

D E C E M B E R 1 6 , 2 0 1 9

BRAND ONBOARDING



2019



*little
league*

WHO IS OLOGIE?

A branding and marketing agency



Private and independent

Over 60 full-time professionals

Founded in 1987

Headquartered in Columbus, Ohio



Our clients represent strong local, regional,
and national nonprofit brands.

W H O I S O L O G I E ?

CULTURE



COMMUNITY



CAUSE



EDUCATION



WHAT IS A BRAND?



A BRAND IS...

More than

a logo (or a patch).

More than

a tagline.

More than

an ad campaign.

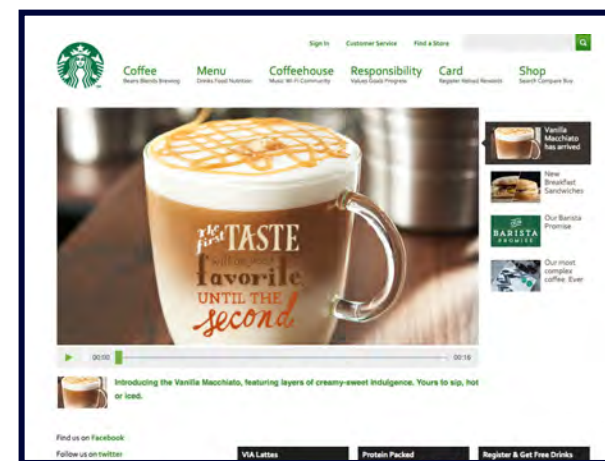
It's the
TOTAL EXPERIENCE
WE CREATE FOR OUR AUDIENCES
and how
THEY THINK ABOUT THAT EXPERIENCE.



It's the **TOTAL EXPERIENCE**



Logos



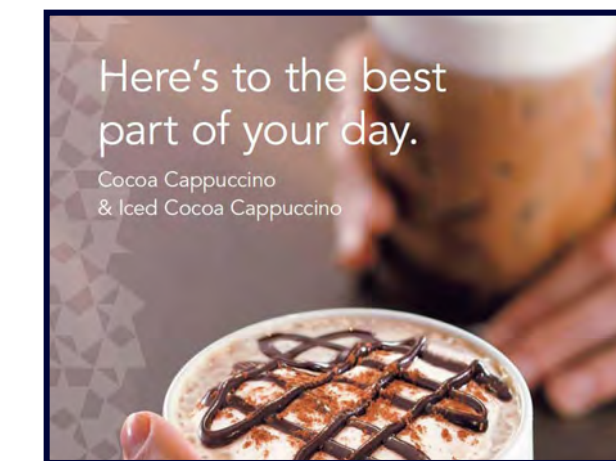
Website



Packaging



Store



Ads



Associates



**A brand
lives in...**

**The decisions we make.
The culture we shape.
The promises we keep.
The relationships we forge.
The interactions we create.
The personality we convey.**



Great brands don't just happen.

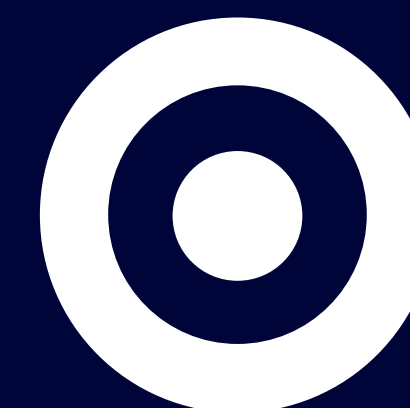
VOLVO

**WHOLE
FOODS
MARKET**



amazon.com


SOUTHWEST.COM®



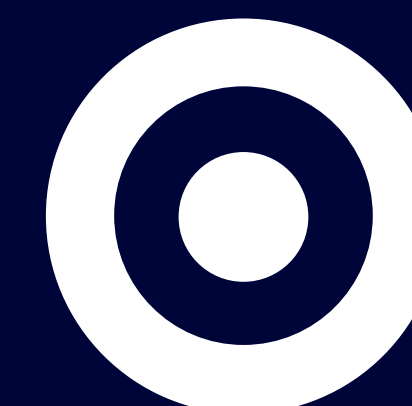


**Every great brand
is built on a clear
positioning and a
great story.**

VOLVO



amazon.com



Good news:

LITTLE LEAGUE®

ALREADY HAS A BRAND.

Bad news:

**IT'S NOT GOOD ENOUGH
TO JUST HAVE A BRAND.
[WHAT YOU NEED IS A STORY.]**



WHY IS A STORY IMPORTANT?

Stories set expectations.

Stories shape behavior.

Stories build community.

As humans, 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.

Why is a story important?



Our story helps us form emotional connections with our community from the very first interaction, whatever that may be:

an interaction between a parent and an umpire

our website and social media channels

a coach and the expectations the league sets for them

a presentation given by our extraordinary volunteers

an interaction at the concession stand

an interaction from player to player

email from our staff to new members

a signup flyer for a local league

Brand



**The total experience
we create.**

Story



**How we communicate
the experience.**

**GREAT! HOW DO YOU
BUILD A GREAT STORY?**

Project Goals and Objectives



**Little League® engaged
Ologie to accomplish
the following goals:**

Protect our reputation and perception.

Revise our brand statements to better support our mission and vision.

Distinguish our organization from other youth activities.

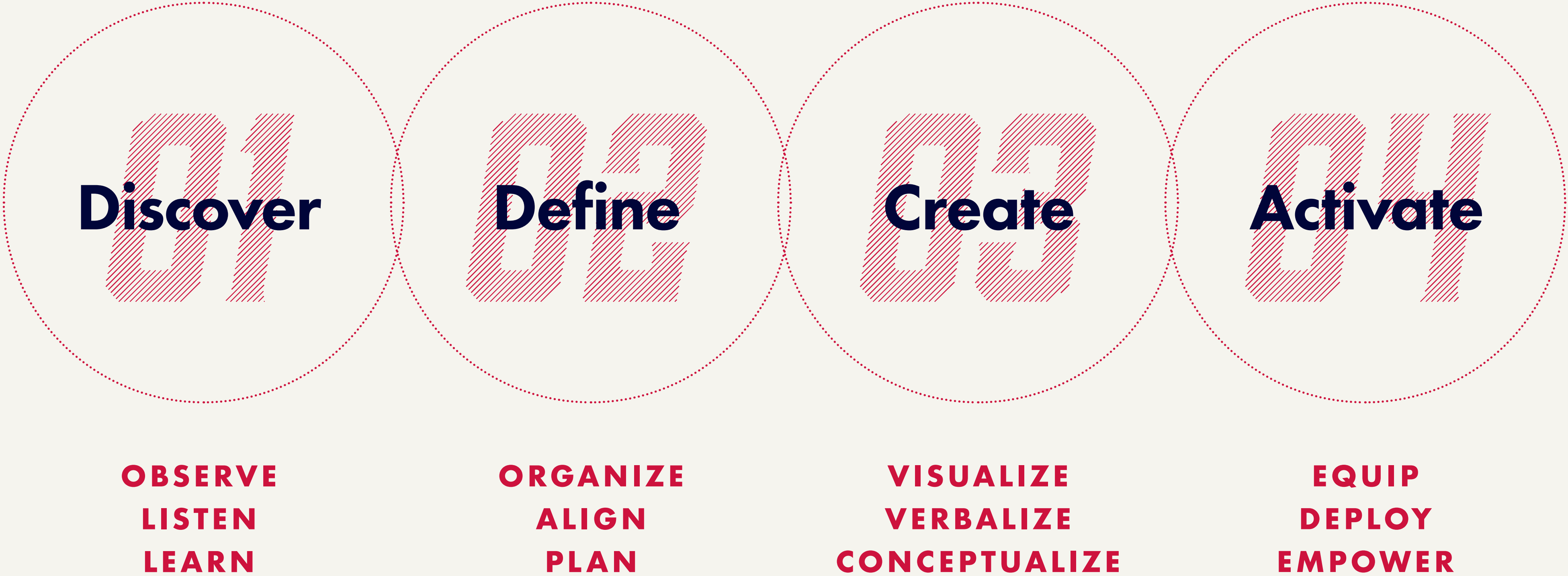
Craft a clear positioning and messaging.

Update our brand image.

Refresh the logo and marks used by Little League® International and our various constituents, including local leagues.

Empower long-term success.

Create a cohesive and comprehensive style guide to ensure consistent branding throughout our organization.



Discovery Visit

OUR PROCESS



HISTORY LESSON



GROUNDS TOUR



INTERVIEWS
& WORKSHOP



DEVELOPMENT

Key Themes from Discovery

DEEP ROOTS

A clear purpose and an unwavering foundation since the beginning have planted Little League® firmly in the lives of so many individuals and communities.

A SOFT LANDING SPOT

Little League® is a safe and structured environment for gaining independence — it's one step outside of the home and away from the classroom.

