

NEWS OF OUR CLIENTS



5301 N. Commerce Ave Suite C
Moorpark, California 93021

Tel 805 529 3700
Fax 805 529 3701

Contact: Jonina Costello / jcostello@full-throttlecom.com
Jason Bear / jbear@full-throttlecom.com
Phone: (805) 529-3700

BUCK WEAR™ INTRODUCES NEW LOGO A Bold New Look for the Future

Buck Wear™, the leader in lifestyle apparel for the avid outdoorsman has unveiled its new logo. Since 1992 Buck Wear has strived to bring the best and boldest designs and apparel to the marketplace for its customers. In continuing this tradition the company is excited to introduce the new Buck Wear logo!

The logo incorporates the tough and majestic antlers of the whitetail deer and the attitude of the Buck Wear brand. "We've taken the well-known Buck Wear name and combined it with an inspiring and prominent BW identifier, blending those letters into the logo design," said Buck Wear President David Trapp. "The new logo exudes strength, independence and freedom just like its namesake, the whitetail deer," he added.

The new mark not only uniquely identifies the Buck Wear brand, but also lends itself to fantastic new designing for a range of items and artistic approaches.

Help your customers show their passion and enthusiasm for the outdoors and the Buck Wear brand.

Same great quality, bold new look!

Buck Wear's clothing line is available through top hunting, fishing and outdoor sports retailers across the United States and online at www.buckwear.com.

About Buck Wear

Creating original & unique art is our passion. From our first day in business, our goal has been to create original artwork that speaks to the lifestyle of avid hunters and fishermen. We accomplish this goal by using a variety of approaches in our designs, high end realistic art, funny one- liners, or a little bit of attitude. For more information about Buck Wear™, visit www.buckwear.com.

Keep up with the latest Buck Wear designs and company news on



Editor's Note: For hi-res images and releases, please visit our online Press Room at www.full-throttlecommunications.com.