

∴ MassMutual | 

# PARTNERSHIP TYPOGRAPHY

01.23



# Embroidered Typography

### ALPHABET

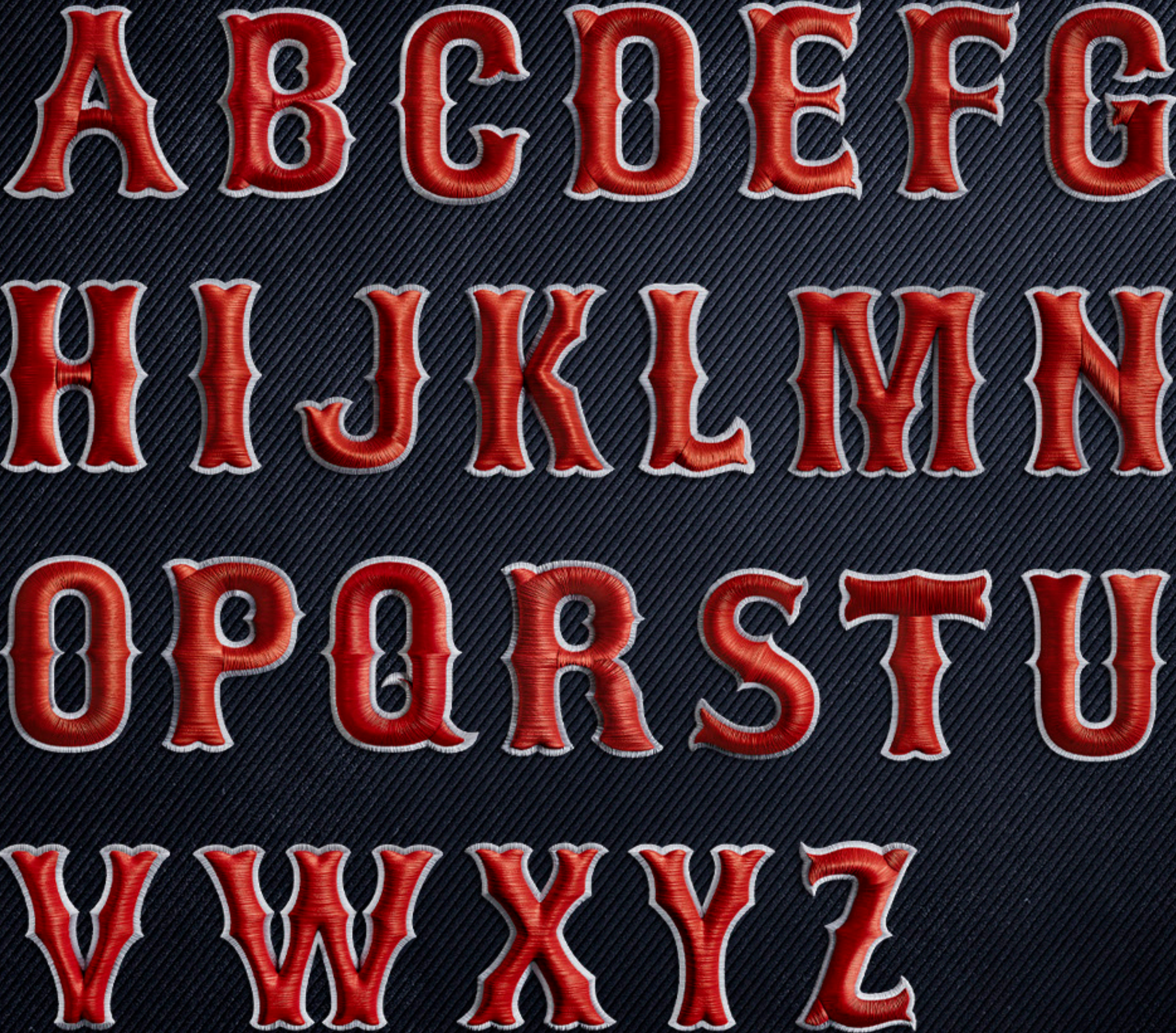
Letters must be used on the blue wool fabric background to maintain the realism of the art.

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.







