



PARTNERSHIP STYLE GUIDE

01.23



AFTER 121 YEARS,

WE FINALLY GOT
SEASON TICKETS



MASSMUTUAL | RED SOX

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MASSMUTUAL | RED SOX

Signature Partnership



MassMutual is embarking on a ten-year sponsorship to become the signature partner of the Boston Red Sox and Fenway Park. This partnership connects MassMutual with Red Sox fans and broadens our audience exposure.

MassMutual and the Red Sox are natural partners because of our shared values of mutuality, interdependence, protection, and our history of giving back to the community.

Partnership Features

FENWAY SIGN

A MassMutual logo sign installed above the centerfield digital screen.

UNIFORM PATCH

A MassMutual patch sewn on all Red Sox players' jerseys, as well as authentic retail jerseys for fans. For best visibility, the patches will be placed on the sleeve facing the pitcher, depending on right or left batter.



BOSTON RED SOX

Red Sox Logos

Red Sox Logos

MassMutual will use the Primary Hanging Sox for all external communications. Secondary and Tertiary logos are used for internal audiences only.

All uses of Red Sox intellectual property require prior approval from the Red Sox.

**PRIMARY LOGO:
HANGING SOX**



**SECONDARY LOGO:
BOSTON B**



**TERTIARY LOGO:
RED SOX SEAL**



MASSMUTUAL | RED SOX

Logo Lockups

Primary Logo Lockup

MASSMUTUAL | HANGING SOX

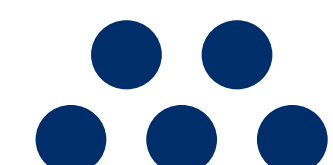
As the primary logo lockup, this artwork will be used most often. The primary lockup should be used for all external facing moments to maintain visual consistency.

To preserve the integrity of the logos, we consider it art in its entirety and to be used only as described in this document. We must always work with the original electronic master files to ensure the highest quality reproduction and never alter or manipulate them in any way.

When vendors and third parties need to use the logo, we must supply it to them as a high resolution master file, which we have in all common graphic formats.

All uses of Red Sox intellectual property require prior approval from the Red Sox.

 **MassMutual**



 **MassMutual**



Primary Logo Lockup with Sponsor Line

PARTNER LINE

The sponsor line “Official Partner of the Red Sox” appears with most placements of the logo lockup, especially external facing.

Centered under the logo lockup, the sponsor line is set in MM Sharp Sans Semibold and in ALL CAPS.

See page 25 for alternate “stitched” logo lockups.

All uses of Red Sox intellectual property require prior approval from the Red Sox.



OFFICIAL PARTNER OF THE RED SOX



OFFICIAL PARTNER OF THE RED SOX



OFFICIAL PARTNER OF THE RED SOX



OFFICIAL PARTNER OF THE RED SOX

Spacing Requirements

To be impactful, our co-branded logo lockup needs clear space that no other element (explicit or implicit) can cross, no matter what the application. We use the following space guide as a minimum measure to give our lockup the room it needs.

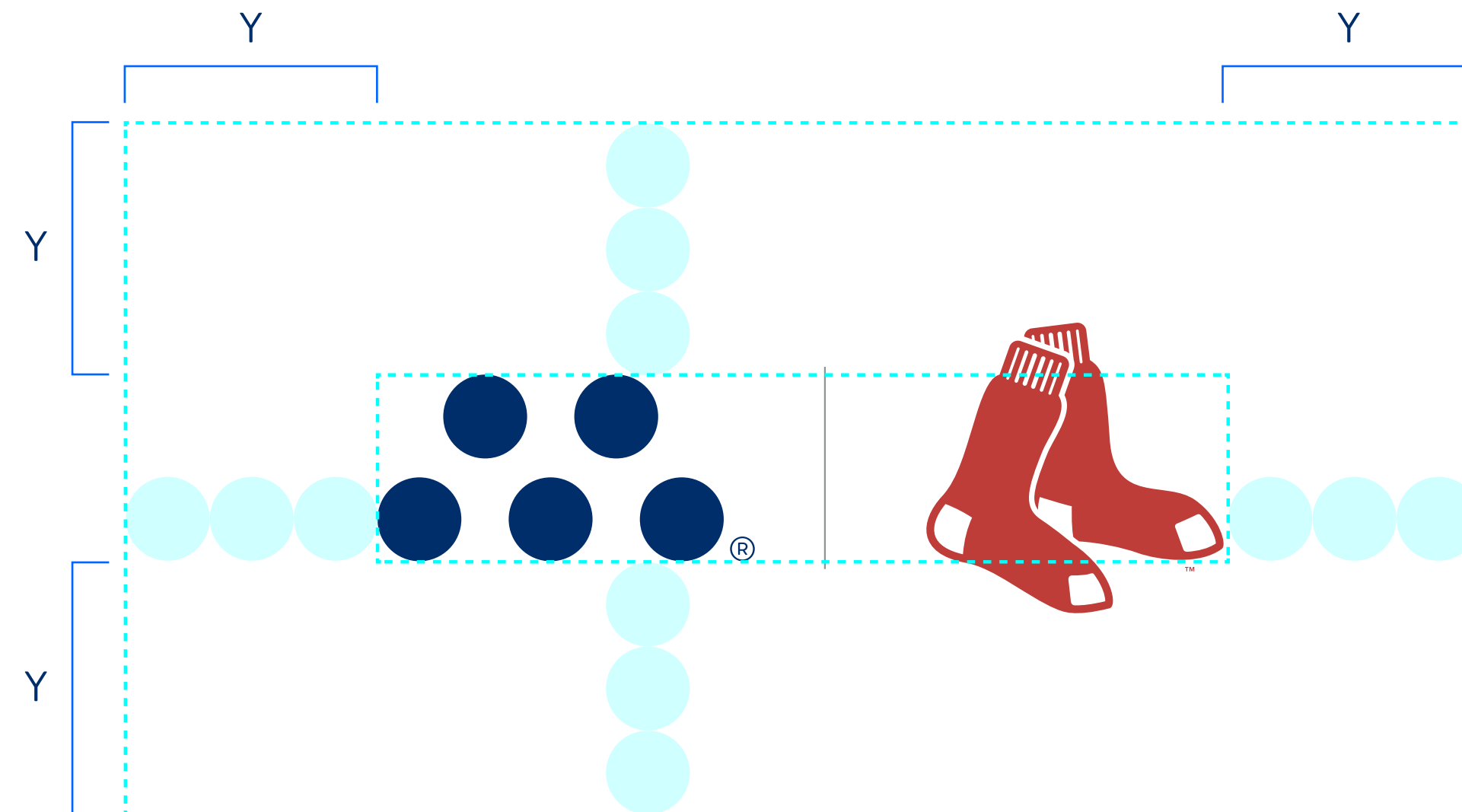
FULL LOGO LOCKUP

A measurement of X is equal to 2 times the size of the uppercase “M” and should remain as “clear space” surrounding all sides of the logo. Clear space on the top, bottom, and left is measured from the MassMutual logo. Clear space on the right is measured from the Hanging Sox logo.

ICON ONLY LOCKUP

A measurement of Y is equal to 3 times the size of a dot and should remain as “clear space” surrounding all sides of the logo. Clear space on the top, bottom, and left is measured from the “M” icon. Clear space on the right is measured from the Hanging Sox logo.

All uses of Red Sox intellectual property require prior approval from the Red Sox.



Colorways and Backgrounds

The MassMutual and Red Sox logo lockup can be placed on a variety of background colors from each brands' color palette, as well as photography and video.

All backgrounds must have proper contrast with the logo artwork.

All uses of Red Sox intellectual property require prior approval from the Red Sox.



Alternate Logo Lockups

SECONDARY: MASSMUTUAL | BOSTON B
TERTIARY: MASSMUTUAL | RED SOX SEAL

As alternate logo lockups, this art should only be used for internal communications within MassMutual. The primary lockup with the Hanging Sox will be used on all external communications.

Spacing Requirements

FULL LOGO LOCKUP

A measurement of X is equal to 2 times the size of the uppercase “M” and should remain as “clear space” surrounding all sides of the logo. Clear space on the top, bottom, and left is measured from the MassMutual logo. Clear space on the right is measured from the Boston B or Red Sox Seal logos.

ICON ONLY LOCKUP

A measurement of Y is equal to 3 times the size of a dot and should remain as “clear space” surrounding all sides of the logo. Clear space on the top, bottom, and left is measured from the “M” icon. Clear space on the right is measured from the Boston B or Red Sox Seal logos.

Refer to page 12 to see spacing requirements diagram. Spacing requirements are same for all MassMutual | Red Sox logo lockups.

All uses of Red Sox intellectual property require prior approval from the Red Sox.

SECONDARY: MASSMUTUAL | BOSTON B



TERTIARY: MASSMUTUAL | RED SOX SEAL



MassMutual Foundation & Red Sox Foundation Lockups

1. MM FOUNDATION | RS FOUNDATION

The MassMutual Foundation logo appears first on co-branded communications from MassMutual.

2. RS FOUNDATION | MM FOUNDATION

The Red Sox Foundation logo appears first on co-branded communications from the Red Sox Foundation.

To preserve the integrity of the logos, we consider it art in its entirety and to be used only as described in this document. We must always work with the original electronic master files to ensure the highest quality reproduction and never alter or manipulate them in any way.

When vendors and third parties need to use the logo, we must supply it to them as a high resolution master file, which we have in all common graphic formats.

All uses of Red Sox intellectual property require prior approval from the Red Sox.

1. MASSMUTUAL FOUNDATION | RED SOX FOUNDATION



2. RED SOX FOUNDATION | MASSMUTUAL FOUNDATION



Spacing Requirements

FULL LOGO LOCKUP

A measurement of X is equal to 3 times the size of the uppercase “M” and should remain as “clear space” surrounding all sides of the logo lockup. Clear space on the top, bottom, and left is measured from the MassMutual logo. Clear space on the right is measured from the Red Sox Foundation logo.

All uses of Red Sox intellectual property require prior approval from the Red Sox.

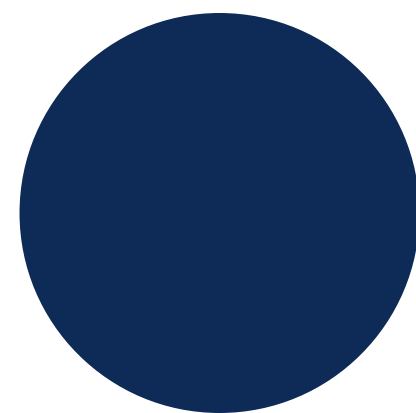


MASSMUTUAL | RED SOX

Color Palettes

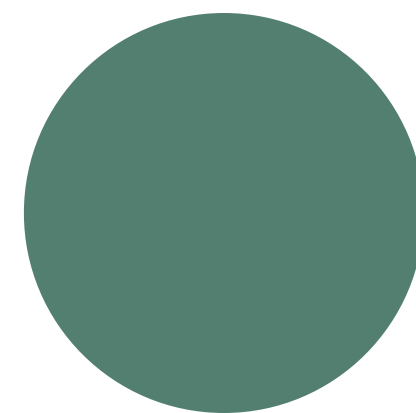
Brand Color Palettes

MassMutual and the Red Sox have their own distinctive color palettes, but share a similar dark blue. Please use this as reference when building out MassMutual and Red Sox partnership related communications.



