

*The Berenstain Bears*®

Financial Literacy Program

# GRAPHICS LIBRARY



Credit Union Network  
for Financial Literacy



It is imperative that licensed users of The Berenstain Bears Financial Literacy Program read and understand the edicts put forth below and in the Brand Style Guide before using The Berenstain Bears characters and graphics associated with the program.

This catalog contains a library of more than 125 graphics approved for use only by credit unions licensed to use The Berenstain Bears Financial Literacy Program and in accordance with the parameters set forth in the accompanying Brand Style Guide.

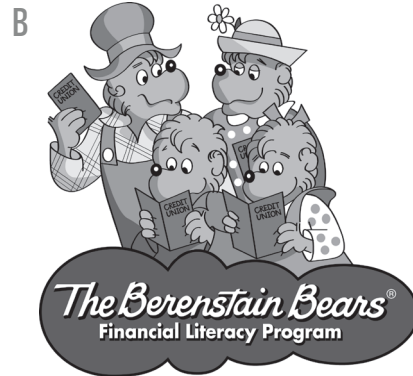
Berenstain Enterprises, Inc. forbids the redrawing of The Berenstain Bears characters, including the characters' clothing. To ensure consistency in the development and implementation of customized educational and marketing collateral for The Berenstain Bears Financial Literacy Program, these graphics may NOT be altered but can be used in context within a larger design and with added text that promotes financial literacy and a credit union licensed to use the program.

Consult The Berenstain Bears Financial Literacy Program official Brand Style Guide for additional terms and conditions relating to acceptable usage of The Berenstain Bears characters, likeness, and The Berenstain Bears Financial Literacy Program.

Graphics are cataloged as either CU (credit union), WC (water color), or EA (educational activity). In keeping with the style of The Berenstain Bears books, most graphics appear as water color images. For large printing purposes, many graphics have been vectorized. Credit Unions seeking a vectorized image of a graphic must attain said image from CUNFL. If approved, the newly vectorized graphic will be added to this library, which will be updated regularly.

# Approved Graphics

## Signature Logo



A CU3a: Program Logo

---

B CU3b: Program Logo, bw

---

C CU11a: Program logo, Script in cloud

---

D CU11b: Program Logo, Script in Cloud, bw

---

E CU15a: Program Logo, Script Only

---

F CU15b: Program Logo, Script Only, bw

---

# Approved Graphics

## Cub Account

A CU5a: Cub Account Logo

B CU5b: Cub Account Logo, bw

C CU4: Cub Account Script in Cloud

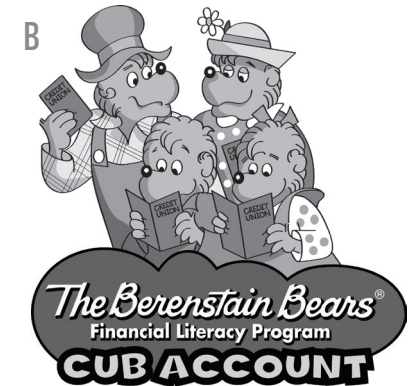
D CU42a: Cub Account Title Graphic

E CU42b: Cub Account Title, Black

F CU42c: Cub Account Title, Orange

G CU12: Cub Account Membership Card

H CU34: Cub Account Coupon Sheet





# Approved Graphics

## Coin Counter

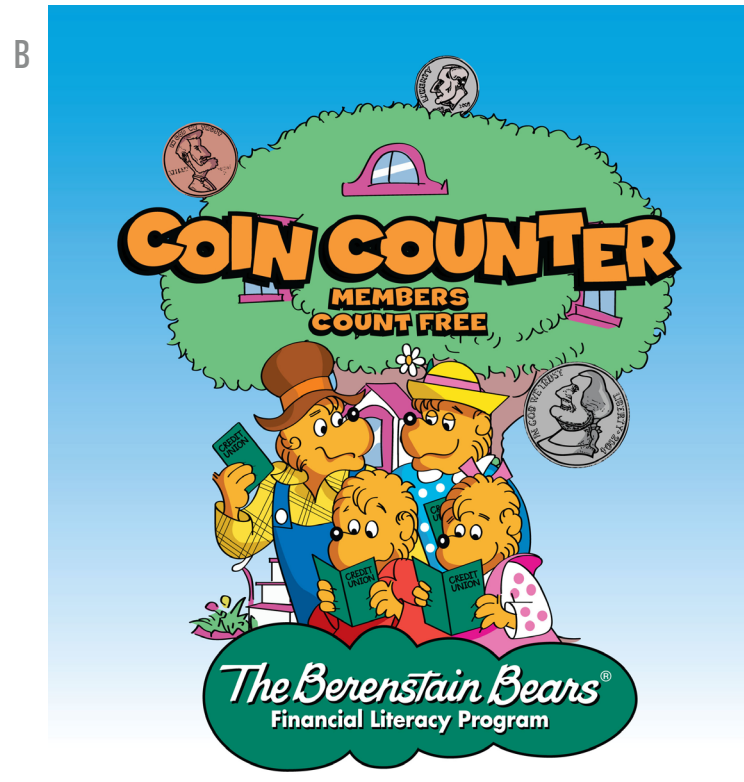
Although The Berenstain Bears Financial Literacy Program Coin Counter logo has been created with a blue gradient background option, licensees are able to use it without the color background.

