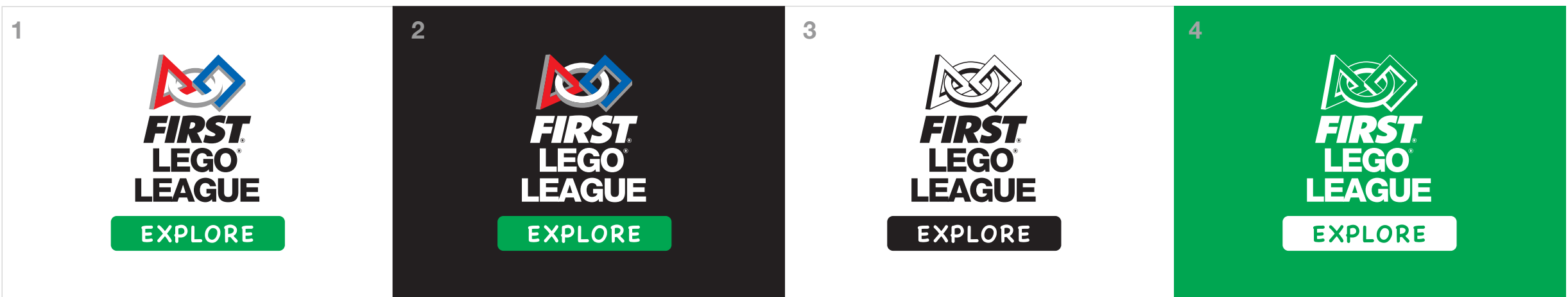
CHALLENGE

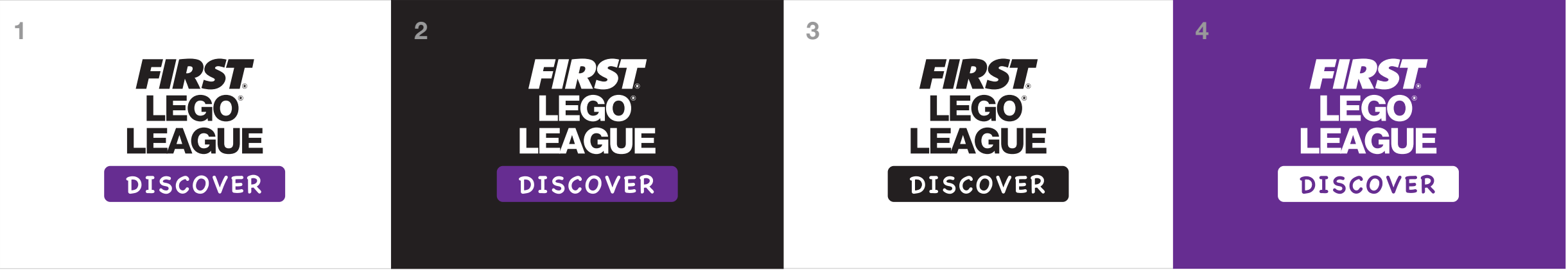


THERE ARE FOUR VERTICAL  
VERSIONS WITH THE *FIRST*  
LOGO ICON:

- 1 Vertical with Icon Full-color
- 2 Vertical with Icon Full-color Reversed
- 3 Vertical with Icon One-color
- 4 Vertical with Icon One-color Reversed

The Full-color lockup is the preferred  
version to use whenever possible.