ONLY THIS SPORT

Baseball and softball are hard, mentally rigorous sports. It's situational strategy where high-pressure meets failure and encouragement.

INDIVIDUALS OF A TEAM

More than ever before, players crave individuality — but that does not mean they rebel against being part of a team. Every kid brings and takes away something unique.

IT'S A DREAM, NOT A GOAL

We strive to win, but winning isn't everything — one does not gain the full Little League® experience if one has not lost.

WE'RE IN A PICKLE

Little League® is caught in the middle of too many things — don't be afraid to take a stance.

BRING THE RUNNERS HOME

Little League® has all the pillars of a compelling story, but must find a way to tie them all together.

LITTLE LEAGUE® IS FUN

Have we forgotten that? If you ask the kids what they want — to fiercely compete or to have fun — the answer is always the same.

IMPLICATIONS



We will bring consistency to the Little League® story and ensure that it's relevant for today's world.

01

The existing story, assembled while staring down World War II, has changed very little. Society has come a long way since then, so it's time to **update and modernize the Little League® story.**

IMPLICATIONS



We will bring consistency to the Little League® story and ensure that it's relevant for today's world.

02

It's a multi-dimensional story —
**let's find the proper balance
and volume for each dimension.**

IMPLICATIONS



We will bring consistency to the Little League® story and ensure that it's relevant for today's world.

03

Character, courage, and loyalty are the lifeblood of the organization, but these words no longer mean what they used to. Let's **de-emphasize the words, but elevate their meaning** to ensure that their value is not lost.

IMPLICATIONS



We will bring consistency to the Little League® story and ensure that it's relevant for today's world.

04

By grouping our major audiences into categories, we can allow the story to take on deeper meaning and relevance without diluting the central, driving idea.

IMPLICATIONS



We will bring consistency to the Little League® story and ensure that it's relevant for today's world.



A story shouldn't just sit on a shelf —
let's determine the best way to distribute it.

STRATEGY

Strategy Overview



**Strategy is the result
of a series of decisions.**

Who are we talking to?

audiences

What do we say?

attributes

Why does it matter?

benefits

How do we look and sound?

personality

<p>PRIMARY</p> <p>Clubhouse</p> <p>GROUPS LIKE</p> <p>Volunteers</p> <p>Administrators</p> <p>Districts</p> <p>League Officials</p> <p>Umpires</p> <p>Coaches</p> <p>Staff and Employees</p> <p>GOAL</p> <p>Engage, Train, and Retain</p>	<p>SECONDARY</p> <p>Starting Lineup</p> <p>GROUPS LIKE</p> <p>Players</p> <p>Parents</p> <p>Caregivers</p> <p>Families</p> <p>Teachers</p> <p>GOAL</p> <p>Inspire and Distinguish</p>	<p>TERTIARY</p> <p>Box Seats</p> <p>GROUPS LIKE</p> <p>Supporters</p> <p>Alumni</p> <p>Partners</p> <p>Sponsors</p> <p>Licensees</p> <p>Donors</p> <p>Businesses</p> <p>GOAL</p> <p>Grow and Strengthen Relationships</p>	<p>TERTIARY</p> <p>Fans</p> <p>GROUPS LIKE</p> <p>General Public</p> <p>Media</p> <p>MLB</p> <p>ESPN</p> <p>Social Followers</p> <p>Local Communities</p> <p>GOAL</p> <p>Educate and Inform</p>
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Message

MESSAGE IS WHAT WE SAY AND WHY IT MATTERS.

IT'S THE FOUNDATION THAT ENSURES AN

**AUTHENTIC, CONSISTENT,
AND COMPELLING STORY,
REGARDLESS OF WHO'S TELLING IT.**



OLD MESSAGE

Through proper guidance and exemplary leadership, the Little League® program assists youth in developing the qualities of citizenship, discipline, teamwork, and physical well-being. By espousing the virtues of character, courage, and loyalty, the Little League® Baseball and Softball program is designed to develop superior citizens rather than superior athletes.



OLD MESSAGE

Current Core Message

"It doesn't mention or talk about fun. **It's kind of boring.**"

"I don't think people talk like this anymore. Saying citizens ages us and **limits our appeal to a new generation.**"

"**This isn't attractive** to kids and parents of today."

"The existing story was assembled while staring down World War II. **We've come a long way since then as citizens,** so it's only natural that we update our story."

"**This lacks emotion.** The ideals, morals, and values are strong, but it doesn't evoke the feeling of Little League®."

"The right parts are in there, but it's vague. We have a **multi-dimensional story that isn't coming through.**"

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.

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Development

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

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

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.

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.

What about

**CHARACTER, COURAGE,
AND LOYALTY?**

Character, Courage, Loyalty

WHAT IT IS

Character is knowing yourself and staying true to your values.

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.

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.

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

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

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

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

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

COMMUNITY-ORIENTED

We care most about the players
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.

SO, WHAT IS OUR STORY?



LITTLE LEAGUE
1954
WORLD CHAMPIONS

THE STORY OF
LITTLE LEAGUE
BEGAN NEARLY A
CENTURY AGO.



**And it's up to us to write
the next chapter: to create 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.**



A photograph of two young boys on a baseball field. The boy in the foreground is wearing an orange baseball cap with a white 'G' logo, glasses, and an orange jersey. He is using a blue four-wheeled walker and has a joyful expression with his mouth open. Behind him, another boy in a similar orange cap and a green jersey is smiling. The background shows a grassy field, a dirt infield, and blurred spectators and cars in the distance. Overlaid on the image is the word 'DREAM.' in large, white, bold, sans-serif capital letters. A white, chalk-like horizontal line is drawn across the middle of the image, passing through the text.

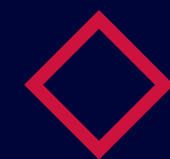
DREAM.

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.**





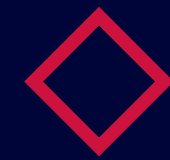
WE ALL SHARE THE STORY
OF LITTLE LEAGUE.

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.

SO, WRITE YOUR CHAPTER.
WHETHER IT'S YOUR FIRST,

**SO, WRITE YOUR CHAPTER.
WHETHER IT'S YOUR FIRST,
OR YOUR GREATEST.**

CREATE
YOUR
STORY.



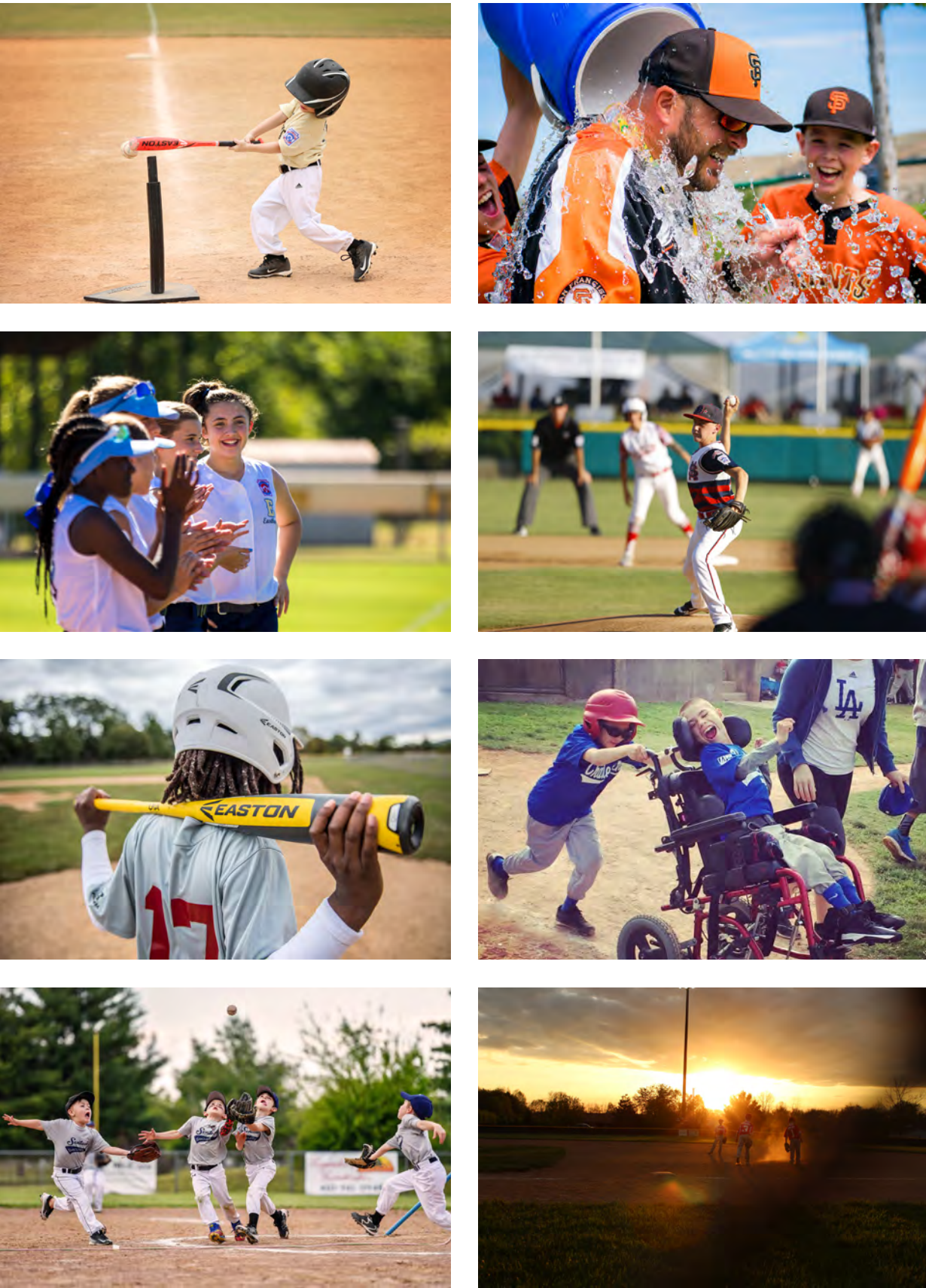
AND, HOW DOES
IT COME TO LIFE?

