



DEPARTMENT OF INTERCOLLEGIATE ATHLETICS

IDENTITY GUIDE



THE BISON ATHLETIC LOGO

The Howard University's Charging Bison logo is the official mark for the University's athletic programs. It was developed to symbolize the strength and athleticism of the Howard University mascot, the Bison. It is used on materials promoting Howard University athletic events and recruitment.

The logo must be printed in its entirety on all occasions.

USAGE

To create a strong, unified presence in the public, it is imperative to avoid improper uses of the logo. No attempt should be made to reproduce the logo, other than from the artwork which is readily available in either camera-ready or vector form from the Office of University Communications, Department of Intercollegiate Athletics. The stylized elements of the logo, the colors of blue and red, as well as the typography, are integral to the logo. These elements may not be modified.

Do not alter the logo in any way, which includes:

- Do not stretch, compress the logo or allow the logo to become distorted due to improper scaling.
- Do not transpose the approved color scheme.
- Do not display the logo on a background that provides inadequate contrast or is overly busy.
- Do not use the logo within a box or frame.
- Do not use an alternate or substitute typeface.
- Do not display the logo at an angle.



ARTWORK GUIDE

In this guide you will find all of the approved artwork, color variations and text structures available as approved by the Office of Auxiliary Services, the Office of University Communications and Department of Athletics, who serves as the designated approvers for the Howard University Department of Athletics for apparel and equipment.

The following artwork renditions are the only approved designs that can be used unless approved by the Office of University Communications, Auxiliary Services, the Associate Athletic Director for Administration or the Equipment Coordinator.

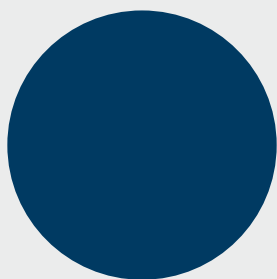


COLOR PALLETE

Howard University's identity system is also unified by a consistent color standard. This color standard applies to all icons of the identity system.

The color palette is divided into two categories, primary and secondary. The primary palette should be dominant in all visual communications. The secondary palette provides flexibility to the system and allows a broader range of expression.

Consistent usage will enhance the visual presentation of the brand across all expressions.



PRIMARY COLOR

PMS 2965

CMYK: 100/38/0/65

RGB: 0/58/99

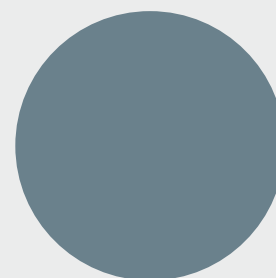


SECONDARY COLOR

PMS 186

CMYK: 0/100/81/4

RGB: 227/24/55



SECONDARY COLOR

PMS 2165

CMYK: 21/0/0/55

RGB: 107/129/141

Proper Proportions: In all applications using the University colors, blue should always be dominant. The color red should be no more than 30 percent of the color scheme.

One-Color Options: When printing in one color, the icon may only be all black, all white reversed out or all PMS 2965.

Four-Color Options: When printing in four color, the official Pantone Matching System (PMS) colors should be replaced with the four-color process builds.

Special Techniques: The use of blue, silver, and gold metallic inks, embossing, debossing, use of foil, etc. may be allowed; each case will be judged individually. Please contact the Graphics and Printing Department at (202) 806-1200 for consultation.

The swatch colors shown on this page and throughout these guidelines are samples only and not intended to match the PANTONE color standards. Refer to the current edition of the PANTONE Color Formula Guide. PANTONE® is a registered trademark of Pantone, Inc. PMS refers to Pantone Matching System.

TYPOGRAPHY

FONTS

Two typefaces have been selected for use in the design vocabulary, Haymaker and Eau Sans. These typefaces complement each other and may be used together in application.

These typefaces are preferred for professionally produced print or digital products.

To obtain the University fonts, please contact the Office of University Communications at ouc@howard.edu.

HAYMAKER

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,:;!?

Eau Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;!?

Eau Sans Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;!?

Eau Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;!?

Eau Sans Bold Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;!?



DEPARTMENT OF INTERCOLLEGIATE ATHLETICS

Howard University's Leaping Bison Type logo is the official mark for the University's athletics programs. It was developed to symbolize the strength and athleticism of the Howard University mascot, the Bison. It is used on materials promoting Howard University athletic events and recruitment.

PRIMARY LOGO

HOWARD BISON LEAPING TYPE



FULL COLOR



BLACK



OUTLINED

OFFICIAL USES

- For the primary use of the Department of Intercollegiate Athletics for athletic uniforms, signage, marketing, communications, licensing, positioning, promotional and capital campaign efforts and paraphernalia, the Leaping Bison Type logo will be used as the official and primary identifier for the Department of Intercollegiate Athletics.
- The Bison Leaping Type Logo is for the secondary use for the Division of Student Affairs and the Department of Alumni Relations.

IMPROPER USAGE

The Bison Leaping Type Logo should not be modified, altered or corrupted in any manner.

