

TABLE OF CONTENTS

BRAND ELEMENTS

Brand Values

page 4

Brand Attributes

page 5

VISUAL ELEMENTS

Logo

page 9

Pattern

page 13

Color

page 14

Typography

page 15

Illustrations

page 21





THE NEWBERRY BRAND

Our company was established in 1937, and although the times may have changed, our company brand has not. We pride ourselves on our craftsmanship, from our hand-made cards to our hand-carved game pieces, to give you a unique and specialized card playing experience.

We are rooted in tradition, and strive to bring a sense of nostalgia only the past can offer. From Newberry to your family, we want to make our tradition of playing Euchre your tradition.



OUR VALUES

William 'Bill' Lynch—founder

Euchre is a game that has been played over generations, shared by our great-grandfather, and handed down as a rite of passage.

He believed sitting down and playing cards brought people together, lit a spark of fun and encouraged competition. Newberry is about inviting someone into your cabin, brewing some coffee, and making a memory.



OUR ATTRIBUTES

NOSTALGIC

Sharing memories of old and making new.

TRADITION

Passing on what you know, from old to young.

FAMILY

Spending time with the people you share life with.

FUN

Life is short, be happy and play more games.



EVERY CARD TELLS A STORY

From the moment you open the box, you step back in time to a place where there's no electricity, no running water and when the sun goes down, you rely on your trusty gas lantern to light your way. Forget your cell-phone, because there's no signal out here...

Each card is illustrated with characters that tell a story of Newberry, from the critters that inhabit the forest to the tiny cabins that dot the forest landscape.



ACES
The rustic Cabins of Newberry



KINGS
The Hunters



QUEENS
Mama Bear wears the crown



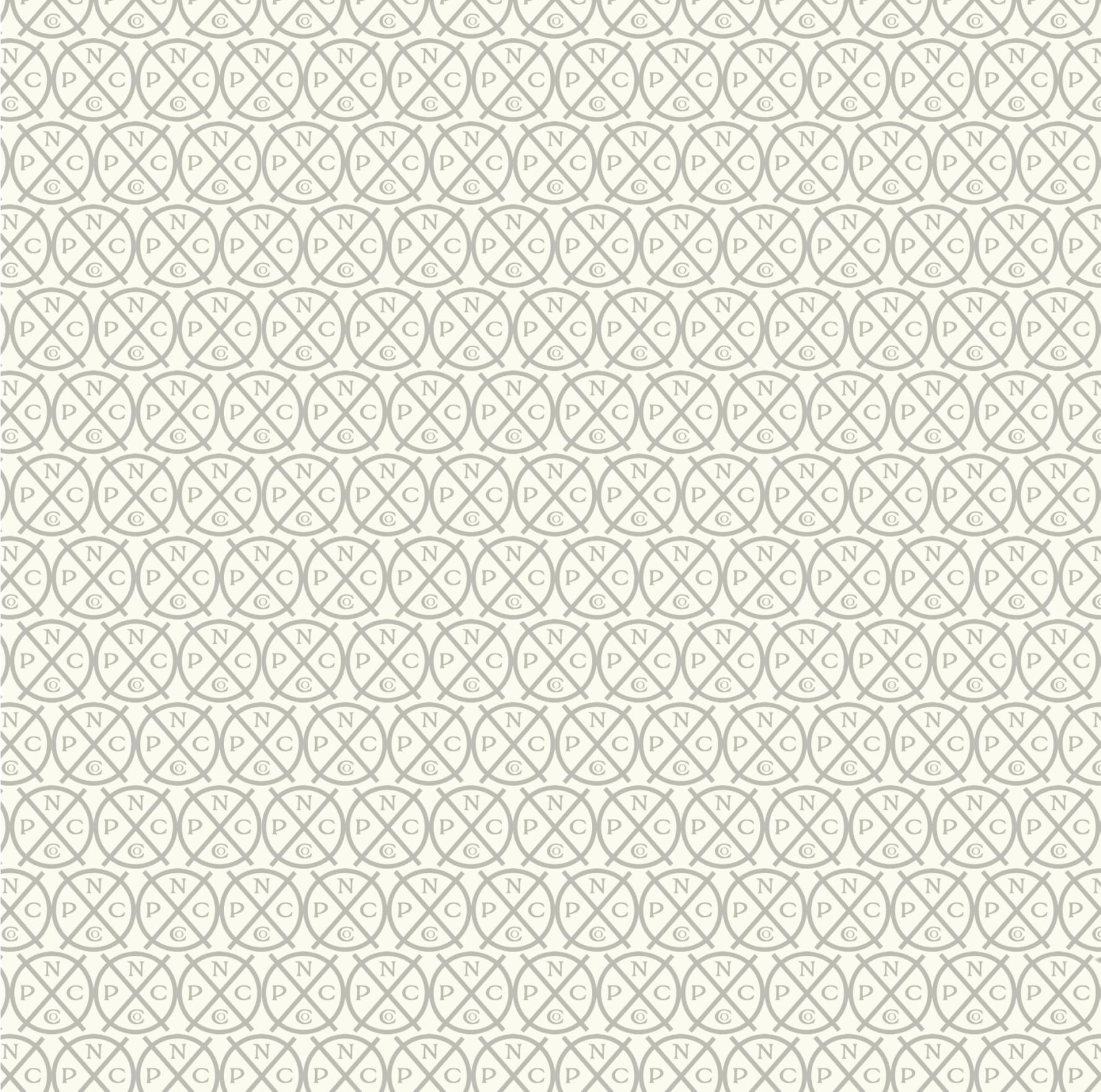
JACKS
Lumberjacks...(obviously)



