

**UNANIMOUS**

**Branding Development | Concept Updates V2**

H&H Bearcats

5/9/25

# DESIGN GOALS & DIRECTION

The H&H Bearcats need to look like winners. This rebrand should create lasting institutional memory — capturing the feeling that this is how the H&H Bearcats are meant to look. We must honor the past, live boldly in the present, and build excitement for the future, providing both stability and pride for our communities.

**This needs to be OUR Bearcat.**

Aggressive

Pride

Bold

Professional

Classic

Recognizable

Exciting

Sharp

Fierce

Simple

Impressive

Strong

Masculine

Timeless

New

Unity

# COLOR PALETTE

**PRIMARY  
BLACK**

**CMYK**  
100 / 61 / 32 / 96

**RGB**  
0 / 0 / 11

**HEX**  
#00000B

**PANTONE**  
BLACK 6 C

**PRIMARY  
SILVER**

**CMYK**  
50 / 34 / 27 / 11

**RGB**  
124 / 138 / 152

**HEX**  
#7C8A98

**PANTONE**  
8180 C (SPECIAL METALLIC)  
430 C (STANDARD)

**ACCENT  
SILVER**

**CMYK**  
14 / 8 / 4 / 0

**RGB**  
216 / 222 / 232

**HEX**  
#D8DEE8

**PANTONE**  
427 C

**ACCENT  
RED**

**CMYK**  
0 / 85 / 95 / 12

**RGB**  
214 / 70 / 36

**HEX**  
#D64624

**PANTONE**  
7597 C

**CONCEPT**

**1**

**THE BEARCAT**

**MASCOT**





**PRIMARY STACKED LOCKUP**

**H&H**  
**BEARCATS**



**H&H**  
**BEARCATS**

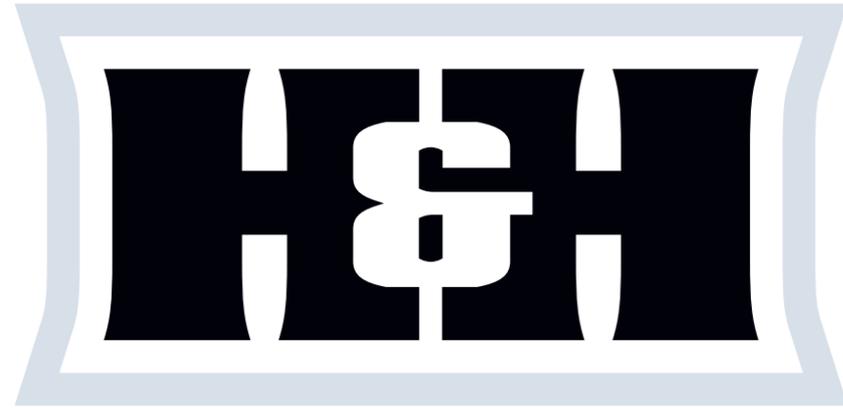


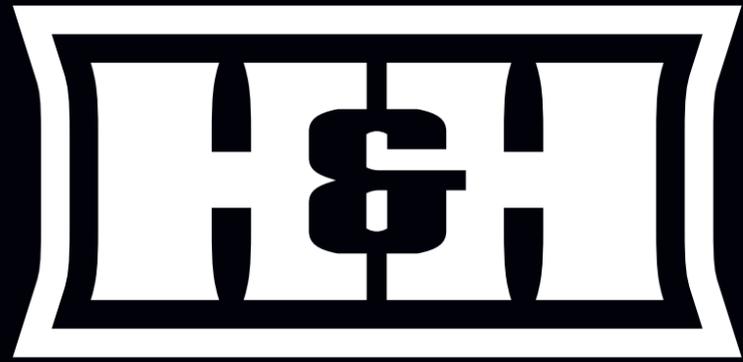
**HORIZONTAL LOCKUP**





**ALTERNATE MARKS**















**CONCEPT**

**2**

**BEAR + CAT**

**MASCOT**





**PRIMARY STACKED LOCKUP**

**H&H**  
**BEARCATS**



**H&H**  
**BEARCATS**

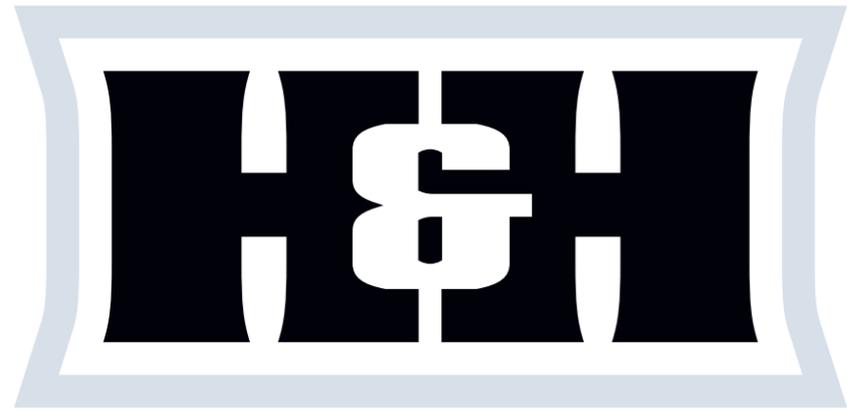


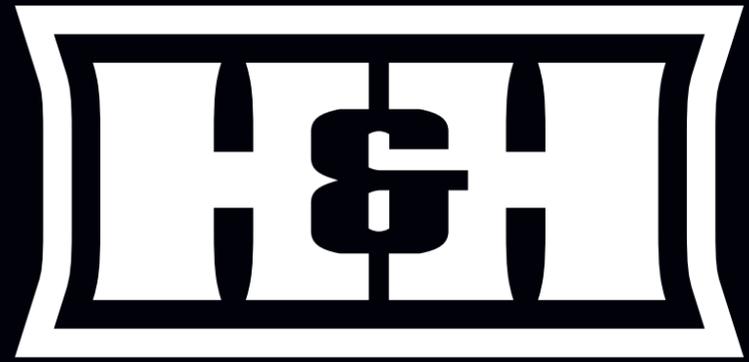
**HORIZONTAL LOCKUP**





**ALTERNATE MARKS**















**CONCEPT 1**

**MASCOT**



**CONCEPT 2**

**MASCOT**



**CONCEPT 1**

**PRIMARY LOCKUP**

**H&H**  
**BEARCATS**



**CONCEPT 2**

**PRIMARY LOCKUP**

**H&H**  
**BEARCATS**