SECONDARY LOGO

HOWARD BISON FACE TYPE



FULL COLOR



BLACK



OUTLINED

OFFICIAL USES

- For the secondary use of the Department of Intercollegiate Athletics for athletic uniforms, signage, marketing, communications, licensing, positioning, promotional and capital campaign efforts and paraphernalia, the Howard Bison Face Type logo will be used as the official and secondary identifier for the Department of Intercollegiate Athletics.
- The Bison Face Type logo is for the secondary use for the Division of Student Affairs and the Department of Alumni Relations.

IMPROPER USAGE

The Bison Face Type Logo should not be modified, altered or corrupted in any manner.

WORDMARK

HOWARD BISON TYPE



FULL COLOR



BLACK



REVERSE

OFFICIAL USES

For the use of the Department of Intercollegiate Athletics for athletic uniforms, signage, marketing, communications, licensing, positioning, promotional and capital campaign efforts and paraphernalia, the Howard Type wordmark will be used as an identifier for the Department of Intercollegiate Athletics.

IMPROPER USAGE

The Bison Type Logo should not be modified, altered or corrupted in any manner.

PRIMARY LOGO

HOWARD BISON LEAPING



FULL COLOR



BLACK



OUTLINE FULL COLOR



OUTLINE BLACK

OFFICIAL USES

For the primary use of the Department of Intercollegiate Athletics for athletic uniforms, signage, marketing, communications, licensing, positioning, promotional and capital campaign efforts and paraphernalia, the Howard Bison Leaping logo will be used as an identifier for the Department of Intercollegiate Athletics.

IMPROPER USAGE

The Howard Bison Leaping logo should not be modified, altered or corrupted in any manner.

This logo can only be used when the Howard Type logo appears someone else on a design.

SECONDARY LOGO

HOWARD BISON FACE



FULL COLOR



BLACK



OUTLINE FULL COLOR



OUTLINE BLACK

OFFICIAL USES

For the primary use of the Department of Intercollegiate Athletics for athletic uniforms, signage, marketing, communications, licensing, positioning, promotional and capital campaign efforts and paraphernalia, the Howard Bison Face logo will be used as the official identifier for the Department of Intercollegiate Athletics.

IMPROPER USAGE

The Howard Bison Face logo should not be modified, altered or corrupted in any manner.

This logo can only be used when the Howard Type logo appears someone else on a design.

Not permitted on as Full Front logo on a t-shirt.

TRADEMARK AND LICENSING

A trademark is defined by the United States Patent and Trademark Office as “a word or phrase, symbol or design, or a combination of words, phrases, symbols or designs, that identifies and distinguishes the source of the goods of one party from those of others.” It is protected by law against improper use by persons or entities other than the owner of the trademark.

The Howard University Office of Auxiliary Enterprises administers the University’s trademark licensing program and, through carefully established procedures, grants licenses to qualified manufacturers and vendors. This office also provides guidance on the permissible use of the University’s marks.

The appropriate use and protection of Howard’s marks help preserve the integrity of the University and the respect it enjoys throughout the global community.

Howard University owns its name and all of its trademarks and service marks (“marks”). Service marks are similar to trademarks except that they identify and distinguish the sources of services, rather than goods. The terms “trademarks” and “marks” as used in this document refer to both trademarks and service marks. The University’s marks include its Clock Tower logo, Seal, HU, Official Wordmark, Howard Bison and any word, phrase, symbol, or design associated with Howard and to which Howard has acquired exclusive rights under trademark law. These marks distinguish products and services of Howard from those of other institutions or entities. Howard aggressively protects and enhances its reputation by requiring that its marks appear only on appropriate materials or quality products.

Anyone, other than the University, producing, selling, or distributing products bearing any Howard University marks must obtain and remain compliant with a license from the University. For more information regarding the Howard University trademark licensing program, visit <http://auxiliary.howard.edu>.

Commercial Use of Namemarks

Namemarks are graphic representations of Howard University's name and "HU" and "Howard" and are University trademarks. They deviate from the University's official wordmark to allow more variety for use on retail and gift items. Namemarks are used for this purpose only and may not be used on publications or official University correspondence. The Trademark License Agreement requires that the licensees submit all proposed uses of the logos and namemarks to the Office of Auxiliary Enterprises. Any proposed use of the logos or namemarks for retail and giftware must carry approval from the Office of Auxiliary Enterprises.

Proper Usage of Namemarks

The namemarks must consistently be used in upper case or title case fonts.

Images must not be superimposed over the namemarks.

The namemark must not be incorporated in a design or used in association with the name of a business, logo, advertising services, entertainers or a product in any way that could imply an endorsement.

Namemarks should not be incorporated with trademarks not owned by Howard University without written permission for such use from the trademark holder.

Namemarks may not be used in association with alcoholic beverages, tobacco and smoking products, sexually oriented goods, lotteries, or items considered by the University to be in poor taste or that may impugn another entity.

Namemarks are not to be used in any manner that will discriminate on the basis of age, color, disability, marital status, national or ethnic origin, religion, gender, sexual orientation, political affiliation or any other basis prohibited by federal or District of Columbia law.

