

First Descents Logo Guidelines:

Preferred Logo:



Other Logo:



Color Guidelines:

-BUG and First Descents can be the following colors:

- PMS 300
- White
- Utilized in negative space

-“Out Living It” tagline is able to be any color

Ex: Negative Space



Variation of Logo:

- The BUG can be utilized by itself
- Out Living It tagline can be utilized by itself
- The words ‘First Descents’ can never be alone, can only be utilized next to the BUG



BUG and First Descents together

Out Living It tagline separate

BUG is alone



OK