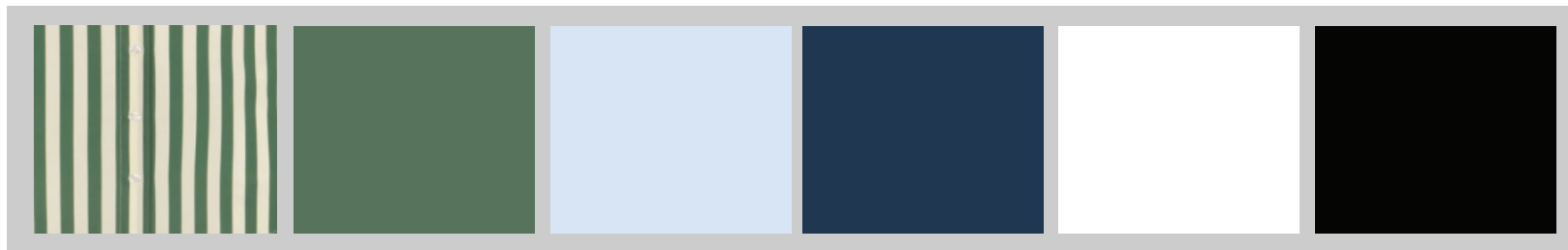


# Beldrie - Design Assets

Color Palette



Fonts

*Edwardian Script ITC*

*Madelinette*

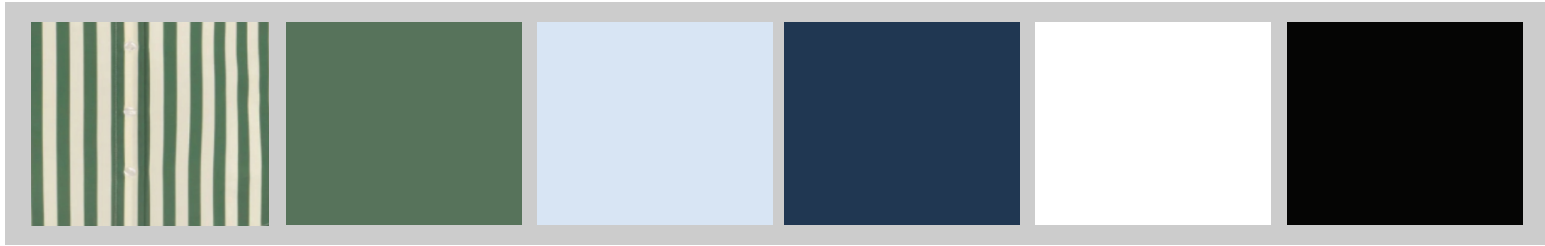
B-logo Version 1



B-logo Version 2



# "Let's Golf " Varsity Crewneck



## Design 1

"B" wrist logo, "Edwardian Script ITC" font, varsity style in 3 color ways

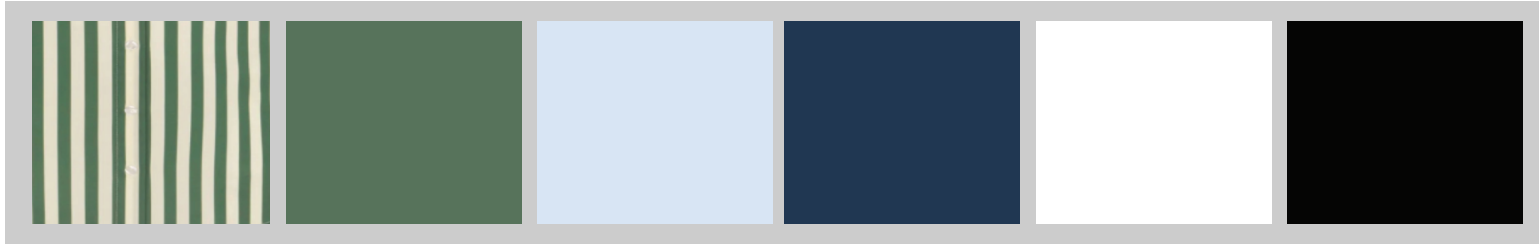


## Design 2

"B" wrist logo, "MadelINETTE" font, varsity style in 3 color ways



# "Let's Golf " Embroidered Crewneck



Concept: Crewneck with embroidered words on it that "match" the color of the sweatshirt itself, "tone-on-tone" (similar to example on the left)

## Option 1

- "lets golf" in two lines
- B logo version 2
- phrase larger in center

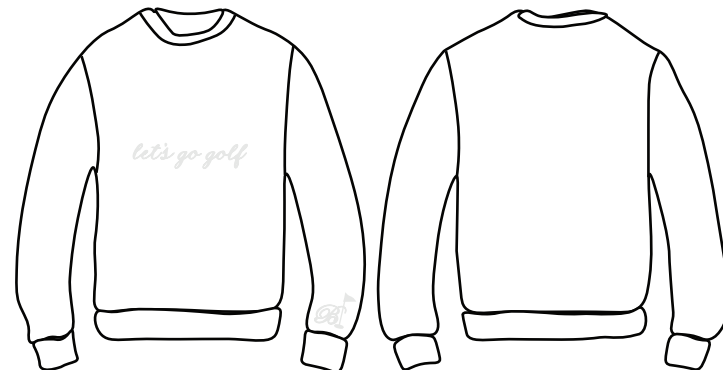


## Option 3

- "lets golf" in one line
- B logo version 2
- Parke style
- Bolder, non cursive font
- Similar to "MILFDAD" above

