



### 'Inspired By London Series'

To celebrate the MLB World Tour: London Series, schools, clubs and organisations across the UK have been awarded the official 'Inspired By London Series' logo in recognition of their role in the MLB London Series Legacy programme.

This document outlines ways you may wish to use the 'Inspired By London Series' logo including usage guidelines and other advice which you may find helpful.

### What is 'Inspired By London Series'?

The 'Inspired By London Series' logo allows organisations to communicate their association with MLB and the London Series Legacy programme. It can be used in communications to amplify their work, to be recognized as an official part of the Legacy programme and to link to a wider community of London Series Legacy participants.

### How can I use the logo?

Organisations can display the logo in a variety of ways – for example to promote an upcoming youth session, or in an e-newsletter about their school's involvement with MLB First Pitch through the Legacy programme, or any other activity that has been inspired by their involvement with the MLB London Series and the Legacy programme.

Some examples are listed below:

- Social media posts
- School or organization websites
- Online content including videos
- Newsletters
- Promotional materials for relevant activity or events, including physical materials such as banners, signage or leaflets

Organisations can also use the hashtag #inspiredbylondonseries in social media posts, and tag @BSUK and @MLBEurope to be a part of the conversation.

The more people that share their stories, the more we can see the true impact of the MLB London Series in the UK!

However you choose to use the logo, organisations must follow our brand usage guidelines, detailed below. The use of the brand will be monitored to ensure the logo is being used appropriately and within guidelines.

## Guidelines for 'Inspired By London Series' logo use

### Size and cropping

The logo should be displayed large enough so that all the elements are clearly visible, and no smaller than 100px by 100px. The logo should always be displayed in its entirety and should not be cropped.

Please ensure the 'Inspired By London Series' logo has clearance on all sides roughly the width of the O in London. No other logos, text or graphic elements should be touching or obscuring this mark.



### Colour

Users should not adjust the colours of the logos by using any photo-editing software or social media photo editing/filters. This includes adjustments to the brightness, contrast, saturation, tone or anything else that affects the appearance of the logo.

The logo cannot be used in black and white. A monochrome version has been provided for 1-colour usage/printing.

The colours in the logo are:

#### **MLB Navy**

PANTONE: 282 C

CMYK: C-100 M-87 Y-43 K-52

RGB Colour: R-04 G-30 B-66

HEX: 041E42

#### **MLB Red**

PANTONE: 193 C

CMYK: C-16 M-100 Y-77 K-05

RGB Colour: R-188 G-00 B-34

HEX: BC0022

### Use with other logos

You are welcome to use the logo alongside your organisation's own logo, however the 'Inspired By London Series' logo must not be used alongside any commercial brand aligned to your organisation, and must not be used in any sales materials designed to promote commercial opportunities that your organisation has available, so as not to suggest implied endorsement of the brand by MLB and the MLB London Series.

When using the logo, you should not refer to your organisation as an MLB London Series partner, as this is reserved for official delivery and commercial partner and sponsors.

Instead, 'Inspired By London Series' allows organisations to refer to themselves as part of the MLB London Series Legacy programme.