



U N A N I M O U S

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

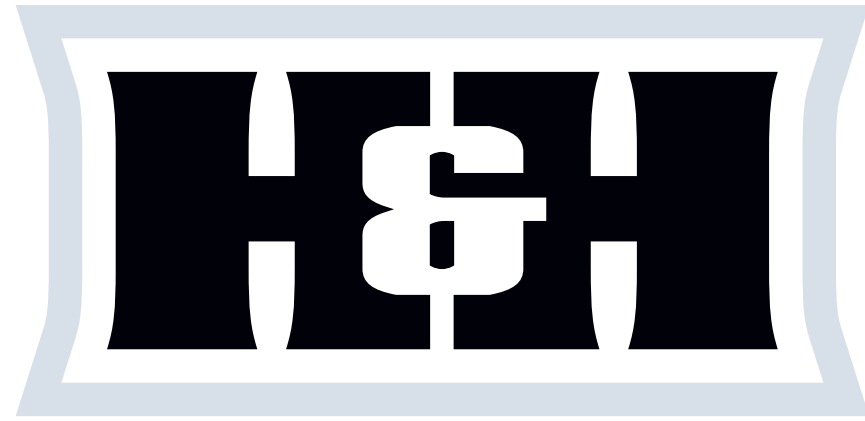


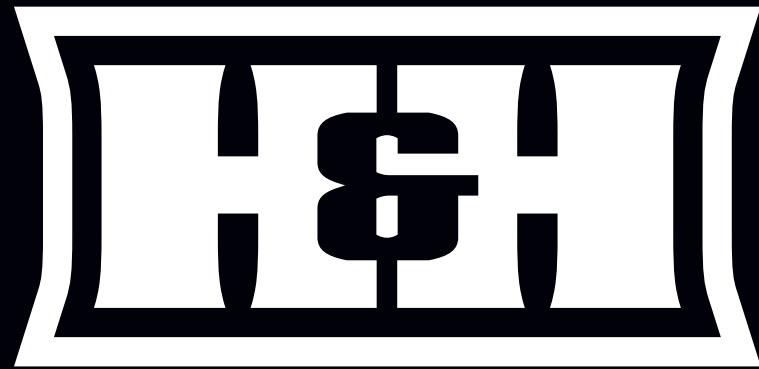
HORIZONTAL LOCKUP





ALTERNATE MARKS















CONCEPT

2

BEAR + CAT

MASCOT





PRIMARY STACKED LOCKUP



H&H
BEARCATS

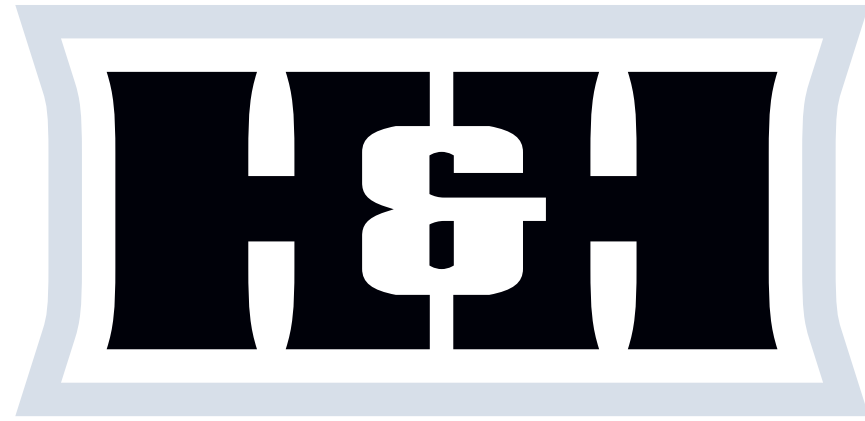


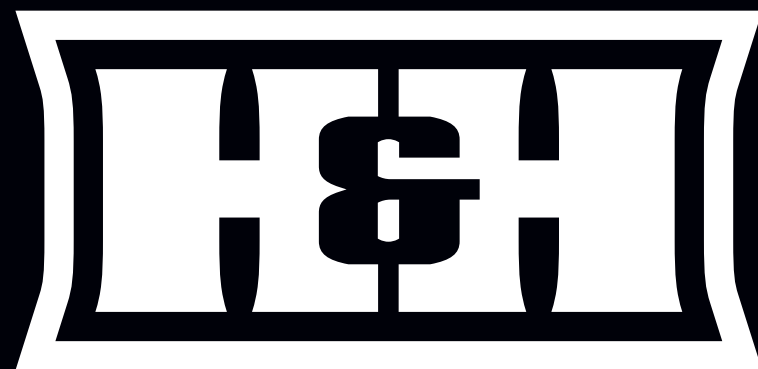
HORIZONTAL LOCKUP





ALTERNATE MARKS















CONCEPT 1

MASCOT



CONCEPT 2

MASCOT



CONCEPT 1

PRIMARY LOCKUP



CONCEPT 2

PRIMARY LOCKUP



