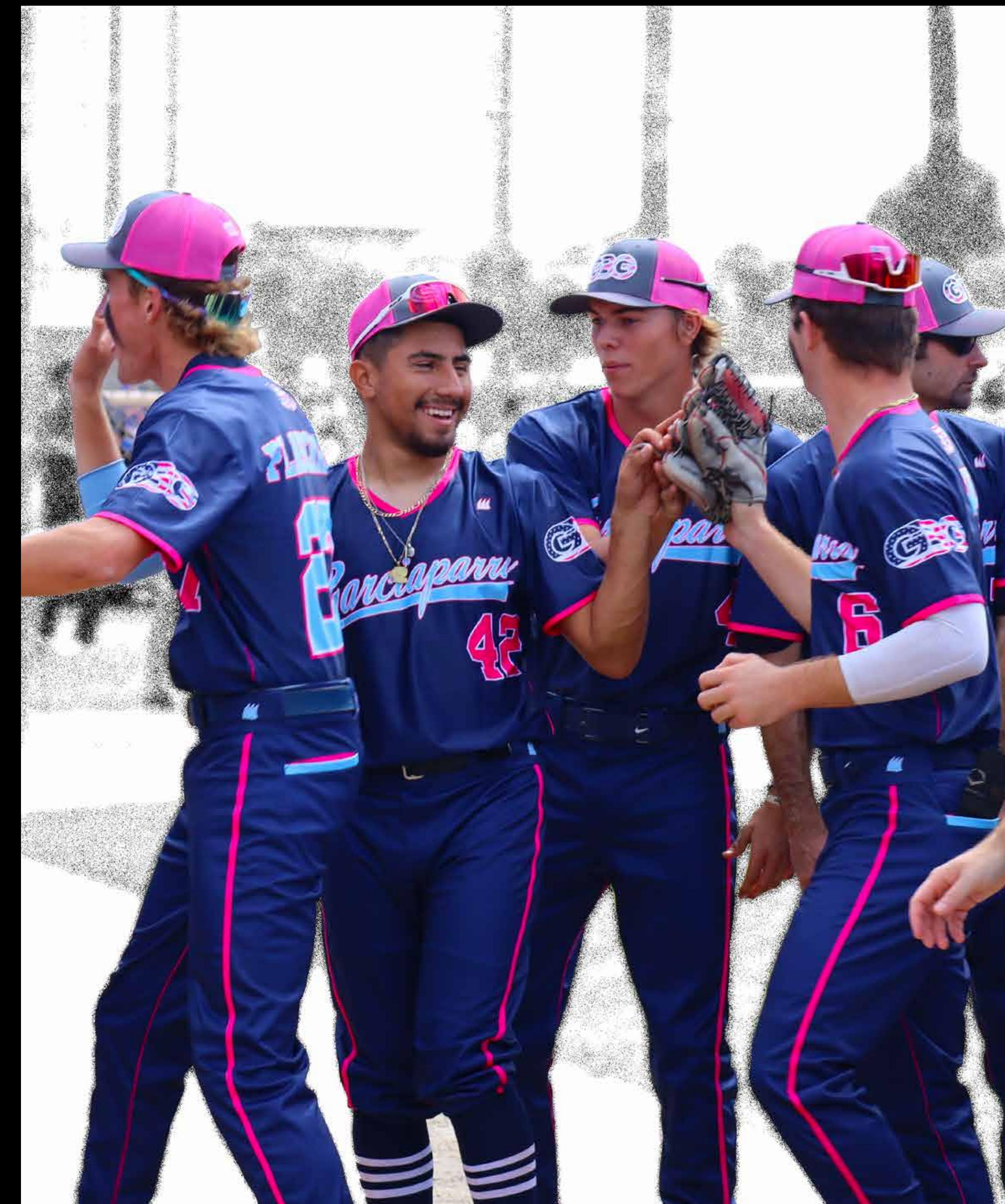




SCALING IMPACT IN YOUTH SPORTS



THE WHY

BRAND BOOK

YOUTH SPORTS PRODUCES ELITE LEADERS

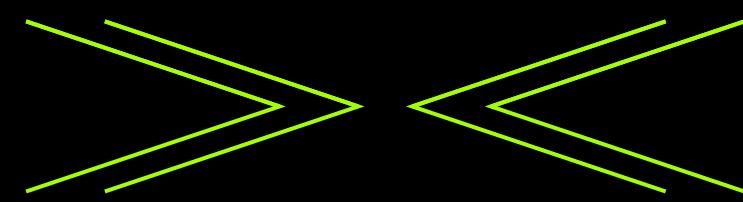
Research indicates a large portion of CEOs and other executives have a background in team sports. According to a Ernst & Young survey, over 90% of female C-suite executives (including CEOs) played sports at some level, with more than half having participated at a university level.

