

*The Berenstain Bears*®

Financial Literacy Program

# BRAND STYLE GUIDE

Graphic Standards and Guidelines



Credit Union Network  
for Financial Literacy

# Table of Contents

Letter of Introduction.....3

Accepted Use of Characters & Images.....4

Color Palette.....5

Accepted Fonts.....6

Accepted Use of Signature Logo.....7

Accepted Use of Cub Account Logo.....10

Accepted Use of Piggy Bank.....11



Credit Union Network for Financial Literacy (CUNFL) has prepared The Berenstain Bears Financial Literacy Program Graphic Standards and Guidelines to ensure consistency in all usage of fonts, graphics, and styles associated with the program, providing licensees the tools needed to integrate The Berenstain Bears into educational and marketing collateral.

Graphics can be downloaded directly from the image library at [www.CUNFL.com/participants](http://www.CUNFL.com/participants). A complete index of images associated with The Berenstain Bears Financial Literacy Program can be found on the last page of this guide.

All questions regarding The Berenstain Bears Financial Literacy Program intellectual property and proper usage of this guide should be directed to your CUNFL representative at 610.359.3891.

[www.CUNFL.com](http://www.CUNFL.com)

# Accepted Use of Characters & Images

## **The Berenstain Bears Graphics**

Berenstain Enterprise, 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, provided graphics cannot be altered.

## **The Berenstain Bears Title**

Berenstain Enterprises, Inc. always refers to their characters as The Berenstain Bears. It is required, therefore, to include the article "The" when referencing The Berenstain Bears Financial Literacy Program in literature, press releases, or in any printed and published material.

## ***Save, Share, Spend, Earn***

CUNFL and The Berenstain Bears Financial Literacy Program promote the money management concept *Save, Share, Spend, Earn*. Because it is presented as one concept, *Save, Share, Spend, Earn* is singular in tense and should always be presented in italics with the first letter of each word capitalized and each word separate by a comma.

## **Copyright**

When the characters appear in print or electronic use, the copyright should read "The Berenstain Bears Copyright, Berenstain Enterprises, Inc. (current year)." The name "Berenstain Bears" should be accompanied by the registered trademark symbol (®) where the name is most prominently used. The Berenstain Bears graphics should be reproduced in full color in accordance with this style guide; however, black and white graphics provided can be used in rare cases where color or full color is not practical.

