



WASHINGTON *Nationals*

CAMPAIGN GUIDELINES

Final Version

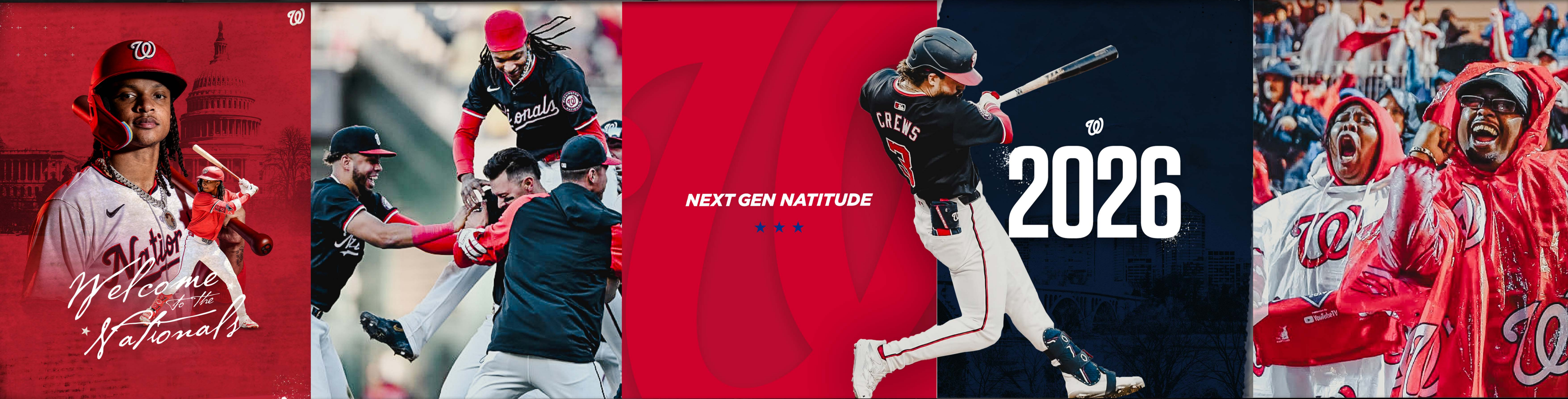


CONTENTS

Campaign Overview	3
Brand Foundation and Messaging	5
Color	14
Typography	16
Graphic Elements	20
Photography	31
How It Comes Together	33
Creative Examples	37
City Connect	41

CAMPAIGN OVERVIEW

Through dynamic activations and modern Americana visuals, the campaign invites fans to celebrate the playful, patriotic spirit of Natitude—a love for baseball that unites us all. Next Gen Natitude inspires a new generation to embrace the Nationals as a symbol of unity, fun, and pride in our nation’s capital.



BRAND FOUNDATION AND MESSAGING

BRAND POSITIONING

GUIDING PRINCIPLE

The fundamental beliefs that dictate brand behavior and decision-making.

VISION

The dream; what you are striving to achieve.

MISSION

The reality; combining your purpose and promise to show the essence of your business’s goals and the philosophy underlying them.

BRAND PERSONALITY

The voice and character of your brand; how you look, feel, and sound.

TONE OF VOICE

How we speak and communicate through our brand.

BRAND POSITIONING

Your audience, your offer, and your essential benefit.

BRAND PILLARS / DIFFERENTIATORS

The unique features, aspects, and/or benefits that set you apart from competing brands.

NATITUDE

Forged from the unyielding spirit that built this city, our confidence and fierce representation of our country and capital inspire optimism in each and every mind, heart, and hand of the D.C. community and beyond.

We change the game for the better, leaving generational, positive impact in our community and beyond.

To be celebrated for both the best fan experiences and powerful community impact.

PLAYFUL

FIERCE

PATRIOTIC

Sunny, Welcoming, Fun

Passionate, Driven, Destined

Proud, Purposeful, Respectful

With change as a constant backdrop, we bring a fresh commitment to expression through play that leaves a profound and lasting impact on the game, our fans, and our communities.

Empower Through Expression

Deliver the Delightful and Unexpected

Showcase Play and Playfulness

Build and Unify Community

CAMPAIGN
PLATFORM

Next Gen Natitude channels the fierce pride and resilience that defines both Washington, D.C., and Nationals baseball, forging a bold connection between team and city. The Washington Nationals are always striving to deliver a unique baseball experience that advances the Next Gen Natitude story. This phrase should always be our guide and north star to bring our brand to life through our creative materials and across all channels and experiences where our audiences interact with us.

NEXT GEN NATITUDE



Future focused, driven



Youthful, idiomatic,
relevant to today's
culture



Ownable expression that embodies and
sets the expectation of the differentiated
Washington Nationals experience

BRAND VOICE ATTRIBUTES

Our voice is rooted in a distinct set of attributes that serve a dual purpose: these traits bring our brand to life consistently, while also giving our voice range. Specific tactics help us advance each of these attributes so that our brand voice always rings true—no matter the channel or touchpoint.

KEEP IN MIND

The language used to describe our voice attributes is internal and should not be used externally (e.g. we wouldn't say "The Washington Nationals are patriotic and fierce.")

Not all voice attributes need to be used or tuned to equal levels in every piece of writing. Use your judgment for your intended audience and context to determine which attributes to prioritize.

Voice attributes don't need to appear in any particular order. Always aim for clarity, feeling and flow, not the formulaic.



BRAND VOICE ATTRIBUTES

WHY WE SPEAK THIS WAY

Because baseball is a game first, and we want our fans to experience the joy of play in the game.

PLAYFUL GUARDRAILS

Sunny but not saccharine

PLAYFUL



WHAT IT MEANS

Sunny. Welcoming. Fun.

The Washington Nationals create joy for everyone in the baseball game experience. We're youthful, warm, lighthearted, bright and exciting. We enjoy hosting our fans and players for a good time.

EXAMPLES

Let the games begin. Join us this season as we celebrate our 20th anniversary! BUY TICKETS TODAY

The season is in full swing! Join us at the park as we celebrate our 20th anniversary. BUY TICKETS NOW



WHAT IT DOESN'T MEAN

Silly, Whimsical, Immature

BRAND VOICE ATTRIBUTES

WHY WE SPEAK THIS WAY

Because we know what it takes to win, a commitment to the goal of a World Series Championship that requires focused dedication and drive to reach our destiny.

FIERCE GUARDRAILS

Passionate but not enraged

FIERCE



WHAT IT MEANS

Passionate. Driven. Unwavering.

The Washington Nationals embody passion and drive, and have a humbly fierce spirit to be the best at everything we do. We have won a World Series and believe it's our destiny to win more.

EXAMPLES

Old Glory. New Blood. It's time to usher in the next generation of Nationals Baseball. #NextGenNatitude

Win the day. #NextGenNatitude

Show up and show off. Visit the team store today. #NextGenNatitude



WHAT IT DOESN'T MEAN

Fury, Cutthroat, Angry

BRAND VOICE ATTRIBUTES

WHY WE SPEAK THIS WAY

We are a team in the heart of the nation and play America's game. It's in our DNA to be proud of who we are, where we're from and what we do.

PATRIOTIC GUARDRAILS

Proud but not arrogant

PATRIOTIC



WHAT IT MEANS

Proud. Purposeful. Respectful.

We wave the Washington Nationals banner for what it represents—pride in our team, our players our fans, our city, our nation, and baseball itself.

We believe in the positive impact our team brings to our community and the game.

EXAMPLES

As loud as liberty. #NextGenNatitude

Our Diamond. Our District.

Embedded in the city that we call home. Proudly played in the Nation's capitol. This is Washington Nationals baseball.



WHAT IT DOESN'T MEAN

Political, Arrogant, Exclusive

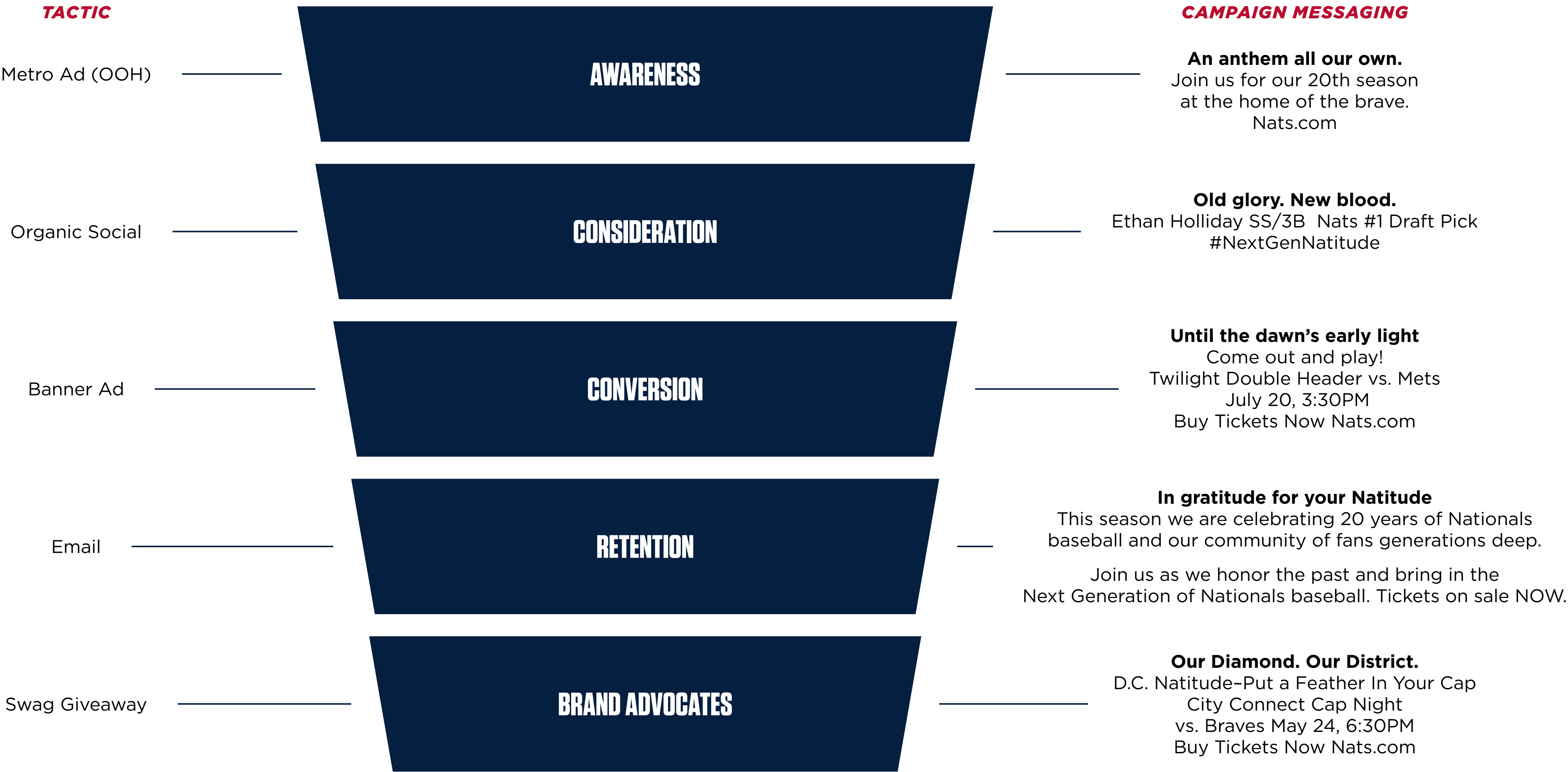
CAMPAIGN
MESSAGING

NEXT GEN NATITUDE			
MESSAGING FOCUS	MESSAGING GOAL	HEADLINES	TONE OF VOICE
Masterbrand	Evergreen, holistic, Nationals brand that energizes fans for the season, and helps familiarize and create the expectation of excitement. The masterbrand unifies and is a passionate call to action.	An <u>anthem</u> <u>all our own</u> . As <u>loud</u> <u>as liberty</u> . <u>Until the</u> <u>dawn's early light</u> .	They should be playful in the use of their turn of familiar American founding phrasings
20th Anniversary	As we celebrate 20 years/seasons, this messaging encourages fans, partners and the community to remember the past and celebrate the fierce future to come.	<u>An anthem</u> <u>all our own</u>. <u>Old glory</u> . <u>New blood</u> . <u>A declaration</u> <u>for a new generation</u> .	They should feel celebratory
City Connect / City Specific	This messaging speaks to the city specifically, aligning with core elements of the jersey (grid, patch, etc)	<u>Our Diamond</u>. <u>Our District</u>. <u>Proudly played</u> <u>in the heart</u> <u>of the nation</u> .	They should feel authentic to D.C.

