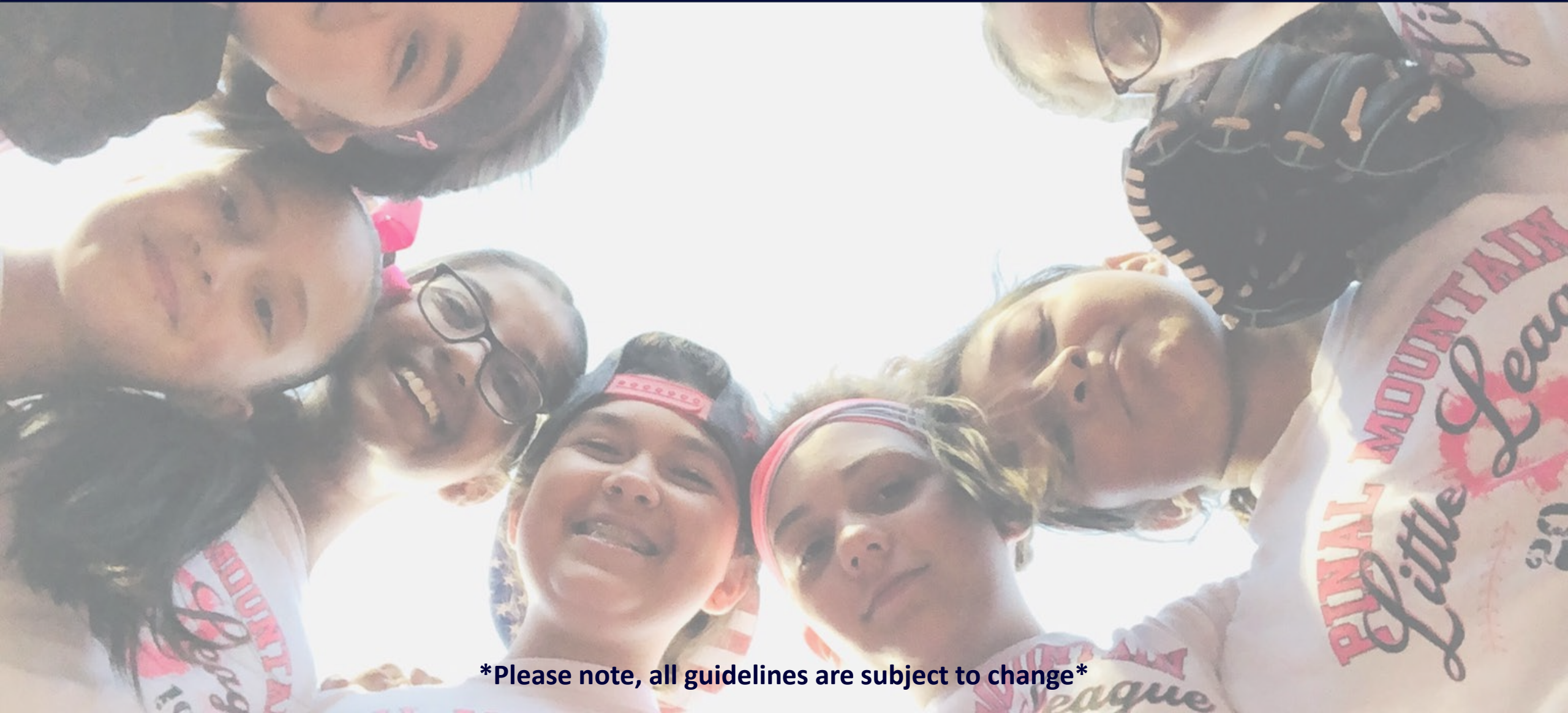


Creative Guidelines



Please note, all guidelines are subject to change

Overview

- **Use family-oriented messaging:** Avoid controversial words or phrases while focusing on team spirit versus individual effort.
- **Offer incentives to leagues/families:** Messaging such as an offer or promotion geared specifically towards the Little League audience is often more impactful and viewed as an incentive of joining a Little League program.
- **Remember the Volunteer mindset:** More than 1 million adult volunteers participate in Little League®. Utilize informative, time-saving messaging.
- **Emphasize Little League mission and goal:** Creative should reflect the values of Little League to best resonate with our audience and tell the story of our partnerships and why it provides value back to them.
- **Recognize the seasonality of our program:** The season begins and ends at different points of the year. Seasonality and registration maps are available on [Sponsor Portal](#).
- **Images:** Little League can provide relevant images for use in your creative as needed. Please reach out to Little League Marketing to request. All images may be subject to restrictions due to amateurism. We suggest using stock or photo shoot imagery. The following slides provide additional guidance based on the types of images being used.

General Imagery Guidelines

- Images should fit the Little League voice by displaying the efforts of a team and not an individual as well as good sportsmanship, celebration, and most importantly, fun.
- Avoid capturing/shooting logos or mentioning any outside brand names while filming as all brands that are not sponsored or affiliated with Little League® will need to be scrubbed/removed.
- Safety is of the utmost priority within the Little League community. All applicable safety/equipment/uniform standards outlined in [Appearance of Little Leaguers in the Media](#) must be followed when using player imagery.
- Inclusion of both baseball and softball imagery is encouraged. However, softball specific imagery/logos should be used for any softball specific events (e.g., Little League Softball World Series, etc.), and baseball imagery/logos should be used for any baseball specific events (e.g. Little League Baseball World Series, etc.).

Little League vs. Stock Imagery

- Little League Imagery

