

iPride Logo Usage

Field Direction Guide

COMPETITION. HERITAGE. INCLUSION. COMMUNITY.





PURPOSE & HOW TO USE THIS GUIDE:

As a valued member city association, you play an important role in representing and promoting the iPride brand within your community. This logo-usage guide is designed to help you use our brand assets correctly and consistently. By following these guidelines, you help maintain a unified and professional identity for iPride Softball across all platforms and materials.

Please refer to this guide to ensure you are incorporating the appropriate asset (iPride logo, Proud Member Badges, etc) into your local communications, uniforms, signage, or promotional items.

THE iPRIDE LOGO FAMILY

12 LOGOS STRONG...AND GROWING



COMPETITION. HERITAGE. INCLUSION. COMMUNITY.



LOGO USAGE BY MEMBER CITIES / ASSOCIATIONS

iPRIDE LOGO



League Websites

Use with Marketing-provided statement acknowledging the league is a member of iPride

Field-based banners

(fence-hung, pull-ups, etc)

Acceptable on banners that promote the league*

Tournament promotion

Not acceptable to use on any asset (print, digital, or social)

Social media posts

Acceptable to use on posts that promote the league*

For-sale Apparel

(shirts, hats, etc)

Not acceptable to use

Limited quantity jerseys that are not sold

(such as team jerseys or Opening Ceremony shirts; no other apparel)

Not acceptable to use

Swag

(buttons, stickers, keychains, etc, regardless of whether sold or given away)

Not acceptable to use

***All uses** must be reviewed and approved by the Marketing Manager.

iPRIDE ICON



League Websites

Free use

Field-based banners

(fence-hung, pull-ups, etc)

Free use

Tournament promotion

Not acceptable to use on any asset (print, digital, or social)

Social media posts

Acceptable to use on posts that promote the league*

For-sale Apparel

(shirts, hats, etc)

Not acceptable to use

Limited quantity jerseys that are not sold
(such as team jerseys or Opening Ceremony shirts; no other
apparel)

Acceptable to use as a supporting design element (cannot be the
primary focus of the design)*

Swag

(buttons, stickers, keychains, etc, regardless of whether sold or
given away)

Not acceptable to use

***All uses** must be reviewed and approved by the Marketing Manager.

LOGO USAGE BY MEMBER CITIES / ASSOCIATIONS

PROUD MEMBER CITY ASSOCIATION BADGE



League Websites

Free use

Field-based banners
(fence-hung, pull-ups, etc)

Free use

Tournament promotion

Free use

Social media posts

Free use

For-sale Apparel
(shirts, hats, etc)

Free use

Limited quantity jerseys that are not sold
(such as team jerseys or Opening Ceremony shirts; no other apparel)

Free use

Swag
(buttons, stickers, keychains, etc, regardless of whether sold or given away)

Free use

LOGO USAGE BY MEMBER CITIES / ASSOCIATIONS

iPRIDE FOUNDATION



League Websites

Not acceptable to use

Field-based banners
(fence-hung, pull-ups, etc)

Not acceptable to use

Tournament promotion

Not acceptable to use

Social media posts

Not acceptable to use

For-sale Apparel
(shirts, hats, etc)

Not acceptable to use

Limited quantity jerseys that are not sold
(such as team jerseys or Opening Ceremony shirts; no other apparel)

Not acceptable to use

Swag
(buttons, stickers, keychains, etc, regardless of whether sold or given away)

Not acceptable to use

LOGO USAGE BY MEMBER CITIES / ASSOCIATIONS

TOURNAMENT LOGOS

Including Future And Past Tournament Logos



League Websites

Free use

Field-based banners

(fence-hung, pull-ups, etc)

Acceptable on banners that promote the league*

Tournament promotion

Not acceptable to use on anything (print, digital, or social)

Social media posts

Acceptable to use on posts that promote the league*

For-sale Apparel

(shirts, hats, etc)