AFTER 121 YEARS,

WE FINALLY GOT  
SEASON TICKETS





# 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.

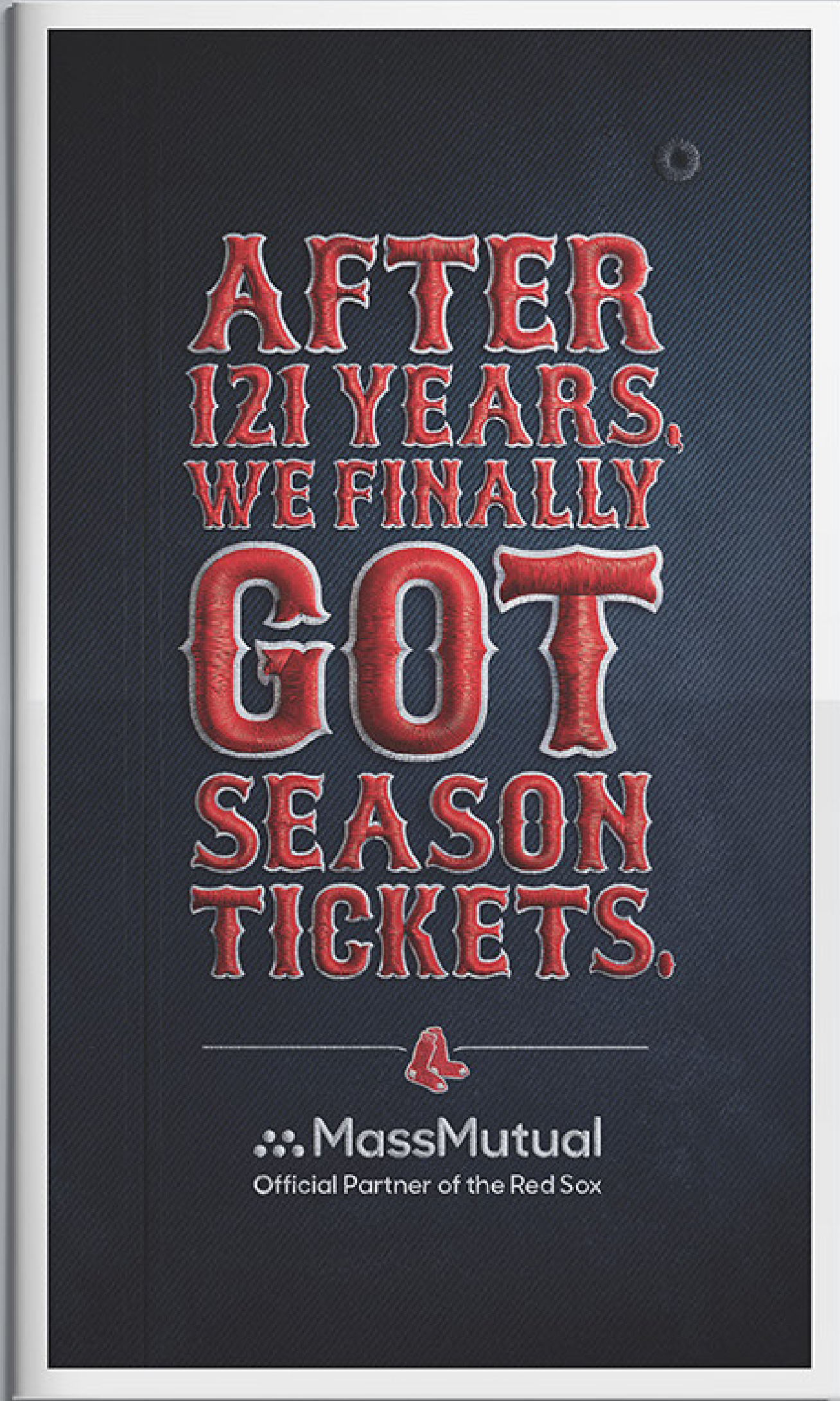
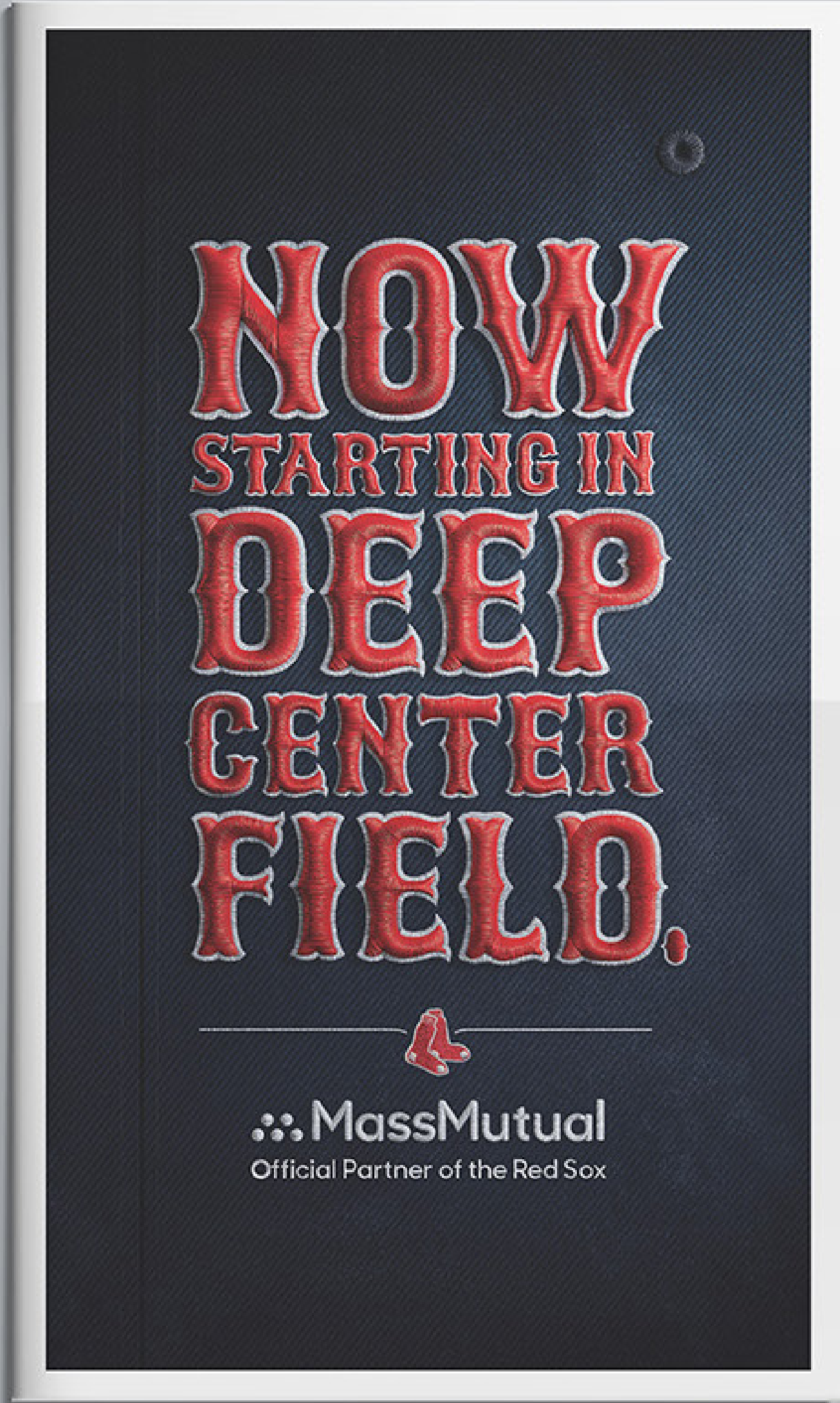




