

BRAND GUIDELINES



*little
league*

Little League® Branding Team

As we look to share the new Little League® brand, and work to tell the next chapter of the Little League story, it is going to be on all of us to help maintain our world-class reputation, while communicating a modern and relevant version of our story.

If you have questions about the new brand, or need further guidance on how to take the Little League brand to the next level, contact the Little League Branding Team.

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LIVE YOUR SERIES.

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Introduction

As the world's largest, most respected organized youth sports program, we share a deep responsibility to our players, families, volunteers, and communities — especially when it comes to our communications.

Our brand sets a clear expectation of the Little League® experience, both on and off the field. It's a guiding light in all that we say and do. It's a history that began nearly a century ago. And it's a story that each of us work diligently to honor and carry forth into the next century.

Our new brand will help Little League maintain our world-class reputation, while communicating a modern and relevant version of our story.

SPECIFICALLY, THIS BRAND HELPS US:

Distinguish our organization from other youth activities

Protect our reputation and perception

Create an inclusive environment for our players, families, and volunteers

Create a consistent message and story

Rally our people and communities around what's most important: having fun



OUR BRAND
IS AN ENDURING
PLATFORM
THAT ARTICULATES THE
LITTLE LEAGUE[®]
STORY,

OUR
UNIQUE
POINT OF VIEW,
AND THE EXPERIENCE
WE CREATE.

IT HELPS US
CONNECT

WITH A BROAD RANGE OF DIVERSE COMMUNITIES
AROUND THE WORLD

THROUGH
MEANINGFUL
INTERACTIONS.

OUR BRAND

FOCUSES ON AN

AUTHENTIC
BIG IDEA:

CELEBRATING ALL THE LITTLE MOMENTS
THAT MAKE LITTLE LEAGUE® SUCH A

MEMORABLE
EXPERIENCE.

Why is a brand important?

We form opinions very quickly—and they lend heavy influence to the decisions we make. That’s why it’s critical for Little League® to have positive and meaningful interactions with people as often as possible.

Our brand helps us form emotional connections with people from the very first interaction, whatever that may be:

A presentation given by our extraordinary volunteers

Our website and social media channels

Coaches and the expectations the league sets for them

An interaction between a parent and an umpire

A visit to the concession stand

A connection between players

An email from Little League® to new parents

A registration flyer for a local league, hanging in your community

These interactions accumulate and shape the opinions of those we serve.

This document is designed to help you make decisions in support of our story. It reflects the thought process that went into creating the brand and offers guidance for making it work. There’s a deep rationale for everything included—every visual and verbal decision. The elements in this document work together to ensure that every interaction is grounded in the reason we’re all here: to play, grow, and have fun.

Where do I go for help?

If you’re looking for resources, or simply have questions about our brand, please contact **Branding@LittleLeague.org** or contact us at **570-326-1921**.

STRATEGY



The brand strategy is the result of a series of decisions that lay the foundation for positioning Little League® and our creative platform. It's a tool that should be referenced for marketing plans, campaigns, and initiatives.

AUDIENCES

Who are we talking to?

MESSAGING

What do we say and why does it matter?

PERSONALITY

How do we look, sound, and feel?

Audiences

OVERVIEW

Little League® engages a profoundly diverse collection of audiences and individuals. Though what these groups need from us can vary dramatically, our brand story should remain consistent. By understanding the objective we’re trying to achieve with each audience, we can bring focus and clarity to our communications and interactions.

PRIMARY

Clubhouse

GROUPS LIKE

- Volunteers
- Administrators
- Districts
- League Officials
- Umpires
- Coaches
- Staff and Employees

GOALS

Engage, Train, and Retain

SECONDARY

Starting Lineup

GROUPS LIKE

- Players
- Parents
- Caregivers
- Families
- Teachers

GOALS

Inspire and Distinguish

TERTIARY

Box Seats

GROUPS LIKE

- Supporters
- Alumni
- Partners
- Sponsors
- Licensees
- Donors
- Businesses

GOALS

Grow and Strengthen Relationships

TERTIARY

Fans

GROUPS LIKE

- General Public
- Media
- MLB
- ESPN
- Social Followers
- Local Communities

GOALS

Educate and Inform

Primary Audiences

the CLUBHOUSE

GROUPS LIKE

Volunteers

Administrators

Districts

League Officials

Umpires

Coaches

Staff and Employees

GOALS

Engage, Train, and Retain

Key Considerations

The impact of the Little League® experience is often felt most by these individuals, so it is very important to help them understand what sets Little League apart and to educate them on how to make the most of their experience. Additionally, setting clear expectations about educational initiatives, inclusivity, and approach to competition should help to encourage families and coaches into the league.

Communication Objectives

- Establish clarity and consistency in our story
- Celebrate and acknowledge these volunteers as pillars of their communities
- Demonstrate the impact these constituents have on not just one child, but many

Suggested Channels and Tactics

- Annual celebration events for District and League Administrators and District Administrators and Officials
- Regular communication and support from Little League International
- Tools and templates for marketing, promoting, and recruiting participation in their leagues—making it easy for them to access and use the materials, ideally online
- Reinforcing and promoting the volunteer pledge

the
STARTING LINEUP

GROUPS LIKE

- Players
- Parents
- Caregivers
- Families
- Teachers

GOALS

Inspire and Distinguish

Key
Considerations

This group needs clarity about Little League® and our expectations. They may confuse us with other youth sports programs, so it's important to help them understand what sets Little League apart. Additionally, setting clear expectations about points of differences, values, and approach to competition should invite families and coaches who espouse the values of Little League into our program.

Communication
Objectives

- Present Little League as an accessible opportunity for the entire family to have fun
- Demonstrate that every player is promised an inclusive opportunity to interact, grow, and play

Suggested
Channels
and Tactics

- Downloadable marketing templates and materials
- Social media, to grow awareness and support recruitment efforts
- Dedicated sections of the Little League website
- Emails from Little League that meet the needs of families
- Local advertising in newspapers and other media outlets, and through organizations like libraries, churches, and community centers
- Search engine marketing tied to specific keywords
- Paid digital media

the
BOX SEATS

GROUPS LIKE

- Supporters
- Alumni
- Partners
- Sponsors
- Licensees
- Donors
- Businesses

GOALS

Grow and Strengthen Relationships

Key Considerations

These audiences are interested most in creating shared value. For them, that means gaining access to young athletes, their families, and the communities they live within. With this segment specifically, we should present Little League® as more of a business—which can present a challenge because it runs counter to the community orientation that permeates our organization.

Communication Objectives

- Think big—communicate the full scale, breadth, and depth of Little League
- Feature a variety of our alumni and their accomplishments
- Draw on our strong reputation and showcase our deep community engagement and international participation

Suggested Channels and Tactics

- Media kits and sponsorship opportunity packages
- Alumni connections and resources to bolster donations and support
- Data-rich profiles of Little League, regions, districts, and local leagues, as well as tournament-specific data and opportunities to give partners a clear understanding of the reach and ROI potential
- Partnership activation kits to establish clear expectations and promote a seamless experience for partners
- Paid digital media and sponsored content

Tertiary Audiences

the FANS

GROUPS LIKE

- General Public
- Media
- MLB™
- ESPN
- Social Followers
- Local Communities

GOALS

- Educate and Inform

Key Considerations

With every passing generation arrives a new wave of players and parents, each with an increasing population that has no pre-existing relationship with Little League®. We can take advantage of this by having a strategically sound media presence. Use the most visible platforms to convey our community orientation and the unique qualities that make Little League so distinct and special.

Communication Objectives

- Present a crystal-clear image of who and what Little League is and why it's important and valuable
- Stand confidently on our foundations as a community-based organization

Suggested Channels and Tactics

- Use the MLB™ partnership to communicate to baseball/softball fans
- ESPN tournament coverage opportunities, used to reinforce key messaging, Public Service Announcements
- Products and licensing that reflect the evolved brand image and identity
- Public relations leading into and during the tournament
- Media kits for game coverage and team information given to broadcasters, enhanced by the evolved brand
- Public attractions as a great way to promote brand awareness through year-round experiences—such as merchandise or advertising in sporting museums, professional ballparks, community libraries, local and metro parks, sporting events, and camps

Message

Messaging includes what Little League® says and why those things matter. It's the foundation from which we build all communications, to ensure that an authentic, consistent, and compelling story is told, regardless of who's telling it.

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 organization 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.

Character, Courage, Loyalty

These three virtues will continue to be the driving force that guides the Little League® experience. However, with the evolved brand comes an updated style of communication. We have redefined what these words mean to Little League and, while we will be using the words differently today, the value of those three words will never be lost.

WHAT IT IS

Character is knowing yourself and staying true to your values.

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

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

HOW YOU KNOW YOU’VE GOT IT

It requires a deep understanding and awareness of what you will and won’t do in pursuit of your future.

It requires bravery, resilience, and a firm belief in yourself as a contributor to the team.

It requires selflessness to stand beside, not in front of, one another and share the success.

HOW LITTLE LEAGUE® TEACHES IT

We develop character by displaying empathy, understanding, and respect, and by promoting equality to everyone we encounter, whether we’re the home or visiting team.

We develop courage by offering support and positive reinforcement during times of failure—because each of us plays an important role on a team. We teach that with each pitch comes a new opportunity for success.

We develop loyalty by coming together as a community with family, friends, and teammates, and by striving to win, learning from failure, and doing our best.

Personality

Personality is what humanizes our story. It brings our messages to life with greater emotional strength and resonance.

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.**

Our brand image should portray modern families and communities gathering around our sports, having fun together. And our brand should always communicate that we compete for the sake of becoming better people, not for the sake of winning a game.

Personality

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

COMMUNITY-ORIENTED

We care most about the players,
families, and communities we serve.

ENDURING

Moments created yesterday
are memories that last forever.

INCLUSIVE

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

CONNECTED

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

VOICE





Voice is how we express our message, bringing it to life in meaningful ways in our written and verbal communications. It's more than what we say—it's how it sounds. Through voice, we set a tone for our communications that's unique, distinct, and authentic to who we are.

CREATIVE PLATFORM

What's our big idea?

TONE

What do we sound like?

WRITING FRAMEWORKS AND TIPS

How can we verbally bring our brand to life?



The story of Little League® began nearly a century ago. And it's up to us to write the latest installment in an epic series, every time we play.

So, play.

Be just like your heroes, if only for one impossible catch, one unbelievable hit. Play your favorite position, and know—these moments matter more than any trophy. Strive to win. Learn from loss. And remember: every game, every season is important — but sometimes, it's the celebration afterward that goes down in our record books.

