

The Berenstain Bears®

Financial Literacy Program

BRAND STYLE GUIDE

Graphic Standards and Guidelines



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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. A complete index of images associated with The Berenstain Bears Financial Literacy Program can be found online.

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 484 259 1885.

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

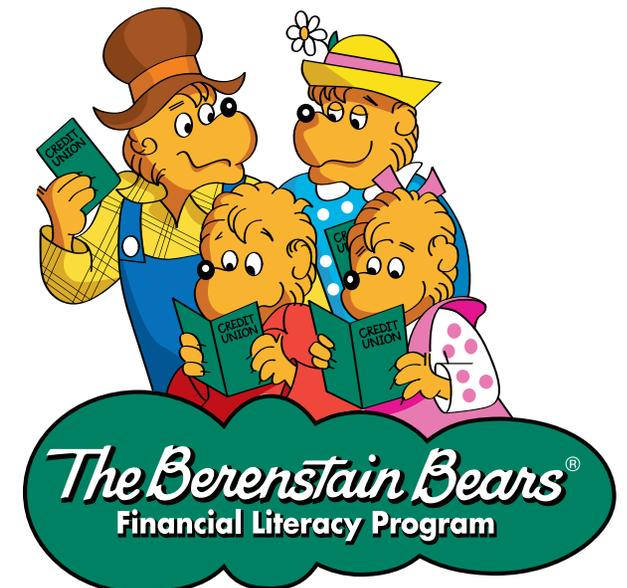
When the characters appear in print or electronic use, the copyright should read:

"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.

