



How to be a Betty
2013

Color Palette



PMS 189
(0,37,10,0)



4/C BLACK
(100,100,100,100)



Logos



BB_001
Primary Polka Dot Logo



BB_002
Primary Solid Logo



BB_003
(For use on non-white backgrounds)



Logos



BB_004
1 Color Logo



BB_005
1 Color Logo



Packaging



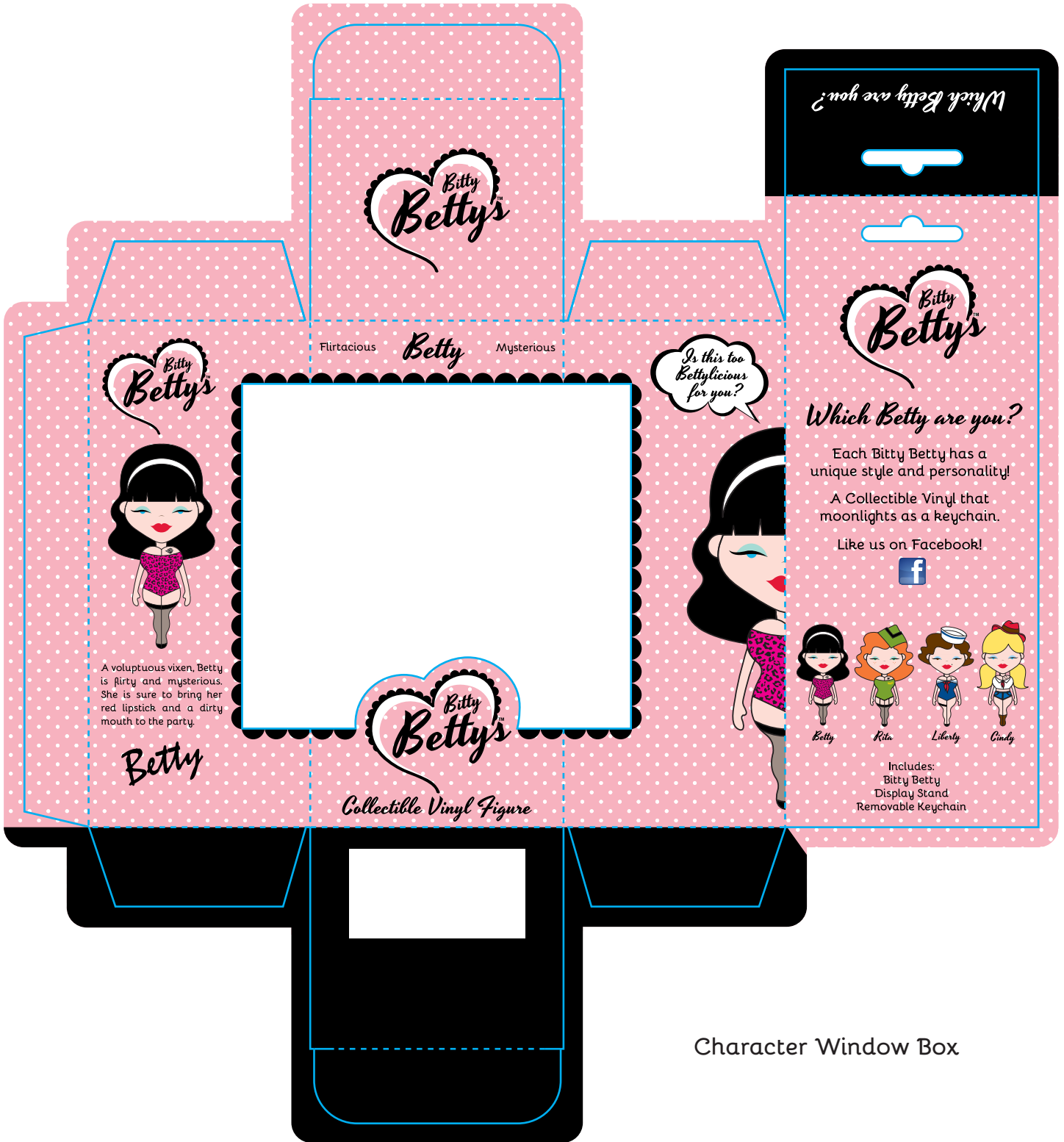
Core Window Box

Packaging



Character Window Box

Packaging



BB_PKG_003

Packaging

FRONT



BACK



BELLY BAND

BB_PKG_004

Core Blister Card w/Belly Band

Packaging



BB_TAG_001