Dream.

Give players a safe place to grow. Take away the tee, and see what's possible. Teach them to stand up for themselves and others—not just in the big moments, but in the little ones, too. Extend the moment to the car ride home, the dinner table, and the years down the road. Leave a legacy of time spent outside, making memories, and making contact.

Rally.

No matter where you're from or what team you root for, show your true colors. Play your part, and be the reason your community comes alive. Because we're all here for the same reason. We are all #1 fans, base coaches, rulebook experts, and would-be umpires. But more than anything, we're together.

We all share the story of Little League®.

And when we add to it, when we make it our own, we make it even better. Because we know this: the greatest stories aren't open and shut. The greatest tales ever told aren't contained between two covers—they happen on this field.

So, write your chapter. Whether it's your first, or your greatest. Create your story.

LIVE YOUR SERIES.

Creative Platform

BREAKDOWN

The creative platform takes our strategic story and personality traits, and brings them together with an emotional appeal. It conveys not only what we do, but also the attitude with which we do it. It elevates our strengths and identifies what our audiences

can expect from us. It inspires the look, feel, and tone of our communications. Ultimately, the creative platform forms the basis of our brand’s unique identity.

NARRATIVE

The story of Little League® began nearly a century ago.
And it’s up to us to write the latest installment in an epic series, every time we play.

So, play.
Be just like your heroes, if only for one impossible catch, one unbelievable hit. Play your favorite position, and know — these moments matter more than any trophy. Strive to win. Learn from loss. And remember: every game, every season is important —but sometimes, it’s the celebration afterward that goes down in our record books.

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Give players a safe place to grow. Take away the tee, and see what’s possible. Teach them to stand up for themselves and others — not just in the big moments, but in the little ones, too. Extend the moment to the car ride home, the dinner table, and the years down the road. Leave a legacy of time spent outside, making memories, and making contact.

WHAT IT MEANS

Here, we speak to the rich legacy of Little League, and our ability to become part of it.

On and off the field, Little League is where we learn life lessons and develop strength of character. In Little League, every moment is a teachable moment.

We stress the importance of dreaming big and doing our best. But we remember there’s also fun to discover and memories to be made as part of a team.

NARRATIVE

Rally.
No matter where you’re from or what team you root for, show your true colors. Play your part, and be the reason your community comes alive. Because we’re all here for the same reason. We are all #1 fans, base coaches, rulebook experts, and would-be umpires. But more than anything, we’re together.

We all share the story of Little League.
And when we add to it, when we make it our own, we make it even better. Because we know this: the greatest stories aren’t open and shut. The greatest tales ever told aren’t contained between two covers — they happen on this field.
So, write your chapter. Whether it’s your first, or your greatest. Create your story.

LIVE YOUR SERIES.

WHAT IT MEANS

Our communities take many shapes, but what we all share is a deep pride in where we’re from. Little League gives us a reason to gather and root for the home (or away) team.

The story of Little League is both personal and ours to share. The idea of “Live Your Series” elevates every play, every game. It’s a call to action to play with pride and live out our values, always celebrating what makes this experience great.

Writing Frameworks

To bring our brand to life and to help you create consistently powerful copy, we've established a few key ideas to focus on. With each technique, make sure you're connecting the message to the strategy.

The story of Little League®.

Our story isn't just our history; it's where we go from here. We should emphasize the reputation of Little League, and how each of us shares ownership of the next chapter.

EXAMPLES

The greatest tales ever told take place between foul lines.

These are the moments that go down in our record books.

These are the stories you remember.

We all share the story of Little League.

There are two sides to every play.

The next pitch is a whole other story.

Make the little things major.

Not every Little League® team will play in the World Series. But that doesn't mean the regular season can't feel epic. Emphasize each little moment and help elevate its importance.

EXAMPLES

Play every game like it's part of an epic series.

Little by little, we learn life lessons.

Every play. Every game. Be just like your heroes.

Every season is your series.

**Live your
series.**

Find the best fit for this line. It can lead a piece as a bold headline, or punctuate the end of a story. Explore new ways to flex it and use it. Just be sure not to overuse it as a catch-all tagline.

EXAMPLES

Write your chapter.

Create your story.

Play your part.

LIVE YOUR SERIES.

Getting Our Tone Right

Voice is more than what we say—it’s how we say it. It’s the combination of the tone we use, the language we choose, and the way we put sentences together. And it’s one of the primary ways our audiences can connect and identify with our brand. Familiarize yourself with the brand’s personality, then use the ideas below as you create content.

Show, don’t tell.

Whenever possible, tell a specific story. It’s always more powerful to show experiences through storytelling and first-person narratives.

Skip the taglines.

Nobody else can own baseball and softball phrases like we can. Still, avoid the predictable phrases and tired jargon, opting for fresh takes on phrases and ideas that will make your readers notice what you write.

Focus on who we are and stay positive.

When discussing how we’re different from other youth activities, show the tangible benefits gained from the Little League® experience. Better yet, tell our story, and avoid the comparison game as much as possible.

Take the expected one step further.

It’s tempting to rely on the same phrases over and over in our communication, but we don’t want to limit ourselves to only a few ideas. Keep it fresh, and don’t hesitate to be more specific when necessary.

Best Practices

Getting our story down clearly and compellingly takes a combination of instinct and discipline. Good writing feels purposeful, intentional, and above all, believable. Keep these principles in mind when crafting communications.

Connect with your audience.

Identify the audience you're trying to reach, and what they want. Otherwise nothing you say will reach them.

Focus on one thing.

Emphasize a single message. Include more, and your audience will either fail to retain what they've read or stop reading altogether.

Make data matter.

Statistics aren't the story; they exist to help make your case to the reader. The numbers can add to your message, but they'll never take the place of it.

Avoid using jargon.

Write clearly and keep your language personable. Jargon has its place, but our communications are not it.

Give them a call to action.

If you want your readers to take an action, be clear and direct. Make a gift, apply, sign up—whatever the task, don't assume they'll know what you want.

Make it personal.

When asking something of the reader, be sure to engage them on a personal level by using second-person "you" and "your."

Don't force excitement.

If the message isn't something we'd yell, it doesn't deserve an exclamation point. Use that mark extremely sparingly, or better yet, not at all.

Deliver the "so what."

Every communication needn't contain every detail. Focus on what's both important and relevant—and don't leave the reader asking, "so what?"

Write for the platform.

Writing for digital communications means that content needs to be quick, easy to digest, and actionable. A long-form print piece, on the other hand, can do more storytelling.

IDENTITY

Identity

OVERVIEW



March 10, 1974

The attached sketch is apparently the 10th attempt to design an insignia for use in connection with the 1948 celebration of the founding of Little League Baseball. League expense records show payment for the "emblems" on March 1, 1948.

The previous 9 sketches having been rejected by me an approach was used which started with a baseball, the outline of which is barely discernable above the words "10th. Anniversary". The stitching marks were then erased and a larger circle drawn so that the lines representing these stitches would be further separated to allow for positioning the playing field. The Little League portion represented the fence and the above fence portion the score board

Carl E. Stotz

Photo provided courtesy of Little League Baseball and Softball, from the Carl E. Stotz Archives.

A brand is more than just a logo. And a logo is more than just a mark or symbol. It must seamlessly adapt with other design elements across colors, dimensions, and uses. Little League® has created a logo system that is flexible enough to be broken apart or used in full, depending on the design need.

ARCHITECTURE

MASTER BRAND

The highest-level governing body, from which all other activities are managed.



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.



Identity

MASTER BRAND



MASTER BRAND

The master brand logo represents the highest-level governing body, from which all other activities are managed. It replaces the “Character, Courage, Loyalty” seal and should be reserved for corporate-level communications only.

- Little League® International Board of Directors activity
- Official corporate statements
- Notices from officers of the corporation
- Formal positions and publications



“CHARACTER, COURAGE, LOYALTY” SEAL

This is now an archived mark, and is no longer used as a lead identifier for the corporation. It is reserved only for ceremonial, historical applications, or to maintain trademark registrations.

COMPONENTS

ORIENTATION



HORIZONTAL



VERTICAL



SINGLE-LINE

CLEAR SPACE

Our logo must have space to breathe, with specific spacing and margins. It should not be crowded or overshadowed by other visual elements. The clear space for the logo equals the height of one “L” around all edges of the logo, which should be free from other graphics and interference. If there is an instance where this rule may need to be broken, please contact branding@LittleLeague.org



INSIGNIA

For some applications, a condensed and enclosed mark works best to convey the totality of our identity. The insignia provides this utilitarian option, but careful consideration must be given when this option is selected. Best uses for the insignia include limited-space applications such as social media avatars, and some instances of environmental signage.



Identity

PRIMARY BRAND



EMBLEM

Inspired by Carl Stotz's original keystone sketch, our emblem is a modern interpretation of the heritage of Little League®. Its structure has been streamlined for flexibility across all media, as well as to represent all Baseball, Softball, and Challenger divisions.



EMBLEM + WORDMARK

COMPONENTS

ORIENTATION



HORIZONTAL



VERTICAL



SINGLE-LINE

CONSTRUCTION



CLEAR SPACE

Our logo must have space to breathe, with specific spacing and margins. It should not be crowded or overshadowed by other visual elements. The clear space for the logo equals the height of one "L" around all edges of the logo, which should be free from other graphics and interference. If there is an instance where this rule may need to be broken, please contact Branding@LittleLeague.org.



Identity

COLOR PALETTE

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.



PANTONE 2768 + PANTONE 200



WHITE + PANTONE 200



PANTONE 2768 + PANTONE 200



WHITE



BLACK



WHITE



PANTONE 200



PANTONE 2768



PANTONE 200



WHITE + PANTONE 200



PANTONE 2768 + PANTONE 200



WHITE + PANTONE 200



BLACK



WHITE



BLACK



PANTONE 2768



PANTONE 200



PANTONE 2768

Identity

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"



0.5"



18 PIXELS



65 PIXELS



38 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.



Little League

Identity

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.



