



The Institution of
Engineering and Technology



**FIRST
LEGO
LEAGUE**



FIRST® LEGO® League delivered by the IET



Delivery Partner Brand guidelines

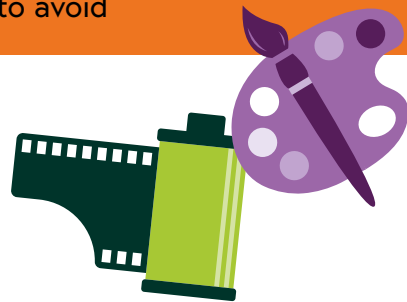
May 2024



Contents

Our brand elements

- 4 Brand elements overview
- 5 Logotype
- 8 Equals graphic device
- 10 Fonts
- 11 Registered ® symbol usage
- 12 Colour palette
- 14 Colour palette – Online text accessibility
- 15 Hero photography
- 17 Illustration style – theme specific
- 18 Illustration style – generic
- 19 *FIRST*® LEGO® League logos
- 20 Education partner and sponsor logos
- 22 Layout – theme specific
- 23 Regional delivery partner themed assets
- 24 What to avoid

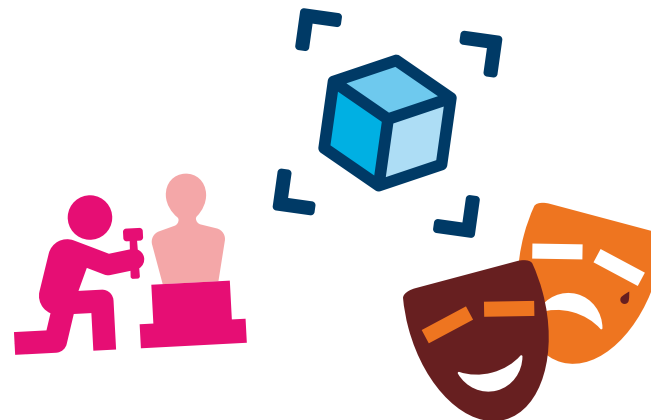


Applying our brand

- 26 *FIRST*® LEGO® League Discover and Explore – theme level
- 27 *FIRST*® LEGO® League Challenge – theme level
- 29 *FIRST*® LEGO® League Discover and Explore – generic level
- 30 *FIRST*® LEGO® League Challenge – generic level

Contact

- 31 Who to contact for further help



Please note:

These guidelines cover *FIRST*® LEGO® League UK and Ireland specific communications only, which are delivered on behalf of the IET (as the operational partner for the UK and Ireland programme).

For IET Education communications, or any of our IET masterbrand or other endorsed brands or sub-brands (such as IET Inspec, IET Venues etc), please contact our marketing team for their separate guidelines.

For more detail on our tone of voice, please see 'IET: Finding your voice' guidelines.

For our writing principles, please refer to the 'IET writing rules and guidance' document.

These are all available on our [branding and corporate marketing page](#)

Sponsors and donors:

Please follow the brand guidelines of the sponsors when using their logos on these materials.



Introduction

The IET is proud to be the operational delivery partner for *FIRST*® LEGO® League across the UK and Ireland and also the largest delivery partner globally for this programme. This can't be achieved alone and we are grateful to all our partners who help us bring this fantastic programme to life and enable more and more children across the UK and Ireland to experience the amazing impact it has.

In order to deliver this programme and provide the maximum impact, including the best and most consistent experience for all taking part, we are obliged to strictly follow agreements and guidelines given to us by *FIRST*® and LEGO® Education.

We have produced these guidelines to support you in your delivery of the programme to ensure we are all using:

- clear and consistent messages to our target audience
- approved UK and Ireland themed branding
- IET logo assets, which correctly represent the IET as the operational partner in the UK and Ireland
- partner specific templates, which allow you to represent yourselves in the delivery of the programme.

We hope you find these guidelines useful and should you have any questions, please do not hesitate to contact us. We will be happy to work with you to get the best outcome for your promotion and delivery of the programme.



Brand elements overview

Here you see a summary of the core brand elements that make up our visual identity.

Each element is described in more depth in these guidelines.

Logotypes



Colours



Fonts

Europa Light
Europa Regular
Europa Bold

Equals graphic device



Photography



Iconography



Logotype

Our logotype consists of three elements; the IET monogram, the equals graphic device and the IET wordmark. The logotype is specially created with each element carefully balanced together. A monogram only logotype is also available. Always use the master artwork available.

Our logotype is shown here. It should be used for all *FIRST*® LEGO® League UK and Ireland communications. Logotype versions are available in different colour combinations.

Implementation

Clear space

When you place our logotype into a design, make sure you give it room to breathe. We call this 'clear space'. Always leave a clear space equal to the height of the 'E' from the IET monogram.

