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*

Graphic lockup:
 	
Artwork available at firstinspires.org/brand
	• May use the FIRST 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 FIRST logo, including:
	  o FIRST Alumni lockup must stand alone and observe required protected space; it cannot be incorporated into other graphics
	  o FIRST Alumni artwork may not be altered or re-colored
	• Are **not** permitted to sell any items with the lockup
		• Must include group/club name/brand on any item with the FIRST Alumni lockup
		• Must comply with the same Brand Standards as the FIRST logo, including:
		  o FIRST Alumni lockup must stand alone and observe required protected space; it cannot be incorporated into other graphics.
		  o FIRST Alumni artwork may not be altered or re-colored
		• Are permitted to sell items only to their own club members

Text phrase "FIRST® Alumni"	• May incorporate the "FIRST Alumni" text phrase into graphics/designs
	• Must use full phrase "FIRST Alumni" or "FIRST Alum"
	• Must italicize FIRST and include a superscripted registered trademark symbol (®) on the initial use of the text phrase
		• May incorporate the "FIRST Alumni" text phrase into graphics/designs or into their group/club name
		• Must include their group/club name/brand with any use of the FIRST Alumni text phrase
		• Must italicize FIRST and include a superscripted registered trademark symbol (®) on the initial use of the text phrase
		• Must use full phrase "FIRST Alumni"
		  o Acceptable:
		    Kettering University FIRST Alumni Association
		    FIRST Alumni at MIT
		  o Not Acceptable:
		    WPI FIRST
		    FIRST 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.