



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**



Brand Guidelines 2

Trademark Information

Primary Mark 4

Secondary Mark 1 5

Secondary Mark 2 6

Hive Icon 7

Wordmark 1 8

Wordmark 2 9

Home Lettering 10

Road Lettering 11

Hardware City Lettering 12

Numerals 13

Uniform Information

Home Uniform Guide 15

Road Uniform Guide 16

Alternate Uniform Guide 17

Color Information 19

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





NOTE:

'TM' color changes when used
on different backgrounds



NOTE:

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





NOTE:

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





NOTE:

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





NOTE:

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





NOTE:

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

NEW BRITAINTM

NEW BRITAIN

NEW BRITAIN

NEW BRITAIN

NEW BRITAIN



NOTE:

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

1 2 3 4 5
6 7 8 9 0

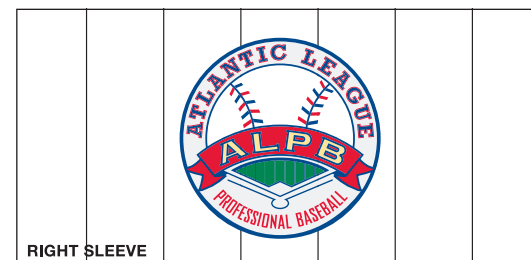
1 2 3 4 5
6 7 8 9 0

1 2 3 4 5
6 7 8 9 0

1 2 3 4 5
6 7 8 9 0

UNIFORM INFORMATION

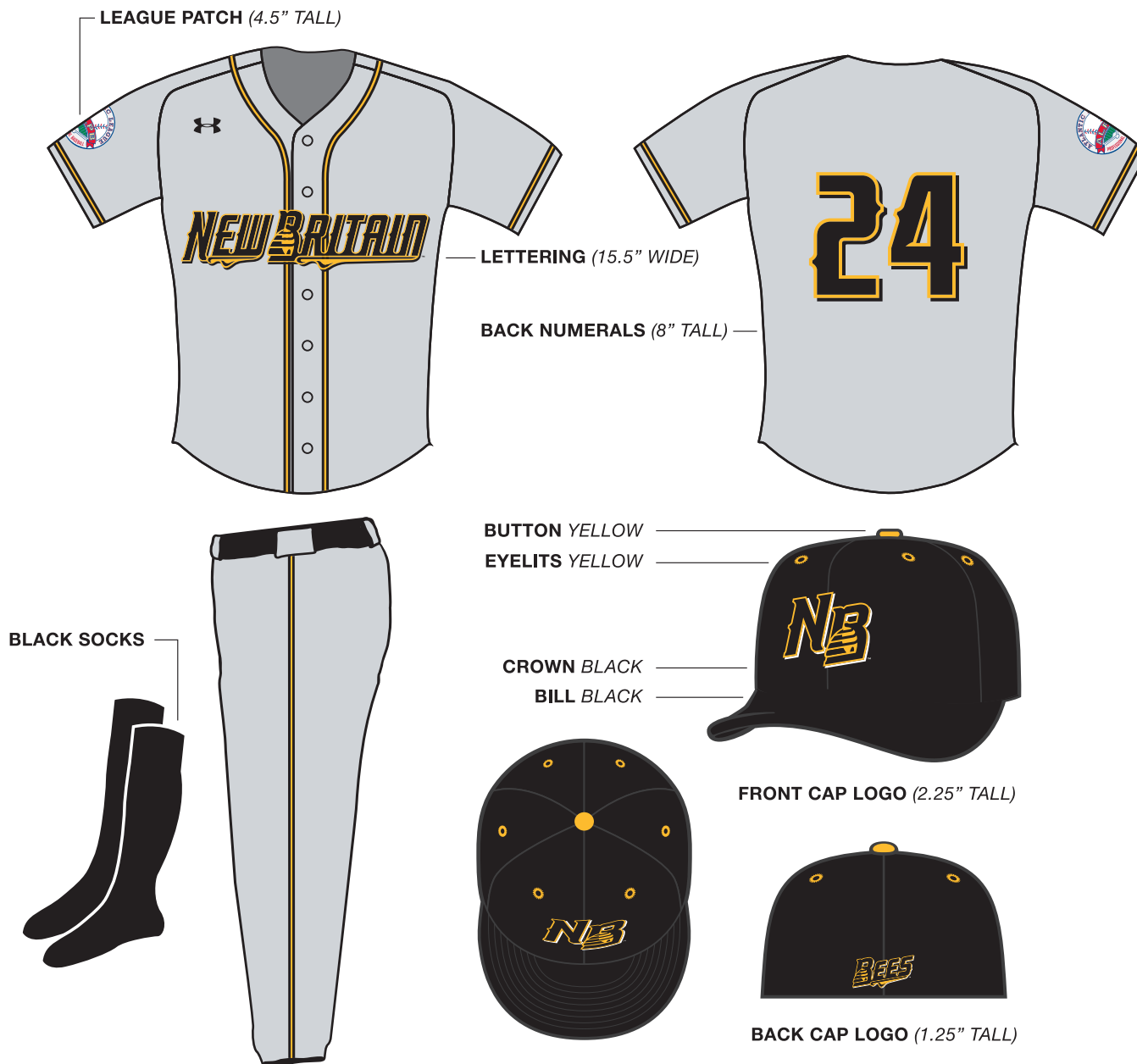
NEW BRITAIN BEES HOME UNIFORM GUIDE



BLACK

PMS 1235

NEW BRITAIN BEES ROAD UNIFORM GUIDE



NEW BRITAIN

LETTERING

12345
67890

NUMERALS



RIGHT SLEEVE

NB

CAP FRONT

BEES

CAP BACK

BLACK

PMS 1235

NEW BRITAIN BEES ALTERNATE UNIFORM GUIDE



HARDWARE CITY

LETTERING

12345
67890

NUMERALS



RIGHT SLEEVE

NB

CAP FRONT

BEES

CAP BACK

BLACK

PMS 1235

COLOR INFORMATION



NEW BRITAIN BLACK

PROCESS BLACK

Thread: MD 1000 or RA 2296

RBG: 35, 31, 32

CMYK: 00, 00, 00, 100



HARDWARE CITY YELLOW

PANTONE 1235 C

Thread: MD 1137 or RA 2558

RBG: 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.



SKYE DESIGN STUDIOS

PHONE: 910.814.7546

EMAIL: SKYE@SDSBRANDING.COM

WWW.SKYEDESIGNSTUDIOS.COM