



PARTNERSHIP STYLE GUIDE



01.23

AFTER 121 YEARS, WE FINALLY GOT SEASON TICKETS

MASSMUTUAL | RED SOX





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Signature Partnership





VERSION 1.0

TABLE

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.



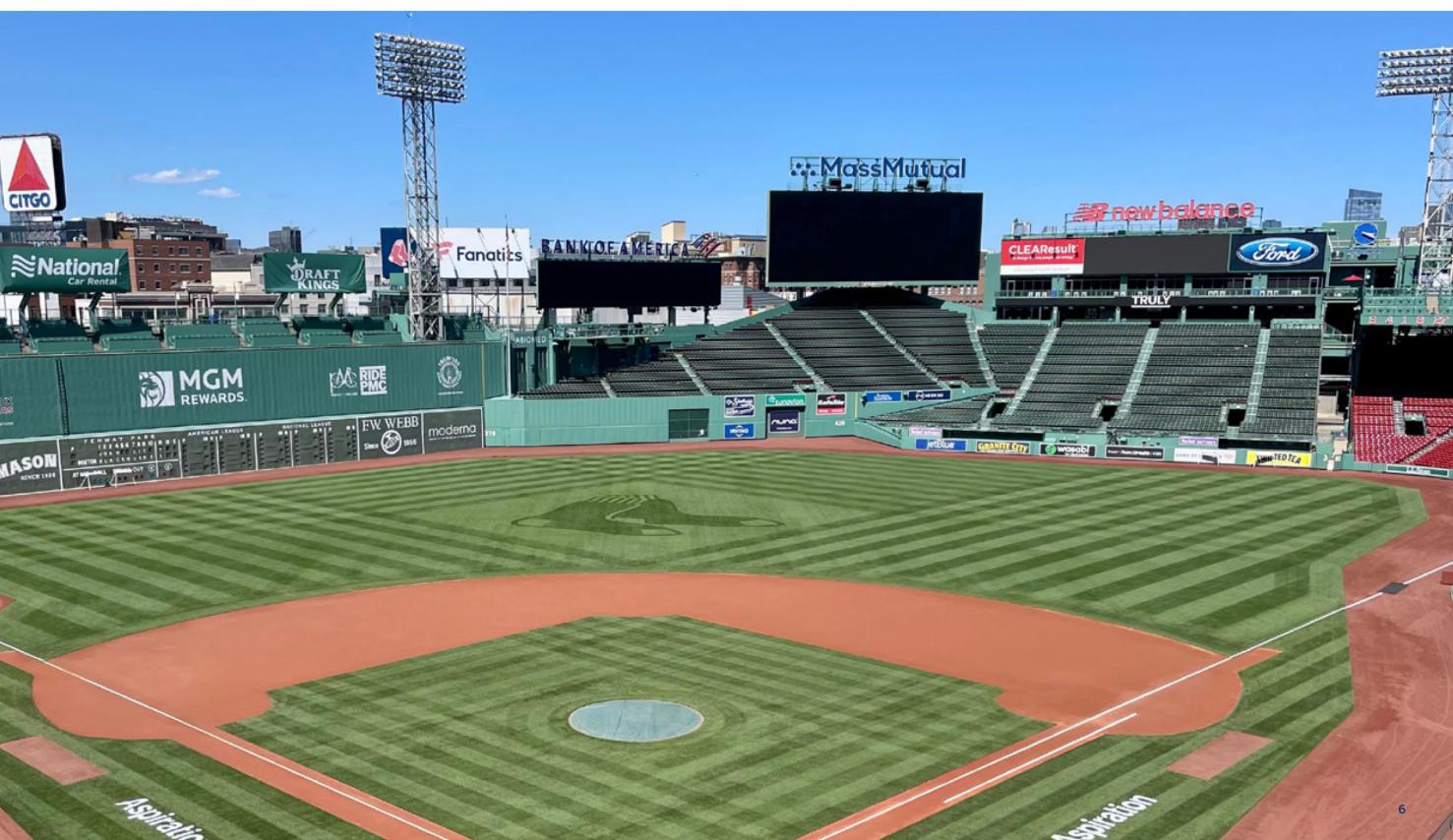
CITGO

W.B.MASON

ERAR.







BOSTON RED SOX Rec 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





TERTIARY LOGO: RED SOX SEAL

SECONDARY LOGO: BOSTON B









MASSMUTUAL | RED SOX







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















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

MASSMUTUAL | RED SOX STYLE GUIDE





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.

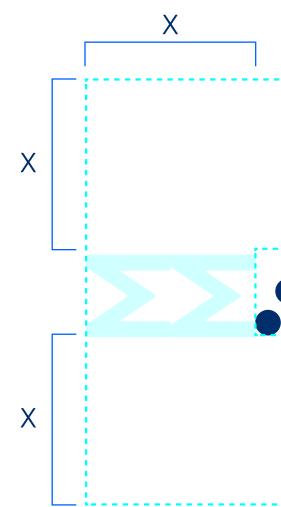
FULL LOGO LOCKUP

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

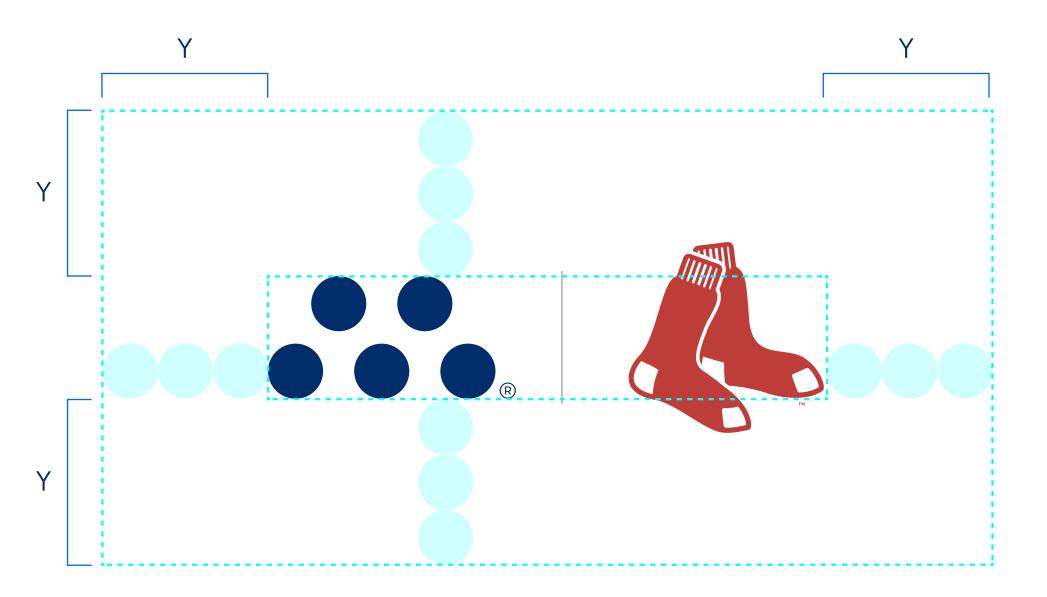
A measurement of Y is equal to 3 times the size of a dot and should remain as "clear space" surrounding all sides of the logo. Clear space on the top, bottom, and left is measured from the "M" icon. Clear space on the right is measured from the Hanging Sox logo.