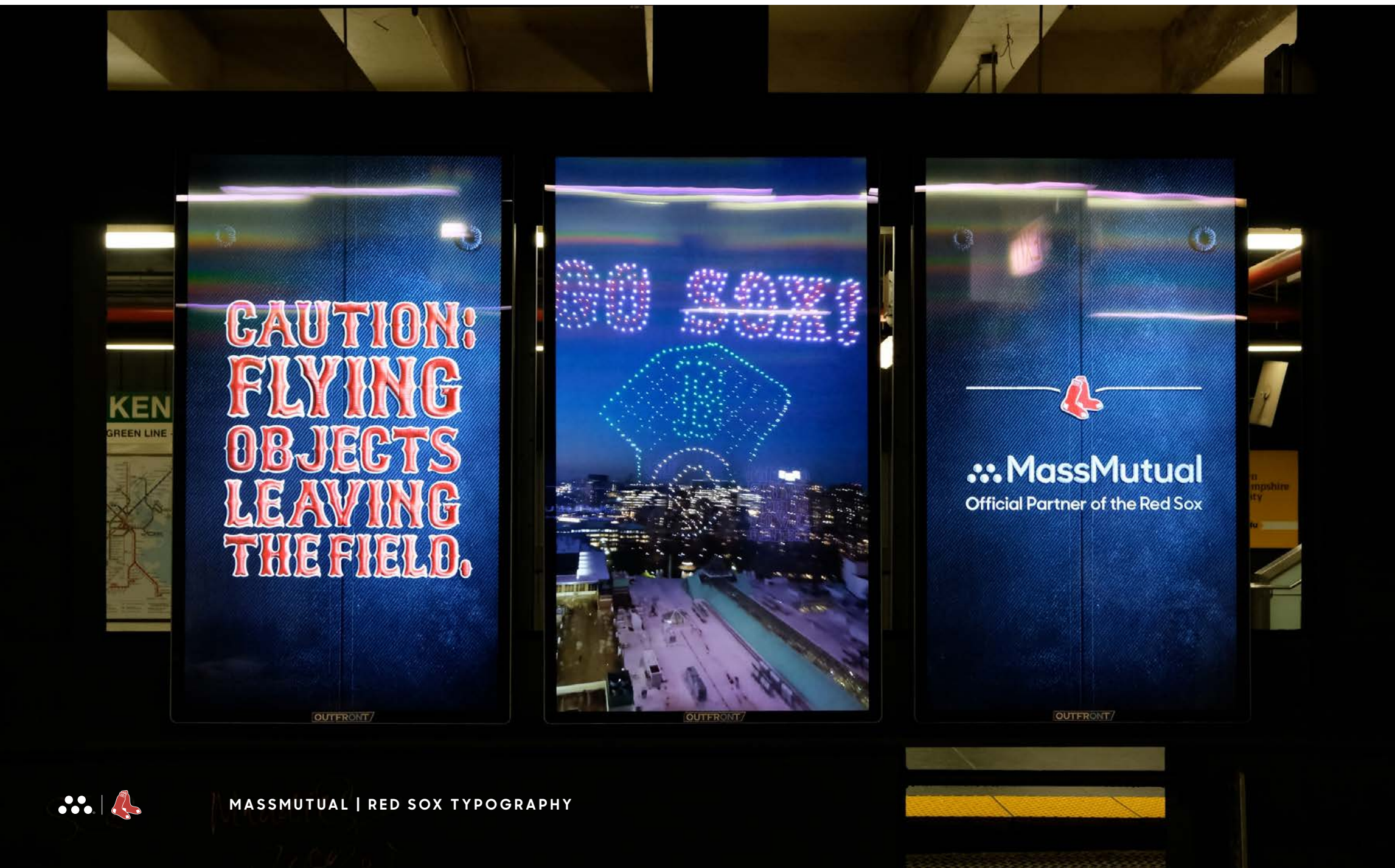
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# Applications



