

League & Land Company

2023 Brand Guidelines | Today We Play.



League & Company Story

At League & Company, we're firm believers that play is not just a pastime, but a vital component of living life to the fullest. It's about bringing people together, creating connections, and sharing unforgettable moments. And, let's be honest, sometimes it's about dominating the competition and running up the score.

With that, League & Company is raising the game with our design-forward take on traditional yard games. Using high-quality materials and attention to detail, we make games that stand out from the crowd and make play accessible, stylish, and fun.

So if you're looking to bring people together and elevate your next backyard gathering, look no further. From traditional bocce ball to contemporary pickleball, our timeless games perfectly complement any setting. Life's too short for boring yard games.

League & Company, Today We Play.

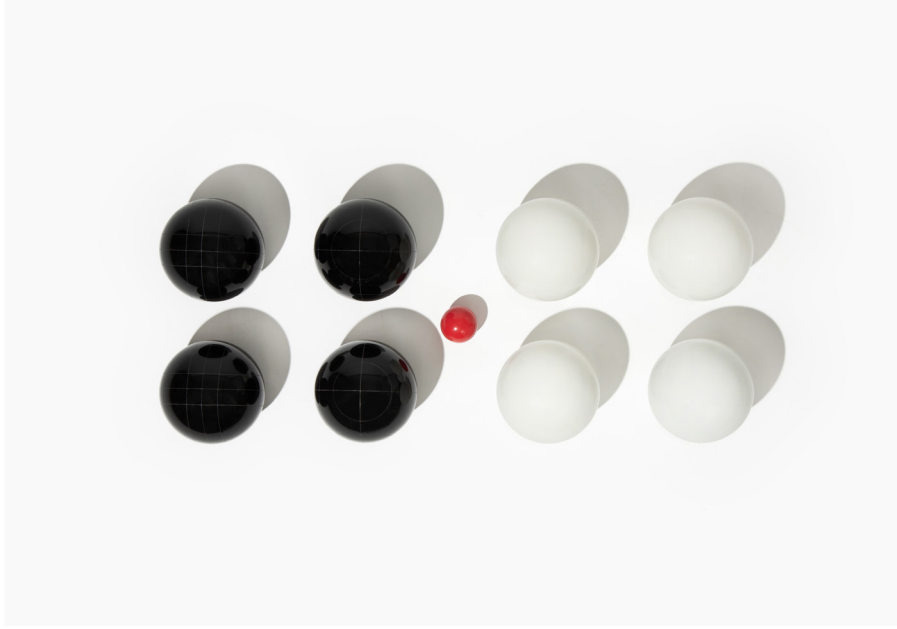


Brand Mood

League & Company is all about casual competition. Yard games are way more fun with a drink in your hand. Do we want to win? Of course. But ultimately, it's the camaraderie that takes precedence (usually).

Though serious, our branding carries a joyful undertone. Our lifestyle images have a playful nonchalance, embodying casual competition. We aim to stand out from the crowd without breaking a sweat. Our product photography is clean and simple. We let the products speak for themselves.

Quality is at the heart of our brand, evident in every aspect, but it's our distinct style that sets us apart from conventional yard games. The brand's focus is on bringing people together, so we want our images to be inviting as well as aspirational. We want our audience to envision themselves playing our games with their favorite people.



Brand Voice & Tone

Brand Voice (what we say)

At League & Company, we're all about fun and games. We aim to be that friendly companion you'd invite for a game night – super chill, conversational, with a touch of dry humor. We like to keep it playful, almost a tad sarcastic, like your buddy trash-talking you before throwing that potential game-winning bag. Expect clever and witty copy from us. We love a good pun. Confidence is our game, but never cockiness. We step onto the field with a winning mindset - never expecting to lose. We're all about fostering casual competition and savoring those moments with friends, preferably with a cold drink in hand.

