



BRAND GUIDELINES

HAMILTON TIGER-CATS

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Brand Colours



GOLD

SPOT **1235**
CMYK **0/32/95/0**
RGB **252/181/37**
HEX **#FCB525**



RED

SPOT **1807**
CMYK **24/91/78/16**
RGB **168/53/58**
HEX **#A8353A**



BLACK

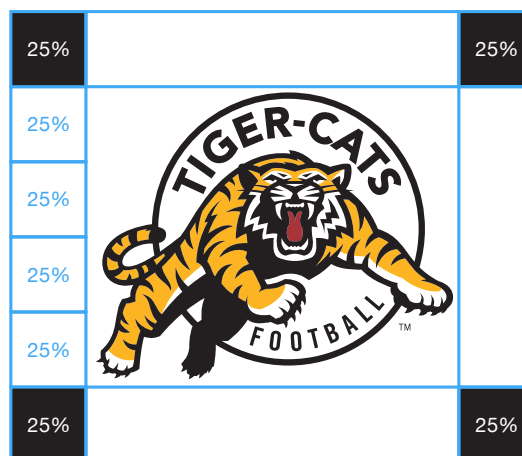
SPOT **PROCESS BLACK**
CMYK **0/0/0/100**
RGB **35/31/32**
HEX **#231F20**



Primary Logo

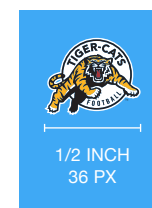


The Tiger-Cats Circle is the primary visual identifier of the Hamilton Tiger-Cats. The logo includes a white outline which ensures the definition of the logo on dark backgrounds. CMYK, RGB, Pantone, one-color, and grayscale variations are available.



Clearspace

The Tiger-Cats Circle should be surrounded by a field of clearspace to isolate it from competing graphic elements and ensure its visibility and impact. The clearspace minimum is equal to 25% of the height of the Tiger-Cats Circle.



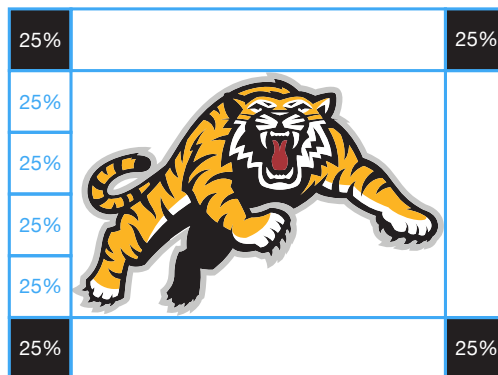
Minimum Size

The Tiger-Cats Circle can appear in a variety of sizes to accommodate a range of applications, but it should not be sized so small that it becomes illegible. It should not be reproduced such that the width of the Tiger-Cats Circle is less than 1/2 inch or 36 pixels digitally.

Secondary Logo

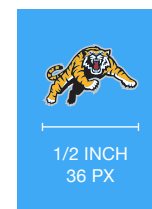


The Leaping Tiger is the secondary visual identifier of the Hamilton Tiger-Cats. The logo includes a grey outline which ensures the definition of the logo on dark backgrounds. CMYK, RGB, Pantone, one-color, and grayscale variations are available.



Clearspace

The Leaping Tiger should be surrounded by a field of clearspace to isolate it from competing graphic elements and ensure its visibility and impact. The clearspace minimum is equal to 25% of the height of the Leaping Tiger.



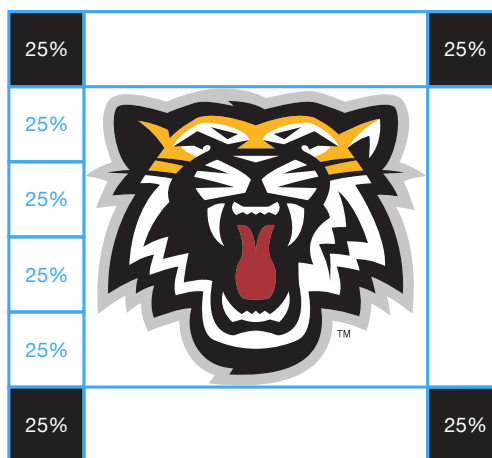
Minimum Size

The Leaping Tiger can appear in a variety of sizes to accommodate a range of applications, but it should not be sized so small that it becomes illegible. It should not be reproduced such that the width of the Leaping Tiger is less than 1/2 inch or 36 pixels digitally.

