



BRAND GUIDELINES

WBSC
**Base
Ball**™

slogan#playeverywhere
“all you need is a ball”

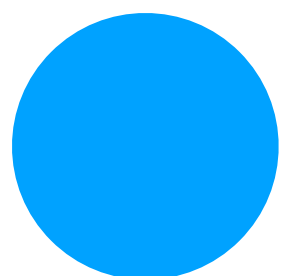
OUR GOAL

“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”

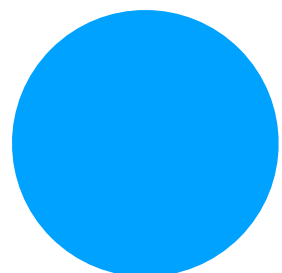


target
demographic

B5 - primary
millennial - young adult 16 - 30

Secondary
masters - U15

Gender
male & woman

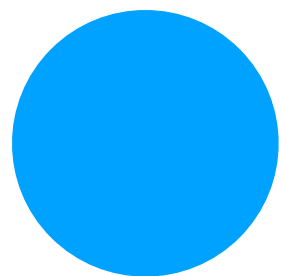


values

- Inclusion
- Accessibility
- Teamwork
- Confidence
- Innovation

personality

- Young
- Urban
- Bold
- Multicultural
- Smart



Logo with
another application of
graphic elements



Alone Logo





Main Version





Flat 2 Colors

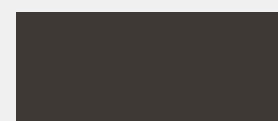
Flat 1 Colors

Color



Silver ink 877c

Metallic silver foil



Pantone: Black 7C / C:63 M:57 Y:58 K:63 / R:61 G:57 B:53 / #3D3935

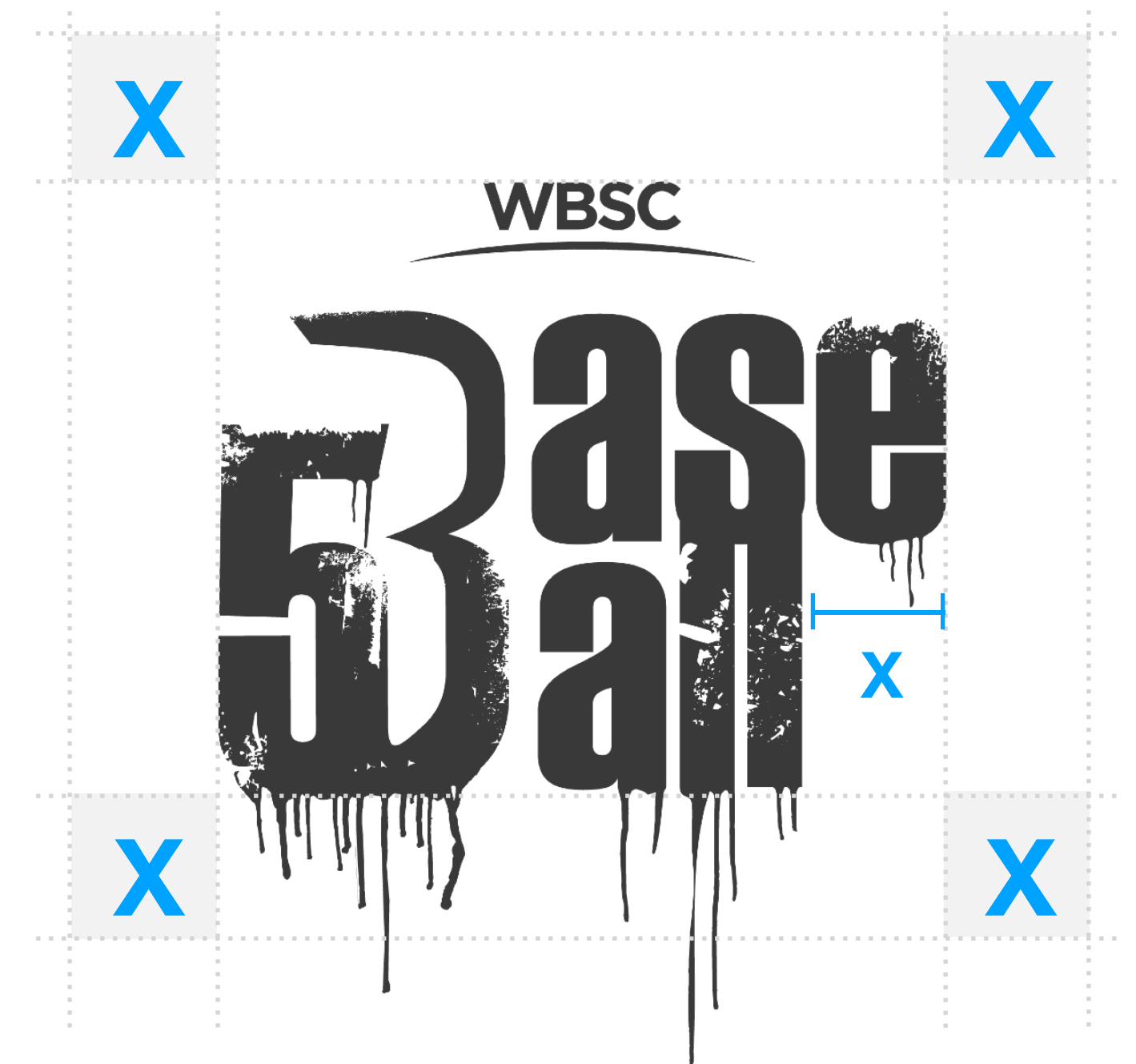
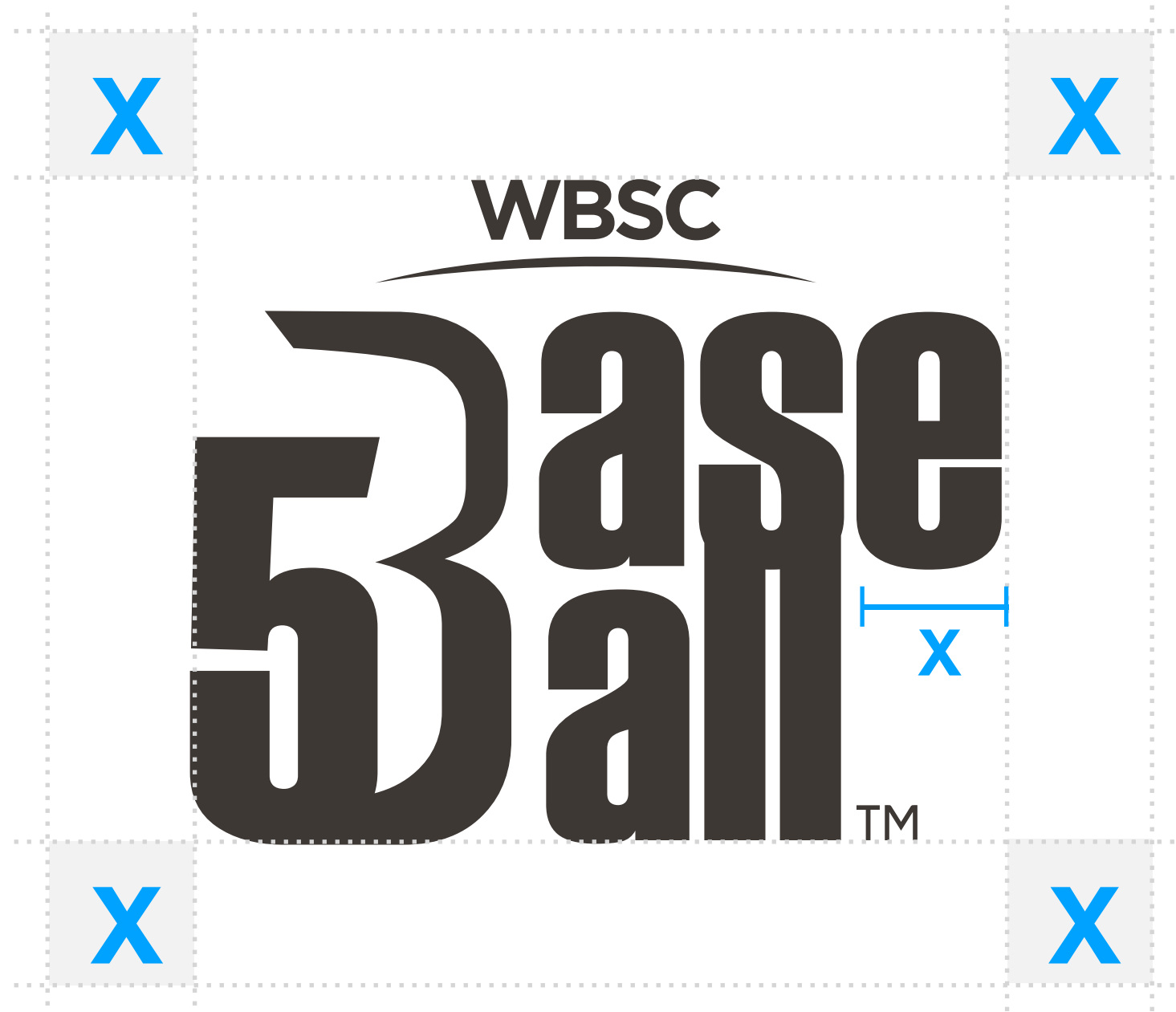