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





MassMutual



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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.

MassMutual

:::MassMutual

::.MassMutual



















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. **MASSMUTUAL | BOSTON B**

:::MassMutual



::: MassMutual





SECONDARY:

TERTIARY: MASSMUTUAL | RED SOX SEAL

.:: MassMutual







H





::. MassMutual









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.



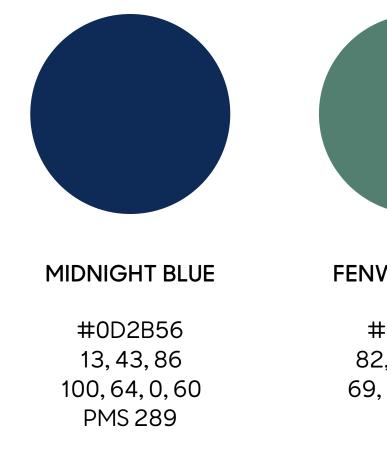
MASSMUTUAL | RED SOX Color Poleties

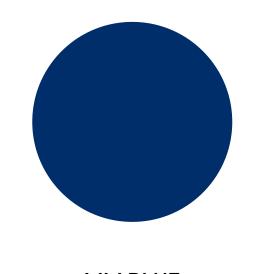




Brand Color Palettes

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.



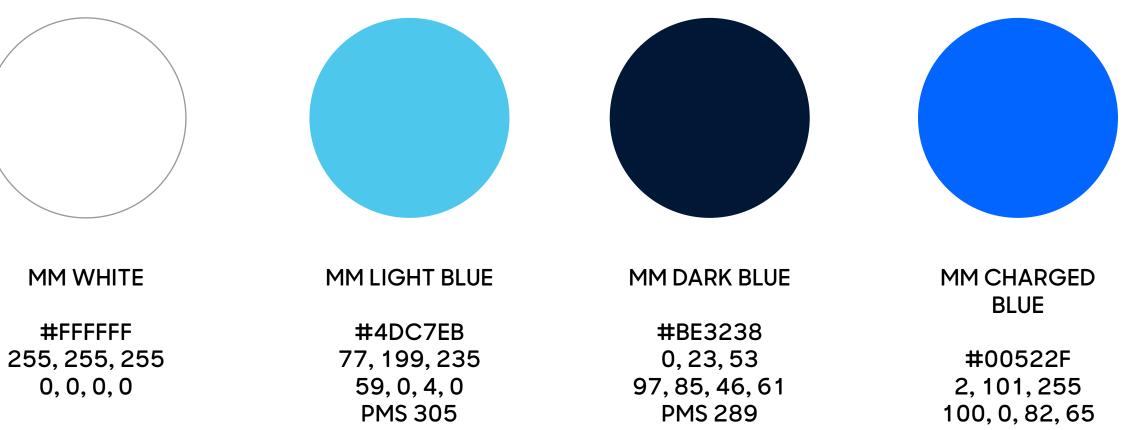




MM BLUE

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

NWAY GREEN	HIT GRAY	RED SOX RED	FUN GREEN
#527F70	#A7B1B7	#BE3238	#00522F
82, 127, 112	167, 177, 183	190, 50, 56	0, 82, 47
9, 32, 59, 10	0, 0, 0, 24	0, 100, 81, 4	100, 0, 82, 65
		PMS 186	

