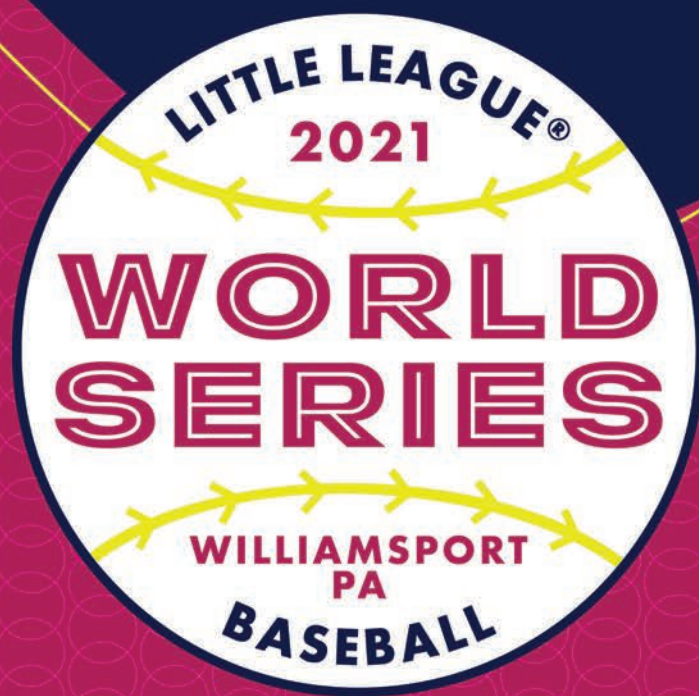




Style Guide

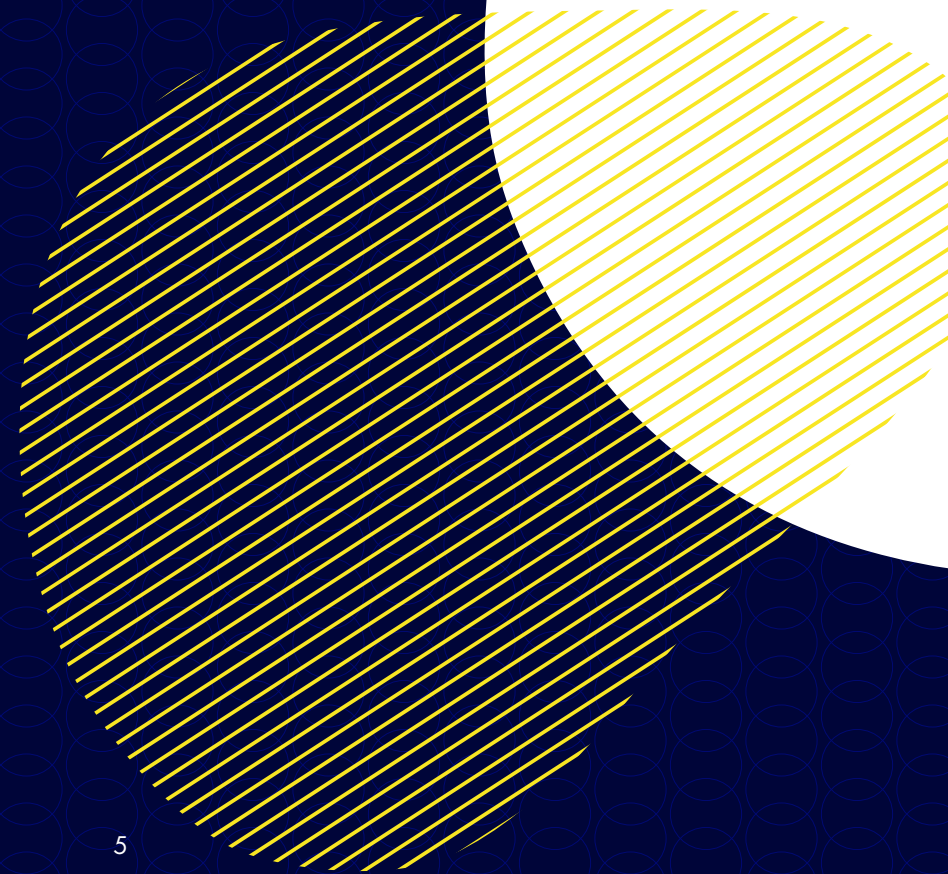
This style guide was designed to help enhance and support the overall image of the 2021 Little League® World Series. It is important to follow these guidelines in order to protect the spirit, integrity, and image of this event and the brand.

