

Rawlings Tigers

BRAND BOOK



table content

What is this document?

This is your official welcome booklet. Inside you will find:

1. Official on-boarding process we use for you and your team.
2. Our official colors and branding. What you see in this booklet are the approved logos by the Tigers and Rawlings. When representing the brand you must use these colors and logos.
3. Official uniforms that must be worn and how we identify official uniforms.
4. Expectations when representing the brand.
5. Quick introduction to our website and online resources

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brand essen

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At the core of our organization lies an unwavering dedication to fostering excellence, building relationships, and creating lasting impact. We believe that every interaction, whether on the field, in the classroom, or within our community, is an opportunity to forge connections, embrace competition, and set the standard for club sports.

Our mission is clear: We help youth and high school players reach their full potential, not through titles, but through relentless hard work, family support, and passion. We stand by our mantra—educate, train, and grow the game—as a testament to our commitment to player development, teamwork, and mentorship.

We embody the spirit of competition in all that we do, striving to achieve greatness both on and off the field. "We Compete at Everything" drives us forward, ensuring we learn from every experience and welcome each challenge with confidence.

With humility and pride, we "Create the Standard" for excellence, knowing that leadership starts with action. Whether it's sweeping the dugout after a game or mentoring the next generation, our focus is always on the bigger picture—building the game and fostering a community of respect, discipline, and growth.

Our core values—teamwork, discipline, integrity, sportsmanship, and honesty—guide every decision we make. As stewards of the game, we take pride in nurturing the next pitch, the next player, and the next opportunity. This essence, deeply rooted in our mission, fuels our ambition to not just play the game, but to "Win the Next Pitch" and carry the lessons forward, always striving to grow and improve.

logo identi



FERCE TIGER HEAD

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Logo Variations

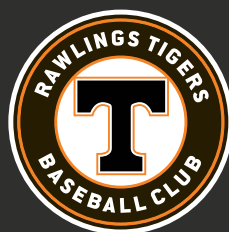
These are the variations of logos that identify as the Rawlings Tigers including the Fierce Tiger head.



FIERCE TIGER HEAD



PRIMARY



SECONDARY

on boa

Phase 1

Coach Registration

- Submit official team application
- Sign coach's agreement
- Complete background check
- Complete concussion training
- Submit your non-refundable deposit

You must complete all Phase 1 steps before moving to Phase 2

Phase 2

Player Registration

- Expected roster submitted on rawlingstigers.com in your VIP
- Players register and pay annual player membership

You must have 10 players officially registered before moving into phase 3.

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Phase 3

Official Tiger Team

- Deposit is reimbursed
- Team management functions are opened
- Insurance certificate is available and posted to the VIP
- Uniform process begins

brand color

Color Using

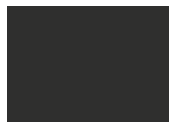
Tigers use a specific color orange for both web and print. Please reference below to these colors when you are creating digital and traditional branding.



FOR WEB USE
R: 245 G: 132 B: 38

FOR PRINTING USE
C: 00 M: 59 Y: 96 K: 00

PANTONE: 165 U



FOR WEB USE
R: 000 G: 132 B: 188

FOR PRINTING USE
C: 00 M: 00 Y: 00 K: 100

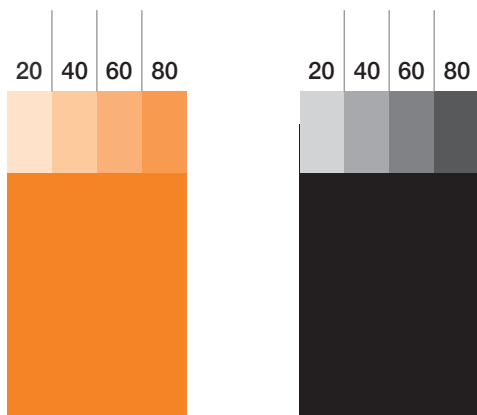
PROCESS BLACK C

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Breakdown

No's & Tints

When making adjustments color for print, digital, or uniforms use these tint references.



typogr

Typeface

These are the official fonts used on official Rawlings Tigers documents and website. You will be able to download these fonts here.

Header Font

Aachen Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890!@\$%

Paragraph Font

Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890!@\$%

Secondary Header Font

NCAA MISSOURI TIGERS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

01234567890

aphy

Hierachy

Font Hierachy

When we create a digital or traditional media this is how we view our font hierachy.

Heading — 30pt to 30pt
AaBbCcDdEeFfGg
01234567890!@£\$%

SECONDARY HEADING — 18PT TO 21PT
RRBBCCDDEEFFGG
01234567890

Content — 12pt/15pt
AaBbCcDdEeFfGg
01234567890!@£\$%

rawlin brand

Rawlings Official Logos

As a Rawlings Tigers affiliate we represent the Rawlings brand. This means the primary and secondary Tiger logos can only be placed on Rawlings branded gear, items, and any other hard goods made by Rawlings.