When it comes to yard games, there are plenty to choose from, most of which aim to have the best quality. But here's the scoop: we're absolutely confident in the top-notch quality of our games, and we have no hesitation in saying so. We wouldn't have a lifetime guarantee on our products if we didn't believe they would last.

Brand Tone (how we say it)

League & Company's tone is casual, witty, and confident. Even when the game is on the line, we keep our composure, like the greatest athletes of all-time. We're always in control, never overly eager or excessively excited, just like a seasoned player who knows their game.

We'll tell it like it is, even if it means a little tough love. At League & Company, it's all about embracing the moment, enjoying yourself, and not overthinking it. We're here to make your game nights epic, and we'll be there, cool, calm, and collected, to help you do just that. So, what are you waiting for? Let's play.



LIFE'S TOO SHORT FOR

Boring Yard Games.



LEAGUE AND COMPANY, TODAY WE PLAY.

League & Company Buyer Persona

Our typical League & Company customer is a 26-57 year old (Millennial and Gen X) adult. They typically have a higher income, and may have children in their homes. They might have gotten married recently, have friends who are getting married & want to give them a quality gift, or have/be starting a family and want to have a durable outdoor games set to enjoy with their loved ones. They live in a house that gives them the ability to host backyard parties.

They were raised on team sports during their time attending high school and college. For them, getting outside is about competition, socialization, and playing sports alongside friends and family. They tend to be more style-conscious and often favor stylish athletic brands as well as a general allegiance to their alma mater. Presentation and aesthetic is important to them as they do have an active social media presence.

They have aspirations for climbing the ladder of success in their career, embracing family life, making new friends, and finding financial abundance.

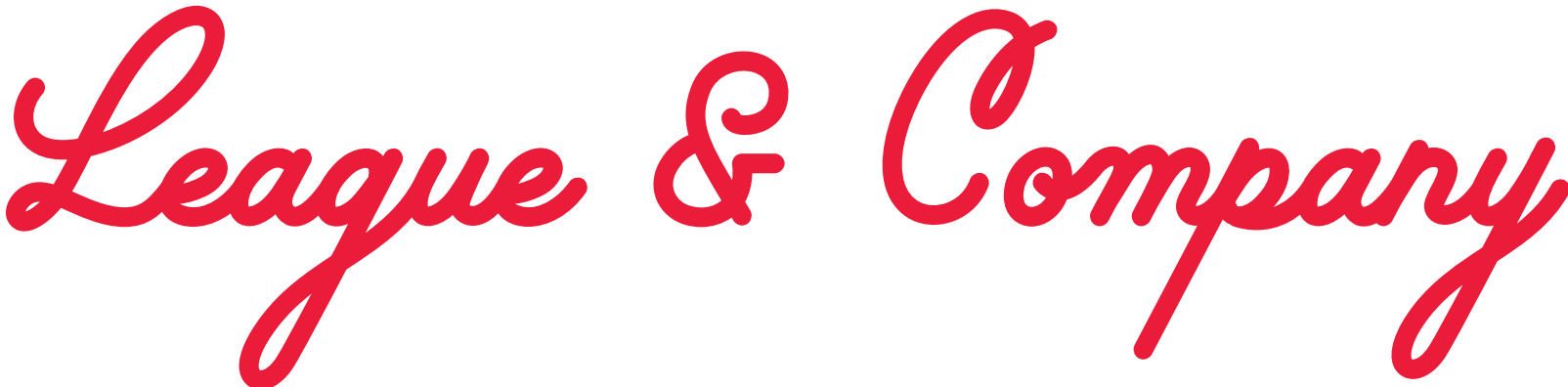
They do not necessarily consider themselves “outdoorsy”, but enjoy spending time outdoors. They live nearby a large city and enjoy social engagement such as brunching, tailgating, attending professional sporting events, shopping, and traveling.



Logos & Marks

Primary Logo

This logo should only appear in L&Co. Red, L&Co. Gray, white, or black.



