

FIRST Identity & Logo Usage

July. 2023



FIRST is a registered trademark and its logo is subject to copyright. It should not be reproduced without express permission and cannot be used to endorse or promote products or services.

However, with our permission, which you must request in an e-mail to 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.







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

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

FIRST Composite Signature

FIRST initiatives, standards and SIGs can use the proper composite signature to show FIRST recognition, endorsement and support. This allows independent logos and visual identities still be connected to FIRST. Only acknowledged Initiatives, Standards, SIGs and Training published at FIRST website are eligible to use the composite signature.

Horizontal Version

INITIATIVE logo or name	
STANDARD logo or name	
SIG logo or name	
TRAINING logo or name	

Horizontal Negative Version

INITIATIVE logo or name	
STANDARD logo or name	
SIG logo or name	
TRAINING logo or name	

Vertical Version

INITIATIVE
logo or name



STANDARD
logo or name



SIG logo
or name



TRAINING
logo or name



Vertical Negative Version

INITIATIVE
logo or name



STANDARD
logo or name



SIG logo
or name



TRAINING
logo or name



Usage examples

For any initiative, standard or SIG that lacks an independent logo, the Fira Sans Condensed Medium typography should be used instead, using FIRST Green for positive and FIRST White for negative versions.

Composite Signatures using the typography version should be aligned to the centered and bottom on vertical versions, and to the right and middle on horizontal versions. Using abbreviations and acronyms (if applicable) instead of the full name is encouraged but not mandatory.



Suguru
Yamaguchi
Fellowship
Program

PSIRT

Suguru Yamaguchi
Fellowship Program



PSIRT



FIRST Membership Signature



FIRST Members, Liaisons and Fellows can use this signature on their website and printed materials (as well as print the Membership Certificate).