HORIZONTAL



VERTICAL



INSIGNIA



SINGLE-LINE



HORIZONTAL



VERTICAL



INSIGNIA



SINGLE-LINE



HORIZONTAL



VERTICAL



INSIGNIA



SINGLE-LINE



BLACK



BLACK



BLACK



PANTONE 2768 + PANTONE 200



PANTONE 2768 + PANTONE 200



PANTONE 2768 + PANTONE 200



PANTONE 2768 + PANTONE 2925



PANTONE 2768 + PANTONE 1505



PANTONE 2768 + PANTONE 376



WHITE + PANTONE 2925



WHITE + PANTONE 1505



WHITE + PANTONE 376



PANTONE 2925



PANTONE 1505



PANTONE 376



WHITE + PANTONE 2925



WHITE + PANTONE 1505



WHITE + PANTONE 376

Identity

SUB-BRAND MODIFIERS

OVERVIEW

For certain entities, groups, or divisions that are part of our organization, a modifier can be applied to the overall logo construction. The diagram below illustrates the recommended spacing and typesetting best practices, since these modifiers are created only as needed.



Little League

Urban Initiative

MODIFIER

The modifier is typeset in **GT Walsheim Black**.

The recommended spacing between Little League® and the modifier is equal to the height of the foot of the capital “L” in “Little.”

EXAMPLES



Little League

Central Region



Little League

Latin America Region



Little League

East Region

Identity

IMPLEMENTATION

OVERVIEW

To ensure consistent use of the logo, here are some practices to avoid.

DON'T
SKEW, STRETCH, OR BEND THE
LOGO IN ANY WAY.



DON'T
ROTATE THE LOGO.



DON'T
USE DROP SHADOWS OR
OTHER VISUAL EFFECTS.



DON'T
USE ANY COLORS OTHER THAN THOSE
SPECIFIED IN THIS DOCUMENT.



DON'T
OUTLINE THE LOGO
OR ITS ELEMENTS.



DON'T
CROP THE LOGO.



DON'T
MIX GRAPHIC ELEMENTS
WITH LOGO COMPONENTS.



DON'T
PLACE THE LOGO IN APPLICATIONS
WHERE LEGIBILITY IS POOR.



BACKGROUND CONTROL
Place both the black and white and full
color logos against backgrounds that
provide contrast.

- While it's acceptable to place our logos over imagery, it should be over an inactive area of the image that provides a sufficient amount of contrast.
- It is often suggested to add a bar of color or strong fade over the image before placing the logo.
- When using any logo against a dark background, the registration mark(s) must be white.



PHOTOGRAPHY

Photography

OVERVIEW



Photography is a key tool for showcasing our diverse and collaborative community. Our photographs capture the essence of Little League® and connect with people in ways words can't, to help us to tell a richer, more comprehensive story.

REGULAR SEASON

LITTLE LEAGUE® WORLD SERIES

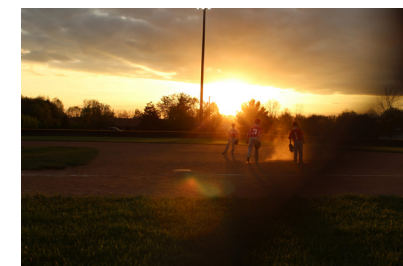
BLACK AND WHITE

DUOTONE

Photography

REGULAR SEASON

The majority of the photos we use in our communications should come from this category. These images are the most authentic to the Little League® experience—they celebrate all moments, from the biggest win to the smallest smile. They range in style from candid, in-the-moment photos to posed and even cheesy shots. There's room for serious looks of determination as well as moments of true silliness. Just be sure the images you select match the context of the communication. Our photos should always be brightly lit, with good contrast.

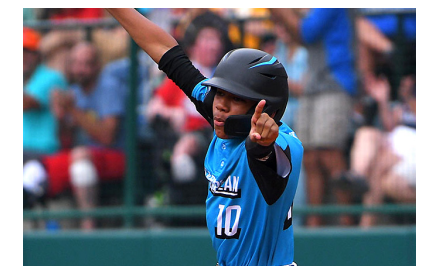
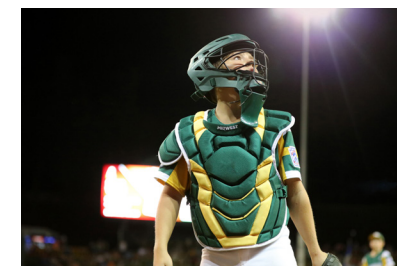
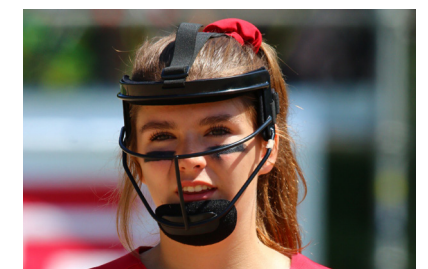
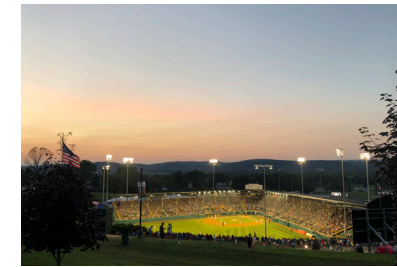


Photography

LITTLE LEAGUE® WORLD SERIES

The Little League® World Series is what most people know us for. It's the crowning achievement for the hard work and dedication our players put in all season. Just to make it there is something special. Photos from this category should be used to promote the Little League World Series, but may also be used in general communications as well.

While the Little League World Series is something all players work toward, only a few actually get to experience it. This is why, in general, we rely more on regular-season shots than Little League World Series photos. When selecting images in this category, look for moments of passion or celebration, as well as dynamic action shots.



Photography

BLACK AND WHITE

Use black-and-white images when you need to make the brand feel more serious. This treatment may be used with both regular-season and Little League® World Series photos. It's also great for shots that are too busy or that have many bright colors, as sometimes these can clash with our limited color palette or make typesetting difficult. Converting them to black and white can calm things down or provide enough contrast for overlaying text. Photos in this category should be brightly lit, with high contrast. These shots can also be cropped closely for a more powerful effect.



Photography

DUOTONE

The brand also offers the option to use duotone photography. While this is not a major element of our visual language, it can be used to provide a nice change of pace or a more vintage feel. Duotone photos should only be created using our Little League® Blue, PMS 2768. This can be done to complete photos, but the effect works best when it's applied to photo cutouts of athletes, and then applied over a tan background. Red text and graphic elements with multiplied transparency also work well with this treatment (see the example on the facing page).

HOW TO CREATE DUOTONE PHOTOGRAPHY



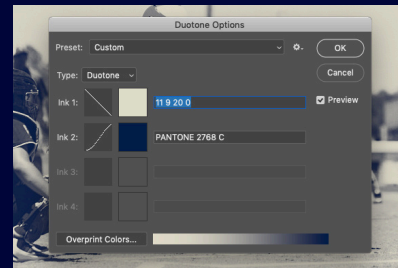
Step 1

Select the photograph you want to use and create a black-and-white version of it by going to Image > Mode > Grayscale.



Step 2

Now that you have a grayscale version, create a duotone by going again to Image > Mode > Duotone.



Step 3

A dialog box will pop up that will allow you to set the highlight and shadow colors.



Step 4

Save your final file as a .TIF or other usable format for your needs.



VISUAL LANGUAGE

Typography

OVERVIEW

Our brand uses five typefaces: Grand Slam, Home Run, Futura, Quotes Script, and Miller Text. These typefaces work together to bring our messages to life. They each have their own strengths and weaknesses, so use the following section to guide your typographic choices.

Requests for the use of our typefaces can be sent to Branding@LittleLeague.org.

squeeze
BALK
ERA

HOME	INNING	GUEST	STOTZ
12	6	8	39
BALLS	STRIKES	OUTS	
●●●○	●●○	●●○	

“PLAY BALL!”

BATTER’S BOX

Hit Hard, Run Fast, Turn Left

HOOOOOOOOOOOOOOOOOME RUN

GROUND BALL

SACRIFICE FLY

And here’s the pitch

1939

WALK-OFF HIT

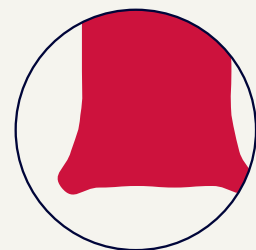
K K X K X K K X

Typefaces

PRIMARY DISPLAY

GRAND
SLAM

Grand Slam is the primary display typeface for our brand. It's an all-caps typeface that we use mostly for headlines. We use it primarily at large scales, although it can be used for subheads at smaller scales. There is also an oblique weight available to create more dynamic typographic compositions.



The rounded, unfinished edges of this serif typeface reflect the down and dirty nature of our sports.

CHARACTER SET

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

ALTERNATE WEIGHT

GRAND SLAM OBLIQUE

HOME
RUN

Home Run is closely related to Grand Slam and supports our type system as a secondary display typeface. Both fonts have similar serifs and texture, but Grand Slam is narrower overall than Home Run. Mix and match these two typefaces to create more dynamic headlines, using Home Run for longer headlines that require more than one line of text. Unless it's a case of extremely limited space, Home Run should never be used without Grand Slam.



CHARACTER SET

ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ
0123456789

ALTERNATE WEIGHT

HOME RUN OBLIQUE

Futura

Whereas our display typefaces are reserved for headlines and subheads, **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.

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

Quotes Script

Quotes Script is an accent font that adds a feeling of youth and playfulness to our visual language. While it shouldn't appear in every piece, we use it to add extra emphasis to certain words or phrases, in combination with our other typefaces. We often set text in Quotes Script on a baseline that's tilted upward at 10–20 degrees.

little
league

For guidance on using the Little League®
script lockup, see page 114.

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

Miller Text

For certain communications 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

Text Italic

Text Bold

Text Bold Italic

Aa Bb Cc Dd Ee Ff Gg Hh

Aa Bb Cc Dd Ee Ff Gg Hh

Aa Bb Cc Dd Ee Ff Gg Hh

Aa Bb Cc Dd Ee Ff Gg Hh

Typesetting

BEST PRACTICES

Leading

Line spacing, called leading, is critical to setting professional-looking type that's easy to read. Leading should be set tight, but not too tight. Futura generally looks best with leading set slightly looser than the default.

Trust your eye. If the space between lines or characters looks too tight or too loose, it probably is. Remember, the main purpose of leading and tracking is to make it quick and easy for readers to digest multiple lines of copy.

TIGHT LINE
SPACING.

122 pt. text, 111 pt. leading

**Line spacing for
Futura is looser.**

24 pt. text, 27 pt. leading

Leading for body copy should generally be set at 3 points higher than the text size. At smaller point sizes, you may need to slightly increase the leading. At large point sizes, you may need to slightly decrease the leading.

11 pt. text, 14 pt. leading

Tracking

Correct letter spacing, called tracking, also helps to make the type easy to read. Always use optical kerning. Tracking for Grand Slam and Home Run should be tighter due to the vertical nature of the characters and is best set to Metrics. Futura typically looks good with default tracking, but may need to be adjusted depending on scale.

