



**WORLD
LACROSSE**
TM

**BRAND COMMUNICATION
& STYLE GUIDE**

Volume 1 // 2019



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WELCOME TO THE WORLD LACROSSE BRAND COMMUNICATION AND STYLE GUIDE

This guide is rooted in the history of the Federation of International Lacrosse, now known as World Lacrosse. But it also includes an aspirational view of our future. It serves as a resource to all who band together to grow our sport around the globe. It lays out how we present ourselves to the world we serve. We're excited to share it with you.

As we charge forward, hit new milestones and communicate with our worldwide audience, we must take the necessary steps to ensure that one of our most valuable assets—our brand—is presented consistently across all media. As you read through this guide, it's important to understand our position and recognize your role in making sure our identity is never compromised. Our growth depends on your ability to enact these standards and clearly share them with the people with whom you communicate.

As the global governing body of lacrosse, we are committed to growing the sport by supporting and assisting prospective players, coaches, national governing bodies (NGBs), the Olympic family, broadcast partners, advertisers, fans and all who participate in this great game. We can connect people from countries around the globe and create a better and more peaceful world.

Being an ambassador of our principles requires a high level of precision when promoting our organization and the game of lacrosse through any medium. World Lacrosse's role in growing the game depends on your ability and desire to proudly promote the sport in your personal and professional endeavors. Together, we can continue increasing participation and awareness for our great game around the globe.

Thank you for joining us on this exciting journey.



Sue Redfern
President



Jim Scherr
Chief Executive Officer

Together, we can grow lacrosse and make it the “next big thing” in sport.

VISION/MISSION

VISION

Lacrosse is recognized and played by all countries worldwide and is an Olympic Sport.

MISSION

World Lacrosse will provide governance and integrity for all forms of lacrosse and will provide responsive and effective leadership to support the sport's development throughout the world.





THE PURPOSE OF BRANDING WORLD LACROSSE

Branding provides detail

around the way we logically and emotionally connect with people associated with World Lacrosse.

Branding defines the benefits

we offer and how we speak to our constituents.

Branding provides a level of specificity

that maximizes our relevance when developing products, ideas, and communications for those we serve.

CORE IMPLEMENTATION PRINCIPLES

We all have a responsibility to properly promote the values and vision of World Lacrosse. This is true every time we communicate with each other or the public. To ensure our brand is represented properly, we work together with consistent actions, language and appearance. Through these key touchpoints, World Lacrosse progresses in a thoughtful, strategic direction that clearly represents how we want to be perceived and understood.

To ensure our brand is represented properly, we all work together with consistent actions, language and appearance...

OUR ACTIONS

World Lacrosse's interaction with players (current & prospective), coaches, NGBs, the Olympic family, broadcast partners, advertisers, fans and all who participate in this great game solidifies our brand. Our actions are at the foundation of everything we do, whether in sport, business, social or personal settings. We endeavor to always reinforce the World Lacrosse brand to create and sustain the ideal lacrosse experience for all those with whom we come in contact.

OUR LANGUAGE

World Lacrosse speaks with a specific and uniform "voice" throughout our entire system of communications—from our brand position to our mission/vision statement. Our tone and our messages should always be shared with precision and consistency to ensure our values and position are never compromised or confused.

OUR LOOK

World Lacrosse has a distinct visual look—a narrative that promotes our position throughout all of our graphic applications, including advertising, brochures, posters and events. It is essential that our visual elements follow the standards in this guide and are used in a consistent manner to ensure our brand becomes instantly recognizable to our worldwide audience.

These core principles, when adhered to, will promote World Lacrosse through all communication and ensure that the World Lacrosse brand is quickly recognized and memorable.



MESSAGING FRAMEWORK



BRAND POSITION

WHAT

World Lacrosse

BETTER HOW

Introducing the world to a clean, exciting, content-rich sport, marked by high athleticism, speed & high scoring, with an Olympic sense of comradery & sportsmanship.

BECAUSE WORLD LACROSSE:

- Is a values-based organization that cares for the athlete, governs the game and honors its heritage.
- Provides a clean sport with a highly engaged, quality global audience.
- Offers the opportunity for partners to engage with a loyal, tightly knit world community.

TARGET AUDIENCES

World Lacrosse has two distinct target audience groups—participants in the sport and those who promote and support the game.