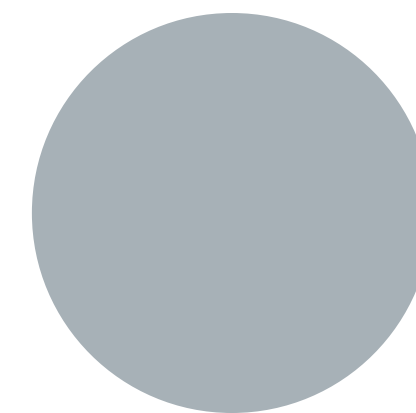
MIDNIGHT BLUE

#0D2B56
13, 43, 86
100, 64, 0, 60
PMS 289



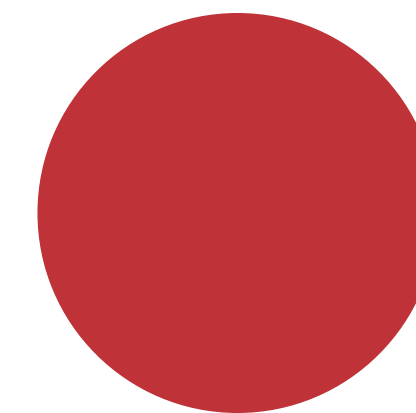
FENWAY GREEN

#527F70
82, 127, 112
69, 32, 59, 10



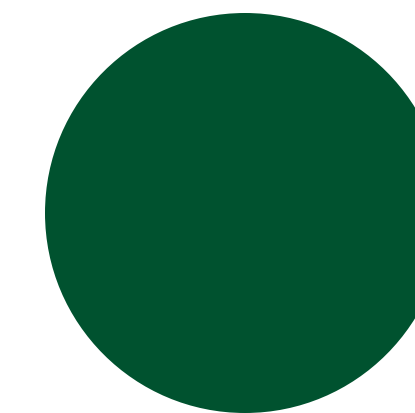
HIT GRAY

#A7B1B7
167, 177, 183
0, 0, 0, 24



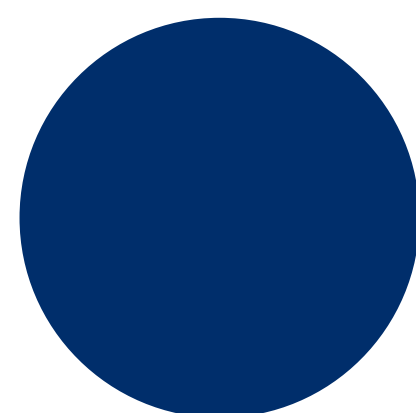
RED SOX RED

#BE3238
190, 50, 56
0, 100, 81, 4
PMS 186



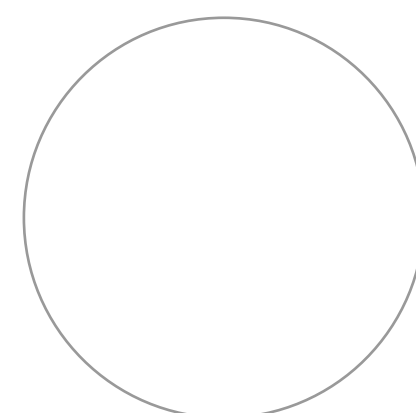
FUN GREEN

#00522F
0, 82, 47
100, 0, 82, 65



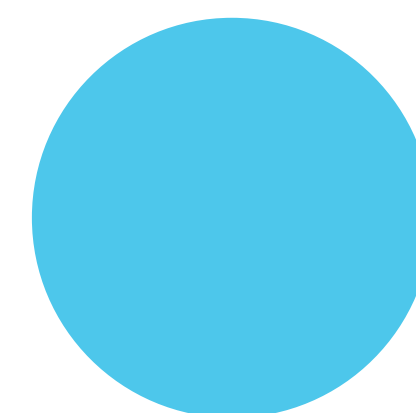
MM BLUE

#002E6B
0, 46, 107
100, 90, 30, 20
PMS 294



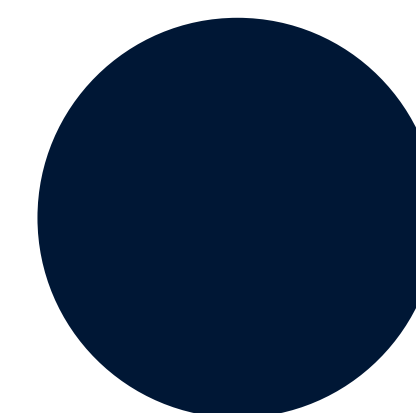
MM WHITE

#FFFFFF
255, 255, 255
0, 0, 0, 0



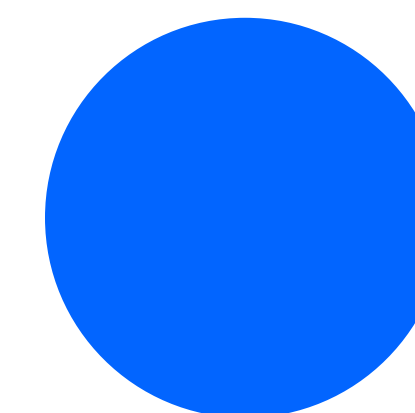
MM LIGHT BLUE

#4DC7EB
77, 199, 235
59, 0, 4, 0
PMS 305



MM DARK BLUE

#BE3238
0, 23, 53
97, 85, 46, 61
PMS 289



MM CHARGED BLUE

#00522F
2, 101, 255
100, 0, 82, 65

MASSMUTUAL | RED SOX

Typography

Boston Red Sox Proprietary Typeface

All uses of Red Sox intellectual property
require prior approval from the Red Sox.

BOSTON RED SOX TYPEFACE - NAVY

Aa Bb Cc Dd Ee Ff
 Gg Hh Ii Jj Kk Ll
 Mm Nn Oo Pp Qq
 Rr Ss Tt Uu Vv
 Ww Xx Yy Zz
 1234567890

BOSTON RED SOX TYPEFACE - RED, WHITE OUTLINE

Aa Bb Cc Dd Ee Ff
 Gg Hh Ii Jj Kk Ll
 Mm Nn Oo Pp Qq
 Rr Ss Tt Uu Vv
 Ww Xx Yy Zz
 1234567890

Boston Red Sox Proprietary Typeface – Jersey Numbers

All uses of Red Sox intellectual property
require prior approval from the Red Sox.

1 2 3 4 5
6 7 8 9 0

1 2 3 4 5
6 7 8 9 0

1 2 3 4 5
6 7 8 9 0

1 2 3 4 5
6 7 8 9 0

MASSMUTUAL | RED SOX

Brand/Design Assets

Embroidered Typography

ALPHABET

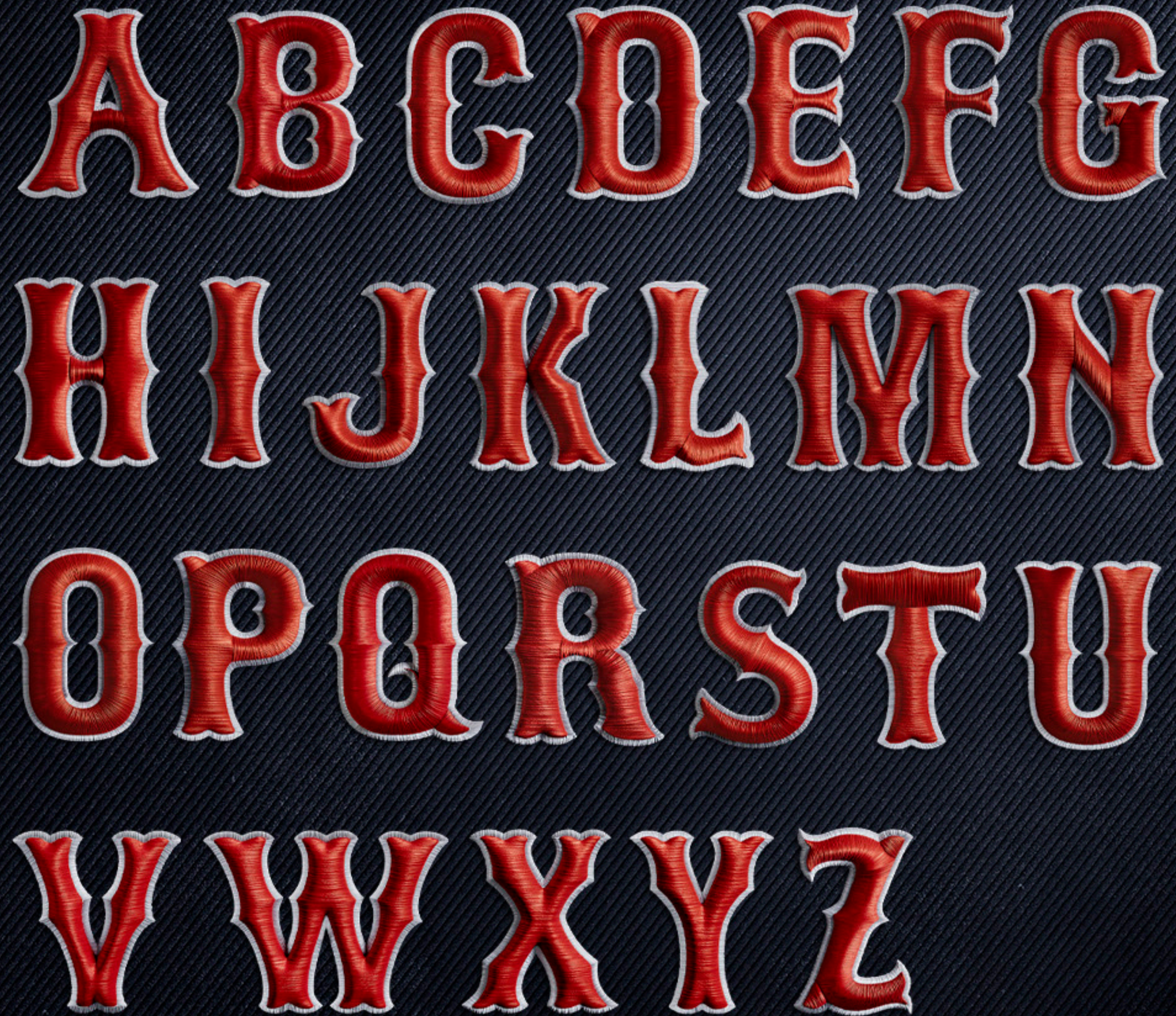
Letters must be used on the blue wool fabric background to maintain the realism of the art.