This guide, and the digital artwork available, provides all the information needed to successfully promote the look of the 2021 Little League World Series. Specifications for logos, color and supporting theme art are provided along with identifications of each font.

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Divisonal Logos



Little League Baseball® Logos

Color and Black & White

Little League Baseball®	Black and White
 Dated Media: Print, Web, Social	 Dated Media: Print, Web, Social
 Non-Dated Media: Retail Product	 Non-Dated Media: Retail Product
 On-Field: For Uniforms and Equipment Only	

Little League Softball® Logos

Color and Black & White

Little League Softball®	Black and White
 Dated Media: Print, Web, Social	 Dated Media: Print, Web, Social
 Non-Dated Media: Retail Product	 Non-Dated Media: Retail Product
 On-Field: For Uniforms and Equipment Only	



International Tournament Logos

Color & Black and White

Color	Black & White
 Dated Media: Print, Web, Social	 Dated Media: Print, Web, Social
 Non-Dated Media: Retail Product	 Non-Dated Media: Retail Product

Color Palette

Navy

2768 C

C 100
M 90
Y 13
K 71

HEX# 00013A

Berry

215 C

C 25.89
M 100
Y 47.36
K 8.32

HEX# AE1857

Yellow

395 C

C 11.48
M 0
Y 97.78
K 0

HEX# EBE717

White

C 0
M 0
Y 0
K 0

HEX# FFFFFFFF

Typography

Futura

Futura can be used for anything. Such uses include headlines, subheads, body copy, and captions. Futura is a very versatile typeface with many weights. A modern sans-serif, it has curves that feel youthful and approachable, yet serious. Varying scale and weight helps to create variety and hierarchy in any composition.

Please turn ligatures off when using this typeface.

Optical tracking should be utilized with this typeface with a limited range between -5 and 5.

Setting this typeface in ALL CAPS should be avoided when possible.

CHARACTER SET

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0123456789

WEIGHTS

Light	Oblique	Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh
Book	Oblique	Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh
Medium	Oblique	Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh
Demi	Oblique	Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh
Heavy	Oblique	Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh
Bold	Oblique	Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh
Extra Bold	Oblique	Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh

Miller Text

For certain communications such as program articles where a serif typeface is needed, we use **Miller Text**.

CHARACTER SET

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0123456789

WEIGHTS

Text Roman	Aa Bb Cc Dd Ee Ff Gg Hh
Text Italic	<i>Aa Bb Cc Dd Ee Ff Gg Hh</i>
Text Bold	Aa Bb Cc Dd Ee Ff Gg Hh
Text Bold Italic	<i>Aa Bb Cc Dd Ee Ff Gg Hh</i>

HEADLINE 1 ← Futura PT Bold

HEADLINE 2 ← Futura PT Medium

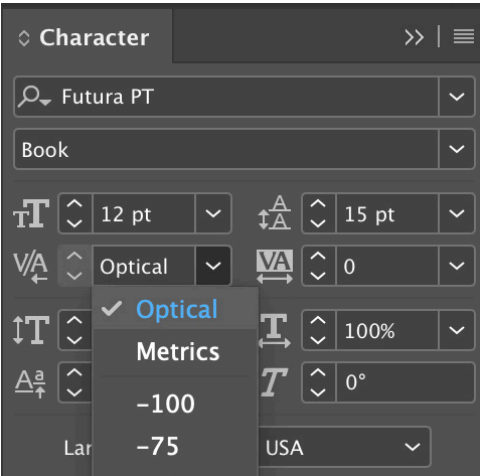
SUBHEAD ← Futura PT Bold

Hiliquam quae doloremquo qui si commo beriorum dellupt atiosan dictem. Olorest, sunt. Ectiur aut debisti dolorroAm, noris, ia con nossere tus. Ifectus quodienit, furs M. Marebatiam tebem tra dum tem derei it. Nat ius hinculiciis bonte fortala iaet; horec oculemque de noridic auctam pervit pestra? que obut dees aciverd icasti, quontie ← Futura PT Book