When marketing your program you cannot showcase a player who is using any gloves, bats, batting gloves, catchers gear, or any other hard good items by one of their competitors.

The core of Rawlings' visual identity is its iconic red logo, which features the Rawlings name in a stylized script font.

Key elements of the logo include:

The distinctive red color

Stylized script lettering for "Rawlings"

Often accompanied by the registered trademark symbol (®)

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Brand Identification



Approved Logo Variations



Official Rawlings Logo That Can't Be Used

Rawlings has brand identification for goods and items that are built specifically around their logo designs. The logo below cannot be used by any Rawlings Tigers team, coach, player, or fan.



Representing the Rawlings Brand

As a Rawlings branded team the Tigers must wear Rawlings uniforms and onfield wear. When marketing your team(s) players and coaches must be using Rawlings Goods. Examples of approved photos to use for marketing:



- ✓ Rawlings Gear Shown Only
- ✓ Rawlings Uniforms



Uniforms

Rawlings and Easton branded materials are to be worn for uniforms and on field wear while representing the Rawlings Tigers. Rawlings uniforms are designated by the official Rawlings logo.

Logos to Identify Official Uniforms



Examples



represent the tiger

Coaches & Players

Built on 9 values with the mission to educate, train, and grow the game we strive to instill these values in our players. The drivers of these values are our coaching staff. They have the power to build a strong principled team by keeping players accountable.

menting ers

Mission

To educate, train, and grow the game. We help youth and high school players reach their full potential, not through titles, but through relentless hard work, family support, and passion. We stand by our mantra—educate, train, and grow the game—as a testament to our commitment to player development, teamwork, and mentorship.

Our Core Values

1. We Build Relationships

It takes one interaction to make a difference. A fundamental principle of being fully present in every conversation, text message, and email will help foster a culture where people can build skills and grow into the best versions of themselves. We strive to grow relationships within our team and the organization. These are the experiences and friendships that can last forever.

2. We Compete at Everything

We crave the next opportunity to prove our abilities. The best lessons are learned through battle. The ability to see an objective, understand the problem, and solving it is a skill we foster. We welcome competition. We always compete: in games, in life, at school, at work. Strive to be the best version of ourselves.

3. We Create the Standard

The opportunity to grow the game is a singular focus. By forging our own path, we are creating our own bar and raising it every day. We look to set the highest standard for club sports.

4. We Embrace Opportunities

Being observant with our eyes, ears, and minds to new ideas is a challenge we embrace. We have the ability to take action on opportunities when they present themselves. We're always seeking to learn.

5. We Keep Our Eyes Level

Emotions are the fabric of who we are as people, but we under-

stand there is a bigger picture. We don't let our emotions get in the way of accomplishing our mission. We keep a steady mindset with our objective in mind: educate, train, and grow the game.

6. We Have Humble Confidence

We stay humble in our success and confident during adversity. We maintain a strong pride in our abilities but understand we don't have all the answers. There is an opportunity to learn from people and experiences. We always seek to be finding the right tools, methods, and ideas to make us better people. It's a long journey; stay proud.

7. We Play It Forward

We have a responsibility to respect and advance the game by giving back to others through teaching, mentoring, and leading. We look to build the community and be a steward of the game to help it grow.

8. We Sweep the Dugout

Leadership starts with action; it is the ability to take initiative. Taking on the hard work with no reward is the essence of sweeping the dugout after a game. It's being selfless and taking pride in your game, space, and teammates.

9. We Win the Next Pitch

We draw from our past experiences to strengthen the next one. Regardless of the result, there are lessons to be learned. We take these new lessons to the next opportunity. We look forward to the next challenge.

website

Our Central Hub

The Rawlings Tigers website is our central hub for coaches, parents, and players with a front facing website that showcases rosters, tryouts, player profiles, and schedules. The back facing website is a place where you can manage this information.

Front-End

- Club general information
- Rosters
- Schedules
- Player Profiles
- Tryout information
- Coach & team applications
- Registration

VIP

- Roster management
- Player profile management
- Educational content
- Graphic creator
- Email messaging system
- Team store
- Registration system

VIP & Your Login

This will be your homebase for managing your team.

When you first login you will complete:

- Background Check
- Concussion Training
- Application
- Agreement
- Team Deposit

What you can do inside the VIP after you complete the task above:

- Create graphics inside the graphic creator
- Manage your player profiles, schedules, and hotels for the front end of the website
- Email messaging system to your players and families
- Add files to your team center for your players to access
- Full access to the educational content

vip m portal

Features

A. Educational Content

Director: tailored to running an effective club which includes operations, team management, building your coaching foundation, and program development.



