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# Corporate Identity Style Guide

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## **FIRST Robotics Competition Sponsorship**

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# Introduction

The Boeing Company is committed to improving the quality of life in the communities in which we operate. By partnering with communities, educational institutions, and research facilities in the United States and around the world, we strengthen the ties that bind us and keep our communities and industry vibrant and active.

These guidelines are provided to help the organizations sponsored or supported by Boeing apply our trademarks correctly. All organizations must have formal prior approval from Boeing before using any trademarks, either in the form of specific wording in the sponsorship agreement or contract or through execution of a Trademark License Agreement provided by Boeing.

Boeing logo art files are approved for the use defined in your Trademark License Agreement. Once you have used the files in the approved manner, they must be destroyed. Please note that your application of the Boeing logo must comply with the Boeing corporate identity standards in this document. Based on the requirements provided in your Trademark License Agreement, applications will require review and approval from the Boeing contact identified in your agreement prior to distribution or publication.

## Background

FIRST (For Inspiration and Recognition of Science and Technology) is a multinational, non-profit organization that aspires to transform culture. FIRST makes science, math, engineering, and technology as cool for today’s kids as sports are!

The FIRST Robotics Competition (FRC), FIRST's original, signature program provides high school students with an opportunity to work with engineers and other professional mentors to:

- Design, build, and program sophisticated robots.
- Compete in robot challenges with other teams.

# Boeing trademarks overview

A trademark is a word, name, symbol, logo, slogan, shape, or sound that identifies and distinguishes a company’s products or services from those of other parties. Our company’s marks are a promise. They symbolize in the minds of consumers the goodwill that Boeing has built over the decades and reflect the quality of our products and services.

## Treating our trademarks with care

To maintain rights in our trademarks, we must use them correctly and consistently. This defends Boeing trademarks from misuse.

## Use of the Boeing name in print

In print communications, refer to any part of the company as simply “The Boeing Company” or “Boeing.”

### Boeing logo



### Team Boeing wordmark

MEMBER **TEAM BOEING**

## Boeing logo | Format

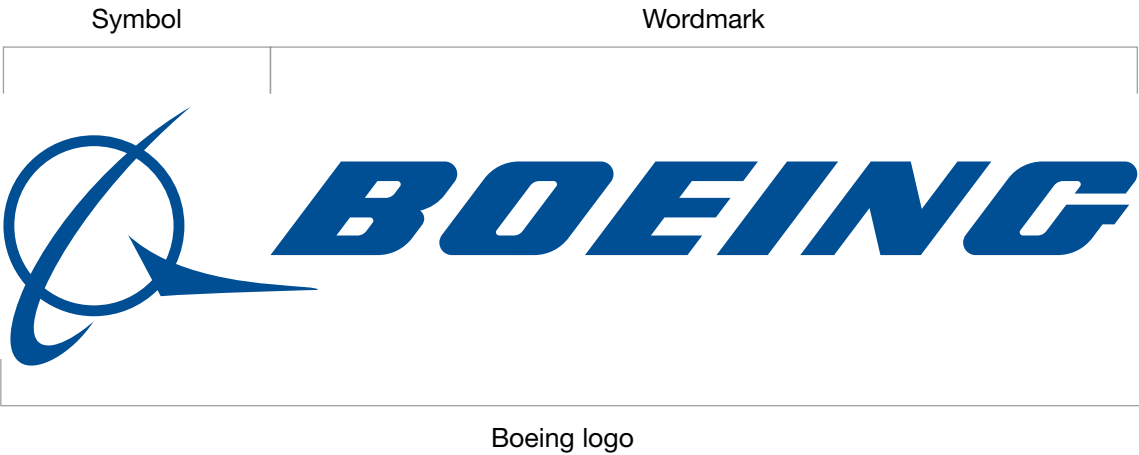
The Boeing logo consists of the Boeing symbol and logotype (the Boeing name in Stratotype letters) combined in a single-line fixed arrangement. The authorized electronic art files contain the proper form of the logo.

The logo must be used in the prescribed colors and sizes with recommended clear space and backgrounds, as outlined in the sections that follow.

FIRST teams may place the Boeing logo and Team Boeing wordmark on any printed application (banners, t-shirts, and posters, etc.) and near the base of their

robot in alignment with other sponsor logos. Placement must follow the prescribed colors and sizes with recommended clear space and backgrounds, as outlined in this style guide.