TONE OF
VOICE KEY

Playful: Sunny, Welcoming, Fun
Fierce: Passionate, Driven, Destined
Patriotic: Proud, Purposeful, Respectful

MESSAGING FUNNEL



COLOR

COLOR PALATTE

Our color palette is built from the core Washington Nationals brand colors of red and blue.

Nats Red and Nats Blue should be the primary colors used in campaign applications.

Medium red, medium blue, bright red, and bright blue can be used as outlined in these guidelines to create visual interest and dynamic energy to the campaign.

This palette is paired with white which is used for backgrounds, typography, and small graphic elements as well as black which is used for small body copy.

NATS RED
CMYK: 3 / 100 / 70 / 12
HEX: #BA0C2F
PANTONE: 200

MEDIUM RED
CMYK: 13 / 100 / 93 / 4
HEX: #CE002B

BRIGHT RED
CMYK: 0 / 93 / 51 / 0
HEX: #FF2E5B

NATS BLUE
CMYK: 100 / 90 / 13 / 68
HEX: #041E42
PANTONE: 282

MEDIUM BLUE
CMYK: 100 / 91 / 17 / 6
HEX: #003087

BRIGHT BLUE
CMYK: 89 / 75 / 0 / 0
HEX: #0048D2

WHITE
CMYK: 0 / 0 / 0 / 0
HEX: #FFFFFF

BLACK
CMYK: 0 / 0 / 0 / 100
HEX: #000000

TYPOGRAPHY

CAMPAIGN TYPEFACES

Tungsten is the primary font used for display copy.

The Gotham family provides a wide range of styles to be used in instances such as subheads, body copy, CTAs, etc.

Cezanne should be used as an accent font or textural element, never to be used for headlines.

DISPLAY COPY: TUNGSTEN SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SUBHEAD: GOTHAM BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ACCENT & TEXTURE: CEZANNE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

NOTE: BE MINDFUL OF SPACING AND GLYPHS WHEN USING CEZANNE; NOT FOR MARKETING HEADLINES.
NOT TO BE USED IN ALL CAPS. FILTER THROUGH GLYPH OPTIONS WHEN USING, SPACING MAY BE OFF.

BODY COPY: GOTHAM BOOK & MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SAMPLE TYPOGRAPHY USES

1. HEADLINES

- Font: Tungsten Bold
- All caps
- Tracking: 0

2. SUBHEAD STYLE 1

- Best for shorter subheads
- Font: Gotham Black Italic
- All caps
- Tracking: 20

3. SUBHEAD STYLE 2

- Best for longer subheads
- Font: Gotham Medium
- Sentence case
- Tracking: 0

4. BODY COPY

- Font: Gotham Book (Bold and/or Italic when needed)
- Sentence case
- Tracking: 0

5. CTA

- Font: Gotham Black
- All caps
- Tracking: 320

1.

AN ANTHEM ALL OUR OWN

2.

ITA CULPARUM REPERUM VENIT EXCEST

3.

Isciet endeseq uiatur. Occuptis maios andios nimaion emposant libus adios eossunt opta.

4.

Optaturendit landae cum nimus aperspi tatempe ritatibus min rerestrum site eumquun turerore pres veliquo dolorehent earum archil iunt, optibus dantem aut unt moloriae nihilit quae. Occus. Quisciis nectus, consequia vide cores molor moluptam, omnihit quam simolup tiisseque quibus acea simagnis. Sedi int occuptae essit porum, occum aut dolupit liquo quod quatempor moluptur autem vitam aut hillore aliquae ctibea dolorerum ut ut voleste velest, odiaest iscitatiaspe aliatiam

5.

BUY NOW

SAMPLE TYPOGRAPHY USAGE

6. PLAYER NAMES AND NUMBERS

- Font: Gotham Bold for the name and Tungsten Bold for the number
- All caps
- Tracking: 0
- Player names and numbers should be designated on all photos and cutouts. This designation is approximately half the size of a subject’s head and typically placed next to the subject’s shoulders, opposite the side of messaging whenever possible. Names are half the size of their respective number and are placed next to the number with a slight overlap.

6.



7.

NATS.COM/2025

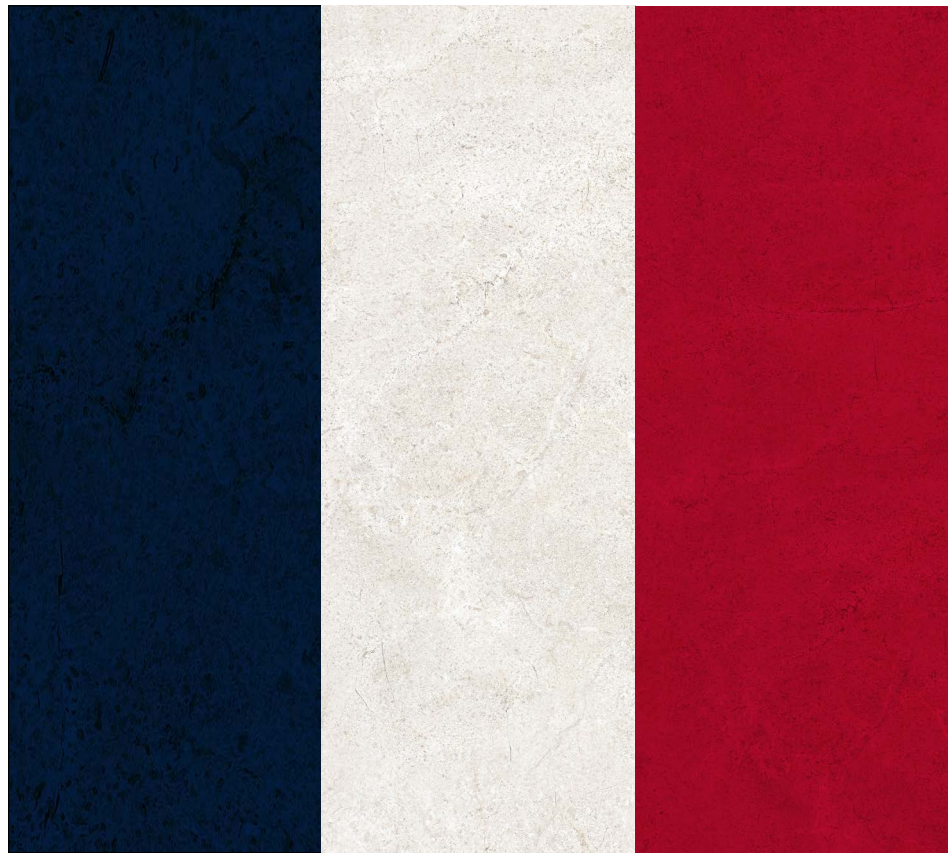
7. URL

- Font: Gotham Bold
- All caps

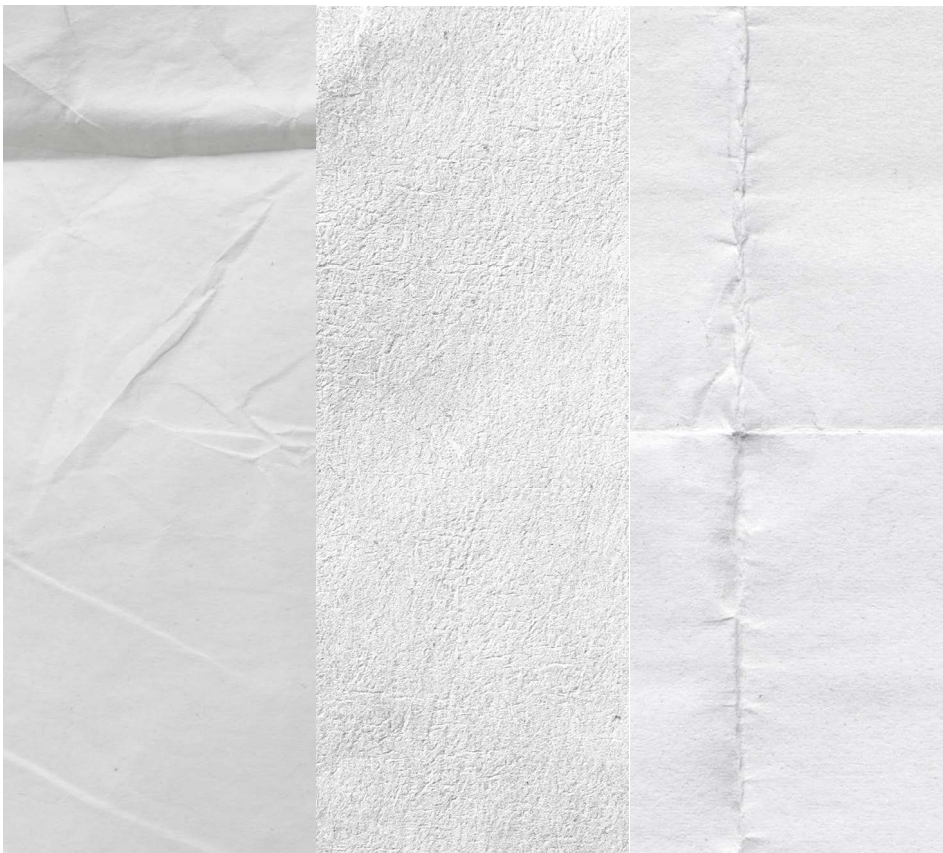
GRAPHIC ELEMENTS

GRAPHIC ELEMENTS
OVERVIEW

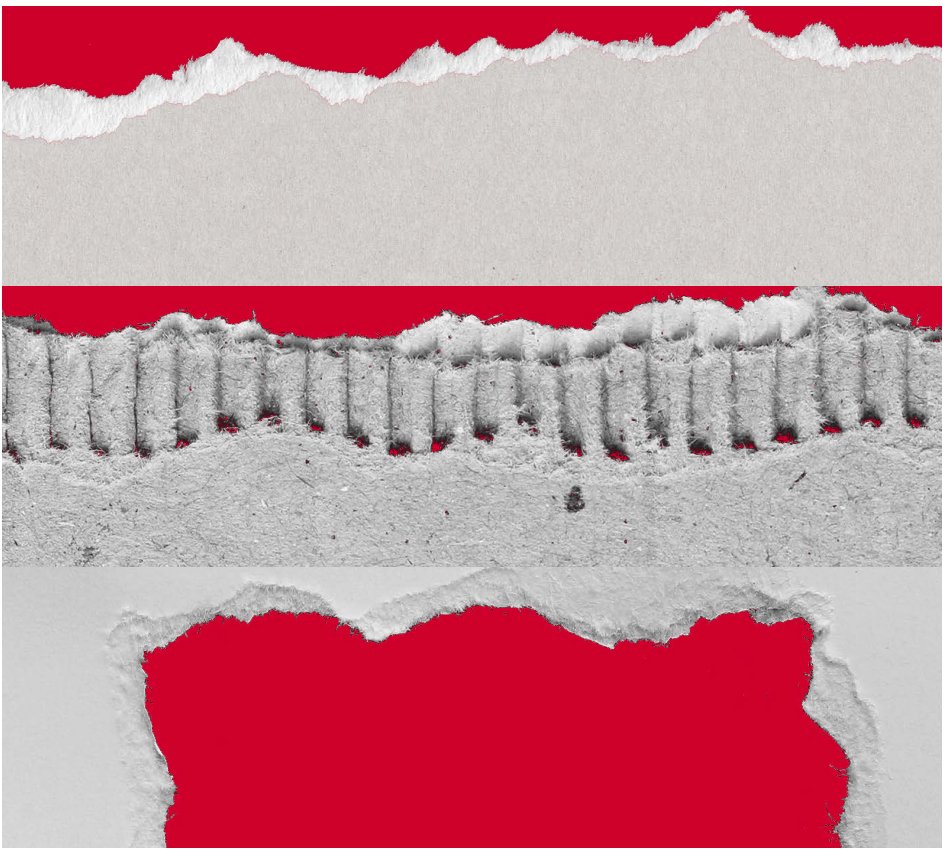
The graphic elements all work together to create a robust campaign toolkit.