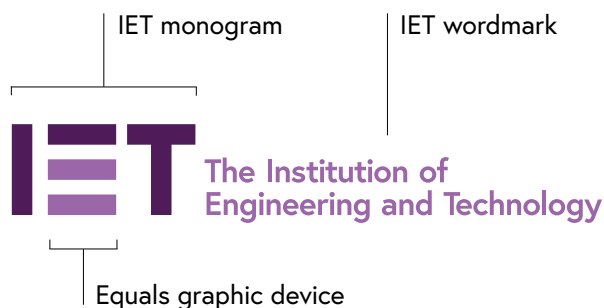
Minimum size

It is important that people can see our logotype across all our communications. Please observe the minimum sizes for print and digital applications detailed opposite.

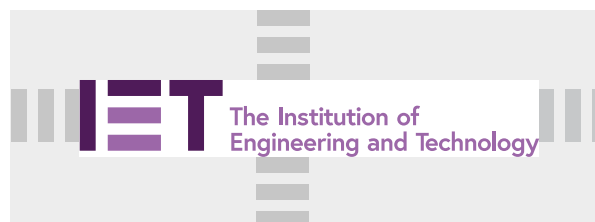
Preferred sizes

We have established logotype sizes for typical documents. Use these wherever possible. For different sized documents, scale up or down proportionately.

Purple logotype



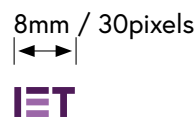
Clear space



Minimum size (width)



Monogram: Minimum size (width)



Blue logotype



Green logotype



Orange logotype



Preferred sizes (width)

A3	110 mm
A4	80 mm
A5	60 mm
A6	40 mm

Logotype

Colour background versions

In our *FIRST*® *LEGO*® League UK and Ireland marketing collateral, we often use coloured backgrounds to enhance the visual impact for our younger audiences. We compliment our coloured backgrounds we have a range of appropriate coloured background logos to apply.

Colour backgrounds

It is important that people can see our logotype clearly across all our communications. Therefore, we have created two further sets of logotypes for use in the following situations:

1. When placing the logotype on a bright colour from our palette.
2. When placing the logotype on a dark colour from our palette.

Only use these specific logotypes on the background colours from our colour palette as shown opposite. Use the logo that represents the majority of the colour palette used.

Bright background logotypes



Bright purple background



Bright blue background



Bright green background



Bright orange background

Dark background logotypes



Dark purple background



Dark blue background



Dark green background



Dark orange background



Logotype Don'ts

Our logotype is an important element of our brand, so please take care when you use it. Here are a few things to avoid.



Don't separate the elements.



Don't recreate any of the elements.



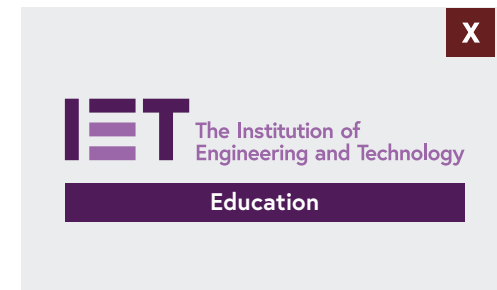
Don't recreate using non-IET colours.



Don't rearrange the logotype.



Don't distort the logotype.



Don't combine with other elements.



Don't place in containing shapes.



Don't make the logo all one colour.



Don't use on a cluttered area of an image.

Equals graphic device

Overview

Our equals graphic device represents the result of our impact on our community and the wider world. It can be used in an active way by linking to a message or headline, or in a more graphic way to hold headlines or be part of a design composition. Primarily use the brighter colours for the equals graphic device and always use the master artwork.

We use the equals graphic in four ways:

1. Part of the messaging

Use as part of a lock-up with a headline, eg IET equals developing fresh perspectives.

2. Holding device for type

Use to hold a headline or message.

3. Colour filter over image

Use 'Bright' versions of the graphic device at much larger sizes by 'multiplying' them over an image, which allows the image to show through rather than obstruct it. Don't multiply a dark coloured equals graphic device over an image.

4. Interact with image

Use as a playful element interacting within an image, either appearing behind or in front of a cut-out element within a photograph.

Size and positioning

We take a flexible approach to the size and positioning of the equals graphic device. Please refer to the examples on this page for guidance. For proportions, see next page.

Equals graphic device

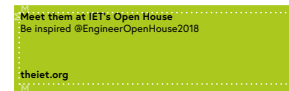
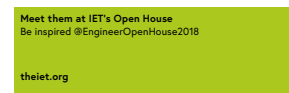


Placing type inside the equals graphic device

Large short headline example



Smaller call to action example



Note

When you place type into the equals graphic device, make sure you give it enough of an inside margin. Always leave a space no smaller than the Cap height of the type placed inside.

We use the equals graphic in different ways



Equals graphic device

Don'ts

Our equals graphic device is a central element of our brand, so please take care when you use it. Here are a few things to avoid.

Proportional calculation

When you have to create our equals from scratch.