Photography

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

I D E N T I T Y

REGULAR SEASON



LITTLE LEAGUE® WORLD SERIES



BLACK AND WHITE



Typefaces

Our brand uses five typefaces: Grand Slam, Home Run, Futura, Miller, and Quotes Script. 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.

I D E N T I T Y

PRIMARY DISPLAY

GRAND SLAM

CHARACTER SET

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
0123456789

ALTERNATE WEIGHT

GRAND SLAM OBLIQUE

ALTERNATE DISPLAY

HOME RUN

CHARACTER SET

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
0123456789

ALTERNATE WEIGHT

HOME RUN OBLIQUE

UTILITY

Futura

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

ACCENT

Quotes Script

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

SERIF

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

Color

I D E N T I T Y

Blue

CMYK
100
90
13
71
HEX
00013A
PMS
2768

Red

CMYK
3
100
70
12
HEX
CD163F
PMS
200

Tan

CMYK
11
9
20
0
HEX
E2DDCA
PMS
7527

White

CMYK
0
0
0
0
HEX
FFFFFF
PMS
-

Baseball

CMYK
85
21
0
0
HEX
009CDE
PMS
2925

Softball

CMYK
0
56
90
0
HEX
FF6900
PMS
1505

Challenger

CMYK
54
0
100
0
HEX
84BD00
PMS
376





LOGO SYSTEM

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.

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-BRANDS

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



SUB-BRANDS WITH MODIFIERS

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





EMBLEM

WORDMARK

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 leagues equally.



HORIZONTAL



VERTICAL



SINGLE-LINE

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.



PANTONE 2768 + PANTONE 200



WHITE + PANTONE 200



PANTONE 2768 + PANTONE 200



WHITE + PANTONE 200



PANTONE 2768 + PANTONE 200



WHITE + PANTONE 200



WHITE



BLACK



WHITE



BLACK



WHITE



BLACK



PANTONE 200



PANTONE 2768



PANTONE 200



PANTONE 2768



PANTONE 200



PANTONE 2768

Sub-Brands

Our sub-brand logos build on the primary brand identity, introducing a color-coding element that helps distinguish and organize our communications.

I D E N T I T Y



BLACK



PANTONE 2768 + PANTONE 200



PANTONE 2768 + PANTONE 2925



WHITE + PANTONE 2925

WHITE + PANTONE 1505

WHITE + PANTONE 376



PANTONE 2925



PANTONE 1505



PANTONE 376



WHITE + PANTONE 2925

WHITE + PANTONE 1505

WHITE + PANTONE 376

Sub-Brand Modifiers

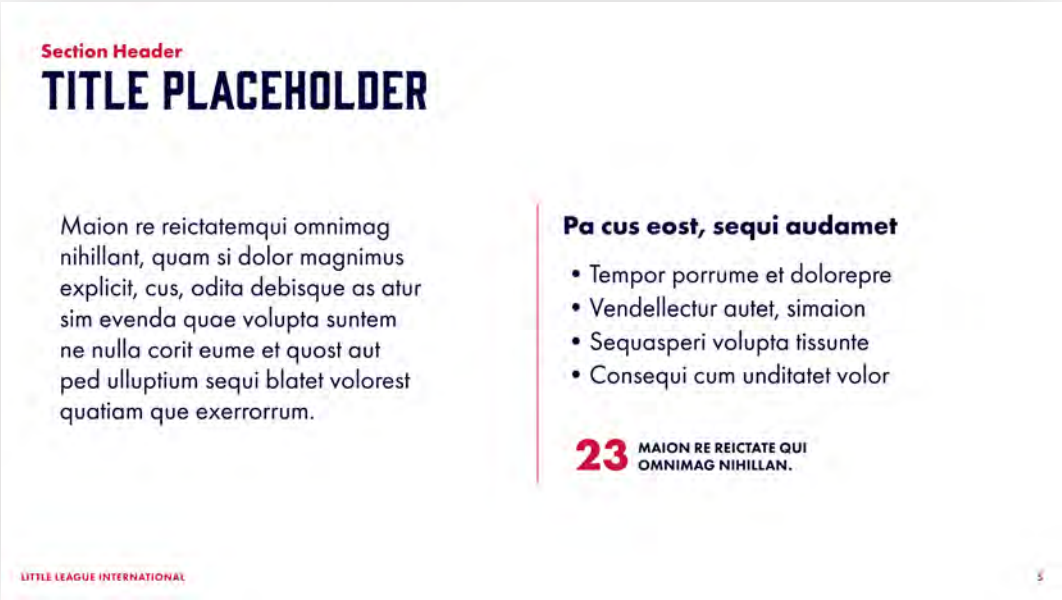
For certain entities, groups, or divisions that are part of our organization, a modifier can be applied to the overall logo construction. The diagram below illustrates the recommended spacing and typesetting best practices, since these modifiers are created only as needed.

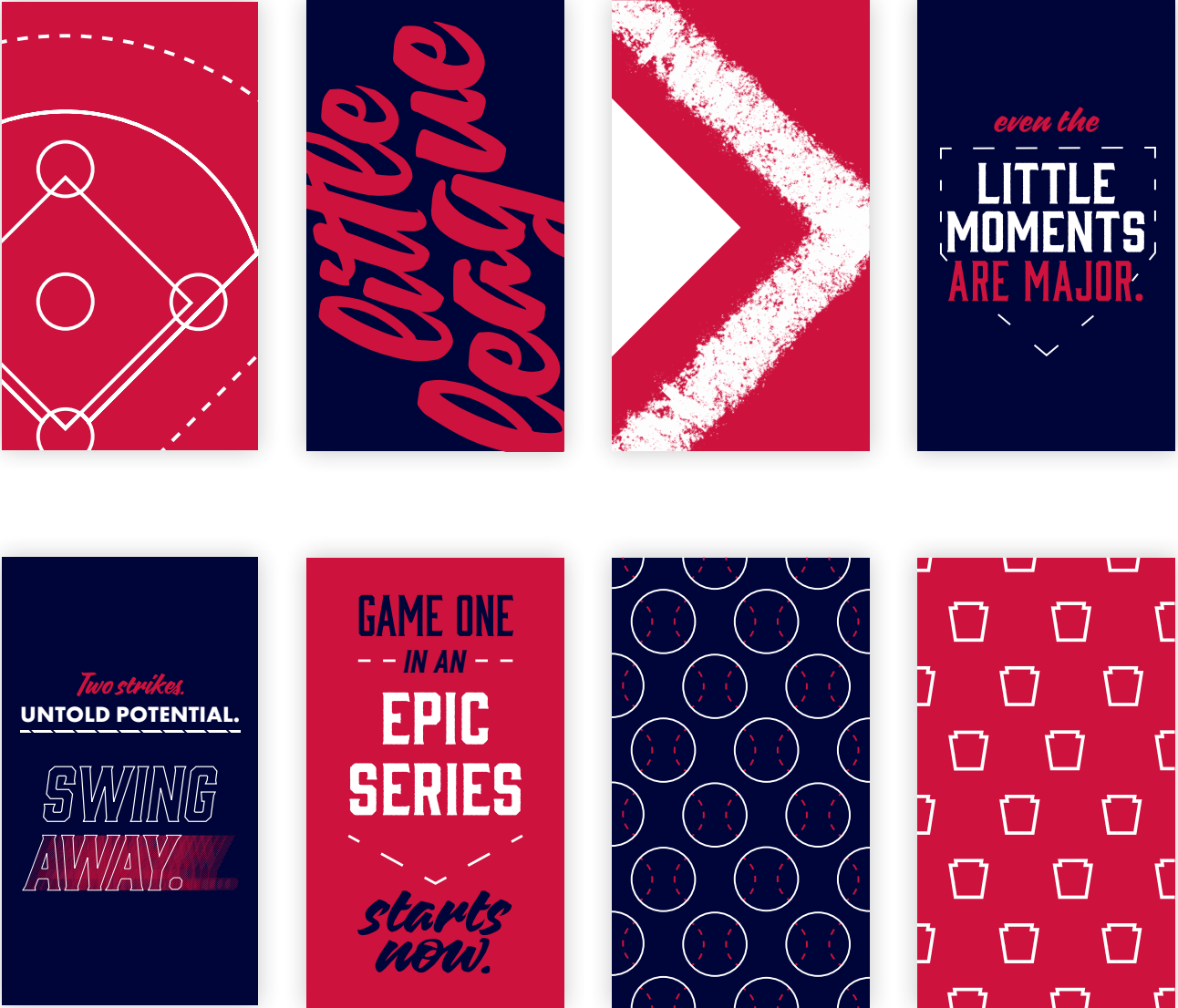


The modifier is typeset in **GT Walsheim Black**.