PROSPECTIVE PLAYERS, COACHES & NGBs

This audience *captures* lacrosse's unique blend of high excitement & authentic heritage.

- The participants know that they are members of a select community of athletes who are engaged in something special—a rapidly-growing world sport on the cutting edge.

OLYMPIC FAMILY, BROADCAST PARTNERS, ADVERTISERS & FANS

This audience *leverages* lacrosse's unique blend of high excitement & authentic heritage.

- The key prospect can feel smart knowing that lacrosse is on the leading edge of something truly great and that the sport is being organized the right way with values that they share.

World Lacrosse has two distinct target audience groups—participants in the sport and those who promote and support the game.

EFFECT OUR BRAND SHOULD HAVE

For World Lacrosse to make a meaningful impact, the public and those we serve need to understand our essence. Every communication moves us closer to that goal. To make that happen, messages should be tailored to our two audiences—participants in the sport and those who promote and support the game.

PROSPECTIVE PLAYERS, COACHES & NGBs

Capture lacrosse's unique blend of high excitement & authentic heritage.

The participants know that they are members of a select community of athletes who are participating in something special—an emerging world sport on the cutting edge.

OLYMPIC FAMILY, BROADCAST PARTNERS, ADVERTISERS & FANS

Leverage lacrosse's unique blend of high excitement & authentic heritage

The key prospect can feel smart knowing that lacrosse is on the leading edge of something truly great and that the sport is being organized the right way with values that they share.

Leverage lacrosse's unique blend of high excitement
& authentic heritage.

VALUE PROPOSITION // BENEFIT // PROSPECTIVE PLAYERS, COACHES & NGBs

World Lacrosse's value proposition serves as a foundation for our vision. We've chosen to represent that proposition with statements written from the perspective of prospective players, coaches and NGBs.

They are grounded in who we are today with aspirations of what we will become.

To ensure that you're presenting our value proposition in every communication, ask yourself: what will our organization promise to do for players, coaches and NGBs?

"Wow. Just wow. I was somewhat familiar with lacrosse but I never realized that the sport was so fast and explosive."

"From the very first time you see it, play it or get a stick in your hand, you get hooked and want to get involved. World Lacrosse leads the way and looks out for developing countries, the player and the integrity of the game."

"Instead of a few countries hoarding their lead, they turn around and reach back so the rest of the world's athletes can get in and get involved in something really special."

"Lacrosse is truly on the cutting edge of what's next in sport, and we are excited to be involved."

"Wow. Just wow.
I was somewhat familiar with lacrosse
but I never realized that the sport was
so fast and explosive..."

VALUE PROPOSITION // SUPPORT FOR THE BENEFIT // PROSPECTIVE PLAYERS, COACHES & NGBs

These support points make our promises to players, coaches and NGBs credible. They show that we understand the benefits we offer and give the key prospect reason to believe that we can deliver.

HERE'S WHAT WE OFFER:

A forum for the world's best athletes to test their skills competing in an exciting, high-scoring sport.

- Players test themselves against the best in the world
- Top players have a worldwide showcase for their talent

A deeply connected, loyal community where the world's best players are active advocates supporting its development.

- Community adds value to the participant's life beyond the field
- Competitors work together on and off the field

Leadership from a values-based organization that cares for the athlete, governs the game and honors its heritage.

- World Lacrosse works with countries to develop the sport worldwide
- The organization inspires top players to achieve more by hosting World Championships

World Lacrosse offers the world's best athletes a forum to test their skills, competing in a very exciting, high-scoring sport.

VALUE PROPOSITION // BENEFIT // OLYMPIC FAMILY, BROADCAST PARTNERS, ADVERTISERS & FANS

What will our organization promise to do for the customer? We've chosen to represent that proposition with statements written from the perspective of the Olympic family, broadcast partners, advertisers & fans.

“Wow. Just wow. We caught the vision of the organization and got in early because we share the values of the development of this sport.”

“It's not only exciting to watch, it's being developed the right way, with outreach to countries around the world. The passion that the organization has for doing things right comes through in all they do.”

“The countries all work together to showcase the action and really work with us to provide truly unique and entertaining content from a game that has a long, rich heritage. They're easy to work with and really bring out the best that the sport offers.”

“Wow. Just wow.
We caught the vision of the
World Lacrosse and got in early
because we share the values of
the development of this sport...”