Tertiary Logo

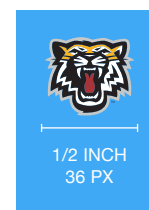


The Tiger-Cats Head is the tertiary visual identifier of the Hamilton Tiger-Cats. The logo includes a grey outline which ensures the definition of the logo on dark backgrounds. CMYK, RGB, Pantone, one-color, and grayscale variations are available.



Clearspace

The Tiger-Cats Head should be surrounded by a field of clearspace to isolate it from competing graphic elements and ensure its visibility and impact. The clearspace minimum is equal to 25% of the height of the Tiger-Cats Head.



Minimum Size

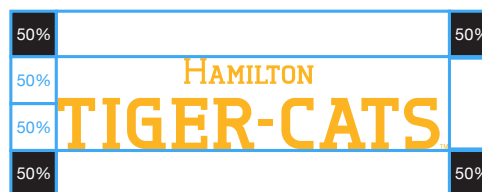
The Tiger-Cats Head can appear in a variety of sizes to accommodate a range of applications, but it should not be sized so small that it becomes illegible. It should not be reproduced such that the width of the Tiger-Cats Head is less than 1/2 inch or 36 pixels digitally.

Wordmark

HAMILTON
TIGER-CATS™

HAMILTON
TIGER-CATS™

Hamilton Tiger-Cats is the wordmark of the Hamilton Tiger-Cats and is designed to compliment the primary logo and secondary logo. CMYK, RGB, Pantone, one-color, and grayscale variations are available.



Clearspace

Hamilton Tiger-Cats should be surrounded by a field of clearspace to isolate it from competing graphic elements and ensure its visibility and impact. The clearspace minimum is equal to 50% of the height of the wordmark.



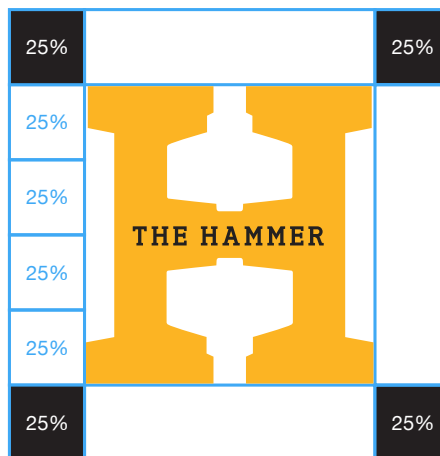
Minimum Size

Hamilton Tiger-Cats can appear in a variety of sizes to accommodate a range of applications, but it should not be sized so small that it becomes illegible. It should not be reproduced such that the width of the logotype is less than 1 inch or 72 pixels digitally.

Alternate Logo



The Hammer H is the alternate visual identifier of the Hamilton Tiger-Cats. CMYK, RGB, Pantone, one-color, and grayscale variations are available.



Clearspace

The Hammer H should be surrounded by a field of clearspace to isolate it from competing graphic elements and ensure its visibility and impact. The clearspace minimum is equal to 25% of the height of the Hammer H.



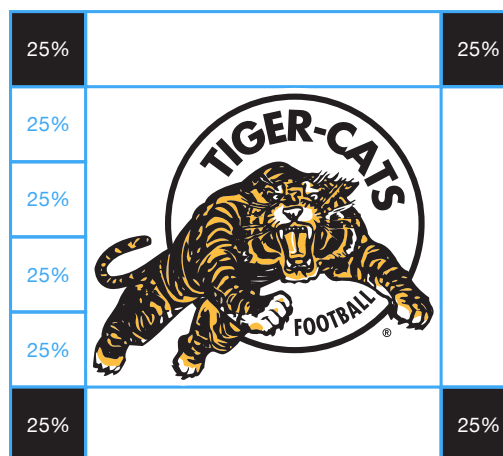
Minimum Size

The Hammer H can appear in a variety of sizes to accommodate a range of applications, but it should not be sized so small that it becomes illegible. It should not be reproduced such that the width of the Hammer H is less than 1/2 inch or 36 pixels digitally.

Primary Logo (Vintage)



The Vintage Tiger-Cats Circle is the primary historical visual identifier of the Hamilton Tiger-Cats. To preserve brand clarity and consistency, vintage logos are designated for use in heritage and archival contexts only. The logo includes a white outline which ensures the definition of the logo on dark backgrounds. CMYK, RGB, Pantone, one-color, and grayscale variations are available.