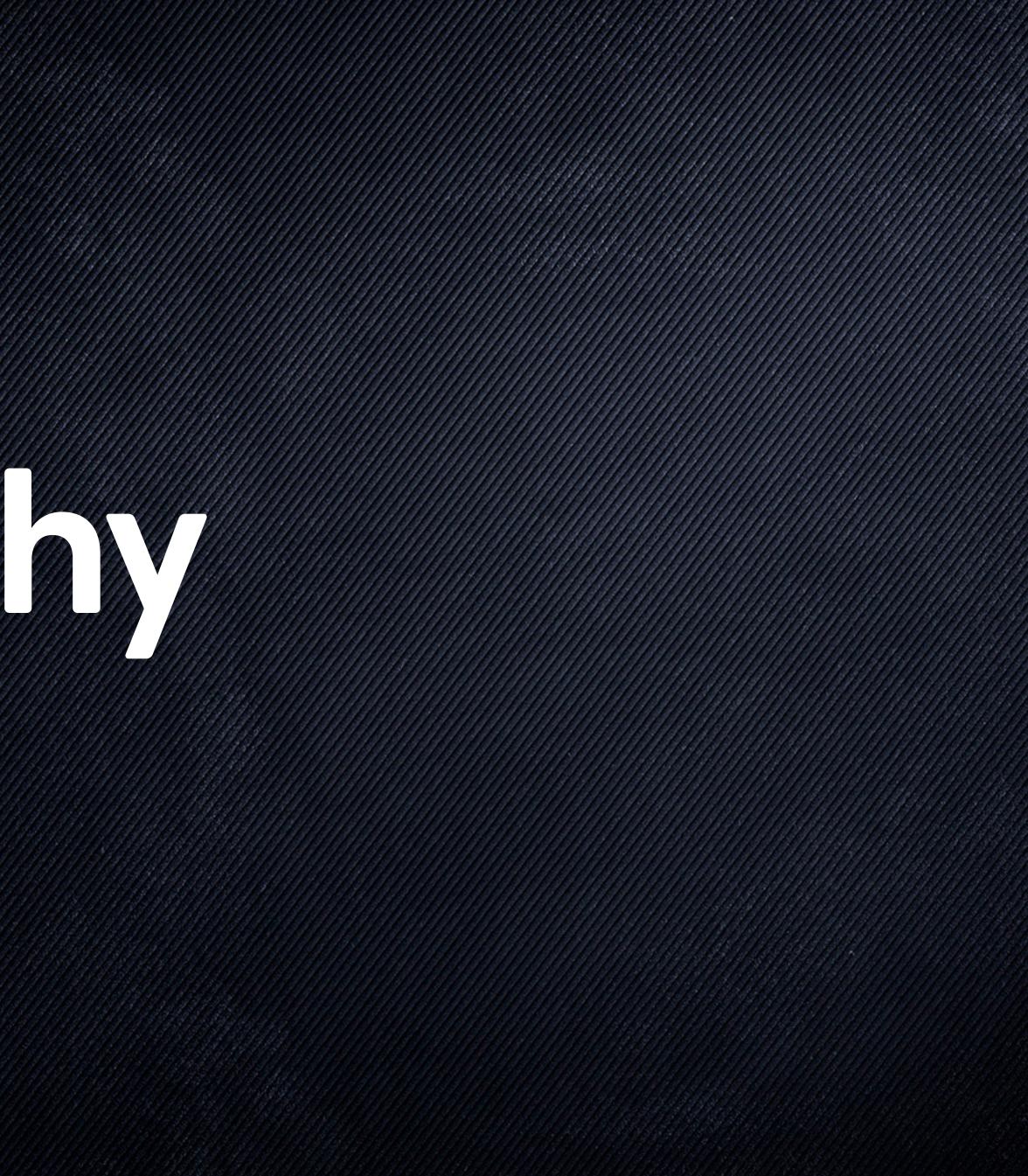


2, 101, 255 100, 0, 82, 65

MASSMUTUAL | RED SOX

<u>ypography</u>







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 RrSsTtUuVv Ww Xx Yy Zz 1234567890



BOSTON RED SOX TYPEFACE - RED, WHITE OUTLINE

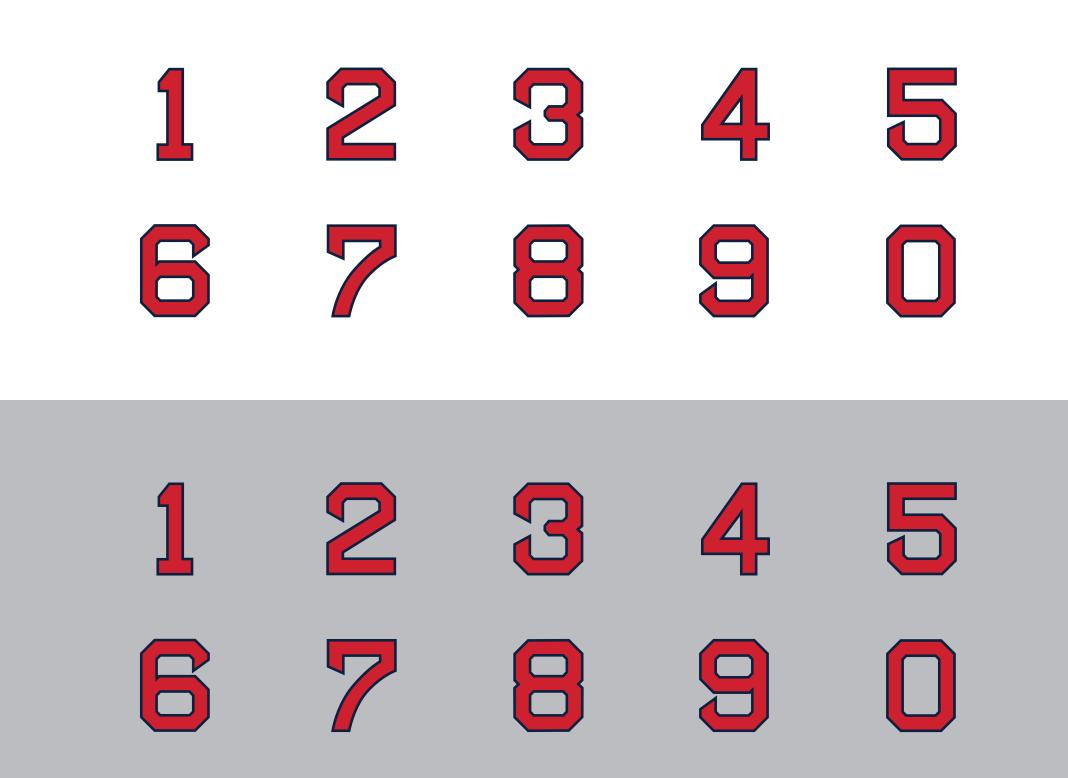
Aa Bb Gc Do Ee Ff Gg Ma II Jj Ka LI MARA MAR 88 PB 88 RFSS THUT WW WWW XXX WY ZZZ 1234567890