Pantone: 108C / C:2 M:11 Y:100 K:0 / R:255 G:218 B:0 / #FFDA00

Main version - another application



Note: main version with gradient background



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



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



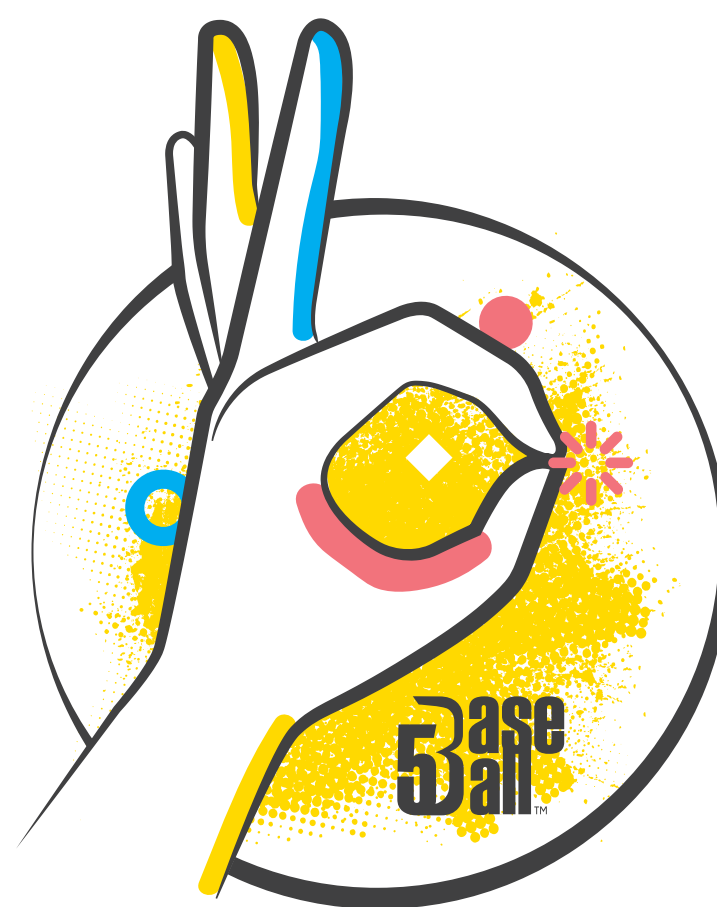
INCLUSION

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.





