First Descents Logo Guidelines:

Preferred Logo:

[Image of Preferred Logo]

Other Logo:

[Image of 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