Sanstone Texture



Paper



Rips



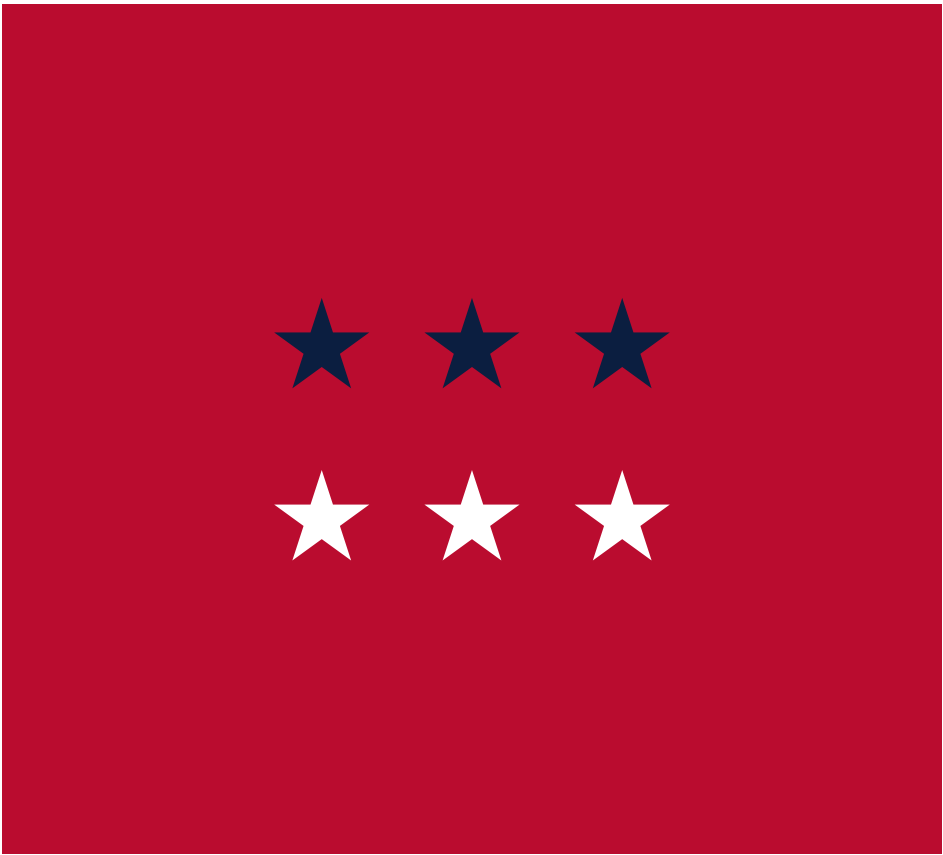
Polaroid Frames



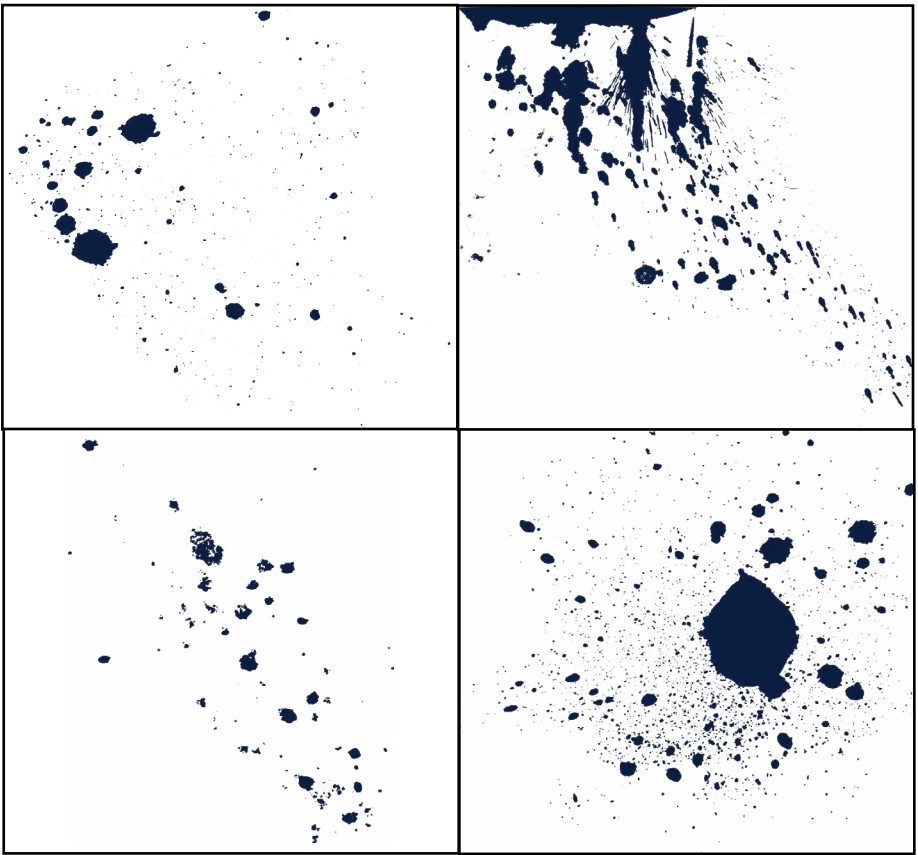
Engraving Texture



Ballpark and DC Images



Stars



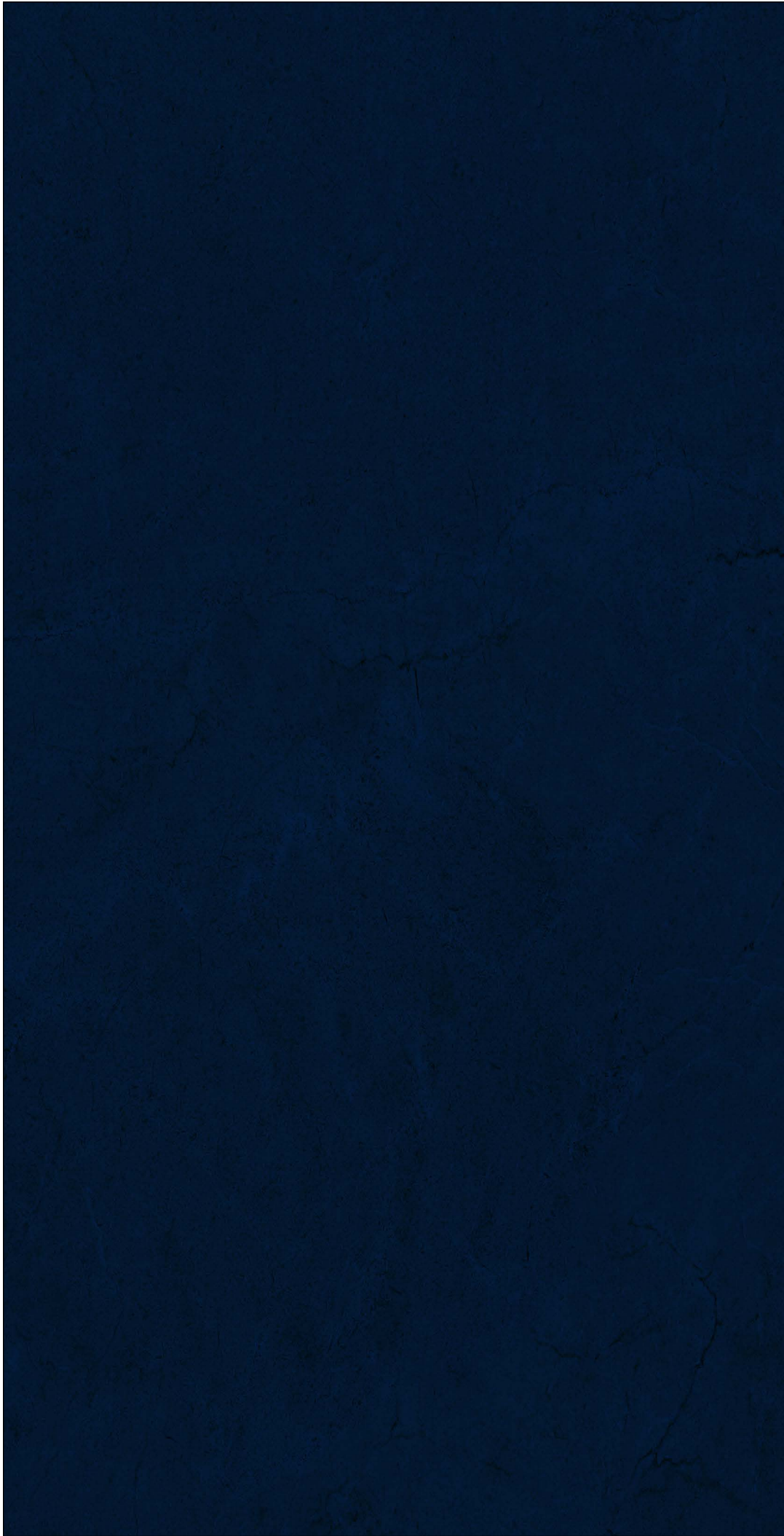
Paint Splatter

SANDSTONE TEXTURE

The sandstone texture can be used as a background layering element.

- ✔ Use the supplied red, blue or white versions as a background layering element
- ✔ Can be layered with other backgrounds to add texture

For examples of the sandstone texture in campaign applications, see [Creative Examples](#).



CURLY W

The Curly W logo represents the youth, energy and authenticity that is at the heart of the Washington Nationals brand. This logo can be used as a background layering element.

- ✔ Use in red, white, or blue.
- ✔ Always include the shadow on the Curly W
- ✔ It is acceptable to use the logo in its entirety or cropped slightly, as long as the logo is still recognizable
- ✔ The red Curly W may be used inside of stripes to create texture
- ✘ Do not rotate or distort the Curly W

For examples of the Curly W in campaign applications, see [Creative Examples](#).



RED

Curly W: Medium Red
Background: Washington Nationals Red
Shadow: Black, 10% opacity