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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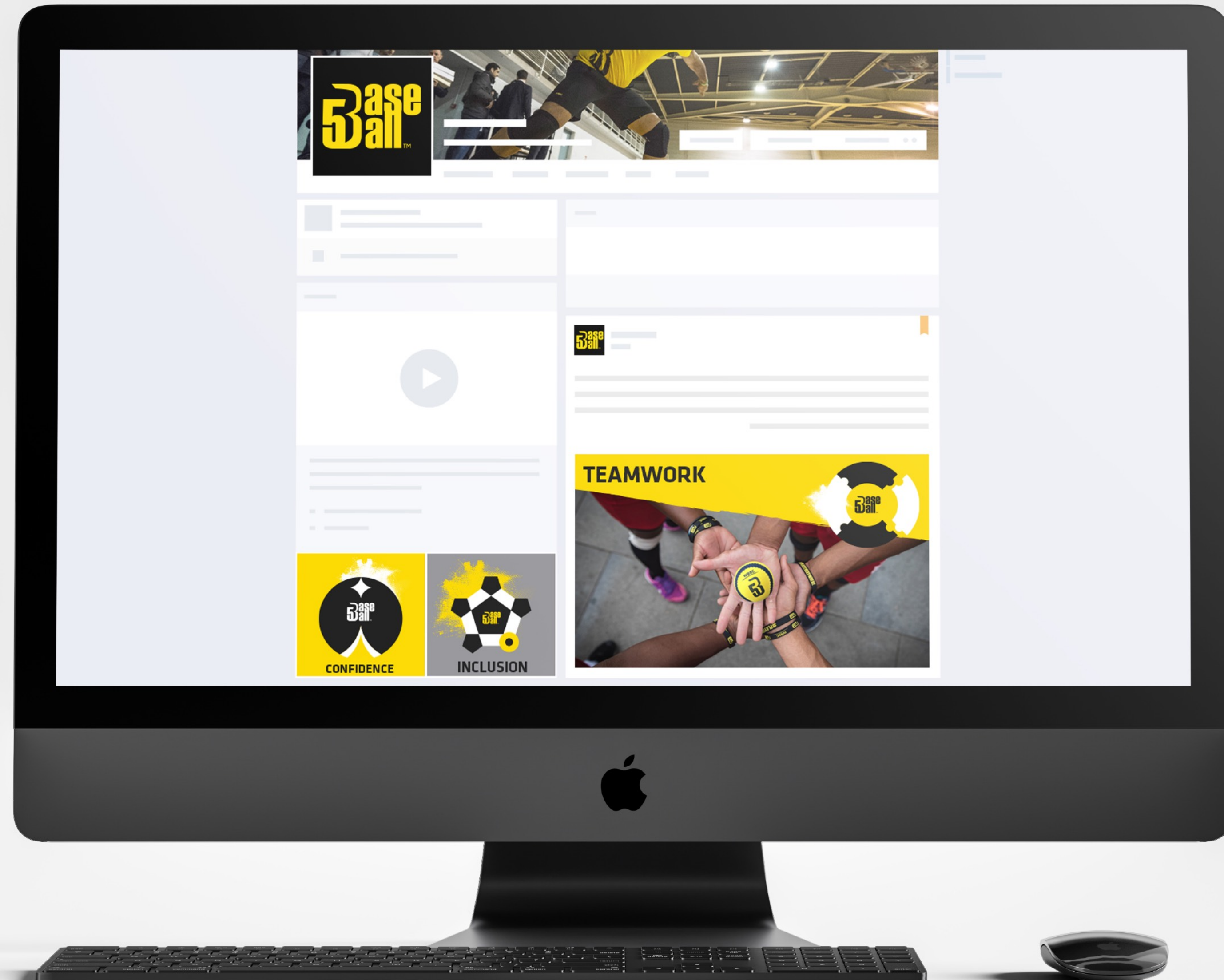
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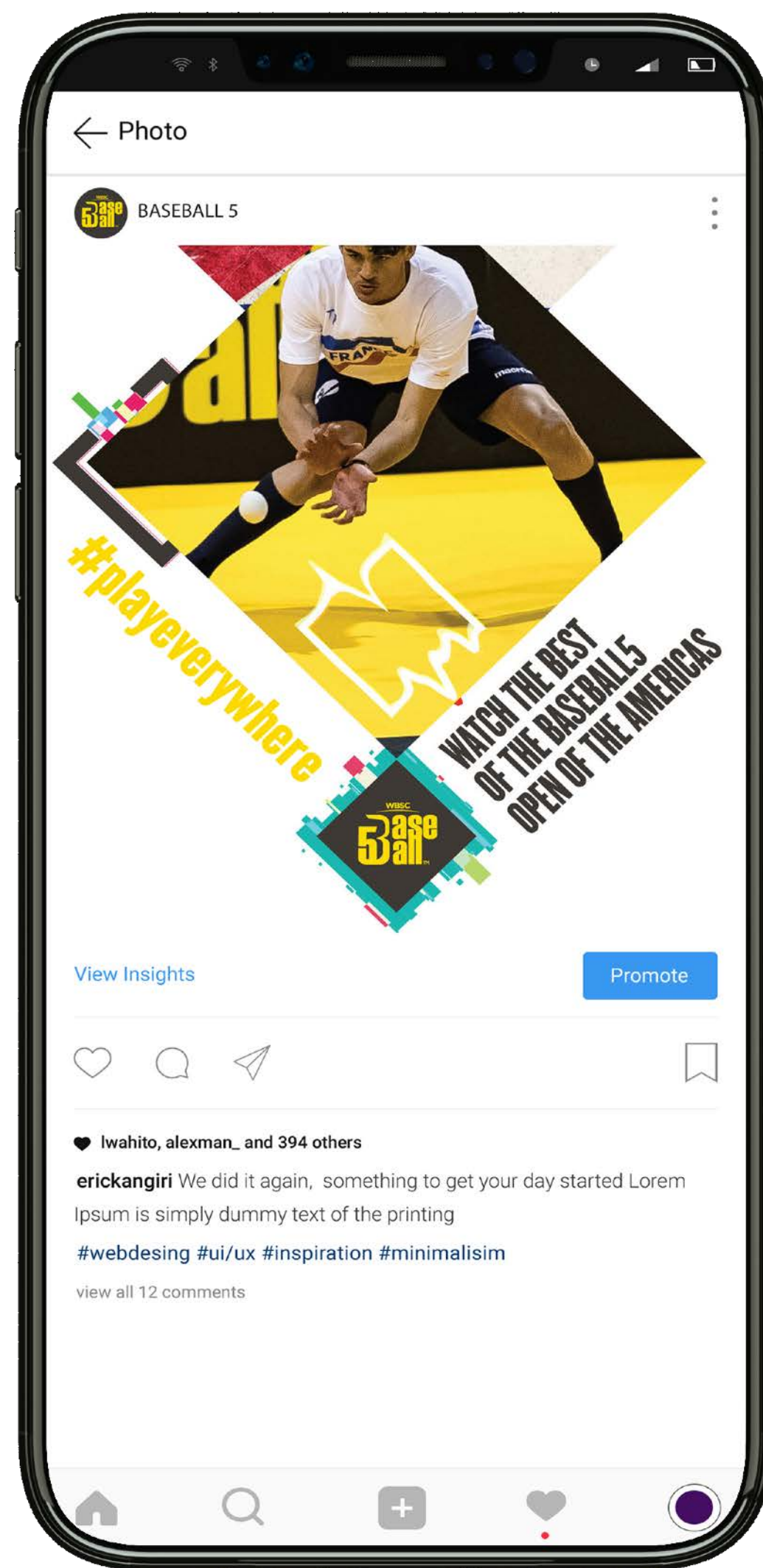
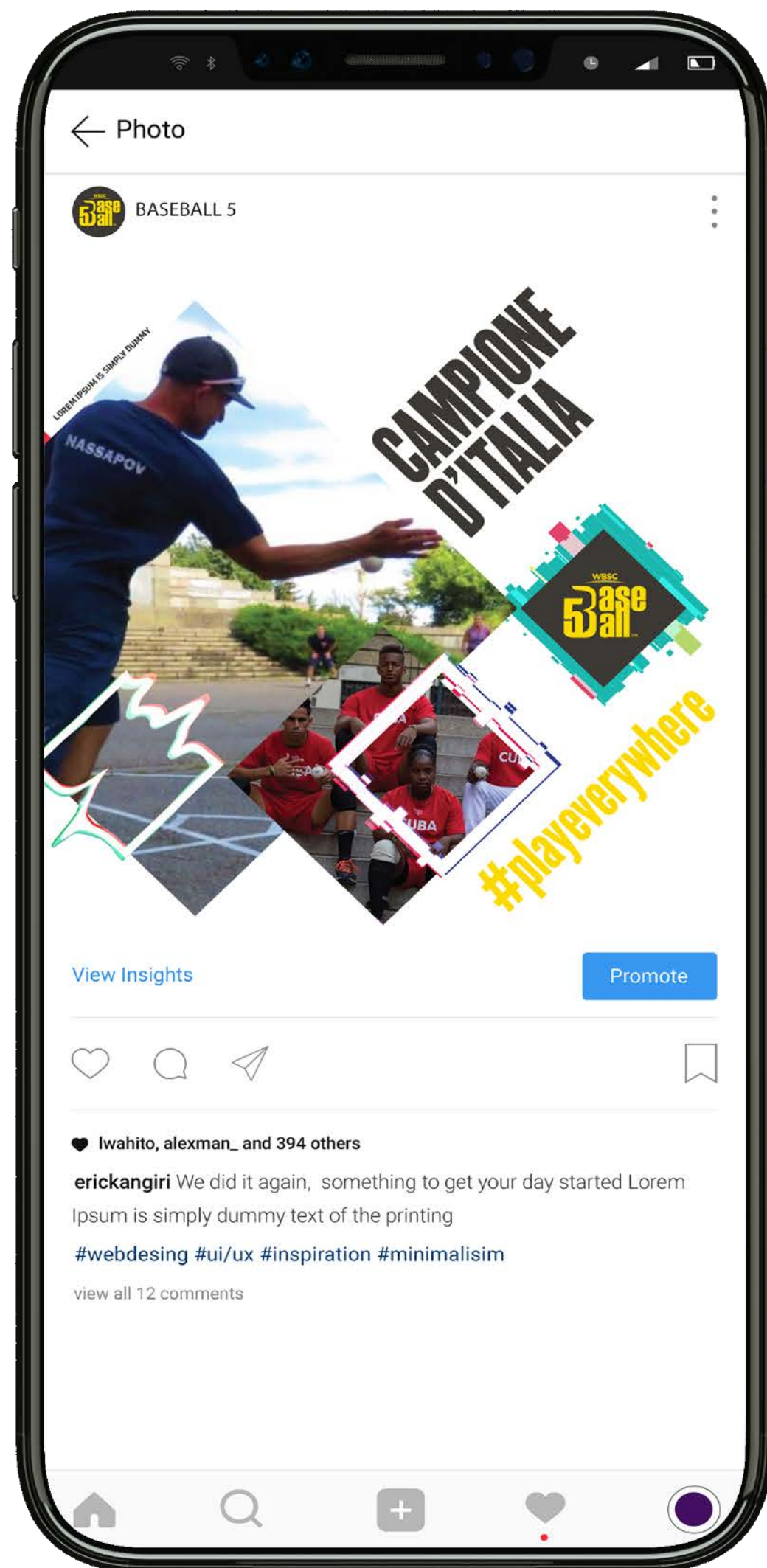
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#Baseball5
#B5
#playeverywhere
@Basball5
@B5