A CU9: Coin Counter Logo

B CU25: Coin Counter Logo with Background



(credit union name) – Official Sponsor



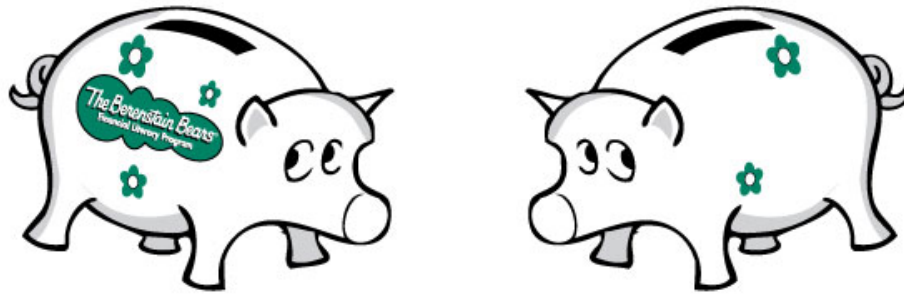
(credit union name) – Official Sponsor

The BerenstainBears® Copyright, Berenstain Enterprises, Inc. 2016

# Approved Graphics

## Piggy Bank

A



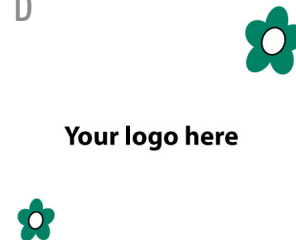
B



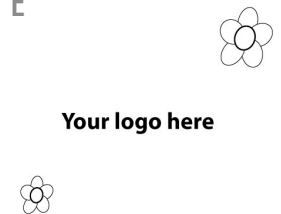
C



D



E



A CU19: Piggy Bank Sample

B CU54a: Program Logo with Flowers

C CU54b: Program Logo with Flowers, bw

D CU55a: CU Logo with Flowers

E CU55b: CU Logo with Flowers, bw

# Approved Graphics

## The Bear Family

A CU33: Bear Family, Right Facing

B CU8: Bear Family Holding Passbooks

C CU32: Bear Family, Front Facing, Individuals

D CU44: Bear Family Treehouse



# Approved Graphics

## The Bear Family

E CU10: Bear Family Entering Credit Union

F CU47: Bear Family on Bench, Handrawn

G CU52: Bear Family Reading on Bench

H Brother & Sister with Banks



F



G

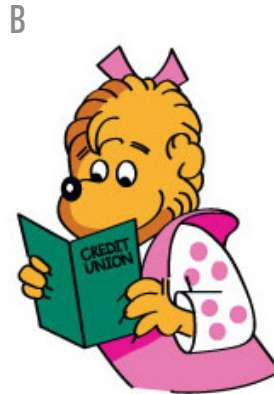


H



# Approved Graphics

## Sister Bear



A CU27: Sister, Arms Stretched

B CU17: Sister Reading Passbook

C CU75: Sister Front Facing

D CU26: Sister Surprised

E CU7: Sister Pointing



# Approved Graphics

## Brother Bear

A CU6: Brother Reading Passbook

B CU37: Brother Walking

C CU74: Brother Front Facing

D CU38: Brother Waving

E CU39: Brother Thumbs Up

A



B



C



D



E



# Approved Graphics

## Mama Bear

A CU31: Mama Walking

---

B CU70: Mama Surprised