Secondary Logo

This logo may be used when the primary logo doesn't fit in the space. If the horizontal area is limited, this stacked version is a better fit. This logo should only appear in L&Co. Red, L&Co. Gray, white, or black.



Submarks

Primarily used on packaging and social media assets.



L&Co. Abbreviation Submark



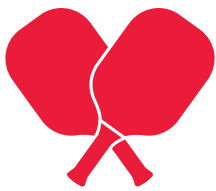
L&Co. Badge Submark



Tagline Submark

Individual Game Icons

Primarily used for marketing material, packaging, and social media assets.



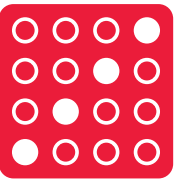
Pickleball
(2 Player & 4 Player)



Tailgate Bag Toss



Regulation Bag Toss



Giant 4-in-a Row



Bocce Ball



Tumbling Tower



Croquet

Color & Typography

Color

The primary brand color palette includes L&Co. Red, L&Co. Gray, white, and black. Black may be used when L&Co. Gray is inapplicable.

Primary Color Palette



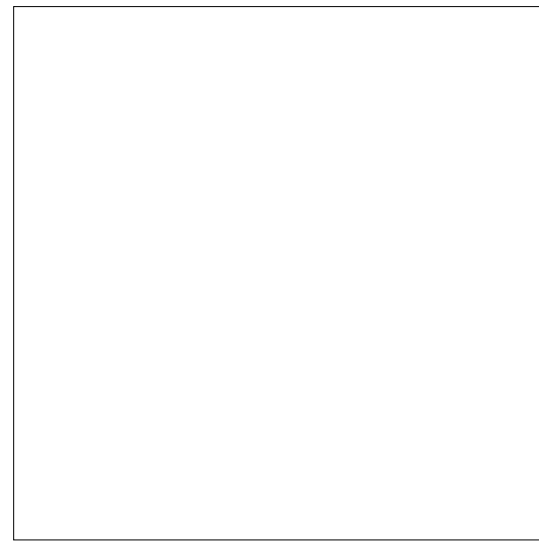
L&Co Red

Pantone: PMS 185 C
CMYK: 4% 100% 92% 0%
RGB: 235, 28, 58
HEX: eb1c3a



L&Co Gray

Pantone: PMS Cool Gray 11 C
CMYK: 65% 58% 57% 37%
RGB: 77, 77, 77
HEX: 4d4d4d



White

Pantone: PMS White
CMYK: 0% 0% 0% 0%
RGB: 255, 255, 255
HEX: fffff



Black

Pantone: PMS Black
CMYK: 0% 0% 0% 100%
RGB: 0, 0, 0
HEX: 000000

Typography

The brand fonts used by League & Company include Minion Pro Medium Condensed, Minion Pro Regular, Minion Pro Bold, and Palm Canyon Drive Heavy.

Minion Pro - Medium Condensed (-25 Tracking, Reduced Leading when Stacked)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Minion Pro - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Minion Pro - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Palm Canyon Drive - Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