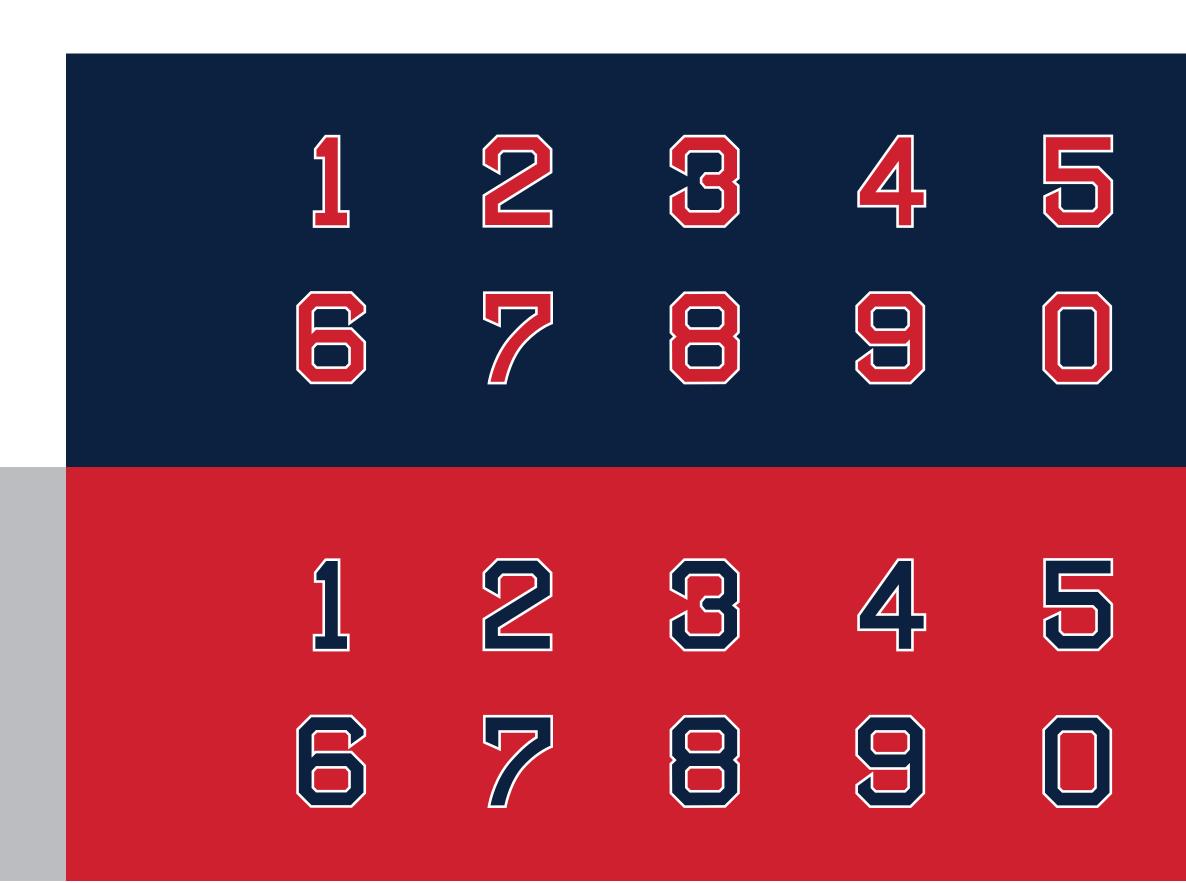




Boston Red Sox Proprietary Typeface - Jersey Numbers

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







Brand/Design Assets



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.