KLAVIKA BOLD

**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
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**

KLAVIKA REGULAR

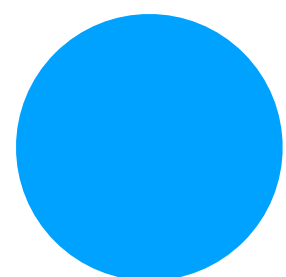
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N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

CHAMPION LIGHT WEIGHT

**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
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**

CHAMPION FEATHER WEIGHT

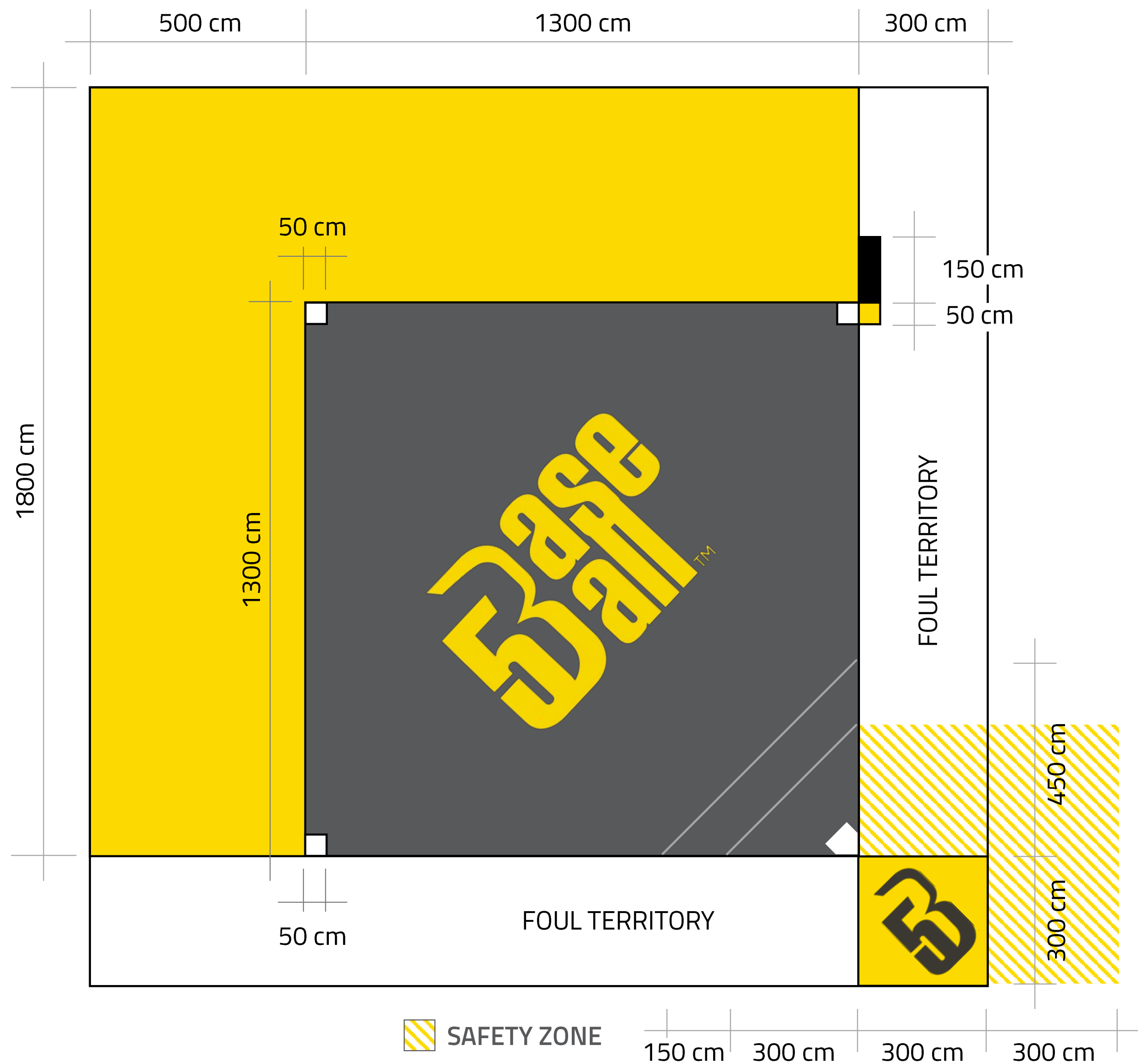
**A B C D E F G H I J K L M
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a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9**

