

FIRST[®]

RISESM
THE FORCE IS BUILDING

POWERED BY

**STAR
WARS**TM
FORCE FOR CHANGE



BRANDING & LOCKUP GUIDELINES

FIRST[®] *RISE*SM powered by *Star Wars: Force for Change*

This style guide has been designed to help the *FIRST*[®] community to ensure the *FIRST*[®] *RISE*SM powered by *Star Wars: Force for Change* branding system is used appropriately and consistently. Please follow the directions provided.

3	<i>Introduction</i>	13	<i>System Lockups</i>
4	<i>Lockup Formats</i>	17	<i>Program-Specific Season Logos</i>
6	<i>Name Usage</i>	17	<i>BOOMTOWN BUILD</i> SM
7	<i>Minimum Clear Space</i>	18	<i>CITY SHAPER</i> SM
8	<i>Minimum Sizes</i>	19	<i>SKYSTONE</i> SM presented by Qualcomm
9	<i>Color Palette</i>	20	<i>INFINITE RECHARGE</i> SM
10	<i>Graphic Elements</i>	21	<i>File Details</i>
11	<i>Do's and Don'ts</i>	23	<i>Permitted Uses and Legal Specifications</i>
12	<i>Typography</i>		

INTRODUCTION

Throughout history, great civilizations have risen, then fallen. Now it's our turn to rise—building and bolstering our own planetary metropolis.

A diverse, forward-thinking population has come together to form a galactic hub—a new kind of home that celebrates differences, harmonizes with nature, and embraces innovative concepts and technology. We're listening to and learning from one another as we go, and the result is a thriving community filled with inspiration, creativity, and—most importantly—hope.

As our population grows, we must grow intelligently and plan well for prosperity—caring for our environment, harnessing the energy around us, and transforming technology from simple, problem-solving concepts into practical solutions. Most importantly, we must work together, using our natural resources, varied experiences, and cultural diversity to create a strong, sustainable force for change.

This isn't a challenge, it's an opportunity. A chance for citizens of the galaxy to work together, strengthening and protecting the force that binds us and creating a place where collaboration and collective wisdom can elevate new ideas and foster growth.

Together, we RISE.

1.



2.



3.



4.



LOCKUP FORMATS

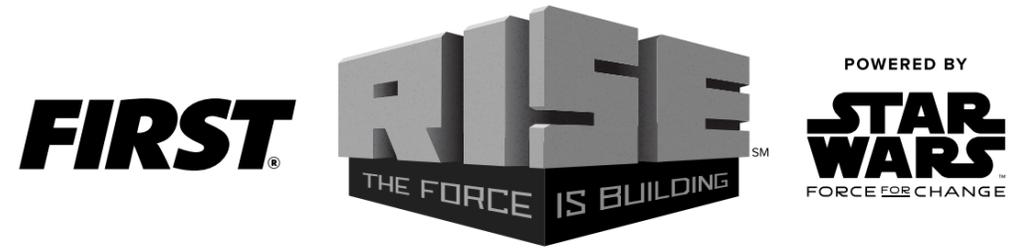
The *FIRST*[®] RISESM powered by *Star Wars: Force for Change* lockup is available in two formats: vertical and horizontal. The full-color vertical lockup is the preferred treatment to use whenever possible.

Lockups must be used as shown. It is not permitted to modify provided artwork or use pieces of the lockups independently.

There are four vertical versions:

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

1.



2.



3.



4.



LOCKUP FORMATS

The horizontal lockup should be used for wide applications—when vertical space is limited.

Lockups must be used as shown. It is not permitted to modify provided artwork or use pieces of the lockups independently.

There are four horizontal versions:

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

NAME USAGE IN TEXT

The *FIRST* 2019-2020 theme name should be written as follows in text, using this specific formatting:

FIRST® RISESM powered by *Star Wars: Force for Change*

On first use of the name in a document, both in heading/title and in body copy, include the registered trademark symbol (®), the SM trademark symbol, and powered by *Star Wars: Force for Change*. In subsequent appearances, the name may be shortened to *FIRST* RISE. Please note *FIRST* and *Star Wars: Force for Change* must always appear in italics.

When used in a full sentence, use commas to offset the sponsorship:

This season, *FIRST*® RISESM, powered by *Star Wars: Force for Change*, is setting out to inspire citizens of the galaxy.

Use all lower case for “powered by” except in headlines or titles where the document style guide calls for initial caps.

TAGLINE USAGE IN TEXT

Use of the tagline in text is optional. It should be written as follows, using this specific formatting:

The Force is building

Use all lower case for “building” except in headlines or subtitles where the document style guide calls for initial caps.

