



TABLE OF CONTENTS

About the Team	4
Values	5
Primary Logos	6
Logo Variations	6
Word Marks	7
Color Palette	8
Typefaces	10
Products	12
Signage	14

ABOUT THE TEAM

Welcome to the heart of Boulder, where the mountains echo with the roar of the Boulder Big Horns! Our team embodies the rugged spirit of the Rockies, charging onto the diamond with a determination as strong as the peaks that surround us.

From the crisp mountain air to the electric energy of our fans, every game day is a celebration of our unique Boulder culture. Whether you're a die-hard baseball fanatic or a casual spectator, you'll find something to love about the Big Horns experience.

Join us as we stampede our way through the season, facing off against rivals with the tenacity and grit that defines Boulder. So grab your foam finger, slap on your Big Horns cap, and get ready to cheer for the home team like never before.

This is more than just baseball. This is Boulder. This is the Boulder Big Horns.

GO HORNS!
GO HORNS!
GO HORNS!

VALUES

Community Connection: We believe in fostering strong ties with the Boulder community, uniting fans of all ages and backgrounds through the joy of baseball. From local charity events to school outreach programs, we're committed to making a positive impact both on and off the field.

Resilience: Just like the majestic Big Horns that navigate the rugged terrain of the Rockies, we embrace the value of resilience. We face every challenge head-on, never backing down in the pursuit of victory, and always bouncing back stronger, no matter the score.

Passion for the Game: Baseball isn't just a sport—it's a way of life. We play with an unwavering passion for the game, honoring its rich history while injecting our own brand of excitement and energy into every inning. Our love for baseball is contagious, igniting the hearts of fans and players alike.

Excellence through Teamwork: Every member of the Boulder Big Horns, from players to staff, plays a crucial role in our success. We believe in the power of teamwork, where individual talents combine to create something greater than the sum of its parts. Together, we strive for excellence on and off the field, pushing each other to reach new heights.

Environmental Stewardship: Nestled in the stunning landscape of Boulder, we recognize our responsibility to protect and preserve the natural beauty that surrounds us. Through eco-friendly initiatives and sustainable practices, we aim to minimize our environmental footprint and inspire others to do the same.

Inclusivity and Diversity: Baseball is a game for everyone, regardless of race, gender, or background. We celebrate the diversity of our players, fans, and community, creating an inclusive environment where all are welcome to share in the excitement of the Boulder Big Horns experience.

Fun and Entertainment: Above all, we believe in the power of fun and entertainment to bring people together. Whether you're cheering from the stands or enjoying a hot dog with friends, our games are more than just sporting events—they're celebrations of life, laughter, and the thrill of the game.

PRIMARY LOGOS



LOGO VARIATIONS



WORD MARKS

Primary — for logo pairing



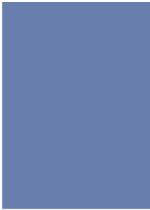
Secondary — Stand Alone



COLOR PALETTE



HEX #2D4498
RGB
45, 68, 152
CMYK
96, 87, 2, 0



HEX #687FAE
RGB
104, 127, 174
CMYK
65, 48, 12, 0



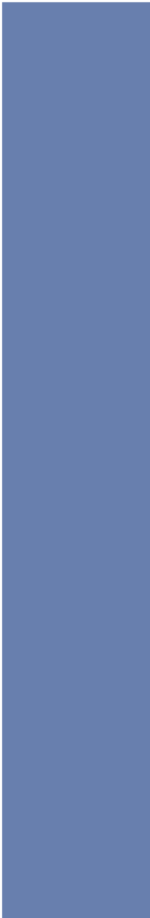
HEX #A3B2DB
RGB
163, 178, 219
CMYK
35, 24, 0, 0



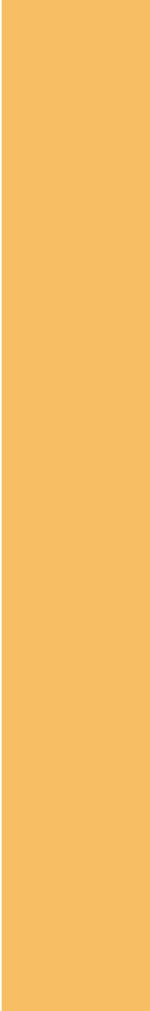
HEX #C56628
RGB
197, 102, 40
CMYK
18, 70, 100, 5



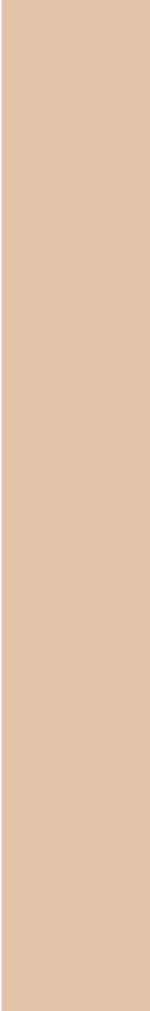
HEX #E98924
RGB
233, 137, 36
CMYK
6, 55, 100, 0



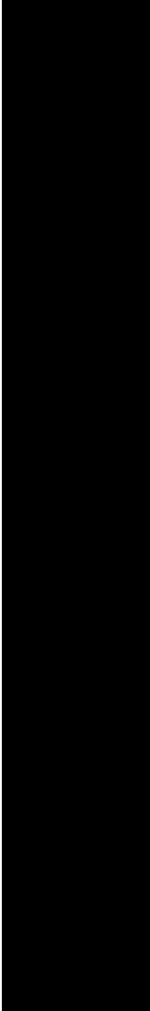
HEX #7C2E18
RGB
48, 124, 46, 24
CMYK
31, 87, 100, 38



HEX #F6BE63
RGB
246, 190, 99
CMYK
2, 27, 71, 0



HEX #E2C2A6
RGB
226, 194, 166
CMYK
11, 23, 34, 0



HEX #231F20
RGB
35, 31, 32
CMYK
0, 0, 0, 100



HEX #FFFFFF
RGB
255, 255, 255
CMYK
0, 0, 0, 0



TYPEFACES

AA

Aa

Aa

PROHIBITION

REGULAR — LOGO TYPE, TITLES, HEADINGS

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT UU VV WW XX YY ZZ

1 2 3 4 5 6 7 8 9 ! * @ # [] \$ % & ' () , - . : ;

Avenir

Black — Headings

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 ! * @ # () \$ % & ' () , - . : ;

Book — Body Text

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 ! * @ # () \$ % & ' () , - . : ;

Baskerville

SemiBold — Headings

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 ! * @ # () \$ % & ' () , - . : ;

Regular — Body Text

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 ! * @ # () \$ % & ' () , - . : ;

PRODUCTS





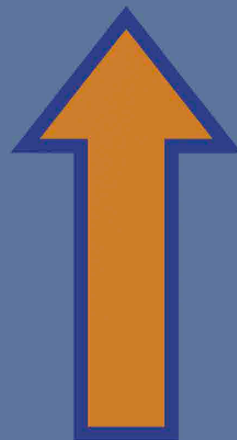
HOME OPENER

MARCH
28
7:00 PM





SECTION
110



GO FOR IT