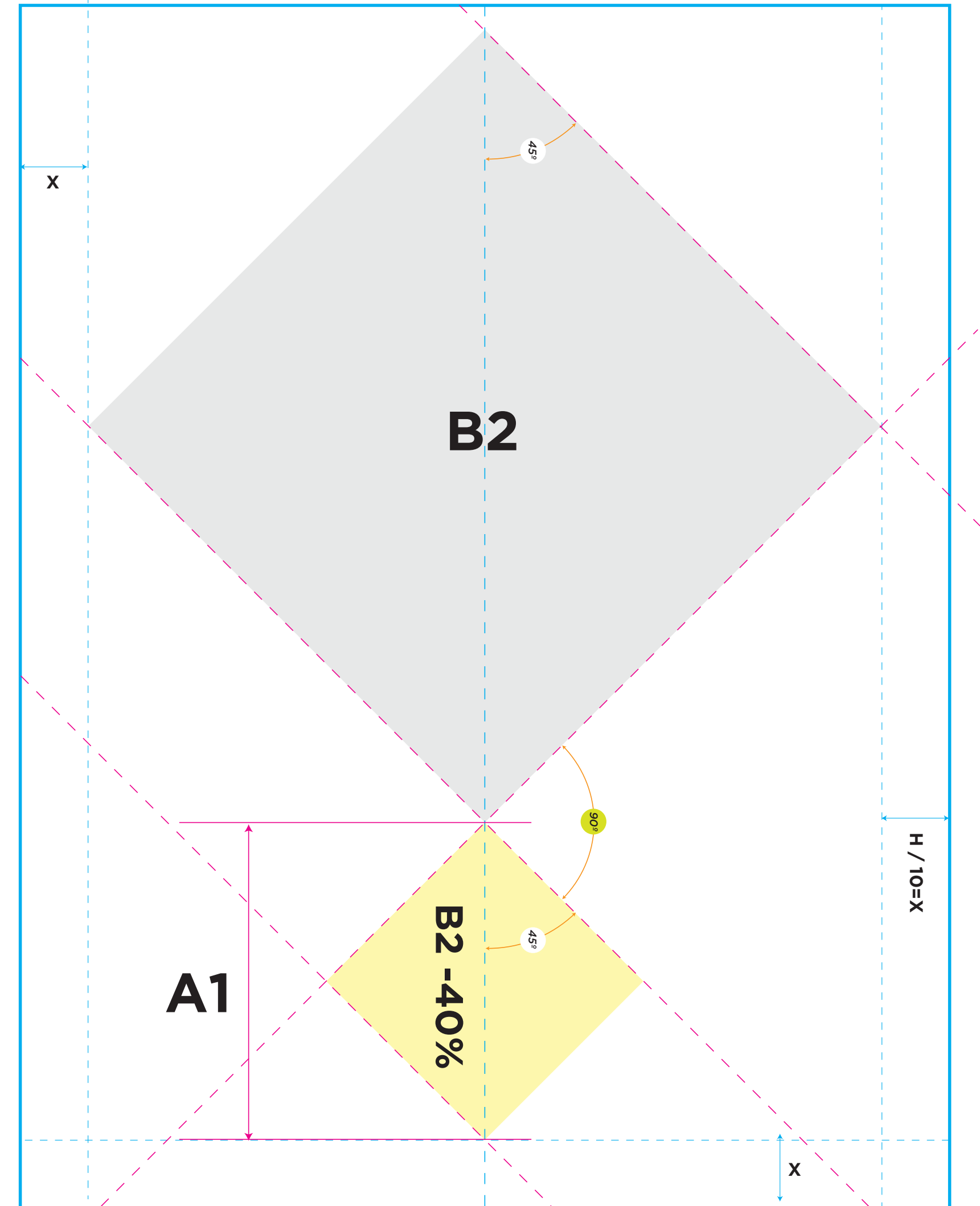
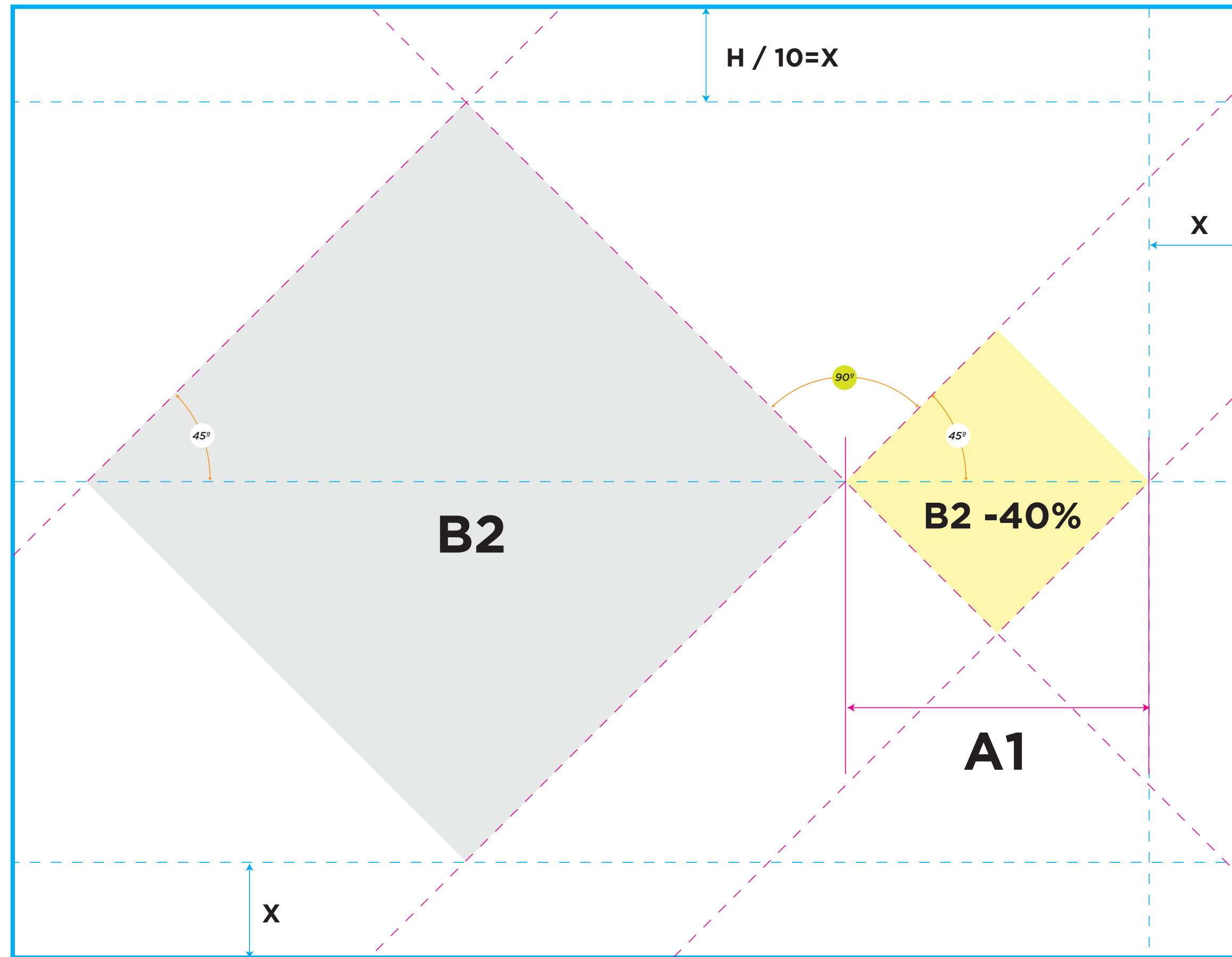