Core Hangtag

Packaging



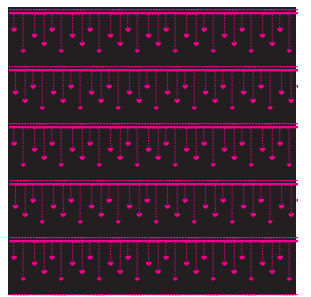
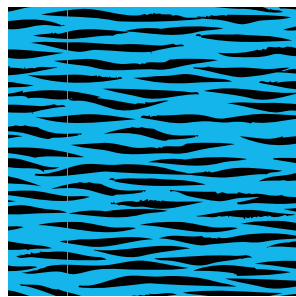
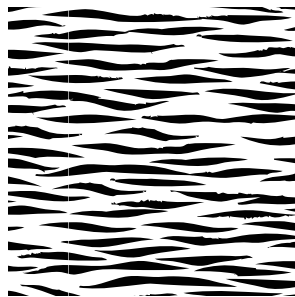
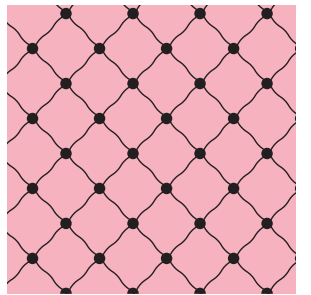
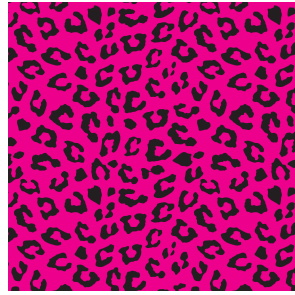
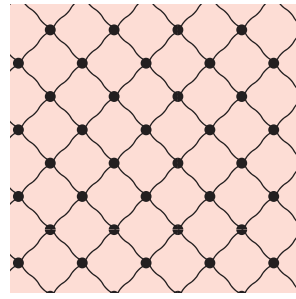
BB_TAG_002

Core Hantgag



Betty

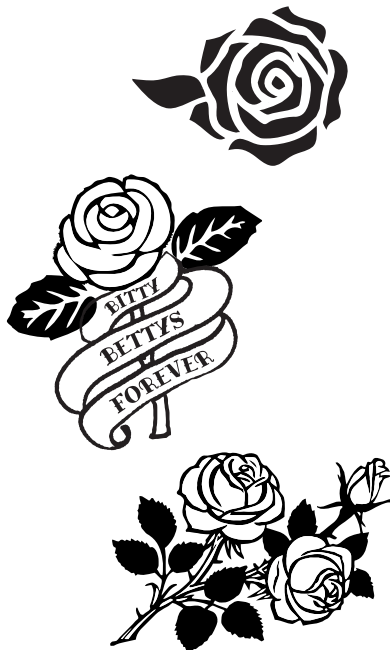
Signature Patterns



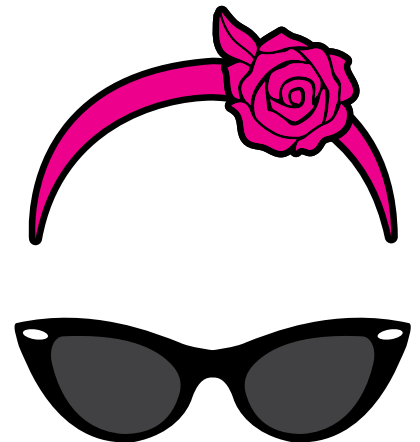
Color Palette

- Eyes: 298
- 3245
- Skin: 489
- Lips: 186
- Hair: Black
- Signature Colors: Magenta, Black