Examples of content you will find in the Directors Corner

ember

Coach: includes player development, roster management, game tactics, practice plans, drills, and culture.



Examples of posts in the coach's corner

Player: skill development that includes hitting, pitching, fielding, catching, and game strategy.



Examples of posts in Hitting and Tiger Course: Get Recruited

B. Promote Your Area and Team

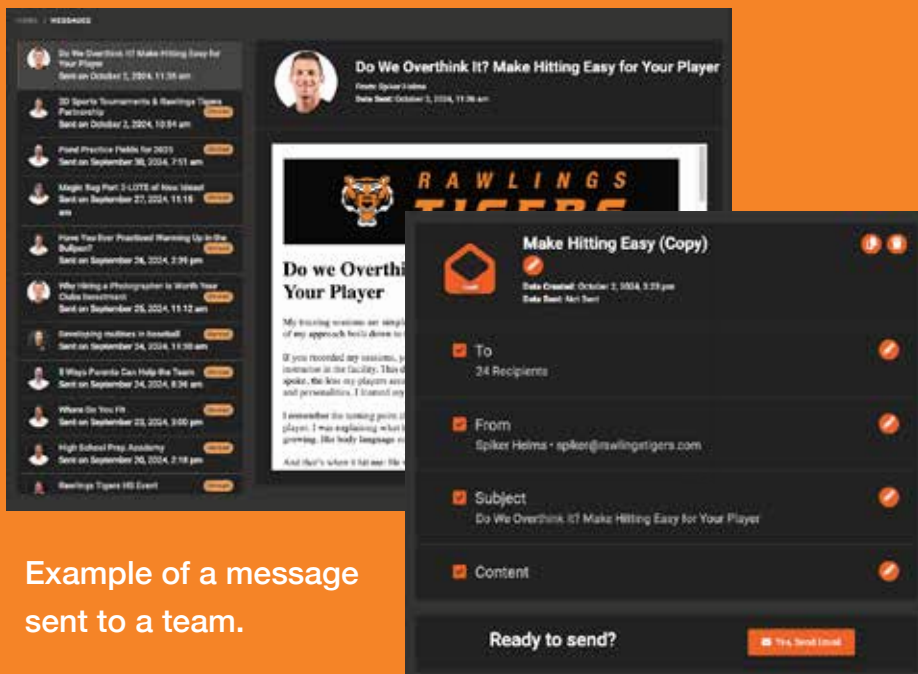
The VIP has a built in graphic creator with design templates for you to use for tryout promotion, team practice documents, and schedule promotion.



Examples created in Tiger Graphics

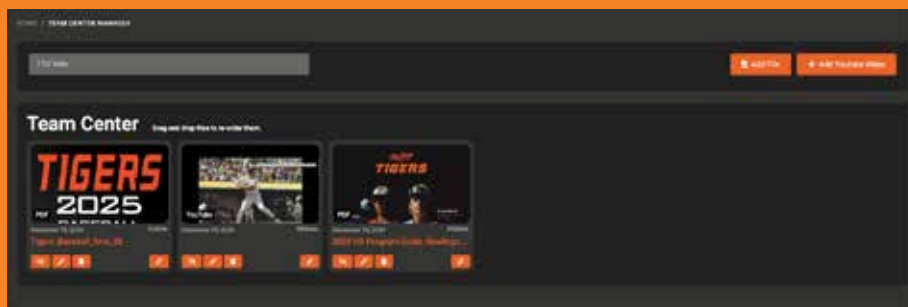
C. Email and Messaging Service

Directors and Coaches have the ability to message their players inside the VIP. When you use Email Campaigns the message is sent to your players email inbox and their message center. The system allows you to send targeted messages to your players based on age, sport, and position. You also have the ability to use pre-templated designs for your messages.



D. Team Center

One place to share team documents, articles, and educational material for your players.



You can control what content your players can and cannot see inside their VIP in the Team Center.

Conta Us

Contact Us Page

The best place for a quick response and not knowing who to direct your inquiry is our Contact Us page at rawlingstigers.com/contact-us.php

Using the Email and Message Service

Inside the VIP you can message anyone inside the staff directly from your VIP account. When you send a message from this system it will notify the staff member through email and inside the VIP system.

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NATIONAL DIRECTORS



AARON JAWORSKI
President & Founder



DAVID BIRKEY
General Manager



SPIKE HELMS
Director of Marketing & Sales



SHANNON HOFFMAN
Director of Operations



EVAN PRATTE
Director of High School Baseball Operations



CARTER MIZE
Player Development



MERALIE RICH
Team Operations



MOLLY CALLIHAN
Team Operations