OUR BRAND IN PRACTICE






Web Banners


TACTICS

EVERY PLAY.
EVERY GAME.
LIVE YOUR SERIES.

 **Little League**


Catch the action

LIVE YOUR SERIES.


 **Little League**

Learn more

GAME ONE IN AN *EPIC SERIES*
STARTS NOW.


 **Little League**

Learn more

 **Little League**


RALLY.
BE THE REASON
your
COMMUNITY
COMES
ALIVE.

Volunteer

 **Little League**

GAME ONE
IN AN
EPIC SERIES
starts now.


Learn more

 **Little League**

On this field,
even the

**LITTLE MOMENTS
ARE MAJOR.**


Take the field

 **Little League**


you MAKE EVERY SEASON
ONE EPIC SERIES.

Share your story

ON THIS FIELD,
— EVEN THE —
little moments
ARE MAJOR.


 **Little League**

Take the field

 **Little League**


THESE ARE THE MOMENTS
THAT GO DOWN IN OUR RECORD BOOKS

Relive the series

 **Little League**


YOU | MAKE EVERY SEASON
ONE EPIC SERIES.

Share your story

 **Little League**


BORN IN
WILLIAMSPORT.
ALIVE
ALL OVER THE WORLD.

Find your league

 **Little League**


LIVE YOUR SERIES.

Learn more

 **Little League**


WHAT HAPPENS
BETWEEN EACH
PITCH COUNTS.

Sign up

 **Little League**


TWO STRIKES.
UNTOLD POTENTIAL.
SWING AWAY.

Catch the action

 **Little League**


These are the
MOMENTS
THAT GO DOWN IN OUR
record books.

Relive the series

 **Little League**

Two strikes.
UNTOLD POTENTIAL.
**SWING
AWAY.**


Catch the action

 **Little League**


WHAT HAPPENS
BETWEEN
EACH PITCH COUNTS.

Sign up

**BORN IN WILLIAMSPORT.
ALIVE ALL OVER THE WORLD.**

 **Little League**

Find your league


 **Little League**

EVERY PLAY.
EVERY GAME.
LIVE YOUR SERIES.

Catch the action

Rally.