Tattoos



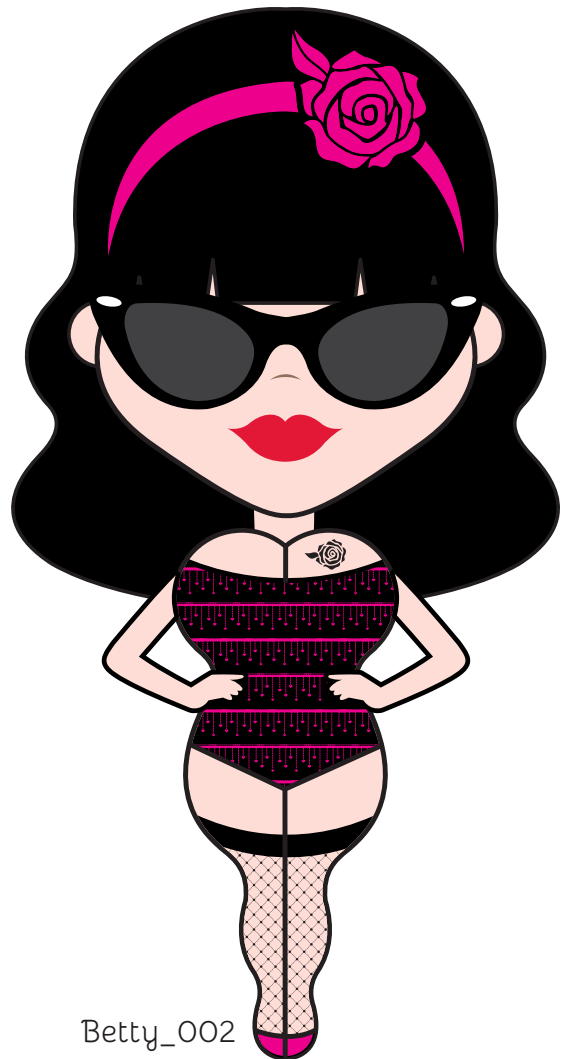
Accessories



Betty



Betty_001

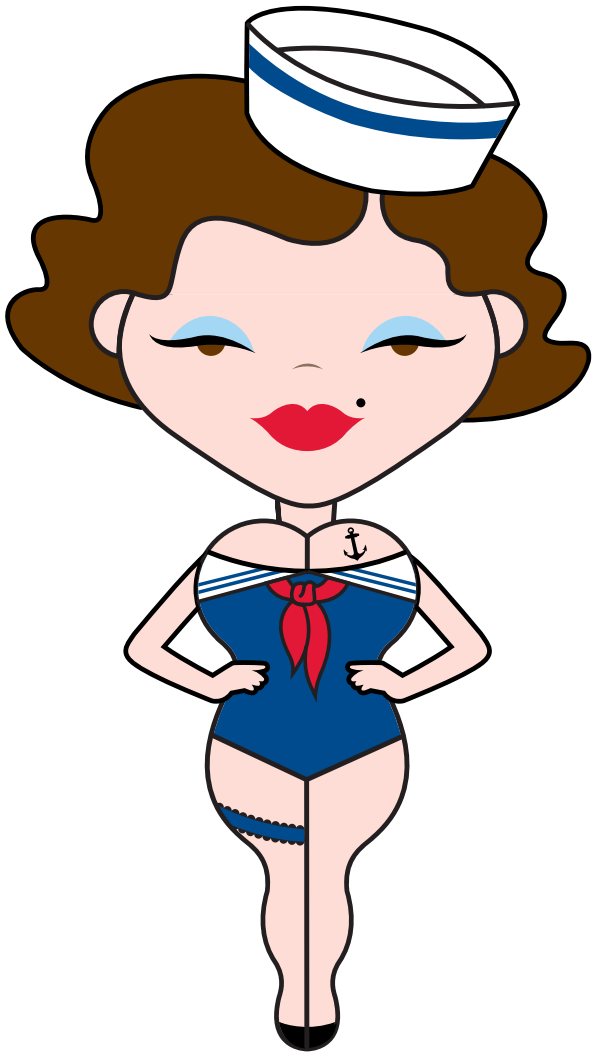


Betty_002

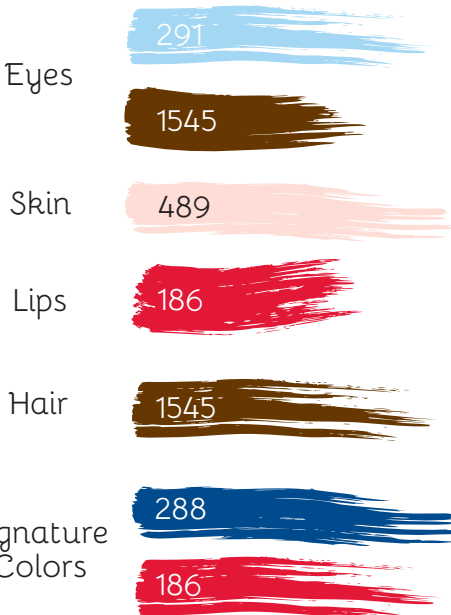


Liberty

Signature Patterns



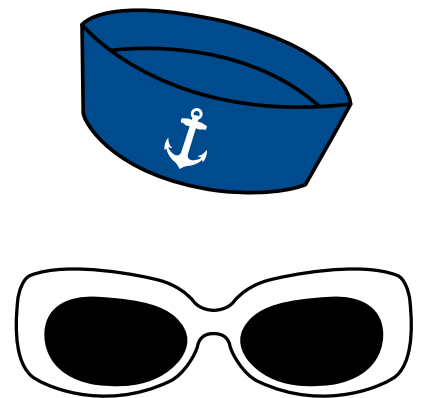
Color Palette