Additionally, a study by Cornell University found that over 60% of male and female executives played competitive sports in their youth, with many believing that sports helped shape their leadership abilities.

Research consistently shows a large percentage of executives, including CEOs, have a background in team sports. PLAYING SPORTS IS OFTEN LINKED TO LEADERSHIP QUALITIES, RESILIENCE, AND TEAMWORK—KEY TRAITS FOR EXECUTIVE SUCCESS.

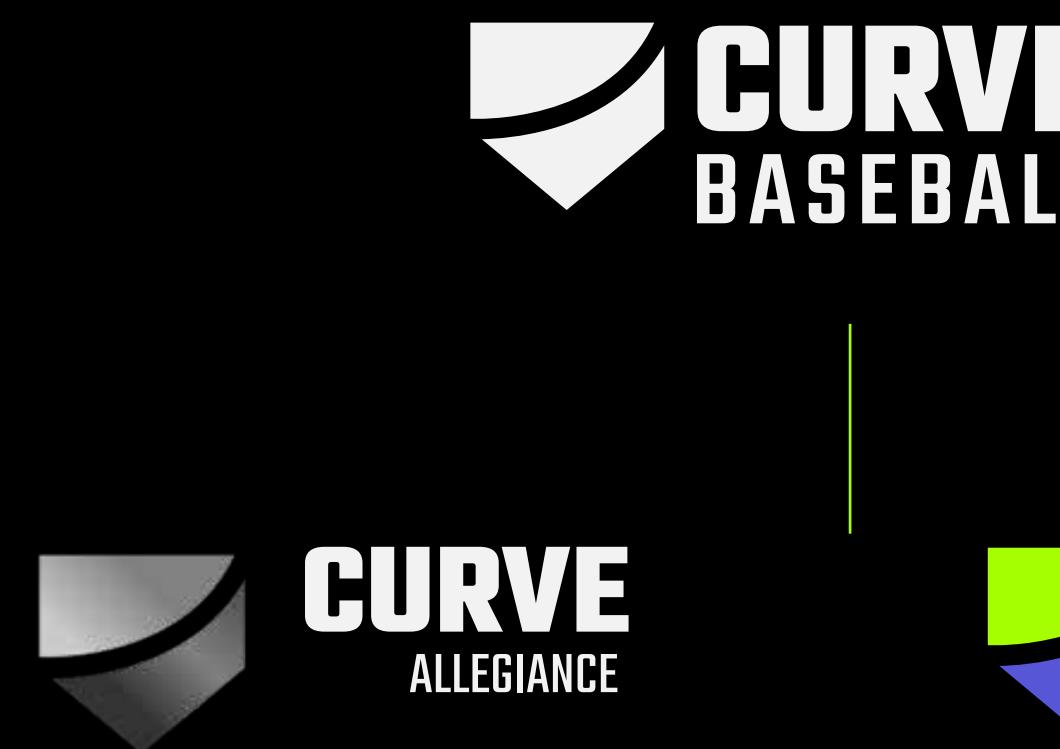
CURVE SPORTS BRANDS

BRAND BOOK



MERGE & TRANSITION CURRENT BRANDS
TO BETTER ALIGN WITH NEW OFFERING,
STRATEGY AND POSITIONING.

BRAND ARCHITECTURE



CURVE CLUBS



CURVE
BASEBALL

STRONGER TOGETHER

THE CLUB AND FACILITY GROWTH PLATFORM

THE CURVE BASEBALL PLATFORM

BRAND BOOK



COMMUNITY
TECHNOLOGY
OPERATIONS
MARKETING



TEST
TRAIN
COMPETE
RECRUIT

POSITIONING STATEMENT

CURVE BASEBALL THE CLUB & FACILITY GROWTH PLATFORM

CURVE is the only platform purpose-built to grow elite youth baseball organizations and training facilities. We unify best-in-class tools, services, and strategies into one powerful platform—so you can streamline operations, create better outcomes for players, and drive sustainable, profitable growth.

Whether you're leading a competitive travel club or running a high-performance training facility, CURVE gives you the infrastructure and support to scale like a national powerhouse. From marketing services and enterprise-grade technology to cost-saving partnerships and player development tools—we provide the edge you can't build alone.

