



Softball Europe



At the Women's Softball European Championship a new softball brand was launched.

"We believe, with this strong campaign we're starting a new era of softball in Europe," said John Austin, the ESF VP for Marketing.

Our new brand, Softball Europe is being developed as a way to promote the sport of softball rather than the organizations that administer and run the game in Europe.

Softball Europe is not just a logo. Softball Europe is a brand. A brand which was created to promote the sport of softball in Europe.

Players. Coaches. Umpires. Managers. Parents. Fans. Photographers. Journalists. Scorers. Groundskeepers. Volunteers. Whoever you are, you are Softball Europe. **We are all Softball Europe.**

For all occasions of promotion of softball, Softball Europe is here. Tournaments, clinics, highlights, videos, photos, articles, news, all about players, results, stats, social media.

Softball Europe is here for you. Use it, ask for the graphics in your language. **You are Softball Europe.**



The logo represents the most typical thing for softball - a yellow ball. It is always in motion, everyone notices it at a first glance. No other sport has a bright yellow color which contrasts with a blue sky, orange clay, and green grass. The yellow circle represents not only the ball but the "family circle" symbol because softball players are one big family. That's why "softball europe" is inside the circle. Red stitches symbolize ball movement, as well as the advancement of European softball.



The new campaign is based on strong graphics, which help people understand the major aspect of our game. The campaign is also using [#lovesoftball](#) as its tool.

We encourage everyone to use the [#lovesoftball](#) in their communication on social media. Let the world know where you belong and what you love.

There is a website www.lovesoftball.org and a [Facebook page](#) dedicated to this new tool which interconnects all of us.



ESF logo - the logo of the organization - will remain in use for institutional purposes. Official announcements, letters to national federations, ESF Congress, financial matters, legal, etc...

The ESF will always be the organizer of European championships and cups. When there's an official tournament, then there's also the ESF flag.

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