The World Baseball Softball Confederation is a global sports organisation with audiences around the world. To make sure the WBSC interacts with these audiences effectively, the WBSC has developed a dynamic new 'brand': a promise and an experience the WBSC provides to its audiences every time we interact. The brand sets out a set of universal attributes to ensure our WBSC promise is consistent and compelling to every member of our audiences every single time.

The WBSC brand is made up of these elements:

- Slogan
- Proposition
- Positioning
- Mission
- Values
- Vision
- Personality
A WBSC slogan is a short, easily recognisable phrase that sums up an organisation’s brand *instantly*. 
The WBSC’s Vision is its blue-sky ideal outcome. It should be aspirational, nearly out of reach, but ultimately achievable if we work towards our common goal together.

The WBSC Vision:

A billion-strong baseball softball community.
The WBSC’s Mission is its route march: a statement of intent that directs our organisation’s day-to-day journey towards the vision.

**The WBS Mission is:**

To grow baseball and softball globally as a more appealing and more accessible team sport experience.
The WBSC’s proposition is our unique offering to the global baseball-softball community and the Olympic Movement.

The WBSC Proposition is:

- The only IOC-recognised baseball-softball IF, responsible for:
  - World-class championships for all national team players at all levels.
  - A level playing field around the world.
  - Global development.
  - Representing the sport within the Olympic Movement.
The WBSC Positioning is how we differentiate ourselves from other organisations within the baseball-softball community and the Olympic Movement.

**The WBSC Positioning is:**

- The world’s most inclusive team sport.
- An individual, high-skill sport played by a team.
- The only bat and ball sport on the Olympic Programme.
What the WBSC stands for and what we believe in is defined by our Values.

**The WBSC Values are:**

- Team Spirit & Community
- Integrity & Fair Play
- Authenticity & Tradition
- Equality & Honour
- Ambition & Innovation
The WBSC’s Personality captures the character of our organisation and our people.

The WBSC’s Personality is:
- Hard-working, Professional
- Youth-focused, Innovative
- Passionate, Responsive
- Inclusive, Open
- Bold, Dynamic