Our members stand out. They attract families, retain top talent, and run smarter businesses. CURVE is for the forward-thinking leaders who want more for their athletes and more from their businesses. This platform is not for those content with the status quo. It's for those ready to modernize, grow, and raise the standard of youth baseball —together. Because as an allegiance we are **STRONGER TOGETHER**

TAGLINE OPTIONS



SCALING IMPACT IN YOUTH SPORTS



STRONGER TOGETHER



BUSINESS SUCCESS PLATFORM



DATA DRIVEN PLAYER PATHWAY

THE CLUB AND FACILITY GROWTH PLATFORM

TARGET AUDIENCE

TRAINING FACILITY OWNERS & OPERATORS

- ◆ Forward thinking entrepreneurs
- ◆ Quality people with good values
- ◆ Facility size and volume of x
- ◆ Facilities with clubs
- ◆ Underserved with marketing services, facility management software, payment platform
- ◆ Interested in additional revenue opportunities via testing.

BRAND BOOK

CLUB OWNERS & OPERATORS

- ◆ Forward thinking entrepreneurs
- ◆ Quality people with good values
- ◆ Club size 150+ roster spots
- ◆ Have revenue per roster spot +\$2000
- ◆ Underserved with marketing services, club management software, payment platform.
- ◆ Interested in additional revenue opportunities via our ancillary service offering.