Letters can vary in size, but within reason. The larger the letter, the thicker the “thread” will look. Mis-proportion will sacrifice realism.

NAVY WOOL CAP BACKGROUND

The navy wool fabric is created to represent the fabric of an official Red Sox fitted cap.

All uses of Red Sox intellectual property require prior approval from the Red Sox.



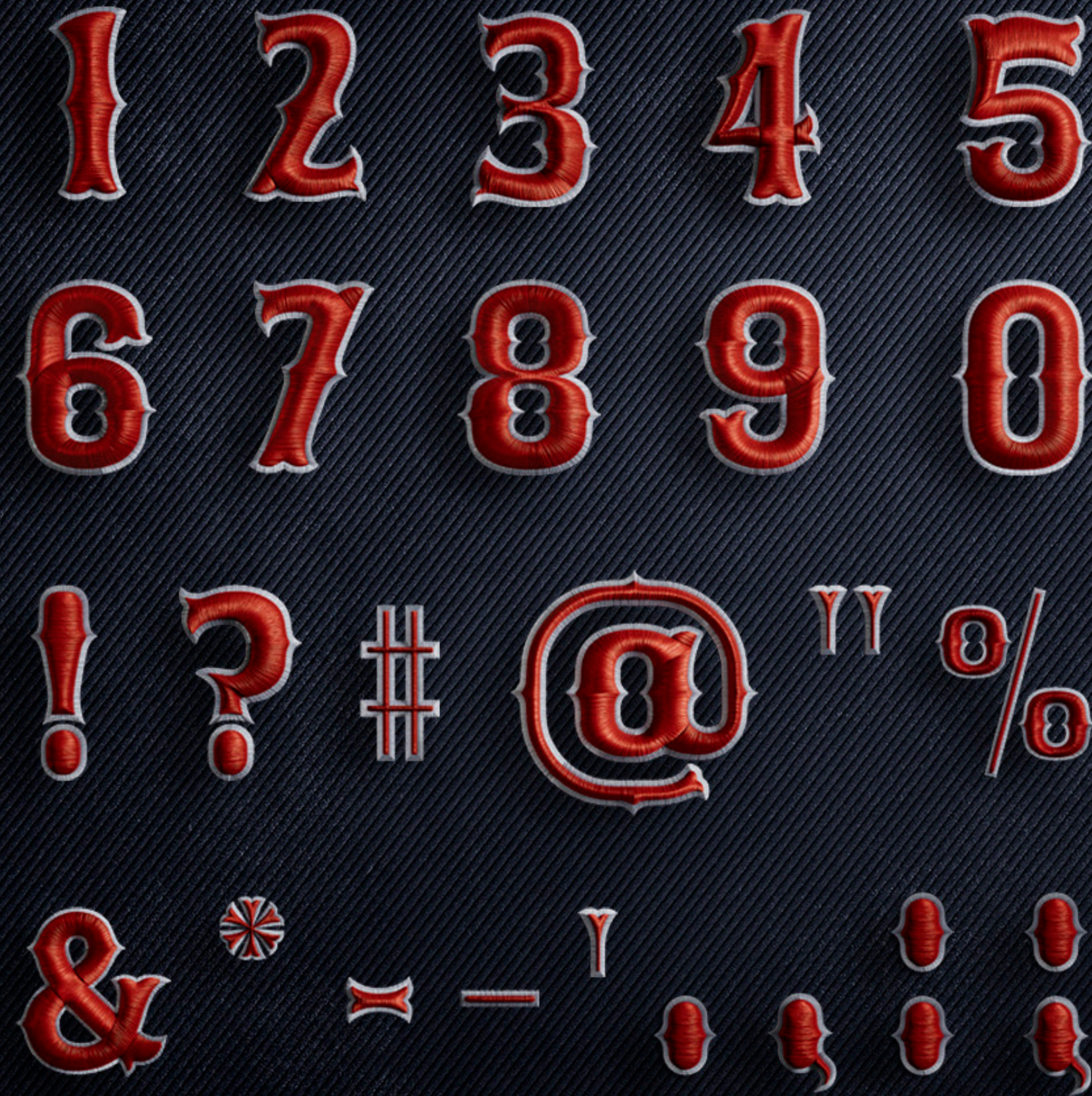
Embroidered Typography (cont.)

NUMBERS AND PUNCTUATION

Embroidered characters must be placed on the blue wool fabric background to maintain the realism of the art.

Characters can vary in size, but within reason. The larger the letter, the thicker the “thread” will look. Mis-proportion will sacrifice realism.

All uses of Red Sox intellectual property require prior approval from the Red Sox.



Embroidered Logos and Lockups

We have three versions of the embroidered logo lockups. Stitched logo and lockup artwork should only be placed on the blue wool fabric background to maintain realism.

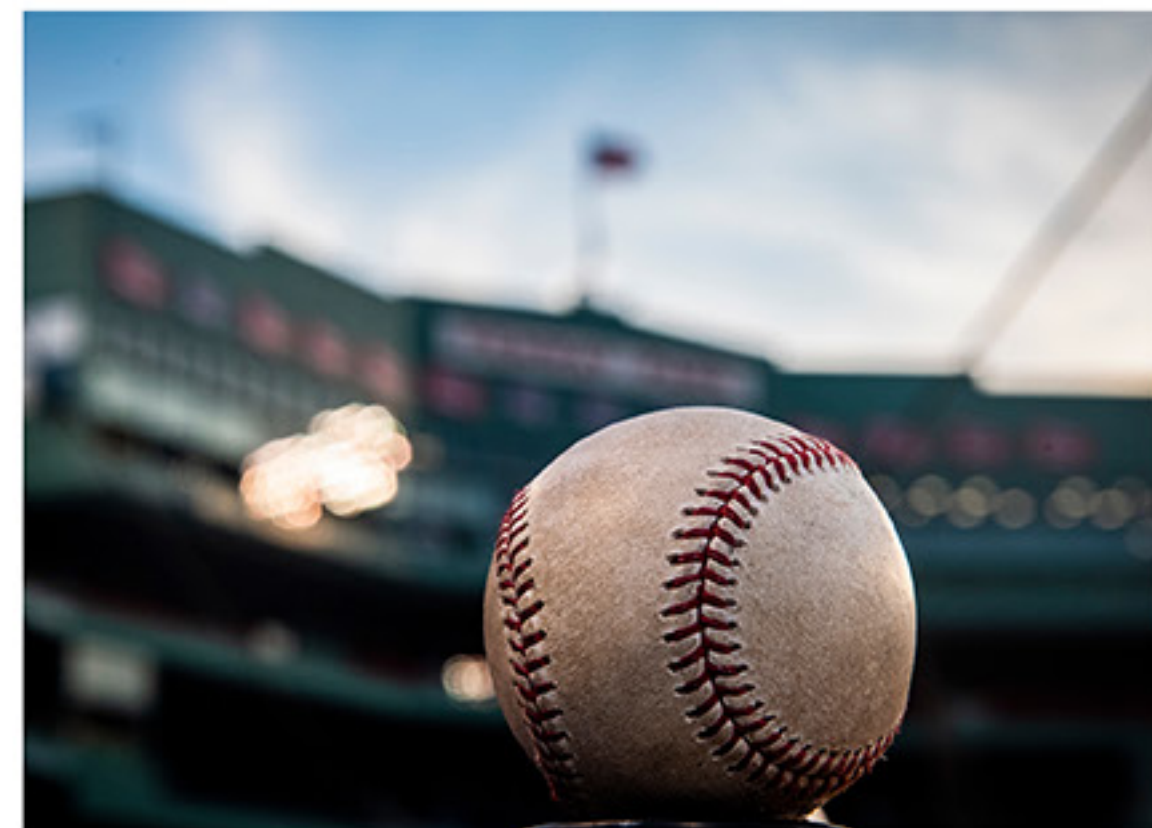
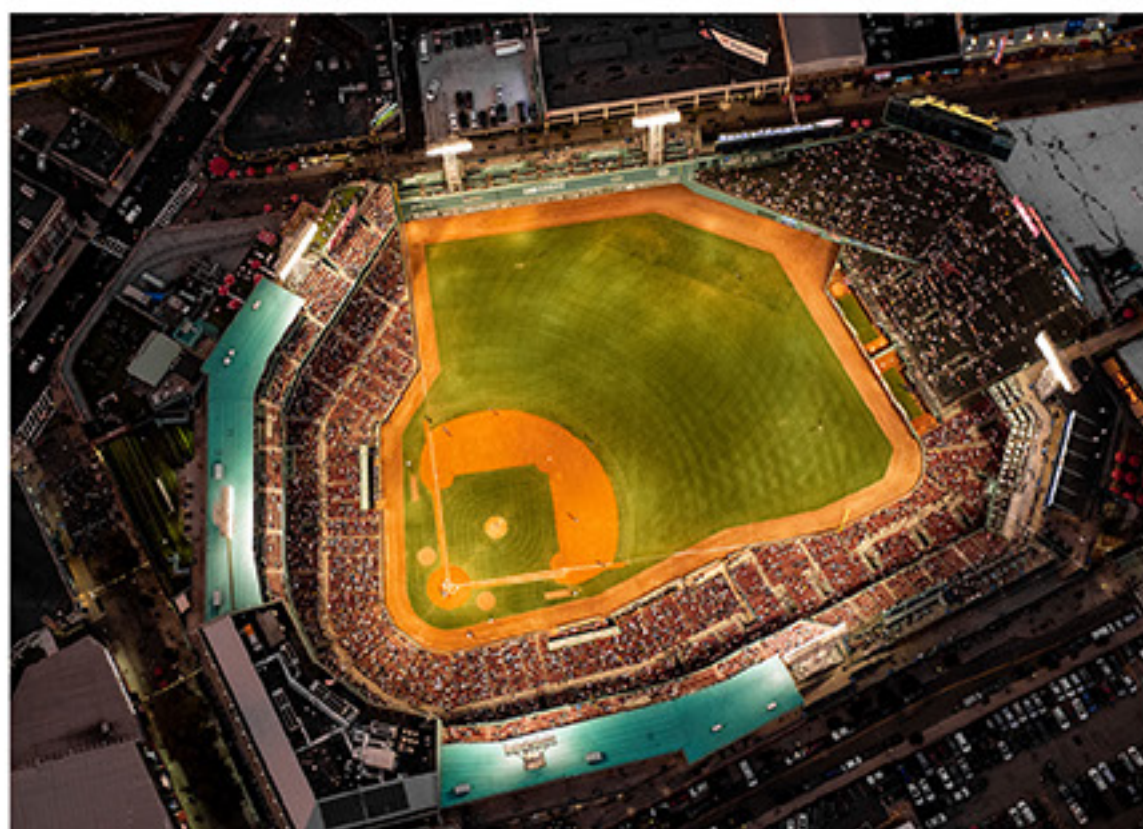
All uses of Red Sox intellectual property require prior approval from the Red Sox.



