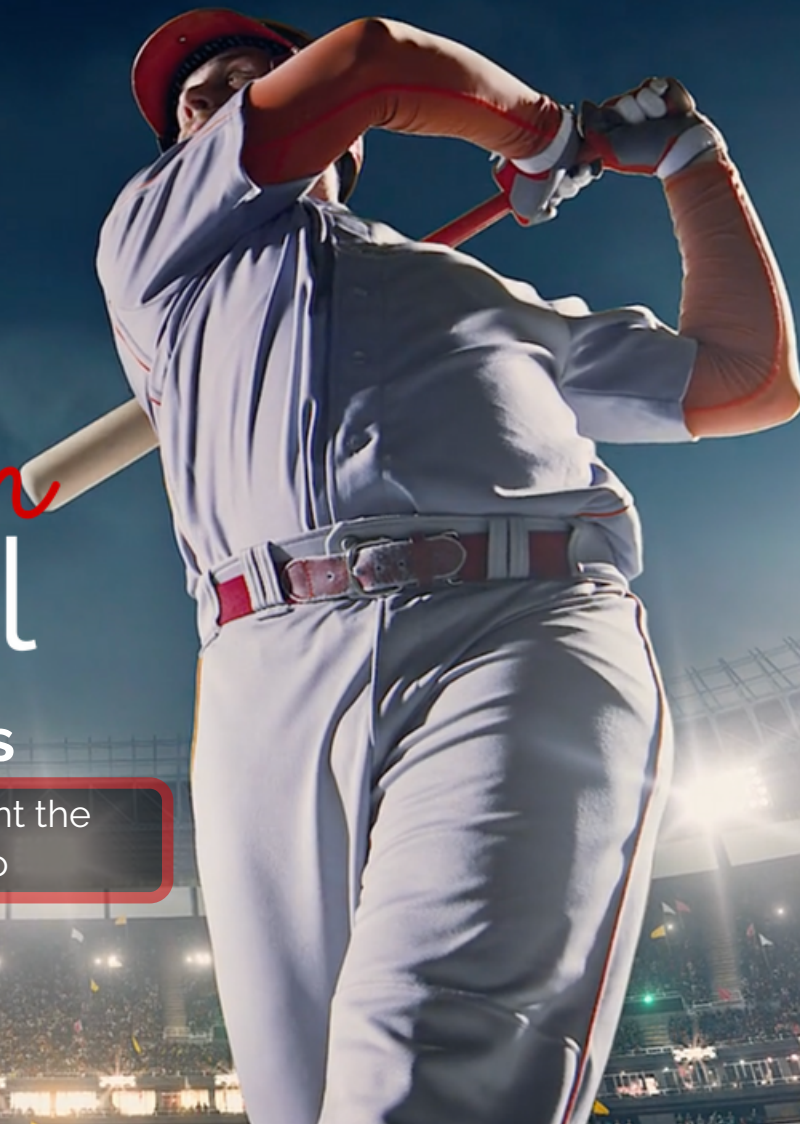




more *than*
baseball

Branding Guidelines

A guide on how to correctly implement the
More Than Baseball brand & logo



A black and white photograph of a baseball on a dirt field. The baseball is in the lower right foreground, showing its stitching and some faint text. A white base line runs diagonally from the top right towards the bottom right. The background is a textured dirt field.

Our mission is to **enhance** and **protect** the game of baseball by providing a solution to the challenges that surround the daily lives of **Minor League players**.

By using the power of baseball we give every minor league player the opportunity to **live a better life** during and after their careers.

more^{than}
baseball

This is the primary More Than Baseball logo to be used across formal documentation and throughout marketing collateral.



more^{than}
baseball

This is the secondary More Than Baseball logo, that can be used in place of the primary logo. This variation can be used across marketing collateral but should never appear alongside the primary logo.

more^{than}
baseball

This is the alternate More Than Baseball logo using color code #ffde59. This logo can be used for an alternate choice of logo for design preference with permission.



more^{than}
baseball

This is the secondary alternate More Than Baseball logo, that can be used in place of the primary logo if guidelines are met. This variation can be used across marketing collateral but should never appear alongside the primary logo.



more *than*
baseball

This is the white primary and More Than Baseball logo using color code #d10000. This variation can be used for an alternate choice for marketing collateral of logo for design and when logo is going on top of a dark backdrop.



more *than*
baseball

This is the white secondary More Than Baseball variation that uses color codes #d10000 that can be used in place of the primary logo if guidelines are met. This variation can be used across marketing collateral for dark back ground application but should never appear alongside the primary logo.



more *than*
baseball

This is the white alternate More Than Baseball logo using color code #ffde59. This variation can be used for an alternate choice for marketing collateral of logo for design and when logo is going on top of a dark backdrop.



more *than*
baseball

This is the white alternate More Than Baseball variation that uses color codes #ffde59 that can be used in place of the primary logo if guidelines are met. This variation can be used across marketing collateral for dark back ground application but should never appear alongside the primary logo.



This icon symbolizes our brand. It serves to convey the bold universality of More Than Baseball. It should be utilized in branded products, digitally, and in any collateral where space is limited.



red: #d10000

black: #292929

white: #ffffff

yellow: #ffde59

grey: #747474

Color Guidelines

The primary **More Than Baseball** logo should never contain any color outside of our HTML color codes. The "Than" portion of logo should match our #d10000 color code. The "more" and "baseball" portion of the logo will be color code of #292929. The icon portion of the logo should also be in #292929. The backdrop of our logo will be align with our #ffffff color code. Alternate colors can be used if following alternate logo guidelines. with code #ffde59 and #d10000.

Fonts

Raleway

Sacramento

The **More Than Baseball** branding consists of two fonts; Raleway and Sacramento.

*No deviation or similar fonts are allowed.

Social Media



Website

morethanbaseball.org



@mtb_org

[instagram.com/mtb_org](https://www.instagram.com/mtb_org)



@mtb_org

twitter.com/mtb_org



@morethanbaseball

facebook.com/morethanbaseball



#standwithmilb

#morethanbaseball
#adoptaminorleaguer

Click on Icon for Digital Assets

