



NEW BRITAIN BEES

BRAND IDENTITY GUIDE



All New Britain Bees trademarks were designed by Skye Design Studios for the exclusive use of the New Britain Bees Baseball Club.

Only applications pertaining directly to the New Britain Bees and approved merchandise may use the official trademarks. Below is a list of application guidelines regarding brand application and performance:

- **All New Britain Bees trademarks must be used in their entirety**
- **All New Britain Bees trademarks may be reproduced only from an original digital file (.EPS, .PDF, .JPG, or .PNG formats provided)**
- **All New Britain Bees trademarks may not be edited, photocopied, scanned, recreated, reportioned, or altered in any way**
- **Reproduction of all New Britain Bees trademarks must adhere to color, size & spacing**
- **Contact SDS representative Skye Dillon with any additional questions regarding New Britain Bees brand assets (P: 910.814.7546, E: skye@sdsbranding.com)**

*** All marks have been updated since the November, 2015, unveiling. As demonstrated below, only use versions of the hive with completed horizontal lines**

*** Incorrect Hive - Partial horizontal lines**



*** Correct Hive - Completed horizontal lines**



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TRADEMARK INFORMATION



NOTE:

Outline detail and 'TM' color changes when used on different backgrounds





NOTE:

Outline detail and 'TM' color changes when used on different backgrounds





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'TM' color changes when used
on different backgrounds



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Outline detail and 'TM' color changes when used on different backgrounds

**HARDWARE
CITY™**

**HARDWARE
CITY™**

**HARDWARE
CITY™**

**HARDWARE
CITY™**

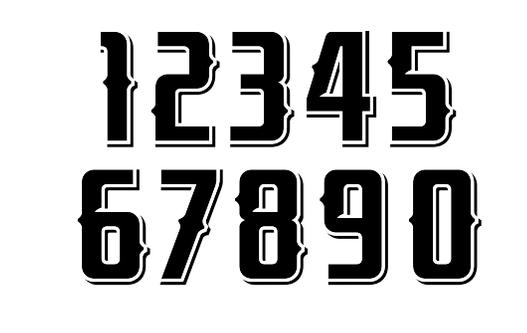
**HARDWARE
CITY™**



NOTE:

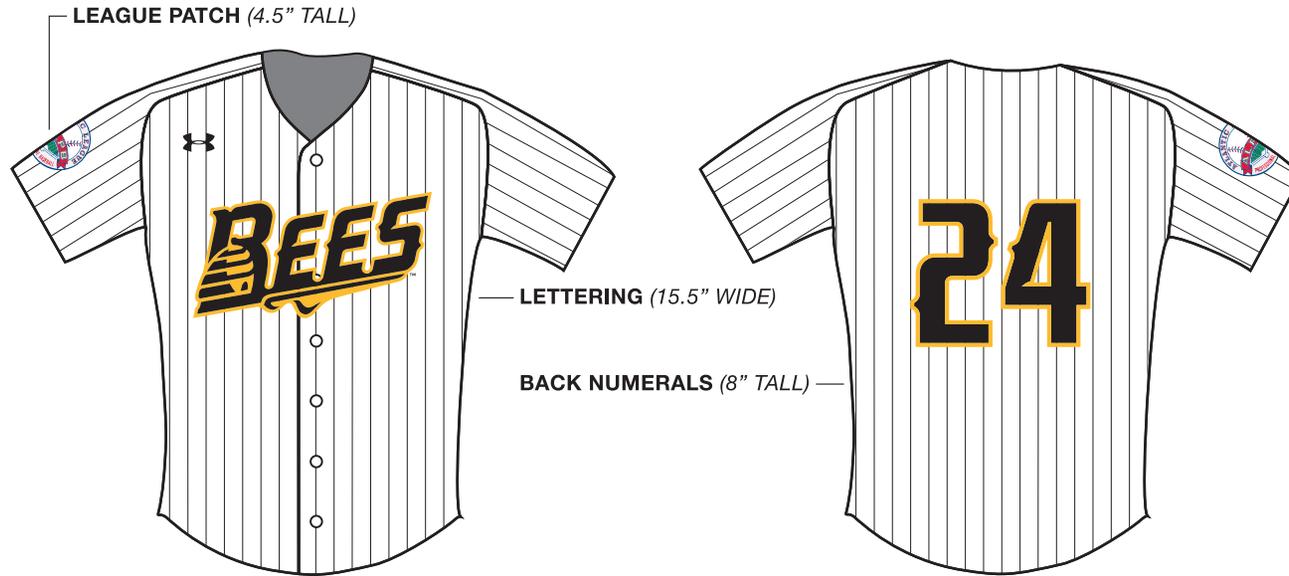
Outline detail changes when used on different backgrounds

1 2 3 4 5
6 7 8 9 0



UNIFORM INFORMATION

NEW BRITAIN BEES HOME UNIFORM GUIDE



LETTERING



NUMERALS



BLACK SOCKS



BUTTON YELLOW

EYELITS YELLOW

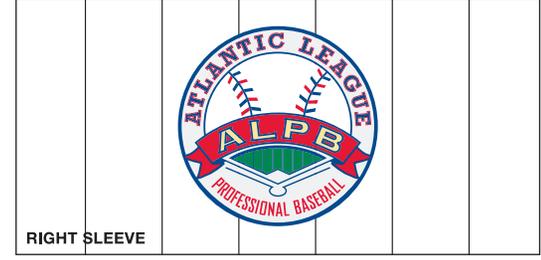
CROWN BLACK

BILL YELLOW

FRONT CAP LOGO (2.25" TALL)