The tagline may be used:

- With the full 2019-2020 theme name exactly as follows, using this specific formatting:

FIRST® RISESM powered by *Star Wars: Force for Change*. The Force is building.

- Or separately, as long as the full theme name *FIRST*® RISESM powered by *Star Wars: Force for Change* appears before it. For example:

As a header/subhead:

FIRST® RISESM Powered by *Star Wars: Force for Change*

The Force is Building

In body copy:

This season, *FIRST*® RISESM, powered by *Star Wars: Force for Change*, is setting out to inspire citizens of the galaxy. The Force is building.



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 lockup minimum size with tagline:

- 400 pixels wide for digital
- 5.5 inches wide for print



MINIMUM SIZE

Horizontal lockup minimum size without tagline:

- 300 pixels wide for digital
- 4 inches wide for print

The horizontal lockup without tagline may only be used when application dictates a size smaller than 400 pixels / 5.5 inches and/or when in close proximity with the full-color vertical lockup.

The vertical lockup without tagline may only be used when application dictates a size smaller than 175 pixels / 2.25 inches and/or when in close proximity with the full-color vertical lockup.



Vertical lockup minimum size with tagline:

- 175 pixels wide for digital
- 2.25 inches wide for print

Vertical lockup minimum size without tagline:

- 130 pixels wide for digital
- 1.75 inches wide for print

FIRST® RISESM powered by Star Wars: Force for Change

For very small applications, it is recommended to type FIRST® RISESM powered by Star Wars: Force for Change as text in Helvetica Bold and Italic Bold or Arial Bold and Italic Bold.

COLOR PALETTE

The FIRST RISE brand primary color palette is comprised of black, a series of gray gradients, and accented with yellow. To maintain brand consistency and avoid confusion, only use the established FIRST RISE colors.



CMYK: 100, 100, 100, 100
 RGB: 0, 0, 0
 HEX: 000000

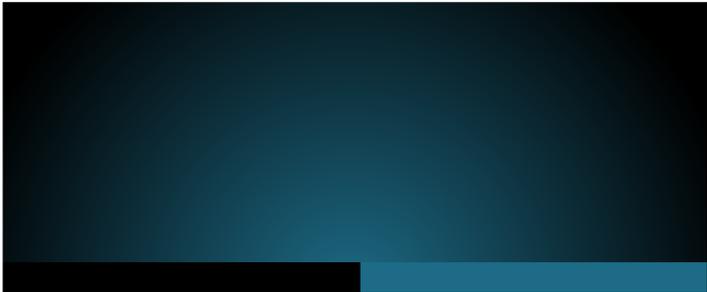


PMS 109
 CMYK: 0, 9, 100, 0
 RGB: 255, 209, 0
 HEX: FFD100



PMS 423
 CMYK: 22, 14, 18, 45
 RGB: 137, 141, 141
 HEX: 898D8D

The background palette, both Night and Day versions, is meant to be used as a backdrop to emphasize the FIRST RISE lockup and environmental structures.

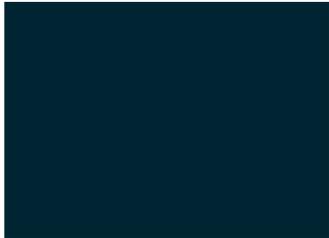


PMS 109	PMS 7706
CMYK: 100, 100, 100, 100	CMYK: 100, 16, 10, 44
RGB: 0, 0, 0	RGB: 29, 107, 137
HEX: 000000	HEX: 1D6B87



PMS 324	PMS 324 (30%)
CMYK: 35, 0, 14, 0	CMYK: 10, 1, 4, 0
RGB: 163, 217, 208	RGB: 223, 239, 232
HEX: A3D9D0	HEX: DFEFE8

The secondary palette is used to amplify important visual components within the FIRST RISE universe—for instance structures, objects, and iconography.



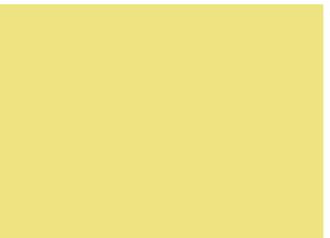
PMS 547
 CMYK: 100, 35, 32, 82
 RGB: 0, 37, 50
 HEX: 00313C



PMS 7706
 CMYK: 100, 16, 10, 44
 RGB: 29, 107, 137
 HEX: 1D6B89



PMS 631
 CMYK: 74, 0, 13, 0
 RGB: 90, 180, 200
 HEX: 5AB4C8



PMS 127
 CMYK: 0, 4, 62, 0
 RGB: 240, 230, 130
 HEX: F0E682

GRAPHIC ELEMENTS

CITY - DAY TIME/NIGHT TIME

Day Time and Night Time can be used interchangeably as best fits the application or publication.