Clearspace

The Vintage Tiger-Cats Circle should be surrounded by a field of clearspace to isolate it from competing graphic elements and ensure its visibility and impact. The clearspace minimum is equal to 25% of the height of the Vintage Tiger-Cats Circle.



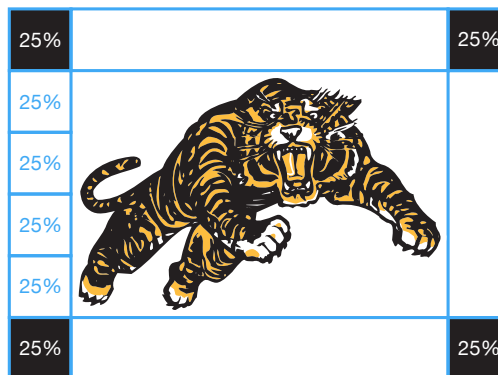
Minimum Size

The Vintage Tiger-Cats Circle can appear in a variety of sizes to accommodate a range of applications, but it should not be sized so small that it becomes illegible. It should not be reproduced such that the width of the Vintage Tiger-Cats Circle is less than 1/2 inch or 36 pixels digitally.

Secondary Logo (Vintage)

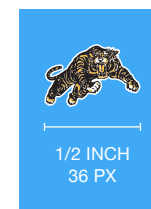


The Vintage Leaping Tiger is the secondary historical visual identifier of the Hamilton Tiger-Cats. To preserve brand clarity and consistency, vintage logos are designated for use in heritage and archival contexts only. The logo includes a white outline which ensures the definition of the logo on dark backgrounds. CMYK, RGB, Pantone, one-color, and grayscale variations are available.



Clearspace

The Vintage Leaping Tiger should be surrounded by a field of clearspace to isolate it from competing graphic elements and ensure its visibility and impact. The clearspace minimum is equal to 25% of the height of the Vintage Leaping Tiger.



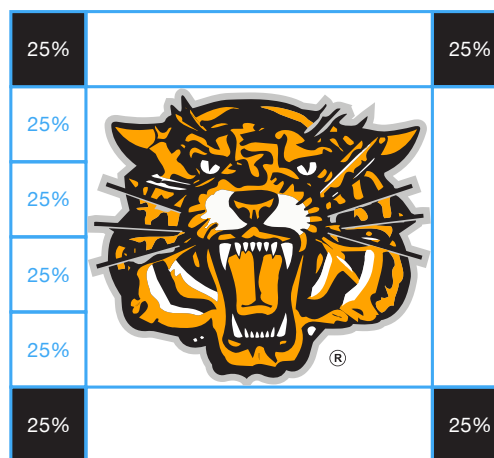
Minimum Size

The Vintage Leaping Tiger can appear in a variety of sizes to accommodate a range of applications, but it should not be sized so small that it becomes illegible. It should not be reproduced such that the width of the Vintage Leaping Tiger is less than 1/2 inch or 36 pixels digitally.

Tertiary Logo (Vintage)

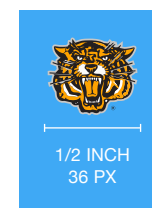


The Vintage Tiger-Cats Head is the tertiary historical visual identifier of the Hamilton Tiger-Cats. To preserve brand clarity and consistency, vintage logos are designated for use in heritage and archival contexts only. The logo includes a grey outline which ensures the definition of the logo on dark backgrounds. CMYK, RGB, Pantone, one-color, and grayscale variations are available.



Clearspace

The Vintage Tiger-Cats Head should be surrounded by a field of clearspace to isolate it from competing graphic elements and ensure its visibility and impact. The clearspace minimum is equal to 25% of the height of the Vintage Tiger-Cats Head.



Minimum Size

The Vintage Tiger-Cats Head can appear in a variety of sizes to accommodate a range of applications, but it should not be sized so small that it becomes illegible. It should not be reproduced such that the width of the Vintage Tiger-Cats Head is less than 1/2 inch or 36 pixels digitally.

Incorrect Usage



Angle

Do not alter the angle of a Tiger-Cats logo.



Background

Do not place on areas of colour with high contrast.



Colour

Do not alter the colour of a Tiger-Cat logo.



Cropping

Do not crop a Tiger-Cat logo.



Effects

Do not add special effects to a Tiger-Cats logo.



Flipping

Do not alter the direction of a Tiger-Cats logo.



Outline

Do not add additional outlines to a Tiger-Cats logo.



Warping

Do not alter the proportions of a Tiger-Cats logo.