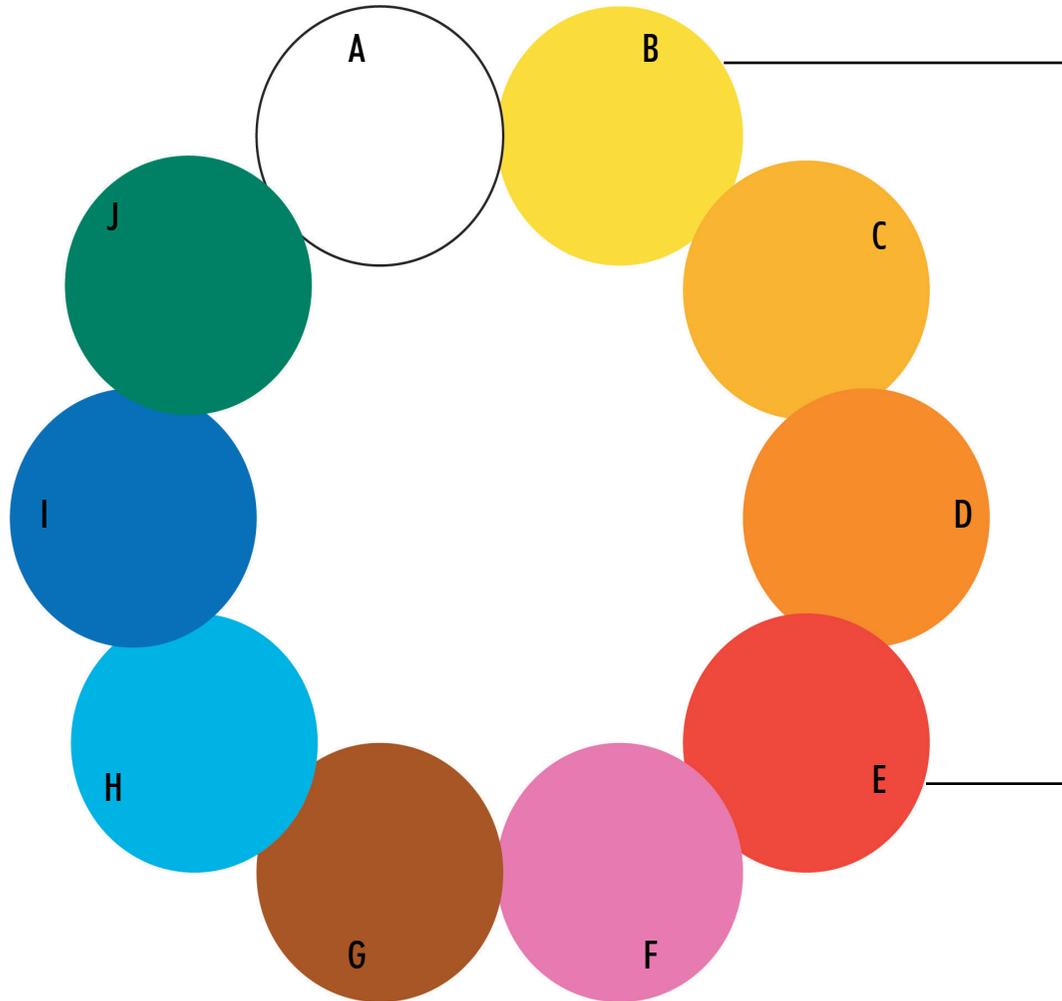


## **Graphics Library**

Images associated with The Berenstain Bears Financial Literacy Program can be found in the official Graphics Library. Usage of said images must comply with the guidelines set forth in The Berenstain Bears Financial Literacy Program Brand Style Guide. All images are the property of CUNFL and available only to credit unions licensed to use the program. The library will be updated regularly as new character images and graphics are added.

# Color Palette

For reference, Berenstain Enterprises, Inc. has provided a PMS color chart related to The Bears.



- A PMS White, Dots on Mama's Dress/Sister's Shirt
- B PMS 114, Papa's Shirt
- C PMS 143, Bear Fur
- D PMS 715, Cub Account/Coin Counter
- E PMS Warm Red, Brother's Shirt
- F PMS 231, Sister's Shirt
- G PMS 160, Papa's Hat
- H PMS 306, Mama's Dress/Brother's Pants
- I PMS 285, Papa's Overalls
- J PMS 341, Program Green

**NOTE:** The DOTS on Mama Bear's Dress, Hat and Sister Bear's Shirt DO NOT have BLACK HOLDING LINES.

## Accepted Fonts

The Futura family of fonts is the approved font for copy for advertisements, brochures, promotional items, and signage. This includes all weights shown below (as well as the oblique or italicized versions). Extra Bold and Heavy are not recommended.

Aa

Futura Light

Aa

Futura Medium

Aa

Futura Bold

Aa

*Futura Bold Oblique*

Where space may be restricted, the Futura family of condensed fonts may be used for body copy.