Whenever possible, balance usage of both Day Time and Night Time graphics—for example event signage and/or social media postings.



YELLOW & IMAGES CROPPED AT A 60° ANGLE

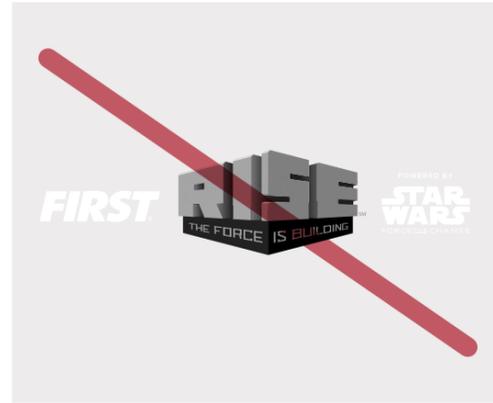
Use as a structural divider to create a visual rest and emphasize important copy and calls to action.



DO'S AND DON'TS



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 use pieces of the lockup independently or change the fonts.



DO NOT crop out the Star Wars: Force for Change lockup or adjust the spacing around it.



DO NOT use the Star Wars: Force for Change lockup independently.



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 add a containing shape to the lockup. Use the appropriate lockup version.



DO NOT rotate the lockup.



DO NOT add your organization name to the lockup.

TYPOGRAPHY

*Use Arial for a
Microsoft alternative font
Use Roboto as a
preferred web font*

Helvetica Neue Family

*May be used as body copy
and sub-headlines
Use Arial Regular for a
Microsoft alternative font
Use Roboto Light as a
preferred web font*

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

*May be used as headlines
Use Arial Bold for a
Microsoft alternative font
Use Roboto Bold as a
preferred web font*

CONDENSED BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

*May be used as body copy
Use Arial Italic for a
Microsoft alternative font
Use Roboto Italic as a
preferred web font*

LIGHT OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

*May be used as buttons
& callouts
Use Arial Bold for a
Microsoft alternative font
Use Roboto Bold as a
preferred web font*

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



VERTICAL SYSTEM LOCKUPS

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

Please adhere to the following minimum size when using the vertical system lockup:

- 270 pixels wide for digital and 3.75 inches for print.



HORIZONTAL SYSTEM LOCKUPS

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

Please adhere to the following minimum size when using the horizontal system lockup.

- 985 pixels wide for digital and 13.5 inches for print.

PROGRAM LOCKUPS - BOOMTOWN BUILDSM & CITY SHAPERSM

When highlighting individual programs with the *FIRST RISE* theme, please use one of these lockups.