As a graphic treatment, we sometimes use high tracking at small point sizes on single key words or small phrases.

9 pt. text, +1300 tracking

TIGHT LETTER-
SPACING TOO.

122 pt. text, optical kerning, -10 tracking. Oblique weight and some characters may need additional adjustments.

**Tracking shouldn't be
too tight or too loose.**

24 pt. text, optical kerning, -10 tracking

It's usually acceptable to use the default tracking for body copy; however, you may need to increase tracking at small scales and decrease it at large scales. Optical kerning should always be used when it's available.

11 pt. text, optical kerning, -10 tracking

Justifying text

Justified text is spaced so that the left and right sides of the text block both have a straight edge. The typical alternative to justified text is left-aligned text, which has a straight left edge and an uneven right edge. Justification works by adding white space between the words in each line so that all the lines are the same length. This alters the ideal spacing of the font, but in paragraphs of reasonable width it’s usually not distracting.

Compared to left-aligned text, justification gives text a cleaner, more formal look and is preferred in Little League® communications.

JUSTIFIED

Founded in 1939, Little League® Baseball and Softball is the world’s largest organized youth sports program, with millions of players and more than one million adult volunteers in every U.S. state and more than 80 other countries.

LEFT-ALIGNED

Founded in 1939, Little League® Baseball and Softball is the world’s largest organized youth sports program, with millions of players and more than one million adult volunteers in every U.S. state and more than 80 other countries.

Justifying headlines

When composing headlines with Grand Slam and Home Run, we often make all lines justified. If the set type creates uneven edges, you can manually adjust each line of type through point size and tracking to justify and create a uniform shape.

BEFORE

WE ALL SHARE
THE STORY OF
LITTLE LEAGUE.

Grand Slam
57pt type
0pt tracking

Home Run
57pt type
0pt tracking

Grand Slam
57pt type
0pt tracking

AFTER

WE ALL SHARE
THE STORY OF
LITTLE LEAGUE.

Grand Slam
57pt type
50pt tracking

Home Run
48pt type
55pt tracking

Grand Slam
64pt type
5pt tracking

Home Run
28pt/30pt

Grand Slam
96pt/90pt

EVERY PLAY. EVERY GAME.
BE JUST LIKE
YOUR HEROES.

Grand Slam
48pt/48pt

MAKE THIS SERIES YOUR OWN.

Futura Bold
30pt/32pt

We all share the story of
Little League®.



Future Demi
20pt/22pt

And it's up to us to write the
next chapter: to create the latest
installment in an epic series,
every time we play.

TWO STRIKES.
UNTOLD POTENTIAL.

*swinging
away*

Home Run
15pt/16pt

Quotes
156pt/80pt

ON THIS FIELD,
EVERYTHING
IS EARNED.

Grand Slam
86pt/80pt

Grand Slam
Oblique
86pt/80pt

Primary Colors

Our primary color palette consists of just two colors: red and blue. Together, these two hues represent our organization on many levels. Blue represents the strength and experience we take from our rich heritage. Red represents the passion and friendly warmth that Little League® is known for, from the players to the leadership. These colors should be present and prominent in every communication we publish.

Blue

CMYK	RGB	HEX
100	0	00013A
90	1	
13	58	
71		
PMS		
2768		

THREAD COLOR
5687 RA

Red

CMYK	RGB	HEX
3	205	CD163F
100	22	
70	63	
12		
PMS		
200		

THREAD COLOR
5566 RA

Supporting Colors

The supporting palette allows us create more balance and harmony in our compositions. Our blue and red are strong and bold, so tan and white act as calm, grounding influences. Tan can create a more vintage feel, whereas white feels fresher and more modern.

Never use these colors without the presence of our blue or red. Use white in most cases where a third color is needed. White text on a blue or red background really stands out and provides good contrast. Tan should be used primarily as a background color, so avoid using it for text in most cases. Using tints of tan is also acceptable.

Tan

CMYK	RGB	HEX
11	226	E2DDCA
9	221	
20	202	
0		
		PMS
		7527

White

CMYK	RGB	HEX
0	255	FFFFFF
0	255	
0	255	
0		
		PMS
		None

Sub-Brand Colors

Baseball

The blue color displayed in the Little League Baseball® logo was created based on the traditional blue that can be found in the iconic Little League Baseball patch that has been a piece of the organization's rich history for decades. In addition, this rich blue color has been customarily seen in a variety of Little League Baseball signage throughout the years and represents the iconic tradition of the program.

CMYK

85
21
0
0

RGB

0
156
222

HEX

009CDE

PMS

2925

THREAD COLOR

5801 RA

Softball

The new orange color in the rebranded Little League Softball® logo was chosen based on the history that was made in the first Little League Softball World Series in 1974, representing the orange jerseys worn by the first champion, Wellswood Little League of Tampa, Florida. Since that year, the Little League Softball program has opened the door to create opportunities to hundreds of thousands of young girls and all started with the historic tournament that took place that summer in Freeport, New York.

CMYK

0
56
90
0

RGB

255
105
0

HEX

FF6900

PMS

1505

THREAD COLOR

1765 M

Challenger

Representing the green of the fields where children with physical and intellectual challenges get the opportunity to play the game of baseball and softball, the new Little League Challenger Division® logo portrays the field of opportunity that the program provides to thousands of children around the world each year. In addition, the logo displays the green light to every child to ensure they know they are welcome to be a part of the Little League® program, no matter what their circumstance may be.

CMYK

54
0
100
0

RGB

132
189
0

HEX

84BD00

PMS

376

THREAD COLOR

1765 M

EVERY GAME.
EVERY SEASON.



Graphic Elements

LITTLE LEAGUE® SCRIPT

The Little League® script lockup is a graphic that may be used in most applications and looks great at large scales. It is not a logo and should not be used in place of the master brand logo, but the two may be used together. This graphic element adds a feeling of youthful playfulness to our visual language.

The Little League® script lockup looks best in the lower right corner of compositions, with the edges bleeding off the page. This script is a vector graphic, not live text, so it should never be manually typeset and should always be placed at the same angle. Only use the official file.



Graphic Elements

THE KEYSTONE

A keystone is the wedge-shaped piece found at the crown of an arch that locks the other pieces in place. Pennsylvania’s central location among the original 13 states lent itself to becoming known as “The Keystone State.” When Carl Stotz was creating the original Little League® logo in 1939, he contained the logo within the keystone shape to pay homage to the state of Pennsylvania, where Little League began.

We use the keystone shape in a variety of ways, as a chalk outline, as a filled shape, or as a stroke. It can appear as a graphic used to fill space, or a supergraphic in the background of a layout.

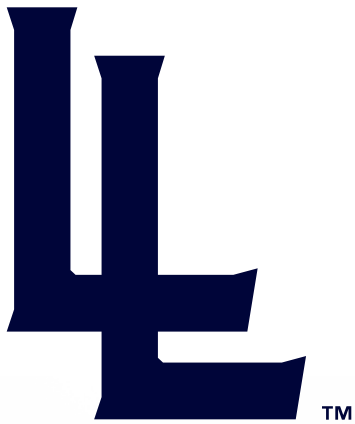


MAKE
THIS SERIES
YOUR OWN

INTERLOCKING LL MONOGRAM

From patches to banners, baseball caps to umpire sleeves, the monogram of the interlocking “Ls” has been a mainstay at international events. To build on that tradition, we’ve evolved the monogram: now typeset in Home Run, with standardized proportions so that it’s consistent and flexible for all applications.

Though its presence is ubiquitous within Little League®, it is used as a graphic element, not a primary logo. Because we communicate with a wide range of audiences, and their familiarity with our traditions varies, the monogram should never stand in for our logo. Thoughtful consideration should be given to its application, whether that’s within a composition or on Little League apparel, always being mindful of the intended audience’s awareness of the master brand.



ONE-COLOR



ONE-COLOR WITH
LITTLE LEAGUE BANNER



Graphic Elements

LINEAR TEXT

This treatment can be used to create type constructions that work more as graphic elements than as functional pieces of type. By combining outlined text with the text style called **Lines** within both of our display typefaces (Grand Slam and Home Run), this effect can be achieved. This treatment works best at large scales and can be layered with images and other graphic elements to add depth and richness. Do not use this style for conveying crucial information, due to lower legibility.

BATTER

Grand Slam - Lines

BATTER

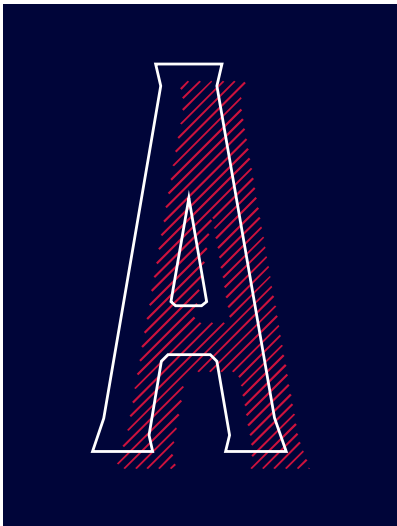
Home Run - Lines

PREFERRED COMBINATION

Top: Grand Slam Regular, white 1pt. stroke

Bottom: Grand Slam Lines, red fill

Background: Blue



ALTERNATE COMBINATION 1

Top: Grand Slam Regular, white 1pt. stroke

Bottom: Grand Slam Lines, blue fill

Background: Red

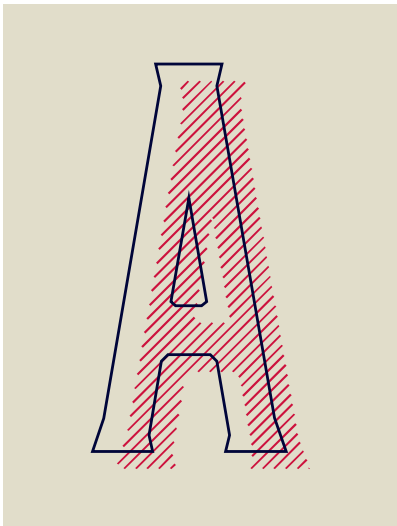


ALTERNATE COMBINATION 2

Top: Grand Slam Regular, blue 1pt. stroke

Bottom: Grand Slam Lines, red fill

Background: Tan



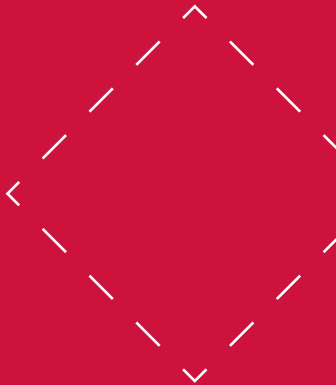
NOTE: Use Grand Slam Regular, not Grand Slam Rough, for the top layer. The wavy edges of Grand Slam Rough do not translate well to outlined letterforms.



