

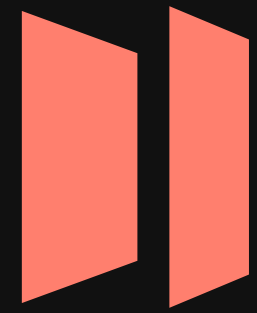
The identity combines a bold wordmark with a separate architectural symbol, creating a more classic and premium brand structure.

The symbol is inspired by a monumental entryway, abstracted into a confident geometric form that suggests access, arrival, and opportunity. Paired with the strong, modern wordmark, the overall identity feels serious, corporate, and distinctive, while reflecting the seamless and premium nature of the Howard experience.

The logo features a stylized architectural symbol on the left, composed of two vertical rectangular blocks with a triangular cutout at the top, followed by the word "HOWARD" in a bold, uppercase, sans-serif typeface.

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 **HOWARD**



An aerial night view of a city skyline, featuring a prominent skyscraper (Burj Khalifa) and a complex highway interchange. The scene is illuminated by city lights and a full moon in the dark sky.

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