A Boeing Team Mentor is responsible for monitoring the application of the Boeing logo and Team Boeing wordmark to any robot created by a FIRST team. Teams without a Boeing mentor should contact Andrew Favreau (see Resources) with any questions before applying the Boeing logo or Team Boeing wordmark to a robot.



### Logo guidelines

Follow these guidelines when incorporating the Boeing logo into FIRST materials:

- Don't separate the components of the Boeing logo or use them in isolation.
- Don't alter or redraw the logo; always reproduce it from authorized electronic files.
- Don't copy a low-resolution version of the logo from a web site to use in a publication.
- Don't alter the sizes or relationships of the logo elements.
- Don't distort, rearrange, rotate, or animate the logo.
- Don't use a drop shadow with the logo or render it in three-dimensional form.
- Don't reproduce the logo in outline form.
- Don't substitute a translation in another language for the Boeing logotype.

# Boeing logo | Color

Display the Boeing logo in Boeing Blue or black, or reversed out of a contrasting color. Following are instructions for reproducing Boeing Blue.

REMEMBER:

Never show the logo in any color besides Boeing Blue, black, or white.

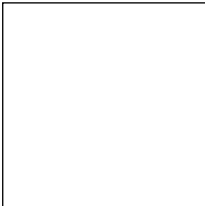


Logo colors

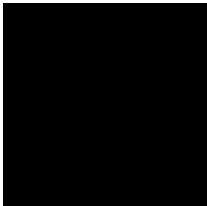
Boeing Blue



White



Black



Boeing color	PANTONE® equivalent	CMYK	RGB	Web
Boeing Blue	PANTONE 286	C100 M72 Y1 K1	R0 G56 B169	0038A9

In lieu of the specified Boeing colors, you may use the equivalents shown. The standards for PANTONE® colors are as shown in the current edition of the PANTONE Color Formula Guide.

Note that hexadecimal equivalents (used on web pages) are approximations of the Boeing colors. Monitors can display only a limited palette, so it is not possible to match the desired colors exactly.

# Boeing logo | Clear space

The location of the Boeing logo may vary on individual materials. However, it should always be surrounded by ample clear space and placed in the proper setting.

Minimum clear space is equal to the outside diameter of the circle in the symbol, referred to as 1X. To ensure best visibility, the logo should be kept at least 1X distant in all directions from any competing visual elements, including type, illustrations, graphic elements, or other symbols or logos. The logo should not be enclosed in another shape or visual element.

**REMEMBER:**

Don't enclose the Boeing logo in a shape. Remember that 1X is the absolute minimum clear space; more space is preferred.





## Boeing logo | Backgrounds

The Boeing logo should always be placed on backgrounds that are free of distracting patterns, vague images, or recognizable imagery.

The background should also provide sufficient contrast for the logo. A gradient tint may be used, provided that dark to light tones do not vary by more than 10 percent. Optimum background values for dark and reversed (white) logos are illustrated in the background values chart below. For white logos, the background is 60 percent gray (or the equivalent color value) or darker. For dark logos (Boeing Blue and black), the optimum background is 40 percent gray (or the equivalent color value) or lighter.

**REMEMBER:**  
Don't place the logo on a distracting background pattern or use it as part of a background pattern.

Correct



Incorrect



## Credit line | Single line

When a standard credit line is used, it should be aligned to the left or above the Boeing logo. When the credit line appears to the left of the logo, it is aligned with the bottom of the logo type portion of the logo and placed at least 1X away from the logo. The height of the upper case letters in the type should be one-third the height of the logotype. Helvetica Roman or the equivalent is the preferred typeface.