TENS
The Critters of the Forest



NINES
The Outhouses





CONCEPT

Our primary logo is based on a hand-held gas lantern, commonly used at deer camp, and it also incorporates the suits of the deck in its' shape (heart, spade, club and diamond), shown in copper outline.



Heart



Spade



Club



Diamond

Below are the acceptable uses of our primary logo:



Black with Log Flame



Black without Flame

SIZE & COLOR

The gas lantern logo with the log flame should appear 1 inch in height or larger. The gas lantern logo without the flame should appear in sizes three-quarter to one inch in height. Switch to the secondary 'N' logo for anything smaller than three-quarter inch size if needed for branding.

The gas lantern logo should only appear in black with or without the log flame.

SECONDARY LOGO

In addition to our primary gas lantern logo, we also use two secondary logos. The first is the Newberry 'N'. This logo can be used on secondary items where the primary logo has already been displayed and established.

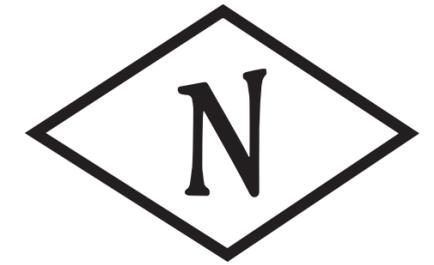
Below are the acceptable uses of the Newberry 'N':



Pattern
(tweed, plaid, wood grain)



Gray border, burnt orange
back, cream 'N'



Black border with
black 'N'

Another secondary logo (also used as a pattern) is the railroad crossing logo, which bears the initials of the Newberry Playing Card Co. Generally, you will see this logo used as an icon for web use, but it is acceptable to use to represent our company outside that medium. It is always black and white, and can be placed on any of our texture or color backgrounds (see Color).



RESTRICTIONS

We want our brand to be represented in the best way possible, so please don't use our logo in any of these ways, shown below:



Do not use colors not found on our palette page.



Do not color the Primary Logo.