Fenway Park Beauty Shots

Fenway Park is the oldest ballpark in Major League Baseball, and it is one of America’s most beloved ballparks. The enthusiastic and exciting atmosphere outside of Fenway Park before games is truly unique. We use these images to remind people of the pre-game buzz around the ballpark and to give a nod to the tradition and history of this Boston landmark.

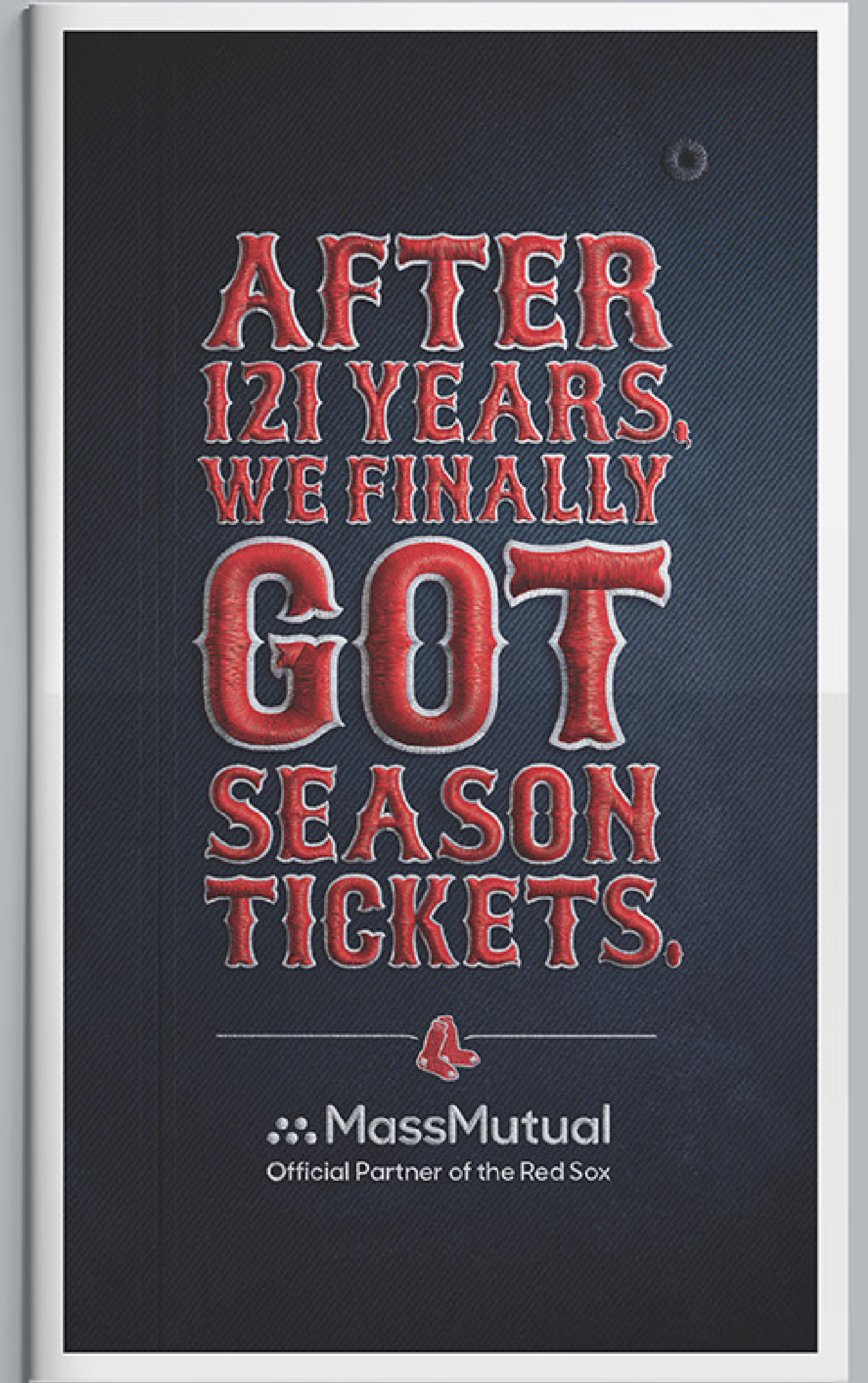
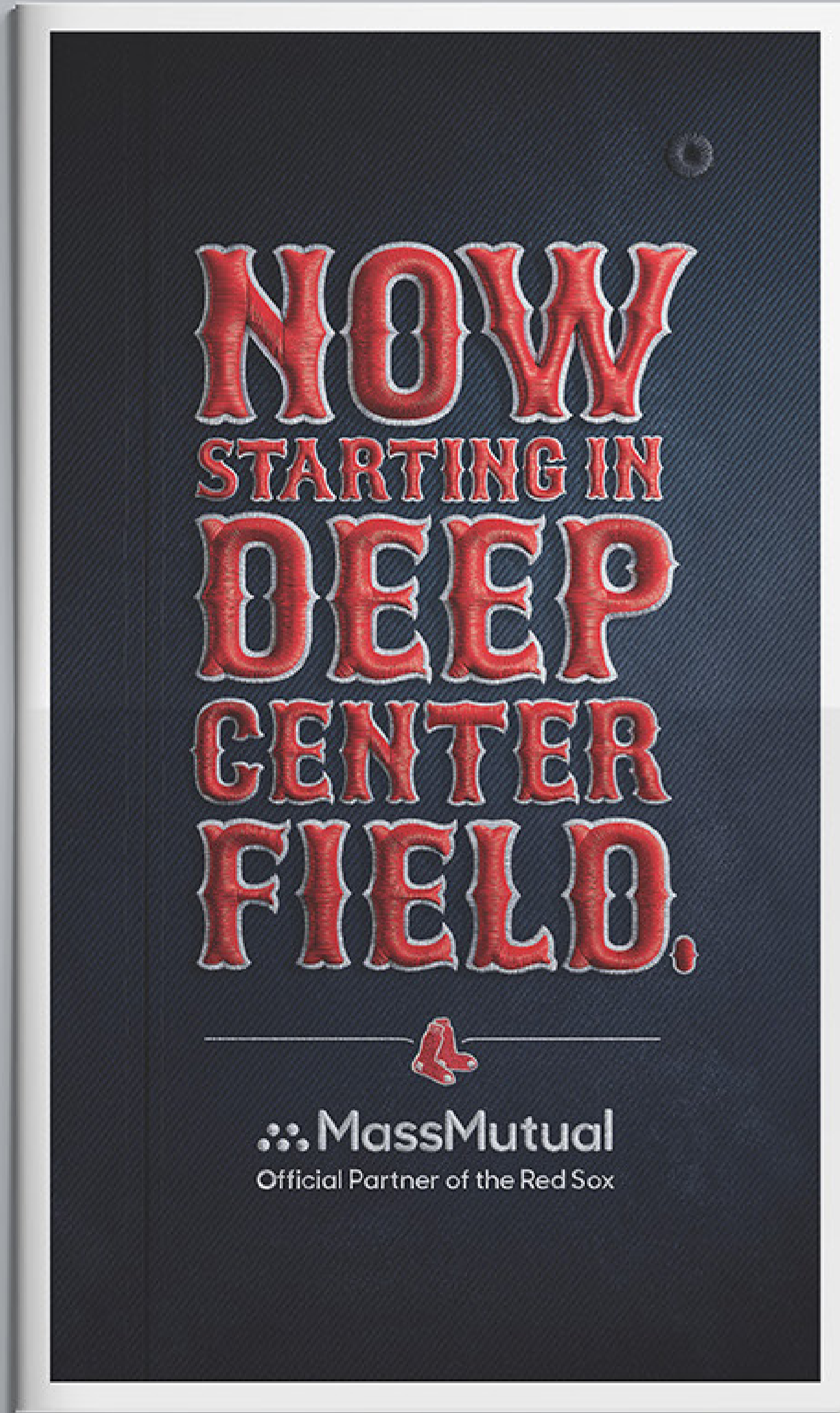
All uses of Red Sox intellectual property require prior approval from the Red Sox.

