

WBSC ***BRANDING*** ***GUIDELINES***

WBSC

WORLD
BASEBALL SOFTBALL
CONFEDERATION

Game Time!

THE **WBSC LOGO**







The WBSC created a dynamic new visual identity to support our new brand. Here are some guidelines for how you can use it in a consistent, impactful way.

We encourage you to use the new logo which include the slogan following these guidelines.

Using Our Visual Identity

There are 4 logo versions:

Main full version	Main shortened version	Secondary full version	Secondary shortened version
1.  <p>This is the main WBSC logo version. Use this full logo version whenever possible.</p>	2.  <p>Use this logo version as alternative option when space restrictions make the use of the main full version impossible.</p>	3.  <p>These secondary versions can be only used for formal and institutional type of communications, like local authorities, national governments, ministry of sports, National Olympic Committees, and only in cases when the use of the main version is not possible (space limitations or manufacturing restrictions). Full version always preferred over the shortened one.</p>	4. 

For each of the 4 logo versions, you can find the following colour versions:



Use the TONAL colour version as the main colour version. To maximise visibility of our logo, **there are 2 different tonal versions, one for light backgrounds and another one for dark backgrounds.**

Clear Space & Size



The minimum required clear space is defined by the measurement of the height of the uppercase 'C' letter of the WBSC logo. Any external element (including margins), must be separated to the logo with that minimum clear space.

When reproducing the logo, be conscious of its size and legibility. A signature that is too small ceases to serve any useful communication function. The logo should never appear less than 25mm wide in print or 70px wide on screen.



Incorrect Logo Usage



DO NOT STRETCH
THE LOGO



DO NOT ROTATE
THE LOGO



DO NOT CHANGE THE
POSITION OF ELEMENTS



DO NOT CHANGE
THE PROPORTION



DO NOT CHANGE
THE COLOR OF LOGO



DO NOT CHANGE THE
TYPOGRAPHY



DO NOT REMOVE
ANY ELEMENTS



DO NOT ADD
SHADOW OR EFFECTS



DO NOT ADD STROKE OR
OUTLINE THE LOGO

The WBSC logo is an essential part of our brand and it should be kept in its pure form and within the rules specified in this guide book.

Be weary when using the WBSC logo not to alter, tweak, mutilate, or take any personal creative freedom that breaks the specific rules set out in this book.

WBSC *Typeface*

When producing communications materials on behalf of the WBSC, the consistent and correct use of typefaces (fonts) is critical to maintaining the appropriate image for our brand. The Gotham typeface family has been selected as the primary brand typeface used to accompany this WBSC identity mark in all professionally designed applications. The font is available in an assortment of weights, providing the flexibility to meet a variety of applications.

GOTHAM
GOTHAM

GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!\$#%&*?@(){}[]|\/<>;:

GOTHAM REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!\$#%&*?@(){}[]|\/<>;:

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!\$#%&*?@(){}[]|\/<>;:

GOTHAM BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!\$#%&*?@(){}[]|\/<>;:

WBSC Colors

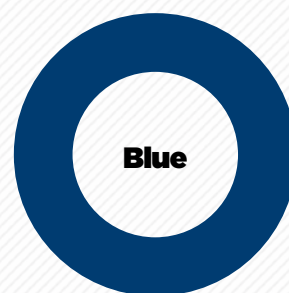
A color palette has been especially developed to support this WBSC brand and identity. It is important that the WBSC logo is always reproduced in the correct colours. Please use the specific breakdowns provided to get the best possible colour matches. All Artwork files are available using the correct colours and Gradients, and are not to be altered in any circumstance. The colours that appear on your screen or that you print from your computer may not accurately represent the colours.



C: **5** M: **100** Y: **100** K: **10**
PANTONE **1797 C**



C: **10** M: **12** Y: **76** K: **12**
PANTONE **612 C**



C: **100** M: **73** Y: **12** K: **33**
PANTONE **294 C**



C: **2** M: **2** Y: **45** K: **0**

C: **18** M: **18** Y: **84** K: **0**

C: **35** M: **41** Y: **100** K: **9**

C: **50** M: **55** Y: **100** K: **40**



Maison du Sport International
Avenue de Rhodanie 54 | CH-1007 Lausanne | Switzerland