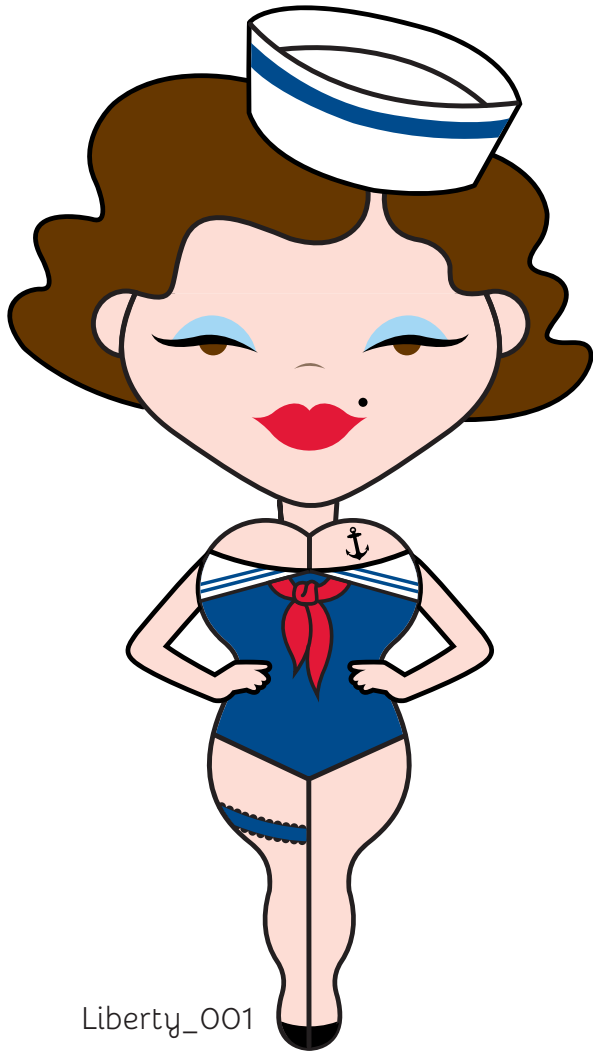
Tattoos



Accessories



Liberty



Liberty_001

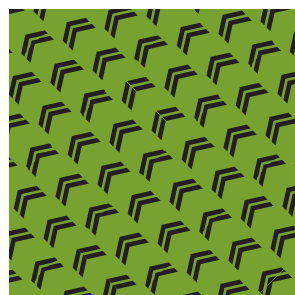
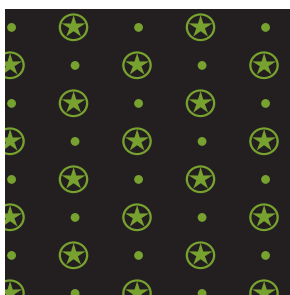
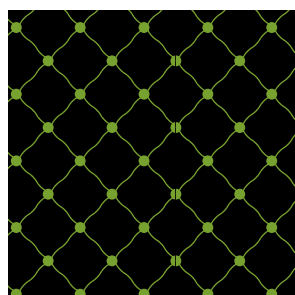
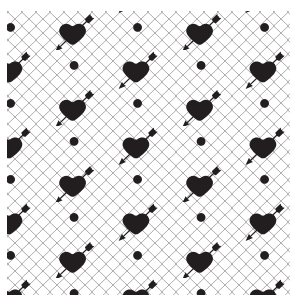