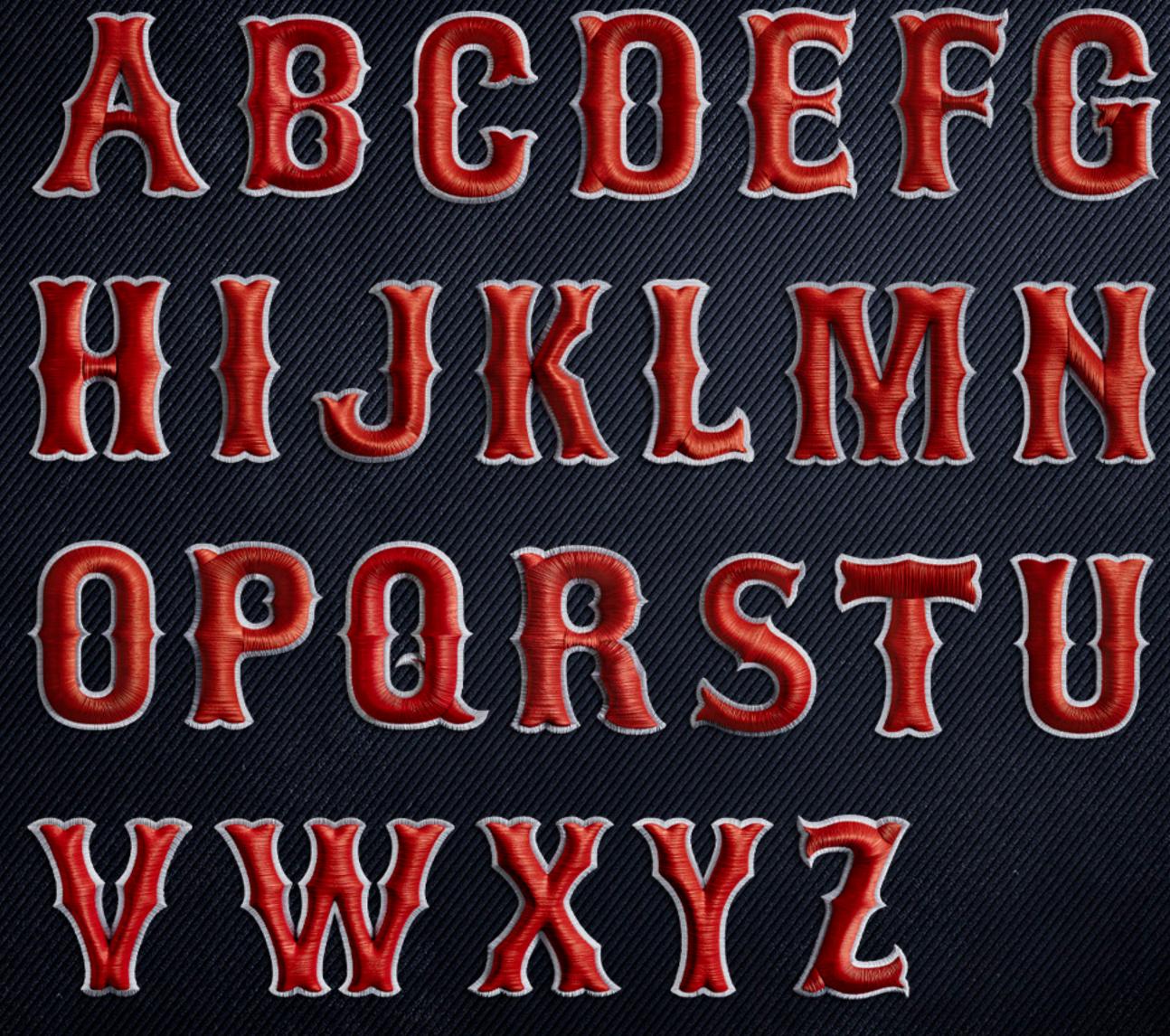
NAVY WOOL CAP BACKGROUND

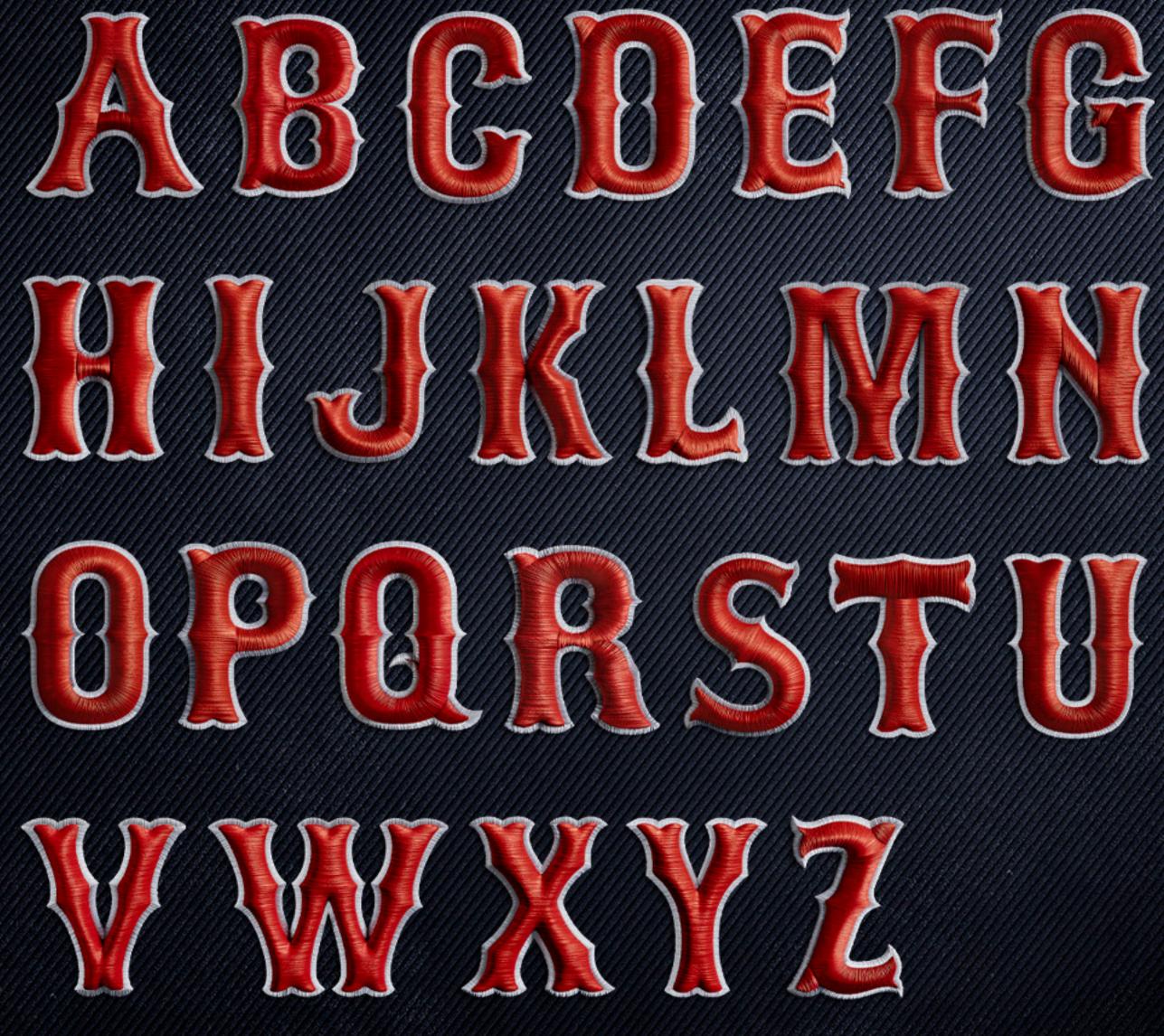
The navy wool fabric is created to represent the fabric of an official Red Sox fitted cap.

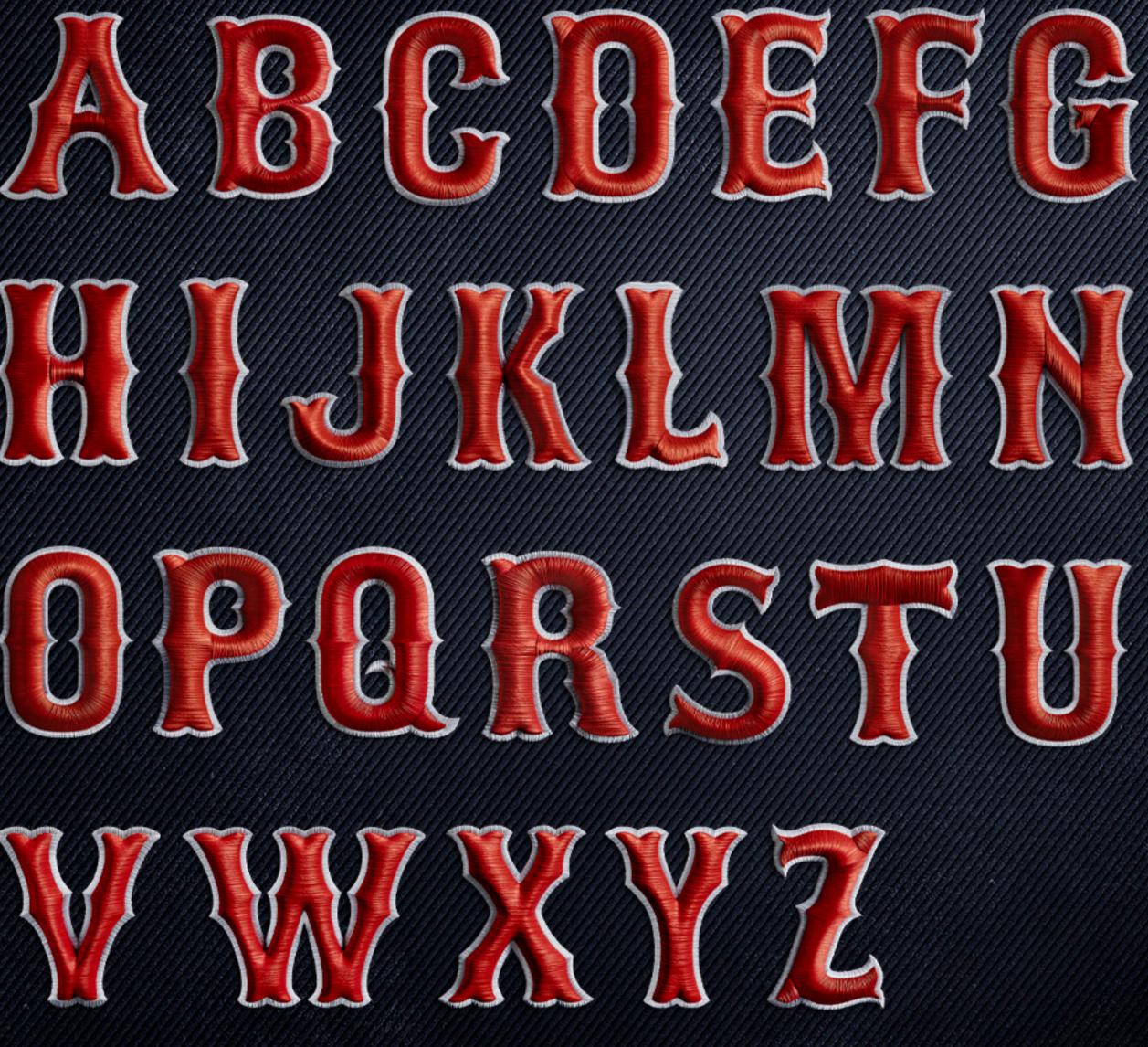
All uses of Red Sox intellectual property require prior approval from the Red Sox.















