



Baseball • 
Softball *UK*

Brand Style Guide
January 2022 v1

Brand Style Guide

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Brand Purpose and Positioning



Company Description

- ⦿ BaseballSoftballUK (BSUK) is the national development agency for baseball and softball in the United Kingdom. BSUK has provided services to the British Softball Federation (BSF) and the baseball community for more than 20 years, with the ambition of developing and increasing the levels of participation, skill and achievement of baseball and softball across the United Kingdom.

Vision, Mission and Values

🌀 Vision

- 🌀 Two Sports. One Ambition.

🌀 Mission

- 🌀 More people playing baseball and softball in more places through:
 - 🌀 Targeted participation growth
 - 🌀 Talent development
 - 🌀 Efficient grassroots support services
 - 🌀 Organisational sustainability

🌀 Values

- 🌀 Diversity – Women & girls, and other ethnically diverse backgrounds
- 🌀 Inclusivity – LGBT+, Disability
- 🌀 Internationalism/Global opportunities
- 🌀 Professionalism
- 🌀 Ambition

Customer Persona

The BaseballSoftballUK customer fits into one of the following categories:

- Players
- Coaches
- Volunteers
- Fans

Primarily, BSUK customers belong to a club, team or organisation that is affiliated with the British Baseball Federation, the British Softball Federation, the British Baseball League, as well as independent leagues across the UK.

Customers are usually between the ages of 24-45, have an amount of disposable income, and live primarily within distance of public transportation.

BSUK customers are **passionate evangelists** about the games of baseball and softball. They are **eager** and willing to **grow the game** and have an eye for innovative and exciting ways to do so. Loyalty is to the leagues/clubs/teams, rather than the sports or BSUK themselves.

BSUK customers do not always spend money, but rather **time, energy, expertise** and **resources** on the game.

BSUK customers are motivated by **unique, exclusive opportunities** and by **connections** within the British games, and between the British game and professional game.

Logos



Icon

The first primary logo of BaseballSoftballUK is the batter icon.

The batter icon is a two-armed baseball or softball player, holding a bat in a left-handed stance with a ball floating to the left of the arms. The bat extends above the batter head, angled in to meet an invisible straight line extending up from the indent of the “K” leg.

The batter icon is single colour, using only blue and white pantones included in the BSUK colour palate.

The batter icon is genderless and is not sport-specific.

PRIMARY ICON



LIGHT BACKGROUND ICON



ALTERNATE ICON



Wordmark

The second primary logo of BaseballSoftballUK is the wordmark – a text/logo hybrid.

The text/logo hybrid contain stacked text reading “Baseball Softball UK”, with the “U” of the text italicised. The “K” at the end of the wordmark is the batter icon (primary) logo.

The wordmark is two colour, using only blue and white pantones included in the BSUK colour palate. A white shadow effect has been applied to the right side of each character, but only appears when the wordmark logo is on a dark background. The white version of the wordmark has no shadow.

The text font is unknown.

PRIMARY WORDMARK



LIGHT BACKGROUND WORDMARK



ALTERNATE WORDMARK



Primary Logo Usage

BaseballSoftballUK has two primary logos – the icon, and the wordmark.

The **wordmark** logo should be used in the following instances:

- Documents, including and especially those shared externally
- In the first instance when logos are used multiple times
- On any international project – i.e., London Series, National Team support, Major League Baseball

The **icon** logo should be used in the following instances:

- In every instance after the first when logos are used multiple times
- Online, especially on social media
- As the primary logo for merchandise and caps



Other Logos

- BaseballSoftballUK has a number of programmes, initiatives, and events that have their own logos. As part of this style guide, the previous versions of these logos have been replaced with current, recoloured versions in the new colouration.
- These logos can be used in lieu of using a BSUK logo with their respective projects, as they all contain the icon logo as an element.
- Further information and logo variations will be created upon publication of this guide and added as an appendix to this style guide.



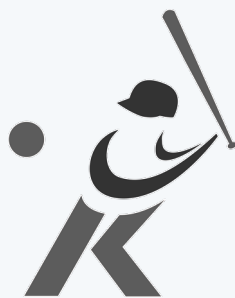
Special Icon Usage

Prior permission is required from the BaseballSoftballUK Fundraising & Partnerships department before using any of these logo variations. If further versions of the icon logo are required, please request them through the Fundraising & Partnerships department.



LGBT Logo

Logo in rainbow colours



Greyscale Logo

For Black and White
documents ONLY



Union Jack Logo

Logo with Union Jack overlay;
used for international
competition and merchandise

Special Wordmark Usage

Prior permission is required from the BaseballSoftballUK Commercial department before using any of these logo variations. If further versions of the icon logo are required, please request them through the Fundraising & Partnerships department.