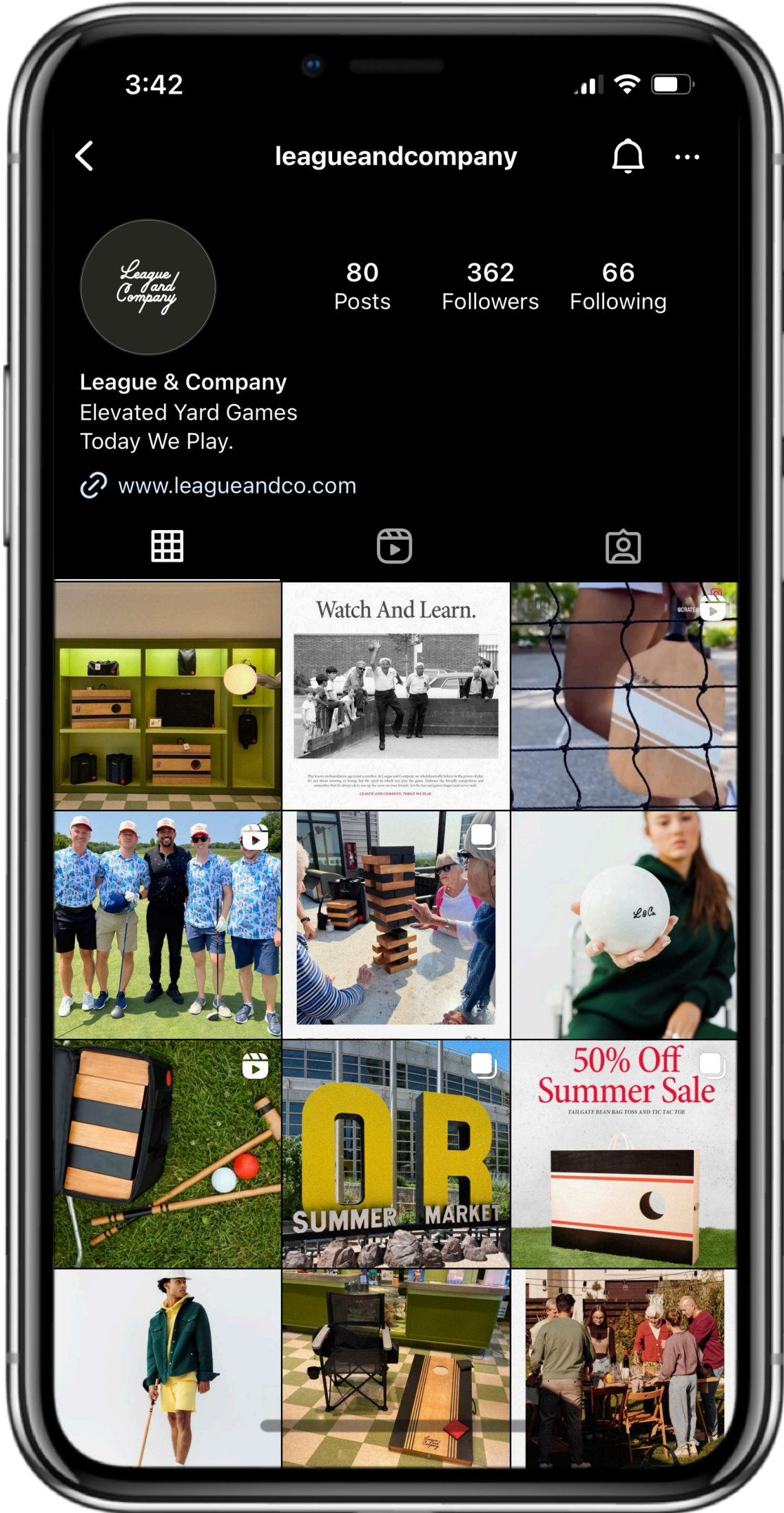
abcdefghijklmnopqrstuvwxyz

Social Presence

As mentioned before, we want our brand to feel inviting and aspirational. Our products are designed to bring people together. With our social presence, our objective is for the content to be both enjoyable and entertaining. While we certainly want to spotlight the quality of our products, our primary focus is on illustrating just how much fun you can have playing our games with your favorite people. It's simple: awesome games lead to awesome parties. We're here to showcase the uniqueness of our brand and show you how our games can help you stand out from the crowd.

The overall vibe of our social feed is casual coolness. We keep things delightfully informal, like when you're hanging with close friends. We're all about having a good time, ideally with a drink in hand. And honestly, what better way to achieve that than by playing yard games with your favorite people?

League & Company, Today We Play.



Point. Set. Match. Cheers!

Website: leagueandco.com

Contact: info@leagueandcompany.com

Instagram: [@leagueandcompany](https://www.instagram.com/leagueandcompany)

L & Co.