BACK CAP LOGO (1.25" TALL)



RIGHT SLEEVE



CAP FRONT

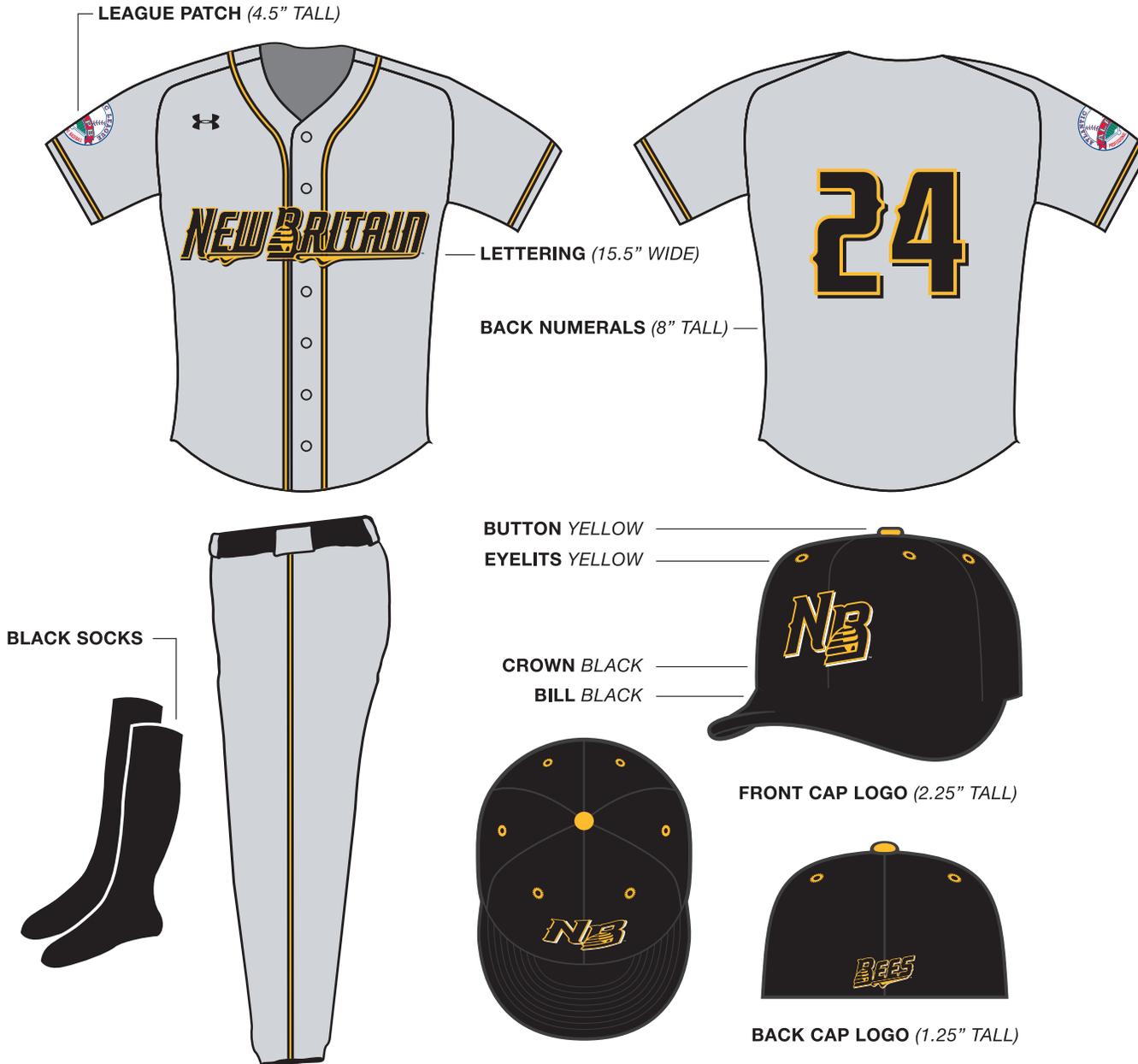


CAP BACK

BLACK

PMS 1235

NEW BRITAIN BEES ROAD UNIFORM GUIDE



LETTERING



NUMERALS



RIGHT SLEEVE



CAP FRONT

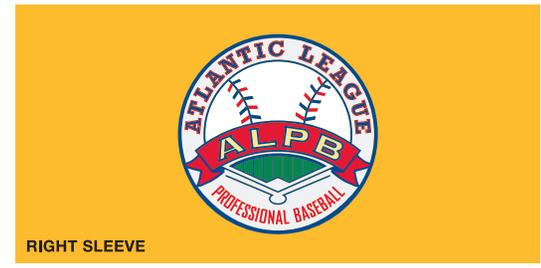


CAP BACK

BLACK

PMS 1235

NEW BRITAIN BEES ALTERNATE UNIFORM GUIDE



BLACK

PMS 1235

COLOR INFORMATION



NEW BRITAIN BLACK

PROCESS BLACK

Thread: MD 1000 or RA 2296

RGB: 35, 31, 32

CMYK: 00, 00, 00, 100



HARDWARE CITY YELLOW

PANTONE 1235 C

Thread: MD 1137 or RA 2558

RGB: 255, 183, 24

CMYK: 00, 26, 76, 00

All colors used in the New Britain Bees brand trademarks must adhere to the official color standards listed at left.

PANTONE, CMYK, RGB, and thread color specifications are provided to help guide the application process for all brand touchpoints.



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