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.

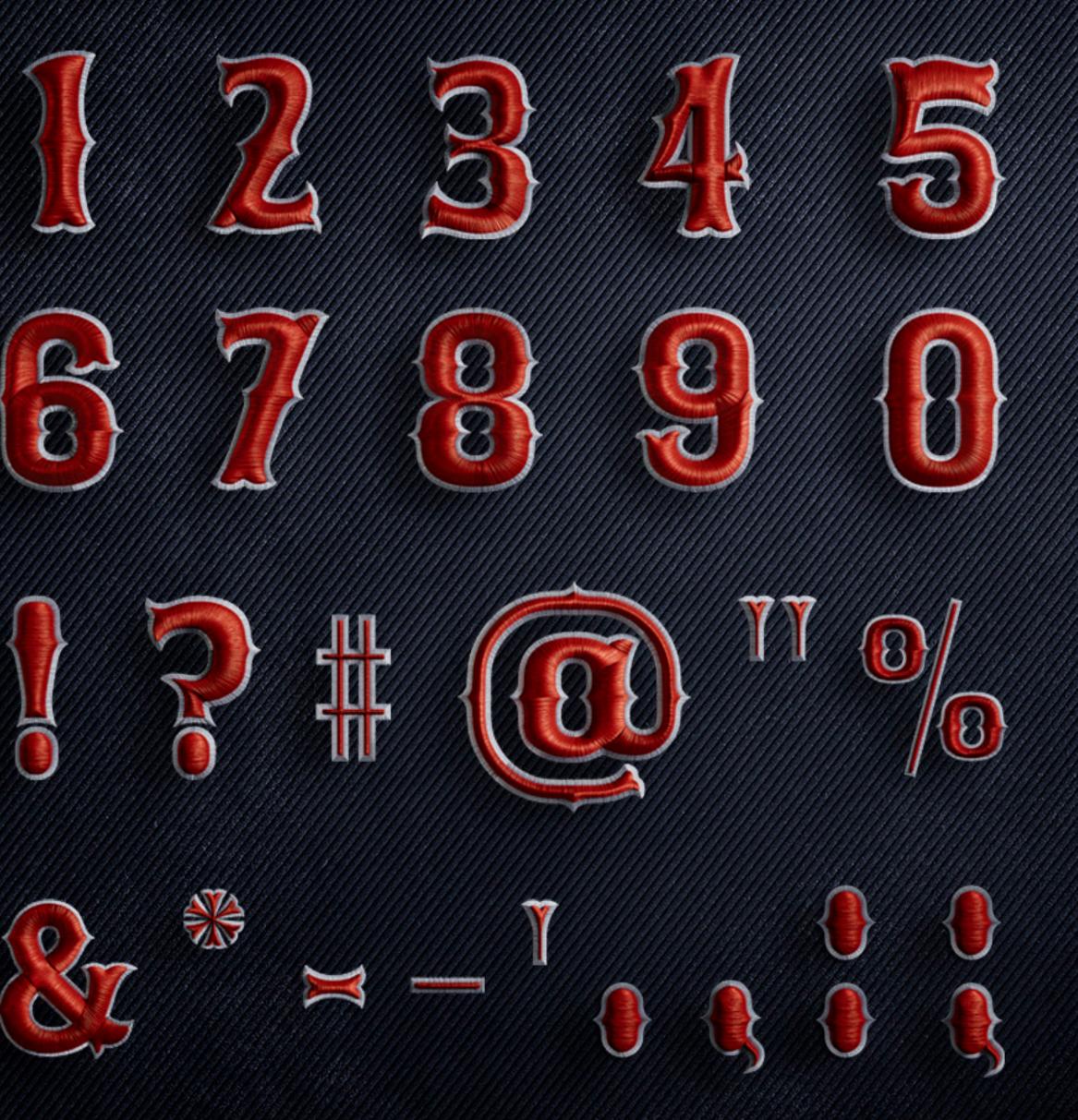
All uses of Red Sox intellectual property require prior approval from the Red Sox.













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.





:::MassMutual

....MassMutual

Official Partner of the Red Sox

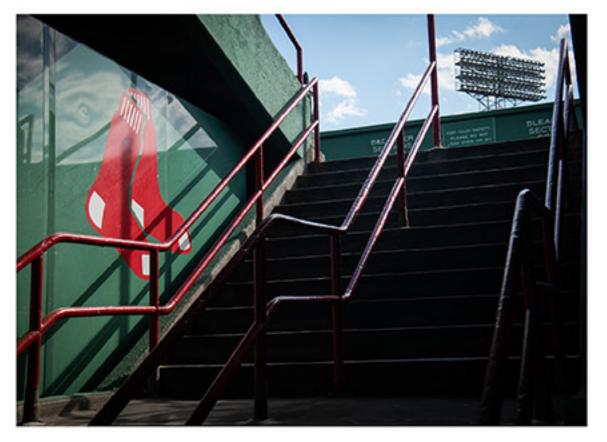
.... MassMutual Official Partner of the Red Sox

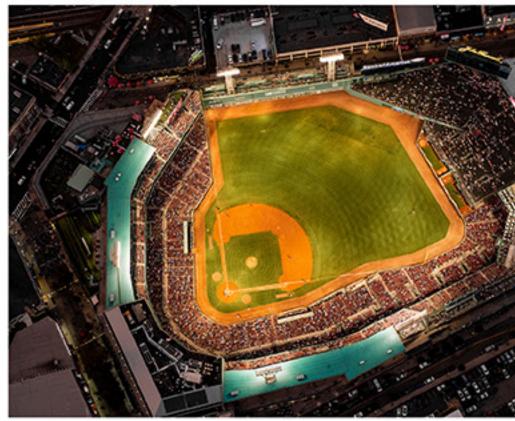


Fenway Park **Beauty Shots**

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.