VALUE PROPOSITION // SUPPORT FOR THE BENEFIT // OLYMPIC FAMILY, BROADCAST PARTNERS, ADVERTISERS & FANS

These support points make our promises to the Olympic family, broadcast partners, advertisers and fans credible. They show that we understand the benefits we offer and give the key prospect reason to believe that we can deliver.

HERE'S WHAT WE OFFER:

An exciting game marked by high athleticism, speed & scoring, with an Olympic sense of comradery & sportsmanship.

- Highly entertaining sport provides a world-class display
- A clean international game & community

Access for advertisers to a sport with a long, rich heritage that's uncluttered and has a highly engaged, quality global audience.

- A passionate, growing, youthful sport with a vibrant community
- Organizations will be proud to align with the sport

An opportunity for brands to engage with a loyal, tightly knit world community that's open to new sponsorships.

- Brands are positioned as cutting-edge when engaging with the sport
- Pairs brands with an organization building the sport worldwide the right way while supporting developing countries

World Lacrosse provides advertisers a sport with a long, rich heritage that's uncluttered with a highly engaged, quality global audience.

CORE VALUES

World Lacrosse core values are the unwavering principles that we never sacrifice. They guide us in all our interactions and reflect our culture and priorities. We strive to make these evident every day in how we work and interact with our audience.

Teamwork We believe in the importance of working together and achieving shared goals.

Passion We use our drive and commitment to energize, engage and inspire others.

Respect We have due regard for the feelings, wishes, rights and traditions of others.

Integrity We are open, honest, ethical and fair. People trust us to adhere to our word.

Friendship We trust and support each other. Friendship brings camaraderie and sportsmanship to the game.

Inclusiveness We value and include people with different ideas, strengths, interests and cultural backgrounds.

World Lacrosse core values are the unwavering principles that we never sacrifice.

TONE AND PERSONALITY

These words define our brand personality. Each word was carefully chosen to promote our aspirations, attitude and how we serve the lacrosse community. They are our identity at the DNA level. We use them as a “personality template” to evaluate how we present our organization. Before you speak about lacrosse, ask yourself, “Does what I’m saying reflect the personality defined by these words?”

Passionate. Memorable. Youthful. Joyful.
Innovative. Athletic. Exciting.
Authentic. Credible. Historic. Friendly.
Professional. Effective. Communicative.
Influential. Well-known. Adaptable.
Diverse. Inclusive. Community-oriented. Approachable.

These words promote our aspirations, attitude and how we serve the lacrosse community.



BRAND PROMISE

The World Lacrosse brand promise is not a tagline, a headline or a slogan. It is the single statement that captures the essence of who we are and why we do what we do. It inspires us in our daily work. Our promise challenges us to look at every decision, every action and every communication through the lens of one question: “Is what I’m doing delivering on our promise?”

Wow, Delivered Right

FOR PARTICIPANTS. FOR FANS. FOR BUSINESS.

ELEVATOR PITCH

This statement creates curiosity and leads to more meaningful interaction and engagement. It intrigues the listener and encourages them to ask us about who we are and what we do. As our story is told around the globe, we must tell it with consistency in order to strengthen our brand. A standard elevator pitch makes it easier to maintain that consistency.

WHO WE ARE

WHAT WE DO

HOW WE DO IT



World Lacrosse is the global governing body for a unique sport that offers a rare blend of high excitement & authentic heritage. The voice and perspective of athletes resonates in everything we do. We are leading the development of lacrosse in emerging countries around the globe, with an aspiration to one day gain Olympic inclusion.



BRAND IDENTITY

LOGO FAMILY

The World Lacrosse logo is the simplest, most common visual representation of our brand. When used consistently across all communication, it evokes the value and benefits of our brand.

The shape of the logo represents a handmade wooden lacrosse stick and pays tribute to the sport's rich heritage. The globe in the center, angled at the actual position of the earth at 23.5 degrees, represents lacrosse's global appeal and hints at uncharted territory and opportunity for growth.