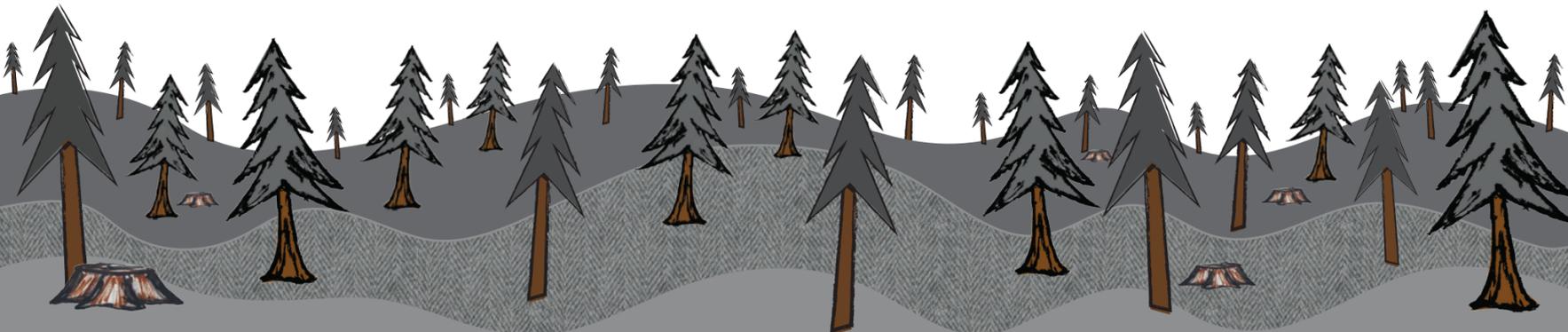


Do not shave the Hunters or Lumberjacks. It's just wrong.

CONSISTENCY

It is important to our brand that we maintain the look and feel of the time period we want to portray with our Euchre game.

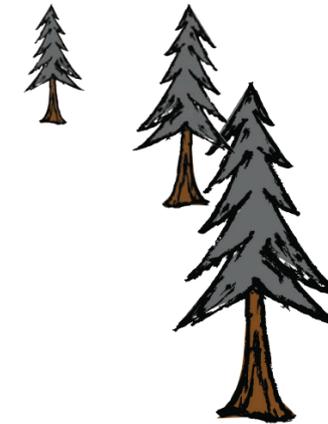
We have taken time and care to craft our color palette, our illustrations and logos to have a certain look and feel. By honoring our intentions, you will help convey our tone of voice for our company.

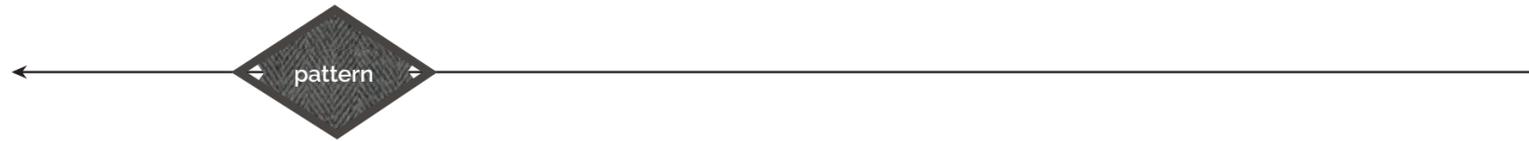


LOGO MARGINS

X-height

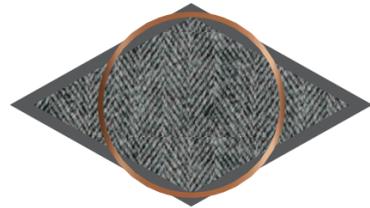
When placing our logos on any treatment, place so no type, photos or other graphic elements come closer than $\frac{1}{2}$ of the x-height of the logo with or without the tag line. The only exception to this rule is when the logo is contained inside the Newberry Diamond shape. The x-height of the Newberry logo is based on the x-height of the Newberry typeface. The x-height changes with the scale of the logo.





CONCEPT

The patterns of Newberry are taken from textures commonly found in deer camp: wool tweeds, plaids and wood grains.



Gray Tweed Coat



Orange Plaid Scarf



Wood Grain
(brown and black)

The two patterns below may be used for background patterns.