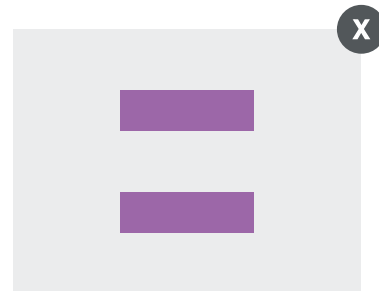
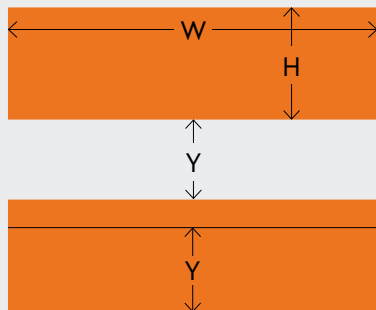
Bar dimensions: $W \div 3.33 = H$

Bar distance: $H \times 0.75 = Y$

Define your required width for the graphic. Divide your width by 3.33 to calculate the height of the bar.

Make a copy of this bar so you have two bars.

To calculate the distance (Y) between the two bars, take the height of the bar, multiply it by 0.75. Space your bars to the appropriate distance.



Don't separate the elements.



Don't recreate any of the elements.



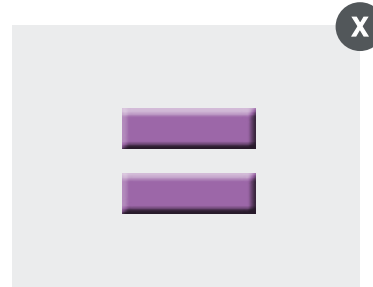
Don't recreate using non-IET colours.



Don't rotate the equals graphic device.



Don't use the full 'E' from the logotype.



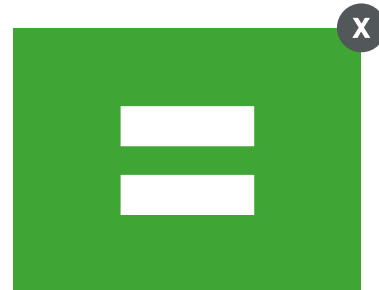
Don't add special effects.



Don't place in containing shapes.



Don't crop the equals graphic device.



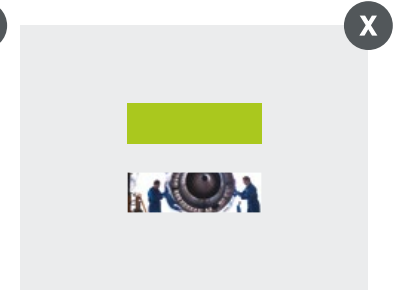
Don't use non-IET background colours.



Don't mix colours in the equals graphic device.



Don't obscure imagery, unless using the 'colour filter' overlay.



Don't fill any part of the graphic device with imagery.

Typeface Primary and system

Primary typeface

Europa is our primary brand typeface. It has been chosen for its high level of legibility and open proportions.

Europa is available to all design professionals using [Adobe Creative Cloud](#) through [Adobe Fonts](#).

Europa should be used in light, regular and bold weights. Italics are also available.

System typeface

There will be occasions when Europa is not available and you will need to use a system typeface instead, for example in Microsoft Office applications. In these instances, please use Arial instead of Europa.

Unavailable fonts

If you are using a platform where neither font is available, please speak to the Brand team, contact details can be found in the Contact Information section.

EuropaLight
abcdefghijklmnopqrstuvxyz
123456789@!&*
ABCDEFGHIJKLMN<div data-bbox="314 245 687 397" data-label="Text">

EuropaRegular
abcdefghijklmnopqrstuvxyz
123456789@!&*
ABCDEFGHIJKLMN<div data-bbox="314 445 701 599" data-label="Text">

EuropaBold
abcdefghijklmnopqrstuvxyz
123456789@!&*
ABCDEFGHIJKLMN<div data-bbox="744 266 847 287" data-label="Section-Header">