Romnonte veri furnium ocrum a portius conferdius viribut Catilic vis cludeor telium audam ego etilnemendum inatio, conscibus clussil vidiis, se quidiem omnica; ipiendum num dem sulicae mustris simpliu macrisu lar- terit. Geritussimus vit.Iridinat. Mulossula reciocchuit. ← Miller Text Roman

Hemulestam involus omnosunum esim Romnes ompo- run terviditer patument. Atum eo Catam inprati, prit

Please set your type to Optical kerning at all times. You may then kern where needed, this is a good first step to automatically adjust your kerning.



LIGHTS, CAMERA ...LITTLE LEAGUE®

SUBHEAD COPY

Hiliquam quae doloremquo qui si com- mo beriorum dellupt atiosan dictem. Olorest, sunt. Ectiur aut debisti dolor- roAm, noris, ia con nossere tus. Ifectus quodienit, furs M. Marebatiam tebem tra dum tem derei it. Nat ius hinculiciis bonte fortala iaet; horec oc- ulemque de noridic auctam pervit pestra? que obut dees aciverd icasti, quontie na- tis, quasti, quam rem Rom- nonte veri furnium ocrum a portius conferdius viribut Catilic vis cludeor telium audam ego etilnemendum inatio, consci- bus clussil vidiis, se quidiem omnica; ipi- endum num dem sulicae mustris simpliu macrisu lar- terit. Geritussimus vit. Iridinat. Mulossula reciocchuit.

Hemulestam involus omnosunum esim Romnes omporun terviditer patument. Atum eo Catam inprati, prit pubis. Ilis, ses? Ad ininclus publicatus, fursupe run- tiamLuptatqui a comni temporeped ei- usda qui opta nulp- a solupta dolo tota num et late voluptate corerum niendae

por simperi onsendae nosam ea et, sunt fugit, ex etuscusda aliquis ipientibus vel- iqui aspid quunt laborepudae volorem quiamet perion reribus res eum evenis et mosam volorei usandel igitioriti assen- dandem quibus as modit modit omnis- quatem doluptatet quodias percimi llabo. Ut aut officiis isserunt omnimin essenec- tur, consecae et modignat eat autemEd que nossit que doluptate omnietus, ullibea nulparitium que ratem quia quaspe as maionsequi idi- tiam et omnihillabo. Ate repro modip- iduciet la cum apis qui corro oditi aped qui bla volo et as nostiae laborro ipsam voluptaquiae sectius quas ut laborporere evereruptam accabor eptatio blant, illat poreperum quam, consedia int acimilla sequi ad quatur aut dolupta simus.Mus, qui id ullame eatur, ea se prae- ritis dolut- est, omnis earuntur sinctem facea nest occusciet venimpore volorios nobis ped exerit lantotae voluptaquis aspelendus ut volest faces es etur secto verro conem aut aut ventia quasi te net quis re veratur, ut