**CHAMPION
LIGHT WEIGHT**
TYPOGRAPHY TITLES

KLAVIKA REGULAR
TYPOGRAPHY COPY





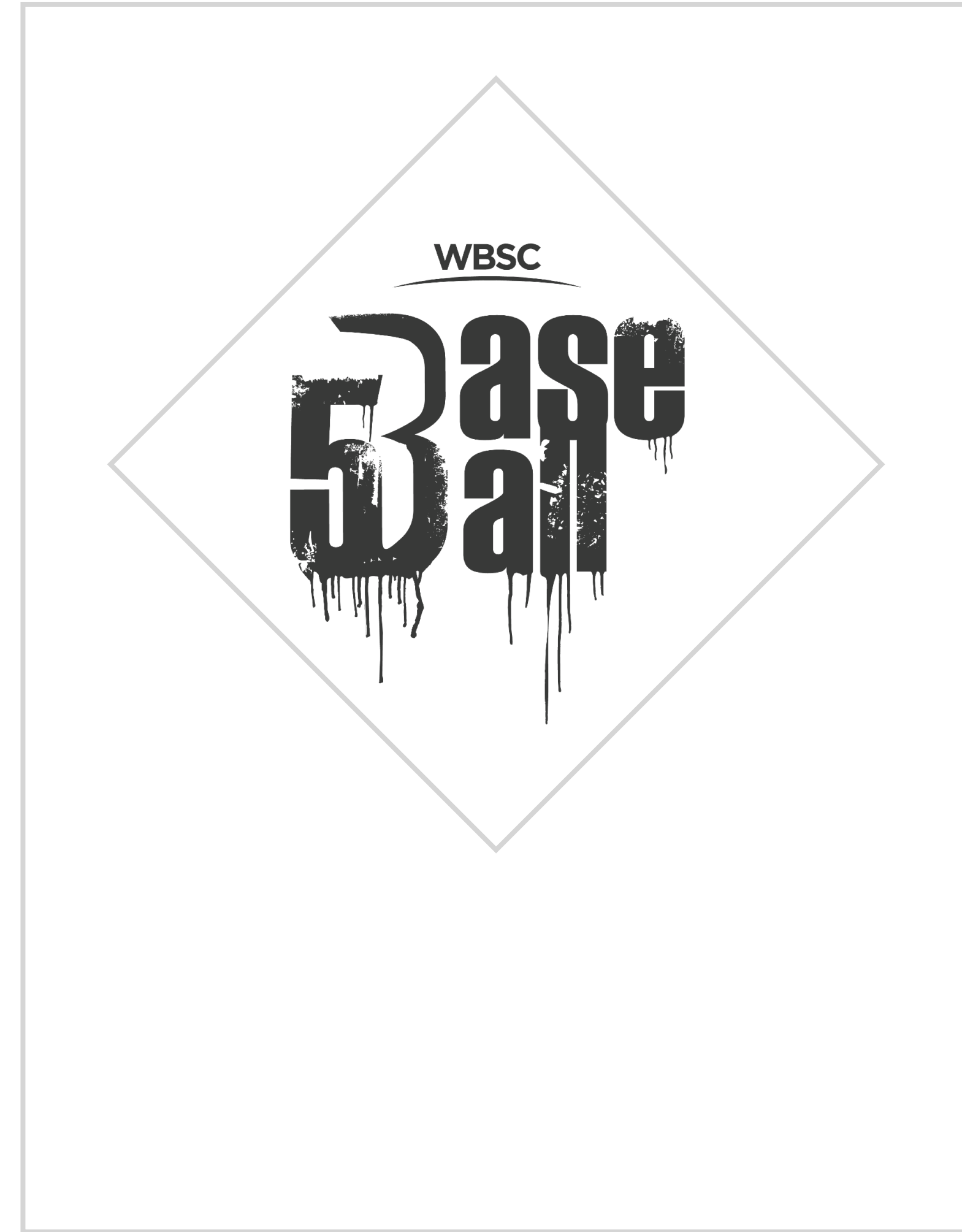