LGBT Logo

Logo in rainbow colours



Greyscale Logo

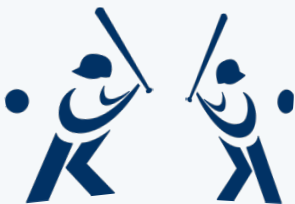
For Black and White
documents ONLY

Incorrect Usage – Icon

The BaseballSoftballUK Icon logo is ready to use, and any custom modifications are subject to approval from the Fundraising & Partnerships department.

The following logo elements are examples of ways NOT to modify the icon logo.

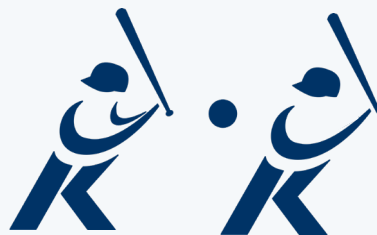
✗ ROTATE LOGO



✗ CHANGE LOGO COLOR



✗ MODIFY LOGO ELEMENTS



✗ APPLY EFFECTS TO LOGO



✗ DISTORT LOGO



Baseball • SoftballUK

Incorrect Usage – Wordmark

The BaseballSoftballUK Wordmark logo is ready to use, and any custom modifications are subject to approval from the Fundraising & Partnerships department.

The following logo elements are examples of ways NOT to modify the icon logo.

✘ ROTATE LOGO



✘ CHANGE LOGO COLOR



✘ MODIFY LOGO ELEMENTS



✘ APPLY EFFECTS TO LOGO



✘ DISTORT LOGO



Logo Clear Space

Space MUST be present around both primary versions of the BaseballSoftballUK logo. Please note that the bat and the ball should not overlap any other elements when in use. 1 px space is required around the logo at all times to avoid overlap or bleeding. No negative space is required at the bottom of the logo.



Colour Palette



Primary Colours

The primary colours for BaseballSoftballUK are Dark Midnight Blue, Light Sky Blue and Bright White.

Dark Midnight Blue

#003366

C100 M050 Y000 K060

R0 B51 G102

Pantone 2955 C

Light Blue Sky

#99CCFF

C040 M020 Y000 K000

R153 B204 G255

Pantone 291 C

Bright White

#FFFFFF

C000 M000 Y000 K000

R255 B255 G255

Pantone 11-0601 TCX

Secondary Colours

Secondary colours for BaseballSoftballUK are Yellow 1, Grey and Grey 94. These are meant to help compliment and emphasise the primary colours.

Yellow 1

#FFFF00

C000 M000 Y100 K000

R255 G255 B0

Pantone 3945 C

Grey

#777777

C000 M000 Y000 K053

R119 G119 B119

Pantone Cool Gray 9 C

Grey 94

#F0F0F0

C000 M000 Y000 K006

R240 G240 B240

Pantone 656 C

Accent Colour

The accent colour for BaseballSoftballUK – to be used only with permission – is Dark Sea Green/Kettle Drum. This is meant to provide a direct contrast to the primary colours, and is made of elements of Dark Midnight Blue, Light Sky Blue and Yellow 1. This colour is meant to be used sparingly, in instances where extra emphasis or attention is required, outside the ‘regular’ colour scheme.

Dark Sea Green/Kettle Drum
#99CC99
C025 M000 Y025 K020
R153 G204 B153
Pantone 2261 C

Gradients

The following gradient variants are used for graphics, including borders and page covers. Other options are available, provided that at least one primary colour (Light Blue Sky/Dark Midnight Blue/Brilliant White) is present.



Tints

On occasion, there may be a need to use tint variation of the primary logo colours. The following is meant to guide you on the level of transparency required to create approved tints.

Dark Midnight Blue #003366 Pantone 2955 C	70%	30%	10%
Light Blue Sky #99CCFF Pantone 291 C	70%	30%	10%

Greys

On occasion, there may be a need to use tint variation with the approved grey colours, especially in Word documents or on print projects. The following is meant to guide you on the level of transparency required to create approved tints.

Grey #777777 Pantone Cool Gray 9 C	70%	30%	10%
Grey 94 #F0F0F0 Pantone 656 C	70%	30%	10%

Typography



Headings

BaseballSoftballUK used three primary heading fonts for Word and written documents, and other print projects. The first two belong to the Franklin Gothic font family, a sans serif typeface with an extra bold weight. The “Book” variation is the preferred heading font.

Heading 1: Franklin Gothic Book Bold – 36 pt font

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

abcdefghijklmnopqrstuv**wx**yz

Heading 2: Franklin Gothic Book Regular – 24 pt. font

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

abcdefghijklmnopqrstuv**wx**yz

Heading 3: Calibri Light Bold – 16 pt. font

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

abcdefghijklmnopqrstuv**wx**yz

Body text

BaseballSoftballUK uses the default Microsoft Office “Calibri” font as it’s body text font for all Word and written documents, and other print projects.