All the World Lacrosse logos are identified by one or more of the codes below:

CODE	DESCRIPTION
pri	Primary
horz	Horizontal
vert	Vertical
sec	Secondary
wrd	Word
c	Color
b	Black
blue	Blue
white	White



LOGO FAMILY

COLOR



wl_pri_horz_c



wl_pri_vert_c



wl_sec_c



wl_icon_c

BLACK



wl_pri_horz_b



wl_pri_vert_b



wl_sec_b



wl_icon_b



wl_wrd_vert_b



wl_wrd_horz_b

LOGO FAMILY

BLUE



wl_pri_horz_blue



wl_pri_vert_blue



wl_sec_blue



wl_icon_blue



wl_wrd_vert_blue



wl_wrd_horz_blue

WHITE



wl_pri_horz_w



wl_pri_vert_w



wl_sec_w



wl_icon_w



wl_wrd_vert_w



wl_wrd_horz_w

LOGO USAGE

These guidelines provide specific information regarding size, color and spacing around the World Lacrosse logos to help you use them correctly. Your attention to proper usage of the World Lacrosse logos gives value to World Lacrosse and its member organizations.

Digital versions of all World Lacrosse logos are available in PNG and EPS formats. Use PNG versions in electronic media only. The EPS versions are for use in all print and merchandise applications.

Note: The following rules must be adhered to when using the World Lacrosse logos unless permission from World Lacrosse is granted.

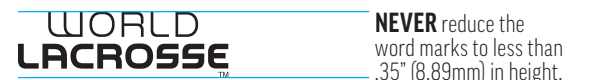
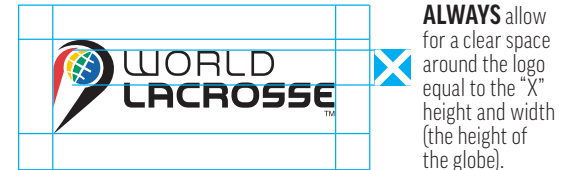
COLOR



MODIFICATIONS



PLACEMENT



SLOGAN

The World Lacrosse slogan is a concise and powerful statement that communicates the impact we have on our community. It can be used as a standalone visual element or in conjunction with the logo.

Digital versions of the World Lacrosse slogan are available in EPS and PNG formats. Use PNG versions in electronic media only. The EPS versions are for use in all print and merchandise applications.

*Experience what's next*TM

*Experience what's next*TM

wl_slogan_blue

*Experience what's next*TM

wl_slogan_b

*Experience what's next*TM

wl_slogan_w

COLOR

World Lacrosse colors represent those associated with sports and competition across the globe. They are easily identified, familiar and memorable. When used with consistency across all platforms and mediums, these colors enhance our brand's unique personality while drawing parallels to sports organizations equal in stature. Most importantly, they offer instant recognition and stand out to partners and fans.

Blue, our primary color, is our most significant identifier and visually ties everything back to the World Lacrosse brand.

The secondary and tertiary colors provide contrast and enhancement to visuals and should only be used in conjunction with blue in the proportions represented in the color chart.

Note: The colors shown in this guide may not accurately match the PANTONE standards. Refer to the current PANTONE® formula guide for color specification and matching.

PRIMARY COLOR—WORLD LACROSSE BLUE

RGB	18 99 168
HEX/HTML	1263A8
CMYK	92 63 5 0

SECONDARY COLOR—WORLD LACROSSE BLACK

RGB	35 31 32
HEX/HTML	231F20
CMYK	70 67 64 74

SECONDARY COLOR—WORLD LACROSSE GRAY

RGB	152 153 155
HEX/HTML	98999B
CMYK	43 35 34 1

TERTIARY COLOR—WORLD LACROSSE RED

RGB	226 60 65
HEX/HTML	E23C41
CMYK	6 91 77 0

TERTIARY COLOR—WORLD LACROSSE GREEN

RGB	0 154 106
HEX/HTML	009A6A
CMYK	83 15 76 2

TERTIARY COLOR—WORLD LACROSSE YELLOW

RGB	255 198 11
HEX/HTML	FFC60B
CMYK	0 22 98 0

TYPOGRAPHY

Typography is a key visual element of the World Lacrosse brand. Good Pro is a complete family that gives personality to the brand and helps it stand out across applications. The simple, modern and athletic appearance of the font is easy to read, memorable and represents the tone and personality of the World Lacrosse brand. It is appropriate to use the fonts in the World Lacrosse primary and secondary colors or in white when placed on a dark background.

For applications where Good Pro is unavailable, use Arial.
Note: Do not use any typeface other than those discussed on this page.

Good Pro Cond Bold
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vw**xyz
0123456789
`~!@#\$\$%^&*()-_+=[]{}|\|;:'",./<>?