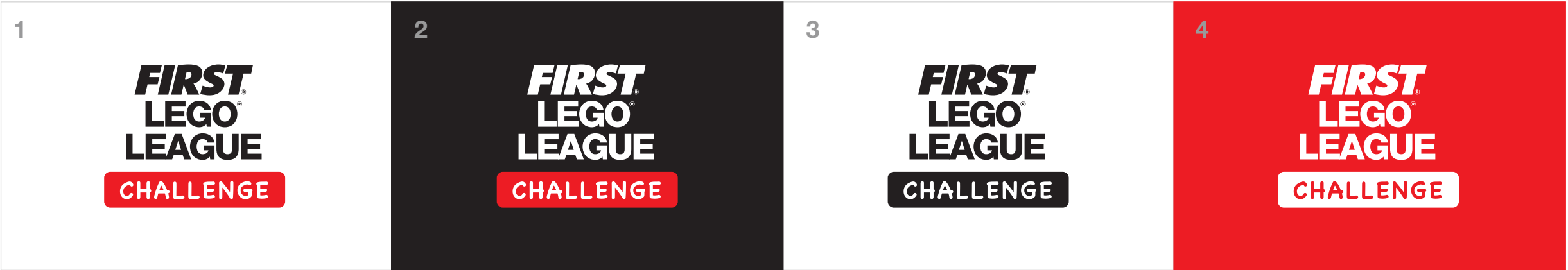
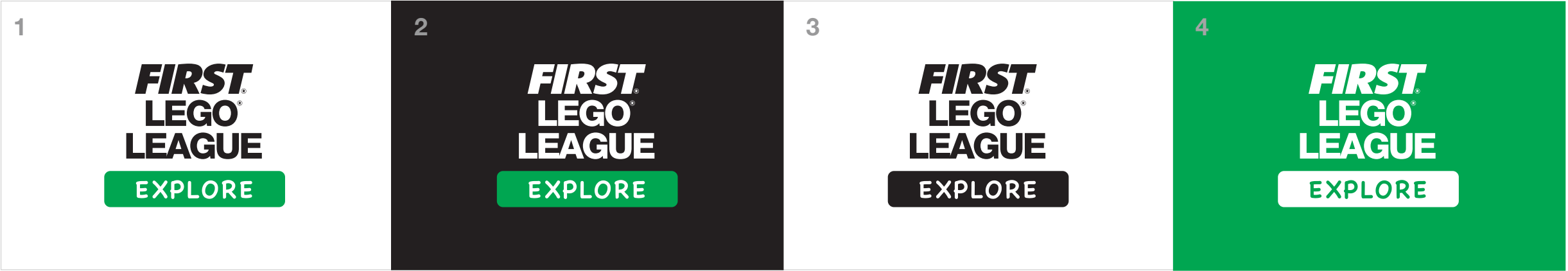




**THERE ARE FOUR  
VERTICAL VERSIONS:**

- 1 Vertical Full-color
- 2 Vertical Full-color Reversed
- 3 Vertical One-color
- 4 Vertical One-color Reversed

The Full-color lockup is the preferred version to use whenever possible.





## PROGRAM NAME USAGE IN TEXT

The *FIRST*® LEGO® League Division names should be written out as follows in text, using the specific formatting:

*FIRST*® LEGO® League Discover

*FIRST*® LEGO® League Explore

*FIRST*® LEGO® League Challenge

On first use of the name in a document, both in heading/title and in body copy, include a superscript registered symbol (®) after *FIRST* and LEGO. Please note that *FIRST* must always appear in all capital letters and must be in italics, while LEGO must always appear in capital letters.

**MINIMUM CLEAR SPACE**

The minimum clear space (safety zone) around the lockup is equal to the height and width of the "F" in the *FIRST* wordmark.

*Never alter the spacing within the lockup.*



Horizontal



Vertical with Icon



Vertical



Horizontal Stacked

MINIMUM SIZES

Horizontal stacked lockup  
minimum size:

- 45 pixels tall for digital
- 0.6 inches tall for print



Horizontal lockup  
minimum size:

- 25 pixels wide
- 0.4 inches tall



Vertical lockup with icon  
minimum size:

- 60 pixels tall for digital
- 0.8 inches tall for print



Vertical lockup  
minimum size:

- 40 pixels tall for digital
- 0.5 inches tall for print




Very Small Applications

For very small applications, it is recommended to type *FIRST* LEGO League followed by a division name as text in Helvetica Bold and Italic Bold or Arial Bold and Italic Bold. See page 9 for correct text usage.

**FIRST LEGO LEAGUE DIVISIONS COLOR PALETTE**

The *FIRST* LEGO League Divisions color palette is comprised mainly of black with accent colors of purple, green, and red.  
To maintain brand consistency and avoid confusion, only use the established *FIRST* LEGO League Divisions colors.