BRAND IDENTITY

BRAND BOOK



TONE OF VOICE

CONFIDENT
AMBITIOUS
COLLABORATIVE

**LOOK
AND
FEEL**

**MODERN
DYNAMIC
UNIFIED**

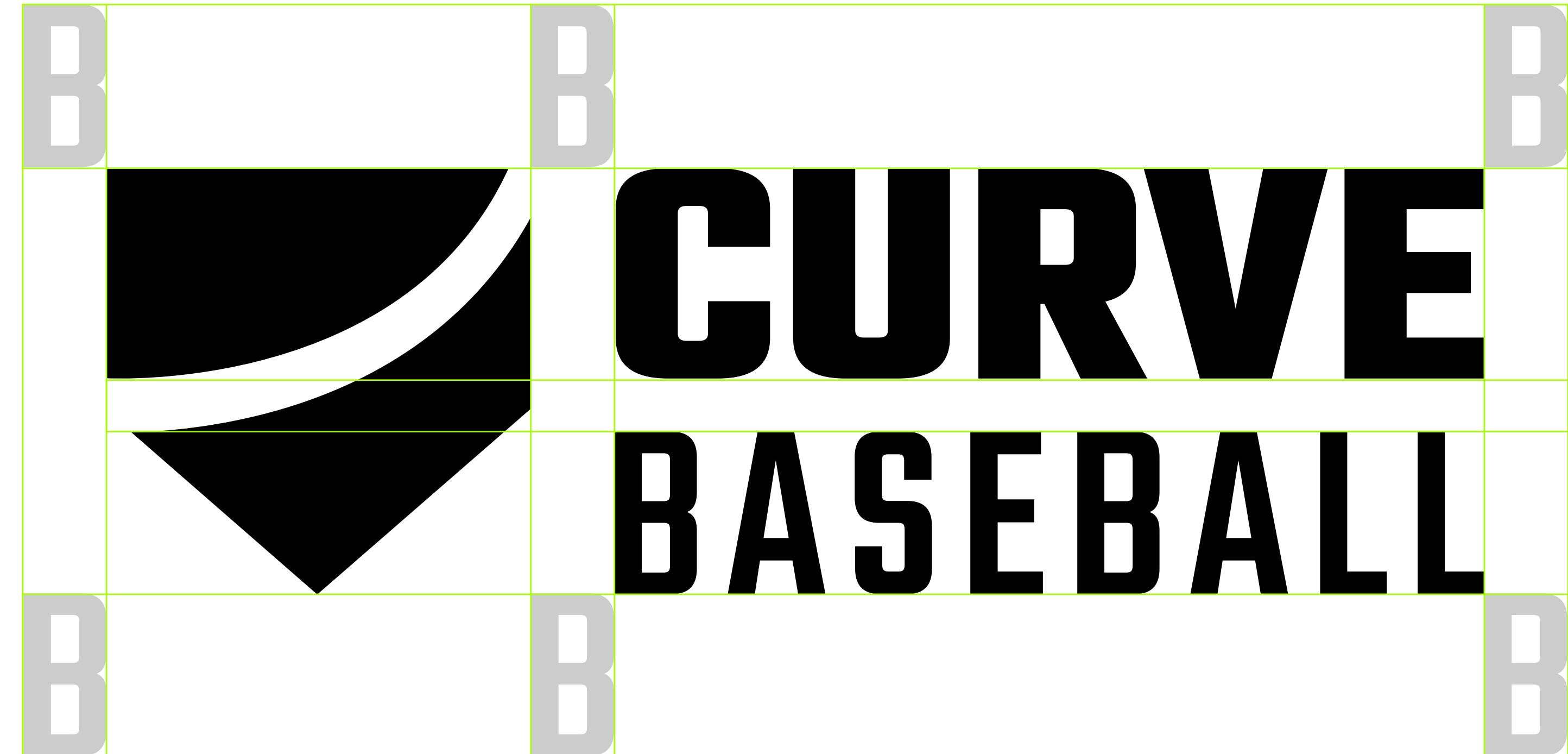
LOGO

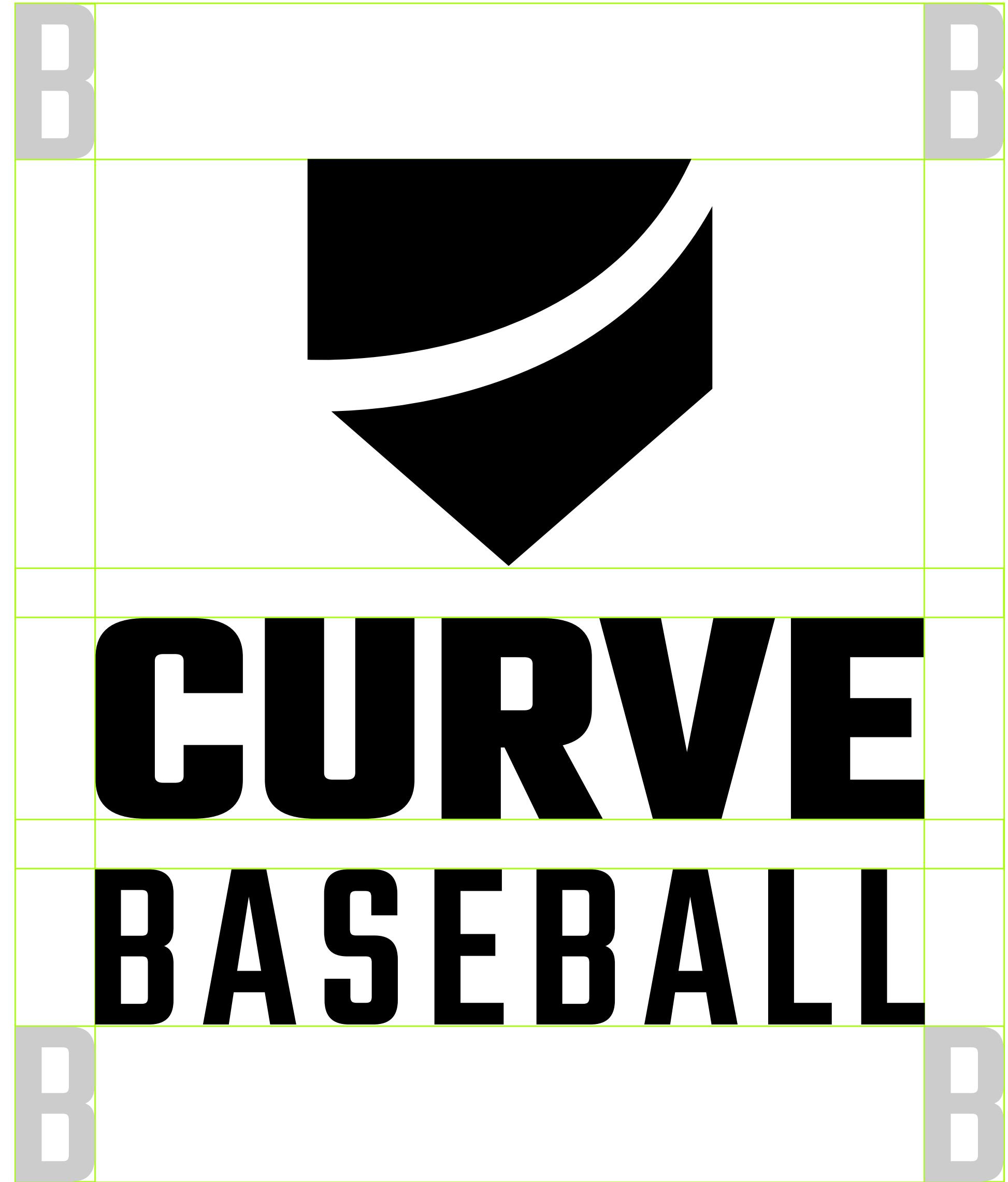
BRAND BOOK

The Curve Baseball logo represents the fusion of legacy, sport, and modern identity. Built from the bold, impactful forms of the Teko typeface, the logo conveys strength, clarity, and a sense of modernism closely tied to the dynamic nature of baseball. Its structure is anchored by the home plate shape, symbolizing the foundation of the sport. At its center, the intersecting lines create a shield-like form, reinforcing values of protection, unity, and determination. This visual composition reflects the merger between Curve and Diamond Allegiance, solidifying into a single, cohesive brand: Curve Baseball.