Graphic Elements

DIAGRAMS AND SHAPES

The sports of baseball and softball have a lot of iconic shapes uniquely associated with them. By incorporating linear graphic versions of these elements, we can add interest and depth to our compositions. Play with layering and arrangement, as well as scale and color. These graphic elements can be used in a variety of ways, such as small icons, large background graphics, or space-fillers. Avoid including too many of these elements in one composition, as they can easily make things look cluttered. Use simple linework and geometric shapes to create hierarchy and connect disparate content. The Sample Tactics section of this document shows a few ways these graphic elements can be used.



Graphic Elements

LINEWORK

Graphic linework can be used both functionally and as a decorative element. Functionally, we use it to divide headlines and content. There are a variety of line styles to choose from, such as dashed, dotted, or solid. As a decorative element, the stitched line can be used to create a border, to layer over an image, or to ground a photograph.

All these lines are live elements and can be scaled in size as needed. Linework should always be a secondary element that supports the copy or image we want to highlight; it should never take over the layout.



2pt stitched line

Tighten the

2pt dotted line

STRIKE
ZONE

EVERY GAME.
EVERY SEASON.

4pt stitched line

We all share the story of Little League®.

3pt solid line

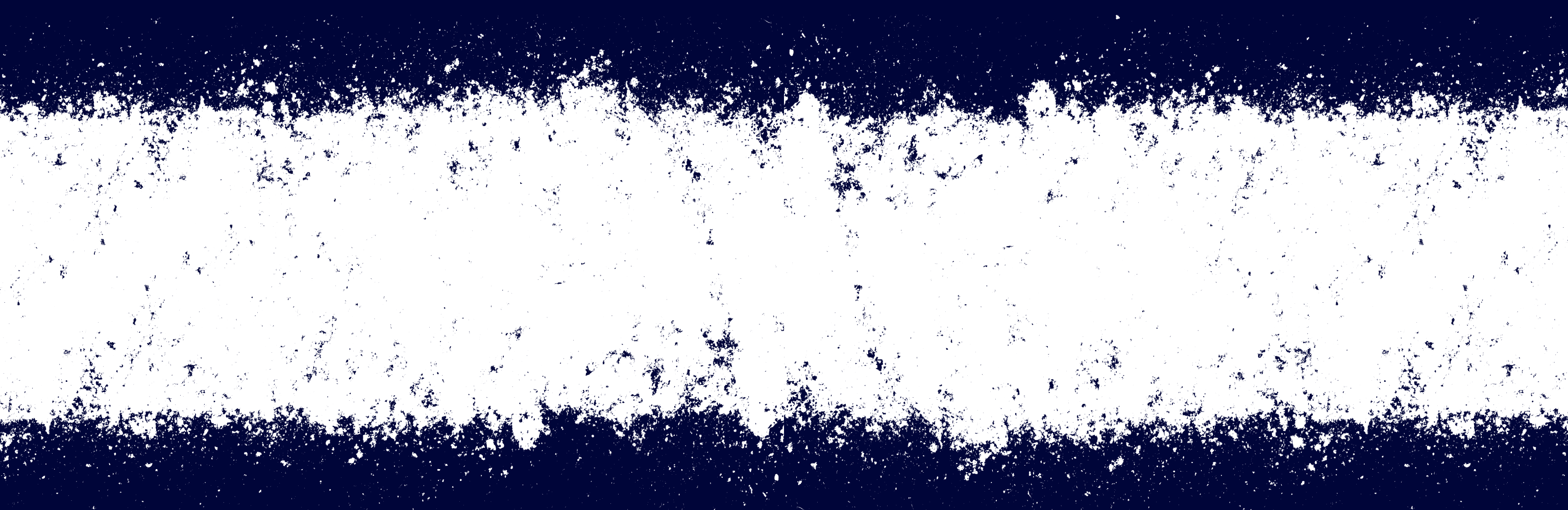
These lessons let us write our own chapters. So that on and off the field, we can live out our own epic series, and make memories that will go down in our record books.

20pt stitched line

Graphic Elements

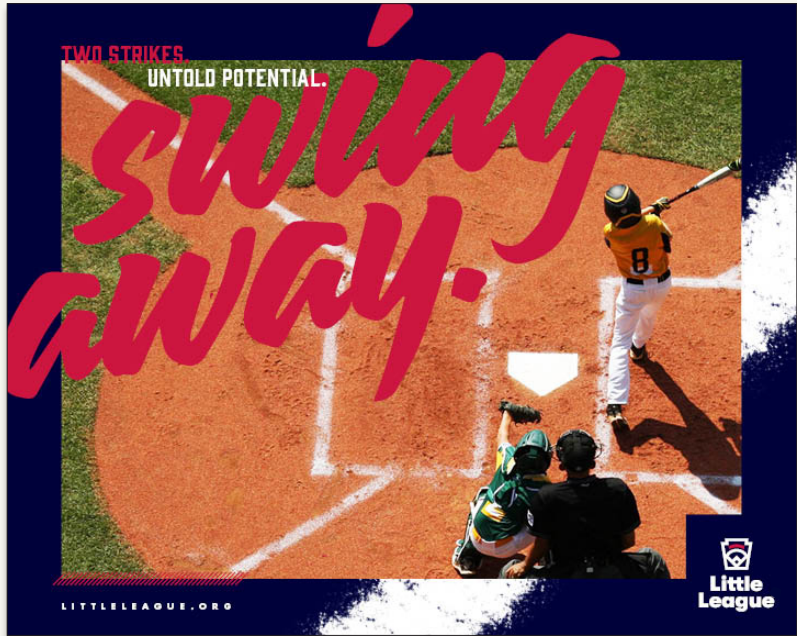
CHALK LINE

The chalk baseline is another iconic element of our sport. This is a fun element that can be used in a few ways—set along the edges of compositions to help frame content; layered with other elements to add depth, or placed as an underline beneath words of emphasis. This vector graphic can be cleanly scaled up to large sizes without distortion. The Sample Tactics section of this document shows a few ways this graphic element can be used.



SAMPLE TACTICS

Sample Tactics
POSTERS

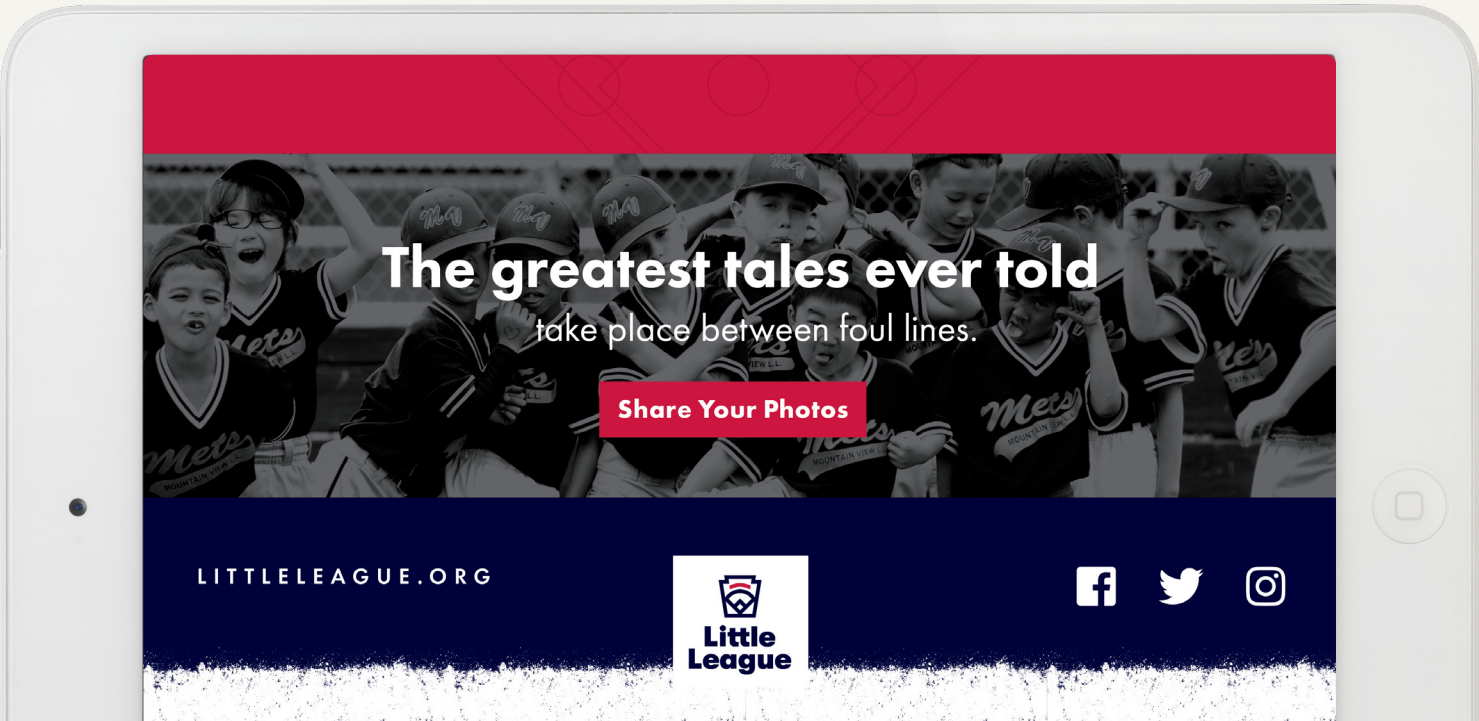
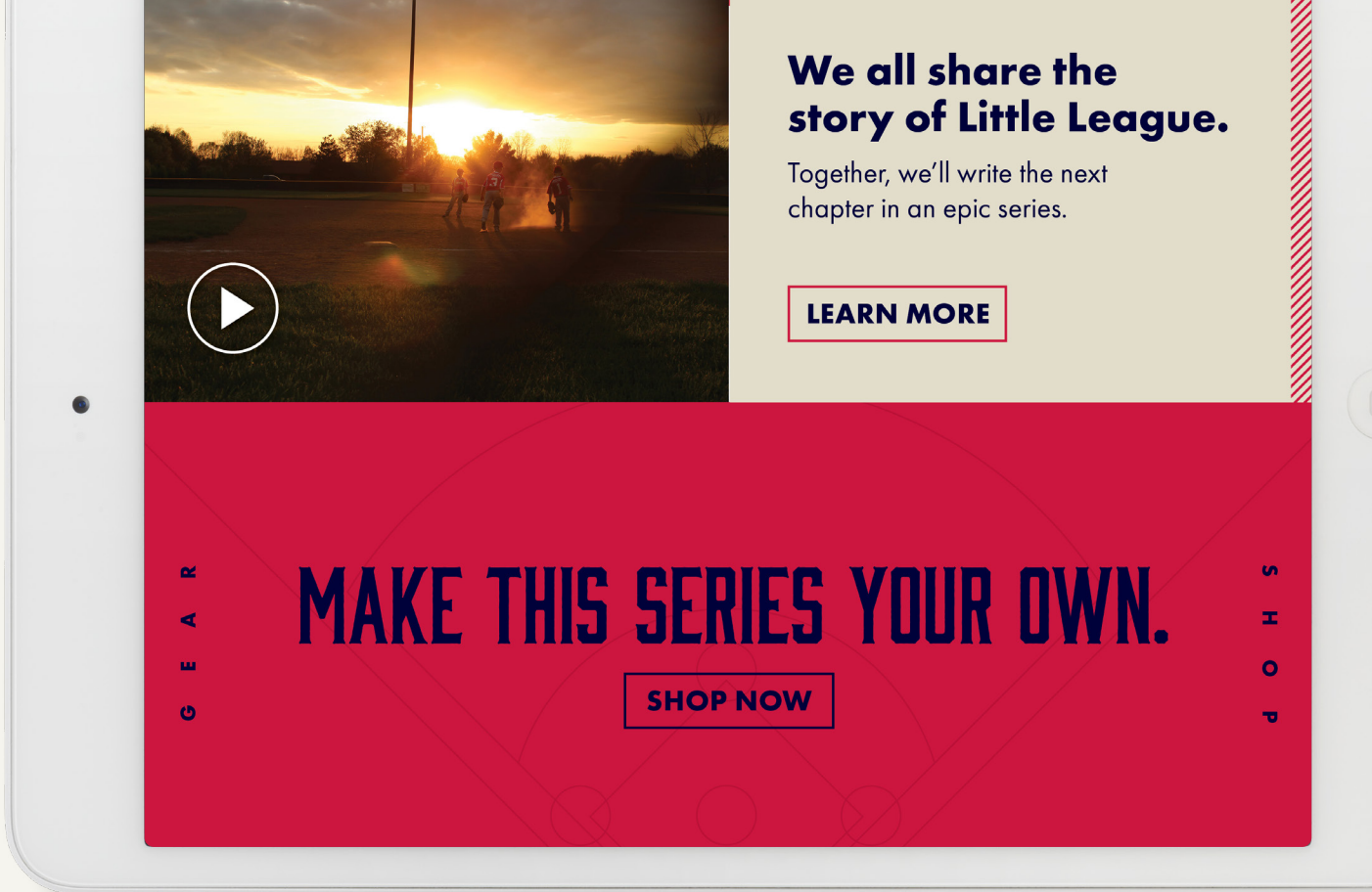