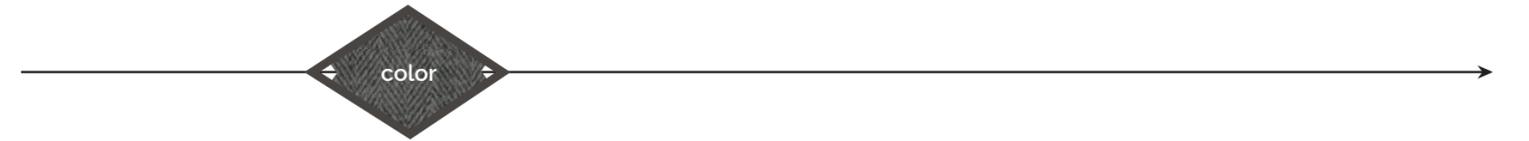


Tent Pattern



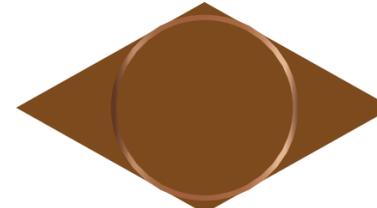
Railroad Logo Pattern

These patterns are primarily used for cover backgrounds, accent pages, and can be used as a background in the 'N' logo, as seen below.

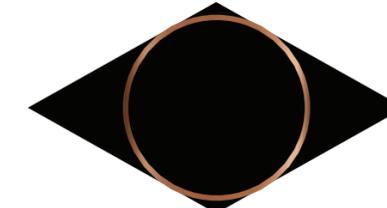


CONCEPT

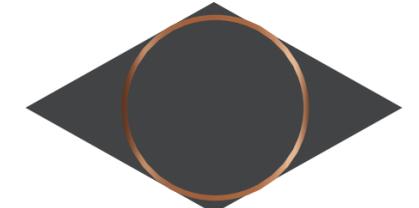
The colors represent a period of time when black and white where predominate in print, photo and tv, but with added accents of cream and burnt orange.



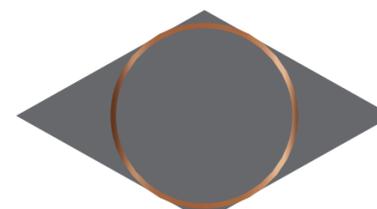
Lumberjack
P22-16C RGB: 125, 73, 0
C36 M68 Y100 K34 HEX: #7d4900



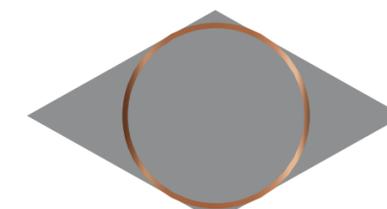
Black Bear
P419C RGB: 0, 0, 0
C75 M68 Y67 K90 HEX: #000000



Gray Moose
P179-14C RGB: 67, 67, 69
C68 M61 Y57 K43 HEX: #434345



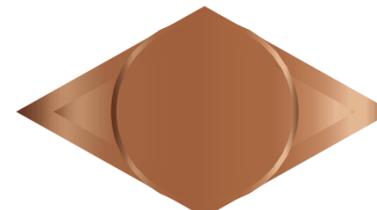
Raccoon Tail
P179-11C RGB: 103, 104, 107
C60 M51 Y48 K18 HEX: #67686b



Beaver Dam
P179-8C RGB: 140, 142, 144
C48 M38 Y38 K3 HEX: #8c8e90



Front of the Moon
P179-14C RGB: 252, 250, 237
C1 M1 Y7 K0 HEX: #fcfaed



Copper Pot Foil



CONCEPT

The typeface Bolton was chosen to represent a sense of nostalgia of the time period (1937). Use this font for the company name and logo font. This font should also be used for headings as well.

FONTS

Bolton Uppercase

ABCDEFGHIJKL
MNOPQRSTU
VWXYZ
NEWBERRY

Bolton Titling Uppercase

ABCDEFGHIJKL
MNOPQRSTU
VWXYZ
NEWBERRY

Arcing the type is only permitted with the logo type, used primarily for accompanying any of the logos and the 'N' logo.

Bolton Lowercase

abcdefghijklmnop
qrstuvwxyz
newberry

Bolton Titling Lowercase

ABCDEFGH
IJKLMNOP
PQRSTUV
WXYZ
NEWBERRY

BODY COPY

Calluna Sans

This typeface was chosen as a simple, readable font to contrast the more decorative Bolton. Calluna Sans is used for all body copy, and to also represent the word Euchre (with exception to the game box cover). Light or Regular weight is acceptable.