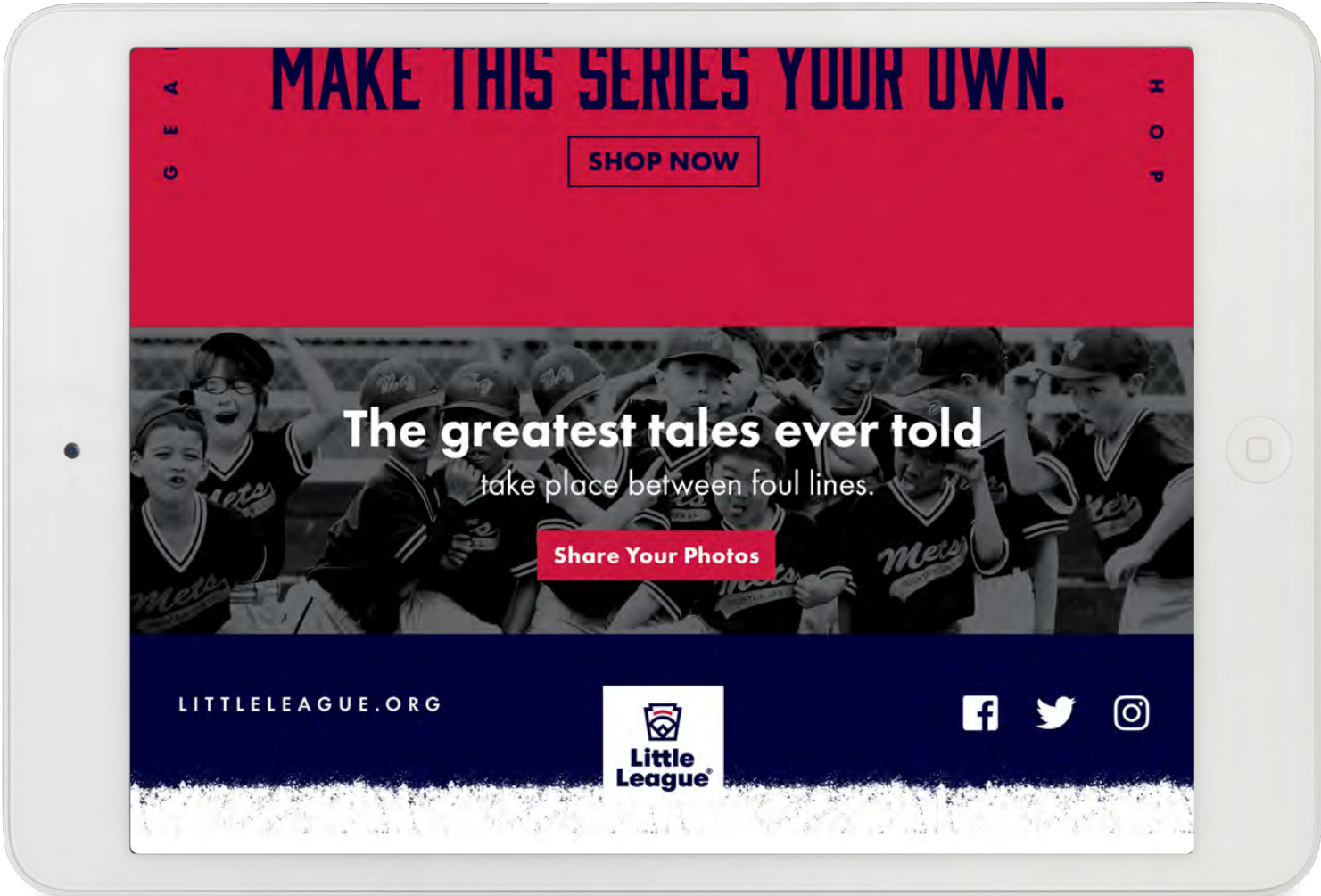
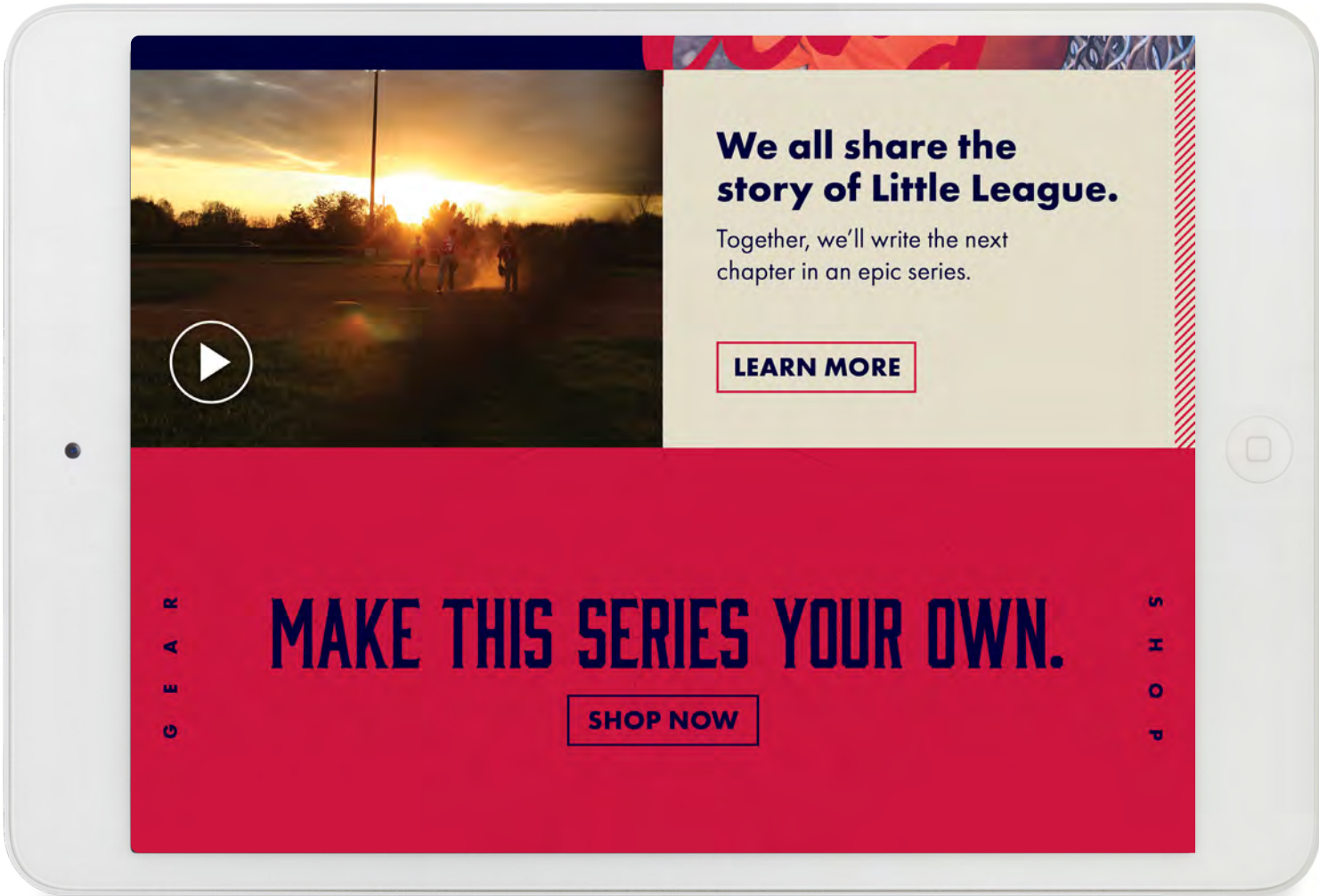
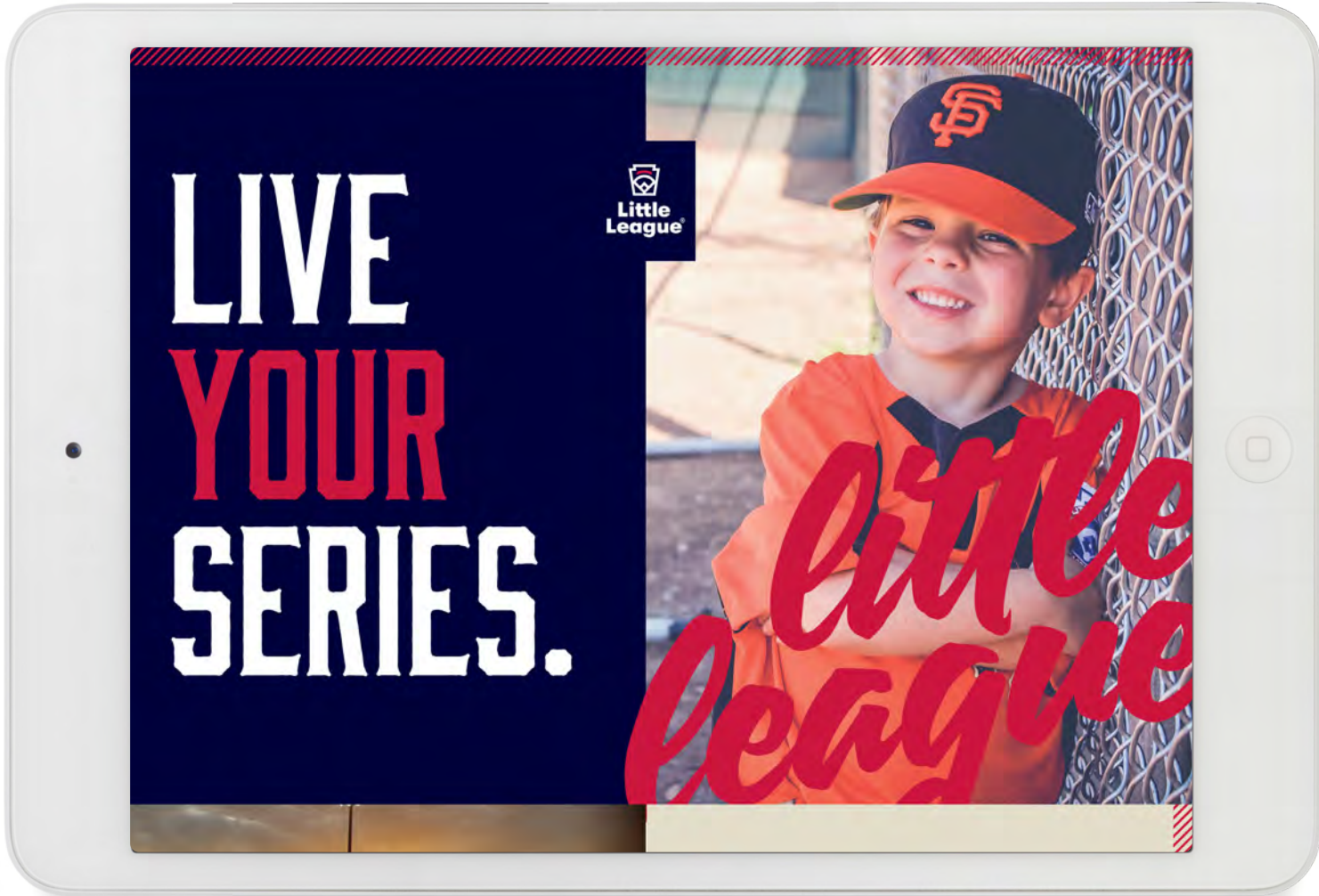
BE THE REASON
YOUR COMMUNITY
COMES ALIVE.

