



FIRST Identity & Logo Usage

#00801A
0R 128G 26B
90C 30M 100Y 20K
Pantone 349C

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

#333936
51R 57G 54B
20C 80K
(overprint)
Pantone 432C



Complete Signature

The full signature should be used for public who do not yet know FIRST or when an improved presentation is necessary. The mission headline must be big enough to guarantee its reading. Therefore, minimum dimensions should be respected:

Digital media: 214px X 123px

Print: 40mm x 23mm

Signature simplified for reductions

This version should be used when the logo has to be sized below minimum dimensions required for the complete signature, or the signature is repeated in the same medium (for example if repeated in a document header or footer). The mission should not be used if its reading may be compromised.

Small logo (typographic brand)

Should be used when highlight and readability are required in small dimensions. Like when the brand is applied together with a line of text, in contexts such as navigation headers or footers. This version should be used in one single color.



FIRST



FIRST



FIRST