Calluna Sans Uppercase

ABCDEFGHIJKL
MNOPQRSTU
VWXYZ
NEWBERRY

Calluna Sans Bold

Sometimes, you just need to get your point across. For example, if you were going to write, "Look out, Bear!", using Calluna Sans Regular would not be as effective as "Look out, **BEAR!**". Use it when necessary.

Calluna Sans Bold Uppercase

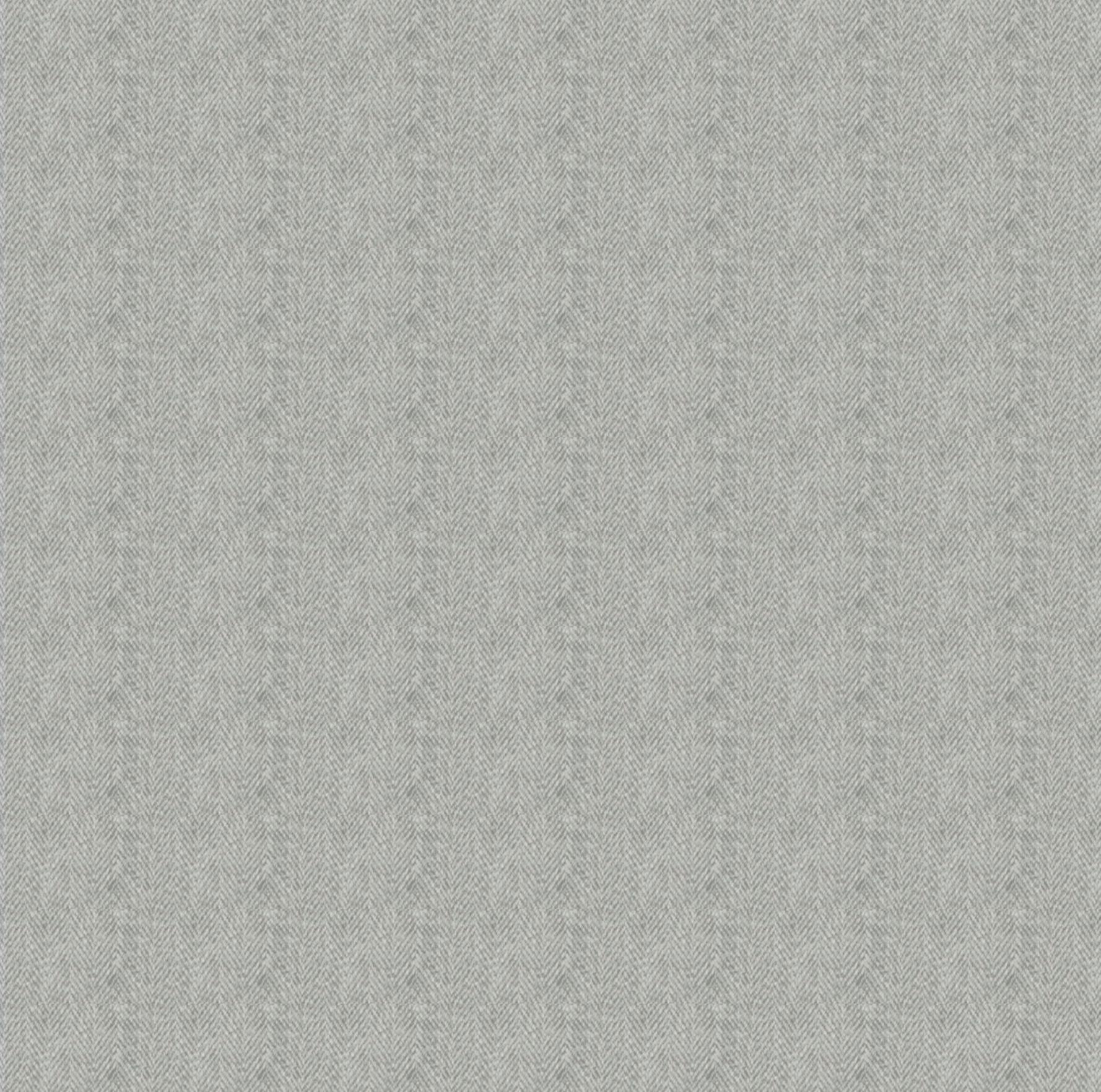
ABCDEFGHIJKL
MNOPQRSTU
VWXYZ
NEWBERRY

Calluna Sans Lowercase

abcdefghijklmnop
qrstuvwxyz
newberry

Calluna Sans Bold Lowercase

abcdefghijklmnop
qrstuvwxyz
newberry



CONCEPT

The exterior packaging consists of a black wooden box that is covered with paper labeling. This technique was used commonly used in products of the era.

The paper wrappings are hand-illustrated with characters from the forest of Newberry. The top of the box has a hand-carved wood logo 'N', which also represents Newberry Playing Card Co.

MATERIALS

BOX: Masonite, stained black

PAPER: Red River 50lb. Arctic Polar Luster Double-sided

LOGO: Hand-carved pine, acrylic paint

HINGES: Pre-fab metal, painted copper






NEWBERRY



CONCEPT

In the game of Euchre, the first team to score ten points wins the game. Traditionally, you would use the five of hearts/five of clubs and five of diamonds/five of spades to keep score. We decided to be a little extra.

Our scorer is hand-carved from pine wood into the shape of a stump. On the front, it also has a hand-carved wood secondary 'N' logo.

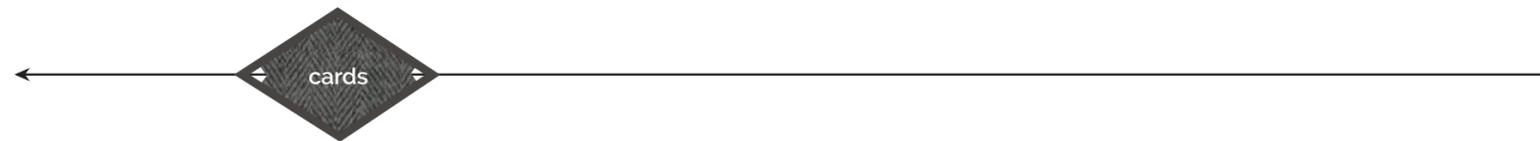
The scoring pieces are bears and lumberjacks, with some accent pine trees. There are also the symbols of the Trump suit: a heart, a diamond, a spade and a club, all hand-carved and hand-painted with a rustic treatment.