WHITE

Curly W: White
Background: White
Shadow: Black, 10% opacity



BLUE

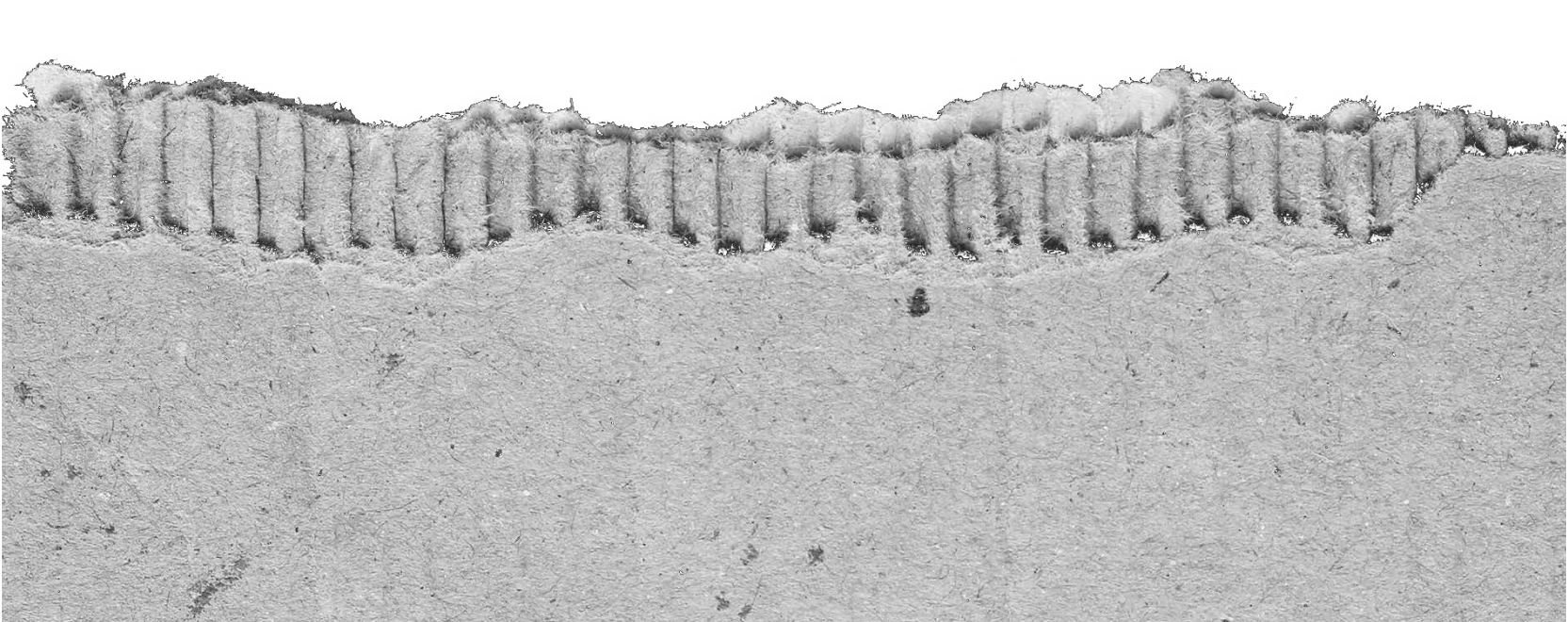
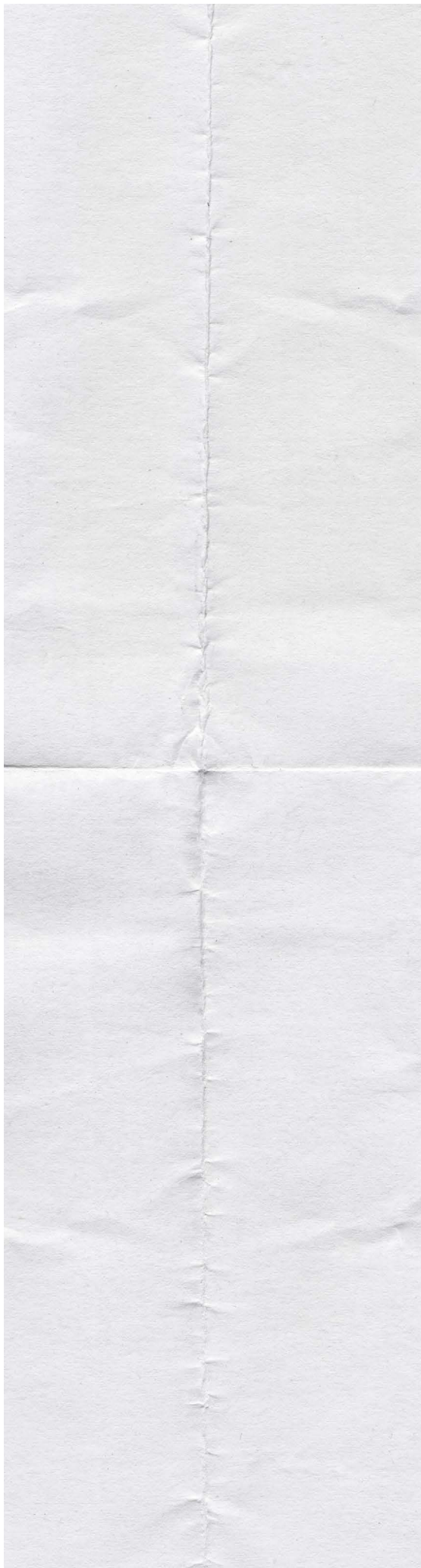
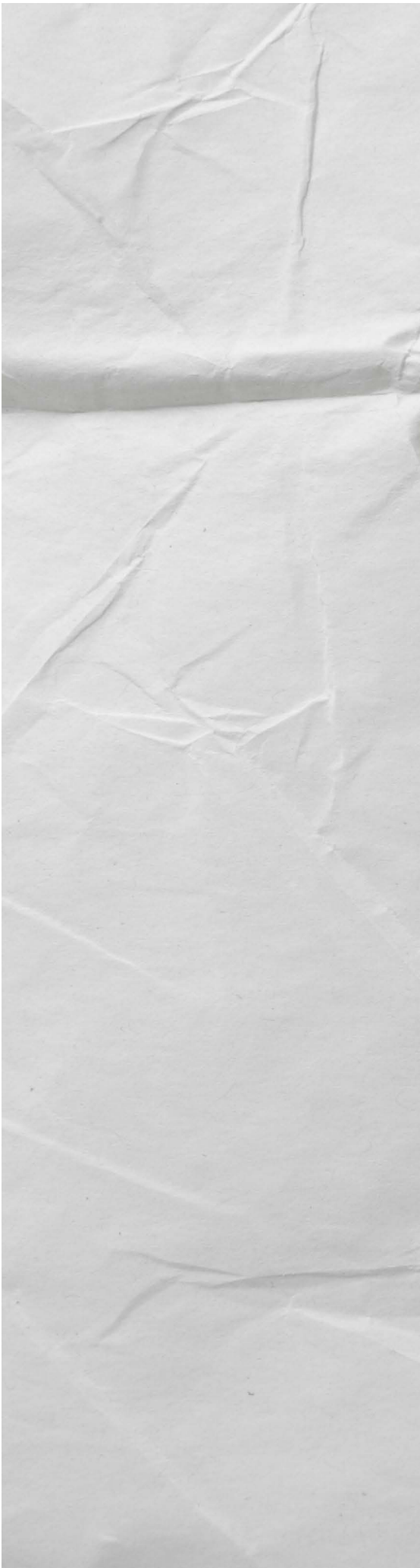
Curly W: Blue
Background: Blue
Shadow: Black, 10% opacity

PAPER TEXTURE AND RIPS

Paper texture and paper rips are to be used in the background or on the side of graphics.

- ✔ Use the paper texture as an overlay on a solid background color changing the blend mode to multiply
- ✔ Can be used on top of all elements as a texture added to bring cohesion to the graphic
- ✔ Use the paper rips on the outer edges of the graphic

For examples of the paper texture and rips in campaign applications, see [Creative Examples](#).

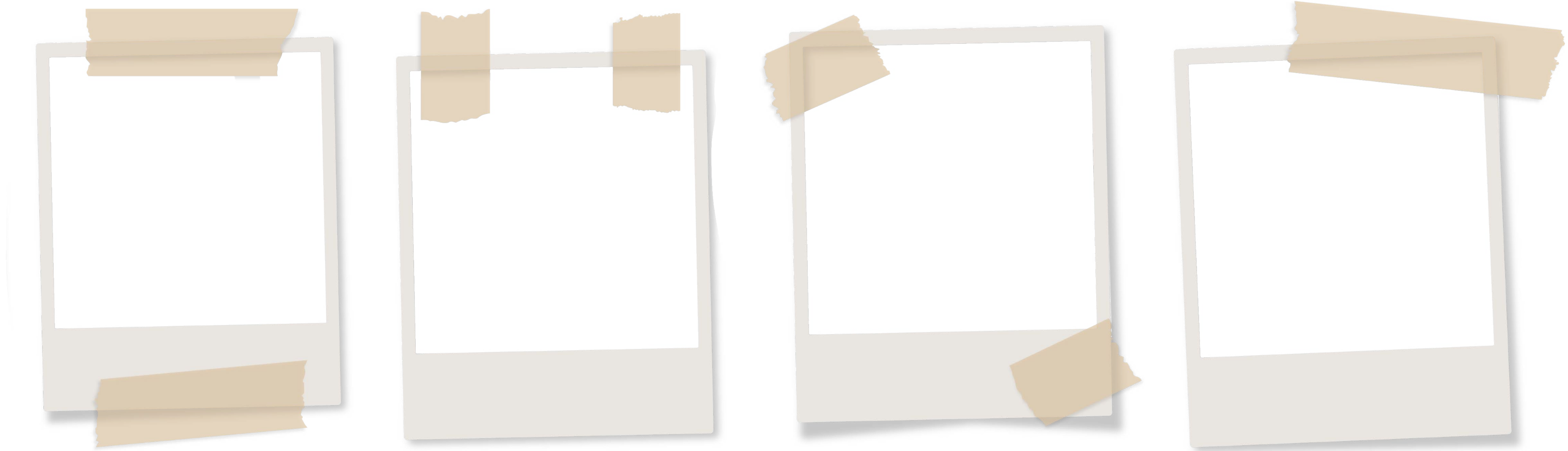


POLAROID FRAMES

Polaroid Frames can be used to frame photos.

- ✔ Use the frames on graphics where several photos are needed
- ✔ Add drop shadows under the corners of the frames to add depth and realness
- ✔ Overlay the frames on top of one another to create depth

For examples of the polaroids in campaign applications, see [Creative Examples](#).

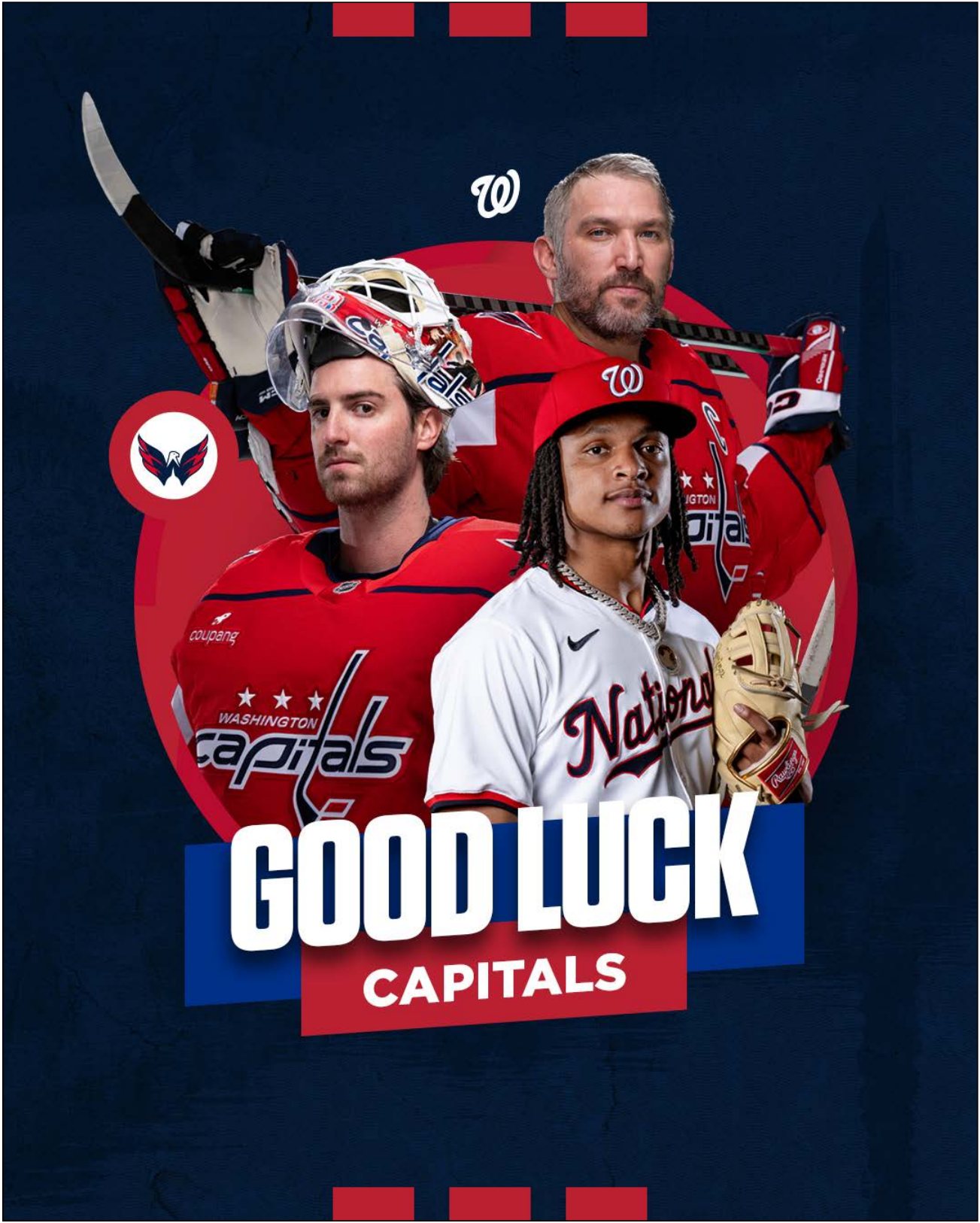


STRIPES

Stripes are an element to be used in the background of graphics.