System typeface

ArialRegular
abcdefghijklmnop
qrstuvwxyz123456789@!&*
ABCDEFGHIJKLMN
QRSTUVWXYZ

ArialBold
abcdefghijklmnop
qrstuvwxyz123456789@!&*
ABCDEFGHIJKLMN
QRSTUVWXYZ

Europa

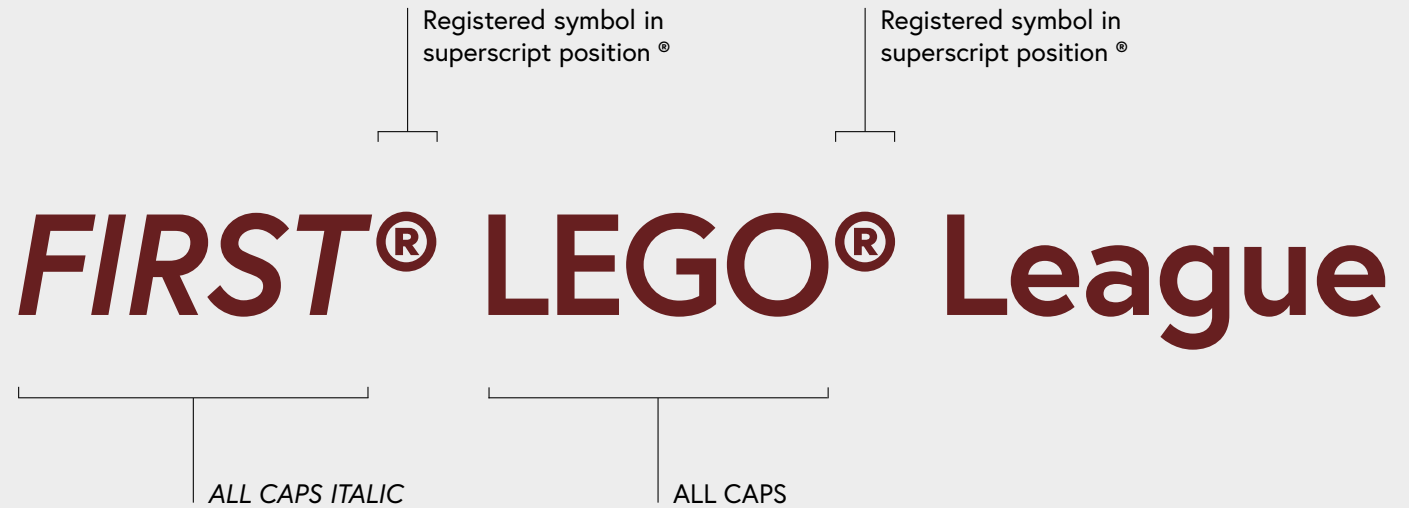


Registered ® symbol usage

FIRST® LEGO® League is a prominent trademarked product name, we clearly signpost this in copy. Complete with superscript. We must always include the Registered symbol when writing and also ensure *FIRST*® is italicised.

Note:

The tracking between the italicised *T* in *FIRST* and the ® registered symbol needs to be increase so they do not overlap.



Colour palette Overview

Our colour palette is vibrant and diverse, carefully chosen to provide flexibility and variety. We do not colour code, or use colour to signify subject areas or specialisms.

White

CMYK 0/0/0/0
RGB 255/255/255
HEX #FFFFFF

(Greyscale logo only)

Pantone®425 C
CMYK 0/0/0/40
RGB 155/155/155
HEX #9b9b9b

Black

CMYK 0/0/0/100
RGB 0/0/0
HEX #000000

Purple pairing

Bright Purple

Pantone® 2081 C
CMYK 46/67/0/0
RGB 156/103/168
HEX #9C67A8

Dark Purple

Pantone® 519 C
CMYK 65/95/9/40
RGB 79/27/89
HEX #4F1B59

Blue pairing

Bright Blue

Pantone® 306
CMYK 80/0/5/0
RGB 35/188/225
HEX #22BBE0

Dark Blue

Pantone® 2955
CMYK 100/60/10/48
RGB 0/58/102
HEX #003A66

Green pairing

Bright Green

Pantone® 2292
CMYK 43/0/92/0
RGB 170/200/30
HEX #AAC81E

Dark Green

Pantone® 567
CMYK 98/33/69/72
RGB 16/50/43
HEX #10322B

Orange pairing

Bright Orange

Pantone® 158
CMYK 0/62/95/0
RGB 238/117/32
HEX #EE7520

Dark Orange

Pantone® 1815
CMYK 16/97/91/54
RGB 103/31/32
HEX #671F20

Colour usage

FIRST® LEGO® League – generic level*

- Brighter colours are used for the background and the darker colour pairing is used for the equals device
- Each illustration uses one colour pairing
- No tints of the colours are used



Colour usage and application example



*Where promoting the programme or a division where the theme year is not relevant.



Colour palette

Online text accessibility

Our colour palette is vibrant and diverse, carefully chosen to provide flexibility and variety.

We've ensured all the following colour combinations pass AA accessibility standard.

What is accessible for Headings and Paragraph body copy can differ, due to contrast ratio. In order to provide flexibility and vibrancy, headings can use the alternative colour from a pairing to help differentiate a heading from black or white body copy, ie dark purple text on a bright purple background.

However, if the heading and body copy need to be the same colour, always match the heading colour to the body copy colour, so either black or white.

Please do not use any unspecified colour combinations, as they may fail AA standard.

**The World Wide Web Consortium (W3C) is an international community that develops open standards to ensure the long term growth of the web. In their Web Content Accessibility Guidelines (WCAG 2.0) they identify success criteria for presenting content online, A being the minimum, AAA being the maximum.*