Liberty_002

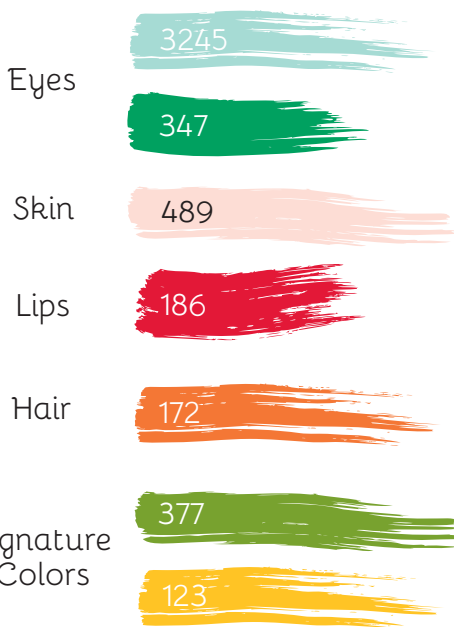


Rita

Signature Patterns



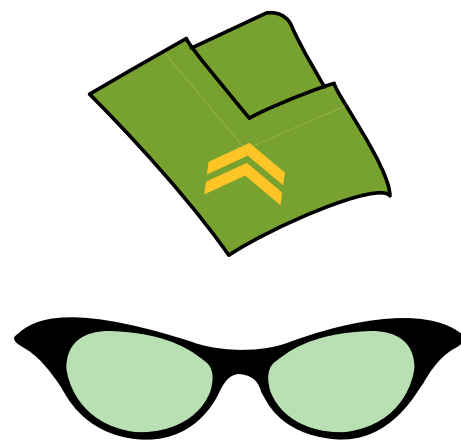
Color Palette



Tattoos



Accessories



Rita



Rita_001

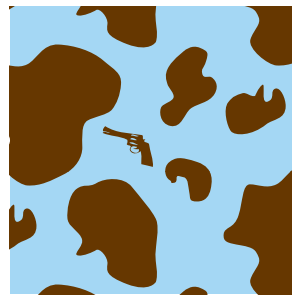