Good Pro Cond Medium
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vw**xyz
0123456789
`~!@#\$\$%^&*()-_+=[]{}|\|;:'",./<>?

Good Pro Cond
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vw**xyz
0123456789
`~!@#\$\$%^&*()-_+=[]{}|\|;:'",./<>?

Good Pro Cond Light
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vw**xyz
0123456789
`~!@#\$\$%^&*()-_+=[]{}|\|;:'",./<>?

Good Pro XCond Light
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vw**xyz
0123456789
`~!@#\$\$%^&*()-_+=[]{}|\|;:'",./<>?

Good Pro Cond Bold Italic
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vw**xyz
0123456789
`~!@#\$\$%^&*()-_+=[]{}|\|;:'",./<>?

Good Pro Cond Medium Italic
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vw**xyz
0123456789
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Good Pro Cond Italic
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vw**xyz
0123456789
`~!@#\$\$%^&*()-_+=[]{}|\|;:'",./<>?

Good Pro Cond Light italic
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vw**xyz
0123456789
`~!@#\$\$%^&*()-_+=[]{}|\|;:'",./<>?

Good Pro XCond Light Italic
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abcdefghijklmnopqrstu**vw**xyz
0123456789
`~!@#\$\$%^&*()-_+=[]{}|\|;:'",./<>?

Arial Bold
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
abcdefghijklmnopqrstuvw**xyz**
0123456789
**`~!@#\$\$%^&*()-=
+[]{}|\|;:'",./<>?**

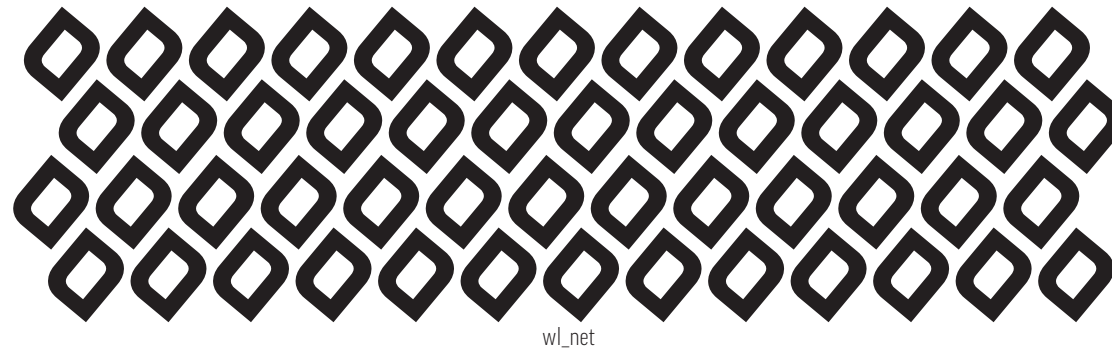
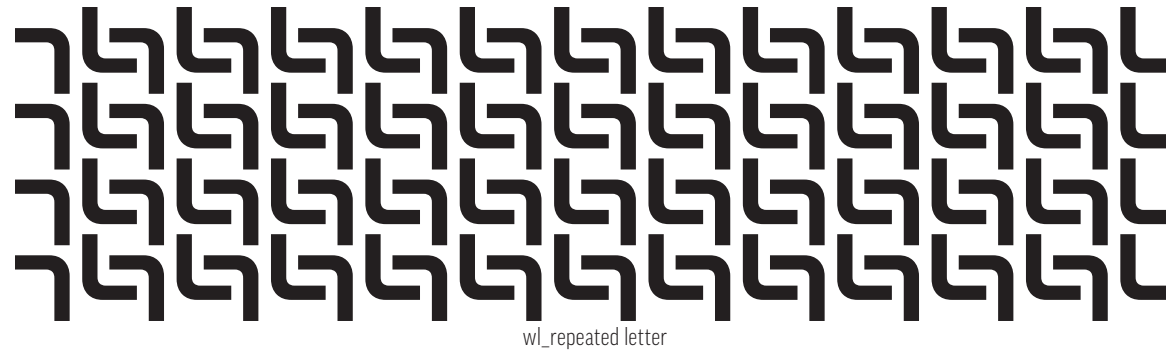
Arial Regular
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vw**xyz
0123456789
`~!@#\$\$%^&*()-=
+[]{}|\|;:'",./<>?

