



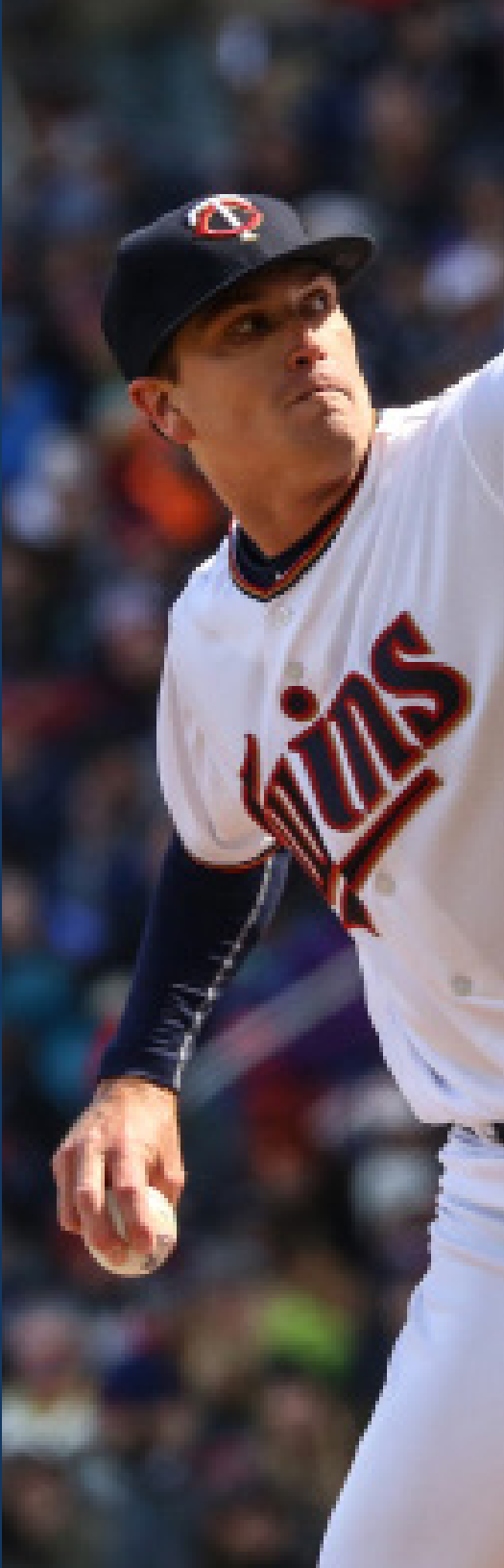
**BRAND GUIDE**

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Big League Impact partners with professional athletes through unique, sports-related fundraising platforms, to help people meet basic human needs like food, clean water, medical care, shelter, and education, in an effort to save lives, restore dignity, and instill hope.



Instilling trust, confidence, and professionalism with our target audiences.

4 Target audiences:

Players

Donor/Fans

Sponsors

Teams

Note: While charities are a key piece of the BLI puzzle, they aren't relationship drivers, so to speak. For example, we can't enter a market just because of a charity if a player and their fans aren't willing to step up and partner with BLI to support that charity.



**Impact:** Every event we produce, relationship we cultivate, and charity we support has to make a measurable difference for the people we're trying to help.

**Charity:** Big League Impact exists to give hope, dignity, and means to those in need.

**Trust:** Every interaction with one of our target audiences must instill trust in the BLI team and brand in order for BLI to be successful at large.

**Teamwork:** Just as in baseball, no one party can carry the load at the end of the day. BLI must place an emphasis on collaboration and partnerships in order to secure bigger wins- and more impact- from our campaigns. Players, Sponsors, Fans, Charities, and the BLI team must be equally committed to every campaign we undertake in order to maximize our success. If one piece is lacking, there should be a serious conversation around whether or not the campaign in question should be executed.





### LOGO CLEAR SPACE



The clear space is 25% the height of the logo.

### DON'TS



Rotate anything



Remove anything



Squash or stretch

# TEKO MEDIUM

This is the heading typeface to be used in all web and print material. It is a free Google font. We use the Medium weight in all caps.

Font can be downloaded here:  
<https://fonts.google.com/specimen/Teko>

06

**123** **ABC**  
**4567890** **DEFGHIJKLMNO**  
**PQRSTUVWXYZ**

# Libre Franklin

This is the primary typeface to be used in all web and print material. It is a free Google font that comes in several weights. We generally use 5 weights: Light, Regular, Medium, Bold and Extra Bold.