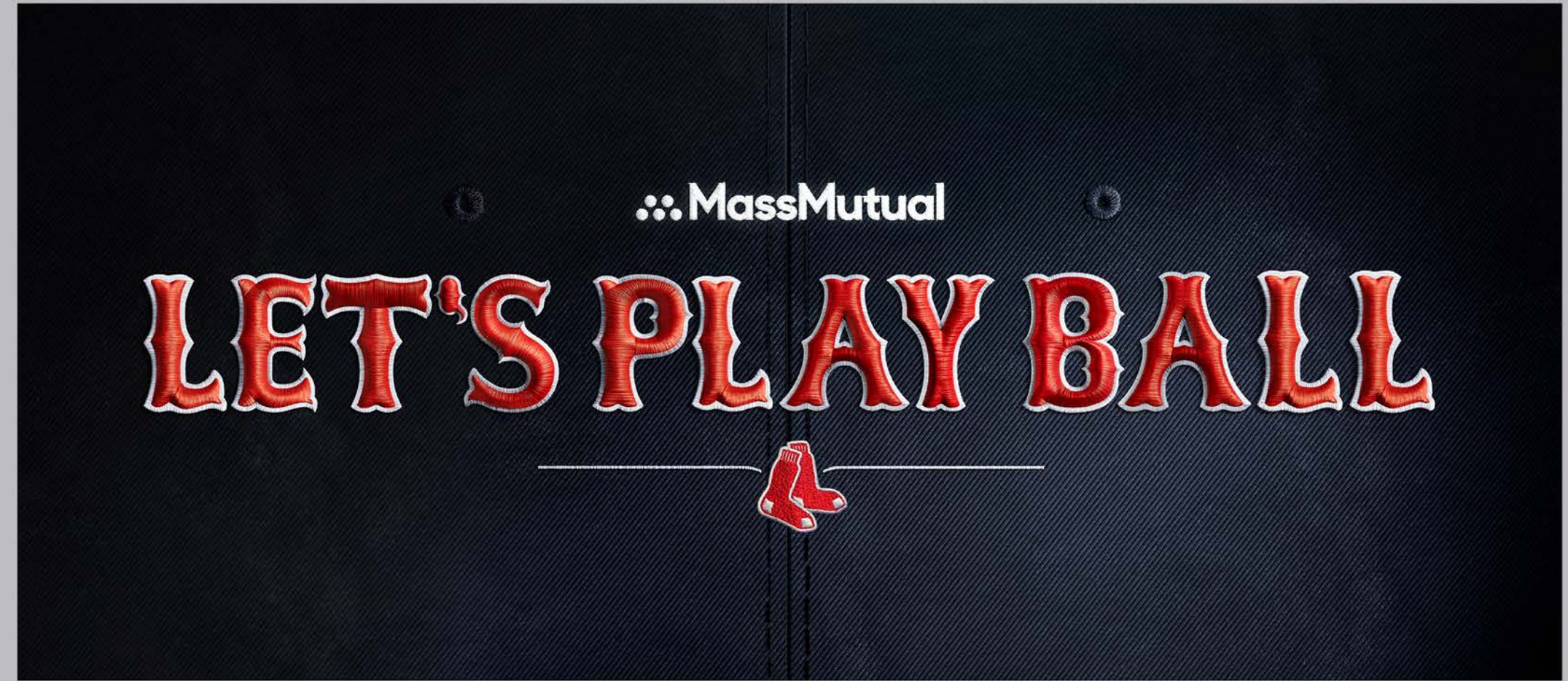