CMYK: 0,0,0,100

RGB: 35, 31, 32

HEX: 231F20

PMS: BLACK




CMYK: 75,98,1,0

RGB: 102, 45, 145

HEX: 662D91

PMS: 266




CMYK: 100,0,100,0

RGB: 0, 166, 81

HEX: 00A651

PMS: 361



CMYK: 0,100,100,0

RGB: 237, 28, 36

HEX: ED1C24


PMS: 485

CORRECT USAGE

- DO utilize the vertical format of the division lockups and the horizontal format of the FIRST LEGO League lockup when paired together.
- DO utilize a thin gray line that is equal in height to the division lockup to separate the division lockups from the FIRST LEGO League lockup when utilizing the paired horizontal format.
- DO keep a distance between all lockups and the thin gray line that is equal to 1/2 the length of the individual division lockup, while respecting the minimum clear space around the paired lockups.

PAIRED HORIZONTAL

PAIRED WITH ONE DIVISION




**FIRST  
LEGO  
LEAGUE**

**FIRST  
LEGO  
LEAGUE**

EXPLORE

PAIRED WITH TWO DIVISIONS



**FIRST  
LEGO  
LEAGUE**


**FIRST  
LEGO  
LEAGUE**

EXPLORE

**FIRST  
LEGO  
LEAGUE**

CHALLENGE

PAIRED WITH ALL DIVISIONS



**FIRST  
LEGO  
LEAGUE**

**FIRST  
LEGO  
LEAGUE**

DISCOVER

**FIRST  
LEGO  
LEAGUE**

EXPLORE


**FIRST  
LEGO  
LEAGUE**

CHALLENGE

- DO utilize a thin gray line that is equal in length to the FIRST LEGO League lockup to separate the division lockup from the FIRST LEGO League lockup when utilizing the paired vertical format. When paired with all divisions, use a separating line that is equal in length to all division lockups.

PAIRED VERTICAL

PAIRED WITH ONE DIVISION




**FIRST  
LEGO  
LEAGUE**

**FIRST  
LEGO  
LEAGUE**

EXPLORE

PAIRED WITH TWO DIVISIONS



**FIRST  
LEGO  
LEAGUE**


**FIRST  
LEGO  
LEAGUE**

EXPLORE

**FIRST  
LEGO  
LEAGUE**

CHALLENGE

PAIRED WITH ALL DIVISIONS



**FIRST  
LEGO  
LEAGUE**

**FIRST  
LEGO  
LEAGUE**

DISCOVER

**FIRST  
LEGO  
LEAGUE**

EXPLORE

**FIRST  
LEGO  
LEAGUE**

CHALLENGE

CORRECT USAGE



**DO** utilize the full-color version of the division lockups when possible.



**DO** utilize the full-color reverse version of the division lockups on black or dark gray backgrounds.

**DO** utilize the one-color reverse version of the division lockups on the corresponding division background color or on a dark background when a one-color version is necessary.



**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** crop out the FIRST LEGO League lockup or adjust the spacing around it.



**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** rotate the lockup.



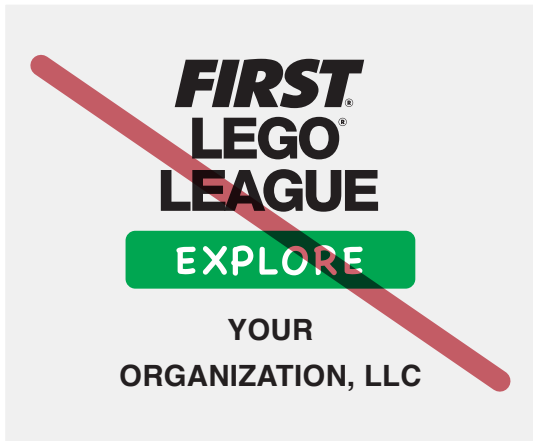
**DO NOT** use pieces of the lockup independently or change the fonts.