---

C CU73: Mama Front Facing

---

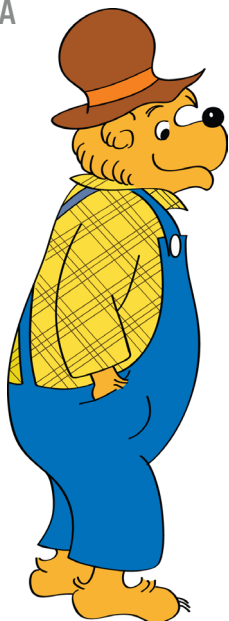




# Approved Graphics

## Papa Bear

A



B



A CU29: Papa Facing Right

B CU28: Papa Walking

C CU30: Papa Arms Stretched

D CU72: Papa Front Facing

C



D



# Approved Graphics

## Life-Sized Cardboard Cutouts

A CU41: Brother Holding Book

---

B CU53: Brother Holding Book, both hands

---

C CU40: Sister Waving

---

D CU46: Sister Holding Book

---



# Approved Graphics

## Bear Country Credit Union

A



B

		DATE _____	001
(Your name) _____			
(Your address) _____			
PAY TO THE ORDER OF _____		\$ _____	
		DOLLARS	
FOR _____			

**BEAR COUNTRY CREDIT UNION**

C



E



G



I



D



F



H



J



A CU14: Bear Country CU Logo

B CU20: Bear Country CU Check

C CU48a: Penny

D CU48b: Penny, bw

E CU49a: Nickel

F CU49b: Nickel, bw

G CU50a: Dime

H CU50b: Dime, bw

I CU51a: Quarter

J CU51b: Quarter, bw

# Approved Graphics

## Bear Country Credit Union

K



M



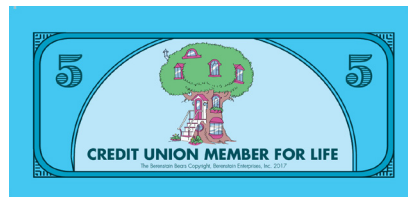
K CU57: OneDollar\_Papa

L CU58: FiveDollars\_Mama

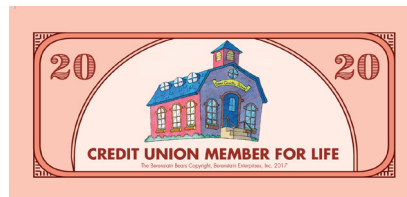
M CU59: TenDollars\_Sister

N CU60: TwentyDollars\_Brother

L



N



# Approved Graphics

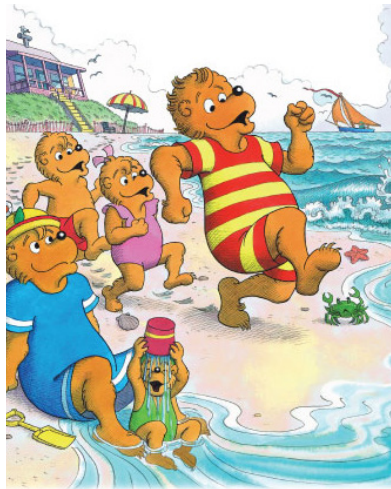
## Berenstain Art

These graphics incorporate published artwork in The Berenstain Bears collection. Like all approved graphics, these renderings may not be redrawn or altered but can be used to comprise or complete marketing collateral.

