



*FIRST* California  
Identity Standards Manual

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## About **FIRST**

*FIRST* (For Inspiration and Recognition of Science and Technology) inspires young people to be science and technology leaders, by engaging them in exciting mentor-based programs that build science, engineering and technology skills, that inspire innovation, and that foster well-rounded life capabilities including self-confidence, communication and leadership.

## About **FIRST** California

*FIRST* California is a supporting organization that oversees and publicizes *FIRST* programs and competitions in California.



### Vertical configuration



### Horizontal configuration

## Primary logo

The primary logo for *FIRST* California exists in two formats. Each logo consists of three components: the *FIRST* icon, the *FIRST* wordmark, and the California wordmark.

The main format, vertical configuration, is to be used in most applications. The horizontal configuration is to be used when spacing does not allow for the vertical format to be effectively used.



116% 100%

## Alignment with the *FIRST* logo

The California logomark is designed to be added to the primary *FIRST* logomark. In the vertical configuration, the California mark is aligned in 3 spots:

1. *FIRST* and California are left-aligned
2. The rightmost point of the blue square is aligned with the leftmost point of the sun icon
3. The inner right corner of the sun icon is aligned with the bottom line of the California text.

The space between *FIRST* and California is approximately half the thickness of the I in *FIRST*.

California is 116% scale over the *FIRST* wordmark.



PMS 485

CMYK  
C 0  
M 100  
Y 100  
K 0



PMS 286

CMYK  
C 100  
M 60  
Y 0  
K 0



Black

CMYK  
C 0  
M 0  
Y 0  
K 100



PMS Cool Grey 6

CMYK  
C 0  
M 0  
Y 0  
K 40



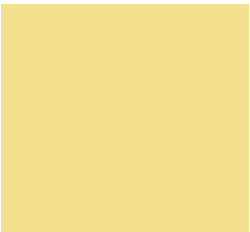
PMS 2756

CMYK  
C 100  
M 75  
Y 15  
K 20



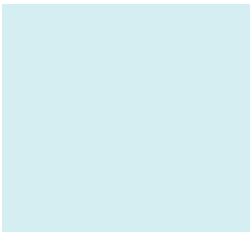
PMS 124

CMYK  
C 10  
M 30  
Y 100  
K 0



PMS 460

CMYK  
C 0  
M 5  
Y 50  
K 5



PMS 317

CMYK  
C 15  
M 0  
Y 5  
K 0

## Logo colors

Two color palettes are used in the *FIRST* California logo. The upper palette are the established colors for the *FIRST* logo. The lower palette is used in the California wordmark, with two lighter tints available for alternate applications.



Vertical configuration



Horizontal configuration

## Logos on dark backgrounds

When placed on dark backgrounds, the *FIRST* California logo should use a specific version with a California wordmark the same color as the sun icon.



## Logo spacing

Maintain the logos impact by keeping a fair amount of uncluttered space around the logo. As a guideline, use a square determined by the height of the *FIRST* word-mark as a guide for spacing.

In some instances an overlap at the top icon can be a nice way to tuck the brand into a main visual.





## Other logo formats

Two other logo formats are provided for alternative applications. A greyscale variation is available for applications that cannot use colors, while the single color variation is allowable in situations where tints cannot be used.