White backgrounds

Headings



Background colour
100% White

Type colour
100% Dark Purple



Background colour
100% White

Type colour
100% Dark Blue



Background colour
100% White

Type colour
100% Dark Green



Background colour
100% White

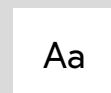
Type colour
100% Dark Orange



Background colour
100% White

Type colour
100% Black

Body copy

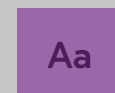


Background colour
100% White

Type colour
100% Black

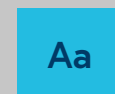
Bright backgrounds

Headings



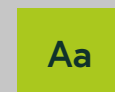
Background colour
100% Bright Purple

Type colour
100% Dark Purple



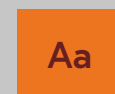
Background colour
100% Bright Blue

Type colour
100% Dark Blue



Background colour
100% Bright Green

Type colour
100% Dark Green



Background colour
100% Bright Orange

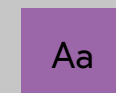
Type colour
100% Dark Orange



Background colour
Any 100% bright colour

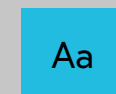
Type colour
100% Black

Body copy



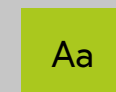
Background colour
100% Bright Purple

Type colour
100% Black



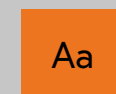
Background colour
100% Bright Blue

Type colour
100% Black



Background colour
100% Bright Green

Type colour
100% Black

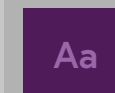


Background colour
100% Bright Orange

Type colour
100% Black

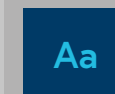
Dark backgrounds

Headings



Background colour
100% Dark Purple

Type colour
100% Bright Purple



Background colour
100% Dark Blue

Type colour
100% Bright Blue



Background colour
100% Dark Green

Type colour
100% Bright Green



Background colour
100% Dark Orange

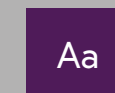
Type colour
100% Bright Orange



Background colour
Any 100% dark colour

Type colour
100% White

Body copy



Background colour
100% Dark Purple

Type colour
100% White



Background colour
100% Dark Blue

Type colour
100% White



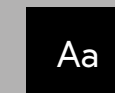
Background colour
100% Dark Green

Type colour
100% White



Background colour
100% Dark Orange

Type colour
100% White



Background colour
100% Black

Type colour
100% White

Hero photography styles

Within *FIRST*® LEGO® League we use cut-out portrait images of children that feel natural and engaged in learning. They are always looking and interacting with the illustration surrounding them and for main cover imagery/cut-outs, never directly looking at the camera. We use age appropriate children for the primary and secondary.

We use photography that has specifically been taken from our *FIRST*® LEGO® League UK and Ireland events.

The background from each of the images has been cut out to allow space for the illustrations.

We ensure all images supplied by the IET feature the correct permissions of use on our artwork.



Hero photography

Do nots

Here are some examples of things to try to avoid when sourcing and using our photography. Bear in mind that these rules only apply to imagery that appears on main cover pages and hero web pages where children are not directly looking at the camera, but feel engaged in educational activities.

The exception is for inside and secondary level pages on the website and in printed materials, where there will be pictures of young people looking at the camera and celebrating their work.

Always ensure that you have the correct permissions to use the photography. If you have to use this type of imagery, please run it past the brand creative team.



X

Don't use posed imagery with children looking directly at the camera.



X

Try to avoid using imagery that feels staged, posed or features children looking directly at the camera for main cover imagery cut-outs, where possible.



X

Don't use imagery where the people look disengaged.



X

Don't use imagery that is hard to crop out from the background.

Illustration style

FIRST® LEGO® League – theme specific

The FIRST® LEGO® League UK and Ireland illustration style is closely aligned to our Education brand category style.



Illustration content and style

- Illustrations within a scene should feel related, i.e. part of the same setting, and not a random arrangement of unrelated illustrations
- At a theme based level the illustrations should be related to the specific theme supplied by the FIRST® LEGO® League UK and Ireland team. Any supplied illustrations should be recreated in the brand style and not imitate LEGO bricks in any way
- Illustrations are primarily flat, 2D, vector graphics, without perspective in the illustrations
- They mostly use solid fill colours and are not outlined

Colour

- Illustrations uses a mix of colour pairings within a scene
- The colour of the equals device matches the colour used in the logo
- At a generic level the background is a brighter colour and at a theme based level the darker colour is used, depending on theme

Arrangement and scale

- Always have a contrast of smaller and larger scaled objects within an illustration
- Small clusters of illustrations help create a balanced and carefully composed scene
- Avoid scattered and sporadic arrangements

Please note: Themed marketing assets and templates will be provided for Partner use for your delivery promotions and every effort should be made to use these for consistency of brand approach across the UK and Ireland programme. (see page 23). However, if you have any specific requirements around your promotions and theming, please speak to the IET marketing team who will be happy to help.

Challenge theme specific examples



Explore and Discover theme specific examples





Illustration style

FIRST® LEGO® League – generic programme/division promotion

When we promote the FIRST® LEGO® League UK and Ireland programme or divisions as a whole, our illustration style is closely aligned to the Education brand category style.

Illustration content and style

- Illustrations within a scene should feel related, ie part of the same setting, and not a random arrangement of unrelated illustrations
- Generic illustration should be based around modern engineering, technology and innovation
- Illustrations are flat, 2D, vector graphics. There is no perspective in the illustrations
- They use solid fill colours and are not outlined

Colour

- Each illustration uses a maximum of one colour pairing and several pairings are used within a scene
- The colour of the equals device matches the colour used in the logo
- At a generic level the background is a brighter colour and at a theme based level the darker colour is used, depending on theme

Arrangement and scale

- Always have a contrast of smaller and larger scaled objects within an illustration
- Small clusters of illustrations help create a balanced and carefully composed scene
- Avoid scattered and sporadic arrangements

Use of equals graphic device

- The equals device can be used large as the central feature within the scene, holding copy, or slightly smaller locked up to the copy (see p8 for examples)

Generic example



Generic examples



The Institution of Engineering and Technology Education

FIRST® LEGO® League

Creating the engineers of tomorrow

FIRST® LEGO® League is an inspiring, global programme for young people, which develops confidence, problem solving, teamwork and STEM (science, technology, engineering and maths) skills. We deliver three programmes across the UK and Ireland for children aged 4 to 16 years.

