HOLMES
ATHLETICS

BRANDING & STYLE GUIDE

SEPTEMBER 2025

APPROVED FOR: **ATHLETIC USE**

LOGOS AND ELEMENTS

Holmes' athletics has undergone a significant branding transformation in recent years. Our custom typeface, more simplified design and bolder use of color only needed one element to complete the new look, an updated, custom bulldog mascot.

After polling coaches and players, we discovered that they wanted a meaner looking, forward facing bulldog.

We custom illustrated a bulldog that fit their demands, while matching the angular type face and previous updates to our athletic brand. Beginning in September of 2025, Holmes will exclusively utilize the new artwork; retiring our previous bulldog logo.

RETIRED LOGO
Do not use after August 2025

NEW PRIMARY LOGO

FOUR-COLOR: PERFERRED CHOICE WHEN APPLICABLE.
For use on all colored backgrounds

ONE-COLOR REVERSED: *For use on dark colored backgrounds*

ONE-COLOR: *For use on light-colored backgrounds*

EXISTING SECONDARY MARKS
Will remain

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TYPEFACE SPECIMENS & COLORS

Holmes' athletics utilizes a proprietary, custom drawn typeface named Holmes Dogs New. The electronic font file may be obtained from the Holmes CC Department of Marketing and Recruiting.

Dogs Font New appears to have no lowercase, however, the lowercase letters do not have serifs on the top left. Please only use the serifed characters for the first letter of a word.

Secondarily, we also use Mission Gothic, usually in a black, italicized weight, It is advised to use all uppercase when possible.

PRIMARY COLORS

Spot: *Pantone 201*
Process: *C: 24%, M: 99%, Y: 78%, K: 18%*
Web: *Hex: #a32136*
Screen: *RGB: R:163, G:33, B:54*

Spot: *Black*
Process: *C: 60%, M: 40%, Y: 40%, K: 100%*
Web: *Hex: #000000*
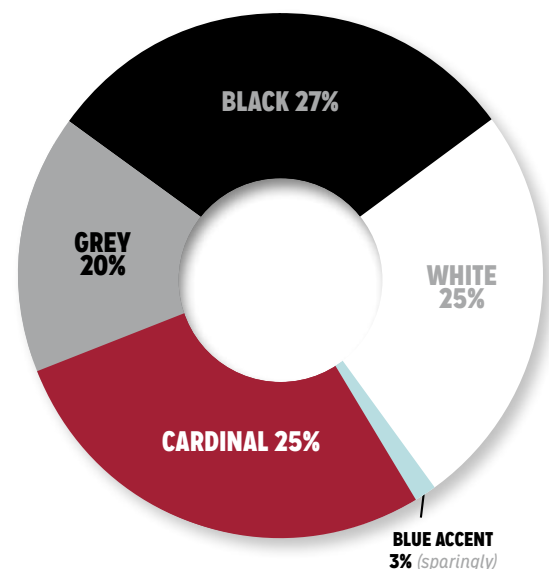**Screen:** *RGB: R:0, G:0, B:0*

SECONDARY COLORS

Spot: *Pantone Cool Gray 6*
Process: *C: 16%, M: 11%, Y: 11%, K: 27%*
Web: *Hex: #a7a8aa*
Screen: *RGB: R:168, G:168, B:170*

Spot: *Pantone 628*
Process: *C: 20%, M: 0%, Y: 7%, K: 0%*
Web: *Hex: #B8DDE1*
Screen: *RGB: R:184, G:221, B:225*

COLOR DISTRIBUTION

BLACK 27%

WHITE 25%

GREY 20%

CARDINAL 25%

BLUE ACCENT 3% *(sparingly)*

HOLMES BULLDOGS

ABCDEFGHIJKLMONPQRSTUVWXYZ
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HOLMES BULLDOGS

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SUGGESTED ATHLETIC LOGO USE

HOLMES

ATHLETICS