A



B



C



D



A CU35: Birthday

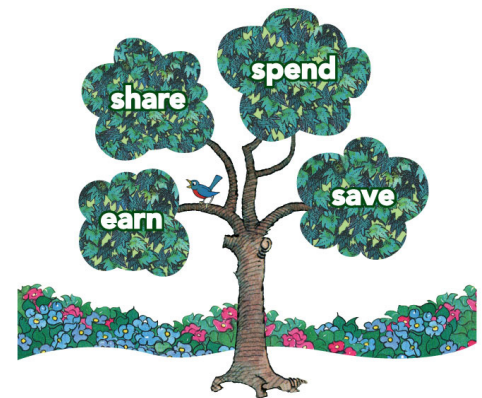
B CU24: Catch the Save Wave

C CU16: Balloons

D CU36: Holiday Wreath

E CU2: *Save, Share, Spend, Earn* Tree

E





# Approved Graphics

## Original Berenstain Watercolors

A WC17: Treehouse Watercolor

B WC1: Bear Country Schoolbus

C WC2: Earn #1, Pets

D WC3: Earn #2, Store

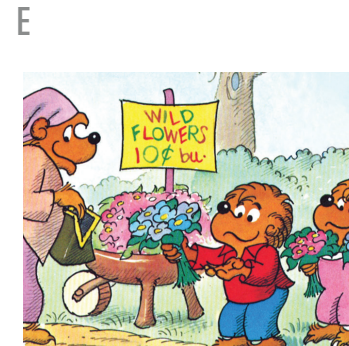
E WC4: Earn #3, Flowers

F WC5: Earn #4, Maps

G WC6: Save #1, Umbrella

H WC7: Save #2, Misers

I WC8: Save #3, Piggy Bank



# Approved Graphics

## Original Berenstain Watercolors

A



B



C



A WC9: Share #1, Hospital

B WC10: Share #2, Kettle

C WC11: Share #3, Care Bears

D WC12: Share #4, Old Folks Home

D



E



F



E WC13: Spend #1, Groceries

F WC14: Spend #2, Shopping

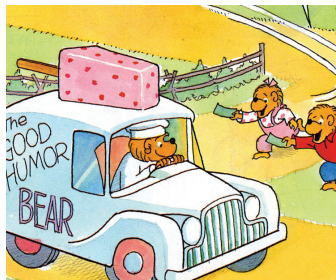
G WC15: Spend #3, Balloons

H WC16: Spend #4, Good Humor

G



H

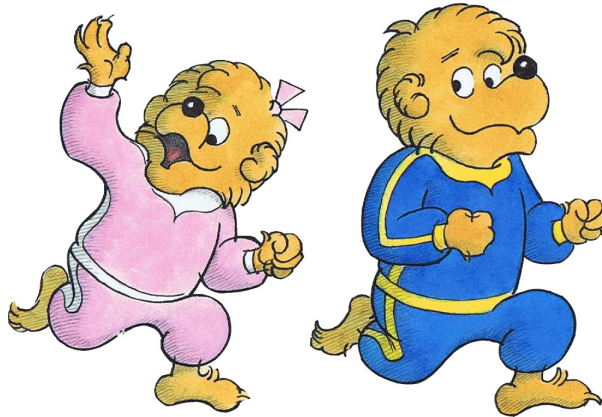




# Approved Graphics

## Original Berenstain Watercolors

A



A WC18: Brother & Sister Jogging

---

B WC19: Bear Family Jumping

---

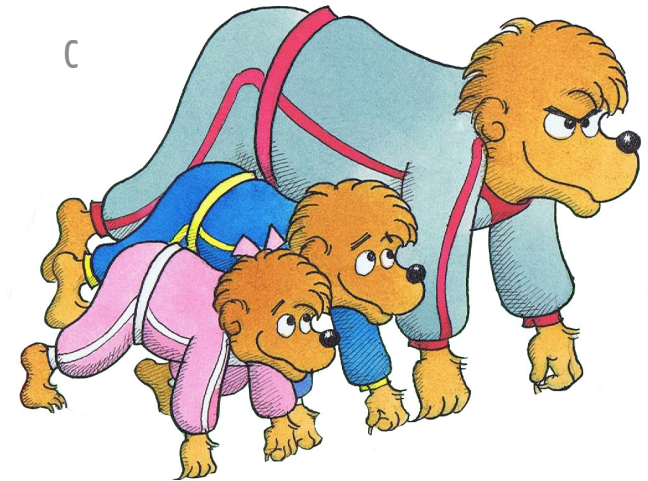
C WC20: Bear Family Start Line

---

B



C



# Approved Graphics

## Original Berenstain Watercolors

A WC21: HomeSweetTree1

B WC22: HomeSweetTree2

C WC23: Super & Princess Bears

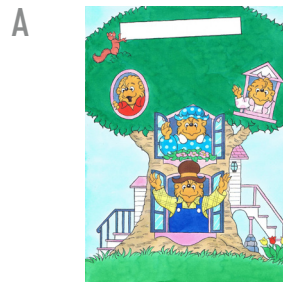
D WC24: Devil & Ballerina Bears

E WC25: Brother Bear Bank

F WC26: Sister Bear Bank

G WC28: Schoolhouse

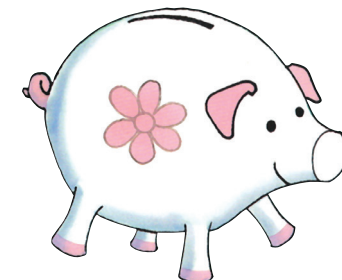
H WC29: Piggy Bank Pink



G



H



# Approved Graphics

## Original Berenstain Watercolors

A WC30: Bear Family Coin Distribution

B WC31: Butterfly

C WC32: Autumn Treehouse

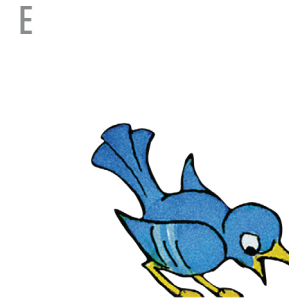
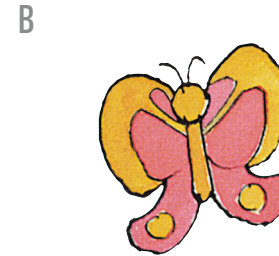
D WC33: Prize Pumpkin

