



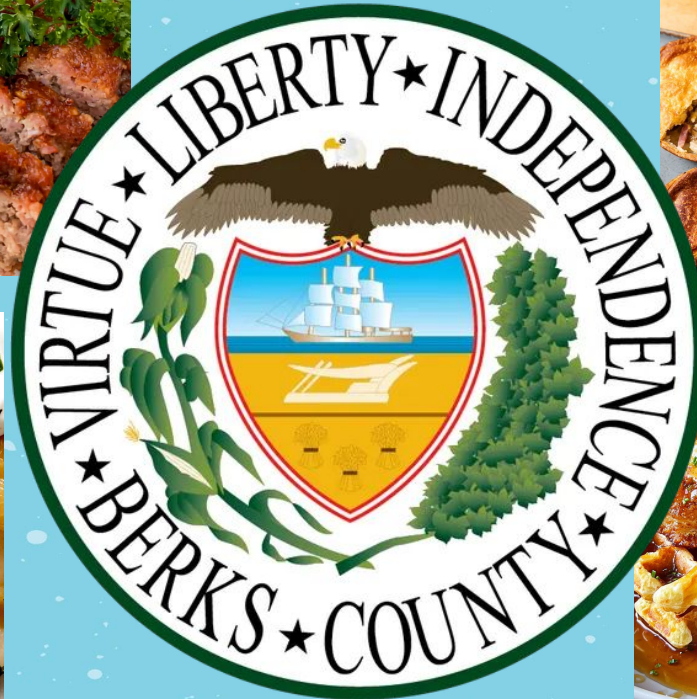
Alter Ego

Liz Heisey, Audrey Cullen, Anthony Wood

Thank you for this opportunity!

**How do we create a fun alter-ego for the Reading
Fightin' Phils that encapsulates the spirit of the food
culture in the surrounding area?**

*Berks county is known for classic home-style comfort cooking;
food that is adored by all ages.*



*Our research found a popular dish called
Berks style chicken and waffles.*



What makes this meal unique?



The savory deliciousness poured on top!



*We realized that there are countless other home-style meals
smothered in deliciousness,
so why not make it the star of the show?*



*This year, the Reading Fightin' Phils are bringing the same
comfort right to home plate as they become...*



The Uniform





Secondary Logo





Tertiary Logo





Merch











*Crazy
for the
Grawy*







The Gravy

Reading Fightin' Phils

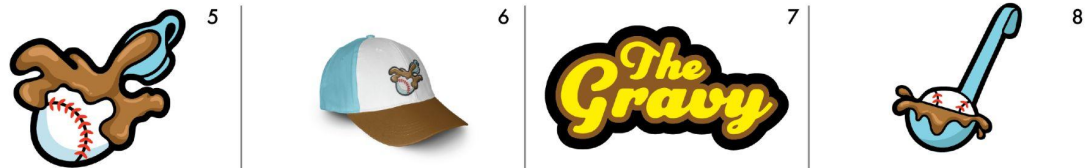
The Gravy Red	The Gravy Orange	The Gravy Yellow	The Gravy Light Blue	The Gravy Black
Pantone 7417 C C:0 M:93 Y:99 K:0 R:219 G:73 B:52 HEX: db4934	Pantone 7577 C C:0 M:73 Y:100 K:0 R:226 G:115 B:56 HEX: e27338	Pantone 107 C C:0 M:1 Y:100 K:0 R:225 G:240 B:74 HEX: fff04a	Pantone 290 C C:45 M:0 Y:9 K:0 R:150 G:208 B:226 HEX: 96d0e2	Pantone 7 C C:0 M:0 Y:0 K:100 R:34 G:31 B:32 HEX: 221f20
The Gravy Dark Brown Pantone 7584 C C:34 M:63 Y:100 K:25 R:133 G:92 B:46 HEX: 855c2e	The Gravy Medium Brown Pantone 4655 C C:28 M:54 Y:90 K:10 R:165 G:121 B:67 HEX: a57943	The Gravy Light Brown Pantone 465 C C:16 M:45 Y:73 K:1 R:201 G:150 B:99 HEX: c99663		