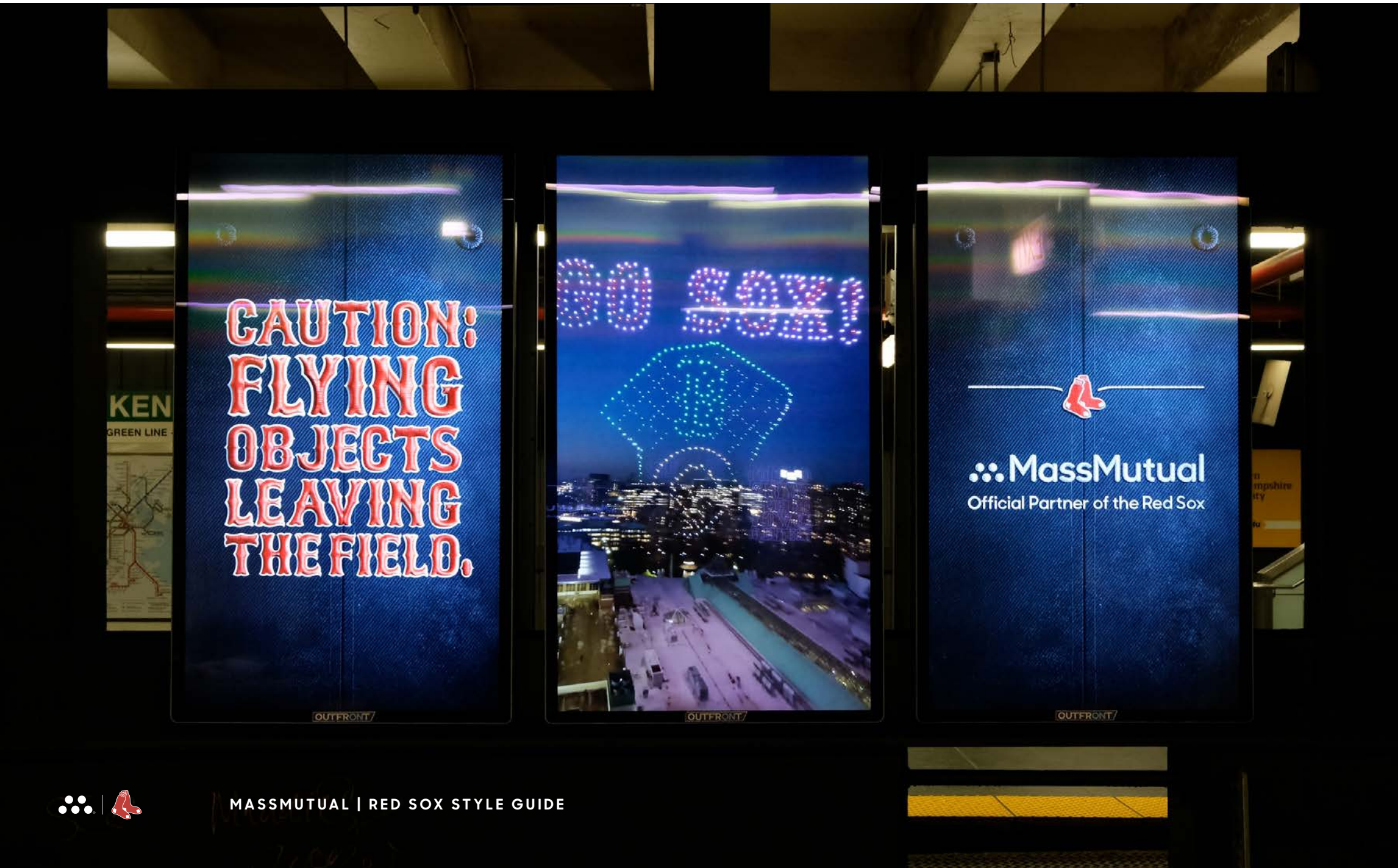


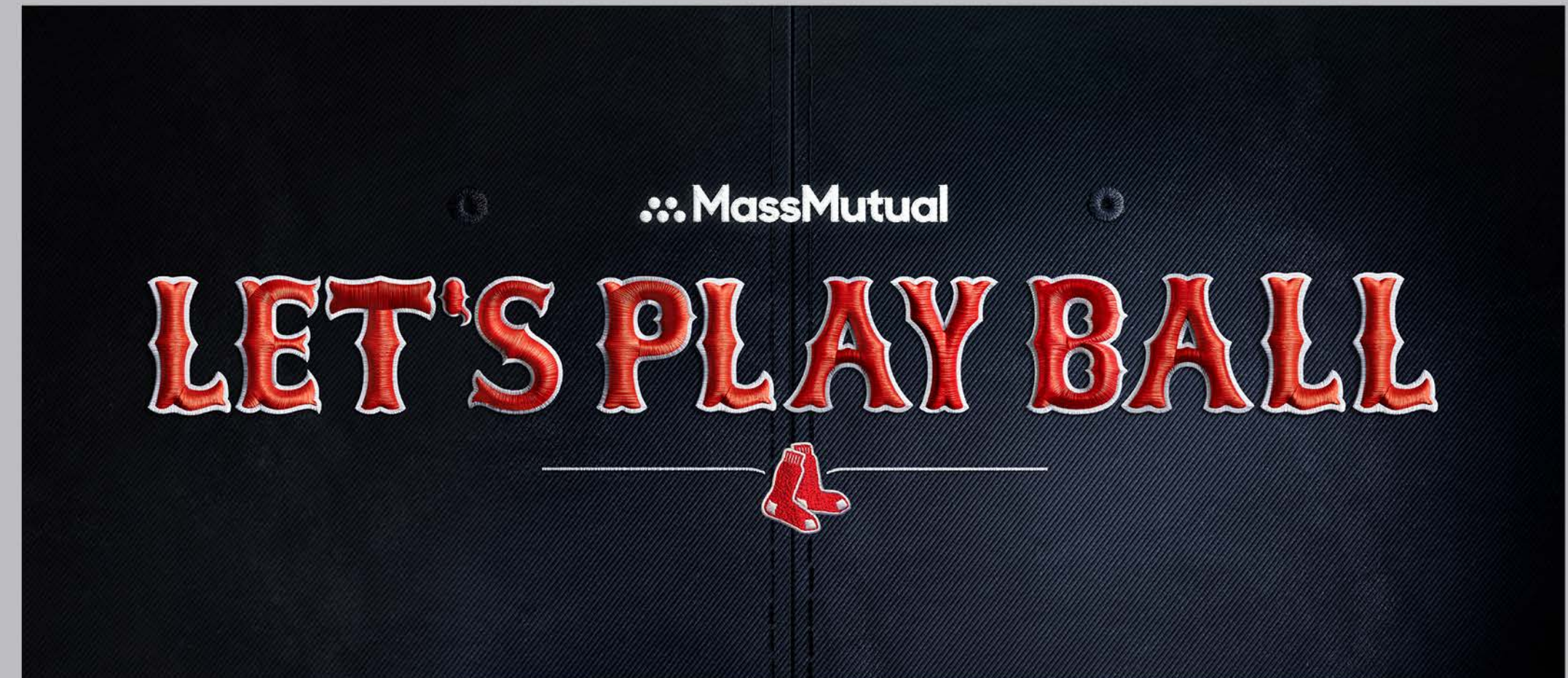
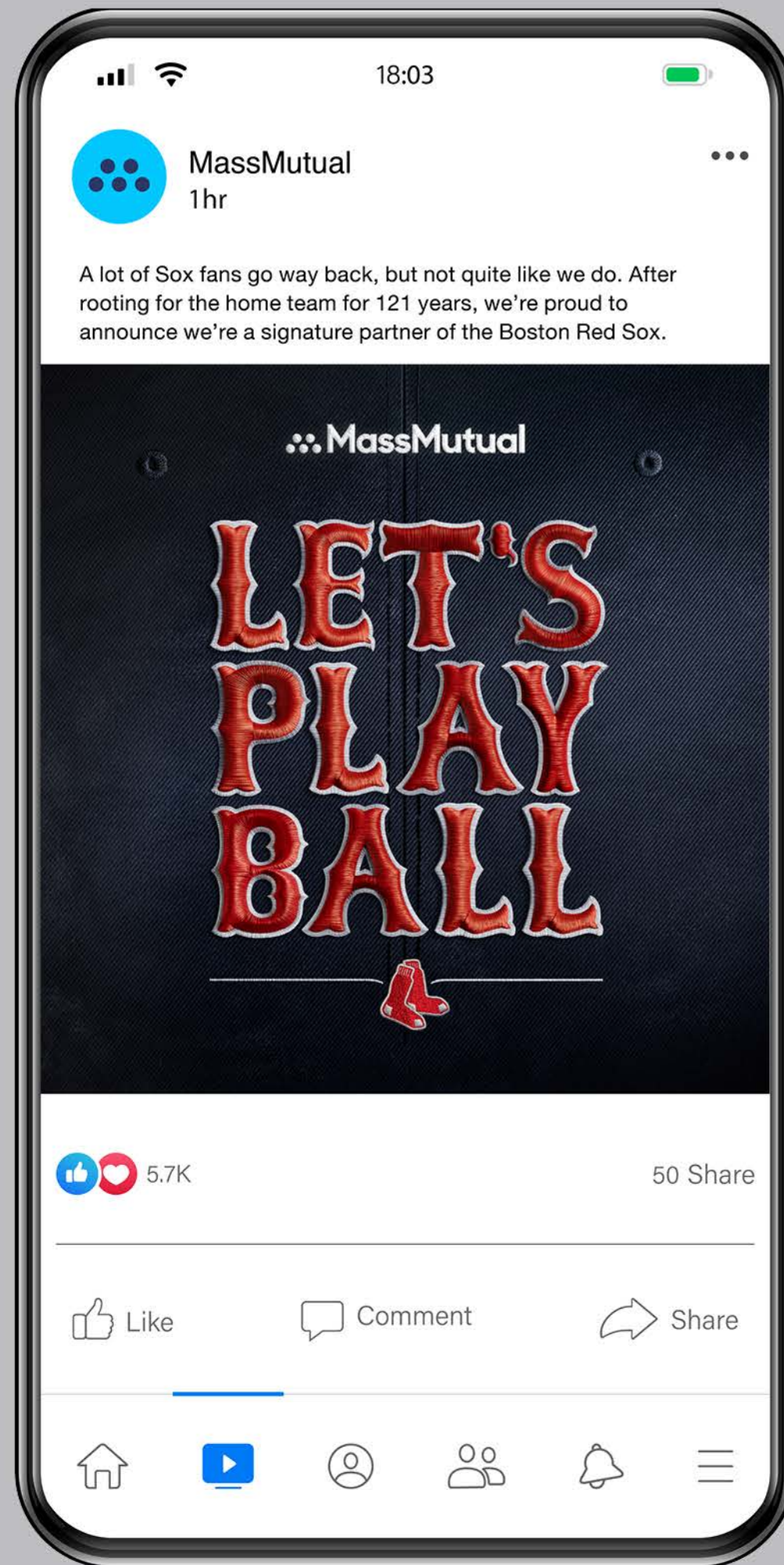
MASSMUTUAL | RED SOX