- ✔ Use on the top/bottom or the sides of a graphic to add
- ✔ Use as a layering element with typography and photography
- ✘ Do not scale the stripes very thin

For examples of the stripes element in campaign applications, see [Creative Examples](#).



DC AND BALLPARK BACKGROUNDS

DC and Ballpark Backgrounds are to be used as a way to add texture to a background.

- ✔ Use as the background of a graphic placed on top of a solid layer of the same color, faded between 10-100%, up to the discretion of the designer based on how prevalent it needs to be
- ✔ Blending mode can and should be adjusted at designer’s discretion
- ✔ Sides can be softened to blend in with the background if the element needs to be scaled down.
- ✔ Can be layered with other textured backgrounds, such as sandstone and paper
- ✘ Do not use as a prominent feature in the background, only to be used as a faded feature.

For examples of the DC/Ballpark backgrounds element in campaign applications, see [Creative Examples](#).

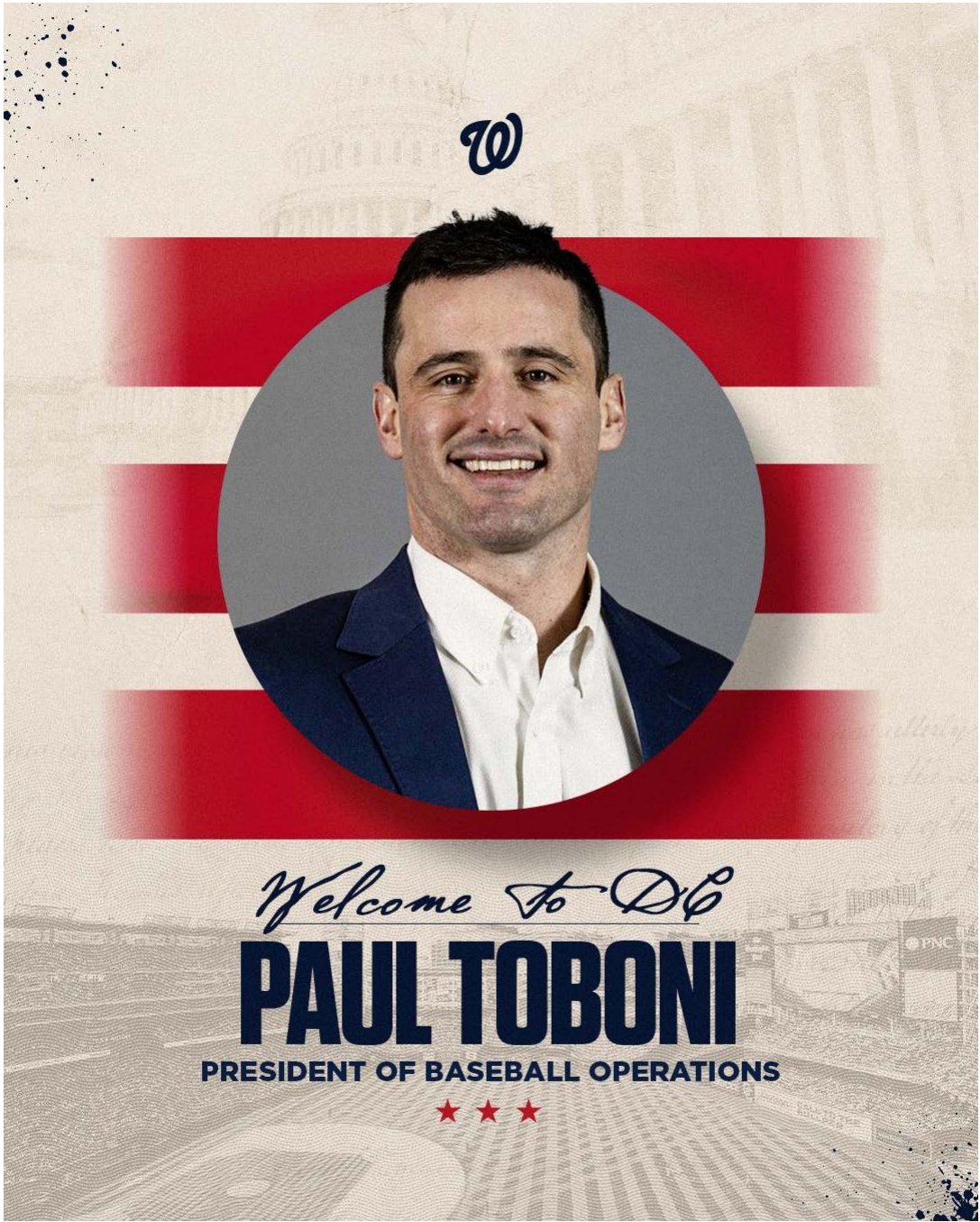
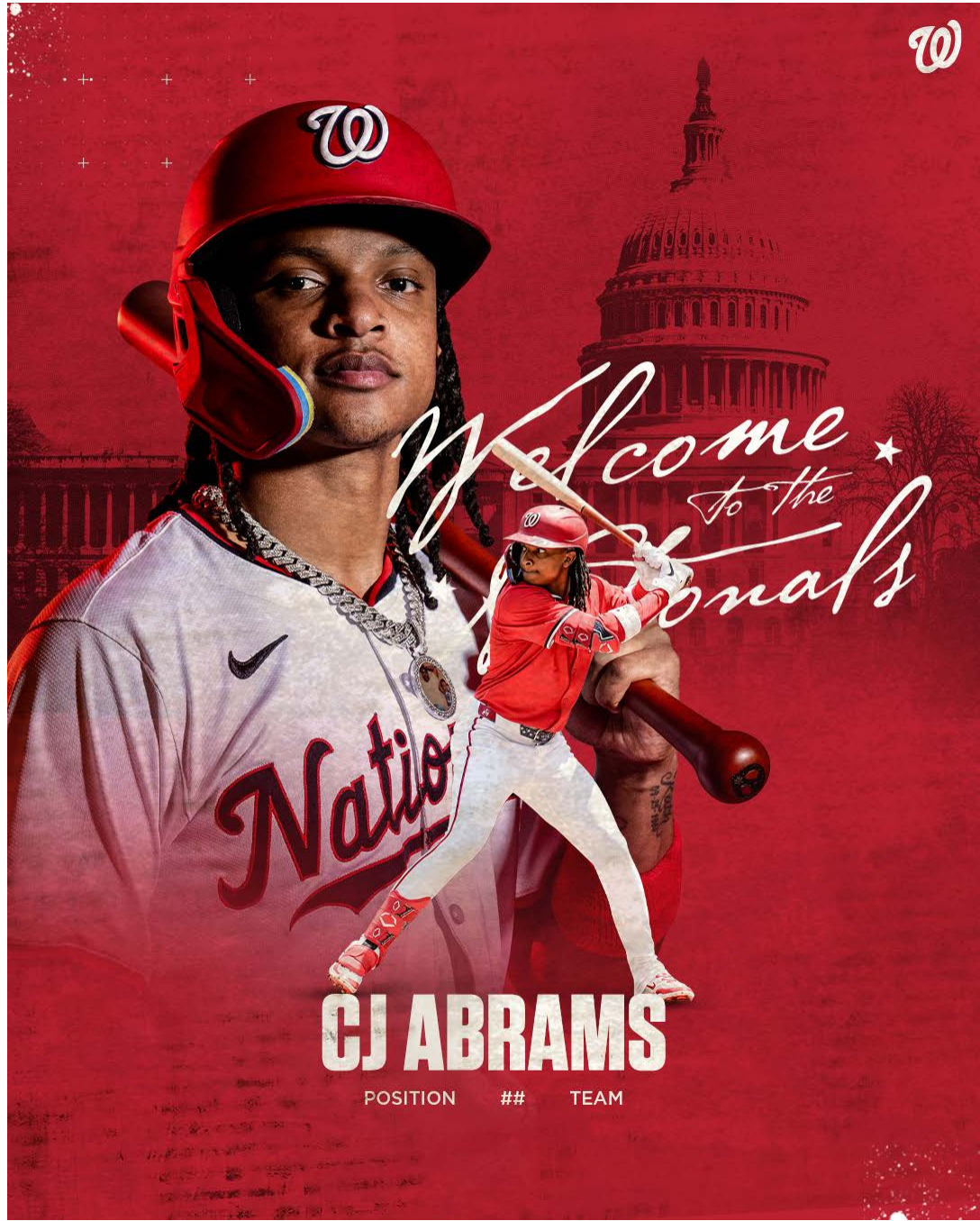


STARS

Stars can be used as small or large detail elements to help add refinement to compositions.

- ✔ Use small stars as an additional element
- ✔ Use three small stars together as an an element above or below a line of text
- ✔ Stars can be used to create depth by choosing a focal point and blurring the stars according to their position in relation to the star
- ✘ Do not overuse stars within a single composition

For examples of the stars in campaign applications, see [Creative Examples](#).

