WBSC

EUROPE

Logo Manual

Logo Manual

The WBSC Europe has created an updated set of logos to support our brand as the continental confederation which is part of our global organization, WBSC. Here are some guidelines for how you can use WBSC Europe logos in a consistent, impactful way.

When to use which version?

- For the official communications, use Globe logo on letterheads etc. As a secondary logo at the bottom of the template you can use Arch or Extended logo version. Use extended when communicating with people that are not necessarily familiar with our sports.

- Whenever communicating with people that are not familiar with our sports, use Extended or Plate Extended logo versions to make it clear that we are Baseball and Softball organization.

- For apparel etc. use also Extended or Plate Extended logos to make sure that people associate WBSC Europe to Baseball and Softball.

- Plate logo is to be used for umpire uniforms, technical commissioners etc. officials clothing.

- Do not use Arch or Globe logo versions alone at any apparel.

Logo Manual

WBSC
EUROPE

Version 1
Arch

WBSC
EUROPE
BASEBALL SOFTBALL

Version 2
Extended

WBSC
EUROPE

Version 3
Plate

WBSC
EUROPE
BASEBALL SOFTBALL

Version 4
Plate extended

WBSC
EUROPE

Version 5
Globe

The positive versions are used on light backgrounds.

Logo Manual

There are 5 logo version (negative)

Version 1
Arch

Version 2
Extended

Version 3
Plate

Version 4
Plate extended

Version 5
Globe

The negative versions are used on dark backgrounds.

Logo Manual

WBSC
EUROPE

Version 1
Arch

WBSC
EUROPE
BASEBALL SOFTBALL

Version 2
Extended

WBSC
EUROPE

Version 3
Plate

WBSC
EUROPE
BASEBALL SOFTBALL

Version 4
Plate extended

WBSC
EUROPE

Version 5
Globe

The positive versions are used on light backgrounds.

Logo Manual

There are 5 logo version (one color negative)

WBSC
EUROPE

Version 1
Arch

WBSC
EUROPE
BASEBALL SOFTBALL

Version 2
Extended

WBSC
EUROPE

Version 3
Plate

WBSC
EUROPE
BASEBALL SOFTBALL

Version 4
Plate extended

WBSC
EUROPE

Version 5
Globe

The negative versions are used on dark backgrounds.

Clear Space
& Size

WBSC
EUROPE

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 clar 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.

25mm wide
70px wide

WBSC
EUROPE

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 clar 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 30mm wide in print or 80px wide on screen.

30mm wide
80px wide

Incorrect
Logo Usage

WBSC
EUROPE

DO NOT STRETCH
THE LOGO

WBSC
EUROPE

DO NOT ROTATE
THE LOGO

EUROPE
WBSC

DO NOT CHANGE THE
POSITION OF ELEMENTS

WBSC
EUROPE

DO NOT CHANGE
THE PROPORTION

WBSC
EUROPE

DO NOT CHANGE
THE COLOR OF LOGO

WBSC
EUROPE

DO NOT CHANGE THE
TYPOGRAPHY

WBSC
EUROPE

DO NOT REMOVE
ANY ELEMENTS

WBSC
EUROPE

DO NOT ADD
SHADOW OR EFFECTS

WBSC
EUROPE

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

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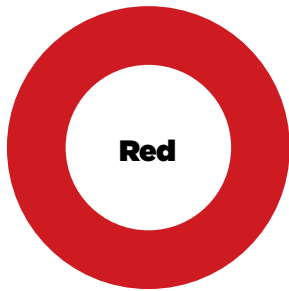1234567890!$#%&*?@(){}[]|\/<>;:

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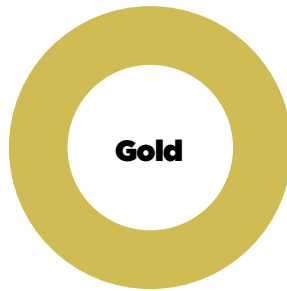**1234567890!$#%&*?@(){}[]|\/<>;:**

GOTHAM BLACK
ABCDEGFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!$#%&*?@(){}[]|\/<>;:
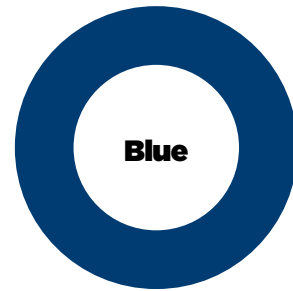
WBSC
Colors

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.

Red

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

Gold

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

Blue

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

WBSC Gradient

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**

WBSC
EUROPE

WBSC Europe marketing will provide all the logos and instructions.
Files and documents can be downloaded from WBSC Europe website.

If you have any questions on how to use the logos,
coordinate with marketing@wbsceurope.org