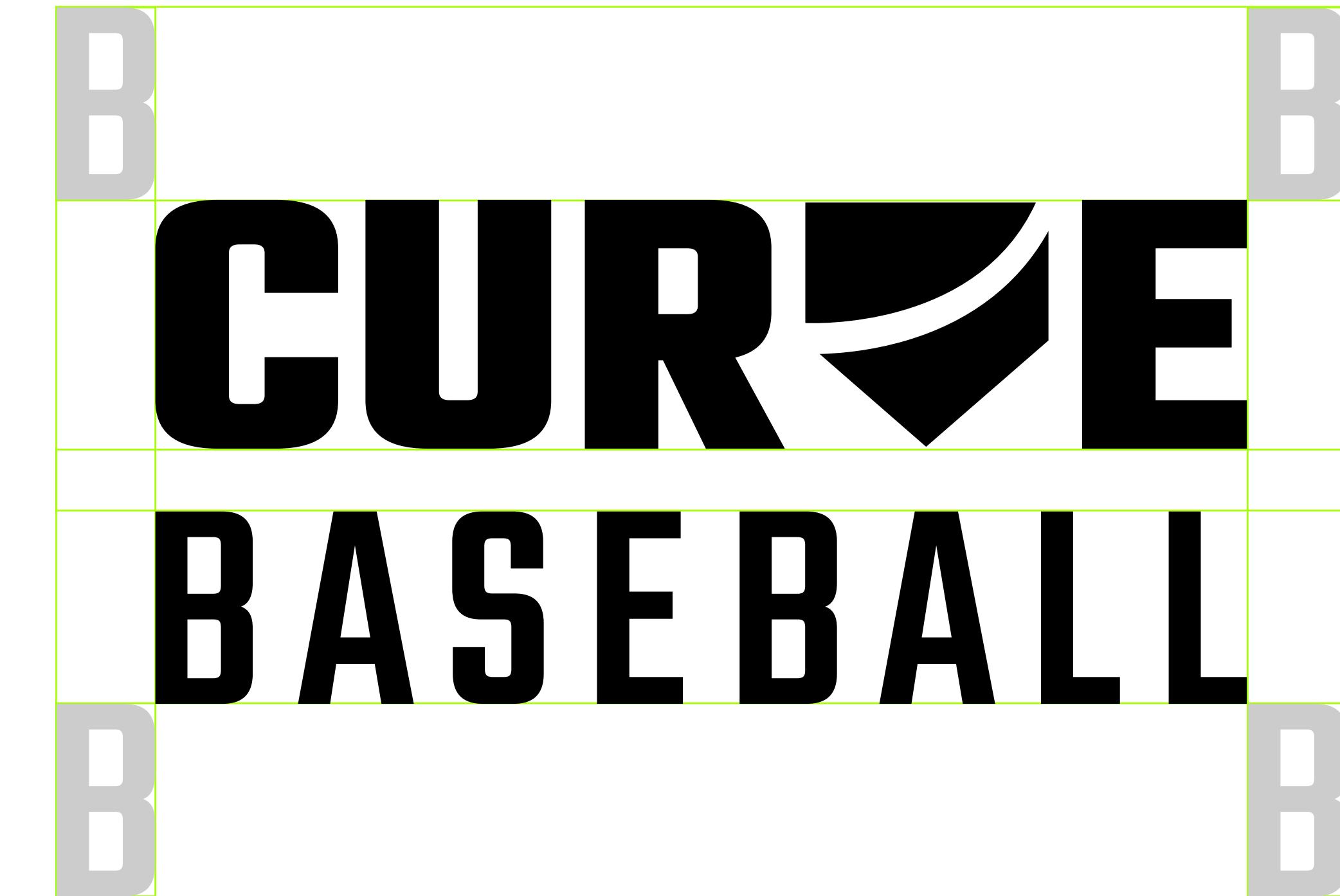
In this section, the logo is presented with its graphic construction and justification, showing how proportions, alignments, and intersections work together to create a perfectly balanced mark. The safe area is also defined to ensure consistent application and clear visibility across all platforms.

The result is a modern and dynamic emblem that embodies the brand's essence — bold, athletic, and unified — while honoring its roots and projecting a vision for the future.