Applications

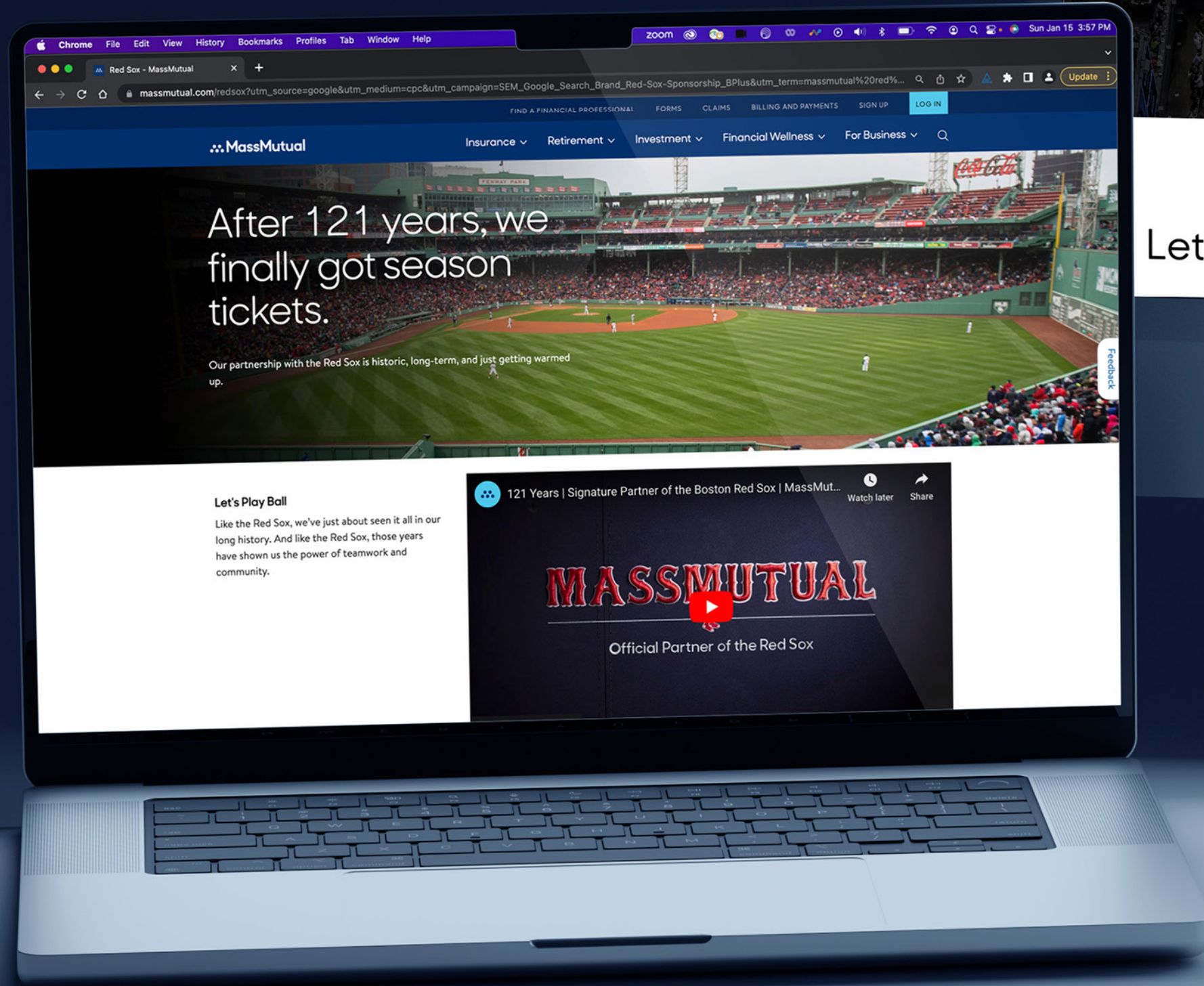
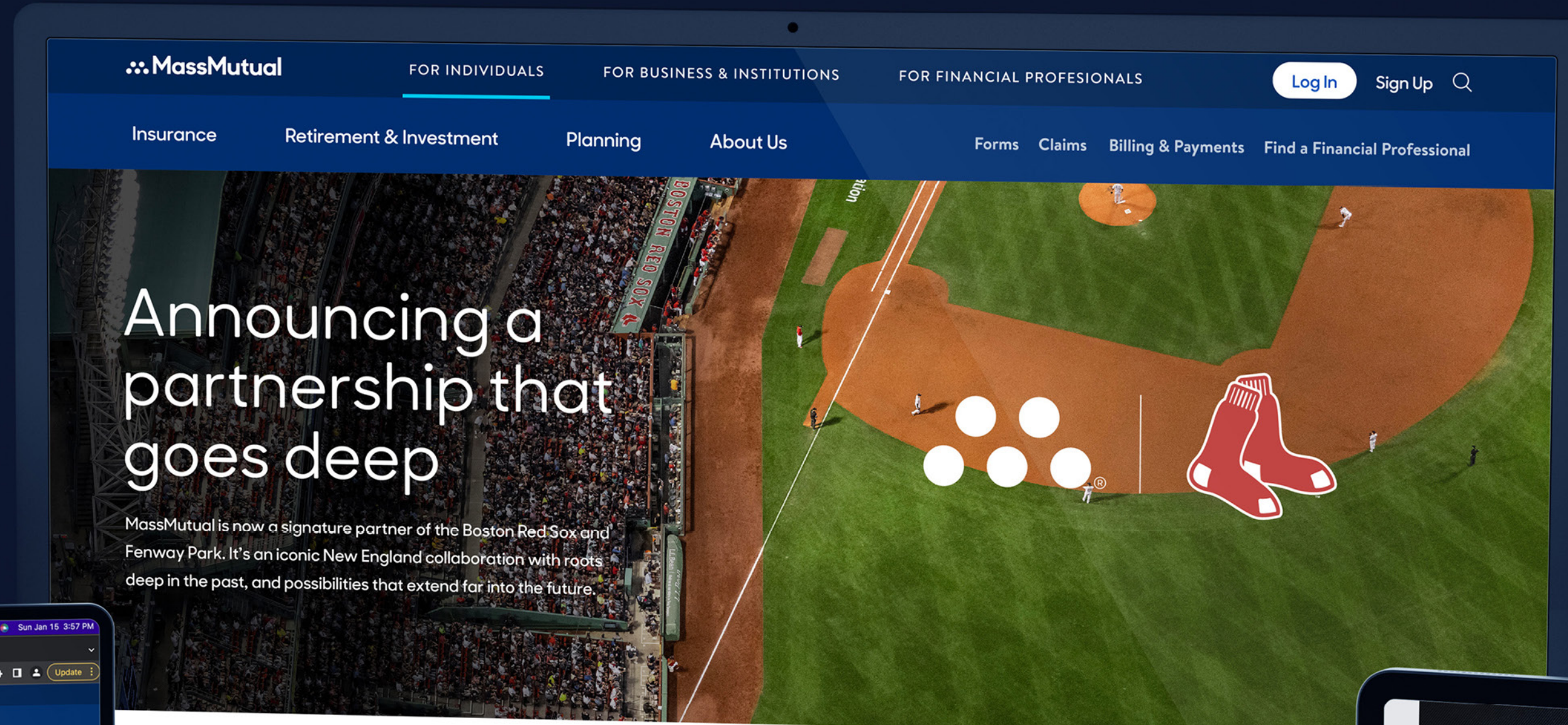
Boston Globe Announcement Ads







MassMutual.com Homepage and Partnership Landing Page



Let's play ball

Now starting in deep centerfield





Our partnership with the Red Sox is historic, long-term, and just getting warmed up.

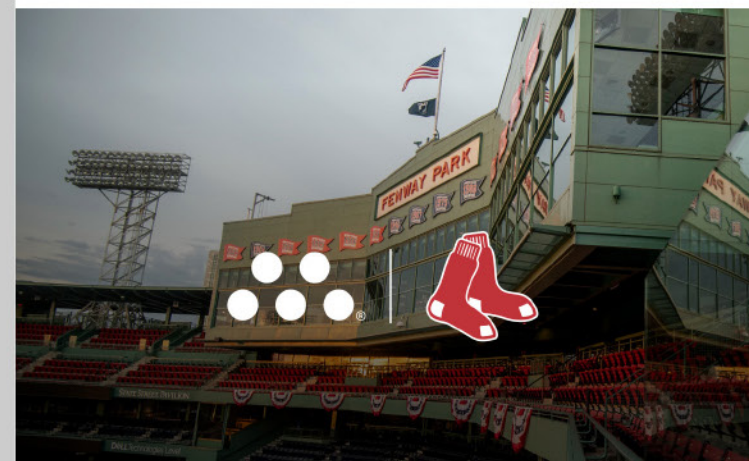
We're pleased to announce an iconic New England collaboration with roots deep in the past, and possibilities that extend far into the future.

As a new signature partner of the Red Sox and Fenway Park, we're bring together two storied brands that share both a community and long legacies of trust, protection, and teamwork.

And our partnership will allow us to give back to the fans in ways large and small, helping to create the experience we would want, year-round. Because first and foremost, we're passionate Red Sox fans.

Learn more about what we have in store. We can't wait to see you at the ballpark.

[EXPLORE THE PARTNERSHIP](#)



...MassMutual

LET'S
PLAY
BALL

Our partnership with the Red Sox is historic, long-term, and just getting warmed up.

We're pleased to announce an iconic New England collaboration with roots deep in the past, and possibilities that extend far into the future.

As a new signature partner of the Red Sox and Fenway Park, we're bring together two storied brands that share both a community and long legacies of trust, protection, and teamwork.

From the ticket gate to the field, from Opening Day to Truck Day, from Duffy's Cliff to the Monster Seats, we live for the Red Sox. Our partnership will allow us to give back to the fans in ways large and small, helping to create the experience we would want, year-round. Because first and foremost, we're passionate Red Sox fans.