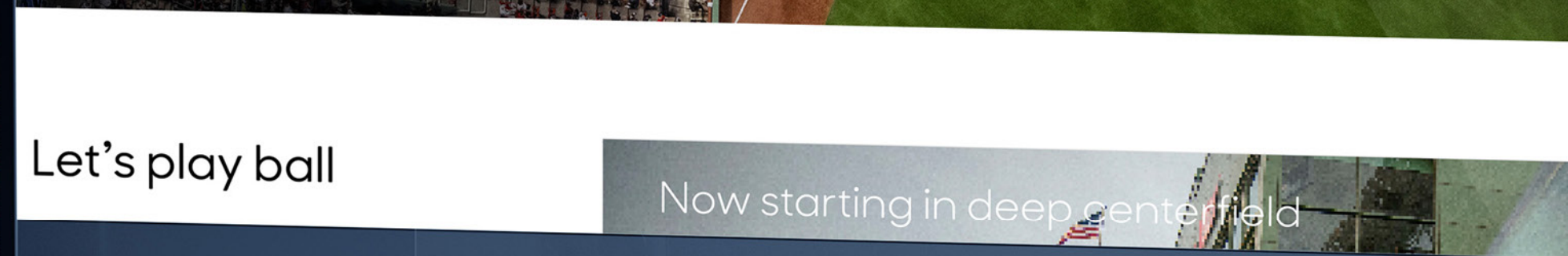
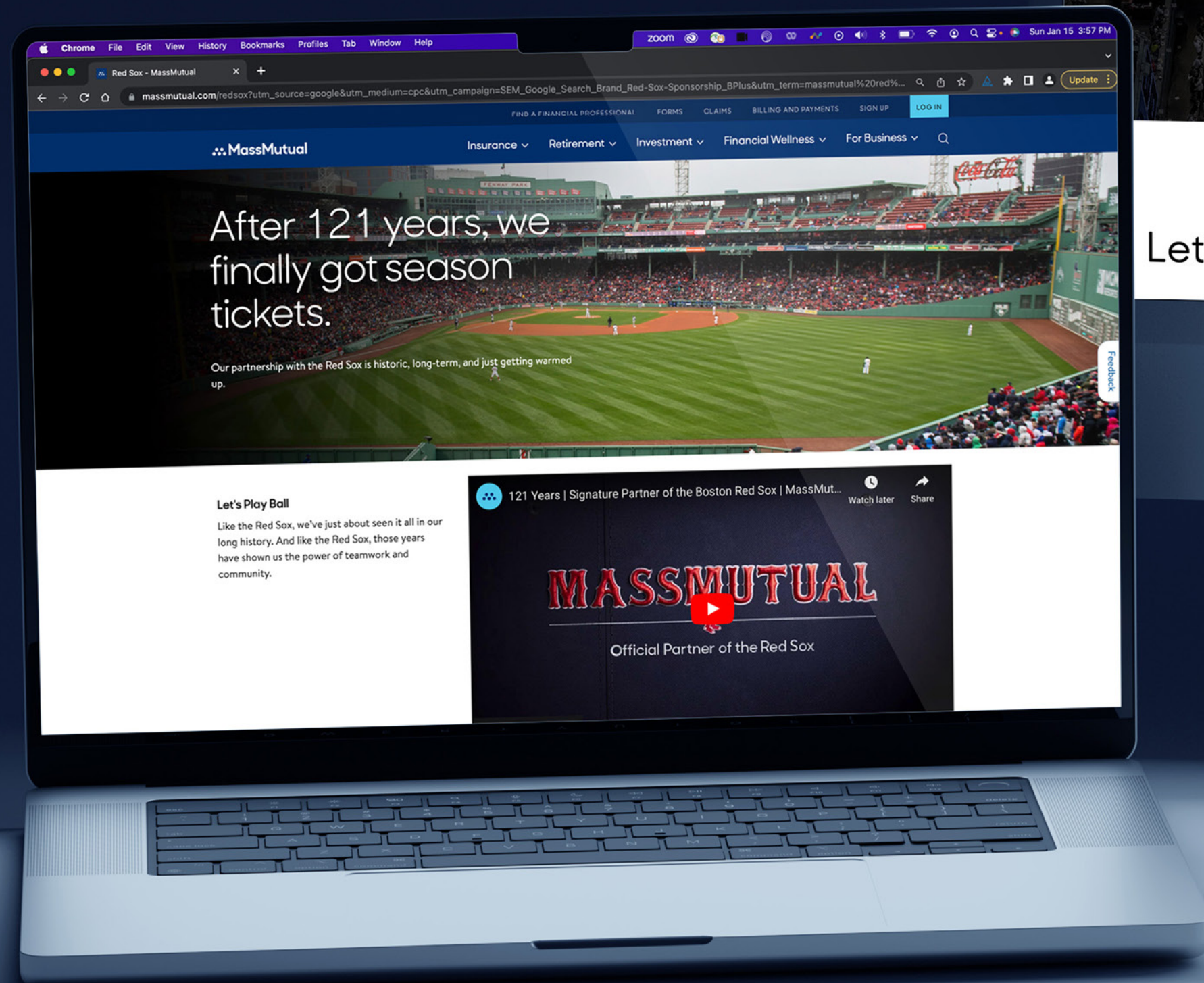