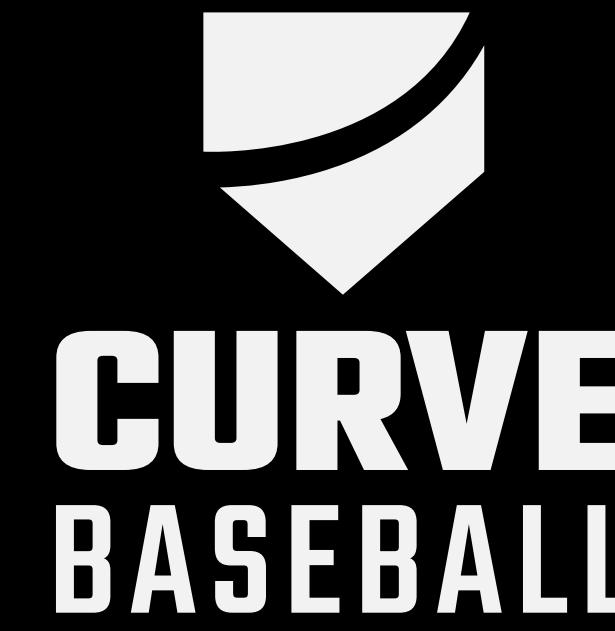
BRAND BOOK



BRAND BOOK



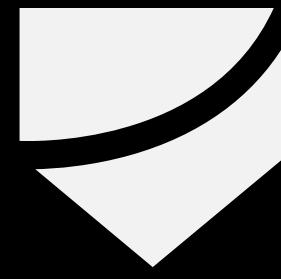
PRIMARY LOGO



VERTICAL LOCKUP



ALTERNATIVE USE



LOGO MARK

BRAND BOOK



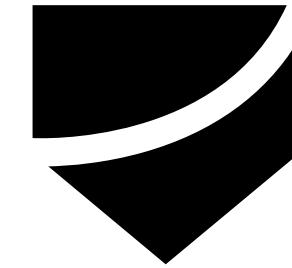
PRIMARY LOGO



VERTICAL LOCKUP



ALTERNATIVE USE



LOGO MARK

OUR ICONIC MARK

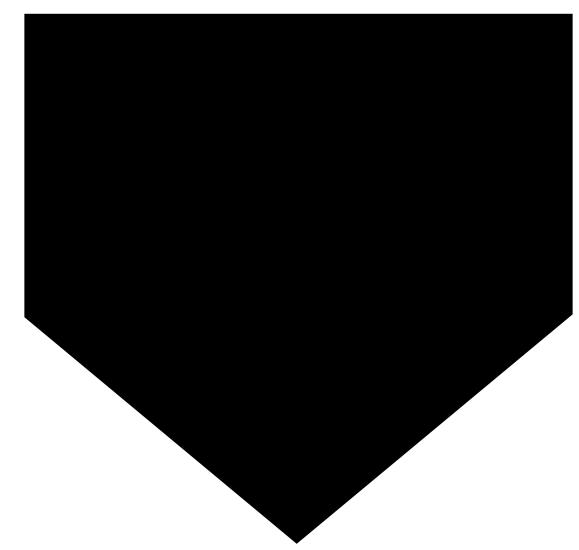
The Curve Baseball mark was designed to be simple, memorable, and deeply meaningful. At first glance, it takes the shape of a home plate — the most recognizable element of the game. The home plate is not just where the action begins and ends; it is also a symbol of direction, goals, and achievement. It represents the foundation of every player's journey and connects us directly to the essence of baseball.

Running across the plate is the performance curve, a visual inspired by the curves used in business and education to represent growth, development, and progress. This element ties our identity to the idea of constant improvement — the path of learning, training, competing, and achieving results. It reminds us that success is not linear; it requires challenges, adaptation, and resilience, both on and off the field.

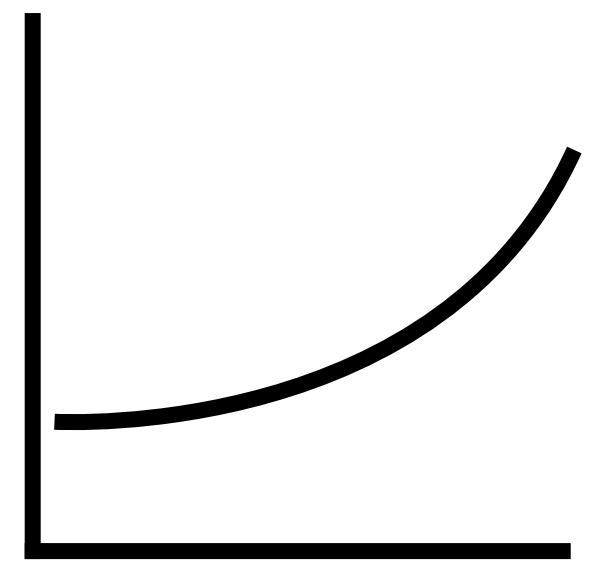
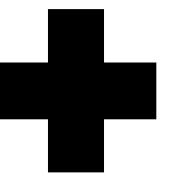
Finally, the mark represents the fusion of two legacies: the merger of Diamond Allegiance and CURVE. From Diamond, we preserved the iconic shield shape, a symbol of strength, protection, and tradition. From CURVE, we retained the name and the vision, connecting the spirit of innovation with the heritage of the game. Together, these elements create a unified identity that honors our past while boldly projecting us into the future.