**TIP:**

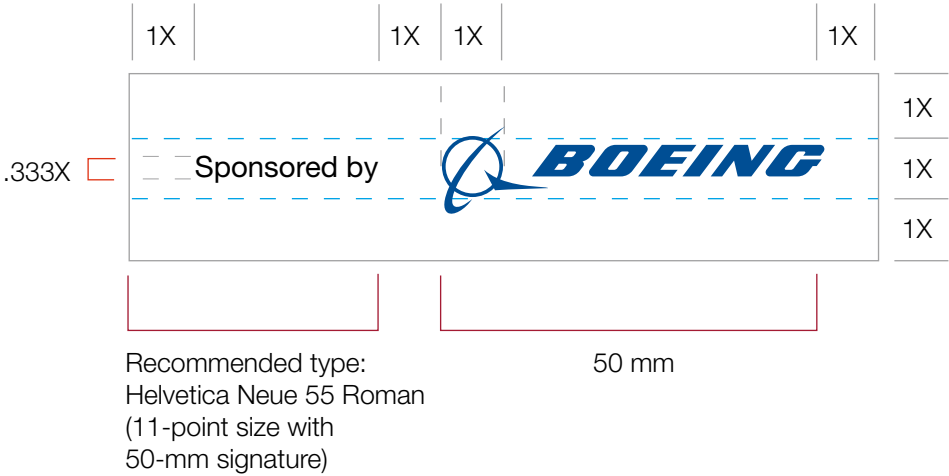
To facilitate use of the approved credit line format, Boeing can provide Encapsulated PostScript (EPS) files containing the single-line and stacked credit lines with the Boeing logo. EPS files can be scaled to any size needed without loss of clarity. See Resources for contact information.

**NOTE:**

Other statements than those shown here may be permitted. Contact Boeing for approval.

**NOTE:**

As an alternative, sponsor logos may appear under a graphic heading such as “Sponsors” or “Corporate sponsors.”



# Credit line | Stacked

When the credit line appears above the logo, it is aligned with the left edge of the circle in the symbol and placed at least 1X away from the logo. The height of the uppercase letters in the type should be one-third the height of the logotype. Helvetica Roman or the equivalent is the preferred typeface.

**TIP:**

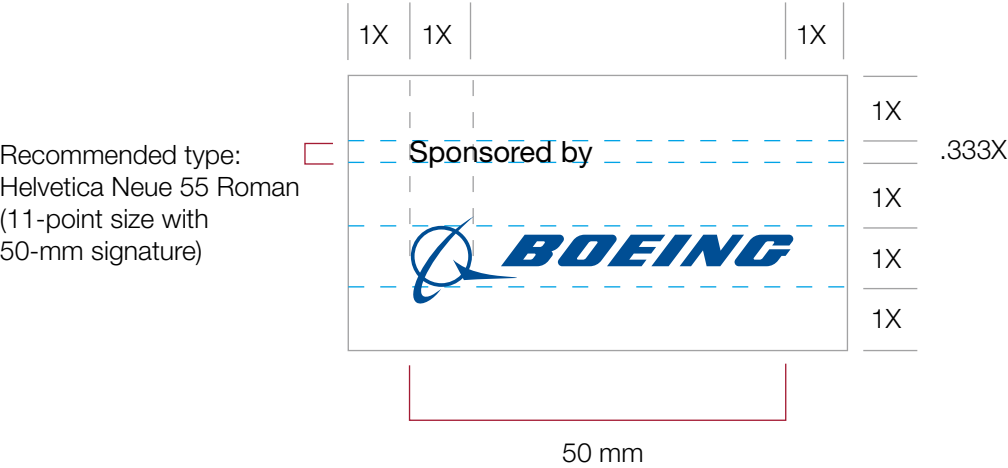
To facilitate use of the approved credit line format, Boeing can provide Encapsulated PostScript (EPS) files containing the single-line and stacked credit lines with the Boeing logo. EPS files can be scaled to any size needed without loss of clarity. See Resources for contact information.

**NOTE:**

Other statements than those shown here may be permitted. Contact Boeing for approval.

**NOTE:**

As an alternative, sponsor logos may appear under a graphic heading such as “Sponsors” or “Corporate sponsors.”



# Co-display

When the Boeing logo is displayed in connection with other companies' and agencies' logos in advertising or sponsorship credits, preferred treatment of the Boeing logo and other logos is as follows:

- Size: All logos should be sized proportionately with consideration for the sponsors' roles.
- Clear space: If at all possible, minimum clear space should be maintained to avoid the appearance of composite logos. If this is not possible, equal clear space should be maintained between all logos.

REMEMBER:

Don't crowd sponsor logos.