Font can be downloaded here:  
<https://fonts.google.com/specimen/Libre+Franklin>

## Libre Franklin Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Libre Franklin Regular

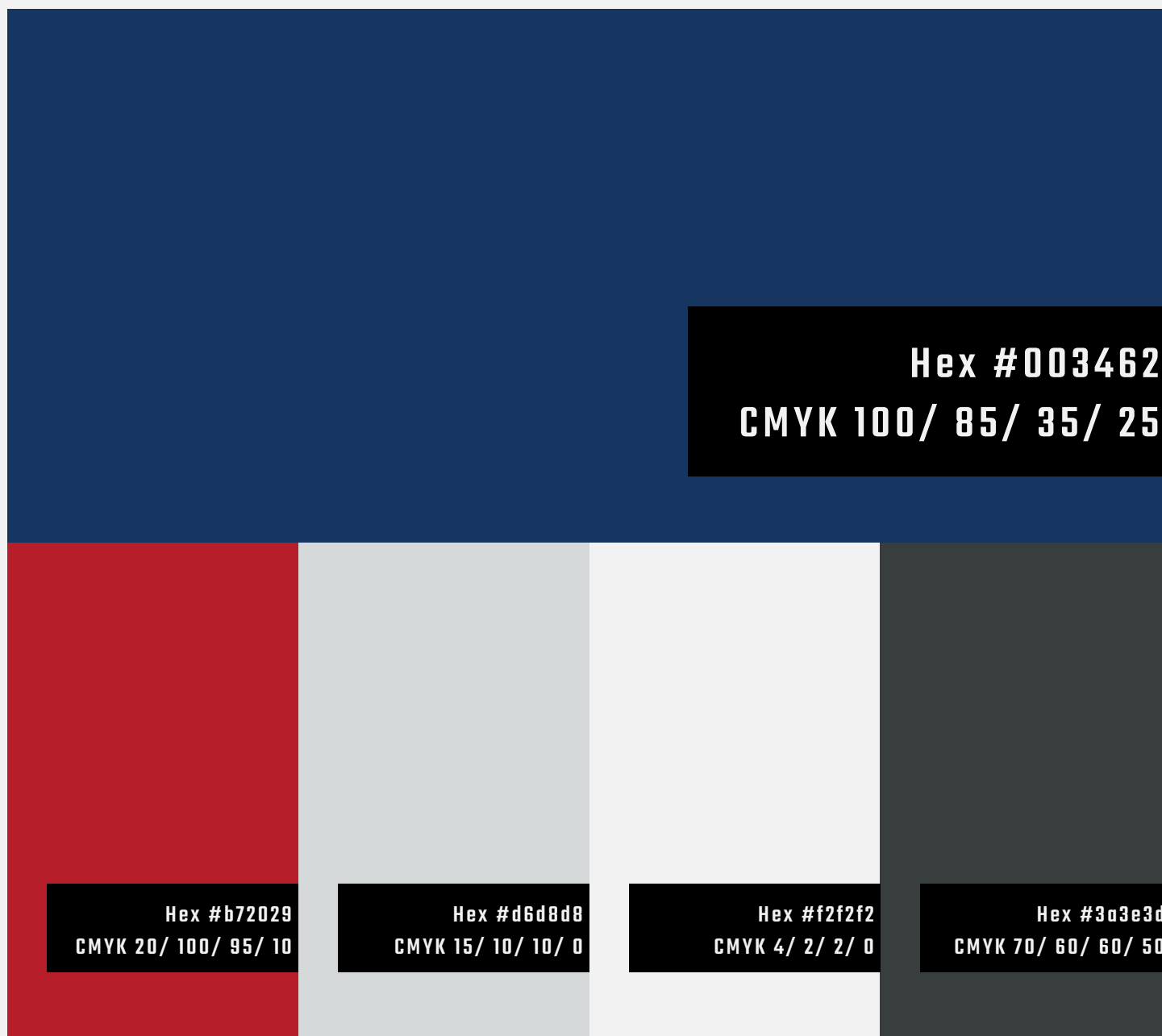
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Libre Franklin SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Libre Franklin Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789











[HTTPS://WWW.BIGLEAGUEIMPACT.ORG/](https://www.bigleagueimpact.org/)