- Form release waivers must be gathered in order to have the proper permission to capture and use the likeness of players, volunteers, etc. in imagery. Those under the age of 18 must have a parent/guardian sign a waiver on their behalf. Imagery must not be captured unless approval is given.
- Group shots are encouraged. If featuring two or more actual Little League players, faces may be recognizable. If one face is recognizable, the other must be in focus as well.
- If featuring a single player, the player's face must not be recognizable unless it is a stock photo or clearances granted. Anything else that may serve as a personal identifier (e.g., name), should also be removed. If a name is visible, please scrub (e.g., eliminate or remove) for final use.
- Material changes cannot be made to player imagery, however, cropping and scrubbing images are the only acceptable methods of editing player imagery but must follow the guidelines for players featured in the imagery.

- Stock Imagery

- Imagery depicting local league activity (stock or photo shoot) that seamlessly ties into the topic and ultimately feels more relatable to the audience is recommended.
- The restrictions listed under Little League Imagery don't apply, but the general imagery guidelines should still be followed.

Content

- Content should be family-oriented, team focused, and representative of all youth in the community by promoting diversity.
 - Teams and leagues are usually the focus of attention – not individuals
 - Avoid use of champions and trophies
 - Avoid references to travel ball
 - Avoid the use of profanities
- Sales and brand messaging of any kind (e.g., services, products, and call-to-actions) must be clearly and distinctly separated from player imagery to avoid the perception that amateur athletes are being used in a promotional manner.
- A clean, concise headline that displays a strong call-to-action (CTA) above the fold is most effective.
- Strong, bold, and colorful call-to-action links that stand out from the content and display a clear and obvious objective that will garner a higher click-through-rate (e.g., “Shop now”) are highly suggested.
- Tailor your content to appeal to the baseball and softball audience; the smallest changes can have the biggest impact (e.g., changing the word players to “Little Leaguers”).
- Please remember to build mobile friendly content as our audiences are usually viewing content on their mobile devices.