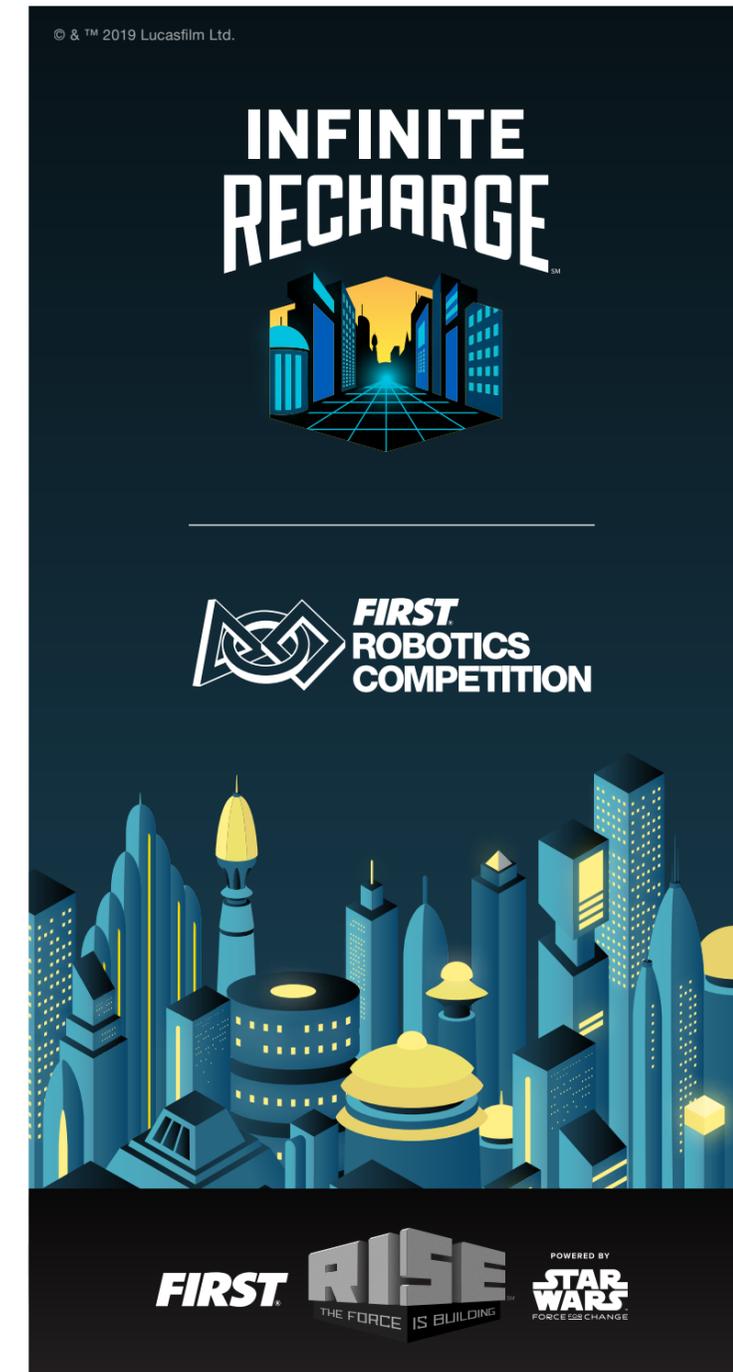
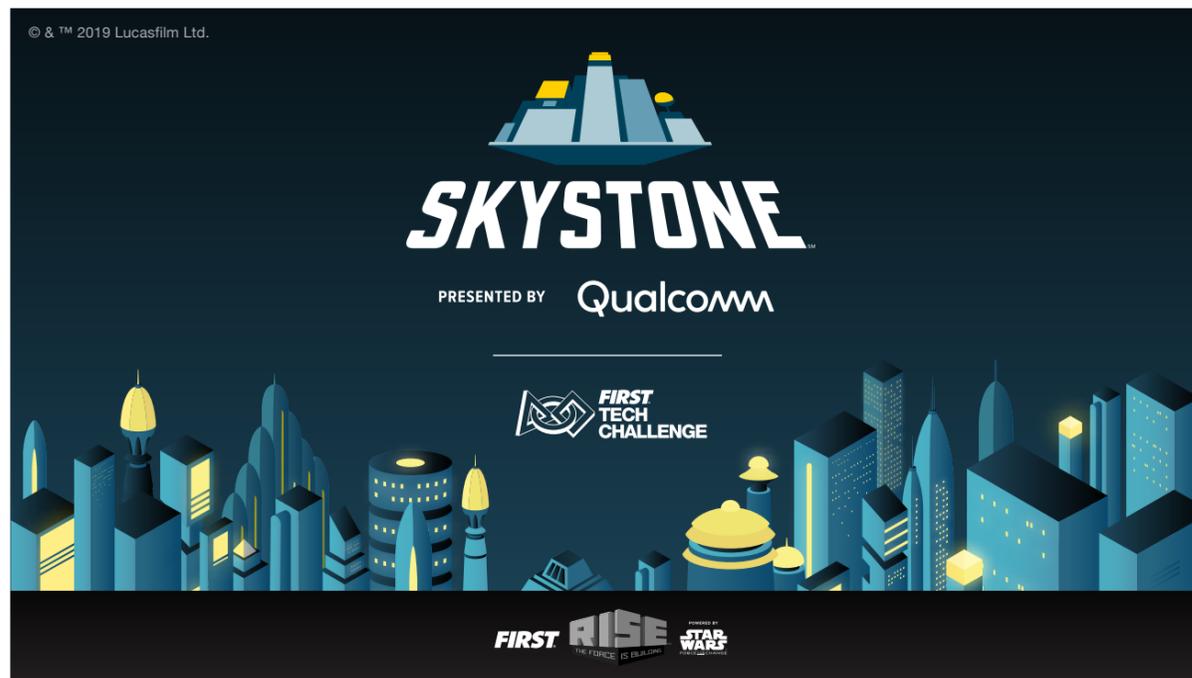
FIRST[®] LEGO[®] League and *FIRST*[®] LEGO[®] League Jr. program and season Challenge logos may be used in combination with the *FIRST RISE* cityscape as shown below.