Arial Italic
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vw**xyz
0123456789
***`~!@#\$\$%^&*()-=
+[]{}|\|;:'",./<>?***

GRAPHIC ELEMENTS

World Lacrosse's package of visual elements is used to tell our story and promote the game. The elements, when used alone or in conjunction with one another, in black, white or any of the World Lacrosse colors, allow for customization that inspires everyone associated with the game. By maintaining visual consistency, we ensure the instant recognition of our worldwide audience.

All World Lacrosse visual elements are available in PNG and EPS formats. Use PNG versions in electronic media only. The EPS versions are for use in all print and merchandise applications.



PHOTOS

Nothing captures the pure essence of lacrosse like photography. Photographs of lacrosse project a strong sense of sport while promoting our rich heritage and highly engaged global audience.

When selecting photos, avoid those that represent our sport in a negative way or have distracting elements in the background. Then ask yourself, “Do these photos represent our tone and personality?”

QUALITY IMAGES



POOR IMAGES



NEVER use images that represent our sport in a negative way.



NEVER use images that are out of focus or have distracting elements in the background.



NEVER use images that show empty seats.

WORLD LACROSSE SAMPLE APPLICATIONS

When using World Lacrosse logos, graphic elements or photography to promote World Lacrosse, or your country's materials, refer to the guidelines and samples shown on the next three pages to inspire your thinking and creativity.

Although it's not required that you use the World Lacrosse brand elements in their entirety (or as added elements) when developing materials to promote your country's organization, doing so will increase the recognition of our sport around the world.

Have fun, get creative and then ask yourself, "Does what I've created represent our tone and personality?"

PHOTO/GRAPHIC TREATMENTS



1 Select an image.



2 Convert to black & white.



3 Reduce to 75% opacity.



4 Select a desired portion of the wl_net pattern.



5 Place pattern over area of photo you want to highlight.



6 Insert the color photo into the pattern and add a white stroke.

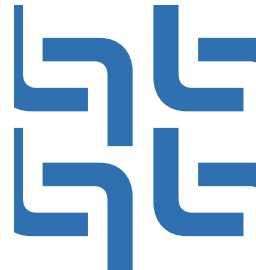
COLOR/GRAPHIC TREATMENTS



1 Select a World Lacrosse color for the background.



2 Select a desired portion of the wl_repeated letter pattern.



3 Convert the pattern to background color and reduce opacity to 85%.



4 Place the pattern over the color background.

WORLD LACROSSE POSTER SAMPLE



MEMBER COUNTRY SAMPLE APPLICATIONS

MODIFIED WORLD LACROSSE LOGO COLORS

IT IS ACCEPTABLE for member organizations to change the black World Lacrosse logo to one of their country's colors.



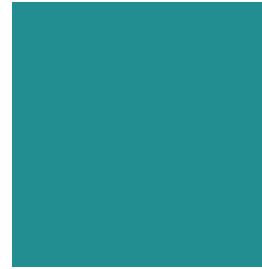
+

WORLD
LACROSSE™

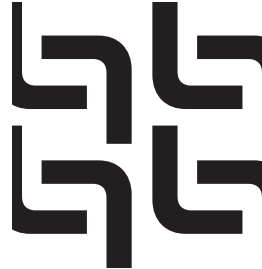
=

WORLD
LACROSSE™

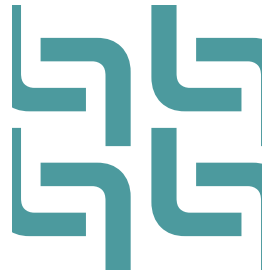
MODIFIED COLOR/GRAPHIC TREATMENTS



1 Select a color from your team's palette for the background.



2 Select a desired portion of the wl_repeated letter pattern.



3 Convert the pattern to background color and reduce opacity to 85%.



4 Place the pattern over the color background.

BERMUDA LACROSSE POSTER SAMPLE



SAMPLE WITH WORLD LACROSSE LOGO



Promote your association to World Lacrosse by adding the World Lacrosse logo to your design. Refer to logo placement rules on page 23 for proper logo selection and placement.

CONTACT

We have taken extra care to identify common situations relative to our brand. However, no style guide can cover all possible applications or contingencies. If you have any questions, please reach out to World Lacrosse.

Questions?

comms@worldlacrosse.sport