E WC34: Bluebird

F WC35: Branch Teller

G WC36: Branch Manager

H WC37: BirthdayParty-Window



# Approved Graphics

## Original Berenstain Watercolors

A WC38: ChristmasCarRide

B WC39: ChristmasPiano

C WC40: ChristmasGiftExchange

D WC41: Firefighter-Mama

E WC42: Firefighter-Papa

F WC43: Firefighters

A



B



C



D



E



F





# Approved Graphics

## Original Berenstain Watercolors

A



B



C



A WC44: Firefighter-Honey

B WC45: Ghost

C WC46: BearFamilyHalloween

D WC47: PirateTreasures

E WC48: Pirates

F WC49: Pirate-Brother

G WC50: Superhero

D



E



F



G



# Approved Designs

## Bear Cents

*Bear Cents* is the official newsletter of The Berenstain Bears Financial Literacy Program. Licensees can customize it with their name and logo. Otherwise, no changes can be made to the title image. The Berenstain Bears Financial Literacy Program logo must remain in the sidebar of the first page but additional content in the sidebar, as well as in the header and footer on page two, can be changed. Neither the template layout nor colors may be changed. Licensees are responsible for populating the newsletter with appropriate content, which can include text, activities, advertisements, and promotions.

A



A

CU18: *Bear Cents* (2-Sided)



# Approved Designs

## Scouting Patch

This is the official scouting patch of The Berenstain Bears Financial Literacy Program. Licensees can customize it with their name. Otherwise, no changes may be made to the design. The Berenstain Bears Financial Literacy Program logo must remain in the center, and licensees are not authorized to customize the graphic (ie, passbooks). Fonts and colors may not be changed.



A CU56: Scouting Patch

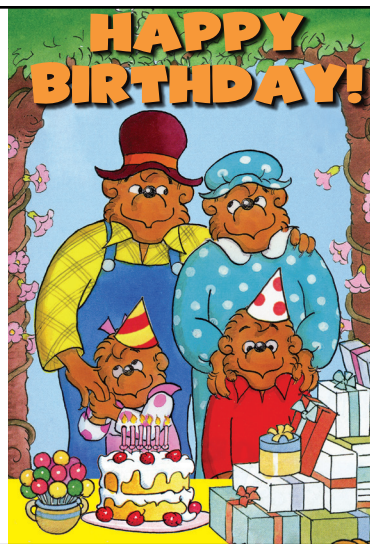
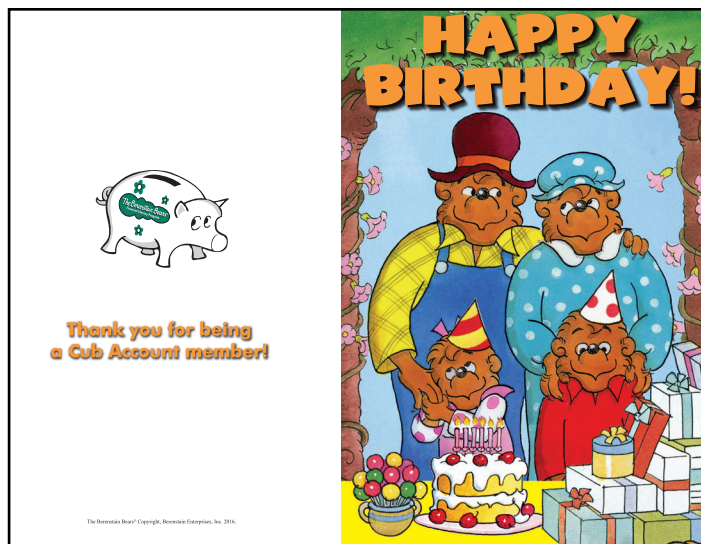


# Approved Designs

## Birthday Card

This is the official Birthday Card of The Berenstain Bears Financial Literacy Program Cub Account. Licensees may customize the card with their name and logo, as indicated. Otherwise, no changes can be made to the layout, including the fonts and colors used. The Berenstain Bears Financial Literacy Program Cub Account logo must remain on the inside left panel of the card.

A



A CU45: Birthday Card (2-Sided)

# Approved Designs

## Membership Card

This is the official Membership Card of The Berenstain Bears Financial Literacy Program Cub Account. The front side of the official Cub Account Membership Card is standard program-wide. Licensees may customize the reverse side with their logo and include the phrases “Non-Transferable” and “The Berenstain Bears<sup>®</sup> Copyright, Berenstain Enterprises, Inc. (current date).”

A



**(name or logo of credit union)**

**NON-TRANSFERABLE**

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A CU12: Membership Card (2-Sided)

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