Primary Logo



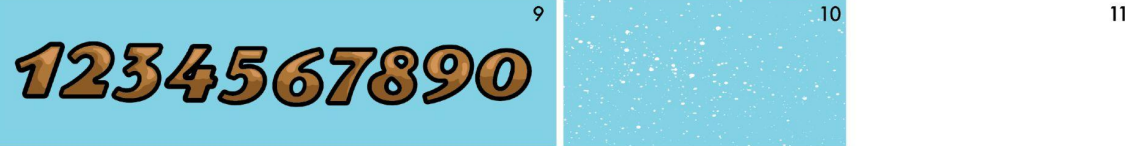
On-Field Cap

Additional Logos



Numbering

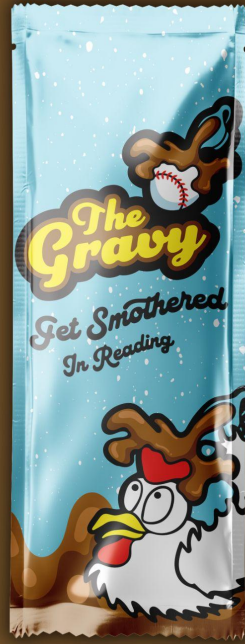
Pattern

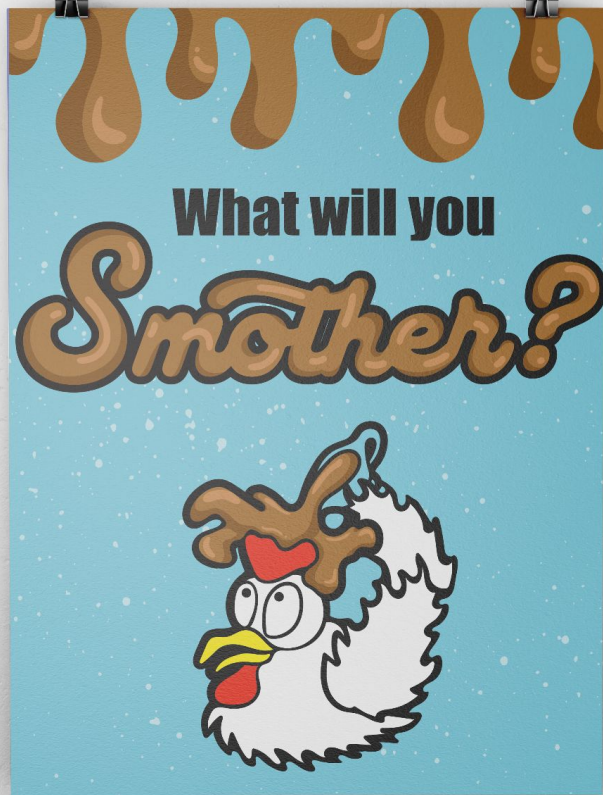


In-Stadium Promos & Experiences









<i>Smother Station</i>	
	
<i>Choose a Gravy</i>	
Brown Gravy	\$1.50
White Gravy	\$1.75
Sausage Gravy	\$2.50
<i>Choose a Base</i>	
Mashed Potatoes	\$5.00
Fries	\$5.00
Biscuits (2)	\$4.50
Fried Steak	\$11.00
Chicken and Waffles	\$14.00
Turkey Leg	\$15.00



<i>Smother Station Dare Zone</i>	
<i>Choose a Gravy</i>	
Brown Gravy	\$1.50
White Gravy	\$1.75
Sausage Gravy	\$2.50
<i>Choose a Base</i>	
Ice Cream Scoop	\$4.50
Hotdog	\$3.50
Pizza Slice	\$5.00
Popcorn	\$4.00
Soft Pretzel	\$6.00
Nachos	\$5.50

FIRST ENERGY
STADIUM



Who will
Dare
to
Smother?

@WORK
PERSONNEL STAFFING
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Alvernia University