MassMutual

MassMutual
HATS OFF
TO HEROES

MITSUBISHI ELECTRIC

1:59



TONIGHT	
ER	0-1
S	0-1

CLE
We change t
clears

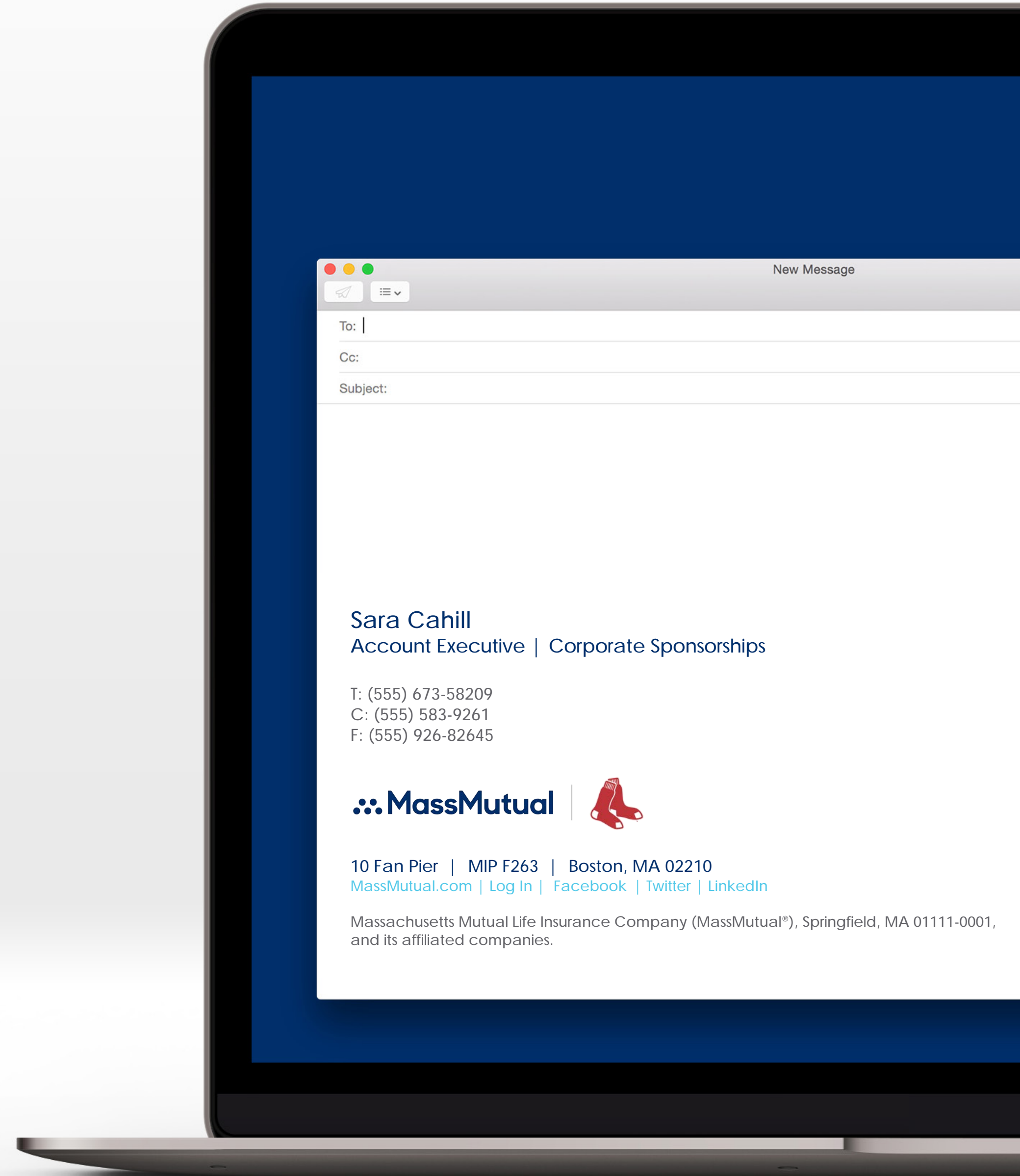
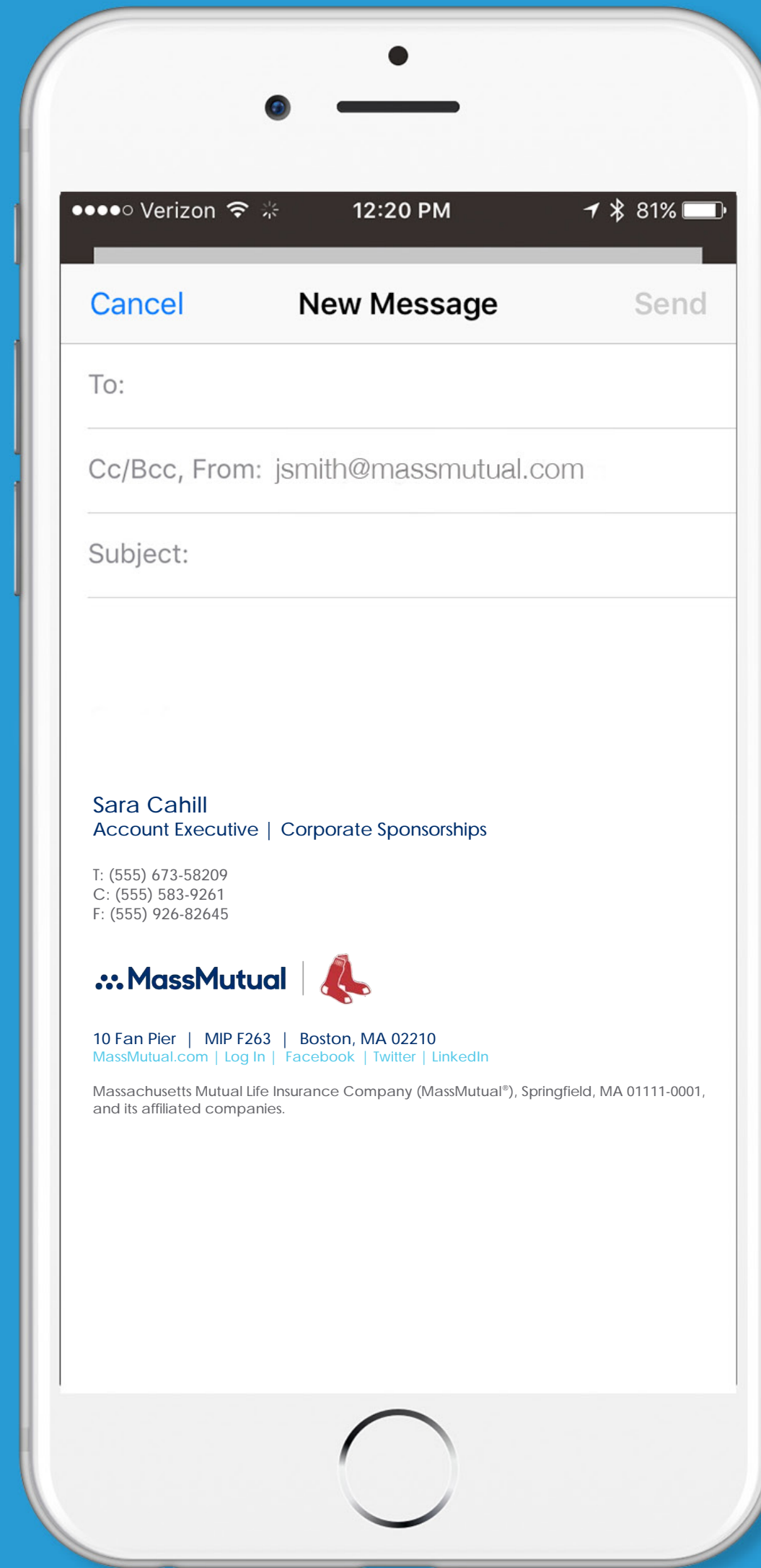
TRULY
WILD BERRY