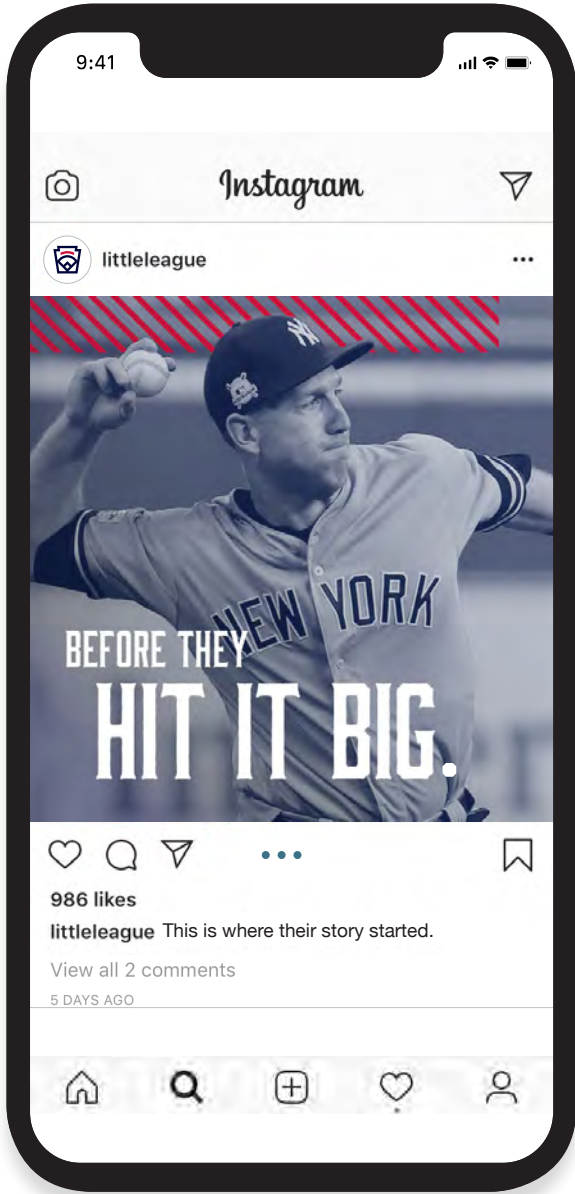
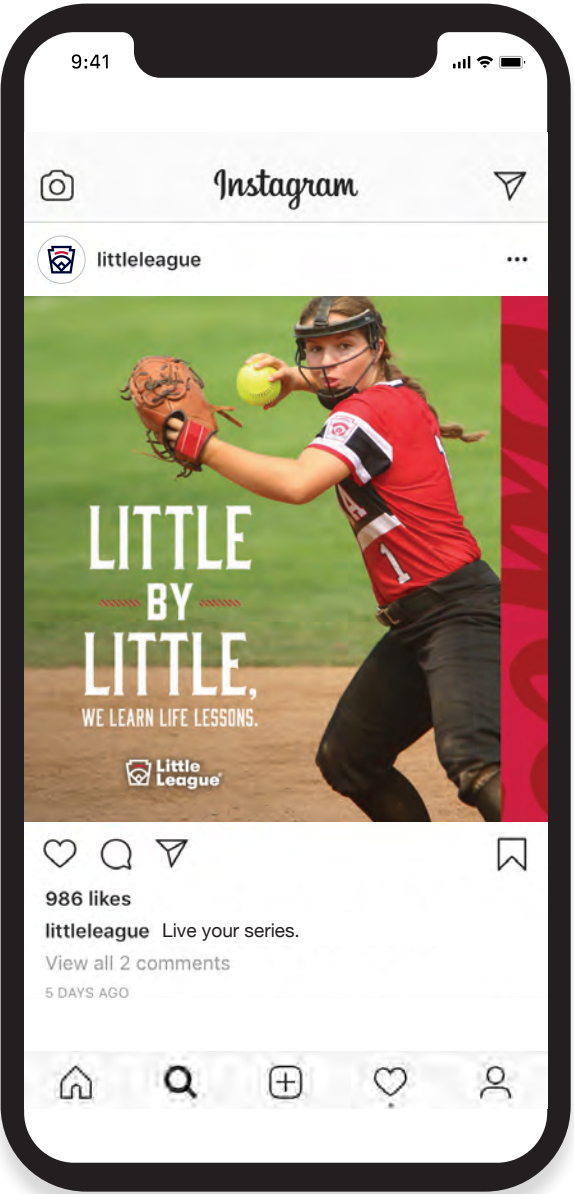
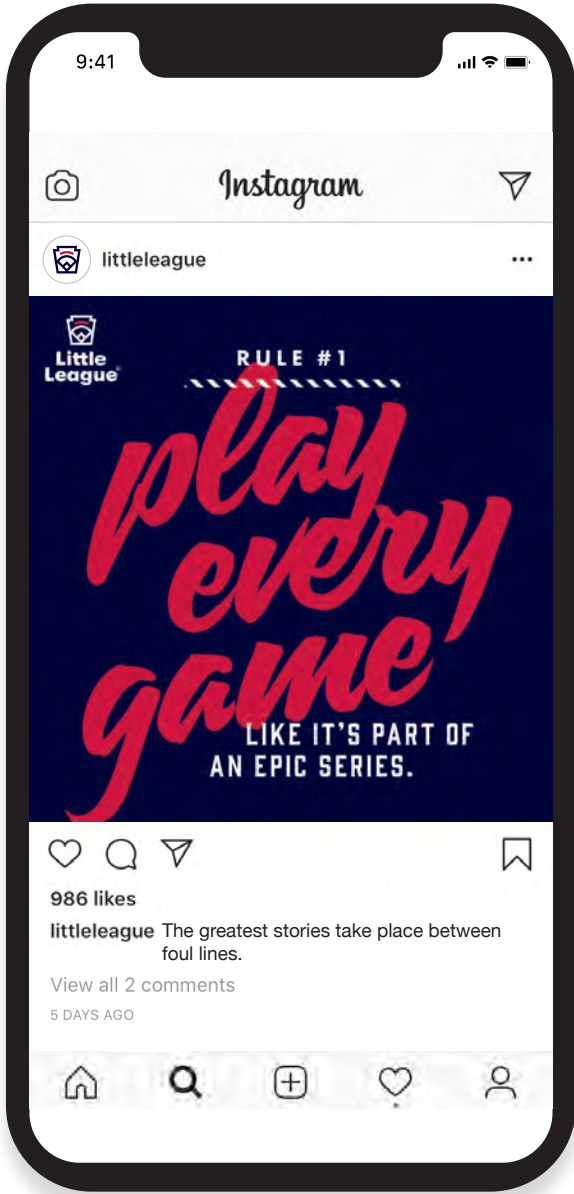
 **Little League**