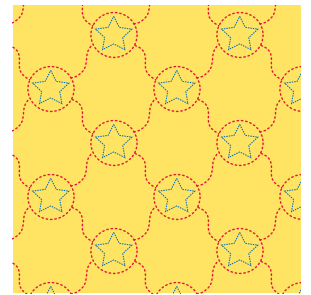
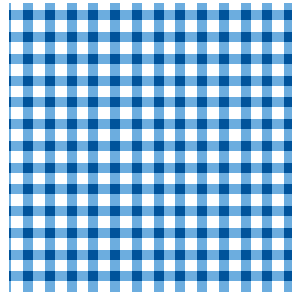
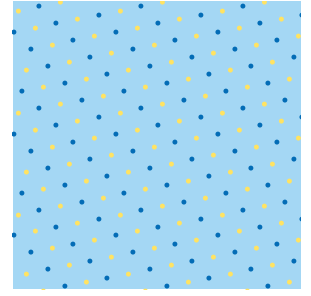
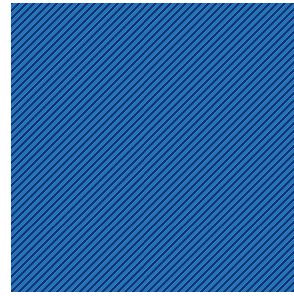
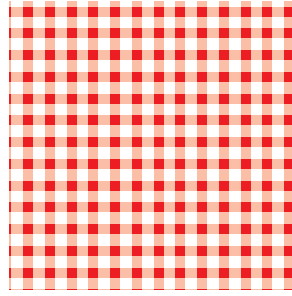
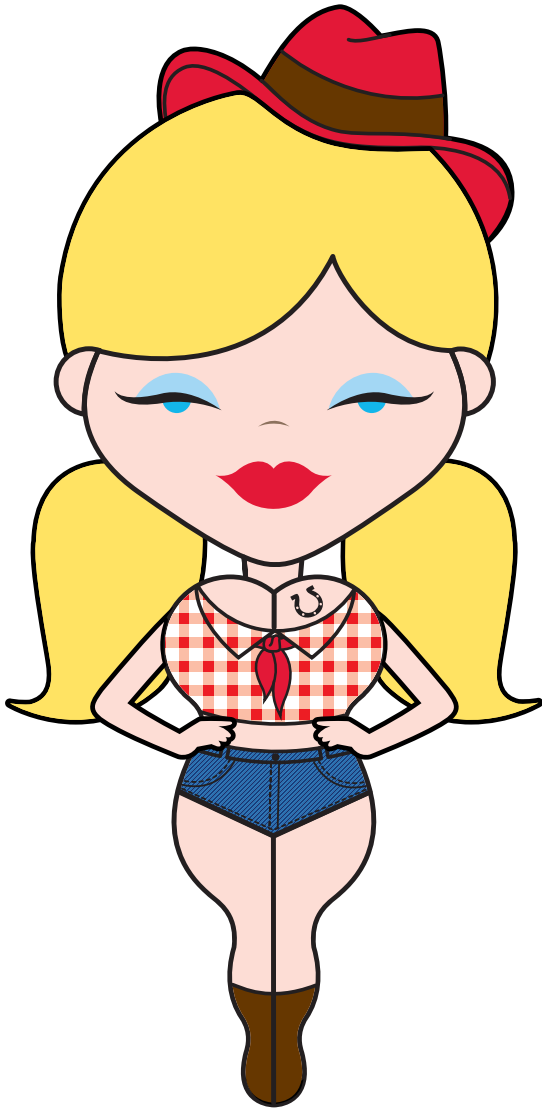