**“You can’t
steal 2nd and
keep your
foot on 1st”**

Design Elements

Design Elements

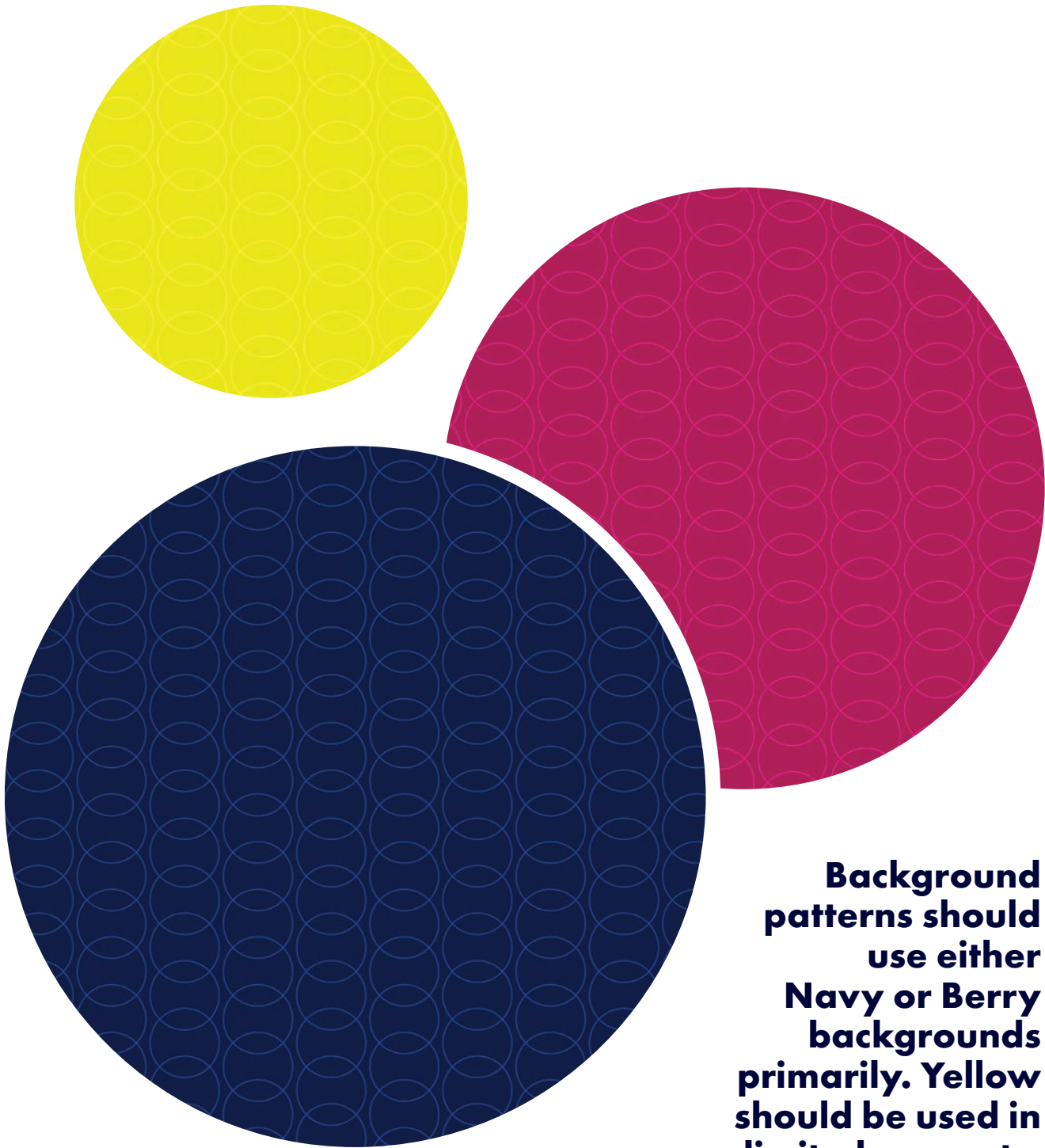
Shapes



Shapes should always bleed off the edge of the design, with the exception of the white dashed graphic shown above. Dashed graphics can be used in any color and can float freely within the composition.