**DO NOT** add a containing shape to the lockup. Use the appropriate lockup version.



**DO NOT** add your organization name to the lockup.

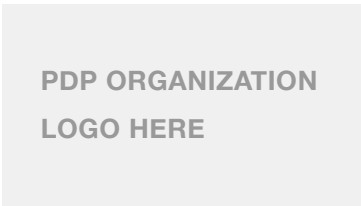


CO-BRANDING RECOMMENDATIONS

PARTNER ORGANIZATIONS

When co-branding with partner organizations, always use the Horizontal Stacked format of the division lockups. Vertically align the lockups and separate them with a thin gray line that is equal in height to the division lockup. Keep a distance between the lockups that is equal to 1/4 the length of the division lockup while respecting the minimum clear space around the paired lockups.

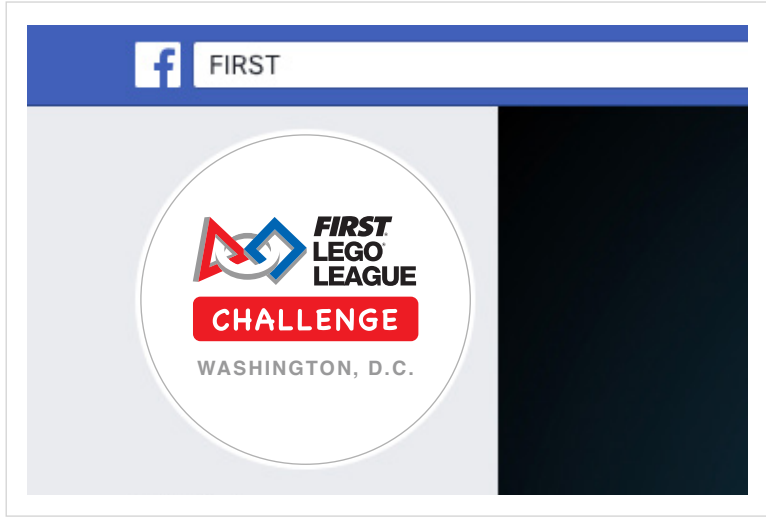
When pairing a co-branded lockup pair with the *FIRST* LEGO League lockup, respect the minimum clear space and separate lockups with a thin gray horizontal line.



Back of T-Shirt



Facebook Profile Picture

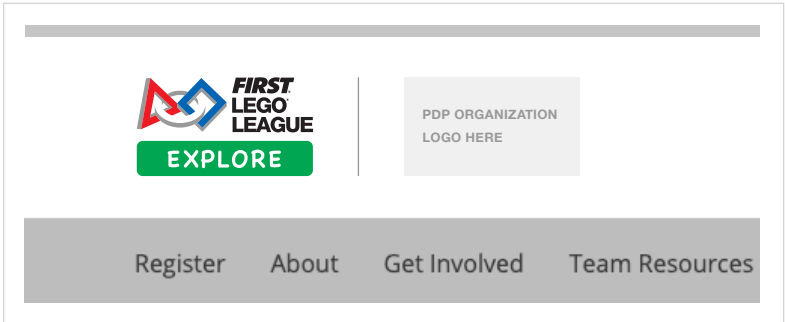


SPECIFIC REGIONS

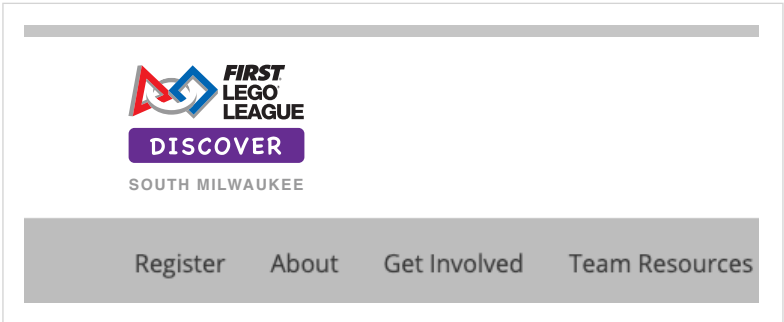
Branding at the *FIRST* LEGO League program or division level is preferred; however, if you feel your activities would benefit from using a region-specific logo, email [marketing@firstinspires.org](mailto:marketing@firstinspires.org). Marketing will create and provide the artwork for all region-specific logos. **Please do not create your own.**