Get involved

83







Apparel

TACTICS



Stadium Signage

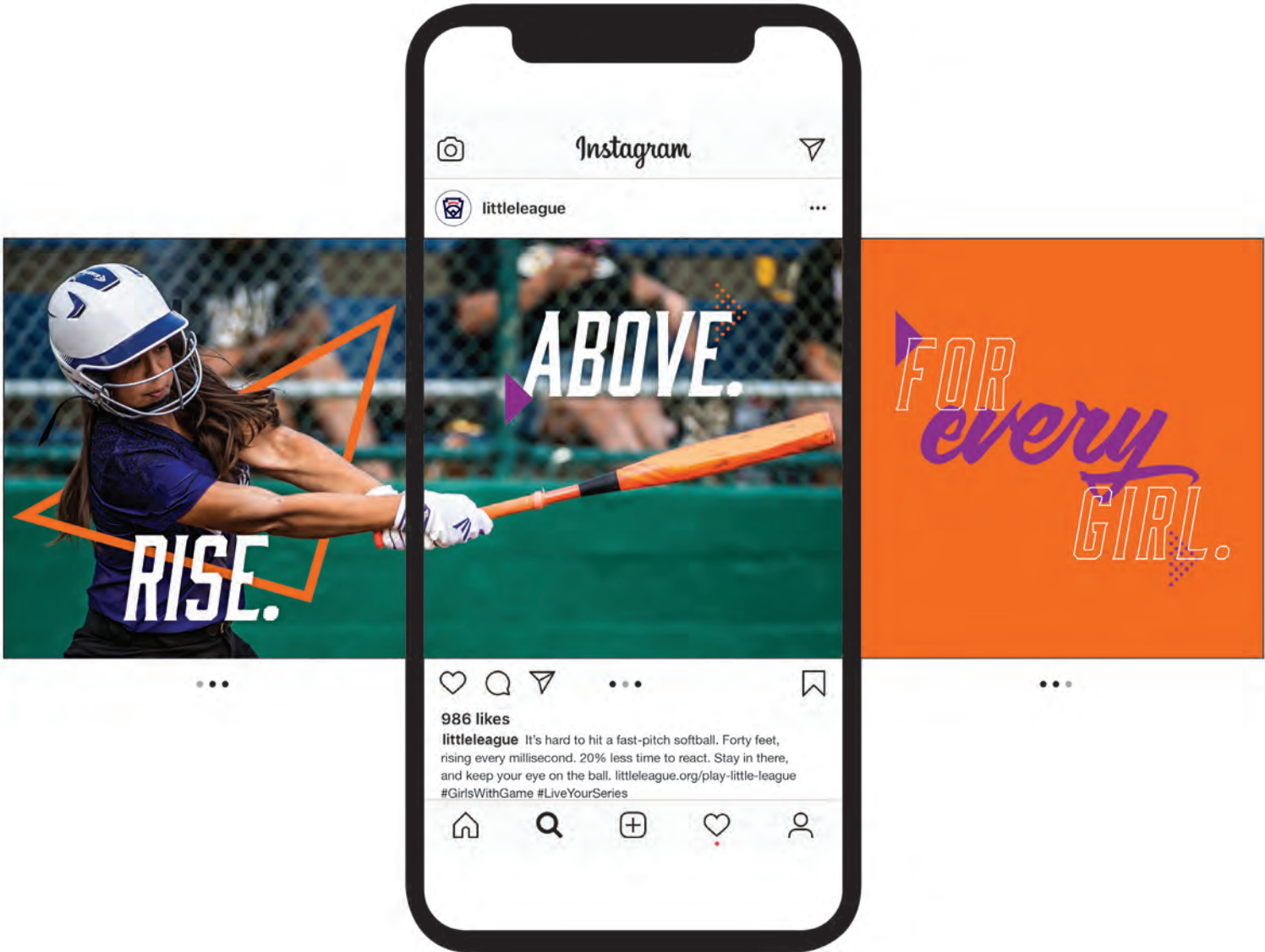
TACTICS





Softball Posters

TACTICS



BRINGING IT TO LIFE



**IT STARTS
TODAY.**

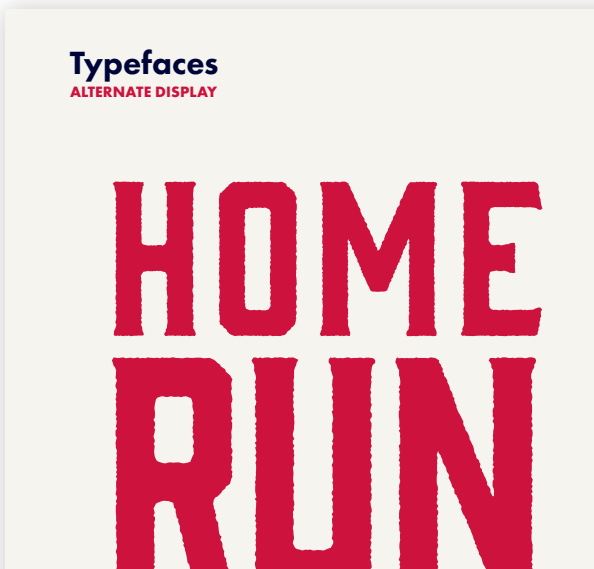
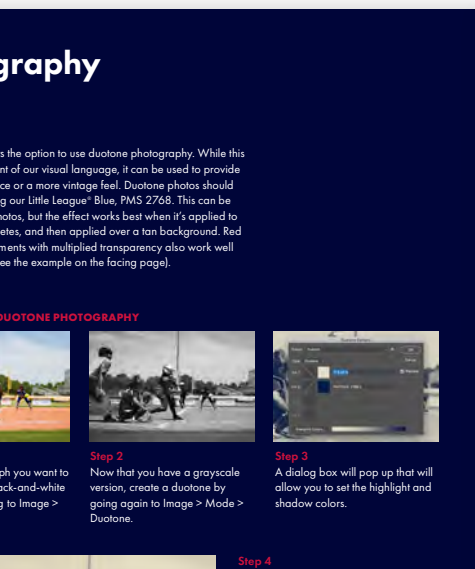
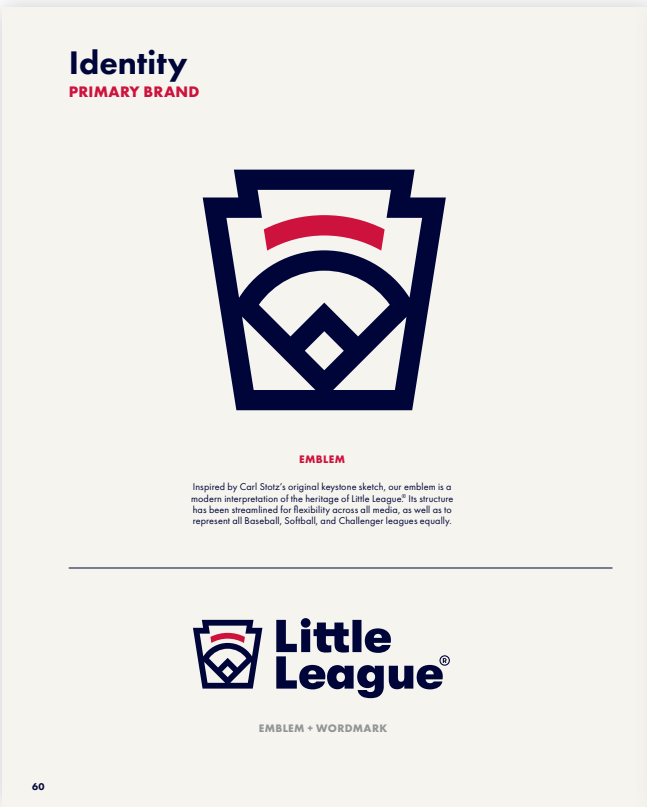
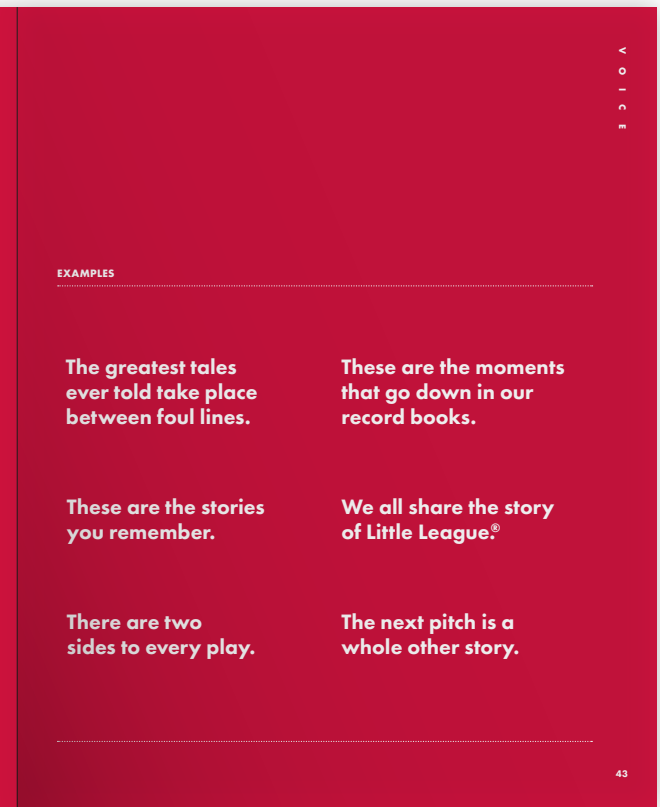
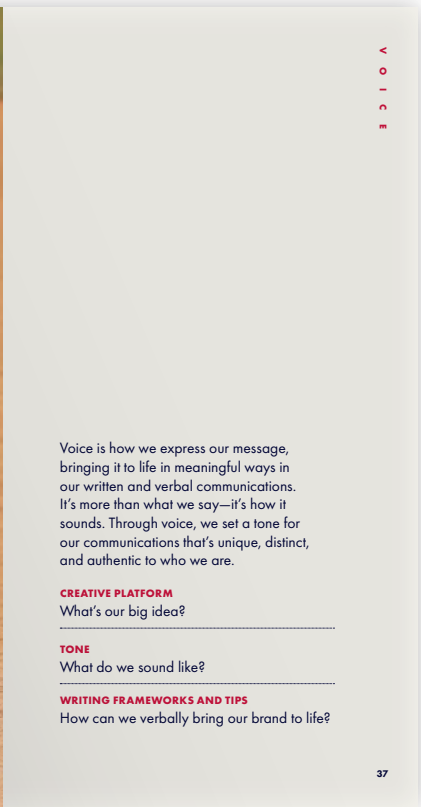
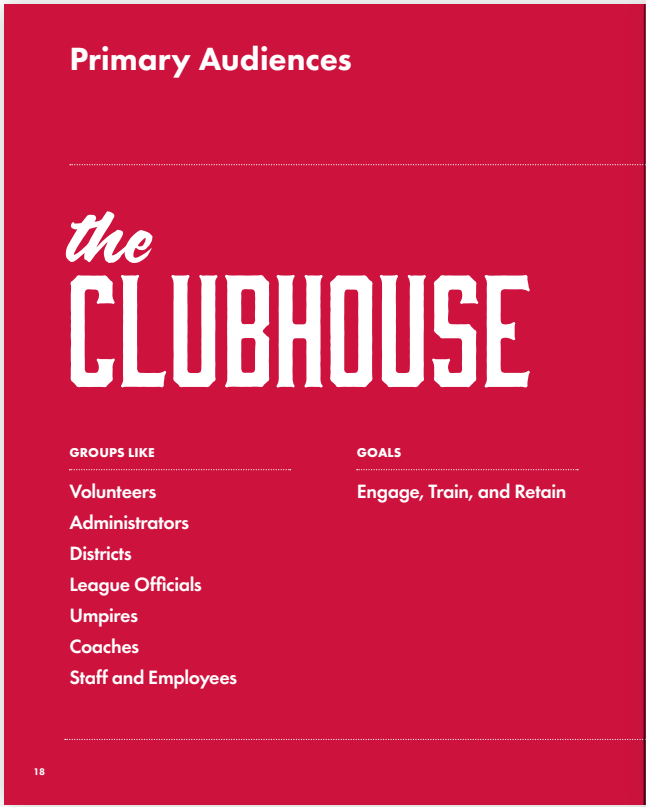
general training