Not acceptable to use

Limited quantity jerseys

that are not sold (such as team jerseys or Opening Ceremony shirts; no other apparel)

Acceptable to use as a supporting design element (cannot be the primary focus of the design)*

Swag

(buttons, stickers, keychains, etc, regardless of whether sold or given away)

Not acceptable to use

***All uses** must be reviewed and approved by the Marketing Manager.

iPRIDE PROGRAMS

Including Future And Past Program Logos



League Websites

Free use

Field-based banners

(fence-hung, pull-ups, etc)

Acceptable on banners that promote the league*

Tournament promotion

Acceptable to use the appropriate "iPride Awards" finalist/winner logo(s) on tournament promotion assets*

Social media posts

Acceptable to use on posts that promote the league*

For-sale Apparel

(shirts, hats, etc)

Not acceptable to use

Limited quantity jerseys that are not sold (such as team jerseys or Opening Ceremony shirts; no other apparel)

Acceptable to use "iPride Awards" finalist/winner logo(s) as a supporting design element (cannot be the primary focus of the design)*

Swag

(buttons, stickers, keychains, etc, regardless of whether sold or given away)

Acceptable to use "iPride Awards" finalist/winner logo(s) as a supporting design element (cannot be the primary focus of the design)*

***All uses** must be reviewed and approved by the Marketing Manager.

IMPORTANT INFORMATION

- **All uses** of ANY iPride logo not identified as FREE USE **must be reviewed and approved** by the Marketing Manager
- Logos may not be cropped, reshaped, recolored, or otherwise manipulated
- Branding guidelines must be followed for every usage of an iPride logo
- **Incorrect use of the logos**, including unauthorized/unapproved use of any iPride logo not identified as **FREE USE**, will result in disciplinary action as outlined in the **Governing Manual, Chapter 117**
- For questions, please email the Marketing Manager at marketing@ipridesoftball.org

| | iPride Logo | iPride Icon | Proud Member Badge | iPride Foundation | iPride Tournaments | iPride Programs |
|--|--|--|--|-----------------------|--|--|
| League Websites | Use with Marketing-provided statement acknowledging the league is a member of iPride | Free use | Free use | Not acceptable to use | Free use | Free use |
| Field-based banners (fence-hung, pull-ups, etc) | Acceptable on banners that promote the league | Free use | Free use | Not acceptable to use | Acceptable on banners that promote the league | Acceptable on banners that promote the league |
| Tournament promotion | Not acceptable to use | Not acceptable to use | Free use | Not acceptable to use | Not acceptable to use | Acceptable to use the appropriate "iPride Awards" finalist/winner logo(s) on tournament promotion assets |
| Social media posts | Acceptable to use on posts that promote the league | Acceptable to use on posts that promote the league | Free use | Not acceptable to use | Acceptable to use on posts that promote the league | Acceptable to use on posts that promote the league |
| For-sale Apparel (shirts, hats, etc) | Not acceptable to use | Not acceptable to use | Acceptable to use as a supporting design element (cannot be the primary focus of the design) | Not acceptable to use | Not acceptable to use | Not acceptable to use |
| Limited quantity jerseys that are not sold (such as team jerseys or Opening Ceremony shirts; no other apparel) | Not acceptable to use | Acceptable to use as a supporting design element (cannot be the primary focus of the design) | Acceptable to use as a supporting design element (cannot be the primary focus of the design) | Not acceptable to use | Acceptable to use as a supporting design element (cannot be the primary focus of the design) | Acceptable to use "iPride Awards" finalist/winner logo(s) as a supporting design element (cannot be the primary focus of the design) |
| Swag (buttons, stickers, keychains, etc, regardless of whether sold or given away) | Not acceptable to use | Not acceptable to use | Acceptable to use as a supporting design element (cannot be the primary focus of the design) | Not acceptable to use | Not acceptable to use | Acceptable to use "iPride Awards" finalist/winner logo(s) as a supporting design element (cannot be the primary focus of the design) |



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