

ADDENDUM



MERCHANDISE APPLICATIONS

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DIMENSIONAL “B”

“3D B”

To allow for more informal use of a college identifier, a variation of the Berry “B” is available as a standalone in certain approved applications.

The hand-carved quality of the letterform has been retained but dimension has been added to reinforce its presence when used without the “Crest” container.

Embroidery Guidelines

For most uses, satin-stitch is preferable to other stitches.

Thread color equivalents for the Berry colors are:

- Pantone 281:
Madeira 1967
- Process Blue:
Madeira 1297
- Pantone 429:
Robison Anton 2595
- White: Robison
Anton 2297

TWO-COLOR OPTIONS

The lettermark is available in a suite of two-color versions using approved Berry colors.



B1



B2



B4



B3



B5

ONE-COLOR OPTION

These variations may be used when only one color is available.



B6 1C



B7 1C



B8 1C

APPROVED BERRY COLORS

PANTONE 281 C
(Berry Blue)

CMYK COATED:
100/85/5/36
RGB:
0/32/91
HEX:
00205B

PANTONE PROCESS BLUE C
(Berry Bright Blue)

CMYK COATED:
100/13/1/2
RGB:
0/133/202
HEX:
0085CA

PANTONE 429 C
(Berry Silver)

CMYK COATED:
21/11/9/23
RGB:
162/170/173
HEX:
A2AAAD

DIMENSIONAL "B"

It's important to ensure the "3D B" is legible in every application. The following are approved color configurations and backdrops.

B1				
B2				
B3				
B4				
B5				
B6 1C				
B7 1C				
B8 1C				

COMPLEMENTING THE "3D B"

When possible, the standalone, dimensional "B" should be accompanied by—though not necessarily locked-up with—"Berry College," optimally in Woodford Bourne type, as shown in these examples.

For more on the usage of the script font, please see pages 63 and 65.

T-SHIRTS



BASEBALL CAPS



BUCKET HATS



EXCEPTIONS

Certain exceptions may be made when space is limited. See pages 63 and 65 for more guidance about script options.



ALTERNATIVE FONTS

PRESENTING THE COLLEGE'S NAME

In addition to the Crestmark, three treatments of the college name have been developed to allow for a wider range of options.

YELLOWTAIL

Yellowtail provides a durable script alternative to Enticing. In some situations, it can be used for informal applications of "Berry College."

Berry College

*Berry
College*

123456789

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

PRESENTING THE COLLEGE'S NAME

SUPERSTAR

Superstar is a familiar typeface in Berry athletics applications and can be used in selected applications as an alternative to Woodford Bourne.

BERRY COLLEGE

**BERRY
COLLEGE**

**BERRY
COLLEGE**

123456789

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

HERITAGE GRAPHIC

Inspired by Berry athletic uniforms of bygone eras, the heritage graphic can serve as an informal treatment of the college name—or as a container for “Mount Berry, Ga.” See page 67 for application.

Berry
1902

Mount Berry, Ga

APPLICATIONS

Using Yellowtail

Yellowtail provides a friendly, informal spirit to Berry swag.

T-SHIRTS

When used as a treatment for "Berry College" or "Berry" it should be accompanied by a formal college identifier.



STICKERS



APPLICATIONS

Using Superstar

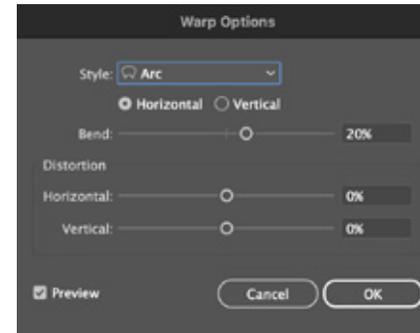
Superstar can be paired with the “3D B” or the Crest. It should appear only in Berry Blue, Blue Bright Blue or white.

T-SHIRTS



HOW TO ARCH TYPE

1. Open Illustrator.
2. Create a new document.
3. Enter the words you wish to use.
4. Select Superstar from your font menu.
5. Go to the effect menu.
6. Scroll down to WARP OPTIONS.
7. Select ARC.
8. Select +20% or -20% to achieve desired positioning.



HERITAGE GRAPHIC

APPLICATIONS

Using the Heritage Graphic

When possible, the Heritage Graphic treatment of "Berry" should be accompanied by the Crestmark.

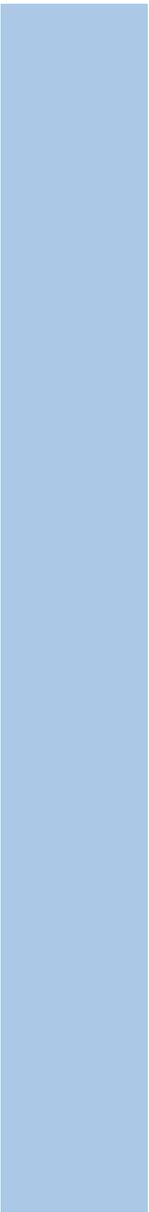
HERITAGE GRAPHIC



APPAREL COLORS

.....
COLOR

An expanded palette has been developed to allow for additional apparel options.



EXAMPLES OF WHAT TO AVOID

AVOID
Turning on its side.



AVOID
Stretching vertically



AVOID
Stretching horizontally



AVOID
The new "B" in a
non-Berry color



AVOID
Combining the "3D B"
and the Crest



AVOID
"Berry College" in Yellowtail or Superstar
locked up with the Crest.