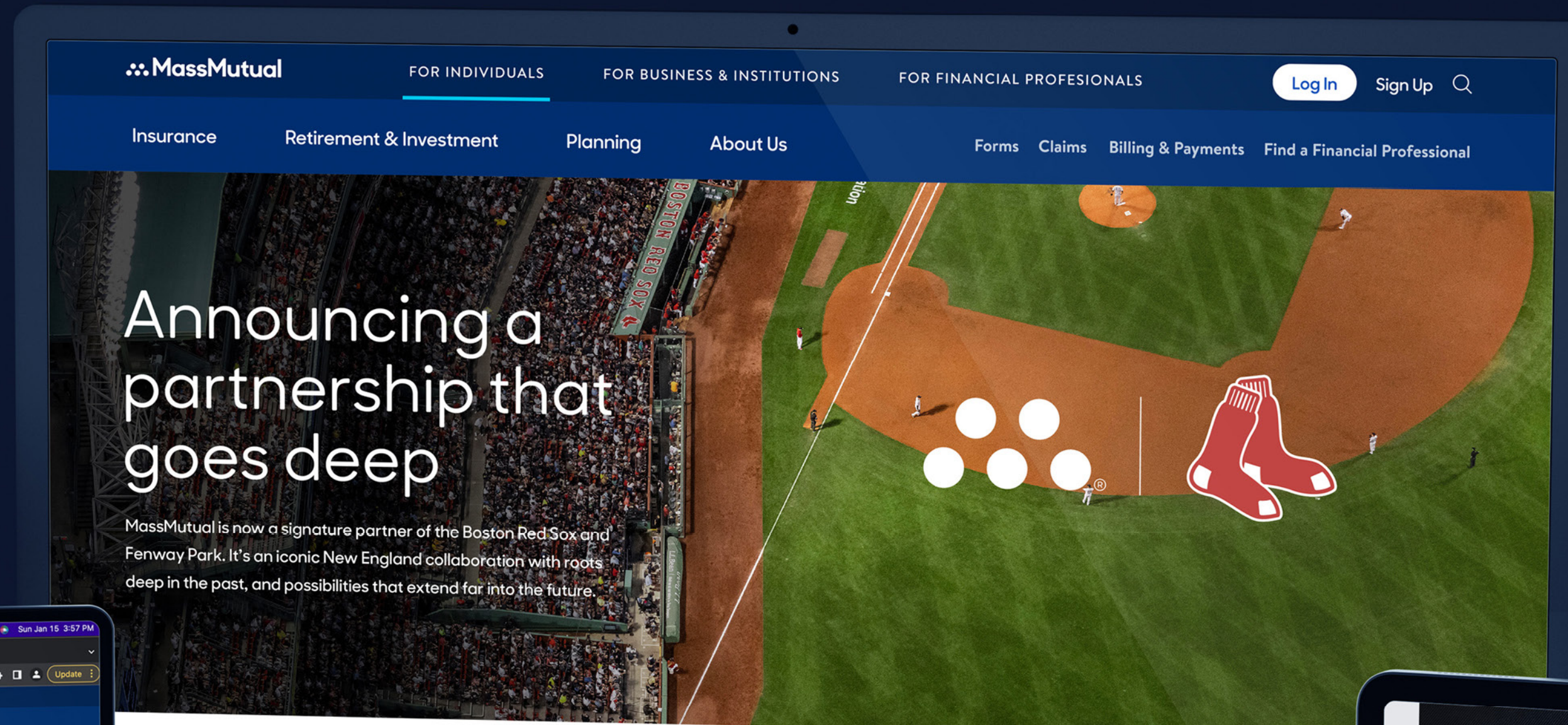