"There are no words that can express my appreciation for what this programme has done for the children involved. It is for me without doubt of huge value to UK and Irish education. I often tell the students that there are days that stay with you as long as you live. IT FIRST LEGO® League keeps supplying our team with those, so thank you for that."

Neil Corrigan, Team Coach

Find out more at firstlegoleague.co.uk

@IFLLUK @IETeducation FirstLegoLeagueUK

DISCOVER EXPLORE CHALLENGE

FIRST® LEGO® League logos

Placement, sizing and alignment

The *FIRST*® LEGO® League logo or one of the specific *FIRST*® LEGO® League division logos must appear on all marketing collateral with the IET logo to show the partnership of the IET and *FIRST*® for programme delivery in the UK and Ireland.

Implementation

Placement, sizing and alignment

When using any of the *FIRST*® LEGO® League logos, we follow some general rules to ensure that no logo is too dominant and that sizing/ placement reflects the equality of our partnerships.

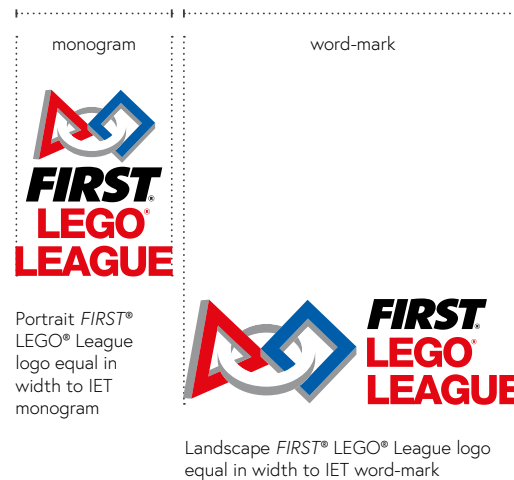
If you're using one *FIRST*® LEGO® League logo, this should sit on the top right of the page as per the example shown.

Generally, landscape logos should be sized to the same width as our IET word-mark. Portrait logos should be sized at the same width as the IET monogram on the IET logo size used in that instance.

We sometimes have to consider that this general guidance does not work for some logos. In the case of the *FIRST*® LEGO® League logos with the division name, the logo has to be reduced slightly more, so as not to dominate our IET logo, roughly to a scale of 70% of the word-mark.

We top align both logos to the document margin. We sometimes put division logos in the bottom footer if we have to use more than one *FIRST*® LEGO® League logo on a marketing asset.

Portrait and landscape sizing



Preferred top alignment

The *FIRST*® LEGO® League master logo or division logo should be positioned at the top of the page, in line with the IET logo in place of the Education signifier.

Education partner and sponsor logos

Placement, sizing and alignment

We work with many different education partners and sponsors/funders*, which means their logos may appear alongside ours and the *FIRST*® LEGO® League logo(s) on a range of materials.

Education partners

For most of our marketing materials provided, Education partner and sponsor logos will automatically be embedded by the marketing team, however if you do need to create new materials as part of our partnership for your promotions, then we ask that Education Partner logos place in the footer to the right of any sponsors or funders as shown in the Certificate example with the Creative Hut Partner logo. Sponsor logos (in all formats) can be requested from the marketing team if you need to use them.

Implementation

Placement, sizing and alignment

When using a partner or sponsor logo, we follow some general rules to ensure that **no logo is too dominant** and that sizing/alignment reflects the equality of our partnerships.

If you're using a partner logo, this should sit in the footer to the right of all the sponsors or funder logos as shown. Generally, **landscape partner logos should be sized to the same width as our IET word-mark**. **Portrait partner logos should be sized at the same width as the IET monogram** on the IET logo size used in that instance.

We sometimes have to consider that this general guidance does not work for some partner logos. In some cases, logos have to be reduced slightly more, so as not to dominate our IET logo or other partner logos, roughly to a scale of 70% of the word-mark.

Education partner logo positioning examples



Portrait partner logo equal in width to IET monogram

Landscape partner logo equal in width to IET word-mark



Landscape partner logo equal in height to IET monogram but no wider than the word-mark



Note
Multiple partnership logos should be placed as proportional sizes along the footer over our covers.

Alignment (bottom)



*Partner logos indicative only. Please check with IET Education team for the latest partners to be included as necessary.

Regional delivery partner logos

Placement, sizing and alignment

Regional delivery partners

An editable section will be added only into the digital PowerPoint templates, so that regional delivery partners can add their logo into the footer.

All logo placement, sizing and alignment will need to follow as stated on page 19 and 20.

The use of files should be as follows – for digital only assets: a PNG file, minimum 72ppi resolution in RGB. For print assets: an .eps or .ai vector file, 300dpi high resolution in CMYK.

Regional delivery partner logo positioning examples



Editable area to include regional delivery partner logo(s)

*Partner logos indicative only. Please check with IET Education team for the latest partners to be included as necessary.