Rita_002

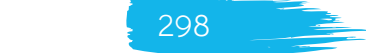


Cindy

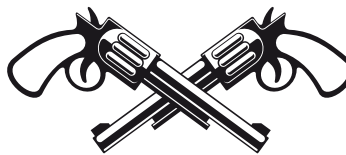
Signature Patterns



Color Palette



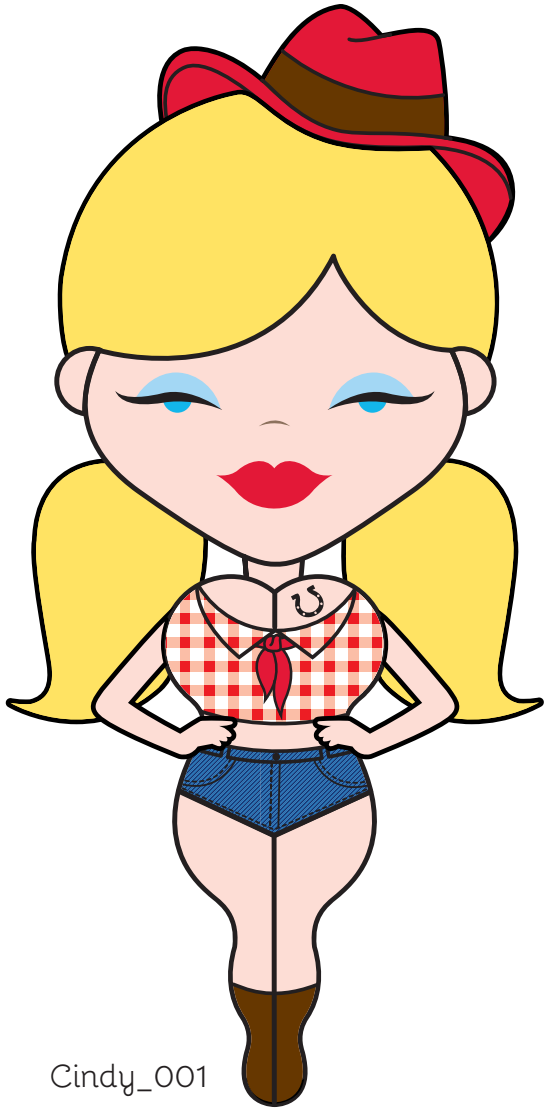
Tattoos



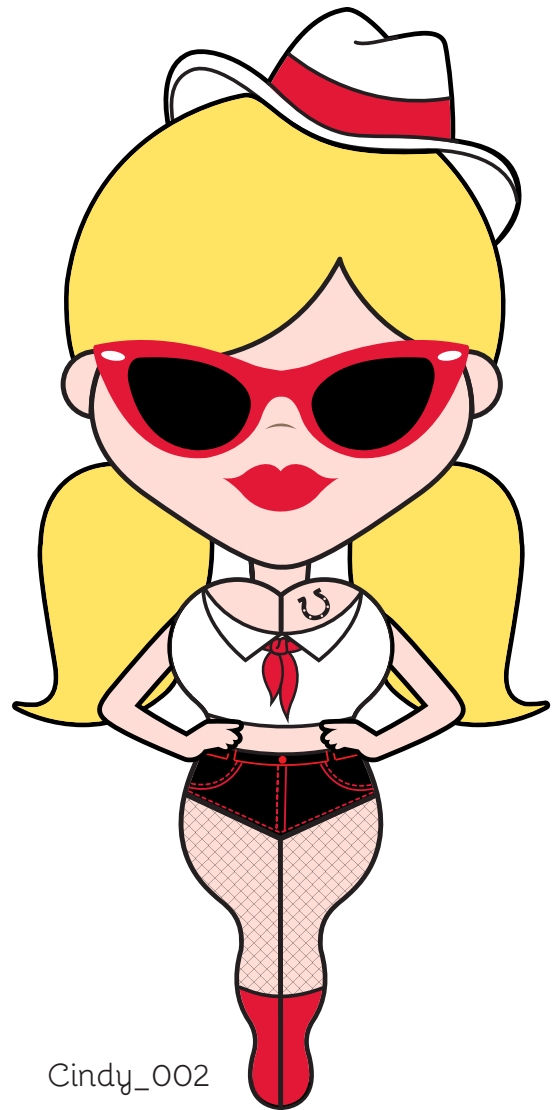
Accessories



Cindy



Cindy_001



Cindy_002



Editorial



Betty



Liberty



Cindy



Rita



Labels



BB_LABEL_001

Sew-In-Label



BB_LABEL_002



BB_LABEL_003

Small Loop
Label



Fold

BB_LABEL_004

Fonts

Yesteryear: Use for Headings

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890?!,.":;#&

Bellota: Use for Body Copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890?!,.":;#&