When using *FIRST* LEGO League and *FIRST* LEGO League Jr. program logos in a lockup design with the *FIRST RISE* lockup, the logos must not be in close proximity with each other and should only be used in a web or digital application, where scrolling would separate them (shown right).



PROGRAM LOCKUPS - SKYSTONESM & INFINITE RECHARGESM

When highlighting individual programs with the *FIRST* RISE theme, please use one of these lockups. For integration with *FIRST*[®] Tech Challenge or *FIRST*[®] Robotics Competition, the *FIRST* RISE lockup should be used below the program and challenge/game logo for SKYSTONESM presented by Qualcomm or INFINITE RECHARGESM.



BOOMTOWN BUILDSM

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 independently:

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

When using BOOMTOWN BUILDSM in text (body copy), please adhere to the following style standards:

- Always CAPITAL LETTERS.
- No periods.
- Include SM 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 BUILDSM.



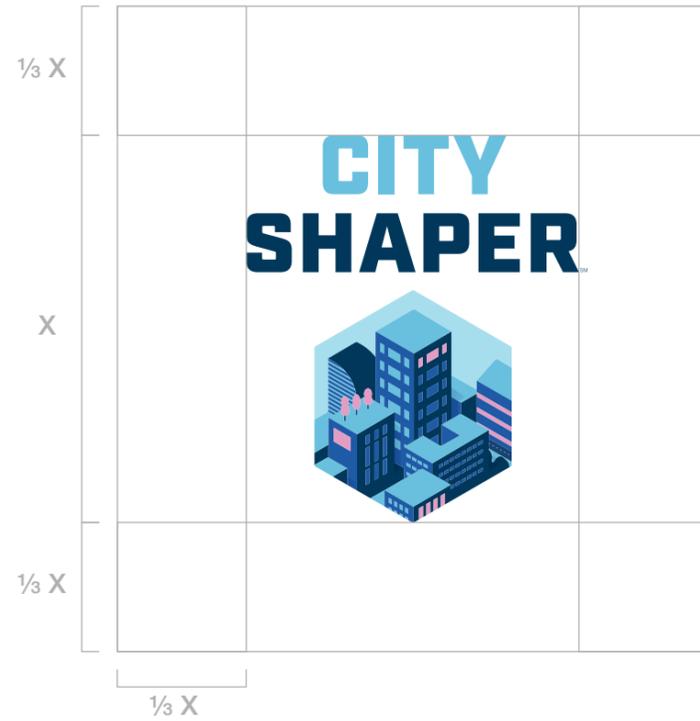
BOOMTOWN BUILDSM Supporting Elements:

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



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





CITY SHAPERSM

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

Minimum clear space around the horizontal 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 independently:

Vertical

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

Horizontal

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

When using CITY SHAPERSM in text (body copy), please adhere to the following style standards:

- Always CAPITAL LETTERS.
- No periods.
- Include SM 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 season, CITY SHAPERSM.



CITY SHAPERSM

Supporting Elements:

FIRST[®] LEGO[®] League program-specific color.



FIRST[®] LEGO[®] League logo to show program communication.



SKYSTONESM 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 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.

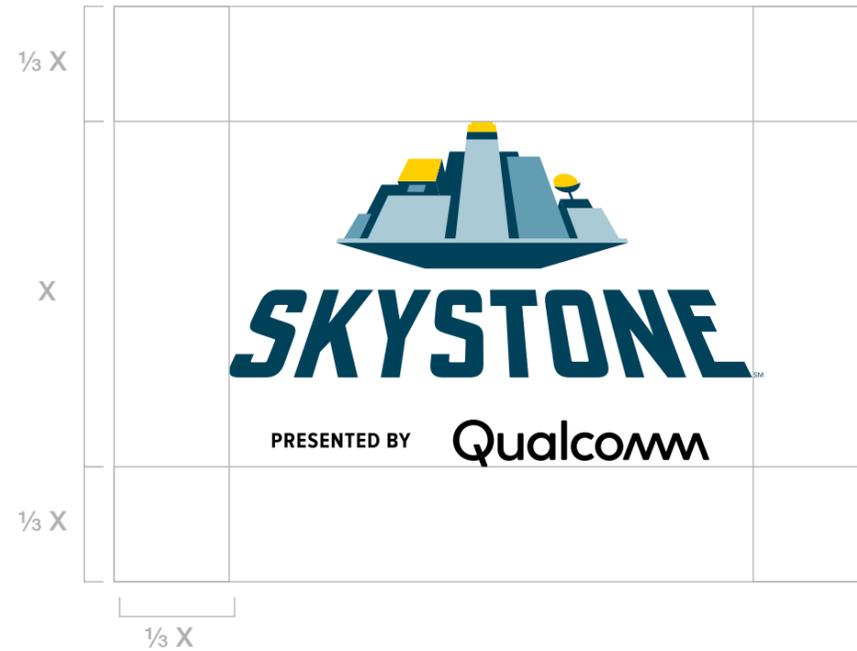
Please adhere to the minimum size when logo is used independently:

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

When using SKYSTONESM in text (body copy), please adhere to the following style standards:

- Always CAPITAL LETTERS.
- No periods.
- Include SM on first mention in headline and first mention in body copy.
- Include "presented by Qualcomm" on the 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*[®] Tech Challenge season, SKYSTONESM presented by Qualcomm.



SKYSTONESM

Supporting Elements:

FIRST[®] Tech Challenge program-specific color.

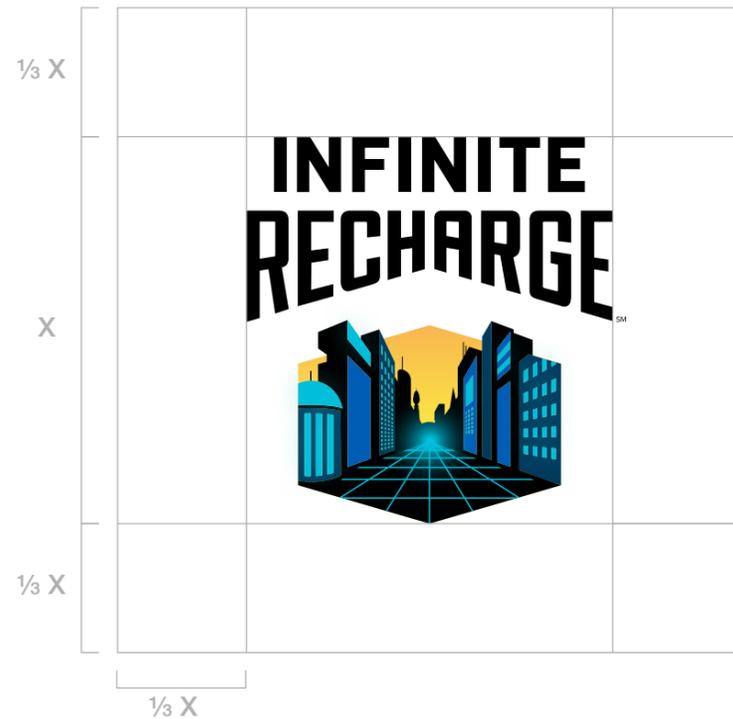


FIRST[®] Tech Challenge logo to show program communication.



The SKYSTONESM 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.



INFINITE RECHARGESM

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

Minimum clear space around the horizontal 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 independently:

- | <i>Vertical</i> | <i>Horizontal</i> |
|-------------------------------|-------------------------------|
| - 120 pixels wide for digital | - 160 pixels wide for digital |
| - 1.5 inches wide for print | - 2 inches wide for print |

When using INFINITE RECHARGESM in text (body copy), please adhere to the following style standards:

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

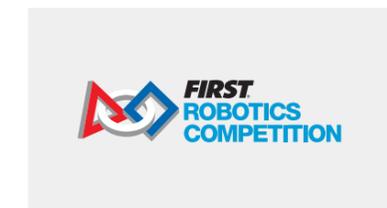
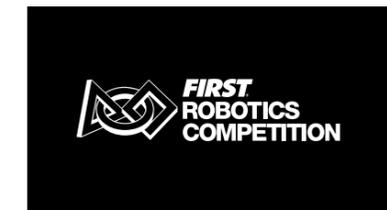
Example: Discover your sense of wonder during the 2019-2020 *FIRST*[®] Robotics Competition season, INFINITE RECHARGESM.

INFINITE RECHARGESM Supporting Elements:

FIRST[®] Robotics Competition program-specific color.



FIRST[®] Robotics Competition logo to show program communication.