ON THIS
FIELD,
EVERYTHING
IS EARNED.



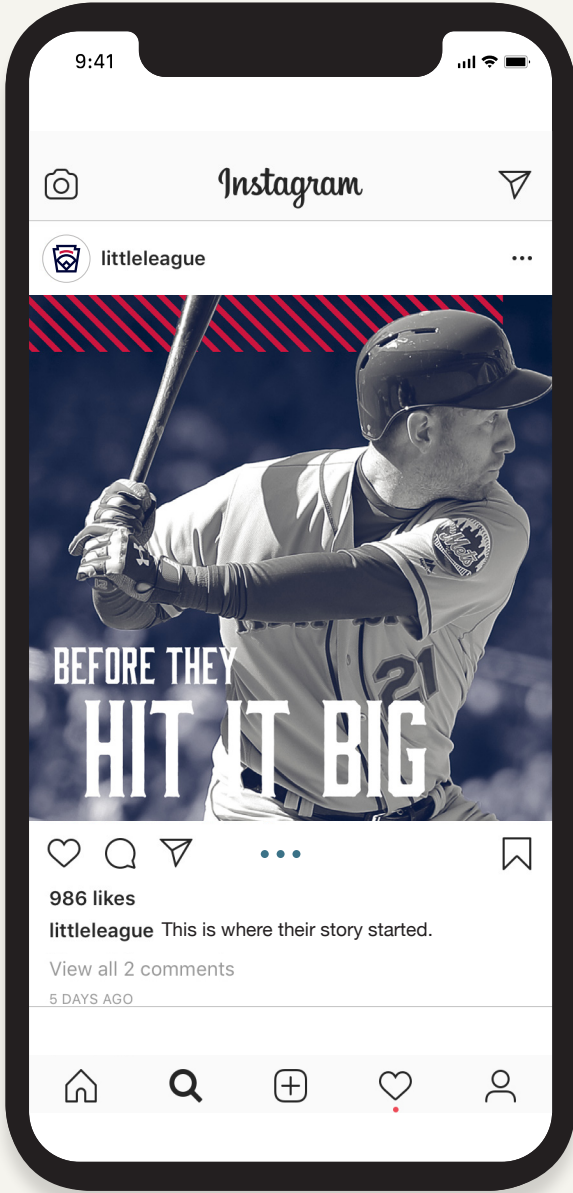
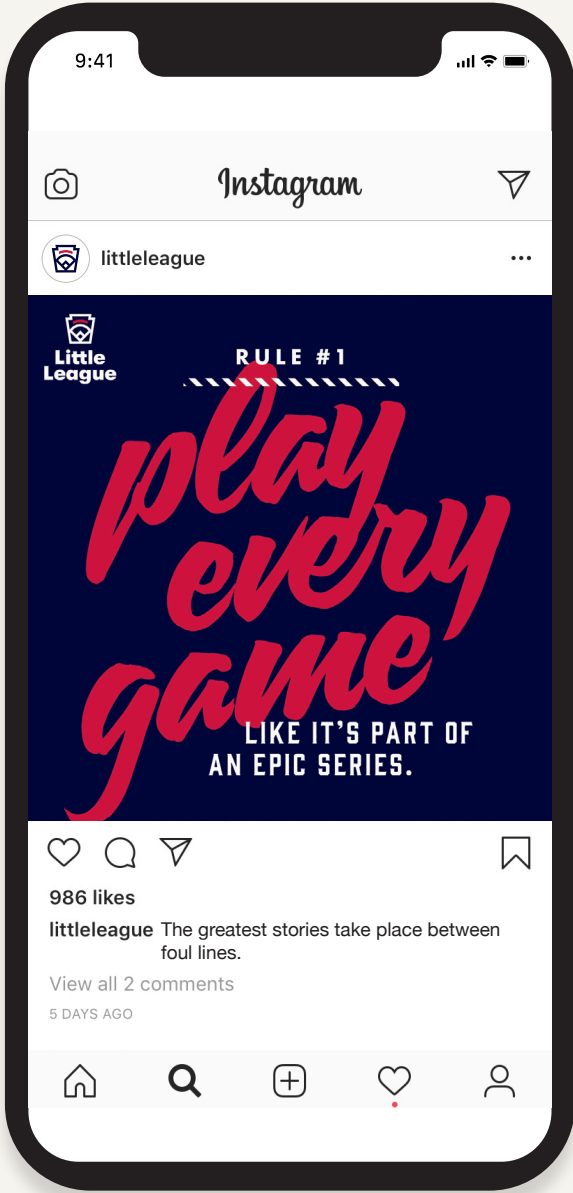
Sample Tactics

EMAIL NEWSLETTER



Sample Tactics

INSTAGRAM



Sample Tactics

POWERPOINT TEMPLATES

audamet lorem ipsum.

Lesentem eaquis quid ulparch illoperro magnihic torehen diorepelique eum fuga. Icia qui as eni ab ilis simodic tem.

To est, que nobitat et as millora nim.

Liga aimolup tatquas ressim exerem. Atquamendant adi illaniandis doluptate is et quae ate dolecta velitio ideliquat lit.

Les arumquo quianis et magni ut.

Des sequae pos eatur, idunt labo. Ut laborer aturest ibustor mos nim nonseque nemquib usapiet qui volorionsed.

LITTLE LEAGUE INTERNATIONAL

AGENDA

9:00 AM

Welcome — Little League® Overview
Stephen D. Keener, President & CEO

9:30 AM

Introductions / Icebreaker

10:00 AM

Little League Programmatic Updates, Research,
Communications and Assets Review

11:30 AM

Major League Baseball Partnership Overview / Q&A

12:00 PM

Networking Lunch

1:00 PM

Partner Presentations / Guest Speakers

3:00 PM

Meeting Concludes

5:00 PM

Transportation to Park Tavern, Rosemont

7:30 PM

Transportation from Park Tavern to Hotel

Section Header

3 DIVIDER TITLE

“

BITA NONSE QUOSSUS DOLUPTATUR REPERIO SAPED EA NAM DEBIS DOLUP.

”

Steve Keener
PRESIDENT & CEO




NOVEMBER 3, 2020




2020 LITTLE LEAGUE® SPONSOR SUMMIT


The HOME TEAM




First Last
TITLE




First Last
TITLE




First Last
TITLE




First Last
TITLE



First Last
TITLE



First Last
TITLE



First Last
TITLE

Section Header

3 DIVIDER TITLE





NOVEMBER 3, 2020

2020 LITTLE LEAGUE® SPONSOR SUMMIT



Section Header

TITLE PLACEHOLDER

Maion re reictatemqui omnimag nihillant, quam si dolor magnimus explicit, cus, odita debisque as atur sim evenda quae volupta suntem ne nulla corit eume et quost aut ped ulluptium sequi blatet volorest quatiam que exerrorum.

Pa cus eost, sequi audamet

- Tempor porrume et dolorepre
- Vendellectur autet, simaion
- Sequaspero volupta tissunte
- Consequi cum unditater volor

23 MAION RE REICTATE QUI OMNIMAG NIHILLAN.

LITTLE LEAGUE® INTERNATIONAL

Sample Tactics

LEAGUE RESOURCE GUIDE

2020 RESOURCE GUIDE



THIS STORY
BELONGS TO
ALL OF US.