## Option 2

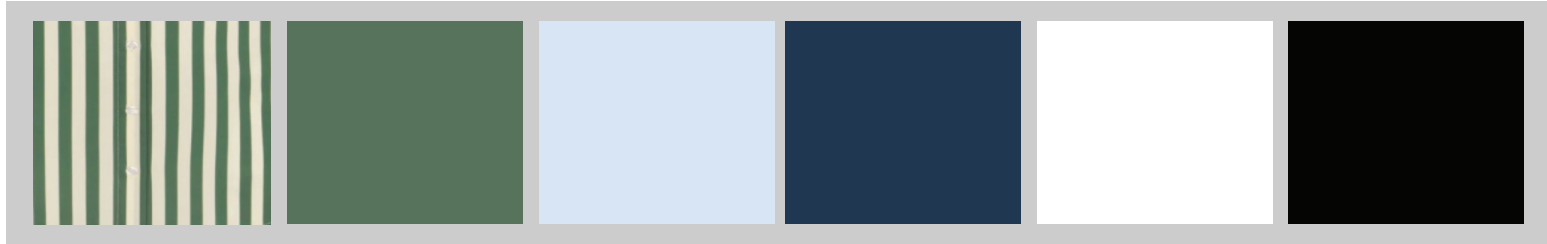
- "lets golf" in one line
- B logo version 1
- phrase across chest



## Option 4

- "lets go golf"
- Cursive across chest
- One line
- B logo version 1
- smaller across chest

# "Apres Golf/Pickle/Tennis " Varsity Crewneck



## Design 1

"B" wrist logo, "Edwardian Script ITC" font, varsity style in 3 color ways



## Design 2

"B" wrist logo, "Madelinette" font, varsity style in 3 color ways



# "Apres Golf/Pickle/Tennis " Embroidered Crewneck

pg. 1



Concept: Crewneck with embroidered words on it that "match" the color of the sweatshirt itself, "tone-on-tone" (similar to example on the left)

## Option 1

- "lets golf" in two lines
- B logo version 2
- phrase larger in center

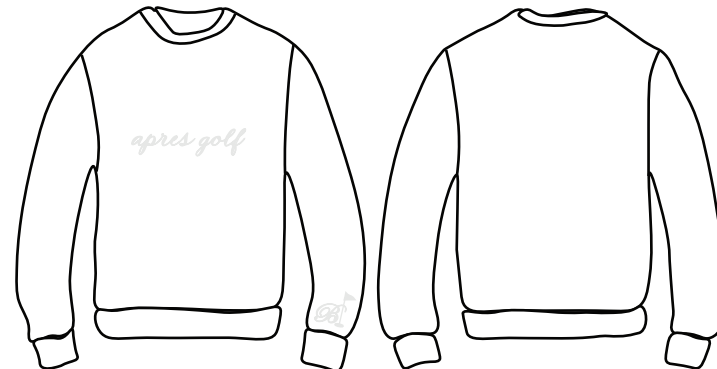


## Option 3

- "lets golf" in one line
- B logo version 2
- Parke style
- Bolder, non cursive font
- Similar to "MILFDAD" above

## Option 2

- "lets golf" in one line
- B logo version 1
- phrase across chest



## Option 4

- "lets go golf"
- Cursive across chest
- One line
- B logo version 1
- smaller across chest

# Apres Pickle

Option 1



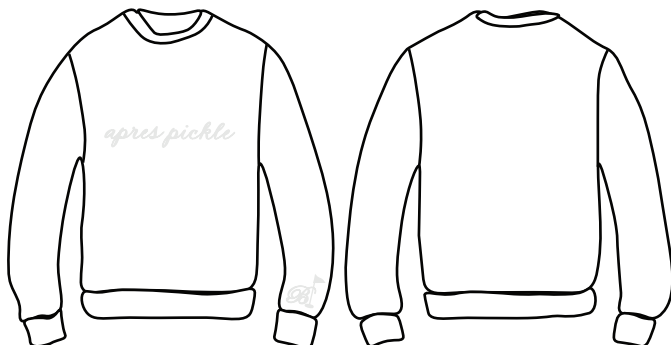
Option 2



Option 3



Option 4

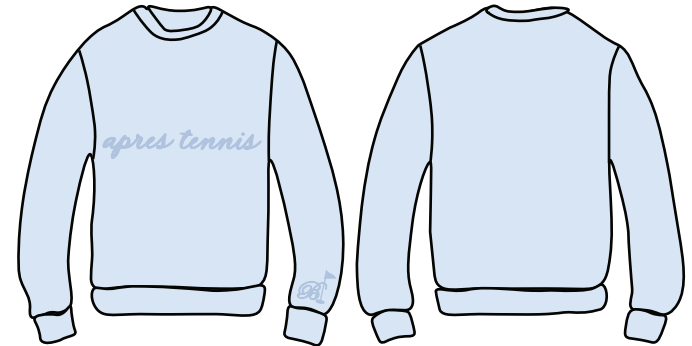


# Apres Tennis

Option 1



Option 2



Option 3



Option 4

