



softball  
europe

progress

lovesoftball.org

# HOW DOES IT WORK?



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.



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 new campaign is using two major tools:



Hashtag **#lovesoftball** has its mission - to interconnect everyone who loves softball. Tweets, Facebook posts, videos, photos, articles...

If softball is included, **#lovesoftball** is included.

Go crazy with the hashtag! Go to [lovesoftball.org](http://lovesoftball.org), download the hashtag in your favorite color. Print it on your t-shirt or leggings, put it on your helmet, use the stickers on your car. Let the world know that **softball** is here!



The campaign is based on strong visuals, which correspond with what softball is like.

Pick a photo, choose the right wording, get custom-made promotional visuals for your country in your language at [se@europeansoftball.org](mailto:se@europeansoftball.org)



**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.

**We all are Softball Europe.** The players, the coaches, the umpires, the parents, the fans, the organizers, the volunteers, the managers, the photographers...

Softball Europe was created to be used by everyone who loves softball and wants to see it and help it grow and expand.

Use **#lovesoftball** as much as you can, let everyone see your passion, make everyone know the sport of softball.

**#lovesoftball**

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