MASSMUTUAL | RED SOX

Employee Assets

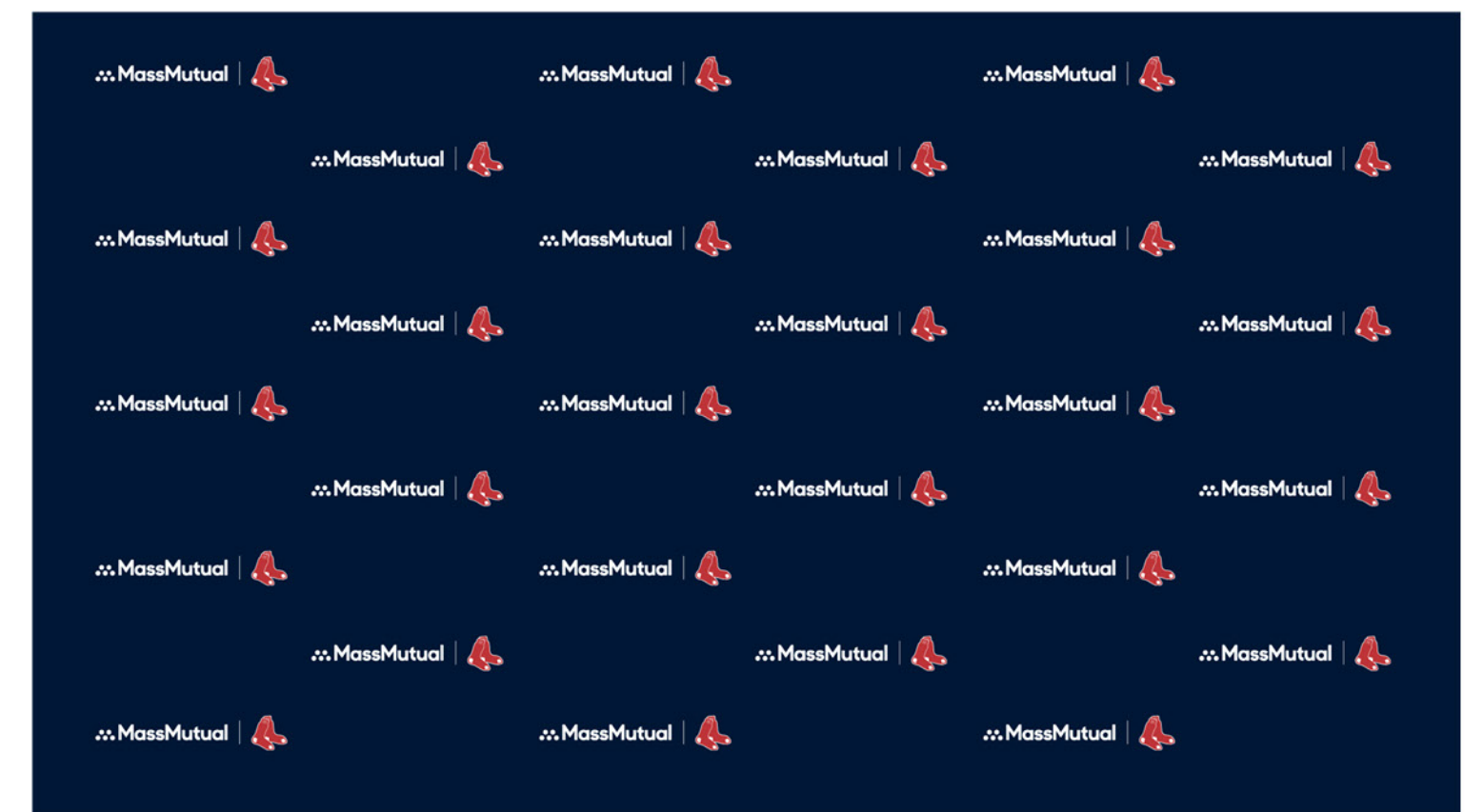
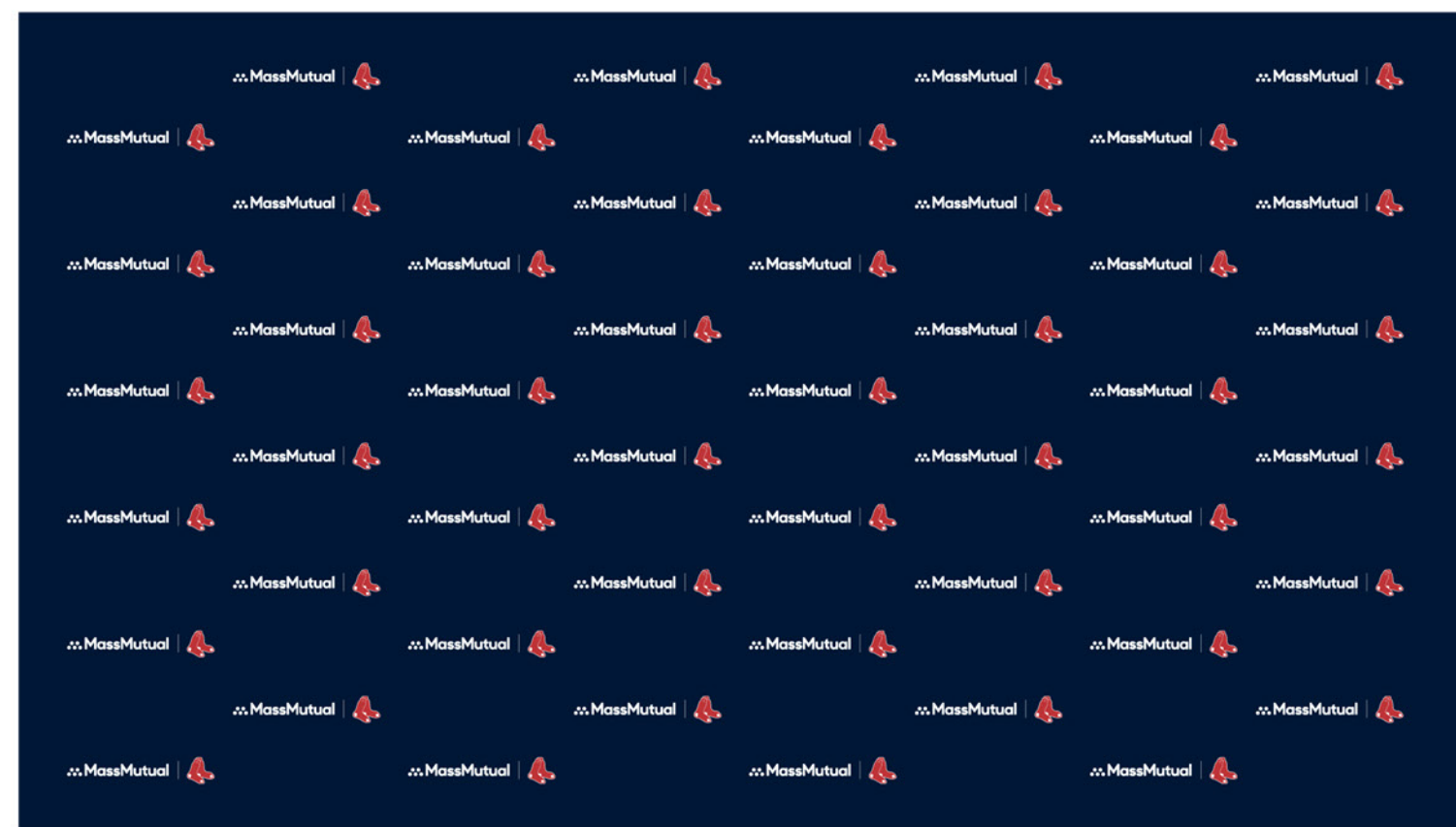
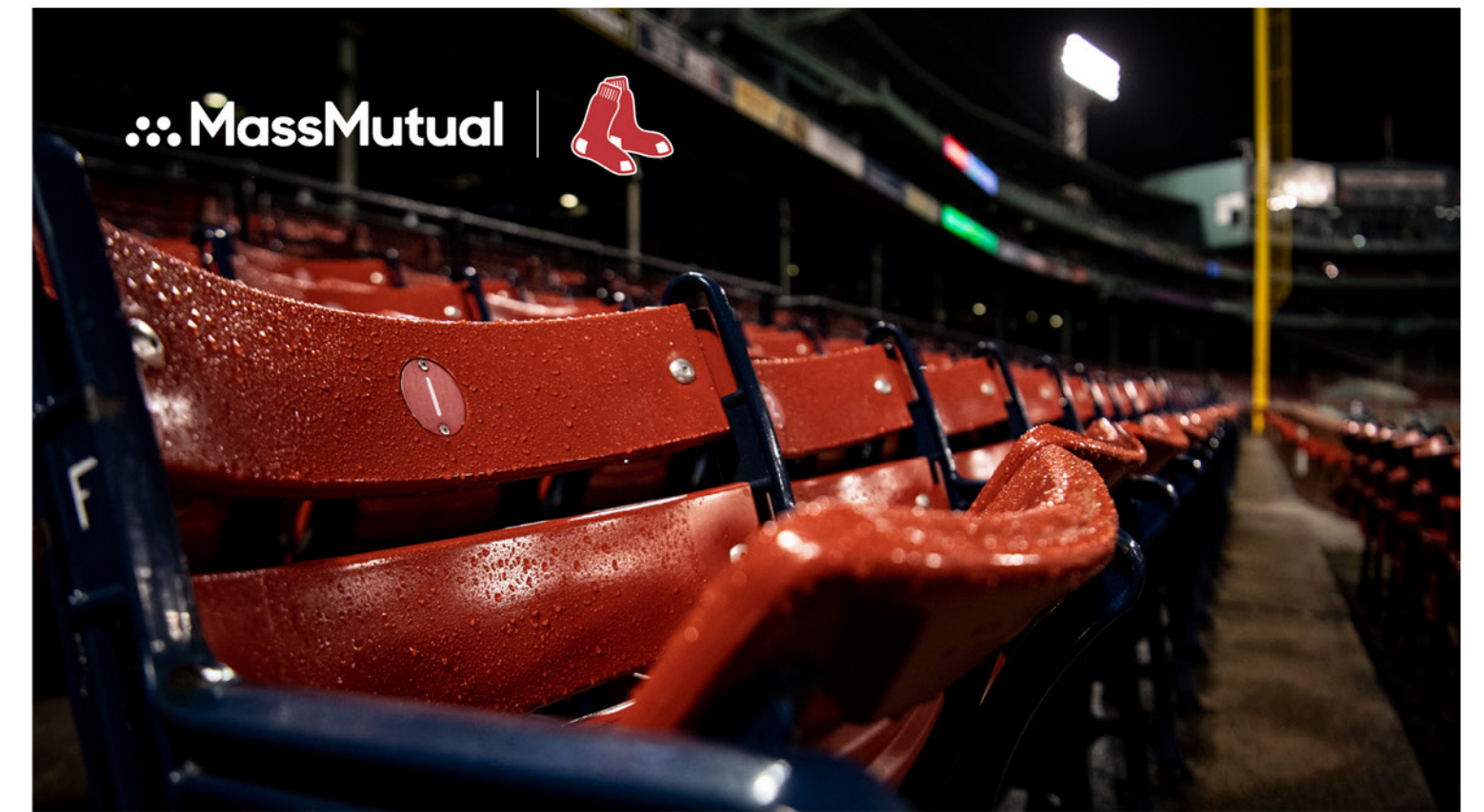
Co-branded Email Signatures

MassMutual and Red Sox co-branded signature templates are available on the [Brand Center](#).



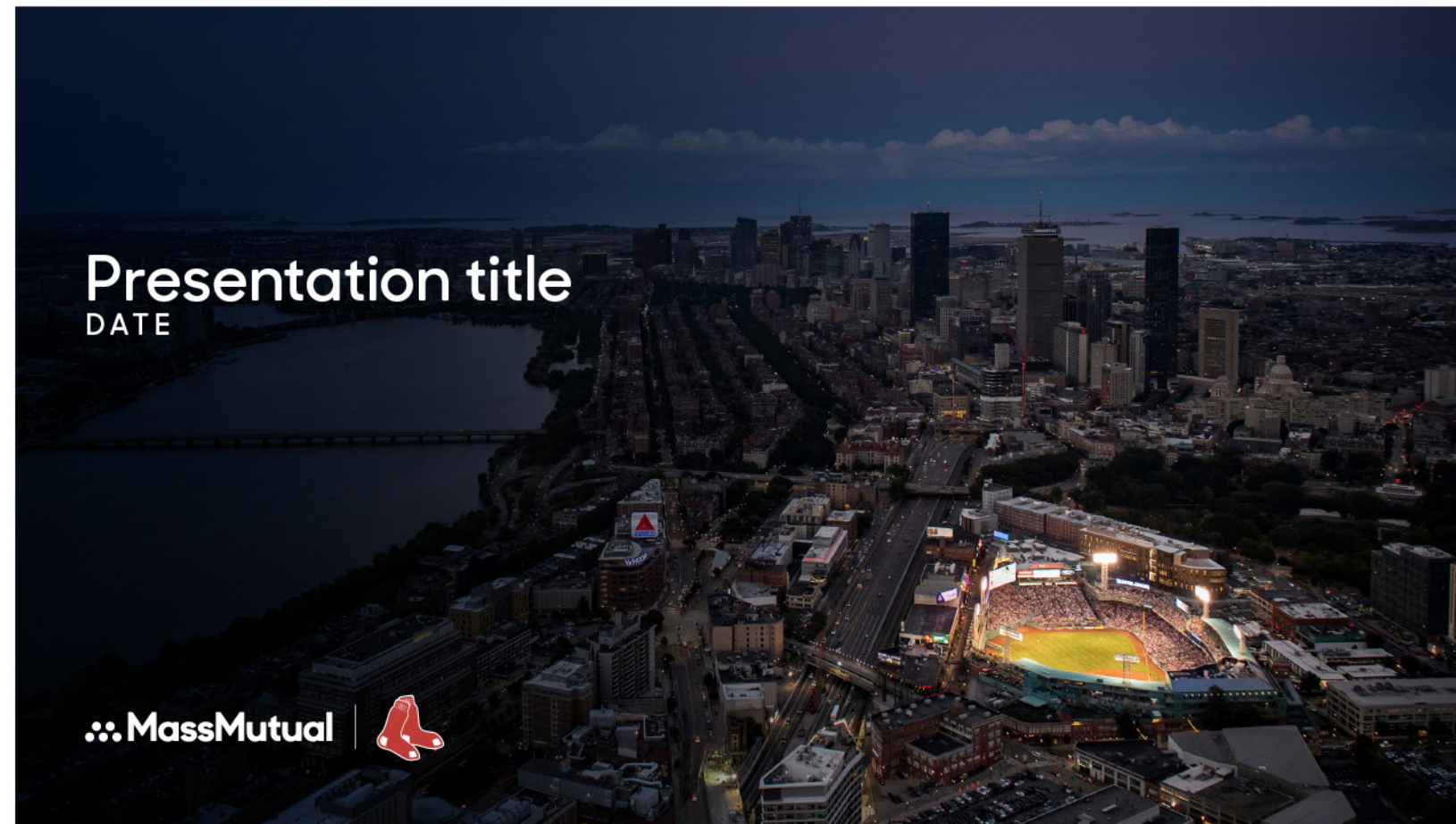
Co-branded Zoom Backgrounds

MassMutual and Red Sox co-branded Zoom backgrounds are available on the [Brand Center](#).



PowerPoint Templates and Letterhead

MassMutual and Red Sox co-branded PowerPoint and letterhead templates are available on the [Brand Center](#).



Employee Merchandise

MassMutual and Red Sox co-branded items and apparel available in the [MassMutual Company Store](#).



MASSMUTUAL | RED SOX

Links and Contacts

Red Sox Partnership:

massmutual.com/redsox

Co-brand Logo Lockups:

BrandManagement@MassMutual.com

Employee Assets:

brand.massmutual.com



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