### Helvetica Neue Bold Extended

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

### Helvetica Neue Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

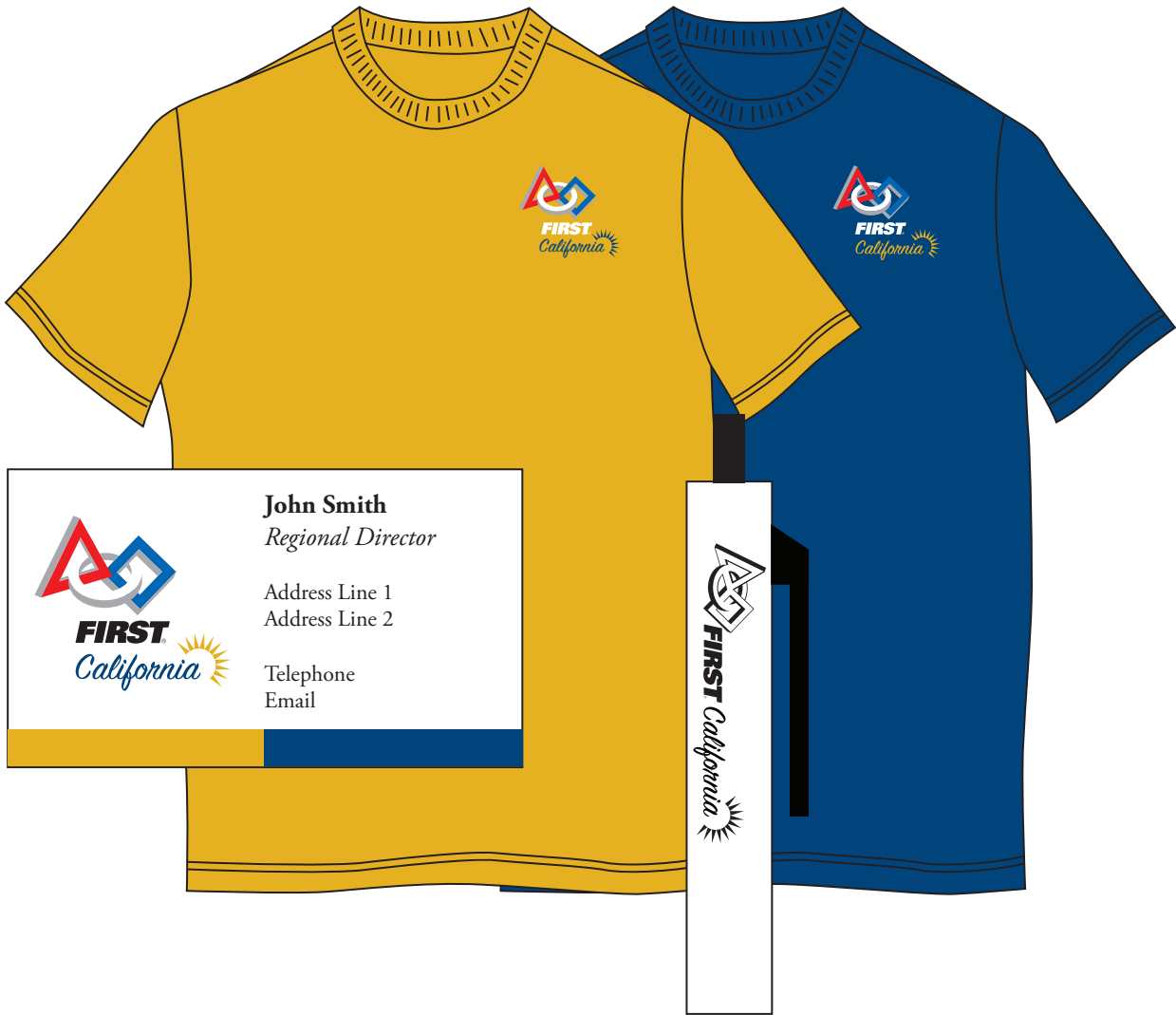
### Sign Painter

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*

## Typefaces

The Helvetica Neue font family is the primary font for use in headlines, subheadings, and body copy. Sign Painter is only to be used in the California logomark.

Sample applications





## Logo Placement

When a logo must be placed with a photo, identify a clear area of space with a simple background to set the logo, preferably in one of the corners of the image. If the image background is too busy, create a separate area around the photo in which the logo can be placed. The logo may be tucked into the main image by allowing the top of the *FIRST* icon to enter the image.



Do NOT recolor the logo



Do NOT place on busy backgrounds



Do NOT distort



Do NOT rotate the logo



Do NOT alter proportions or spacing



Do NOT reset type



Do NOT frame the logo



Do NOT use only a portion of the logo

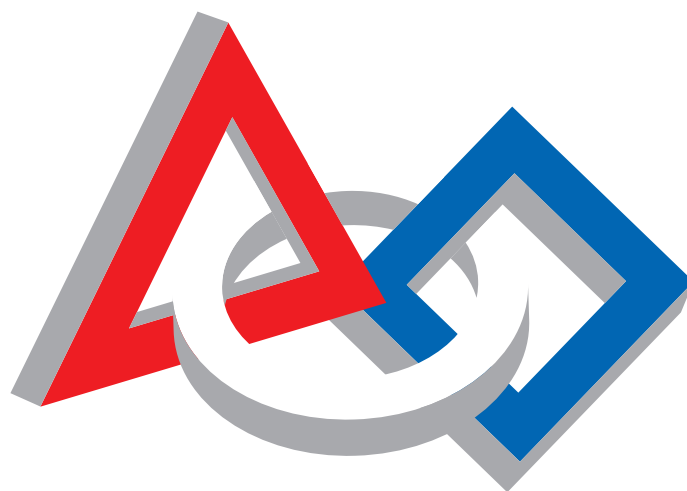


Do NOT abbreviate California

## Inappropriate uses

To maintain integrity of the brand, avoid altering the logo.

*FIRST* California  
[www.cafirst.org](http://www.cafirst.org)



***FIRST***<sup>®</sup>

*California* 