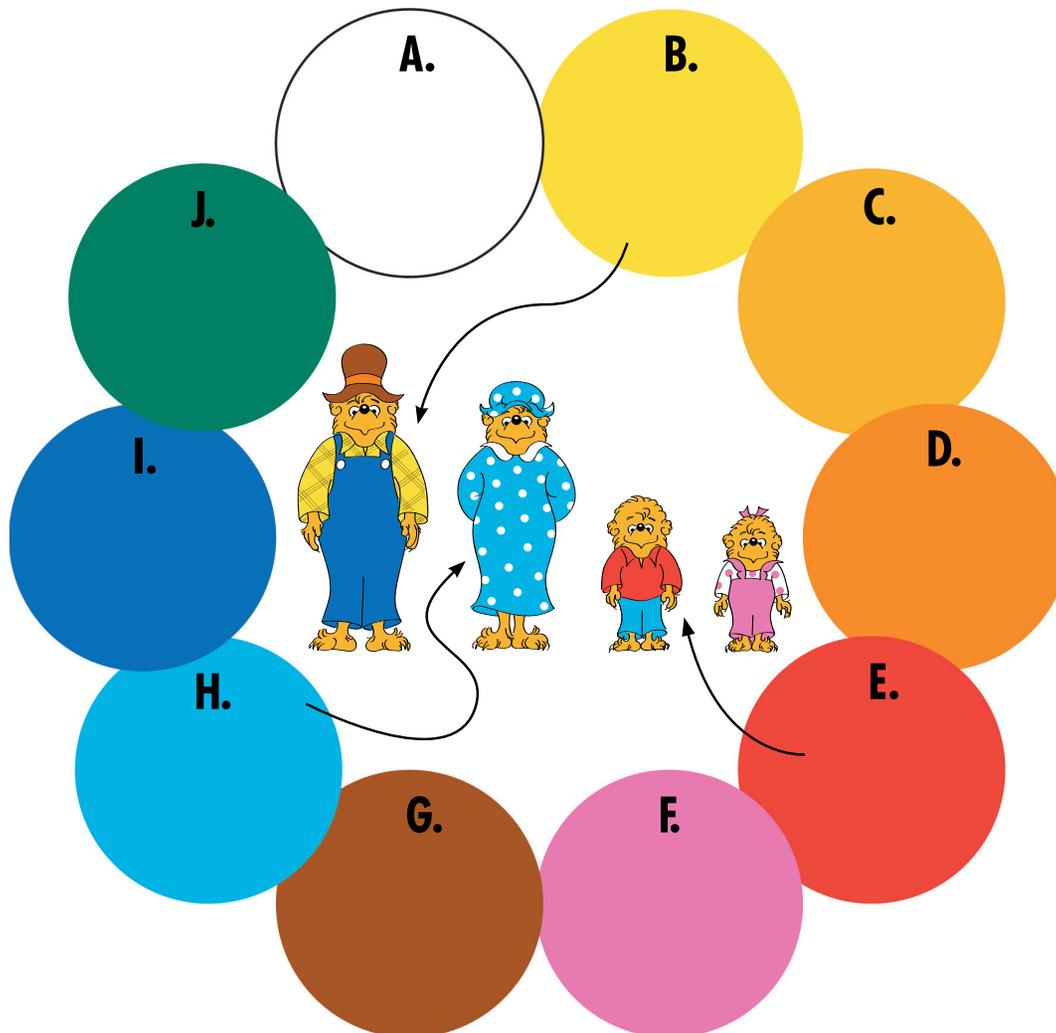
Graphics Library

Images associated with The Berenstain Bears Financial Literacy Program can be found and downloaded in the official Graphics Library on the CUNFL portal. 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



COLOR PALETTE

For reference, Berenstain Enterprises, Inc. has provided a PMS color chart related to The Bears. There are also RGB codes.