Design Elements

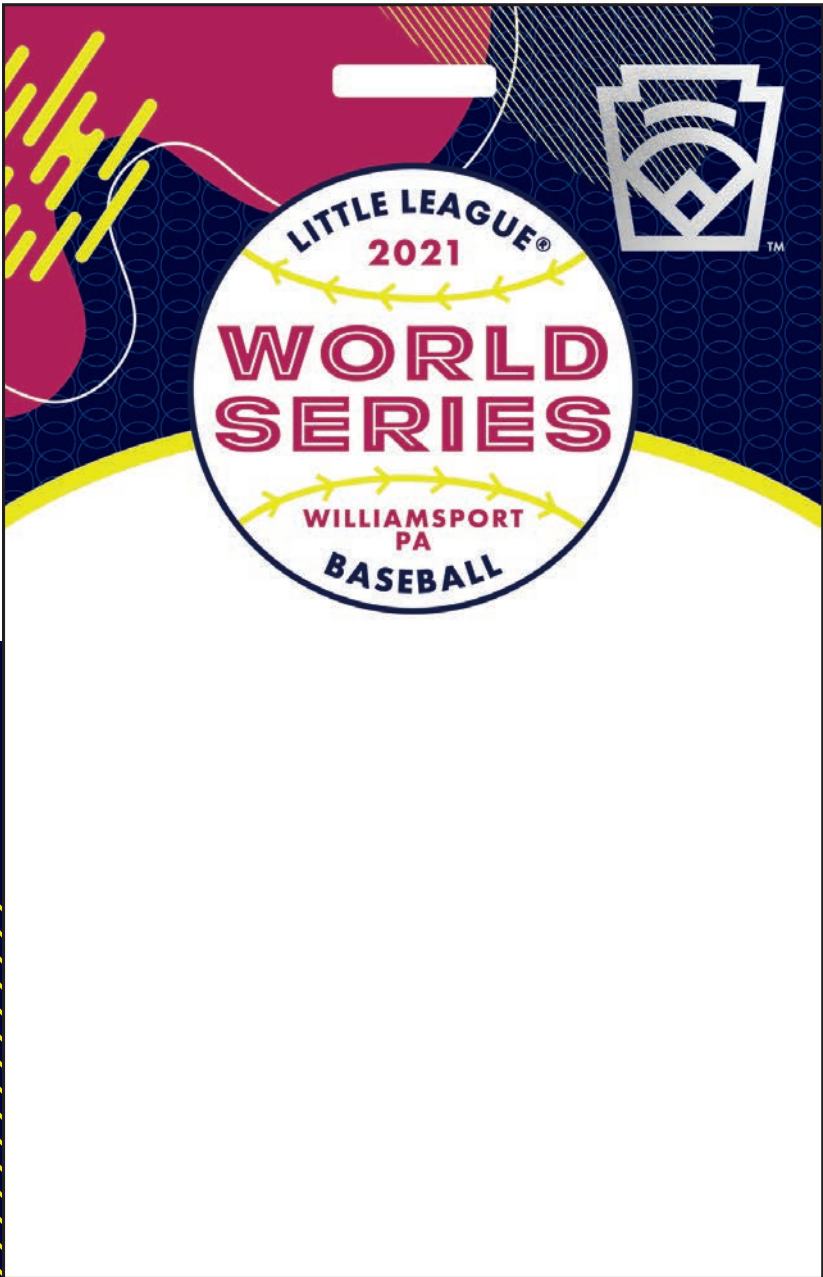
Background Pattern



Background patterns should use either Navy or Berry backgrounds primarily. Yellow should be used in limited amounts.