FILE FORMATS

The *FIRST*® RISESM powered by *Star Wars: Force for Change* lockup is available in various digital formats upon request to *FIRST* Marketing (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*® RISESM powered by *Star Wars: Force for Change* lockup is 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

00-dark-backgrounds

- FIRST-RISE-dark.ai
- FIRST-RISE-dark.pdf

00-vert

- 00-FIRST-RISE-dark-vert-fullcolor
 - FIRST-RISE-dark_vert-fullcolor.eps
 - FIRST-RISE-dark_vert-fullcolor.jpg
 - FIRST-RISE-dark_vert-fullcolor.png
- 01-FIRST-RISE-dark-vert-onecolor
 - FIRST-RISE-dark_vert-onecolor.eps
 - FIRST-RISE-dark_vert-onecolor.jpg
 - FIRST-RISE-dark_vert-onecolor.png
- 02-FIRST-RISE-dark-vert-notagline
 - FIRST-RISE-dark_vert-notagline.eps
 - FIRST-RISE-dark_vert-notagline.jpg
 - FIRST-RISE-dark_vert-notagline.png

01-horiz

- 00-FIRST-RISE-dark-horiz-fullcolor
 - FIRST-RISE-dark_horiz-fullcolor.eps
 - FIRST-RISE-dark_horiz-fullcolor.jpg
 - FIRST-RISE-dark_horiz-fullcolor.png
- 01-FIRST-RISE-dark-horiz-onecolor
 - FIRST-RISE-dark_horiz-onecolor.eps
 - FIRST-RISE-dark_horiz-onecolor.jpg
 - FIRST-RISE-dark_horiz-onecolor.png
- 02-FIRST-RISE-dark-horiz-notagline
 - FIRST-RISE-dark_horiz-notagline.eps
 - FIRST-RISE-dark_horiz-notagline.jpg
 - FIRST-RISE-dark_horiz-notagline.png

01-light-backgrounds

- FIRST-RISE-light.ai
- FIRST-RISE-light.pdf

00-vert

- 00-FIRST-RISE-light-vert-fullcolor
 - FIRST-RISE-light_vert-fullcolor.eps
 - FIRST-RISE-light_vert-fullcolor.jpg
 - FIRST-RISE-light_vert-fullcolor.png
- 01-FIRST-RISE-light-vert-onecolor
 - FIRST-RISE-light_vert-onecolor.eps
 - FIRST-RISE-light_vert-onecolor.jpg
 - FIRST-RISE-light_vert-onecolor.png
- 02-FIRST-RISE-light-vert-notagline
 - FIRST-RISE-light_vert-notagline.eps
 - FIRST-RISE-light_vert-notagline.jpg
 - FIRST-RISE-light_vert-notagline.png

01-horiz

- 00-FIRST-RISE-light-horiz-fullcolor
 - FIRST-RISE-light_horiz-fullcolor.eps
 - FIRST-RISE-light_horiz-fullcolor.jpg
 - FIRST-RISE-light_horiz-fullcolor.png
- 01-FIRST-RISE-light-horiz-onecolor
 - FIRST-RISE-light_horiz-onecolor.eps
 - FIRST-RISE-light_horiz-onecolor.jpg
 - FIRST-RISE-light_horiz-onecolor.png
- 02-FIRST-RISE-dark-horiz-notagline
 - FIRST-RISE-light_horiz-notagline.eps
 - FIRST-RISE-light_horiz-notagline.jpg
 - FIRST-RISE-light_horiz-notagline.png

02-graphic-elements

00-vert-city

- 00-FIRST-RISE-vert-city-day
 - FIRST-RISE-vert-city_day-RGB.jpg
 - FIRST-RISE-vert-city_day-CMYK.jpg

- 01-FIRST-RISE-vert-city-night
 - FIRST-RISE-vert-city_night-RGB.jpg
 - FIRST-RISE-vert-city_night-CMYK.jpg

01-horiz-city

- 00-FIRST-RISE-horiz-city-day
 - FIRST-RISE-horiz-city_day-RGB.jpg
 - FIRST-RISE-horiz-city_day-CMYK.jpg

- 01-FIRST-RISE-horiz-city-night
 - FIRST-RISE-horiz-city_night-RGB.jpg
 - FIRST-RISE-horiz-city_night-CMYK.jpg

02-vert-blank-background

- 00-FIRST-RISE-vert-blank-bkg-day
 - FIRST-RISE-vert-blank-bkg_day-RGB.jpg
 - FIRST-RISE-vert-blank-bkg_day-CMYK.jpg

- 01-FIRST-RISE-vert-blank-bkg-night
 - FIRST-RISE-vert-blank-bkg_night-RGB.jpg
 - FIRST-RISE-vert-blank-bkg_night-CMYK.jpg

03-horiz-blank-background

- 00-FIRST-RISE-horiz-blank-bkg-day
 - FIRST-RISE-horiz-blank-bkg_day-RGB.jpg
 - FIRST-RISE-horiz-blank-bkg_day-CMYK.jpg