Image and Video Scrubbing

- Scrubbing will be required for any brands that are not an Official Partner or affiliated with Little League®.
 - Example, competing logos we scrub including but not limited to: Nike, Coca-Cola, Wilson, Burger King, Frito-Lay, Verizon, and '47 Brand.
 - What to scrub: Helmets, hats, catchers gear, gloves, bats, batting gloves, baseballs/softballs, baseball /softball bags, uniforms, cleats, socks, etc.
- Any Official Little League Partner logos that are visible in the imagery should remain un-scrubbed unless said logo conflicts with category exclusivities of another partner.
- All signage that is filmed or photographed with logos will need to be scrubbed.
- Please reference the [Partner Scrubbing Guidelines](#) document for more detail.



Logos & Branding

Little League launched a new brand and logo in June 2020. The full Little League Brand Style Guide can be accessed on the [Sponsor Portal](#).

PRIMARY BRAND

The singular representation for all sports, divisions, and entities that operate under the direct supervision of Little League® International.



SUB-BRAND

Critical entities that deliver on the mission of Little League International and expand the definition of Little League.



SUB-BRAND WITH MODIFIER

Entities, groups, or divisions that can apply to one or more of the sub-brands in the above category.



SIZING GUIDELINES

MINIMUM SIZE

To maintain full legibility, never reproduce the logo at widths smaller than what is shown here—either in print or on screen.



0.25"



0.75"



0.5"



18 PIXELS



65 PIXELS



38 PIXELS

MAXIMUM SIZE

There is no maximum size limit, but use discretion when sizing the logo; it should live comfortably and clearly as an identifying mark.



Additional Logos & Branding

COLOR

Our identity is built to be flexible and adaptable for all printing, embroidery, and digital applications. The logos below show the full range of approved color variations. Use your discretion in choosing the combination that works best for your application.



SUB-BRANDS

OVERVIEW

Our sub-brand logos build on the primary brand identity, introducing a color-coding element that helps distinguish and organize our communications. All parameters and best practices outlined for the primary logos should be applied when using these sub-brand logos.



Little League Baseball, Little League Softball, Little League Challenger logos are available upon request for specific, unique activation

Registration Mark

APPLICATION

Little League® is one of the most widely recognized names in all of sports and youth organizations, but there is only one Little League, and it should never be used as a generic reference to youth sports or activities. To help reinforce its trademark, Little League utilizes a registration mark (®) in its communications vehicles for the following terms.

USAGE GUIDELINES

- Registration marks should always be superscript.
- Registration marks should be utilized on the first reference on each individual page and/or spread of a document for each term. Subsequent references should not have registration marks after the terms outside of display copy.
- Registration marks should be utilized in all display copy (headlines, captions, cover lines, etc.).
- Registration marks should never be utilized in email subject lines or social media copy but should be used on social media graphics.
- Using registration marks after a plural form of a trademark term should be avoided and copy should be altered to only use plural forms on a second reference, where registration marks should not be used. Plural forms should be avoided in display copy.
 - Examples: Every Little Leaguer® enjoyed a day at the ballpark, with the Little Leaguers getting special recognitions on the field.
- Registration marks should not be used in quotes in body copy but should be used in quotes used as display copy. In body copy, it's encouraged to use the term before the quote, so that the first reference of the term is not located within the body copy.

LITTLE LEAGUE LEGAL LINE

- At any point, when utilizing a Little League trade name or logo, Little League's Legal line should be included on all or any product packaging, website references, circulated advertising or collateral in the marketplace. Little League's full legal line is:
 - *Little League, Little League Baseball, the Little League emblem, LL, LLB, and the keystone design are the registered trademarks and service marks exclusively of Little League Baseball, Incorporated.*
- If space is limited, Little League will authorize the use of the abbreviated legal line
 - ©YEAR Little League Baseball, Incorporated. All Rights Reserved.
- Whenever using a Little League trademark, wordmark, or logo, the registration marks must appear in the proper location.

Little League®

Little Leaguer®

LL®

Little League Baseball®

LLB®

Little League Softball®

Little League® Baseball and Softball

Little League Challenger Division®

Little League® University

Little League® Urban Initiative