

## ◆ MESSAGE

### Our Foundation

LITTLE LEAGUE® BELIEVES IN THE POWER OF YOUTH BASEBALL AND SOFTBALL TO TEACH LIFE LESSONS THAT BUILD STRONGER INDIVIDUALS AND COMMUNITIES.

### How We Build Our Story

#### Human Connection

We stand for a deeper level of human connection by bringing people together through shared experiences around healthy, active, family fun.

#### Community

We're deeply embedded in communities around the globe, driving opportunity at local, regional, national, and international levels.

#### Inclusion

Everyone deserves a sense of belonging and the opportunity to be part of a team. We believe that you work harder when you work together, which brings out the best in us all.

#### Development

We provide high-impact learning and developmental activities that shape the most formative years of a child's life.

#### Education

We teach that success in life's biggest moments is determined by what happens in between each pitch — how we prepare, act, and respond.

#### Big Dreams

We encourage our teams to aim high and strive to do their best, because winning is not what's most important, but rather how we go about the pursuit.

#### Reputation

Our reputation as the world's largest and most respected organized youth sports program gives you confidence that you're investing your time wisely, for lifelong reward.

#### Legacy

Drawing on our storied history and rich tradition as a source of inspiration, we honor the achievements and impact of those who came before us.

#### Safety

The well-being of all participants is paramount, and we strive to create an environment that's as safe as possible, on and around the field.

## ◆ VALUES

### CHARACTER

Character is knowing yourself and staying true to your values.

### COURAGE

Courage is the ability to act confidently under pressure and in the face of adversity.

### LOYALTY

Loyalty is acknowledging where you come from and representing your community with pride.

## ◆ PERSONALITY

### The COMPASSIONATE COMPETITOR

The Little League® brand extends a warm invitation to every child who loves to play, because we believe it's through play that people learn, grow, and connect.

To support these ideas, the Little League® brand is also:

#### Community-oriented

We care most about the players and communities we serve.

#### Inclusive

This is good, wholesome fun, and we promise a roster spot for every kid and family.

#### Enduring

Moments created yesterday are memories that last forever.

#### Connected

We're deeply rooted in the communities we serve, all around the world.

## LOGO

### Primary



### Emblem



### Insignia



## PHOTOGRAPHY:

### Regular Season



### World Series



### Black and White



### Duotone



## TYPE

### Display

GRAND SLAM HOME RUN *Quotes* Futura Miller

### Utility

## COLOR



## GRAPHIC ELEMENTS