Monotone Usage



Light

When using a monotone Tiger-Cats logo on a high contrast light background, do not invert the colours.

Dark

When using a monotone Tiger-Cats logo on a high contrast dark background, do not invert the colours.



Imagery

When using a monotone Tiger-Cats logo on a high contrast imagery, do not invert the colours and never remove elements to make the logo see through.

Background Control

The full-color Tiger-Cats logos can appear against a variety of backgrounds. When an application calls for a solid background, one of the colors from the Tiger-Cats color palette is preferred. The full-color Tiger-Cats logos can appear against a highly detailed area providing it is dense enough visually to provide adequate contrast.



Tiger-Cats logo on a highly detailed photograph with adequate contrast.



Tiger-Cats logo on a photograph with minimal details.



Do not place a Tiger-Cats logo on a photograph with areas of colour with high contrast. This diminishes the visibility and detail of the Tiger-Cats logo.



Do not place the full-colour Tiger-Cats logo on a photograph with areas of detail that can diminish the visibility and detail of the Tiger-Cats logo.

Partner Lockup

Partner



Presented by the
Hamilton Tiger-Cats



When a partner is paired with the primary Tiger-Cats logo, it can be separated by a vertical line.

When a partner has the “Presented By” designation, the copy “Presented By the Hamilton Tiger-Cats” can be located to the left or right of the primary Hamilton Tiger-Cats logo.

Partner

Official Partner of the
Hamilton Tiger-Cats



When a partner has the “Official Partner” designation, the copy “Official Partner of the Hamilton Tiger-Cats” can be located to the left or right of the primary Hamilton Tiger-Cats logo.

Brand Extension

Hamilton Tiger-Cats events or initiative logos will feature a partner's mark along with a Tiger-Cats logo. The Hamilton Tiger-Cats will determine the size and placement of the partner's mark. Hamilton Tiger-Cats program logos are created internally and will be routed to the participating partner for approval. Following the partner's initial approval the Hamilton Tiger-Cats will not seek approval on the mark's use going forward unless the mark has been altered.



Editorial Notes

Hamilton Tiger-Cats

- Team founded in 1869
- When referring to the team as “Hamilton Tiger-Cats”, **Tiger-Cats** always uses a hyphen.
- When referring to the team as “Ticats”, **never** capitalize the C, **never** use a hyphen to break up Ti and cats (“Ti-Cats”).
- When referring to the team’s fans, one of the following terms may be permitted: **TigerTown**, **The Hammer**, **Steeltown**.
- The team’s official chant goes as follows: “**Oskee wee wee! Oskee wa wa! Holy mackinaw! Tigers! Eat ‘em raw!**”:

Canadian Football League

- For weeks of the CFL season, write out: Week 1, Week 3, Week 10 etc. not week five, week 11.
- Always spell offence and defence with a “c”.
- End zone is two words.
- Gameday is one word.
- Off-season is hyphenated, preseason is not.
- Eastern Final, Eastern Semi-Final, Western Final, Western Semi-Final (not West Final etc.)
- Grey Cup, Grey Cup Championship, 108TH Grey Cup, 108TH Grey Cup Championship.
- Numbers should be written with a comma where necessary i.e. 6,846 yards.
- Per cent, not percent or % (some exceptions apply - this is consistent across all Canadian media as per CP Style).
- Cities should be followed by abbreviated province, except for capital cities. I.e. Brampton, Ont.; Saskatoon, Sask.; Toronto; Winnipeg.
- A player is either 38 years old or a 38-year-old. I.e. ‘Kevin Glenn, 38, threw for...’ OR ‘It was 38-year-old Kevin Glenn...’
- As we write for the web and articles live longer, write out the day - ‘Thursday’ instead of ‘Today’, ‘Friday’ instead of ‘Tomorrow’.
- When a specific date is involved, the month is shortened and the date is written out without letters afterwards. A standalone month should be written out in full. Shorter months March, April, May, June, July have no abbreviation. I.e. Nov. 5; Dec. 12, 2018; July 14; The Grey Cup will be in November; The Grey Cup will be on Nov. 27

Questions

For all branding needs, logo usage, and approvals, please contact the Creative Department:

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Creative Director
taylori@ticats.ca

Media members please contact:

Courtney Stephen
Senior Director, Marketing & Media Relations
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If you have further questions regarding the appropriate usage of Hamilton Tiger-Cats marks, please contact the Partnerships Department:

Paige Ottaviano
Director, Corporate Partnership Service
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419.705.2260