A. Dots on Mama's Dress / Sister's Shirt

PMS White | RGB #ffffff

B. Papa's Shirt

PMS 114 | RGB #fbde3d

C. Bear Fur

PMS 143 | RGB #f8b332

D. Cub Account / Coin Counter

PMS 715 | RGB #f68d2c

E. Brother's Shirt

PMS Warm Red | RGB #ef483e

F. Sister's Shirt

PMS 231 | RGB #e77bb1

G. Papa's Hat

PMS 160 | RGB #9e5205

H. Mama's Dress / Brother's Pants

PMS 306 | RGB #00b4e5

I. Papa's Overalls

PMS 285 | RGB #0071ba

J. Program Green

PMS 341 | RGB #008265

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 Italic

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

Aa

Futura Condensed Light

Aa

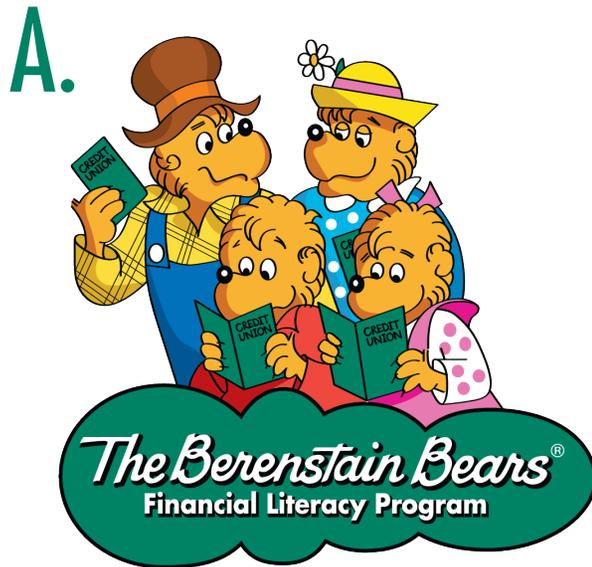
Futura Condensed Medium

Aa

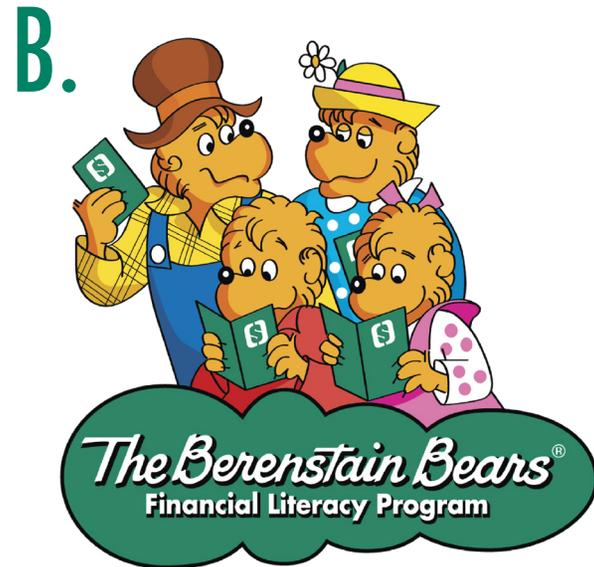
Futura Condensed Bold

ACCEPTED USE OF SIGNATURE LOGO

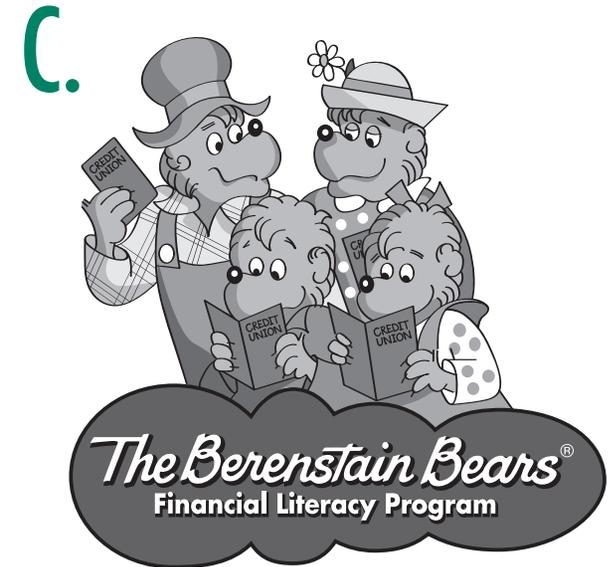
The Berenstain Bears[®]
Financial Literacy Program



(credit union name) - Official Sponsor



Franklin Mint Federal Credit Union - Official Sponsor



(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.

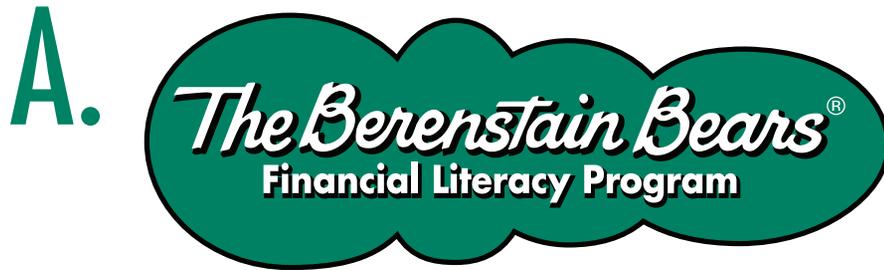
B. Licensees can customize the passbooks being held by The Bears by replacing “credit union” with their logo.

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

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.

ACCEPTED USE OF SIGNATURE LOGO

The Berenstain Bears[®]
Financial Literacy Program



(credit union name) - Official Sponsor



(credit union name) - Official Sponsor

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.

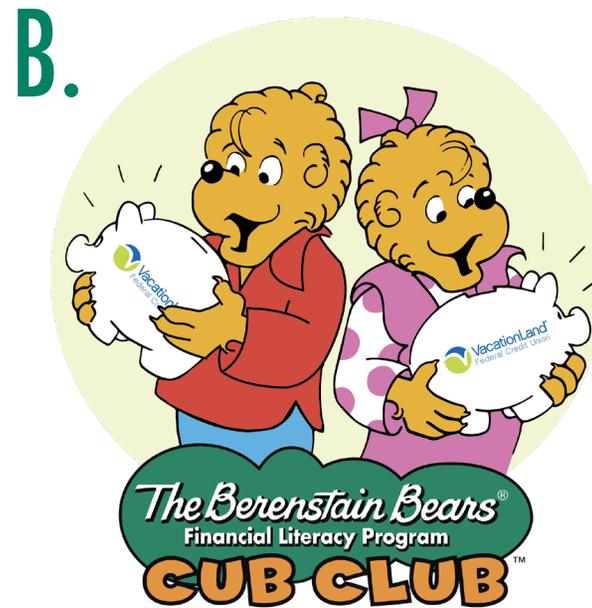
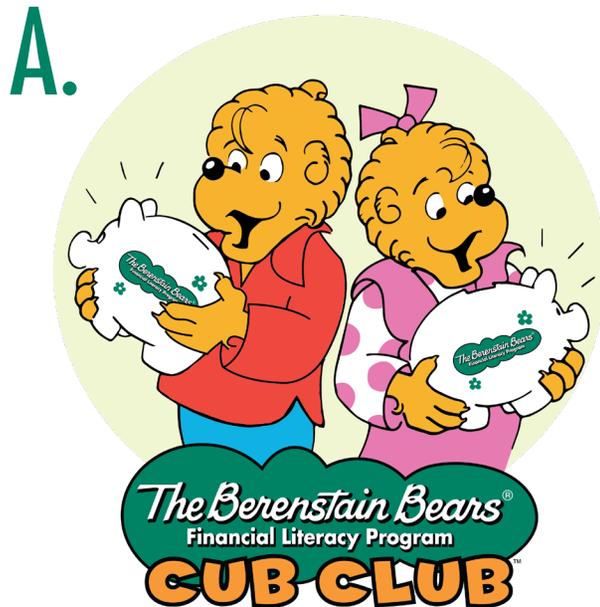
ACCEPTED USE OF SIGNATURE LOGO