Use of Howard University Trademarks

The Howard University Office of Auxiliary Enterprises provides licenses, University marks and guidance to the University community and licensees with regard to the permissible uses of and restrictions on the University's name and trademarks.

Howard University monitors use of its trademarks to ensure that all products and services bearing the University's name and logos are licensed and of high quality and reflect positively upon the University.

Marks are protected under federal and local laws. Federal registration provides protections against trademark infringement, which is the unauthorized use of a trademark or the use of

a trademark so similar to that of another as to cause the likelihood of confusion to the public as to the source or affiliation of the product or service. Protection under federal trademark law requires the owner of a mark to be diligent in monitoring the use of the mark and enforcing its rights.

The University's trademarks are not to be used in association with any other person or entity; the service or product of another person or entity; or the name, logo, or mark of another person or entity in any way that could imply an endorsement.

Howard University marks may not appear on communications materials, products or Web sites of other institutions or entities without approval by the Office of University Communications. Conversely, marks or logos of non-university entities are generally not permitted on Howard University products, printed materials or Web sites.

The use of trademarks of other entities for certain promotional material or in conjunction with Howard University marks requires written permission from the Office of University Communications and the owners of the trademarks to be used.

Who are Trademark Licensees?

A trademark licensee is a company that has entered into a trademark license agreement with Howard University to use the designated University marks on products specified in the license agreement.

Terms of the Trademark License Agreement

The trademark license agreement governs the rights granted by the University to the licensee, the limitations to those rights, and the obligations of the licensee. The following are some of the general terms of the standard agreement.

Royalty Payments and Rate

In exchange for permission to use University marks, the licensee agrees to pay the University royalties, usually a set percentage of the net sales for the products manufactured and sold bearing the University marks.

Payment of a royalty advance is usually required at the time the license agreement is executed. The royalty advance is a one-time, non-refundable payment that serves as a credit against future royalties owed to the University.

Life of the Agreement

The University's standard trademark license agreement is valid for a minimum term of one year or a maximum term of two years. The longer agreement is generally granted to licensees with a record of exemplary contract compliance.

Use of Trademark and Design Approval

The trademark license agreement requires that the licensee submit all proposed uses of the trademarks to the University for approval prior to such use. An exhibit of each licensee's agreement lists the products on which the trademarks will be used. Any additions or other modifications to this list must be requested in writing and approved by the University. Additionally, all designs using the University's marks must be submitted to the Office of Auxiliary Enterprises for approval prior to production.

The use and design approval requirements are intended to protect the integrity of the marks and the reputation of the University.

Commercial Use of the Howard University Logo and Namemarks

Use of the University Logo and Namemarks for apparel and giftware are permitted to display variation in font styles and color.

The Trademark License Agreement requires that the licensees submit all proposed uses of the logos and word marks to the Office of Auxiliary Enterprises. Any proposed use of the logos or namemarks for retail and giftware must carry approval from the Office of Auxiliary Enterprises.

Insurance

All license agreements require the licensee to provide a current certificate of insurance that names the University as an additional insured. The insurance limits and responsibilities are set forth in the trademark license agreement.

Monitoring the Trademark License Program

The Office of Trademark Licensing and Vending reserves the right to audit the licensee's records to monitor the sales and royalties. This may be done by an independent auditing service.

The Office of Auxiliary Enterprises acts as the legal advisor to the licensing program. This office provides assistance with contracting, compliance, enforcement and litigation as necessary to protect University marks.

SCREEN PRINTING

ARTWORK TYPES:

1. 3" SCREEN PRINT
(CHEST/SLEEVE)
MIN. 12 PIECES

2. 9" SCREEN PRINT
(FULL FRONT TOP)
MIN. 12 PIECES

3. 3" EMBROIDERY

DIRECTIONS

1. PICK LOGO
A-Q

2. PICK SPORT (+ SPORT)

3. SELECT ART TYPE
- 3" SCREEN (CHEST/SLEEVE)
- 9" SCREEN (FULL FRONT)
- 3" EMBROIDERY

SCREEN PRINTING OPTIONS



G (#) + SWIM/DIVE



D (#) + SWIM/DIVE

SWIMMING & DIVING



A (#) + SWIM/DIVE

SWIMMING & DIVING

SCREEN PRINTING OPTIONS



PERMITTED WORDMARKS

ATHLETICS
FOOTBALL
BASKETBALL
SOCCER
VOLLEYBALL
TENNIS
CROSS COUNTRY
TRACK & FIELD

SWIMMING & DIVING
LACROSSE
SOFTBALL
BOWLING
SPORTS MEDICINE
SPORTS PERFORMANCE
STRENGTH & CONDITIONING
EQUIPMENT

SCREEN PRINTING OPTIONS



A



B



C



D



E



F



G



H



I

SCREEN PRINTING OPTIONS



J



K



L



M



N



O



P



Q

SCREEN PRINTING OPTIONS

R + COLOR



BISON



BISON



BISON



BISON

SCREEN PRINTING OPTIONS

S + COLOR

HOWARD

HOWARD

HOWARD

HOWARD

SCREEN PRINTING OPTIONS

T + COLOR

HOWARD

HOWARD

HOWARD

HOWARD