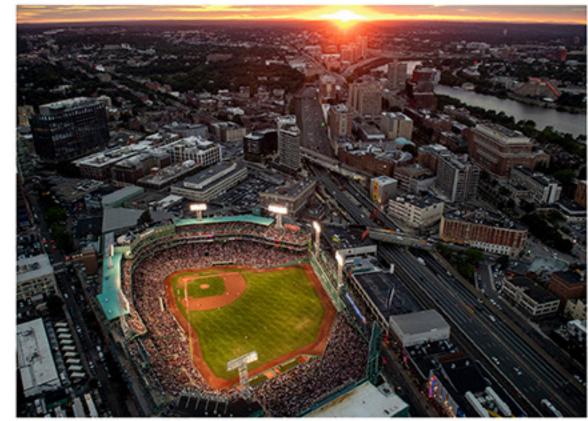
















MASSMUTUAL | RED SOX Applications





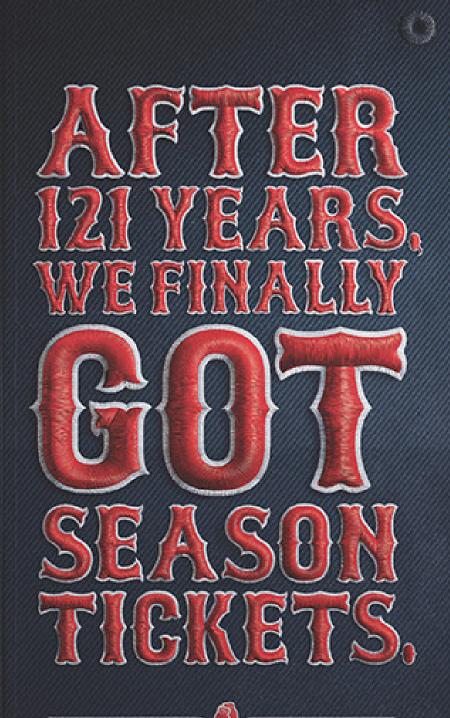


Boston Globe Announcement Ads





MassMutual Official Partner of the Red Sox



MassMutual Official Partner of the Red Sox





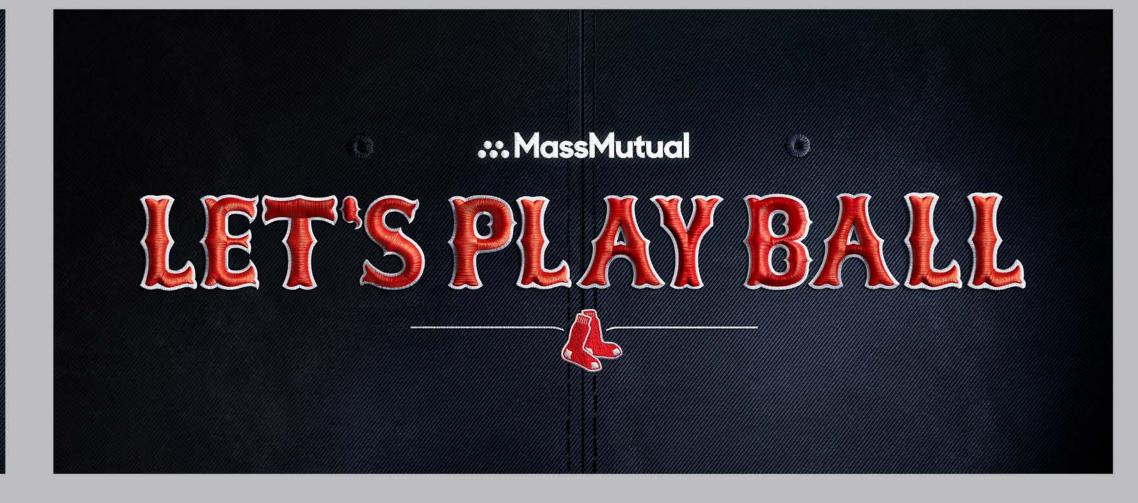




Social Media Assets

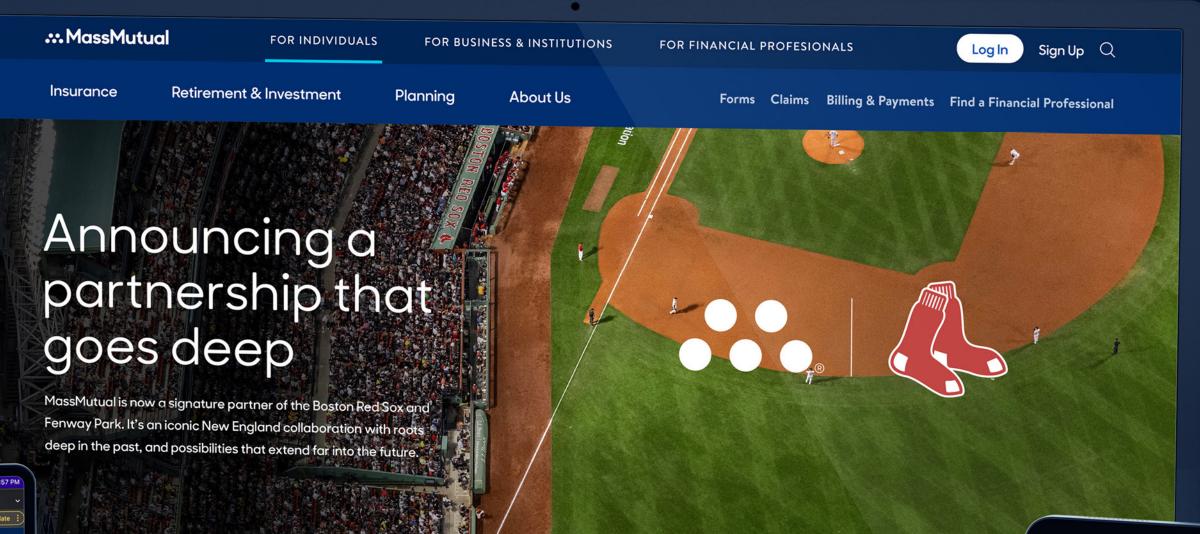
ııl 奈 18:03 MassMutual 1hr ... ••• A lot of Sox fans go way back, but not quite like we do. After rooting for the home team for 121 years, we're proud to announce we're a signature partner of the Boston Red Sox. MassMutual 0 1.4 25 000 5.7K 50 Share Like ✓ Share Comment \bigcirc \bigcirc \equiv Ń