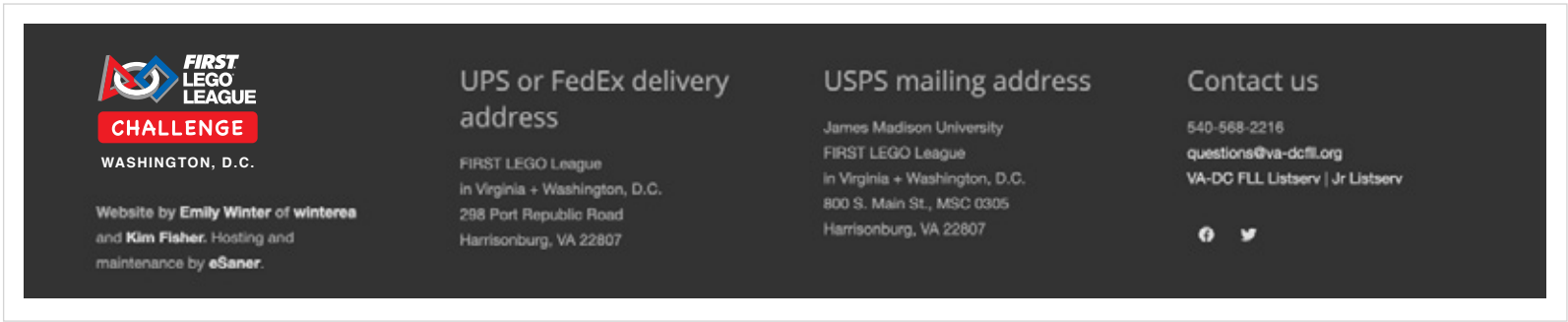
Co-Branded Website Header



Regional Website Header



Website Footer





## FILE FORMATS

The *FIRST*® LEGO® League Division lockups are available in various digital formats upon request to *FIRST* Marketing ([marketing@firstinspires.org](mailto:marketing@firstinspires.org)). Lockups for dark backgrounds are only available in EPS and PNG formats because of the use of white, which requires a transparent background.

The following information describes the best application usage for each of the file formats:

**Adobe Illustrator Encapsulated PostScript (eps)** — This file format is vector-based instead of raster to give you the freedom to enlarge or reduce the lockup without any quality loss. This is a good option for signage and the version most graphic designers will request.

**Portable Document Format (pdf)** — This file format is vector-based and is used to display documents and graphics correctly – no matter the device, application, operating system, or web browser. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production.

**Joint Photographic Experts Group (jpeg)** — This file format is a lossy raster format, which means it loses information when it is scaled larger than its original size. JPEG/JPG files are one of the most widely used formats online, typically for photos, email graphics, and large web images like banner ads. Silkscreeners often request this format.

**Portable Network Graphics (png)** — This file format has built-in transparency, but can also display higher color depths, which translates into millions of colors. Think of PNGs as the next-generation GIF. PNGs are a web standard and are quickly becoming one of the most common image formats used online. PNG images are typically used in PowerPoint due to their transparent background.

EPS Example at 600%



JPEG Example at 600%



## COLOR FORMATS

The *FIRST*® LEGO® League Division lockups are available in various color formats.

The following information describes the best application usage for each of the color formats:

**Press (CMYK & PMS)** — CMYK is the recommended color system for any material that will be printed. The CMYK color system is most commonly referred to as the four-color process because it uses four different colors to produce different hues.

PMS (Pantone Matching System) – also known as Spot or Pantone colors, should be used when printing merchandise or apparel with a printer that requires PMS files.

**Screen (RGB)** — RGB files should be used only in digital applications, most commonly when designing for the web because it represents the same colors used in computer screens, TV screens, as well as mobile device screens (RGB stands for Red, Green, and Blue.).

## FILE NAMES - *FIRST*® LEGO® LEAGUE DISCOVER

## Discover

[illegible]

## FILE NAMES - *FIRST*® LEGO® LEAGUE EXPLORE

## Explore

[illegible]

## FILE NAMES - *FIRST*® LEGO® LEAGUE CHALLENGE

## Challenge

[illegible]



*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 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, lockups, or other intellectual property, please email [marketing@firstinspires.org](mailto:marketing@firstinspires.org) and allow five business days for response.