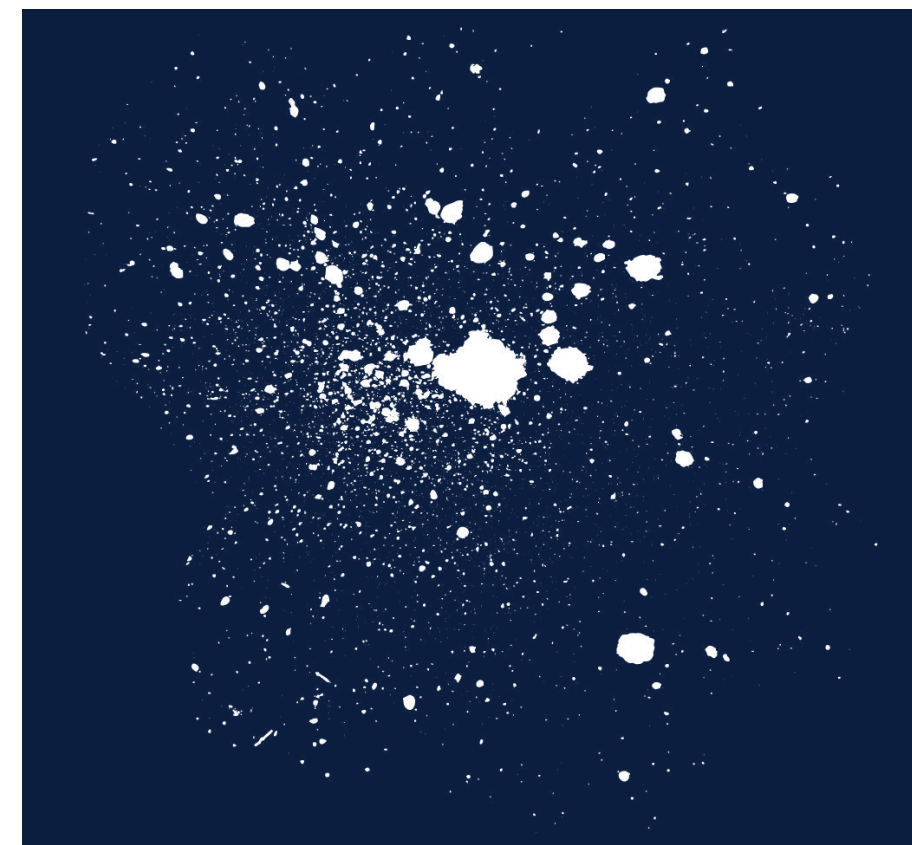
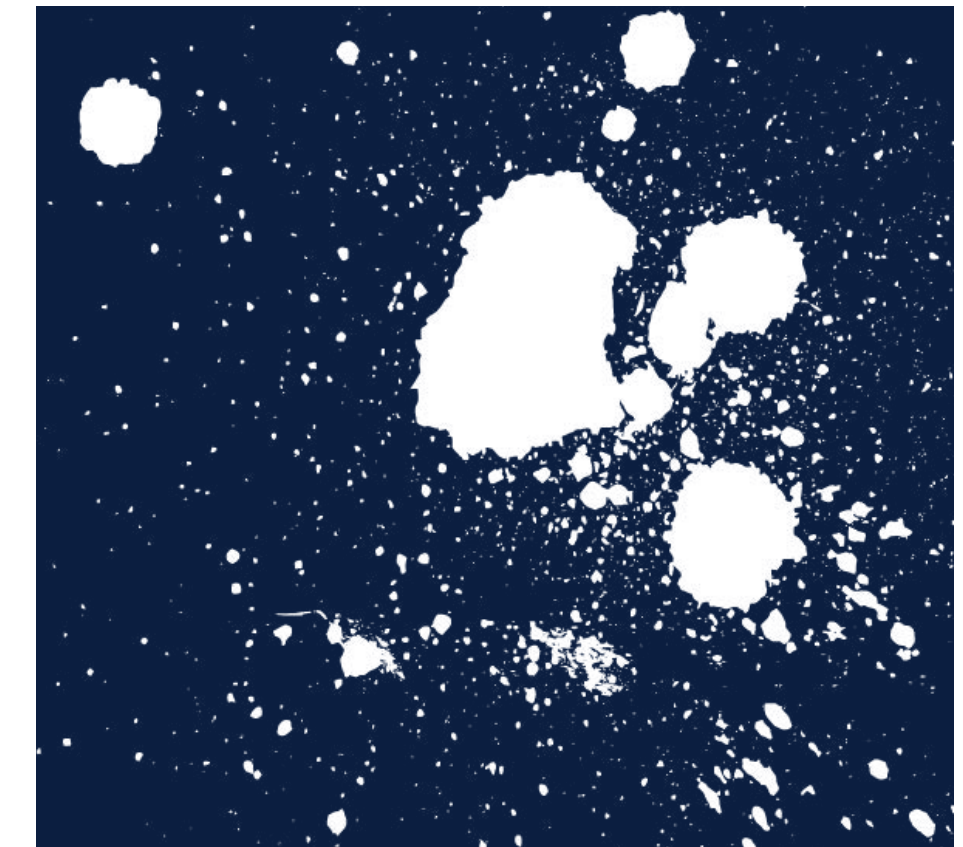
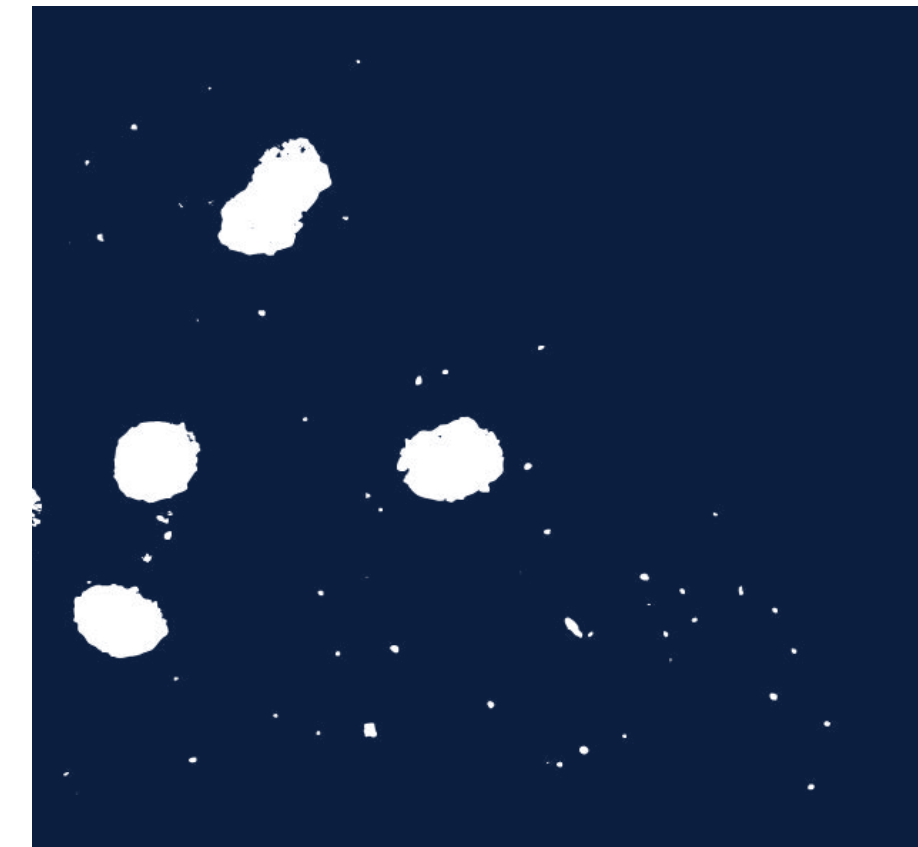
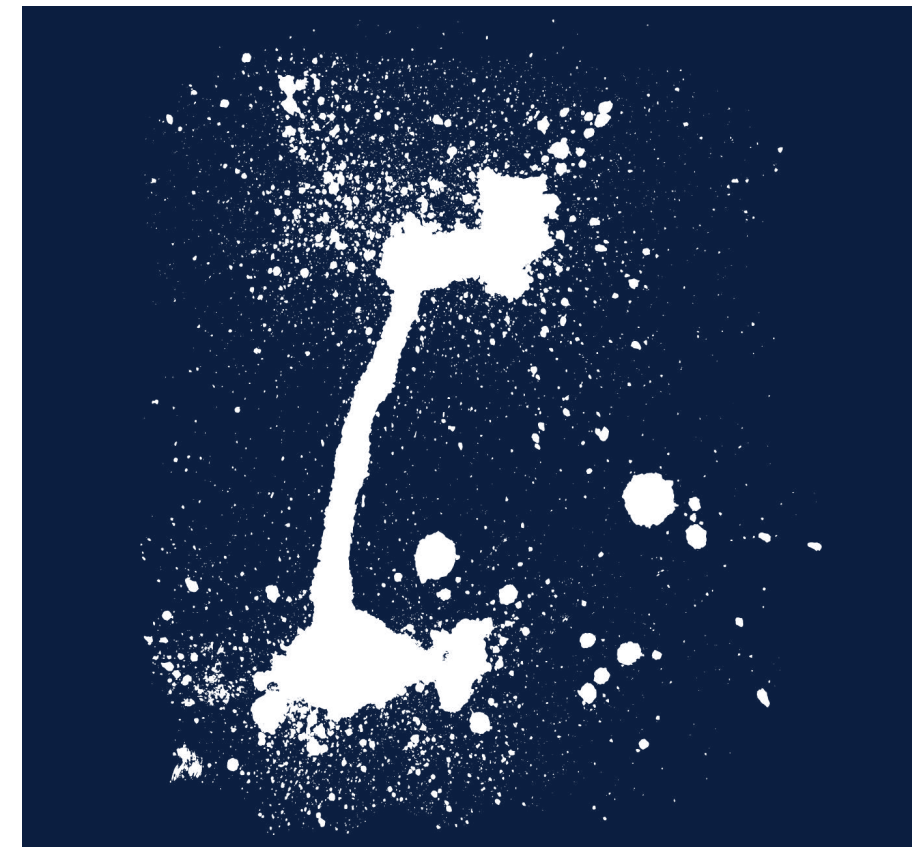


PAINT SPLATTER

Paint splatter should be used in small quantities on the outer edges or as “ink spills” next to letters.

- ✓ Use around the edges sparingly
- ✓ Use next to large text or Cezanne to create an element of realism with the “ink” spilling over
- ✗ Do not overuse the ink splatter
- ✗ Do not use large splashes of this element, this is meant to be a subtle detail

For examples of the ink splatter in campaign applications, see [Creative Examples](#).