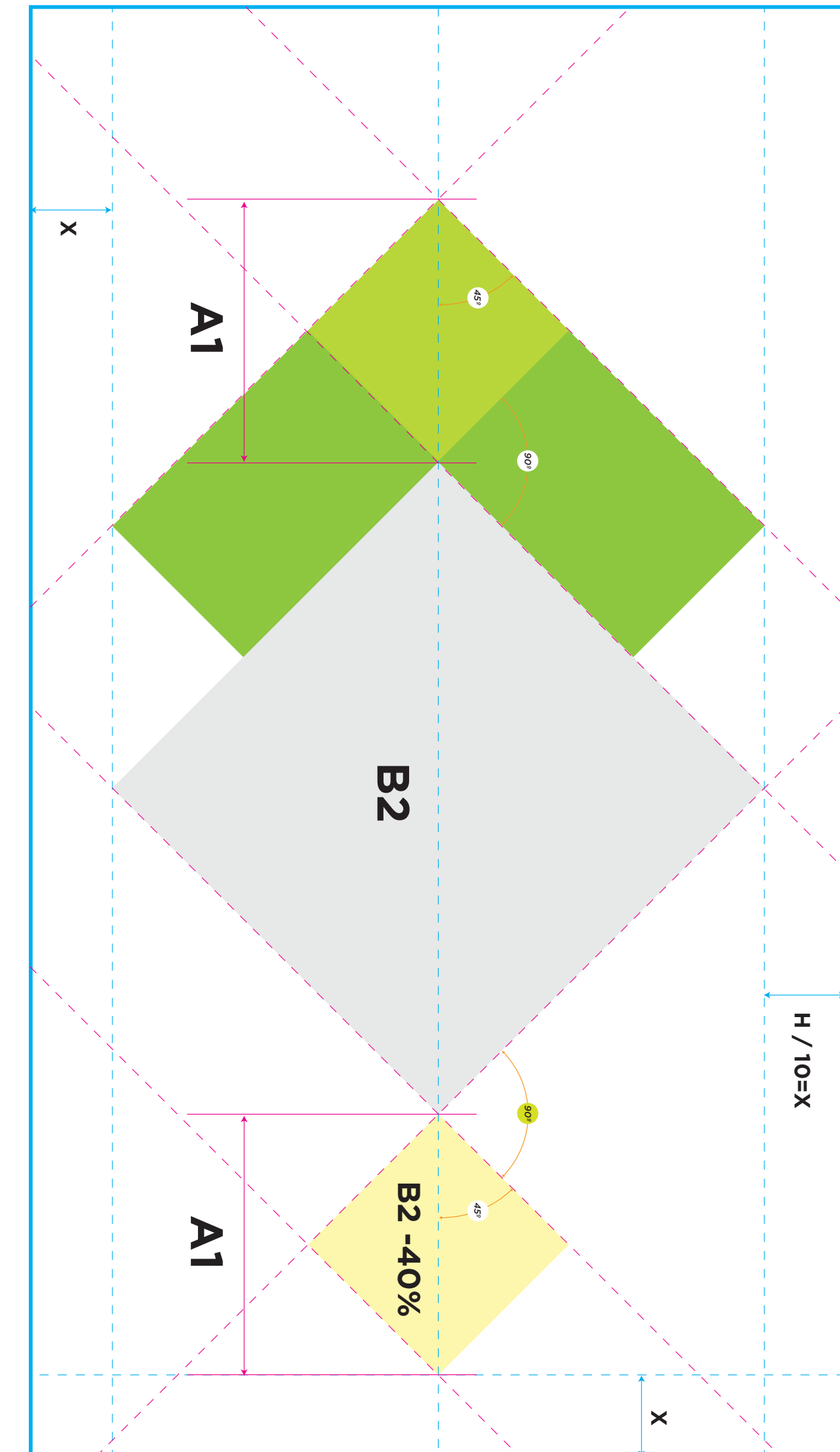
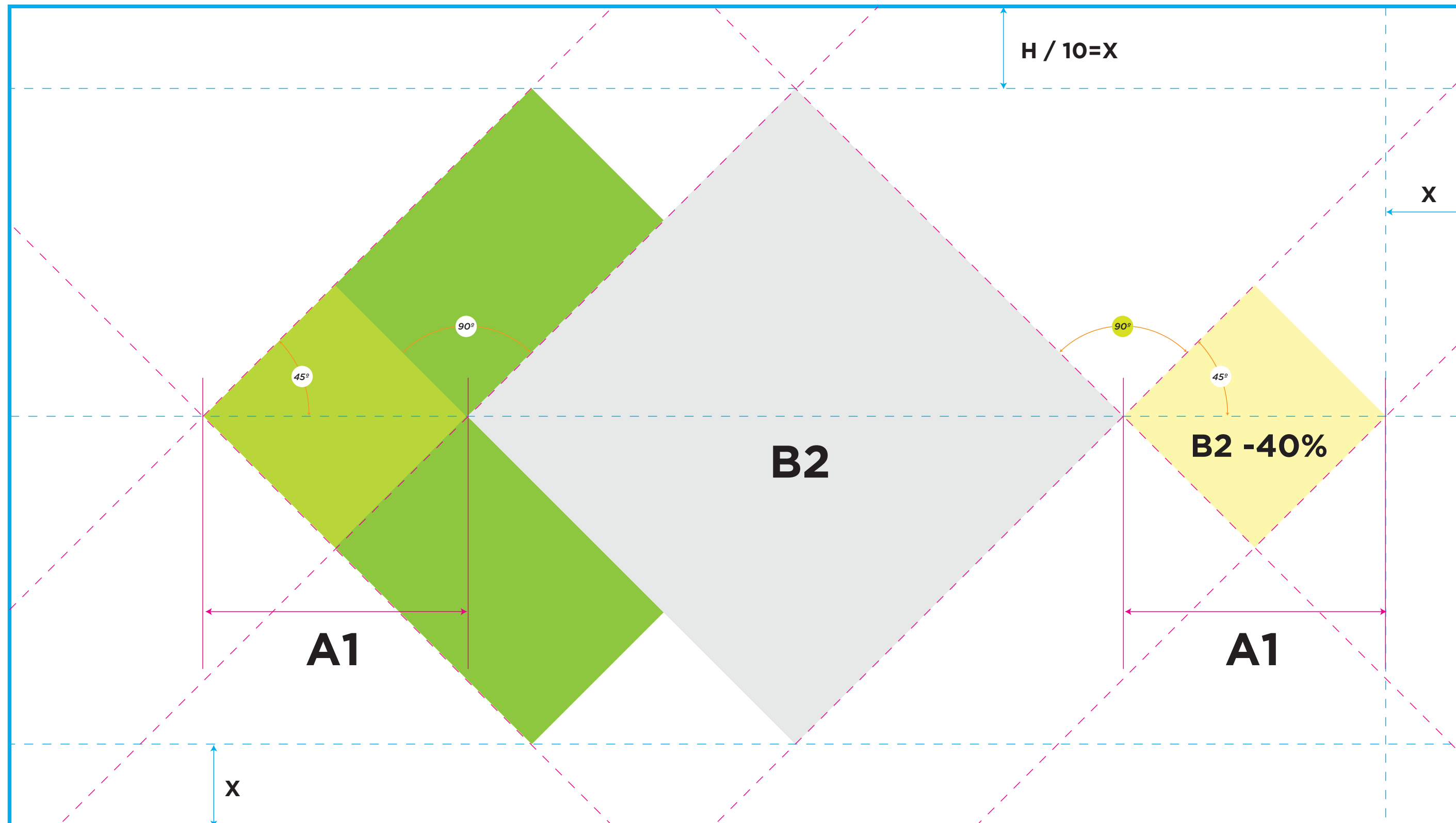
40% Logo