- 01-FIRST-RISE-horiz-blank-bkg-night
 - FIRST-RISE-horiz-blank-bkg_night-RGB.jpg
 - FIRST-RISE-horiz-blank-bkg_night-CMYK.jpg

03-system-lockups

00-vert-system

- 00-FIRST-RISE-vert-system
 - FIRST-RISE-vert-system-RGB.jpg
 - FIRST-RISE-vert-system-CMYK.jpg

01-horiz-system

- 00-FIRST-RISE-horiz-system
 - FIRST-RISE-horiz-system-RGB.jpg
 - FIRST-RISE-horiz-system-CMYK.jpg

02-horiz-program-lockups

- 00-FIRST-RISE-horiz-BOOMTOWNBUILD-lockup
 - FIRST-RISE-horiz-BOOMTOWNBUILD-lockup-RGB.jpg
 - FIRST-RISE-horiz-BOOMTOWNBUILD-lockup-CMYK.jpg

- 01-FIRST-RISE-horiz-CITYSHAPER-lockup
 - FIRST-RISE-horiz-CITYSHAPER-lockup-RGB.jpg
 - FIRST-RISE-horiz-CITYSHAPER-lockup-CMYK.jpg

- 02-FIRST-RISE-horiz-SKYSTONE-lockup
 - FIRST-RISE-horiz-SKYSTONE-lockup-RGB.jpg
 - FIRST-RISE-horiz-SKYSTONE-lockup-CMYK.jpg

- 03-FIRST-RISE-horiz-INFINTERECHARGE-lockup
 - FIRST-RISE-horiz-INFINTERECHARGE-lockup-RGB.jpg
 - FIRST-RISE-horiz-INFINTERECHARGE-lockup-CMYK.jpg

03-vert-program-lockups

- 00-FIRST-RISE-vert-BOOMTOWNBUILD-lockup
 - FIRST-RISE-vert-BOOMTOWNBUILD-lockup-RGB.jpg
 - FIRST-RISE-vert-BOOMTOWNBUILD-lockup-CMYK.jpg

- 01-FIRST-RISE-vert-CITYSHAPER-lockup
 - FIRST-RISE-vert-CITYSHAPER-lockup-RGB.jpg
 - FIRST-RISE-vert-CITYSHAPER-lockup-CMYK.jpg

- 02-FIRST-RISE-vert-SKYSTONE-lockup
 - FIRST-RISE-vert-SKYSTONE-lockup-RGB.jpg
 - FIRST-RISE-vert-SKYSTONE-lockup-CMYK.jpg

- 03-FIRST-RISE-vert-INFINTERECHARGE-lockup
 - FIRST-RISE-vert-INFINTERECHARGE-lockup-RGB.jpg
 - FIRST-RISE-vert-INFINTERECHARGE-lockup-CMYK.jpg



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

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 and allow five business days for response.

PERMITTED USES

Members of the *FIRST* community may use the *FIRST* RISE name and lockup artwork provided by *FIRST*, without modification, in accordance with the terms of these Guidelines. No other use of Lucasfilm Intellectual Property (IP) is permitted.

Members may use the lockup on items directly related to their participation in the 2019-2020 *FIRST* season, for example, t-shirts, giveaways (buttons, stickers, etc.), social media, videos, websites.

Members of the *FIRST* community may not:

- use *FIRST* or Lucasfilm Intellectual Property unless specifically permitted under these Guidelines or other applicable guidelines*;
- alter, animate, or distort the trademarks or combine them with any other symbols, words, images, or designs;
- use Lucasfilm trademarks on promotional merchandise that they are selling (such as t-shirts, magnets, etc.);
- use the official Star Wars logo typeface or any font that resembles it for other logos or copy;
- use the Star Wars opening crawl;
- use the trademarks in any way that is contrary to these Guidelines.

LEGAL SPECIFICATIONS

Lucasfilm Lockup Usage

Lucasfilm is the sole and exclusive owner of all right, title, and interest to the Lucasfilm IP and the characters, likenesses, names, trademarks, and copyrights.

The following Copyright Notice, or an alternative legal line approved by Lucasfilm, must appear in conjunction with *FIRST* community use of the Lucasfilm IP in all Permitted Uses.

© & ™ 2019 Lucasfilm Ltd.

*For use of additional *FIRST* IP, refer to the “Policy on the Use of *FIRST* Trademarks and Copyrighted Materials (including *FIRST* and the LEGO Group Intellectual Property)” at firstinspires.org/brand.