The Berenstain Bears[®]
Financial Literacy Program

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.



ACCEPTED USE OF CUB CLUB LOGO



A. The Berenstain Bears Financial Literacy Program Cub Club signature logo includes Brother and Sister Bear holding piggy banks, the tree cloud encasing The Berenstain Bears signature branding with the words “Financial Literacy Program” beneath it, and “Cub Club” below the cloud.

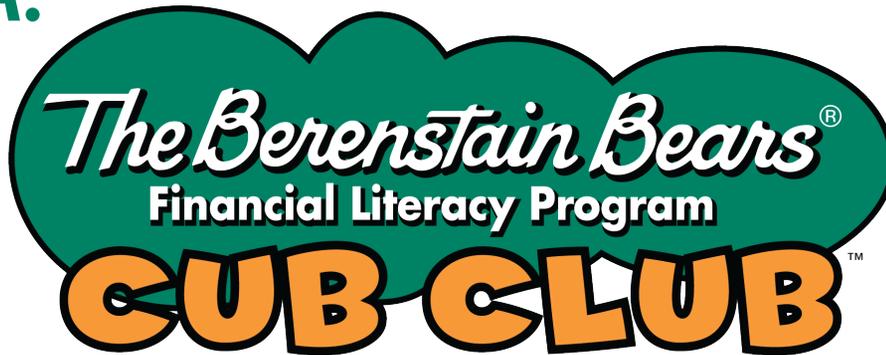
B. The piggy banks held by Brother and Sister can be customized with your Credit Union logo on them.

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

ACCEPTED USE OF CUB CLUB LOGO

The Berenstain Bears[®]
Financial Literacy Program

A.



B.



A. The Berenstain Bears Financial Literacy Program Cub Club 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 Cub Club below the tree cloud.

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

ACCEPTED USE OF CUB ACCOUNT LOGO

The Berenstain Bears[®]
Financial Literacy Program

A.



B.

CUB ACCOUNT

C.

CUB ACCOUNT
CUB ACCOUNT

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.

ACCEPTED USE OF CUB CERTIFICATE LOGO

A.



B.

CUB CERTIFICATE

C.

CUB CERTIFICATE

CUB CERTIFICATE

A. In accordance with naming rights, licensees are to identify their Cub Certificates program below the Cub Certificate logo using only the phrase "**at (Credit Union Name)**" in type font Futura Bold, as shown.

B. The Cub Certificate title graphic may be used separate from the signature logo.

C. When used separate from the signature logo, the Cub Certificate title can also be displayed using the black or orange versions provided.

