OUR GOAL

“Baseball5 is a new five-on-five, five-inning street version of the game of Baseball/Softball that can be played anywhere. This faster urban discipline will help drive baseball and softball to new places not possible before.”

*WBSC President* - Riccardo Fraccari

OUR PROPOSE

“Baseball5 comes from the desire to increase accessibility to baseball/softball, maintaining the Uniqueness of the game, while it eliminates the Structural complexities of these ones”
target demographic

B5 - primary
millenial - young adult 16 - 30

Secondary
masters - U15

Gender
male & woman
values
- Inclusion
- Accessibility
- Teamwork
- Confidence
- Innovation

personality
- Young
- Urban
- Bold
- Multicultural
- Smart
Official Emblem

Logo with another application of graphic elements

Alone Logo
Main and Secondary version

Flat 2 Colors

Flat 1 Colors


Pantone: 108C / C:2 M:11 Y:100 K:0 / R:255 G:218 B:0 / #FFDA00

Color

Silver ink 877c

Metallic silver foil
Official Emblem

Main version - another application

Note: main version with gradient background
Official Emblem

WBSC

BaseBall

™

WBSC

Base

™

BaseBall

SPORT
Official Emblem

- Don't recolor the emblem
- Don't use at an angle
- Don't breach exclusive area
- Don't crop
- Don't background pattern
- Don't redesign elements
- Don't resize elements
- Don't distort
- Don't change the typeface
Core Assets

Educational materials and perhaps younger generations / categories (e.g. U-12 / U-15)

INCLUSION
The main pillar of inclusion is the recognition that all people have their own abilities and potentials, different from those of others, so that different needs require different or different responses. Inclusion seeks to encourage and ensure that every person is "part of" and does not remain "separate from." Inclusion, therefore, means that established systems will provide reciprocal access and participation; and that the individual with a disability and his family have the possibility of participating in equal conditions.

CONFIDENCE
Confidence is a state of being certain either that a hypothesis or prediction is correct or that a chosen course of action is the best or most effective. Confidence comes from a Latin word 'fidere' which means "to trust"; therefore, having a self-confidence is having trust in one's self.

INNOVATION
Innovation in its modern meaning is "a new idea, creative thoughts, new imaginations in form of device or method".[1] Innovation is often also viewed as the application of better solutions that meet new requirements, unarticulated needs, or existing on the world.

ACCESSIBILITY
Accessibility can be viewed as the "ability to access" and benefit from some system or entity. The concept focuses on enabling access for people with disabilities, or special needs, or enabling access through the use of assistive technology; however, research and development in accessibility brings benefits to everyone.

TEAMWORK
Teamwork is the collaborative effort of a group to achieve a common goal or to complete a task in the most effective and efficient way. This concept is seen within the greater framework of a team, which is a group of interdependent individuals who work together towards a common goal.
Core Assets

Digital and physical products

INCLUSION

Training in a circle, where we see the adaptation of circular shapes with hexagonal shapes; the same shape is seen from afar, with details we see the different sizes and geometric shapes, this gives the idea of inclusion, we all have the right to belong.

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Core Assets
Official Hashtags

#Baseball5
#B5
#playeverywhere
@Basball5
@B5
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry’s standard dummy text ever since the 1500s, when an unknown printer...
Official Look

OUT AT 1ST BASE

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry’s dummy text ever since the 1500s, when an unknown printer...
Racional Federation

H / 10 = X

B2 - 40%

A1

B2

A1

45°

90°
ÉQUIPE DE RÉPRÉSENTATION DE LA FRANCE

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry’s dummy text ever since the 1500s, when an unknown printer...
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Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a passage from a book of Latin texts and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.
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Official Look
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Nations & Ranking lockup

FRANCE

USA
Main Version Open

To be used in a near future

To be used in a near future
In this way, the graphic elements are shown in a more didactic, friendly and close way.

This resource should not be abused so as not to saturate the pieces of communication sacrificing its clarity and cleanliness.

Its design must always take care of the own forms of the logo and the colors that make up the identity of the brand.
Official Tagline Open

#playeverywhere #playeverywhere
Official Tagline Open

#playeverywhere #playeverywhere