

# HOWARD **BISON**

## NEW VISUAL IDENTITY GUIDE

### THE LOGOS



PARTIAL PRIMARY



PRIMARY LOGO



PARTIAL PRIMARY



SECONDARY WORD MARK  
-TEAM SPECIFIC-



SECONDARY LOGO



PARTIAL SECONDARY

### PRIMARY COLORS

BISON BLUE  
PMS 2965

BISON PEWTER BLUE  
PMS 2165

BISON RED  
PMS 186

FONT

HOWARD SPECIFIC VERSION OF HAYMAKER