## Using the Team Boeing wordmark

One of three versions of the Team Boeing wordmark may be used on any application based on the following standards:

- Display the wordmark in combination with the team logo or name. The preferred location is centered below the logo or name.
- Display the wordmark on a different plane from the Boeing logo. For example, if the Boeing logo is featured on the sleeve of a t-shirt, the Team Boeing wordmark may be displayed below the team logo on the front or back.
- Display the wordmark in Boeing Blue, in black, or reversed out of a contrasting color.
- Display the wordmark in the largest size that is appropriate to the medium.

- Always surround the wordmark with ample clear space.
- FIRST teams may place the Boeing logo and Team Boeing wordmark on any printed application (banners, t-shirts, and posters, etc.) and near the base of their robot in alignment with other sponsor logos. Placement must follow the prescribed colors and sizes with recommended clear space and backgrounds, as outlined in this style guide.

A Boeing Team Mentor is responsible for monitoring the application of the Boeing logo and Team Boeing wordmark to any robot created by a FIRST team. Teams without a Boeing mentor should contact Andrew Favreau (see Resources) with any questions before applying the Boeing logo or Team Boeing wordmark to a robot.

**NOTE:**  
The preferred version of the wordmark is “Member Team Boeing.” If space is at a premium, the less preferred version, “Team Boeing,” may be used.

MEMBER **TEAM BOEING**

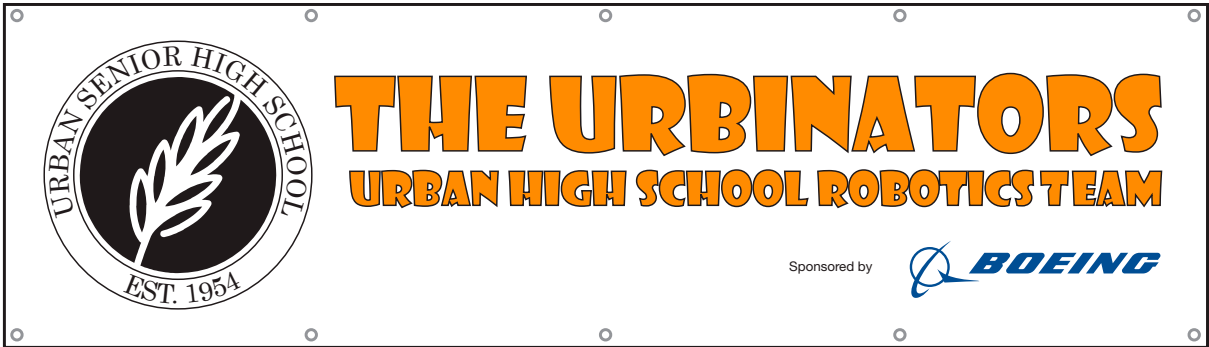
MEMBER  
**TEAM BOEING**

**TEAM BOEING**

## Examples

Examples of how the Boeing logo can be used in conjunction with the Member Team Boeing wordmark are shown here. When using the wordmark on the robot, use Boeing Blue type on a white background.

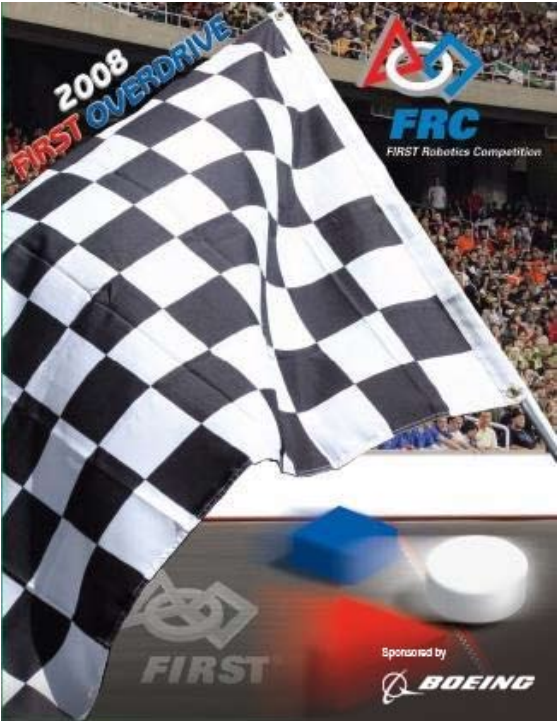
### Banner



### T-shirt and cap



### Promotional materials



### Robot



# Resources

This document is produced and administered by Corporate Brand Management. If you have questions or comments, please contact:

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