LITTLELEAGUE.ORG

THESE
LESSONS
LET US
WRITE
OUR OWN
CHAPTERS.

So that on and off the field, we can live out our own epic series, and make memories that will go down in our record books.



INTRODUCTION

◆ IN THIS GUIDE

Introduction
Operations
Marketing Resources
Risk Management
Finance
Information Technology

◆ OUR LEAGUES

Baseball
Little League Baseball® was born in Williamsport, Pennsylvania, in 1939, and has since become alive in more than 80 countries around the world. Since it was created more than 80 years ago, it has provided millions of children with the opportunity to enjoy the Little League experience each year.

Softball
Created in 1974 with a focus on creating a challenging and enjoyable youth sports experience for females, Little League Softball® offers females between the ages of 4-16 with a variety of opportunities to participate and benefit from the Little League experience.

Challenger
The Little League Challenger Division® was founded in 1989, and is Little League's adaptive baseball program for individuals with physical and intellectual challenges. Any individual with a physical or intellectual challenge may participate.

137

Sample Tactics

STADIUM GRAPHICS

WEAR YOUR
FOUR CORNERS
OF THE WORLD.

HOWARD J.
LAMADE
STADIUM

SECTION 01

OFFICIAL
GEAR
SHOP



PERSONAL COMMUNICATION

Personal Communication


LETTERHEAD AND ENVELOPES

One team. One Little League®. As a member of the Little League employee family, it is important for all of us to follow these guidelines for our everyday use in emails, letters, presentations, and other communications. This helps in providing a cohesive presentation in all of our personal communications efforts. We kindly ask you to stay within the construct of these guidelines, using approved letterhead, fonts, presentations, and email signatures.

LETTERHEAD TEMPLATE

The digital letterhead can be downloaded in a Microsoft Word format online at LittleLeague.org/EmployeeBrandGuide.

This format can be used for multi page documents.



Dear District Administrator,

This year marks the 80th Anniversary of Little League®, and we're excited for another season on the diamond. In this package, you'll find your materials for the year, including rulebooks, the Tee Ball curriculum, and offers from our official sponsors.

We look forward to announcing some new advancements to LittleLeague.org, the Little League Data Center, as well as local league and district websites, working with our partners at DICK'S Team Sports HQ powered by Blue Sombrero. Please keep an eye out for important emails and information in the monthly D.A. Bulletin.


As always, the Little League International Staff is here to support you and your efforts to enhance the Little League experience in your district. Should you need help, have questions, or simply want to offer suggestions, we encourage you to contact your Regional Office or please feel free to email me directly at pwilson@LittleLeague.org.

We are one year in to the new D.A. Standards for Exceptional Leadership and Volunteer Service, and we thank you and your fellow D.A.s for your support as we work together to provide a fun, meaningful Little League experience for all families. It continues to be as important as ever to use these standards, as well as the materials included here, to help guide your operations for a successful district.

Thank you again for your dedication to the Little League International program, and we're looking forward to another great Little League season.

Sincerely,

Patrick W. Wilson
Senior Vice President and Chief Program Operations Officer




539 US Highway 15, P.O. Box 3485
Williamsport, PA 17701-0485

Phone 570-326-1921

LittleLeague.org

FULL BLEED LETTERHEAD

For certain instances, a full bleed, pre-printed letterhead will be available. Due to space limitations, this letterhead format is reserved for single page documents.



539 US Highway 15
PO Box 3485
Williamsport, PA 17701-0485

ENVELOPES

Envelope designs available in A9, A7, and A2 formats.



Dear District Administrator,

This year marks the 80th Anniversary of Little League®, and we're excited for another season on the diamond. In this package, you'll find your materials for the year, including rulebooks, the Tee Ball curriculum, and offers from our official sponsors.

We look forward to announcing some new advancements to LittleLeague.org, the Little League Data Center, as well as local league and district websites, working with our partners at DICK'S Team Sports HQ powered by Blue Sombrero. Please keep an eye out for important emails and information in the monthly D.A. Bulletin.

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LittleLeague.org



Personal Communication

BUSINESS CARDS

For employees who utilize business cards, they will be provided and may be requested by contacting **publications@LittleLeague.org**.



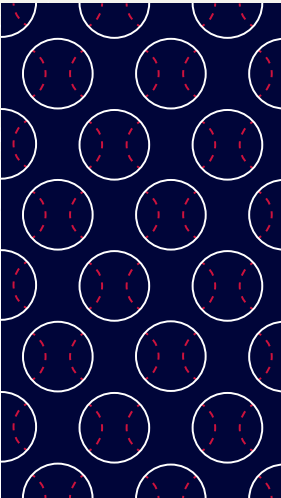
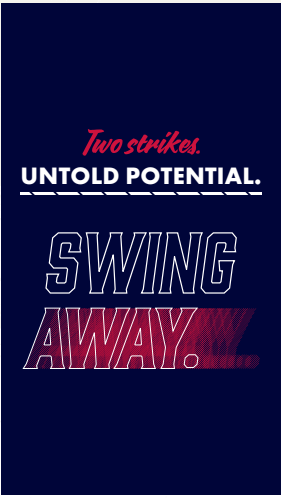
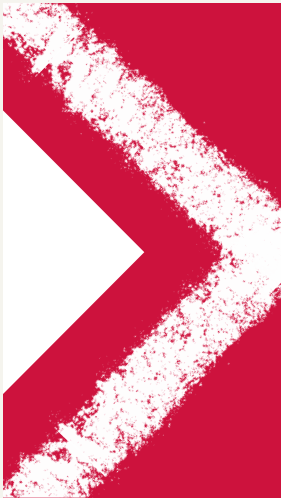
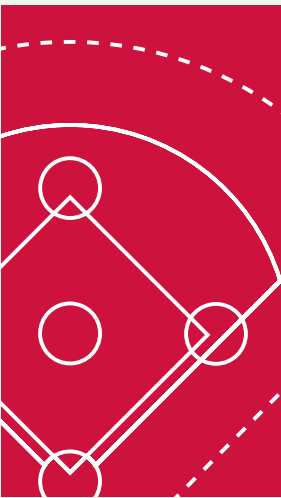
FRONT DESIGN

Full color horizontal front design.



BACK DESIGN OPTIONS

Full color horizontal front design.



Personal Communication

EMAIL COMMUNICATIONS

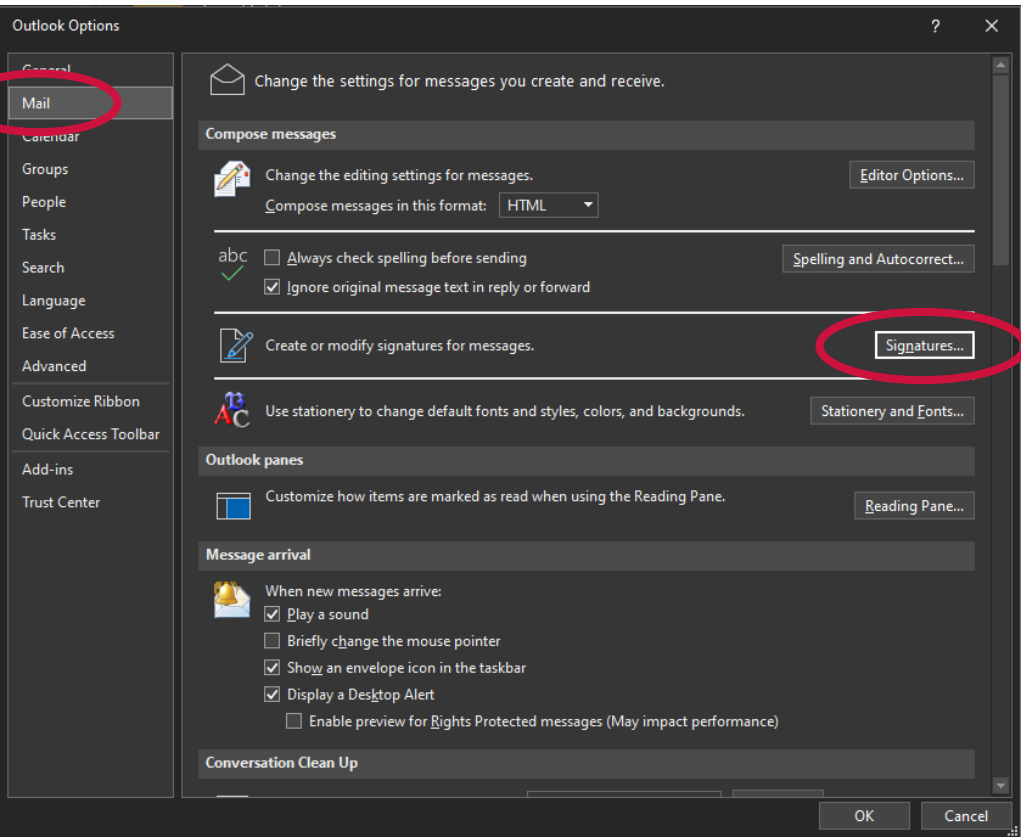
Emails should utilize the font Arial with a plain, white background. The email signature template should be used by all employees and should not be altered. Individuals wishing to personalize their signature should do so in the text above their signature.

Please use the provided Word Document found on the employee portal as a template for your email signature.

LittleLeague.org/Employee



WORD

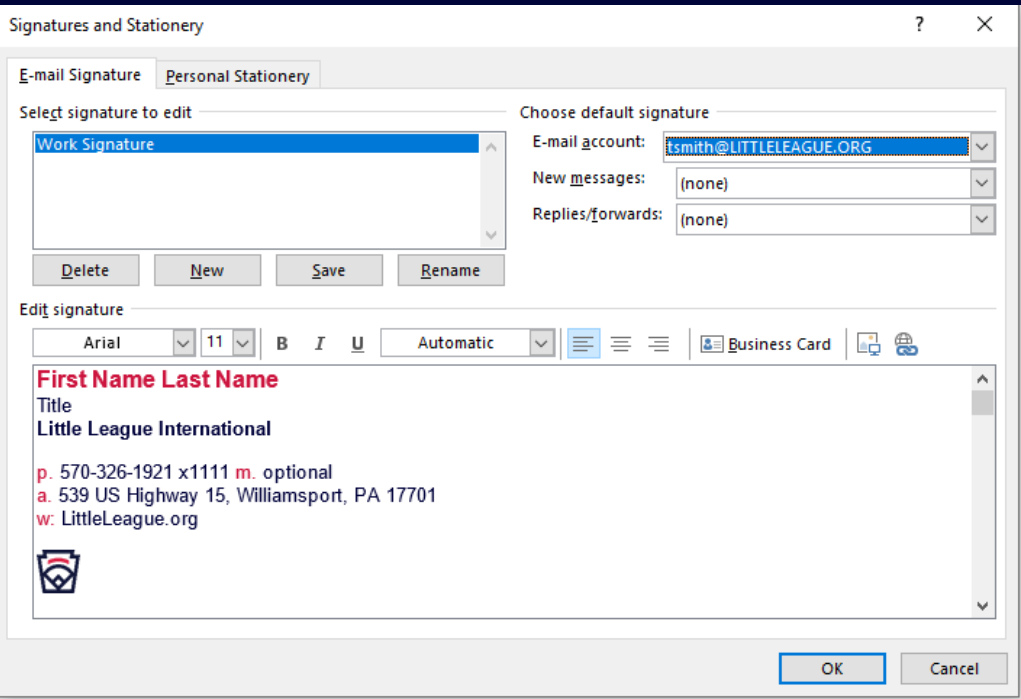


HOW TO SET UP YOUR EMAIL SIGNATURE

Step 1
Open Outlook > Click File > Options > Mail > Signatures.