Calibri is a sans-serif ClearType Collection font.

Body: Calibri – 11 pt. font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Websafe Fonts

Only use these fonts if there is a compatibility issue with our preferred fonts, or if our usual fonts are not available on a platform, website, or word processor. These fonts may also be used for accessibility reasons if requested.

Headings: Arial Bold – 36/24/16 pt. font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Body: Arial – 11 pt. font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Example Usage

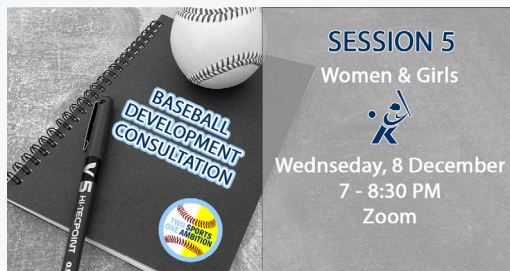


Social Media

All logo usage on BaseballSoftballUK's social media is subject to this style guide. When using the logo on social media, it should either be centred or justified to the extreme left or right, top or bottom, in order to be as clear as possible.



EXAMPLE AVATAR



EXAMPLE FACEBOOK

When using the logo on social media, ensure you are using a version that displays properly on the image it features on – do not add effects to emphasize a logo unless directed/allowed to by the Fundraising & Partnerships department or social media lead.

Email signature

The BaseballSoftballUK Email signature should not be changed without permission from the Head of Operations.

The Head of Operations will provide you with your email signature, which contains BSUK's social media links, a link to BSUK's privacy policy, and information about you, the employee. There is also an icon for the Hit the Pitch programme, as well as BSUK's partner, Baseball Outlet.

[BaseballSoftballUK Ltd.](mailto:accounts@bsuk.com)
accounts@bsuk.com

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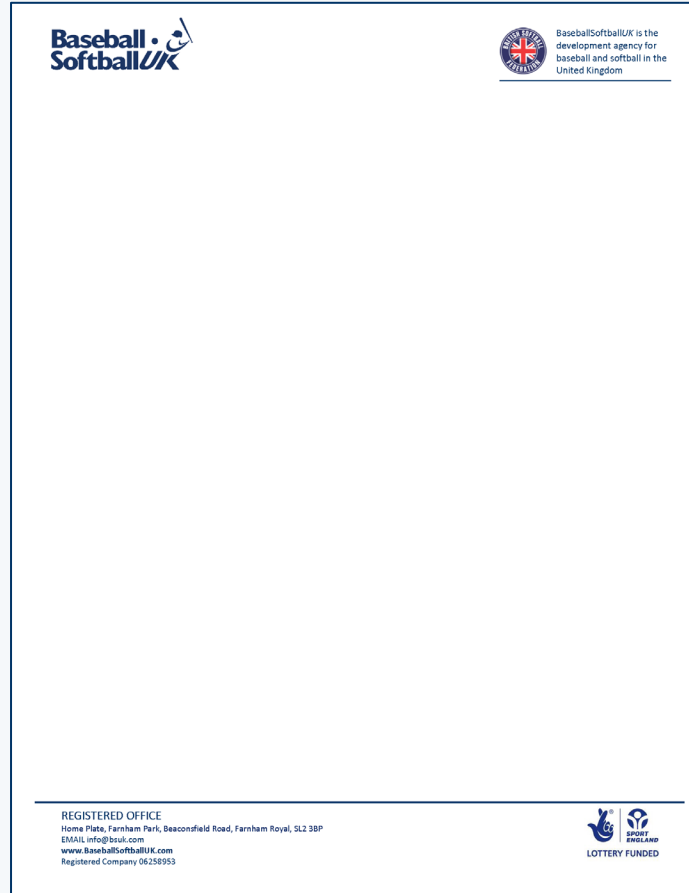
Registered in England and Wales as BaseballSoftballUK Ltd. (Company No. 6258953)
Home Plate, Farnham Park National Baseball & Softball Complex, Beaconsfield Road, Farnham Royal SL2 3BP
[BSUK Privacy Statement](#)



Letterhead

BaseballSoftballUK has several versions of letterhead. For most instances, the primary, logo letterhead will be used by staff. However, the following departments/programmes have or will have their own letterhead:

- The Development Charter
(for League/Club/Team/Charter news)
- Farnham Park (for FP events/news)



Conclusion

This style guide is meant to be instructive rather than all-inclusive. Not every scenario or logo placement has been covered in this manual. However, it should give you an idea of the look, feel, usage and quality expected when creating or editing a project.

If you have any questions regarding the guide, or need further assistance, the following is your point of contact:

Chris Knoblock

Public Relations Officer – Fundraising & Partnerships department

Chris.Knoblock@bsuk.com

Thank You