**creative working
session**

senior leadership

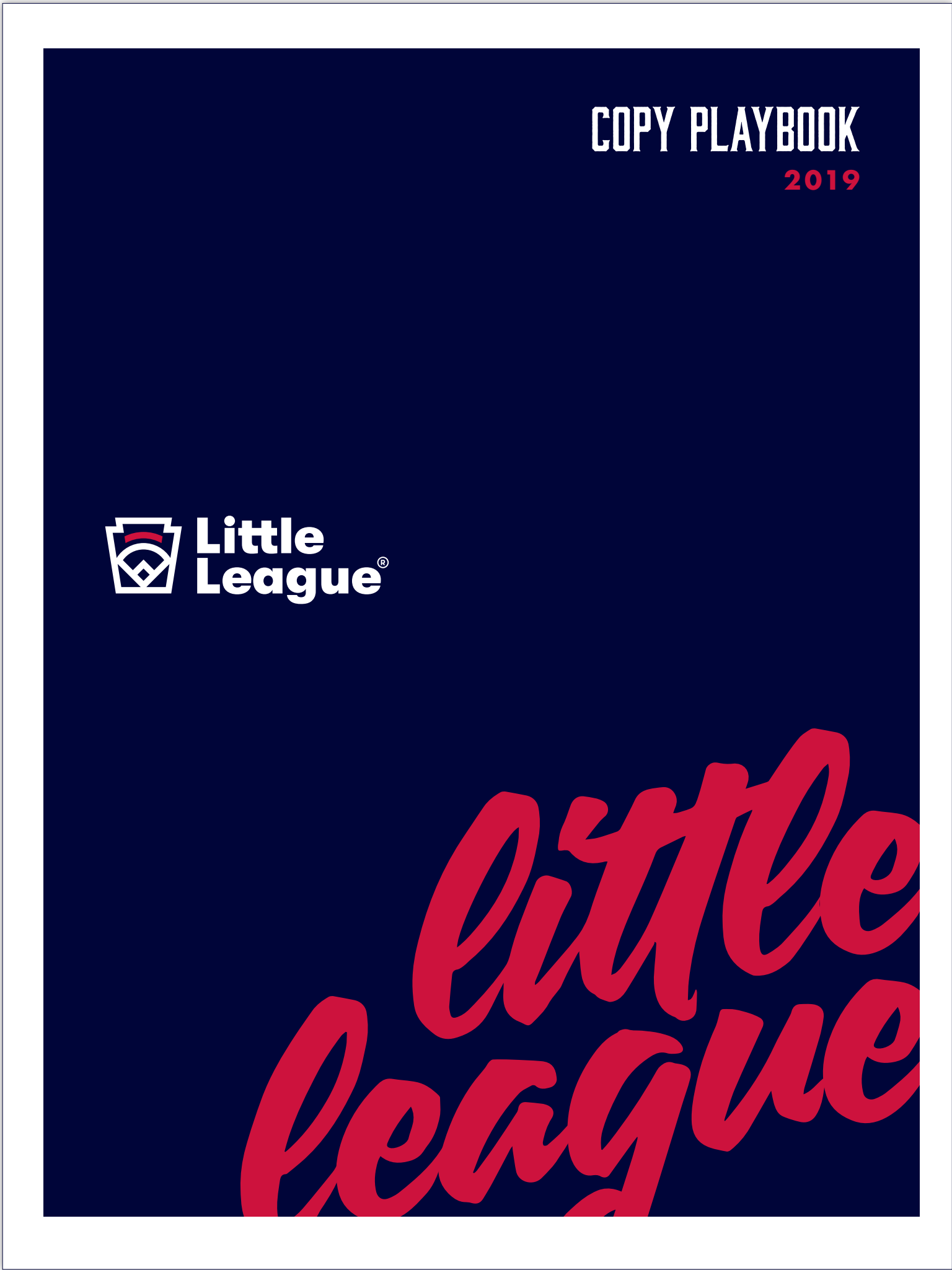
Brand Guidelines

BRAND TOOLKIT



Copy Playbook

BRAND TOOLKIT



CREATIVE PLATFORM

The creative platform “Live Your Series” takes the strategic pillars of our message on the following pages and brings them all together within an emotive narrative. In short, it forms the basis of our brand’s unique identity and serves as a source of inspiration for copy. Think of it as a lens through which to convey each pillar of our brand’s message.

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.

COPY PLAYBOOK 3

UNDERSTANDING OUR PILLARS:
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 life-long reward.

Reputation is broken into two sub-pillars:

1) 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.	2) SAFETY The well-being of all participants is paramount, and we strive to create an environment as safe as possible on and around the field.
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Example copy lines:

A whole new ballgame, every game.	Join a never-ending series.	The story of Little League® belongs to all of us.
America’s greatest pastime has never been more present.	Leave your legacy. Live your series.	These are only the early innings.
Born in Williamsport. Alive all over the world.	Little League® is where we become major league people.	This is what home looks like.
Create your story. Live your series.	Make the story of Little League® your own.	This story isn’t open and shut.
Every game, every season. Live your series.	Make this a safe place to learn and grow.	Write your chapter. Whether it’s your first or your greatest.
Every play is a whole other story.	Make this series your own.	This is the one place it’s ok to steal.
Game one in an epic series.	Play, Dream, Rally.	Write your own Little League® story.
Give them a safe place to grow.	The greatest tales take place between foul lines.	Writing the story of Little League® since 1939.

COPY PLAYBOOK 6

UNDERSTANDING OUR PILLARS:
HUMAN CONNECTION We stand for a deeper level of human connection by bringing people together through shared experiences around healthy, active, family fun.

Human Connection is broken into two sub-pillars:

1) COMMUNITY We’re deeply embedded in communities around the globe, driving opportunity at local, regional, national, and international levels.	2) 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.
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Example copy lines:

Every game, every season is your series.	Play your part. Be the reason your community comes alive.	These are the stories you remember.
Everyone has a position to play.	No matter who you root for, show your true colors.	This is where we make contact and make memories.
Great plays happen on and off the field.	Rally around your community.	We all share this series.
Here, everyone plays the same game.	Every game, every season is your series.	We welcome all of life’s challengers.
Here, we all rally.	Snacks aren’t concessions. They’re a celebration.	We’re all number one fans. We’re all together.
Leave a legacy of time spent together.	Team means everything here.	Wear your four corners of the world.
Make memories. Make contact.	Represent your four corners of the world.	When you hit it big, remember where you came from.
Make sure everyone feels like the home team.	These are the moments that go down in our record books.	Your story plays out on the field.

COPY PLAYBOOK 4

UNDERSTANDING OUR PILLARS:
CHARACTER, COURAGE, LOYALTY These three virtues will continue to be the driving force that guides the Little League® experience, however, with the evolved brand must come an evolved, modern 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.

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.
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Example copy lines:

Be a big hitter and a good person.	Dust yourself off. Step back in.	Here, we always rally.
Be a role model. A real ball park figure.	Go to bat for yourself.	One team. One Little League®.
Be the version of you that you look up to.	Have the courage to be a closer.	Represent. Whether you’re the home or visiting team.
Be you, just like your heroes.	Have the courage to strike out swinging.	The talk of the town, since 1939.
Lead off. Put your best foot forward.	No matter the count, step up to the plate.	Wear your four corners of the world.
Live up to your series.	Strive to win. Learn from loss.	When you hit it big in life, remember where you came from.
You won’t see character on a scoreboard.	Two strikes. Untold potential. Swing away.	Wherever you play, play with pride.

COPY PLAYBOOK 7

UNDERSTANDING OUR PILLARS:
DEVELOPMENT We provide high-impact learning and developmental activities that shape the most formative years of a child’s life.

Development is broken into two sub-pillars:

1) 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.	2) 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.
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Example copy lines:

Be the reason they grow into big league people.	Learning life’s little lessons is how you hit it big.	Strive to win. Learn from loss.
Every victory begins with a base hit.	Life is all about the little things.	Take away the tee, and see what’s possible.
Extend the post-game talks to years down the road.	Life is won, one base at a time.	Take the field, and be just like your heroes.
Head down. Follow through.	Live like a heavy-hitter.	These little moments are larger than life.
Here, hustle is everything.	On a diamond, every lesson is earned.	These moments matter more than any trophy.
Here, we live for the little moments. And the big ones, too.	Sometimes, the best plays happen off the field.	This is the one place it’s ok to steal.
Keep the post-game talks going.	Stand up. Dust yourself off.	This is where we learn life’s fundamentals.
Lean back in your stance. Let the curve balls come to you.	Strive for big wins. Live for the little moments.	What happens in between pitches counts.

COPY PLAYBOOK 5

CALLS TO ACTION
ACROSS OUR AUDIENCES:

Example CTAs

The Clubhouse Volunteers, Administrators, Parents, Umpires, Coaches, League Officials, Staff and Employees	Be the reason our community comes alive.	Leave a legacy of life lessons.
This group needs to be informed and trained, as much as inspired. Remind our volunteers that we value them as part of our organization. Show them the impact they have on our communities and our kids.	Get involved.	Leave a legacy of little moments.
	Help us share this series.	Rally behind your hometown.
Starting Lineup Players, Parents, Caregivers, Families, Teachers	Find your team.	Sign up for an epic series.
This group needs to know what Little League® offers and why it’s different than other youth sports organizations. Focus on the experience, the connections, and the inclusivity that are possible, on and off the field.	Live your series.	Start your series today.
	See how your series plays out.	Write your Little League® story.
Box Seats Supporters, Alumni, Partners, Donors, Sponsors, Licensees, Businesses	Become part of the Little League® story.	Live this series.
This group is looking to partner with Little League®. So focus on the breadth and depth of the Little League® experience. Demonstrate our value within communities and our ability to engage families.	Help their stories come alive.	Relive your series.
	Join the Little League® legacy.	Step in. Stay connected.
Fans General Public, The Media, MLB, ESPN, Social Media, Local Communities	Catch every big play and little moment.	Live your series, on and off the field.
This is our messaging at the highest level. Unengaged or uninformed audiences need a crystal-clear image of who we are, what we do, and what we stand for. As such, leaning more heavily into master brand narrative language is a solid approach.	Live your series.	Share the story of Little League®.
	Live your series. Every play, every game.	Start your Little League® Story.

COPY PLAYBOOK 8

Your
BEST RESOURCE
is your
LITTLE LEAGUE[®]
CREATIVE TEAM.