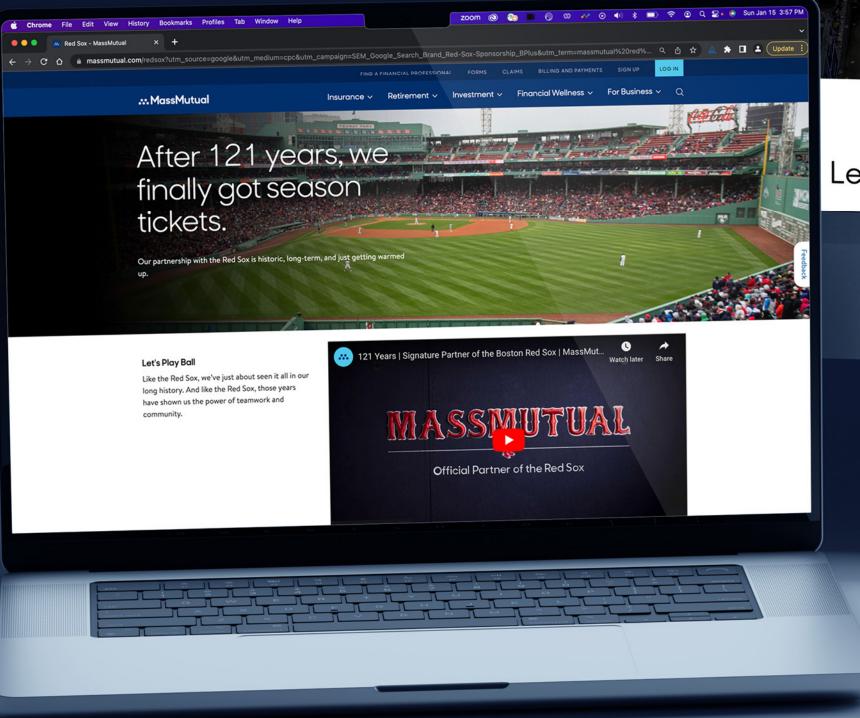




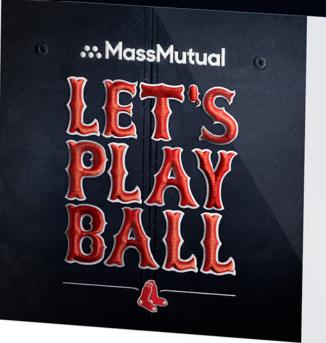


MassMutual.com Homepage and Partnership Landing Page









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 tar into

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'r

VERSION 1.0

HTML Emails



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







VERSION 1.0

TONIGHT

In-game Activations



MASSMUTUAL | RED SOX STYLE GUIDE



MassMutual NATS OFF TO HEROES

MITSUBISHI ELECTRIC



MASSMUTUAL | RED SOX Employee Assets







Co-branded Email Signatures

MassMutual and Red Sox co-branded signature templates are available on the Brand Center.

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Sara Cahill Account Executive | Corporate Sponsorships

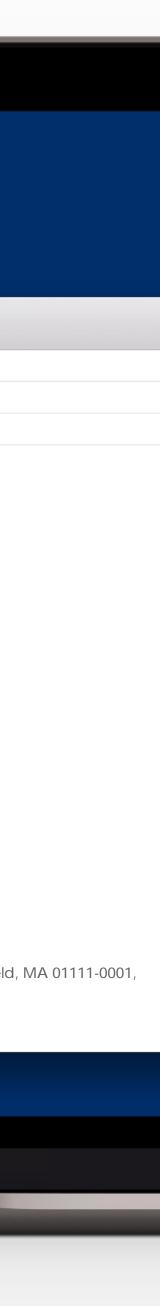
T: (555) 673-58209 C: (555) 583-9261 F: (555) 926-82645





10 Fan Pier | MIP F263 | Boston, MA 02210 MassMutual.com | Log In | Facebook | Twitter | LinkedIn

Massachusetts Mutual Life Insurance Company (MassMutual®), Springfield, MA 01111-0001, and its affiliated companies.

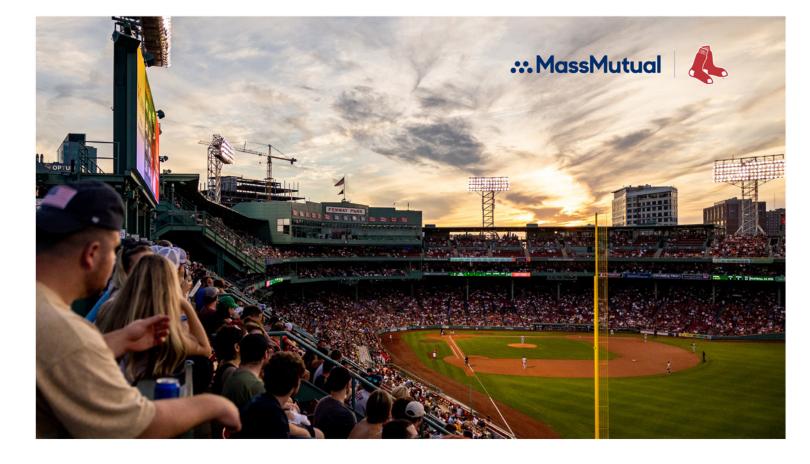


Co-branded Zoom Backgrounds

MassMutual and Red Sox co-branded Zoom backgrounds are available on the Brand Center.







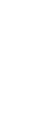


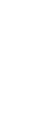
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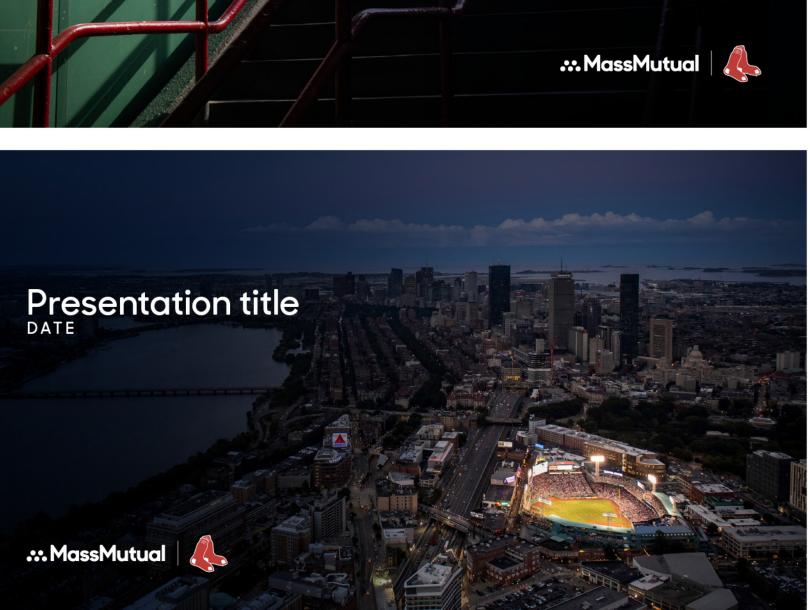


PowerPoint Templates and Letterhead

MassMutual and Red Sox co-branded PowerPoint and letterhead templates are available on the Brand Center.











David Janowski Head of Partnerships

Brand Marketing 10 Fan Pier Boston, MA, 02210 617-427-8075 email@massmutual.com

Greetings,

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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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