


FIRST® Alumni Use of FIRST Intellectual Property (IP)

FIRST® Alumni belong to a global, lifelong community. We welcome our alumni and alumni groups to show their FIRST pride using our name and a special branded graphic lockup.

To maintain consistent use across the community, and avoid confusion with FIRST at the organizational level, usage must adhere to these guidelines:

Intellectual Property	Individuals	Groups/Clubs*
<p>Graphic lockup:</p>  <p>Artwork available at firstinspires.org/brand</p>	<ul style="list-style-type: none"> • May use the <i>FIRST</i> Alumni graphic lockup for personal use only (e.g. on a t-shirt or in their LinkedIn profile) • Must comply with the same Brand Standards as the <i>FIRST</i> logo, including: <ul style="list-style-type: none"> ○ <i>FIRST</i> Alumni lockup must stand alone and observe required protected space; it cannot be incorporated into other graphics ○ <i>FIRST</i> Alumni artwork may not be altered or re-colored • Are not permitted to sell any items with the lockup 	<ul style="list-style-type: none"> • Must include group/club name/brand on any item with the <i>FIRST</i> Alumni lockup • Must comply with the same Brand Standards as the <i>FIRST</i> logo, including: <ul style="list-style-type: none"> ○ <i>FIRST</i> Alumni lockup must stand alone and observe required protected space; it cannot be incorporated into other graphics. ○ <i>FIRST</i> Alumni artwork may not be altered or re-colored • Are permitted to sell items only to their own club members
<p>Text phrase “FIRST® Alumni”</p>	<ul style="list-style-type: none"> • May incorporate the “<i>FIRST</i> Alumni” text phrase into graphics/designs • Must use full phrase “<i>FIRST</i> Alumni” or “<i>FIRST</i> Alum” • Must italicize <i>FIRST</i> and include a superscripted registered trademark symbol (®) on the initial use of the text phrase 	<ul style="list-style-type: none"> • May incorporate the “<i>FIRST</i> Alumni” text phrase into graphics/designs or into their group/club name • Must include their group/club name/brand with any use of the <i>FIRST</i> Alumni text phrase • Must italicize <i>FIRST</i> and include a superscripted registered trademark symbol (®) on the initial use of the text phrase • Must use full phrase “<i>FIRST</i> Alumni” <ul style="list-style-type: none"> ○ Acceptable: Kettering University <i>FIRST</i> Alumni Association <i>FIRST</i> Alumni at MIT ○ Not Acceptable: WPI <i>FIRST</i> <i>FIRST</i> at Olin College

* Learn more about FIRST Alumni Groups/Clubs at <https://www.firstinspires.org/alumni/alumni-groups>

Please share any plans to use the FIRST Alumni lockup or text phrase with FIRST Alumni Relations at alumni@firstinspires.org.