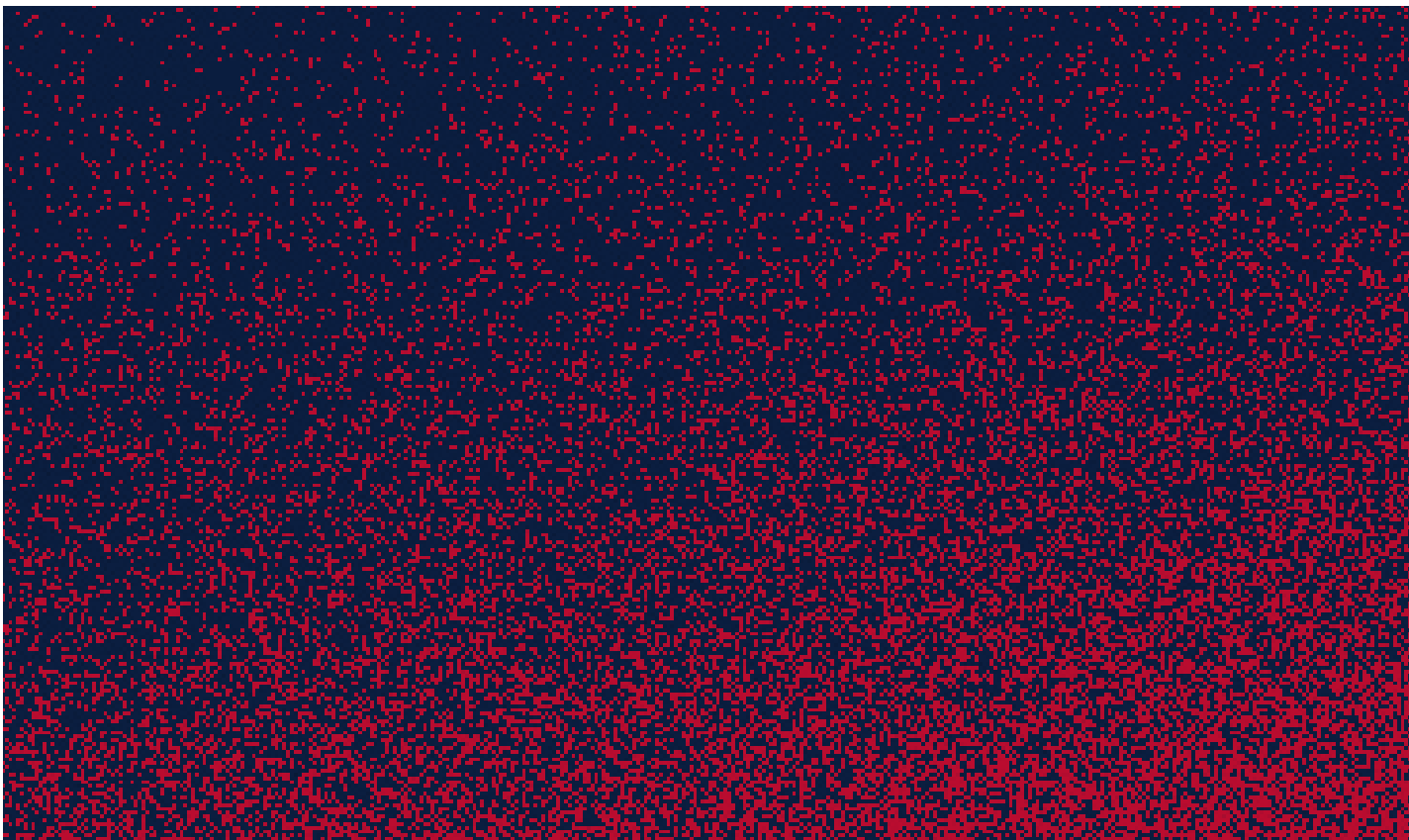
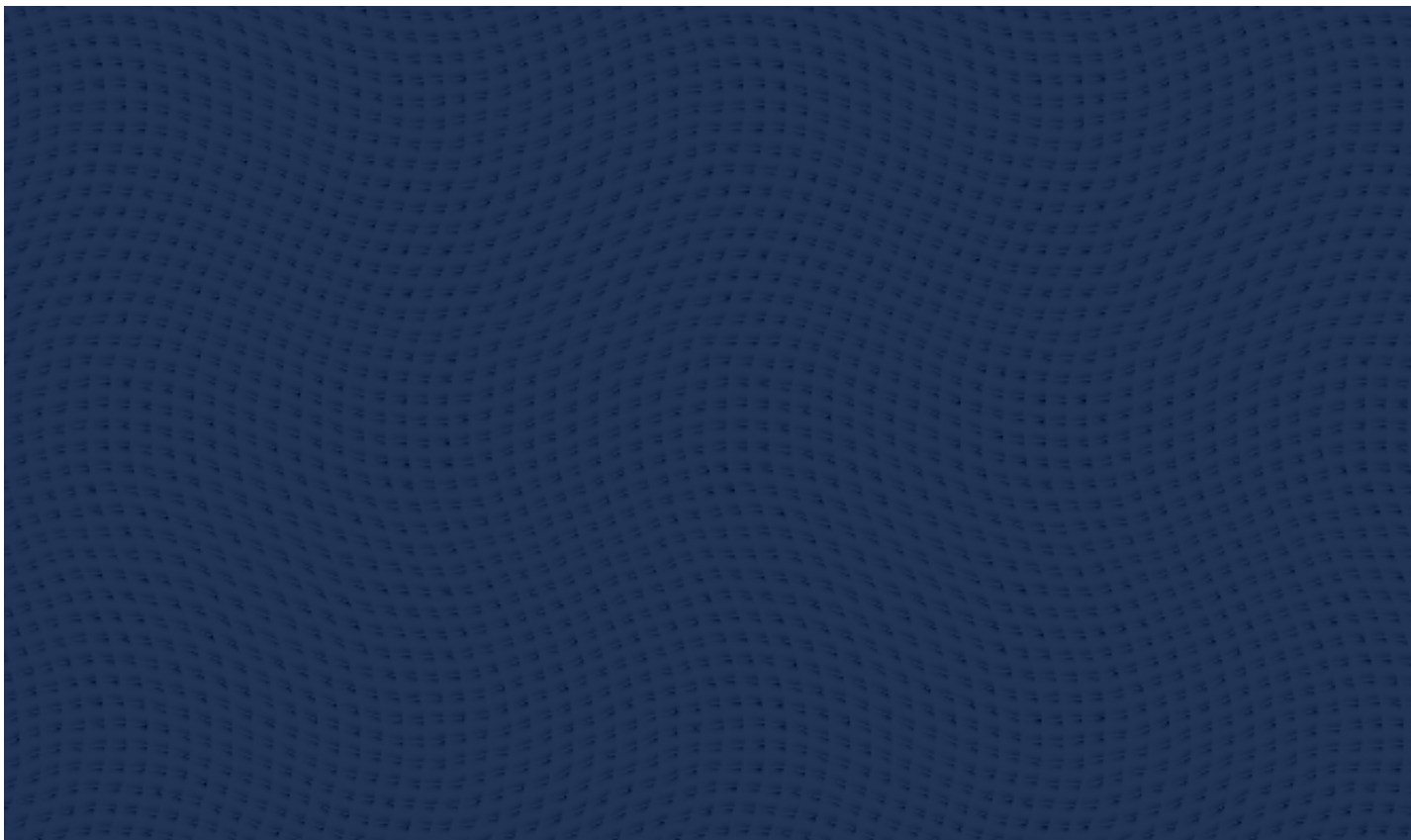
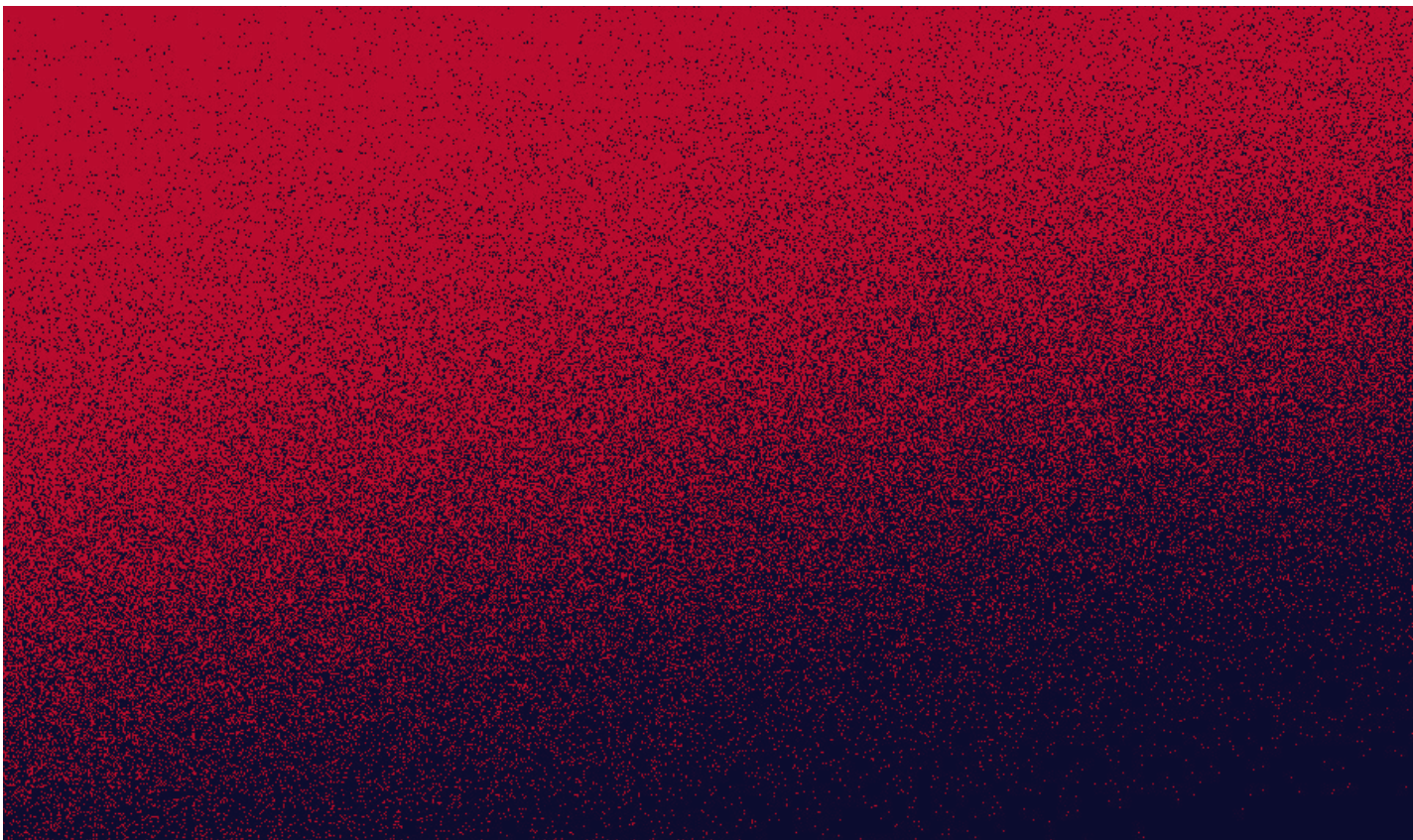
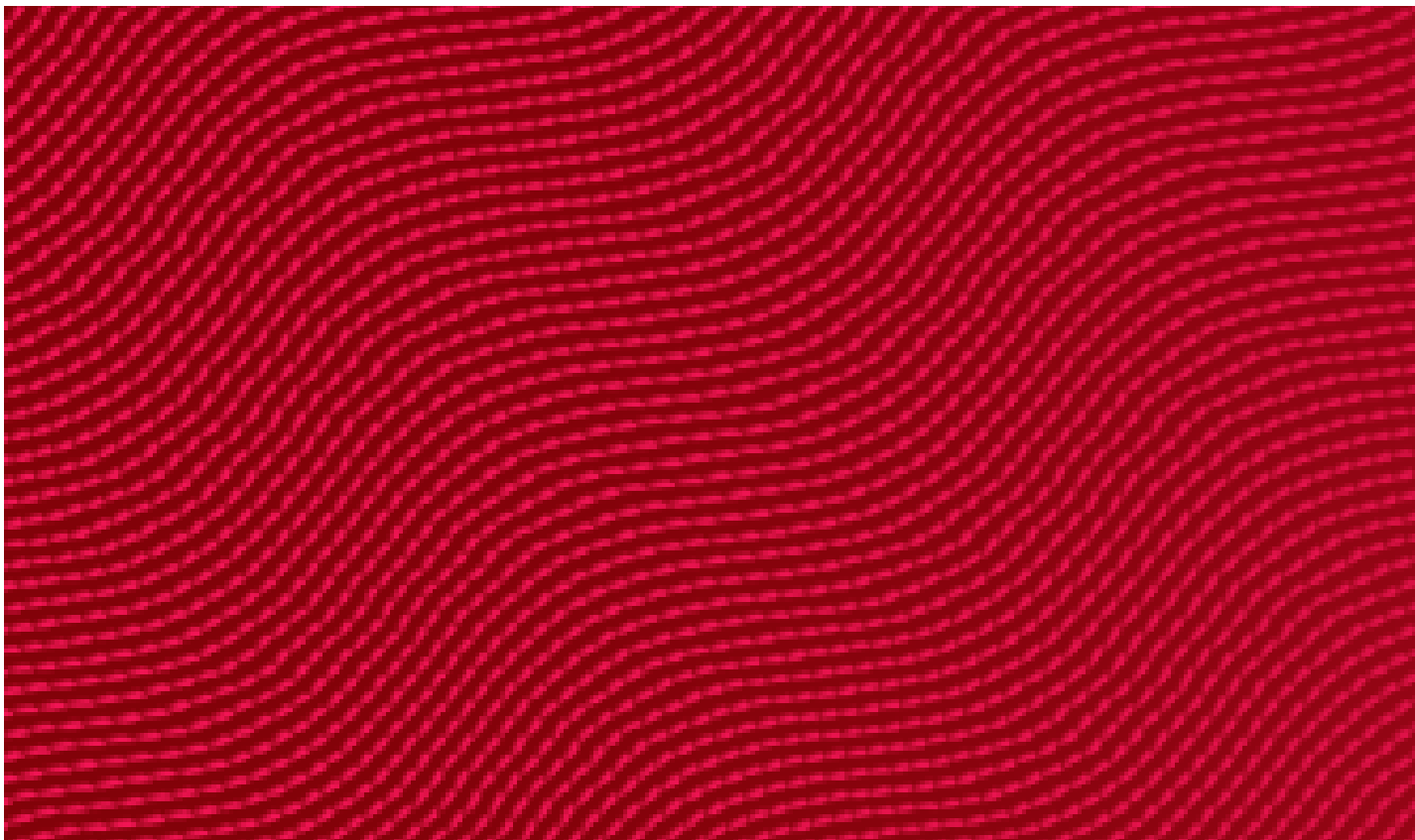


ENGRAVING TEXTURE & GRADIENT

Engraving texture can be used on top of different backgrounds as an element to add interest.

- ✔ This can be used on top of any color—red, white, or blue
- ✔ To be used in the background or on top of text that is being used as a background element
- ✔ To create gradient draw with a large soft round brush at 41% hardness and set blending mode to dissolve
- ✘ Do not use on imagery
- ✘ Do not use without dissolve blending mode

For examples of the engraving in campaign applications, see [Creative Examples](#).



PHOTOGRAPHY

PHOTOGRAPHY STYLES

The campaign uses several different photography styles.

In-game photography may be used in its entirety, or the main subject of these photos may be cut out and the background removed. These types of photos include players, coaches, the Racing Presidents, fans, etc.

Studio and styled shoots can also be included as part of the overarching campaign.



Cutouts



Full photography



Studio close-up portraits (proof of concept)



Studio photography



Styled editorial photography (proof of concept)

NOTE: The photographs in this document are intended only as examples of the ideal brand photography style. They cannot be used without first securing reproduction rights.

HOW IT COMES TOGETHER



Paper texture background giving the illusion of a paper canvas

Ink Splatters around the edges of the canvas and next to the Cezanne font as if ink spilled

Paper rips used along the edges with a drop shadow

DC Bridge background used at 100% opacity and Darker Color blending mode

The image shows a vertical poster design for 'Draft Day'. The background is a dark navy blue with a paper texture. At the top, there's a 'DRAFT 25' logo with a baseball icon. Below it, 'DRAFT DAY' is written in large, bold, white sans-serif font. Underneath that, 'July 13, 2024' is written in a red, cursive script font. At the bottom, there's a white 'W' logo. The bottom of the poster features a faint, dark image of the DC Bridge. The entire poster has a torn paper effect with white rips and a drop shadow. Red ink splatters are scattered around the edges and near the 'DRAFT DAY' text. Red lines with dots at the end point from the text descriptions to the corresponding design elements on the poster.