BRAND BOOK



HOME PLATE



PERFORMANCE CURVE



BRAND COLORS

Curve Baseball's color palette is built on a foundation of black, white, and grayscale tones. This neutral approach ensures that the spotlight remains on the vibrant colors of individual baseball teams, allowing their identities to shine in every campaign and collaboration.

To complement this neutral base, the brand incorporates a single accent color: bright green. Originally part of Curve's identity prior to its merger with Diamond Allegiance, this green is used selectively to create subtle emphasis and focal points across graphics and communication elements. Modern, energetic, and dynamic, it reflects the youthful spirit of the sport while maintaining a link to Curve's legacy.

GREEN PERFORMANCE

RGB: 166, 255, 0
CMYK: 38, 0, 100, 0
HEX: A6FF00

BLACK DIAMOND

RGB: 0, 0, 0
CMYK: 75, 68, 67, 90
HEX: 000000

WHITE CLUB

RGB: 242, 242, 242
CMYK: 4, 2, 2, 0
HEX: F2F2F2

GRAY BASEBALL SCALE

RGB: 51, 51, 51

CMYK: 69, 63, 62, 58

HEX: 333333

RGB: 102, 102, 102

CMYK: 60, 51, 51, 20

HEX: 666666

RGB: 153, 153, 153

CMYK: 43, 35, 35, 1

HEX: 999999

RGB: 204, 204, 204

CMYK: 19, 15, 16, 0

HEX: CCCCCC

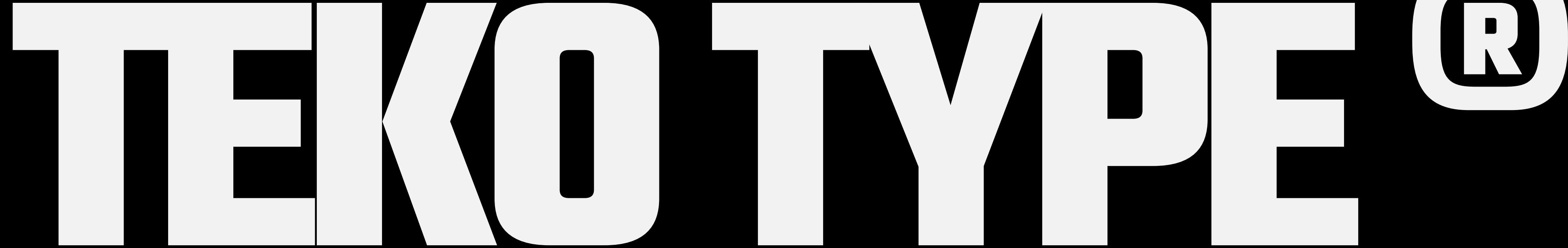
TYPOGRAPHY

Typography plays a key role in defining the visual identity of Curve Baseball. The brand uses Teko for the Curve logo family, chosen for its bold and approachable qualities, ensuring strong legibility and a confident presence across all applications. For headlines, subheadings, and body copy, the brand relies on Halvar Mittelschrift, a typeface inherited from Diamond Allegiance. Its sports-driven essence, combined with excellent readability, makes it an ideal choice to carry forward the legacy while aligning with Curve's modern identity. Together, Teko and Halvar create a unified typographic system that reinforces the brand values: Modern, Dynamic, Unified.

Released in 2014

Indian Type Foundry

Sans - Serif



Designed by Indian Type Foundry (ITF) and released in 2014, Teko is a sans-serif display typeface created by Satya Rajpurohit. It was specifically developed for impactful headlines, logos, and digital interfaces, drawing inspiration from square and condensed proportions common in modern sports and editorial design. Teko's bold, condensed letterforms maximize visibility and presence, making it highly effective in branding applications where strength and clarity are essential.

For Curve Baseball, Teko's clean geometry and condensed structure make it ideal for logo usage. It conveys confidence, accessibility, and modernity—qualities that resonate with the brand's youthful and energetic spirit. Its versatility ensures strong legibility both in large-scale applications and digital environments, giving Curve's logos a contemporary and powerful edge.