# Social Media Assets





# MassMutual.com Homepage and Partnership Landing Page







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

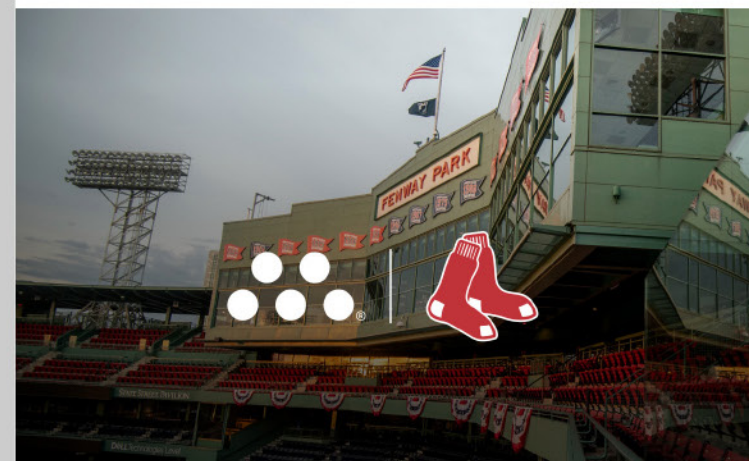
We're pleased to announce an iconic New England collaboration with roots deep in the past, and possibilities that extend far into the future.

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](#)





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**HATS OFF  
TO HEROES**

MITSUBISHI ELECTRIC

1:59



TONIGHT	
ER	0-1
S	0-1

CLE  
We change t  
clears

TRULY  
WILD BERRY





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