Sample Tactics

Sample Tactics
Badge Design



Media Badges



Security Badges

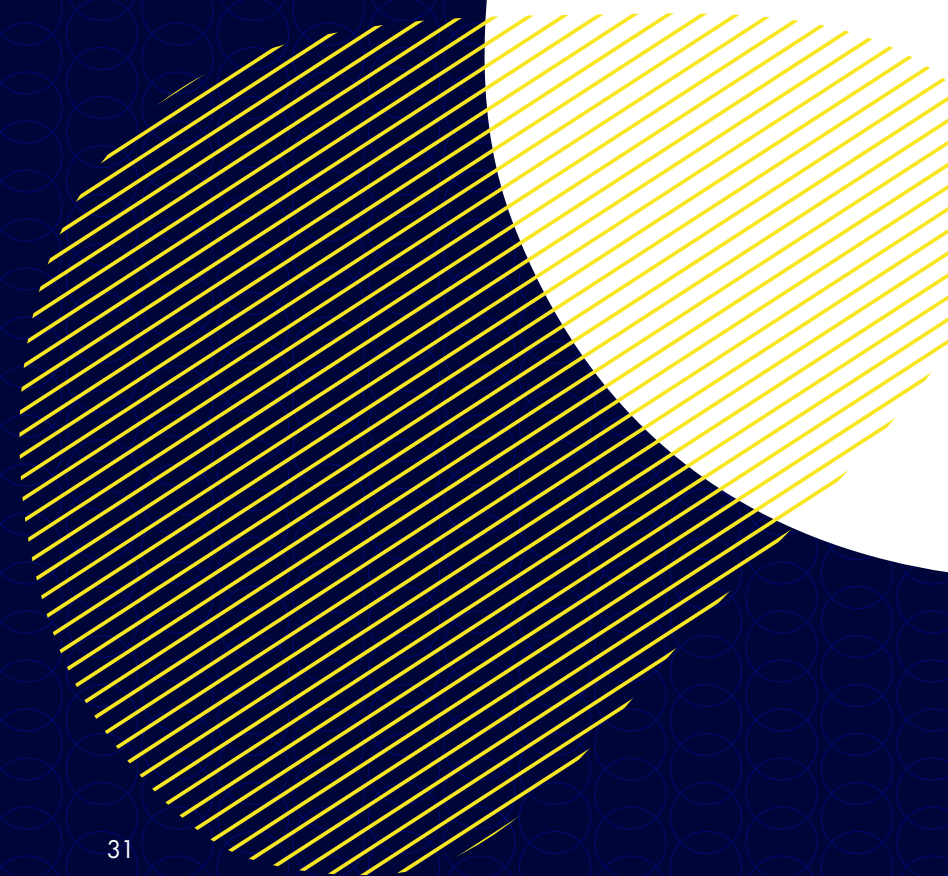
Sample Tactics
Pop-up Banners



Greenville Pop-Up Banners



Uniform Artwork



Team Colors

LLBWS: West (B)

LLSWS: West (B)



Cap Graphic

	CMYK C - 73 M - 68 Y - 66 K - 89	RGB R - 6 G - 3 B - 3	PMS Black HEX #060303
	CMYK C - 100 M - 89 Y - 26 K - 10	RGB R - 21 G - 55 B - 118	PMS 661 C HEX #153776
	CMYK C - 10 M - 6 Y - 97 K - 0	RGB R - 237 G - 220 B - 31	PMS 101 C HEX #EDDC1F

Team Colors

LLBWS: Northwest (B)

LLSWS: n/a



Cap Graphic

	CMYK C - 30 M - 27 Y - 54 K - 0	RGB R - 184 G - 172 B - 130	PMS 4525 C HEX #B8AC82
	CMYK C - 77 M - 49 Y - 72 K - 46	RGB R - 46 G - 73 B - 58	PMS 343 C HEX #2E493A
	CMYK C - 0 M - 0 Y - 0 K - 0	RGB R - 255 G - 255 B - 255	PMS White HEX #FFFFFF



Jersey Tail Sweeps



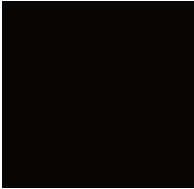
Jersey Tail Sweeps

Team Colors

LLBWS: Great Lakes (B)
LLSWS Central (B)



Cap Graphic

	CMYK C - 70 M - 68 Y - 64 K - 77	RGB R - 30 G - 26 B - 27	PMS Black HEX #1E1A1B
	CMYK C - 25 M - 100 Y - 87 K - 23	RGB R - 154 G - 27 B - 42	PMS 187 C HEX #9A1B2A
	CMYK C - 0 M - 0 Y - 0 K - 0	RGB R - 255 G - 255 B - 255	PMS White HEX #FFFFFF

Team Colors

LLBWS: New England (B)
LLSWS: n/a



Cap Graphic

	CMYK C - 95 M - 43 Y - 18 K - 1	RGB R - 0 G - 121 B - 168	PMS 639 C HEX #0079A8
	CMYK C - 73 M - 68 Y - 66 K - 89	RGB R - 4 G - 0 B - 0	PMS Black HEX #040000
	CMYK C - 0 M - 0 Y - 0 K - 0	RGB R - 255 G - 255 B - 255	PMS White HEX #FFFFFF