MATERIALS

STUMP: Pine wood, hand-carved and acrylic painted

SCORING PIECES: Pine wood, hand-carved and acrylic painted





CONCEPT

Our playing cards are round, because it's just not something you see everyday, and because we use the wood grain paper on the front, it is also reminiscent of the shape of a cut log.

The front of the cards also have metallic foil accent, and the main gas lantern Newberry logo.

The back of the cards are all hand-illustrated with the characters of Newberry: the Nines are outhouses, the Tens are the critters of the forest, the Jacks are lumberjacks, the Queens are bears, the Kings are hunters, and the Aces are all the cabins found in Newberry. Again, they are all illustrated in black and white, as homage to the 1930's when Newberry was founded.

MATERIALS

PAPER: Red River 50lb. Arctic Polar Luster Double-sided
Gmund Savanna Glowing Makassar

FOIL: Bronze textile foil




NEWBERRY



CONCEPT

Included in the game box is a rulebook and map. The rulebook is designed to keep with the vintage camp feel. The cover uses a paper that has embossed wood grain, and is also coated with a copper sheen, perfectly accenting the gold foil treatment around the opening.

The map is hand-illustrated to give players a vision of Newberry Hunting and Lumber Camp. Newberry is a real place, and this map invites you to step back in time and meet the people and characters that make up Newberry. The illustrations are kept black and white as homage to the time period.

MATERIALS

PAPER: Red River 50lb. Arctic Polar Luster Double-sided
Gmund Savanna Glowing Makassar

FOIL: Bronze textile foil



THANK YOU FOR PLAYING NEWBERRY EUCHRE.