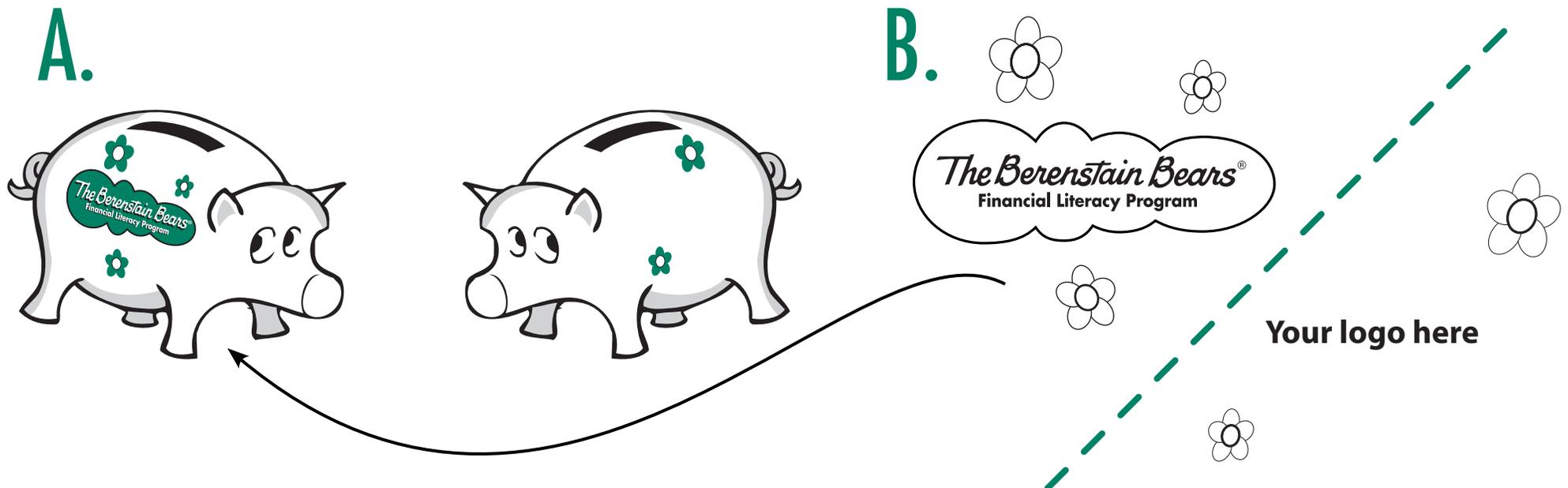
ACCEPTED USE OF PIGGY BANK

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.

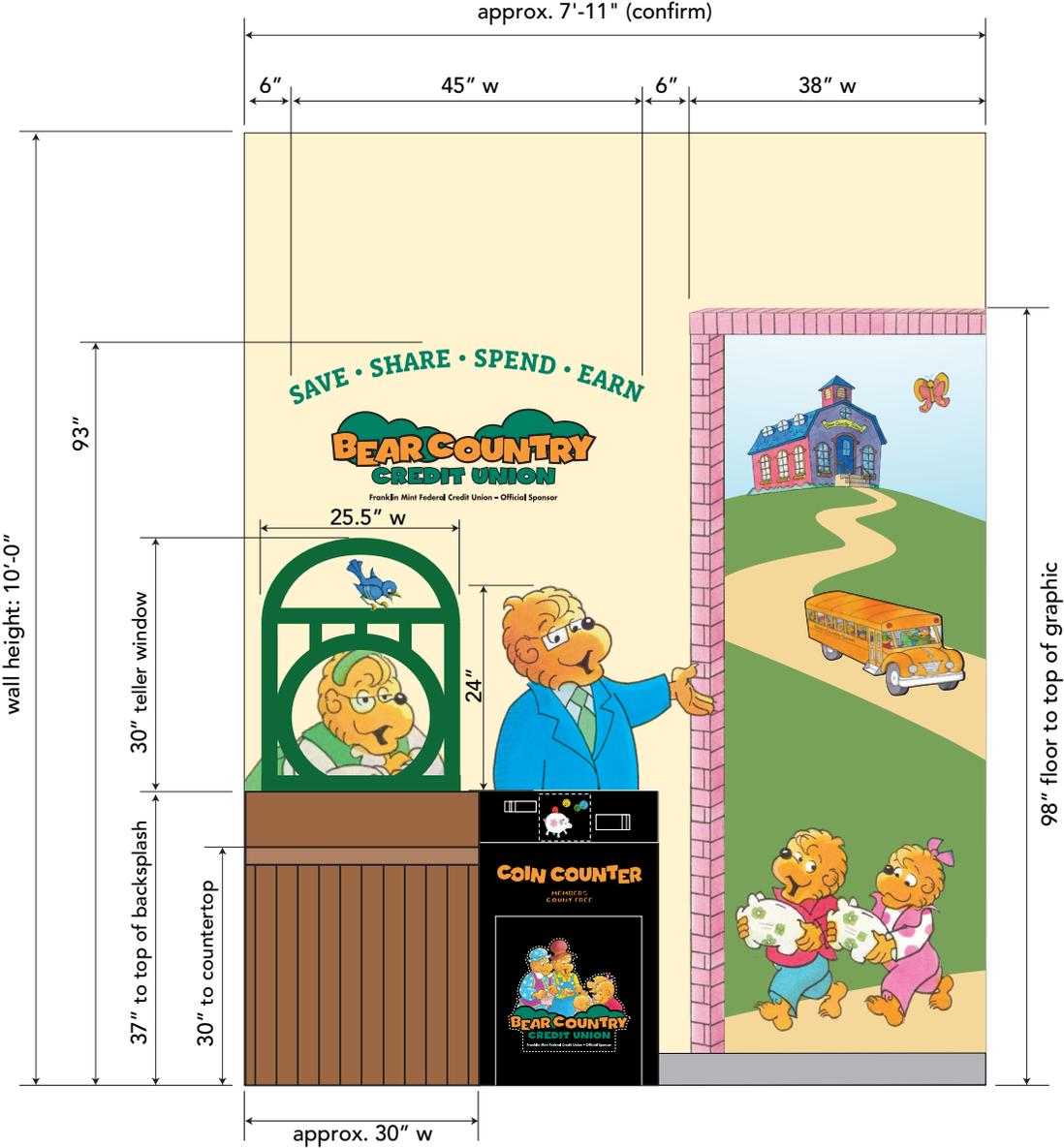
Graphics for the approved piggy banks include double-sided, two-color imprints. The Berenstain Bears Financial Literacy Program tree cloud logo adorned with three flowers comprises the left side (when facing the pig's eyes). The right side is comprised of the licensed credit union's logo and two flowers.