40% Logo























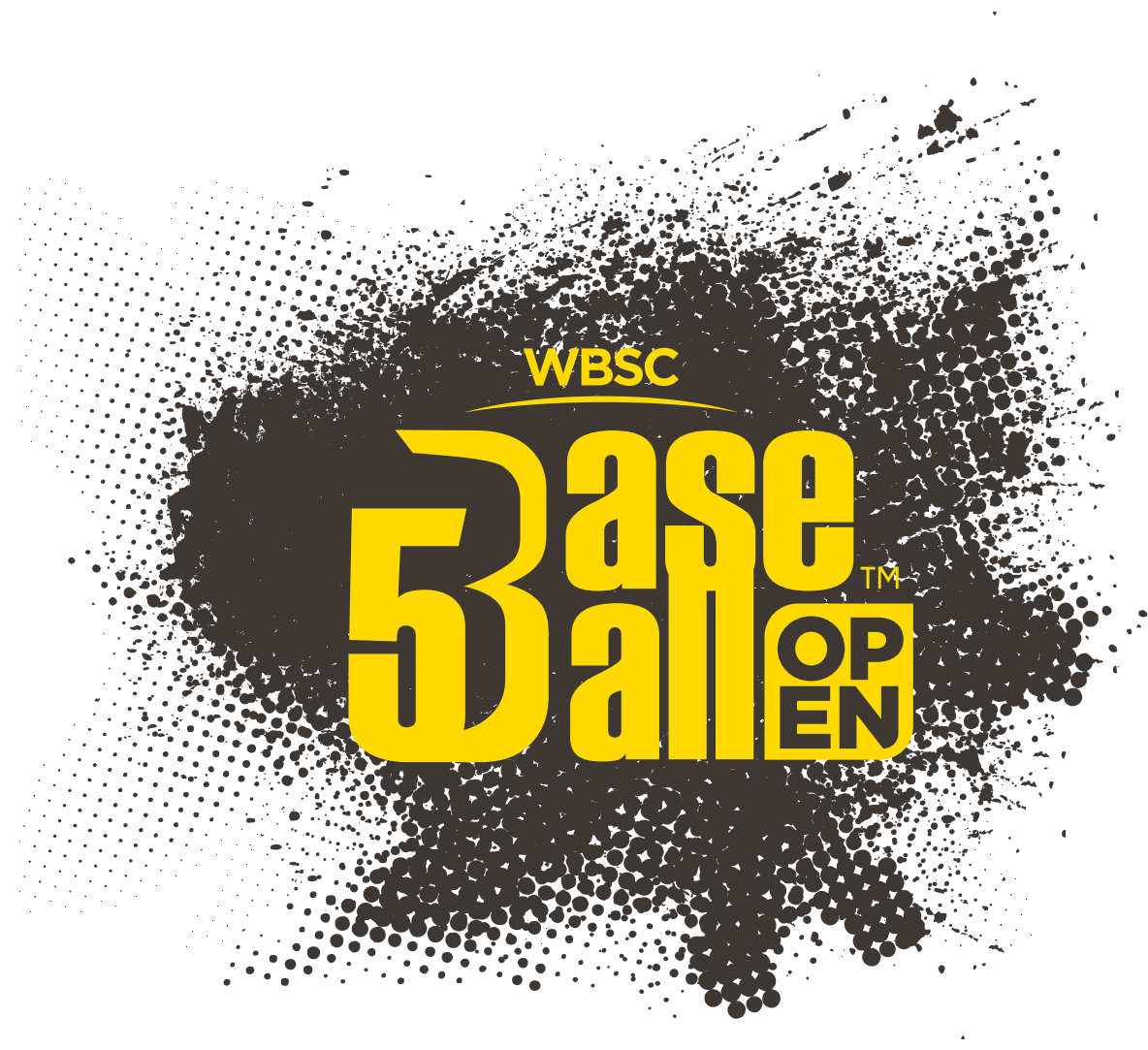








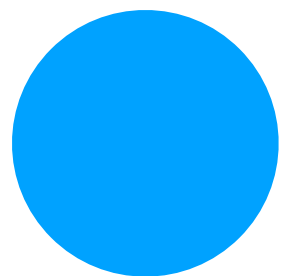


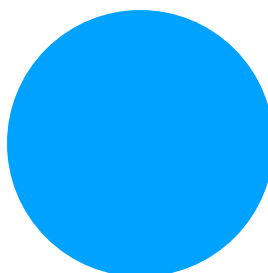


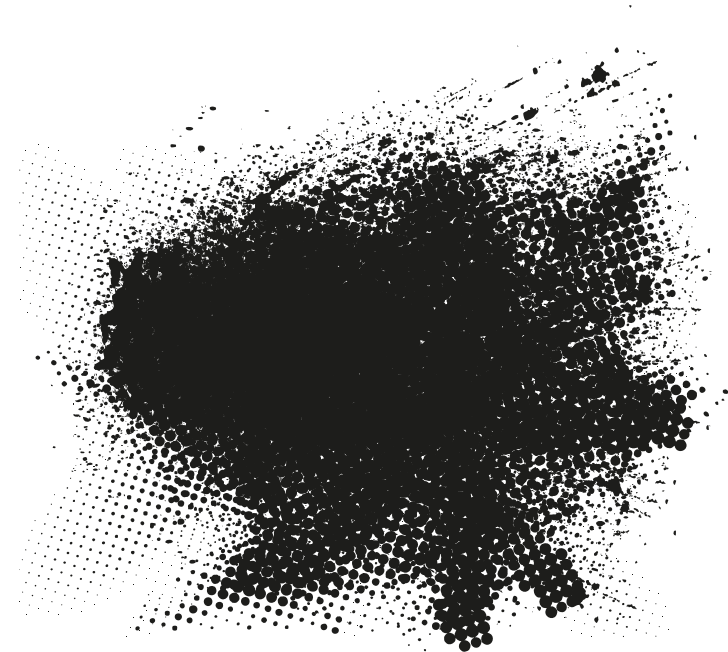
To be used in a near future



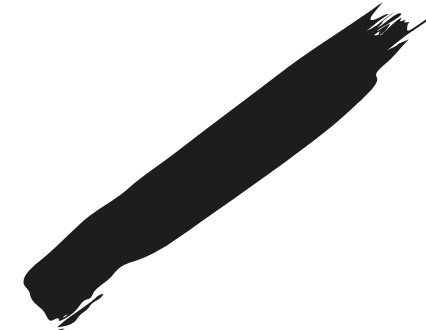
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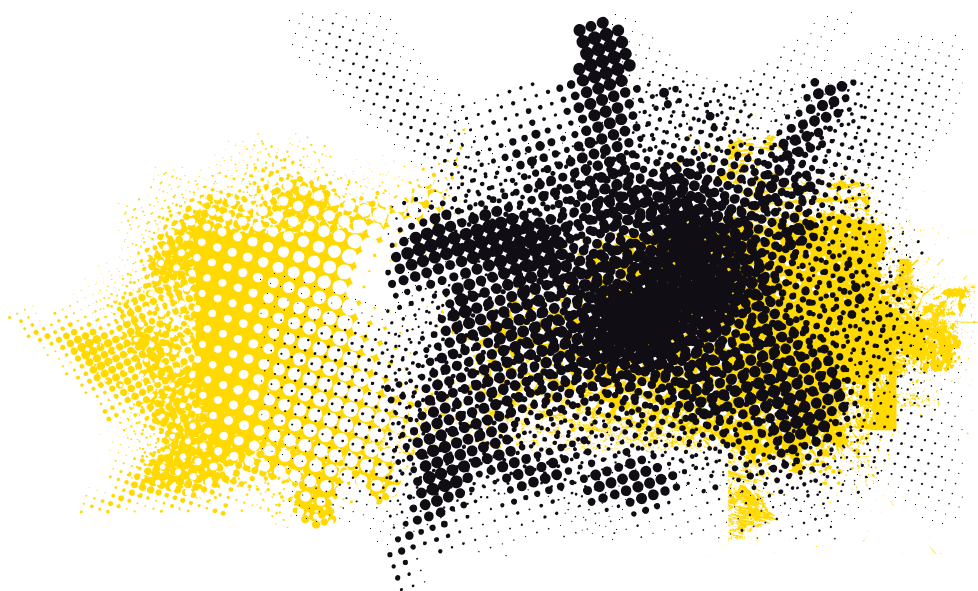




1 Splash Ink



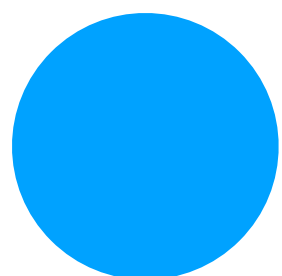
4 Ink mark



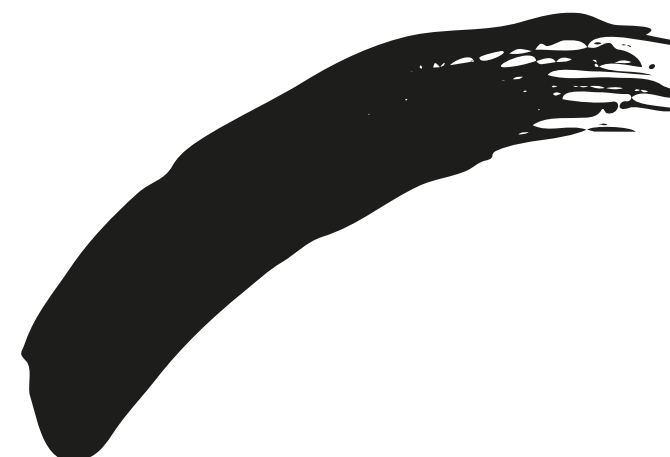
2 Splash Ink Duo



5 Ink mark



3 Ink mark

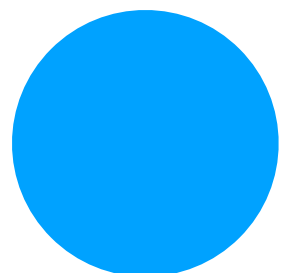


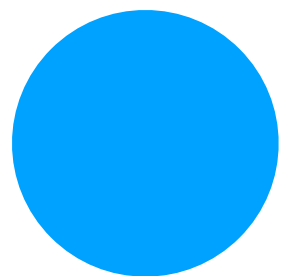
6 Ink mark

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.







#PLAYEVERYWHERE



#PLAYEVERYWHERE