BRAND BOOK

TRAKING: 0

CURVE

TRAKING: 90

BASEBALL

LEADING: 140 PT / DIAMETER OF THE INTERSECTION OF THE SHIELD CURVE

TEKO® BOLD
SELECTED FOR LOGO

TEKO® MEDIUM
SELECTED FOR TAGLINE

Released 2019

Jakob Runge

Sans - Serif

BRAND BOOK

HALVAR MITTESESCHRIFT®

Halvar is a versatile sans-serif typeface designed by Jakob Runge and released through TypeMates in 2019. Rooted in a blend of German industrial signage traditions and modern geometric design, Halvar is characterized by its sturdy letterforms, functional clarity, and wide range of weights and widths. The Mittelschrift cut, in particular, is inspired by the type used on German road signage, making it both highly legible and strong in presence. Originally part of Diamond Allegiance's branding, Halvar Mittelschrift was carried into Curve Baseball to preserve continuity and maintain its sports-driven essence.

Its balanced geometry and excellent readability make it ideal for use in headlines, subheadings, and body text alike. Beyond its practicality, Halvar embodies the spirit of modernity, dynamism, and unity, aligning seamlessly with Curve's positioning. Its historical ties to signage and communication lend the brand a sense of direction, structure, and confidence—qualities essential for a forward-looking sports identity.

TYPOGRAPHY HIERARCHY

BRAND BOOK

Halvar Mittelschrift is the core typeface used for Curve Baseball's communication system. While Teko serves as the logo font and for hero-level display, Halvar is applied across all functional text: headlines, subheadings, body copy, and captions. Its sturdy and geometric letterforms convey strength, clarity, and structure—qualities aligned with the brand's essence of being Modern, Dynamic, and Unified.

In digital environments, Halvar ensures optimal readability across different screen sizes, while its bold weights project a strong and confident presence. This makes it especially effective for sports-related branding, where legibility and impact must coexist seamlessly. By using Halvar in a clear typographic hierarchy, Curve establishes a consistent voice across all platforms, from web to print to social media, ensuring the brand feels strong, organized, and approachable.

HERO TITLES / H1

Font: Halvar Mittelschrift Black / ExtraBold
Use: Main headers on web pages, campaign hero text
Size (digital): 72 - 130 px
Style: ALL CAPS recommended for maximum impact

BODY TEXT / PARAGRAPHS

Font: Halvar Mittelschrift Regular
Use: General text, descriptions, articles, website content
Size (digital): 18 - 20px (optimal for screen readability)
Style: Sentence case, standard line height (1.4-1.6)

PRIMARY TITLES / H2

Font: Halvar Mittelschrift Bold
Use: Section titles, headlines in posts or banners
Size (digital): 36-48px
Style: Title Case for balance between strength and clarity

CAPTIONS / FOOTNOTES

Font: Halvar Mittelschrift Regular / Italic
Use: Image captions, secondary information, disclaimers
Size (digital): 12-14px
Style: Sentence case

SECONDARY TITLES / H3

Font: Halvar Mittelschrift Medium / Semibold
Use: Subtitles, supporting headlines
Size (digital): 24-32px
Style: Mixed case for natural readability

HALVAR MITTESCHRIFT®

LOGO PLACEMENT

STYLE GUIDE



CLUBS ARE THE LIFELOOD OF CURVE



At the heart of CURVE Baseball lies a simple but powerful principle: our brand exists to amplify the brands of our clubs. CURVE is not just a standalone identity — it is a platform designed to celebrate the unique stories, cultures, and colors of every team that is part of our ecosystem.

The CURVE Clubs are the lifeblood of our organization. They are where talent is discovered, where communities come together, and where the true energy of the game is born. That's why the CURVE brand is intentionally flexible: it can stand strong on its own, but it is designed to coexist in parallel with each club's brand, never overshadowing but instead highlighting what makes each of them unique.

This means that whenever possible, we promote the teams, their colors, and their identity first. CURVE becomes the platform that frames and elevates them — giving visibility, credibility, and unity across the broader baseball community. By doing so, CURVE strengthens not only its own presence but also the presence of every club, every player, and every organization connected to our path. It's a brand built to empower, not replace — ensuring that the individuality of each team shines through, while still belonging to a larger, united vision.

LOGO PLACEMENT WITH CURVE CLUBS

Our member clubs are the lifeblood of CURVE Baseball. Their brands, colors, and identities come first — and we aim to amplify them at every opportunity. When co-branding, the club's logo is primary. The CURVE Baseball logo is used as a secondary mark, placed in parallel to show unity and support without overshadowing the club's identity. This ensures that while CURVE provides the platform and network, the strength and visibility of each club's brand remains front and center.









TEST



TRAIN



COMPETE



RECRUIT

STRONGER TOGETHER

THE CLUB AND FACILITY GROWTH PLATFORM



DESIGNED TO SCALE

A **FAMILY OF BRANDS** BUILT TO SEAMLESSLY SCALE
ACROSS SPORTS — **STARTING WITH BASEBALL**, AND
NATURALLY EXTENDING INTO SOFTBALL.

BRAND BOOK



COMING SOON





SCALING IMPACT IN YOUTH SPORTS