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**.



ACCEPTED USE OF COIN COUNTER GRAPHICS



ACCEPTED USE OF COIN COUNTER GRAPHICS (CONTINUED)

1. Contour-cut vinyl applique — center on front panel of coin counter
• bleed added • cutline on bottom layer • trim size: 15.5" w x 14.25" h



SAVE • SHARE • SPEND • EARN

BEAR COUNTRY
CREDIT UNION

2. Graphic applique – front of machine (above front panel):
• 1/2" bleed added; cutline on bottom layer • trim size: 20" w x 7" h



3. Graphic applique – top of machine:
• 1/2" bleed added; cutline on bottom layer;
• trim size: 6.5" w x 6" h



ACCEPTED USE OF COIN COUNTER GRAPHICS (CONTINUED)

6. Contour-cut bank manager figure — mount securely above coin counting machine (bottom of figure extends slightly below back of machine; see graphic elevation for layout reference)
- direct print to dibond or sintra
 - 1/2" bleed added
 - cutline on bottom layer
 - trim size: 28.9206" w x 32.2795" h



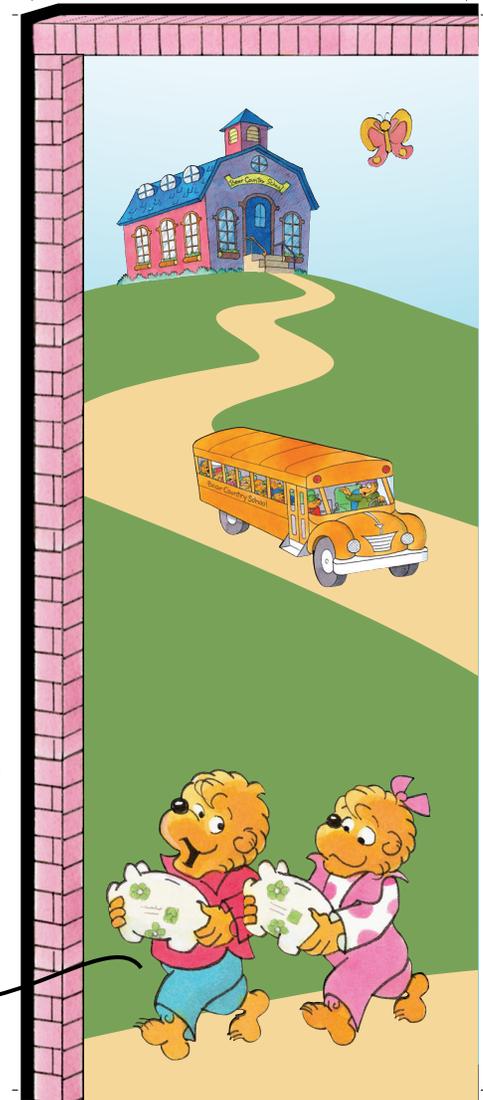
8. Contour-cut bluebird —
- mount behind top opening of teller window
 - direct print to dibond or sintra, OR applied vinyl
 - 1/8" bleed added
 - cutline on bottom layer
 - trim size: 7.04" w x 5.786" h