WHITE STAR
WHITE STAR

















1 free throw

*The
Grawy*

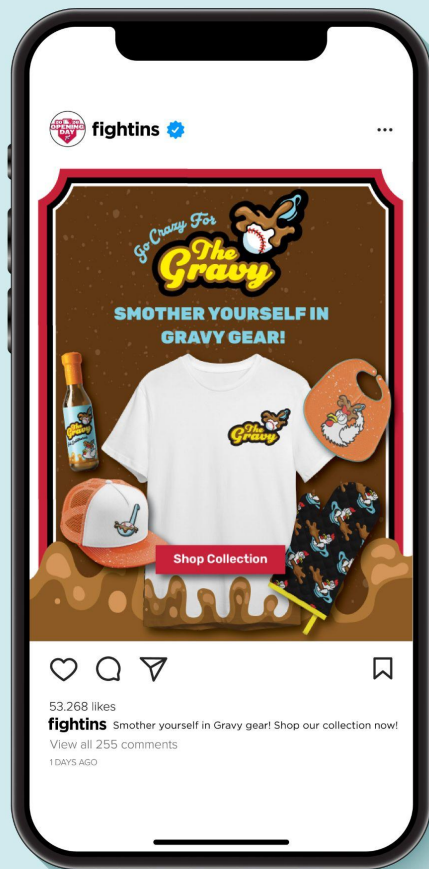


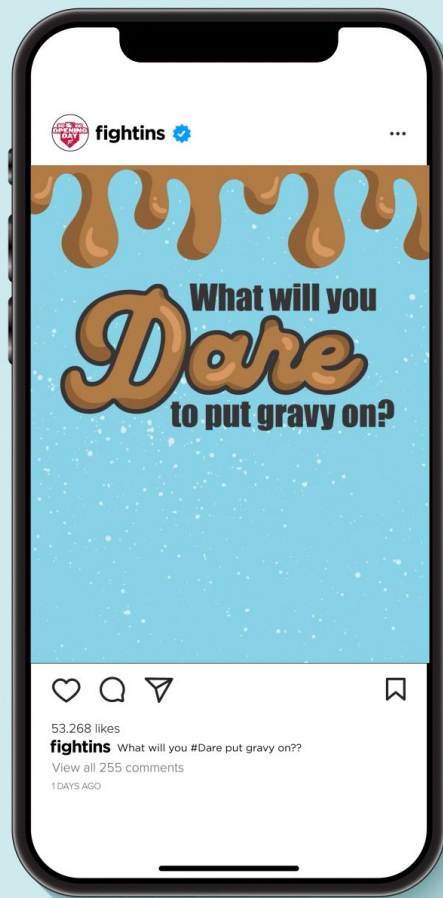


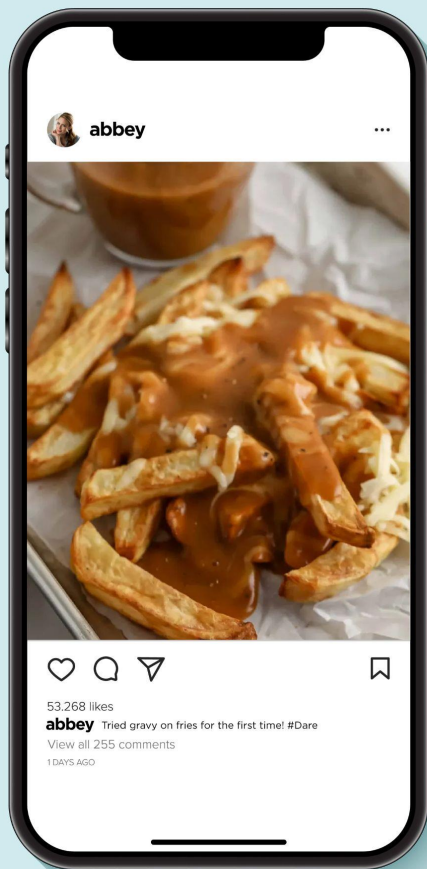


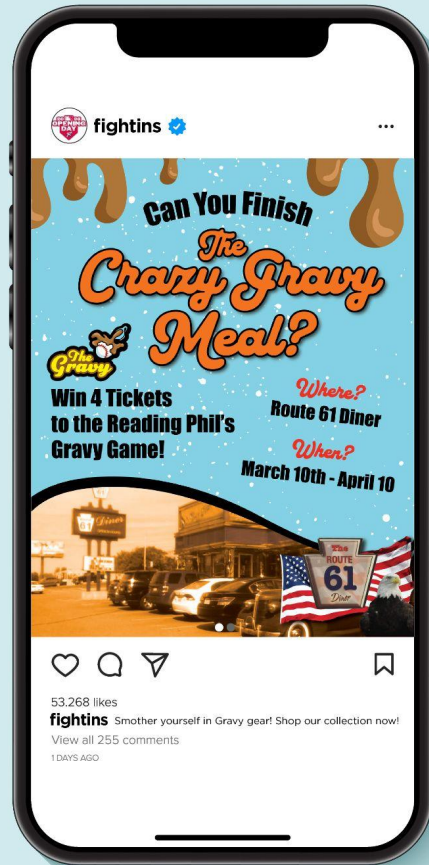


External Promotions & Advertising













COMING
SOON

R-Phils







Thank you!

Questions or Comments?