Jersey Tail Sweeps



Jersey Tail Sweeps

Team Colors

LLBWS: Southwest (B)
LLSWS: Southwest (B)



Cap Graphic

	CMYK C - 90 M - 92 Y - 34 K - 26	RGB R - 54 G - 44 B - 93	PMS 274 C HEX #362C5D
	CMYK C - 100 M - 41 Y - 45 K - 14	RGB R - 0 G - 108 B - 121	LLSWS: Southwest PMS 322 C HEX #006C79
	CMYK C - 0 M - 0 Y - 0 K - 0	RGB R - 255 G - 255 B - 255	PMS White HEX #FFFFFF

Team Colors

LLBWS: Great Lakes (A)
LLSWS: Central (A)



Cap Graphic

	CMYK C - 100 M - 89 Y - 26 K - 10	RGB R - 21 G - 55 B - 118	PMS 661 C HEX #153776
	CMYK C - 22 M - 86 Y - 100 K - 13	RGB R - 177 G - 65 B - 35	PMS 1665 C HEX #B14123
	CMYK C - 0 M - 0 Y - 0 K - 0	RGB R - 255 G - 255 B - 255	PMS White HEX #FFFFFF



Jersey Tail Sweeps



Jersey Tail Sweeps

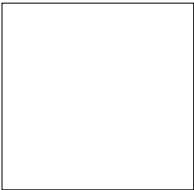
Team Colors

LLBWS: Midwest (B)

LLSWS: n/a



Cap Graphic

	CMYK C - 45 M - 38 Y - 27 K - 1	RGB R - 63 G - 148 B - 162	PMS Cool Grey 7 HEX #9493A2
	CMYK C - 25 M - 100 Y - 87 K - 23	RGB R - 153 G - 21 B - 41	PMS 187 C HEX #991529
	CMYK C - 0 M - 0 Y - 0 K - 0	RGB R - 255 G - 255 B - 255	PMS White HEX #FFFFFF

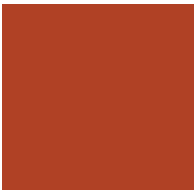
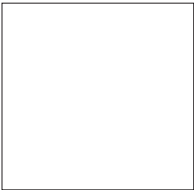
Team Colors

LLBWS: Southeast (B)

LLSWS: Southeast (B)



Cap Graphic

	CMYK C - 100 M - 41 Y - 45 K - 14	RGB R - 0 G - 108 B - 121	PMS 322 C HEX #006C79
	CMYK C - 22 M - 86 Y - 100 K - 13	RGB R - 177 G - 65 B - 35	PMS 1665 C HEX #B14123
	CMYK C - 0 M - 0 Y - 0 K - 0	RGB R - 255 G - 255 B - 255	PMS White HEX #FFFFFF



Jersey Tail Sweeps



Jersey Tail Sweeps

Team Colors

LLBWS: Mid-Atlantic (B)

LLSWS: n/a



Cap Graphic

	CMYK C - 95 M - 30 Y - 85 K - 19	RGB R - 0 G - 114 B - 75	PMS 348 C HEX #00724B
	CMYK C - 25 M - 100 Y - 87 K - 23	RGB R - 153 G - 21 B - 41	PMS 187 C HEX #991529
	CMYK C - 0 M - 0 Y - 0 K - 0	RGB R - 255 G - 255 B - 255	PMS White HEX #FFFFFF

Team Colors

LLBWS: Mid-Atlantic (A)

LLSWS: East (A)



Cap Graphic

	CMYK C - 82 M - 73 Y - 50 K - 51	RGB R - 42 G - 47 B - 64	PMS 289 C HEX #2A2F40
	CMYK C - 25 M - 100 Y - 87 K - 23	RGB R - 153 G - 21 B - 41	PMS 187 C HEX #991529
	CMYK C - 0 M - 0 Y - 0 K - 0	RGB R - 255 G - 255 B - 255	PMS White HEX #FFFFFF



