





Event Brand Identity Program

Client:

Major League Baseball Properties

Scope of Work:

Research

Brand Identity System

Brand Graphics System

Brand Identity & Graphics Guide

Event Graphics

Objective: Establish the brand image and identification for an annual national sporting event.

Strategy: Develop a primary event logo, a secondary event logo and a series of graphic symbols to be used for broadcast media, promotional events and event merchandise.

Tactic: Create a system of graphic standards documented in a printed theme art guide that contained a CD with all reproduction art and examples. These standards were distributed to all MLB licensed vendors and national media.

Results: The All-Star Game identification and graphics were seen nationwide to a sold-out crowd and gained recognition for the City of Cleveland. Best of all – the American League won!