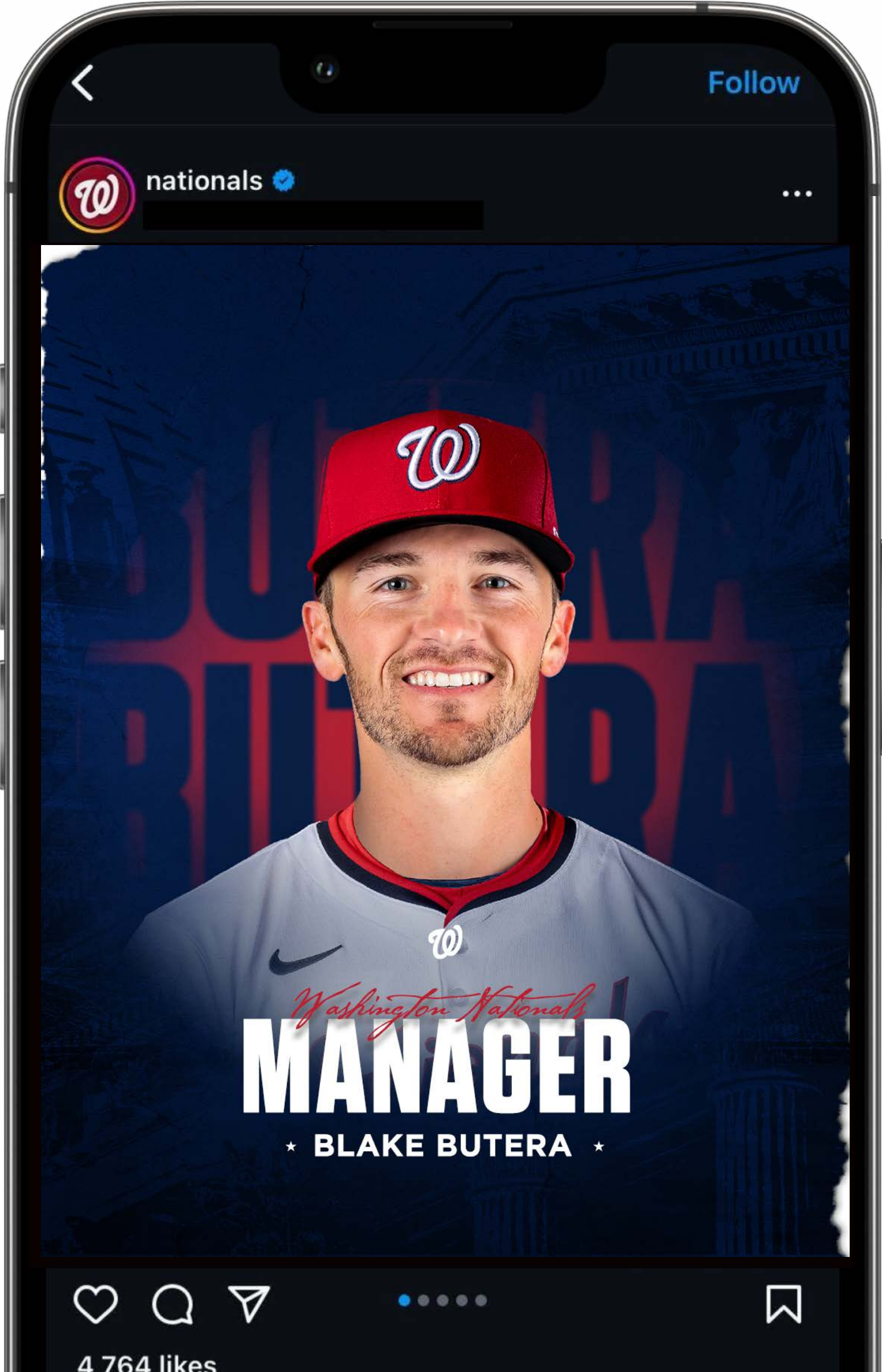
Paper texture background



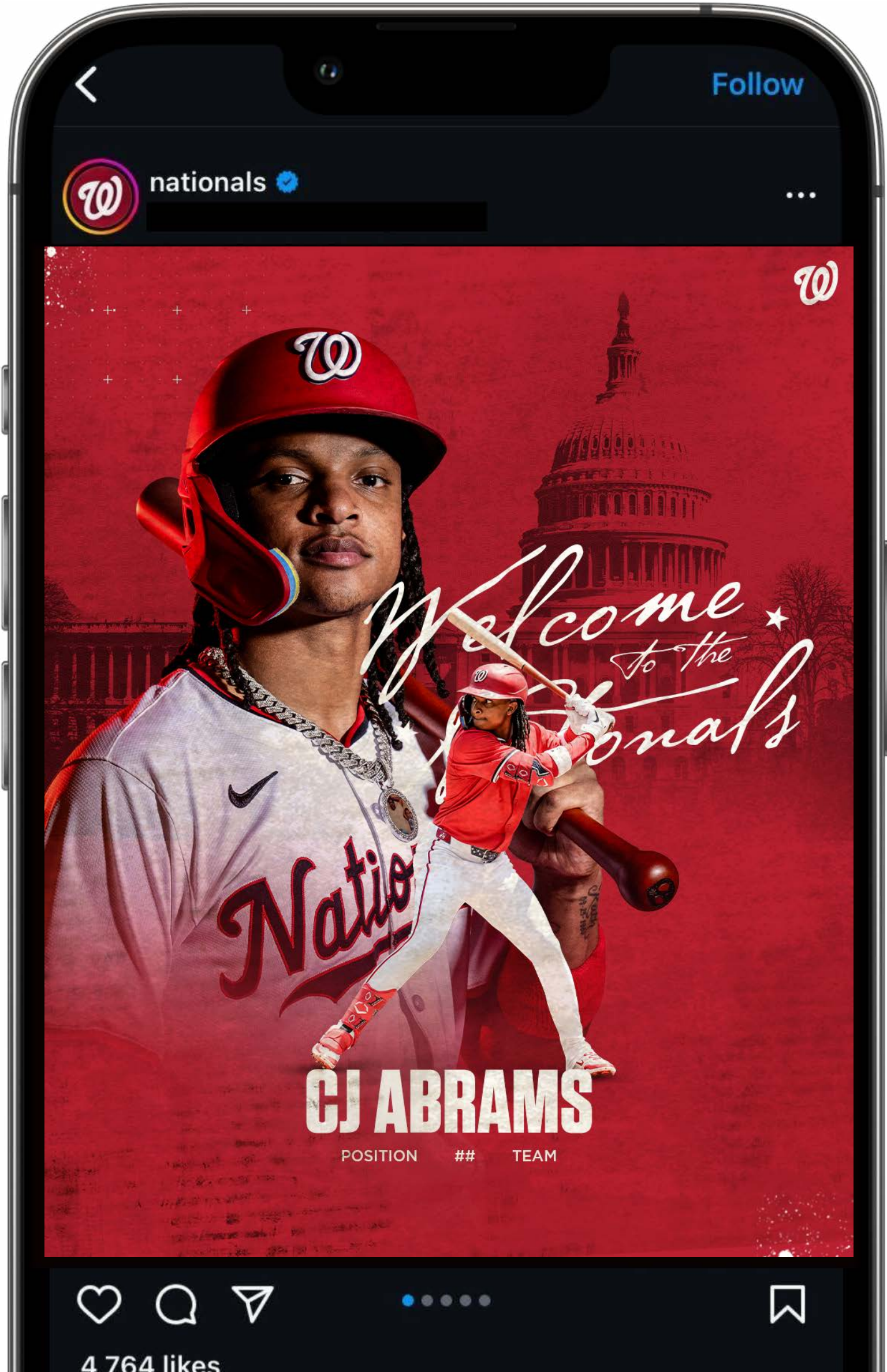
Polarid frames used to frame out photos with a drop shadow in the corners

Washington Nationals Cezanne script element

CREATIVE EXAMPLES







CITY CONNECT

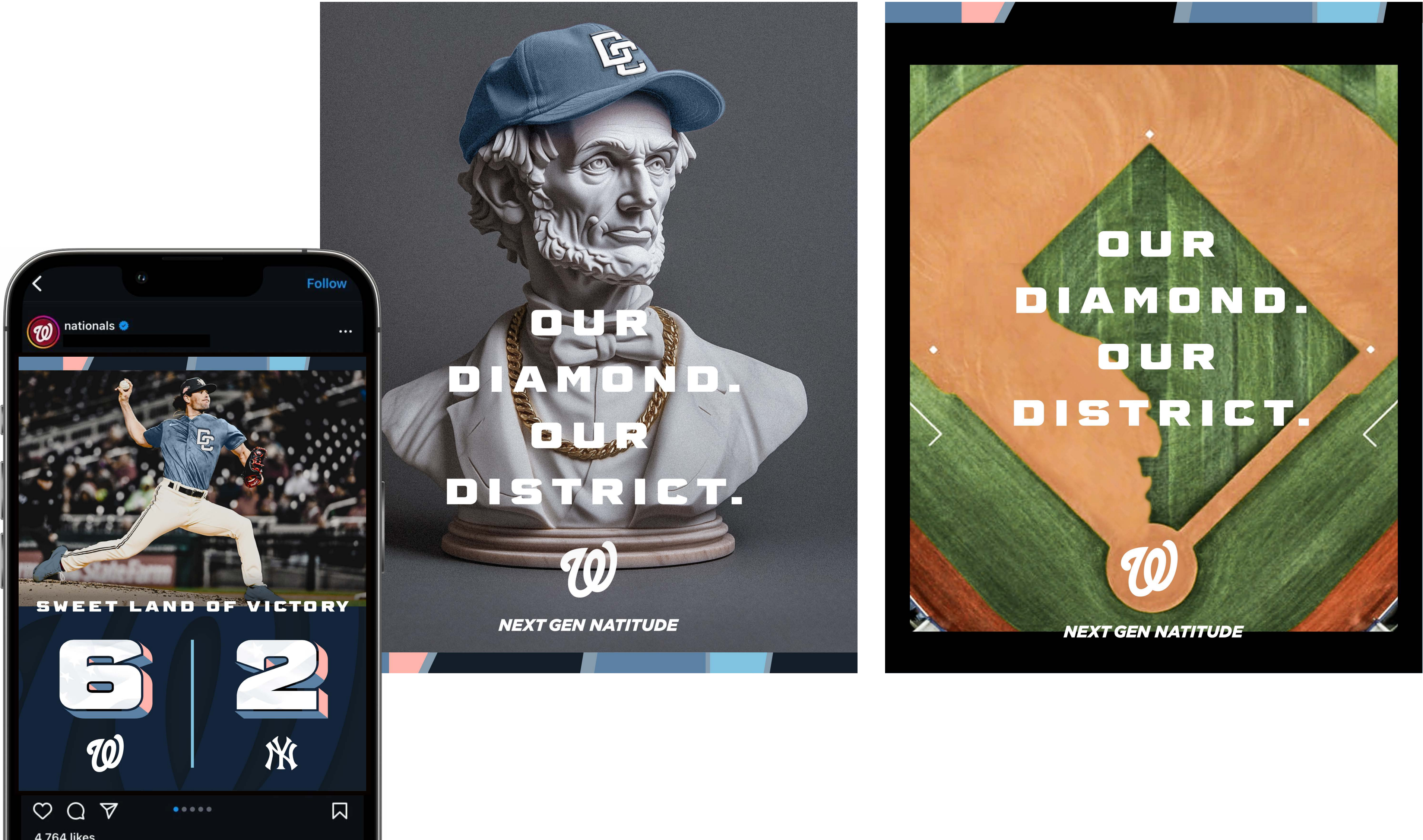
CITY CONNECT OVERVIEW

The City Connect assets have ties to the overarching campaign, but are inspired by the jerseys themselves.

Please follow all typography rules outlined in this document for City Connect assets

The Curly W may be used in “Curly W Blue” as layering a element paired with a black background

The main graphic element in these assets is the City Connect pattern used on the jerseys.



COLOR PALETTE

CITY CONNECT PINK CMYK: HEX: #FFB3AB PANTONE: 169 C	CITY CONNECT BLUE CMYK: HEX: #71C5E8 PANTONE: 297 C	WHITE CMYK: 0 / 0 / 0 / 0 HEX: #FFFFFF
CITY CONNECT LIGHT GRAY CMYK: HEX: #869CAE PANTONE: 2163 C	CITY CONNECT DARK GRAY CMYK: HEX: #5C82A5 PANTONE: 2158 C	CITY CONNECT DARK BLUE CMYK: HEX: #131E29 PANTONE: 7547 C CURLY W BLUE CMYK: 85 / 72 / 58 / 71 HEX: #13243A

THANK YOU

If you have any questions, please contact:

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