7. Contour-cut teller window figure — mount securely behind teller window — direct print to dibond or sintra
- 1/2" bleed added
 - cutline on bottom layer
 - trim size: 25.6164" w x 18.4705" h

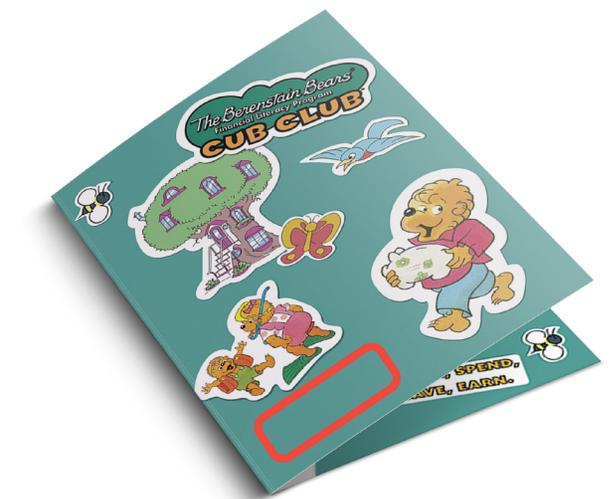
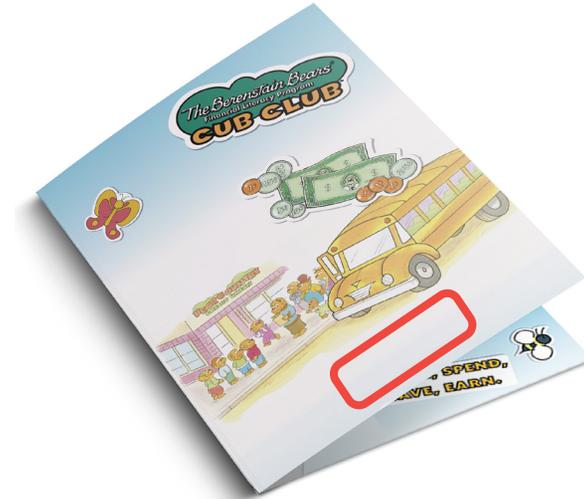
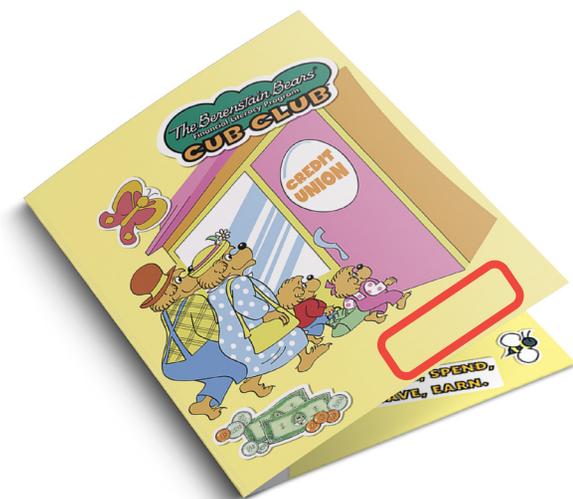
1. Contour-cut vinyl applique — on wall to right of coin machine
- 1" bleed added
 - cutline on bottom layer
 - trim size: 38" w x 94" h

Make sure the cubs are facing the branch manager to illustrate them walking towards Bear Country Credit Union



ACCEPTED USE OF CUB CLUB FOLDER

Cub Club folder can be used at account opening to hold important documents or as a giveaway item



ACCEPTED USE OF MOBILE BEAR COUNTRY CREDIT UNION VAN WRAP

The Berenstain Bears[®]
Financial Literacy Program

Wrapping a company vehicle is a great way to engage your members. This approved design may be altered depending on the make and model of your vehicle. All modifications must be approved by CUNFL in advance

Customize with your credit unions information!

