

# FIRST Identity & Logo Usage

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However, with our permission, which you must request in an e-mail to [first-sec@first.org](mailto:first-sec@first.org), you are welcome to use our logo for a variety of uses, such as a FIRST event or include it in a brochure or documentation for your Technical Colloquium or workshop.



### **Complete Signature**

The full signature should be used by default and must be used for an audience that doesn't know FIRST yet. It is preferred for an improved presentation. The mission must be big enough to guarantee its readability. Therefore, these minimum dimensions should be respected:

Digital media: 214px X 87px

Print: 40mm x 16mm

### **Simplified Signature**

The simplified signature should be used when the logo is reduced below the complete signature minimum dimensions, or when the signature appears several times on the same medium (for example when it repeats in a document header or footer). The mission should not be used if its reading might be compromised. At the same time, do not attempt to manually remove the mission from the Complete Signature, use the Simplified Signature instead, as it is a different image.

### **Icon**

The Icon should only to be used on website or application icons or as an avatar image and it's required as a square or circle. It should not be used on printed mediums.





#00400d  
20R 58G 27B  
95C 60M 100Y 30K  
Pantone 3435C



#FF8000  
255R 128G 0B  
60M 100Y  
Pantone 151C