Aa

Futura Condensed Light

Aa

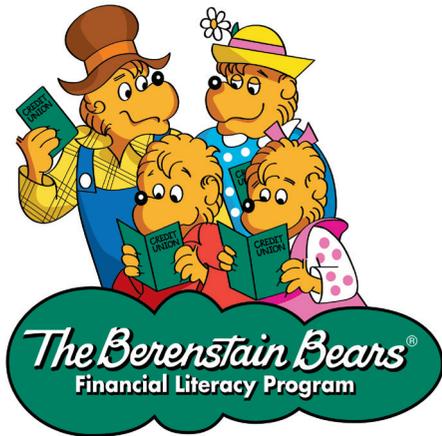
Futura Condensed Medium

Aa

Futura Condensed Bold

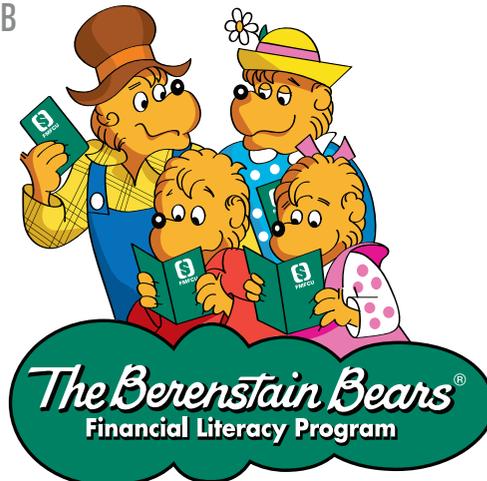
# Accepted Use of Signature Logo

A



(credit union name) – Official Sponsor

B



Franklin Mint Federal Credit Union - Official Sponsor

C



(credit union name) – Official Sponsor

A The Berenstain Bears Financial Literacy Program signature logo includes The Berenstain Bears holding their credit union passbooks, the tree cloud encasing The Berenstain Bears signature branding with the words “Financial Literacy Program” beneath it. In accordance with naming rights, licensees are to identify their credit union below the signature logo using only the phrase “(Credit Union Name) – Official Sponsor” in type font **Futura Bold**, as shown.

B Licensees can customize the passbooks being held by The Bears by replacing “credit union” with their logo.

C Full color is standard but black and white is acceptable.

# Accepted Use of Signature Logo

A The Berenstain Bears Financial Literacy Program signature logo might not fit all promotional material. In such instances, use the tree cloud encasing The Berenstain Bears signature branding with the words “Financial Literacy Program” beneath it and “(credit union name) – Official Sponsor” below the tree cloud.

---

B Use the color version when possible and the black/white version as an alternative.

---

C In instances where the tree cloud is impractical, The Berenstain Bears Financial Literacy Program branded text can be used alone.

---

D Full color is standard but black and white is acceptable.

---

A



(credit union name) – Official

B



(credit union name) – Official

C



(credit union name) – Official Sponsor

D



(credit union name) – Official Sponsor

# Accepted Use of Signature Logo

- A In some cases, it might be necessary to use an alternate solid color for the brand text, as shown on the Berenstain Bears Financial Literacy Program branded lanyards.

A



# Accepted Use of Cub Account Logo

- A In accordance with naming rights, licensees are to identify their Cub Account program below the Cub Account logo using only the phrase “at (Credit Union Name)” in type font Futura Bold, as shown.
- B The Cub Account title graphic may be used separate from the signature logo.
- C When used separate from the signature logo, the Cub Account title can also be displayed using the black or orange versions provided.

B **CUB ACCOUNT**

C **CUB ACCOUNT**  
**CUB ACCOUNT**



# Accepted Use of Piggy Bank

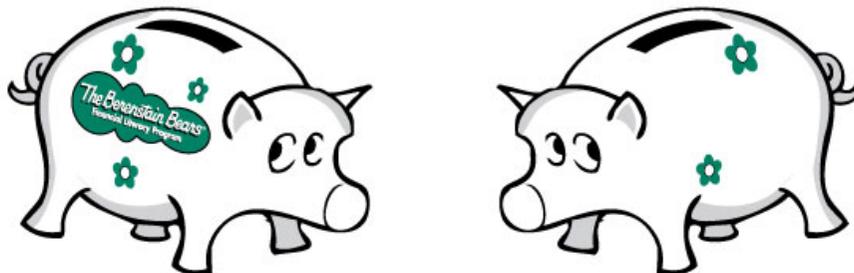
Piggy banks approved for use with The Berenstain Bears Financial Literacy Program are white and mimic those that appear in the Credit Union Financial Literacy Series of books. Consult your CUNFL representative for the exact models approved for use with this program.

Graphics for the approved piggy banks include double-sided, two-color imprints. The Berenstain Bears Financial Literacy Program tree cloud logo adorned with three flowers comprises the left side (when facing the pig's eyes). The right side is comprised of the licensed credit union's logo and two flowers.

Imprints depicting the program are always black and green (PMS 31), as shown in exhibit A. Licensees can print their credit union logo as a single color in black or in full color.

In cases where printing multiple colors is not feasible, licensees may print all graphics in black ink only, as shown in Exhibit B.

A



B



Your logo here