Layout

FIRST® LEGO® League – theme specific

This demonstrates how all the elements – photography, illustration, typography and colour – come together to create a layout.

FIRST® LEGO® League

- The candid images of children actively engaged in activities are the dominant feature of a layout
- The images interact with the illustrations and equals device
- The colour used for the equals device is the same as the darker colour in the logo. The colour used in the background is the brighter colour from the colour pairing
- The copy can either be positioned with a large equals device or be aligned alongside a smaller equals device
- There is a white block running along the bottom of the page
- The website and social media links are positioned within two rectangular boxes using the same colourways as the logo. Additional information is placed below these boxes
- The FIRST® LEGO® League logo is right aligned to the bottom right corner of the grid (refer to the FIRST® LEGO® League guidelines for further information)

Theme specific example

When using a smaller equals device, the top of the headline copy should be horizontally aligned. The copy should sit within a clear space

The main partner (FLL) logo is aligned to the top right grid. Any required sponsors' logos are aligned to the bottom of the FLL logo and are approximately sized 40% smaller than the FLL logo.

Regional delivery partner themed assets

Here is the standard set of digital assets our *FIRST*® LEGO® League team will provide to you at the start of each new theme year.

Please use these for all your promotions to help us maintain brand consistency across the UK and Ireland programme.

- PPT templates – Master and all divisions
- Social Media graphics – all divisions
- Web banners – all divisions
- Certificates (editable) – all divisions
- Infographic – all divisions
- Cardboard banner – all divisions

Examples shown indicative only. Please check with IET Education team for the latest assets.

PowerPoint template



Certificate



Cardboard banner



Social media graphics



Web banners



Infographic



What to avoid

Always use our official, supplied theme creatives for the UK and Ireland programme (see page 23) before creating new assets. These are all available from the IET *FIRST*® LEGO® League team and include: PPTs for each division, social media graphics, web banners, cardboard banners and infographics for each division.

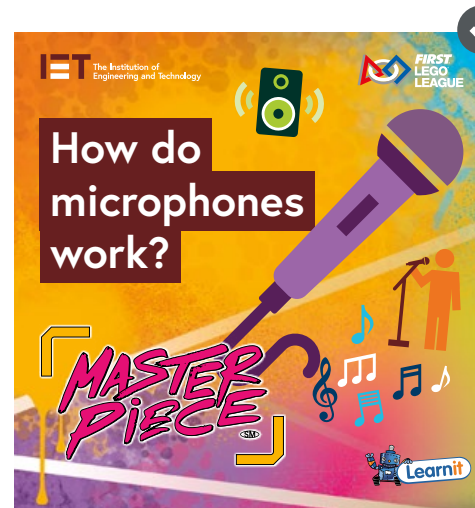
If you do need to create specific, promotional themed marketing assets then we ask that you liaise with our marketing team first. On any new assets created the IET and *FIRST*® logos must feature (to show the representation of both UK and Ireland operational partner and global programme owner).

Please follow our guidelines to ensure these are created in the correct way, with correct logo type on coloured backgrounds.

Avoid using elements that don't match the examples shown.



Don't – incorrect use of *FIRST*® LEGO® League, IET and partner logos, imagery, fonts, colours and overall branding



Note
IET logo to be positioned top left, *FIRST*® LEGO® League logo to be positioned top right. Both logos to be given clear space with no overlapping elements.

Note
Partner logo to be positioned bottom right. Allow clear space around logo.



Applying our brand
FIRST[®] LEGO[®] League
Theme level

Education Brand examples

FIRST® LEGO® League Discover and Explore – theme level

These are our principles that make up our theme specific FIRST® LEGO® League collateral, and examples of what they look like:

- follow the layout principles set out on pages 23 and 24
- show cut-out images obscuring part of the illustrations
- ensure all the illustrations feel related (in content) to each other and specific to a set theme,
- have a mix of different scaled illustrations, featuring characters targeted towards the Discover and Explore age ranges
- identify FIRST® LEGO® League clearly in the first line of copy, which is followed by a descriptive, or an engaging and inspiring headline
- use the correct cut-out photography style for the FIRST® LEGO® League division
- use a horizontal white box across the bottom of the cover to hold secondary information and the FIRST® LEGO® League and sponsors' logos

Certificate



Web banners



Banner



Infographic



Social media graphics



Education Brand examples

FIRST® LEGO® League Challenge – theme level

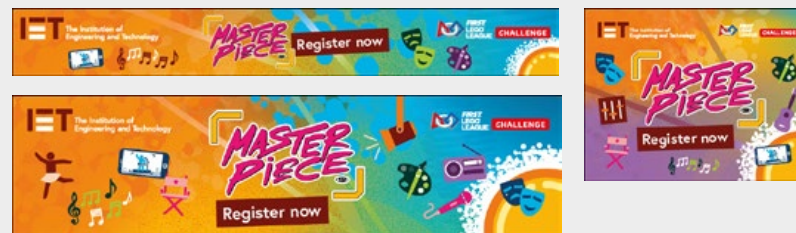
These are our principles that make up our FIRST® LEGO® League Challenge theme collateral, and examples of what they look like:

- follow the layout principles set out on pages 23 and 24
- show cut-out images obscuring part of the illustrations
- ensure all the illustrations feel related (in content) to each other and specific to a set theme
- have a mix of different scaled illustrations
- identify FIRST® LEGO® League clearly in the first line of copy, which is followed by a descriptive, or an engaging and inspiring headline
- use the correct cut-out photography style for the FIRST® LEGO® League division
- use a horizontal white box across the bottom of the cover to hold secondary information and the FIRST® LEGO® League and sponsors' logos

Selfie Frame



Web banners



Certificate



Banner



Invite



Infographic



Social media graphics





Applying our brand
FIRST[®] LEGO[®] League
Generic level

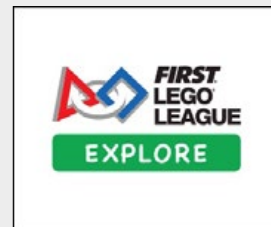
Education Brand examples

FIRST® LEGO® League Discover and Explore – generic promotion

These are our principles that make up our FIRST® LEGO® League Discover and Explore digital collateral, and examples of what our digital banners look like.

- digital text colour should always follow our Online digital text accessibility guide shown in our IET Brand Guidelines.
- ensures all the illustrations feel related (in content) to each other
- has a mix of different scaled illustrations
- has an engaging, inspiring headline that feels connected to the photography and illustration
- uses a portrait of primary level age child that is interacting with an illustration
- integrates the equals device within the illustration

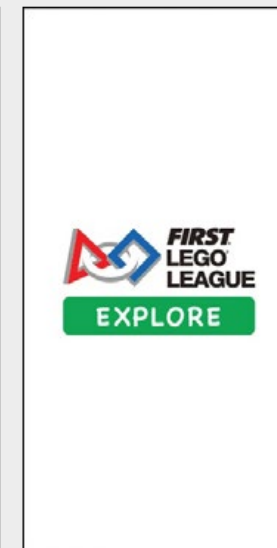
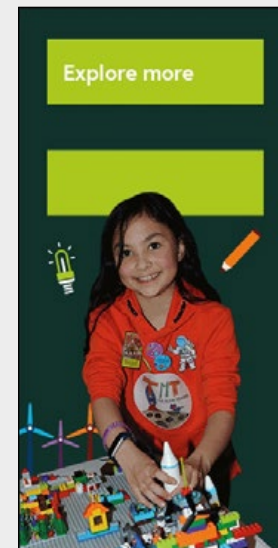
Animated 300x250 Banner



Animated 728x90 Banner



Animated 300x600 Banner



Education Brand examples

FIRST® LEGO® League Challenge – generic

These are our principles that make up our FIRST® LEGO® League Challenge digital collateral, and examples of what our digital banners look like.

- digital text colour should always follow our Online digital text accessibility guide shown in our IET Brand Guidelines.
- ensures all the illustrations feel related (in content) to each other
- has a mix of different scaled illustrations
- has an engaging, inspiring headline that feels connected to the photography and illustration
- uses a portrait of secondary level age child that is interacting with an illustration
- integrates the equals device within the illustration

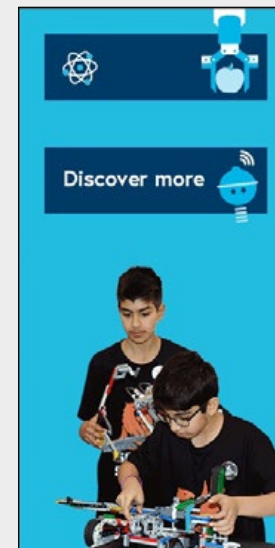
Animated 300x250 Banner



Animated 728x90 Banner



Animated 300x600 Banner





Who to contact for further help

If you have questions or queries regarding brand development, graphic design or photography, or brand processes please contact the Brand Creative team, ensuring your Education marketer is copied in.

We can also help with brand governance, creative strategy and messaging, copyright, trademarks products and services, or corporate marketing, and advertising.

Please email
brandenquiries@theiet.org

The Institution of Engineering and Technology
Futures Place
Kings Way
Stevenage
Hertfordshire
SG1 2UA
United Kingdom.



The Institution of
Engineering and Technology

Contact information

London, UK

T +44 (0)20 7344 8460

E faradaycentre@ietvenues.co.uk

Stevenage, UK

T +44 (0)1438 313311

E postmaster@theiet.org

Beijing, China*

T +86 10 6566 4687

E china@theiet.org

W theiet.org.cn

Hong Kong SAR

T +852 2521 2140

E infoAP@theiet.org

Bengaluru, India

T +91 80 4089 2222

E india@theiet.in

W theiet.in

New Jersey, USA

T +1 (732) 321 5575

E ietusa@theiet.org

W americas.theiet.org

@TheIET      

theiet.org

The Institution of Engineering and Technology is registered as a Charity in England and Wales (No. 211014) and Scotland (No. SC038698). The Institution of Engineering and Technology, Futures Place, Kings Way, Stevenage, Hertfordshire, SG1 2UA, United Kingdom.

*A subsidiary of IET Services Ltd.