Jersey Tail Sweeps



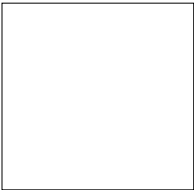
Jersey Tail Sweeps

Team Colors

LLBWS: Northwest (A)
LLSWS: East (B)



Cap Graphic

	CMYK C - 95 M - 43 Y - 18 K - 1	RGB R - 0 G - 121 B - 168	PMS 639 C HEX #0079A8
	CMYK C - 73 M - 68 Y - 66 K - 89	RGB R - 4 G - 0 B - 0	PMS Black HEX #040000
	CMYK C - 0 M - 0 Y - 0 K - 0	RGB R - 255 G - 255 B - 255	PMS White HEX #FFFFFF

LITTLE LEAGUE
BASEBALL®

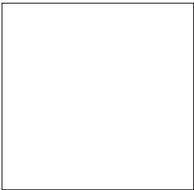
LITTLE LEAGUE
SOFTBALL®

Team Colors

LLBWS: Southeast (A)
LLSWS: Southeast (A)



Cap Graphic

	CMYK C - 8 M - 39 Y - 100 K - 0	RGB R - 232 G - 162 B - 0	PMS 1235 C HEX #E8A200
	CMYK C - 73 M - 68 Y - 66 K - 89	RGB R - 4 G - 0 B - 0	PMS Black HEX #040000
	CMYK C - 0 M - 0 Y - 0 K - 0	RGB R - 255 G - 255 B - 255	PMS White HEX #FFFFFF

LITTLE LEAGUE
BASEBALL®

LITTLE LEAGUE
SOFTBALL®

Team Colors

LLBWS: Southwest (A)

LLSWS: n/a



Cap Graphic

	CMYK C - 8 M - 39 Y - 100 K - 0	RGB R - 232 G - 162 B - 0	PMS 1235 C HEX #E8A200
	CMYK C - 22 M - 86 Y - 100 K - 13	RGB R - 177 G - 65 B - 35	PMS 1665 C HEX #B14123
	CMYK C - 0 M - 0 Y - 0 K - 0	RGB R - 255 G - 255 B - 255	PMS White HEX #FFFFFF

Team Colors

LLBWS: West (A)

LLSWS: West (A)



Cap Graphic

	CMYK C - 8 M - 39 Y - 100 K - 0	RGB R - 232 G - 162 B - 0	PMS 1235 C HEX #E8A200
	CMYK C - 69 M - 34 Y - 7 K - 0	RGB R - 80 G - 144 B - 193	PMS 542 C HEX #5090C1
	CMYK C - 0 M - 0 Y - 0 K - 0	RGB R - 255 G - 255 B - 255	PMS White HEX #FFFFFF



Jersey Tail Sweeps



Jersey Tail Sweeps

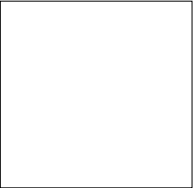
Team Colors

LLBWS: Midwest (A)

LLSWS: n/a



Cap Graphic

	CMYK C - 77 M - 49 Y - 72 K - 46	RGB R - 46 G - 73 B - 58	PMS 343 C HEX #2E493A
	CMYK C - 8 M - 39 Y - 100 K - 0	RGB R - 232 G - 162 B - 0	PMS 1235 C HEX #E8A200
	CMYK C - 0 M - 0 Y - 0 K - 0	RGB R - 255 G - 255 B - 255	PMS White HEX #FFFFFF

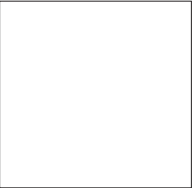
Team Colors

LLBWS: New England (A)

LLSWS: Southwest (A)



Cap Graphic

	CMYK C - 58 M - 77 Y - 56 K - 58	RGB R - 67 G - 39 B - 50	PMS 504 C HEX #432732
	CMYK C - 69 M - 34 Y - 7 K - 0	RGB R - 80 G - 144 B - 193	PMS 542 C HEX #5090C1
	CMYK C - 0 M - 0 Y - 0 K - 0	RGB R - 255 G - 255 B - 255	PMS White HEX #FFFFFF



Jersey Tail Sweeps



Jersey Tail Sweeps



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