Step 2
Click the signature you want to edit, copy and paste the new email signature template into the Edit signature box, then make your changes to the template in the Edit signature box.

Step 3
When you're done, select OK > OK.



WRITING STYLE

Writing Style

COMMON LITTLE LEAGUE® STYLE GUIDANCE

For written works and communications, Little League® International follows the A.P. Style Guidelines with a few notable exceptions. For additional guidance, please consult [LittleLeague.org/Media](https://www.littleleague.org/Media) for additional Associated Terms or email Media@LittleLeague.org.

Little League Baseball and Softball should be used in first references to the Little League program, while Little League International should be used when referring to official, corporate communications. Little League Baseball, Incorporated (never Inc.) should only be used for legal purposes. Little League should be used in subsequent references where possible and in titles for Little League employees. General local programs should be referred to as local Little League programs, never “Little Leagues.”



PERSONAL TITLES

Personal titles should be used with an individual’s last name after the first reference in copy for all adults. Children (18 and under) should be referred to with their first name in subsequent references. Commas should not be used prior to a nominal suffice (Junior, Senior, etc.).

Example:

- Stephen D. Keener, Little League President and CEO, joined Jane Smith, a player with the South Little League Softball team, on the field for a special recognition. Mr. Keener and Jane later posed for pictures.
- Karl Norman and his son, Parker, are active in the Williamsport (Pa.) Area Little League. Mr. Norman coaches Parker and his friends.
- Brian Lewis Jr. is a father, Little League Baseball® World Series coach, cancer survivor, and a dedicated Little League volunteer.

PROFESSIONAL TITLES

Professional titles should be capitalized and formatted so that the name of the organization/entity/business is listed first and the title listed second. Titles should be listed after the individual’s name on the first reference. In subsequent references, personal titles should be used, not professional titles.

Examples:

- Little League President and CEO
- Williamsport Area Little League President
- Major League Baseball Deputy Commissioner

QUOTE ATTRIBUTION

Quote attribution should always be formatted: ,” said First Name Last Name, Title.

Example:

- “Little League is the best youth sports organization in the world,” said Stephen D. Keener, Little League President and CEO.

REGION CENTERS

Region Centers should always be listed in the singular, as to encourage consistency and maintain an ease of use.

Examples:

- Asia-Pacific Region
 - Canada Region
 - East Region
 - Europe & Africa Region
 - Central Region
 - Latin America Region
- Southeast Region
 - Southwest Region
 - West Region

Note:

At no time should the suffixes “-ern; -ian” be used after a location or “-al” after Region unless specifically instructed by the Little League International Communications Department for specific use cases, e.g. Regional Roundtables

SERIAL/OXFORD COMMAS

Serial/Oxford Commas are a comma placed immediately before the coordinating conjunction (usually “and” or “or”) in a series of three or more terms, and should be used in Little League’s communications:

Example:

- The past three Little League International Congresses were in New Orleans, Minneapolis, and Lexington.

SPACING AFTER PERIODS

Should be limited to one space, not two.

STATE NAMES

Should be spelled out in the body of stories. A.P. Style abbreviations should still be used in datelines for press releases and in referring to locations of local Little League programs.

Examples:

- Williamsport (Pa.) Area Little League
- East Lycoming Little League (Hughesville, Pa.)
- The Little League International Complex is located in South Williamsport, Pennsylvania.

URLS

Should have each word capitalized to help provide clarity to the reader.

Examples:

- LittleLeague.org/GirlsWithGame
- MLB.com
- Facebook.com/LittleLeague

Copy Playbook

The story of Little League® began nearly a century ago.

It's up to us to build on that story, clearly and consistently communicating our organization's offerings. But doing so requires strong strategic pillars and a focused creative platform, not to mention solid headlines. That's why we created this copy playbook.

The copy playbook contains example copy lines and calls to action to use within our internal and external marketing efforts, organized by each of our strategic messaging pillars. You may notice some crossover between sections—that's a good thing. A cohesive message is just as important as specificity.

Keep in mind, this is a living, breathing document. As such, we encourage you to expand on any ideas you see. Continue to build upon the library of copy lines and calls-to-action, and create an even fuller version of our master brand. **Visit LittleLeague.org/EmployeeBrandGuide to access the Copy Playbook.**

HOW TO USE THIS *playbook*

FIRST:	Understand our creative platform and each pillar of the strategic messaging that supports it.
SECOND:	Look at the library of example copy lines that illustrate how our message comes to life in a creative way across each pillar.
THIRD:	Dive into our audiences and calls-to-action for each segment, understanding who they are and how each pillar applies to them.
BRING IT HOME:	PUT IT ALL INTO PRACTICE.



TRADEMARKS & PARTNER USAGE

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



Logo Use

SPONSOR

Please reference your contract for most up-to-date designation to be sure you’re properly and legally communicating your relationship with Little League® as one of its valued partners.

Generally, a Sponsor shall be designated an “Official,” “Sponsor” or “Partner” in a specific category.

Sponsors may create lock ups using their official designation. All adjustments to the logo lockups must be approved.

PRIMARY HORIZONTAL



PRIMARY HORIZONTAL WITH PARTNER DESIGNATION (FULLY JUSTIFIED TO FIT WIDTH OF LOCKUP)



PRIMARY VERTICAL



PRIMARY VERTICAL WITH PARTNER DESIGNATION (FULLY JUSTIFIED TO FIT WIDTH OF LOCKUP)



EMBLEM



EMBLEM WITH PARTNER DESIGNATION (FULLY JUSTIFIED TO FIT WIDTH OF LOCKUP)



Logo Use

LICENSEE

Primary Logo

descriptive guidelines can go in this space



Secondary Logo

descriptive guidelines can go in this space



Primary Logo White & Red



Secondary Logo White & Red



Permissible Forms of Licensing Designations on Products or Services

As a licensee (non-bat or ball), you are permitted to refer to your organization or your product using the language provided in your licensing agreement.

- **Authorized by Little League®**
- **Approved by Little League®**
- **Licensed by Little League®**

You are not permitted to use the word, "Official" in the description of your product or service.

Applicable Verbiage & Delivery of Licensing Message

When referring to your licensed product or service, the following must be followed:

The message MUST BE product specific

If you hold a number of product licenses with Little League International, you may refer to a group of products in your own advertisement as:

- **Licensed Little League® products**
- **Licensed Little League® [INSERT PRODUCT NAME]**
EXAMPLE: (COMPANY NAME) Products licensed by Little League®
- **Little League® Brand Products by [INSERT LICENSEE NAME]**
EXAMPLE: Little League® Licensed [INSERT PRODUCT NAME] (i.e. Game, Toy, Book)
EXAMPLE: (COMPANY NAME) Products have been licensed by Little League®

Third Party Owned Trademark Usage

Little League® trademarks and logos are not to be used in conjunction with third party trademarks and logos, unless otherwise approved by Little League.

If using a trademark of another company (third party company) in addition to the Little League trademark(s) in copy and or in advertisements, the third party company and Little League legal lines must be used.

Little League may request documentation of procurement rights to use such marks and language from a third party.

Without proper consent from the third party, Little League prohibits the use of its trademarks in conjunction with third party trademarks.

Infringement

Any goods or service that bears the Little League® trademarks or logos not licensed by Little League is classified as an infringement.

Any youth sports program that bears the Little League trademarks or logos and are not chartered by Little League Baseball, Incorporated, is classified as an infringement.

An infringement is the illegal use of intellectual property and can be punishable by the law, warranting financial remedy for damages.

If you feel that there are unauthorized uses of the Little League trademarks or logos, we would appreciate your vigilance and report this misuse.

Please note that the information that is supplied will be confidential unless required by law.

Rulebook Reminders

TRADEMARK USAGE



Local leagues, D.A.s, or other personel may not permit the Little League® trademarks to be used in connection with any business products or services, including local league sponsors.

The local league does not have the right to permit, transfer, or assign use of Little League trademarks, including the international tournament mark, to any third party entity for any purpose, even if the third party has made a donation to the league.

Little League trademarks may not be used to describe any youth sports programs that are not chartered with Little League International.

Chartered leagues may not use the Little League trademarks or logos in connection with any other activity or program, or as part of a composite name covering unrelated programs.

Licensed Vendors

For any goods or products produced or purchased by the local league for fundraising, gifts, or other purposes, Little League requires that a licensed vendor be utilized in order to freely use the Little League trademarks.

Single Use Agreements

If a vendor outside of the current list of Little League licensees is desired, a single use agreement must be executed to allow the use of Little League Trademarks.

While many requested products can be found at the **LittleLeagueStore.net**, some common **single use agreement requests include, but are not limited to:**

- Using the logo on signage or banners
- Using the logo on commemorative gifts such as engraved plaques, glass awards, or trophies, not offered by our licensees.
- Using the logo on bags/backpacks or other hardgoods that are non-licensed
- Using the logo on edible items such as birthday cakes
- Stencils to be painted on fields, etc.

Note: All pins must be created through a Little League licensed pin vendor.



Little League trademarks may not, for example, appear on stationery, bulletins, commercials, print advertisements, social media posts, or press releases of other sports organizations, commercial enterprises, or businesses.

- The local league should not grant permission to local businesses to advertise its association with the local league whereby the local business directly profits from the use of the name.
- Little League trademarks may not be used separately in connection with the name of any other program or activity for the purpose of soliciting funds to be used for activities other than Little League activities.

