



Brand Identity Playbook

2023 Version 1.0

OUR D.N.A.





Rooted in
HISTORY

1842 - On a dark morning in December, twenty men loaded the public archives of the Republic of Texas into three wagons, meaning to move them out of Austin—effectively robbing the city of its status as the capital of Texas.

Angelina Eberly, the owner of a local boarding house noticed the theft and fired a cannon situated on Congress Avenue.

Having been alerted by the blast, citizen heroes made pursuit and caught up to the perpetrators 18 miles to the north. The documents were returned to the city center, and the capital was preserved. All thanks to an alert, vigilant woman named Angelina.

2023 - A group of determined women come together to once



Focused on
COMMUNITY

At The Texas Smoke, we believe that putting our community first is the key to success both on and off the field. We strive to create a safe and inclusive environment where all players feel empowered to reach their full potential.

Central to our mission is our unique and empowering approach to player compensation. We recognize that professional athletes, especially women, have historically been undervalued and underpaid. That's why we're committed to providing our players with fair and equitable compensation that reflects their incredible skills, dedication, and hard work.

But we don't stop there. We believe that true empowerment comes from community support, so we also offer our players a range of benefits that go beyond traditional compensation packages. Our athlete care program includes access to health and wellness resources, professional development opportunities, and community outreach programs that allow our players to give back and make a positive impact in the world.

At the heart of our mission is a deep commitment to building a stronger, more connected community, one that celebrates the incredible



Driven by our
PURPOSE

This is bigger than us. Women's sports deserve their day in the sun and our vision is to clear the clouds.

We will elevate the standards for women's Fastpitch and set new precedents for earning potential for all women in professional sports.

It is our mission to make this Texas team the most sought-after team in the league, not only because of our coaching staff, but also our amenities, and the opportunities available to our players.

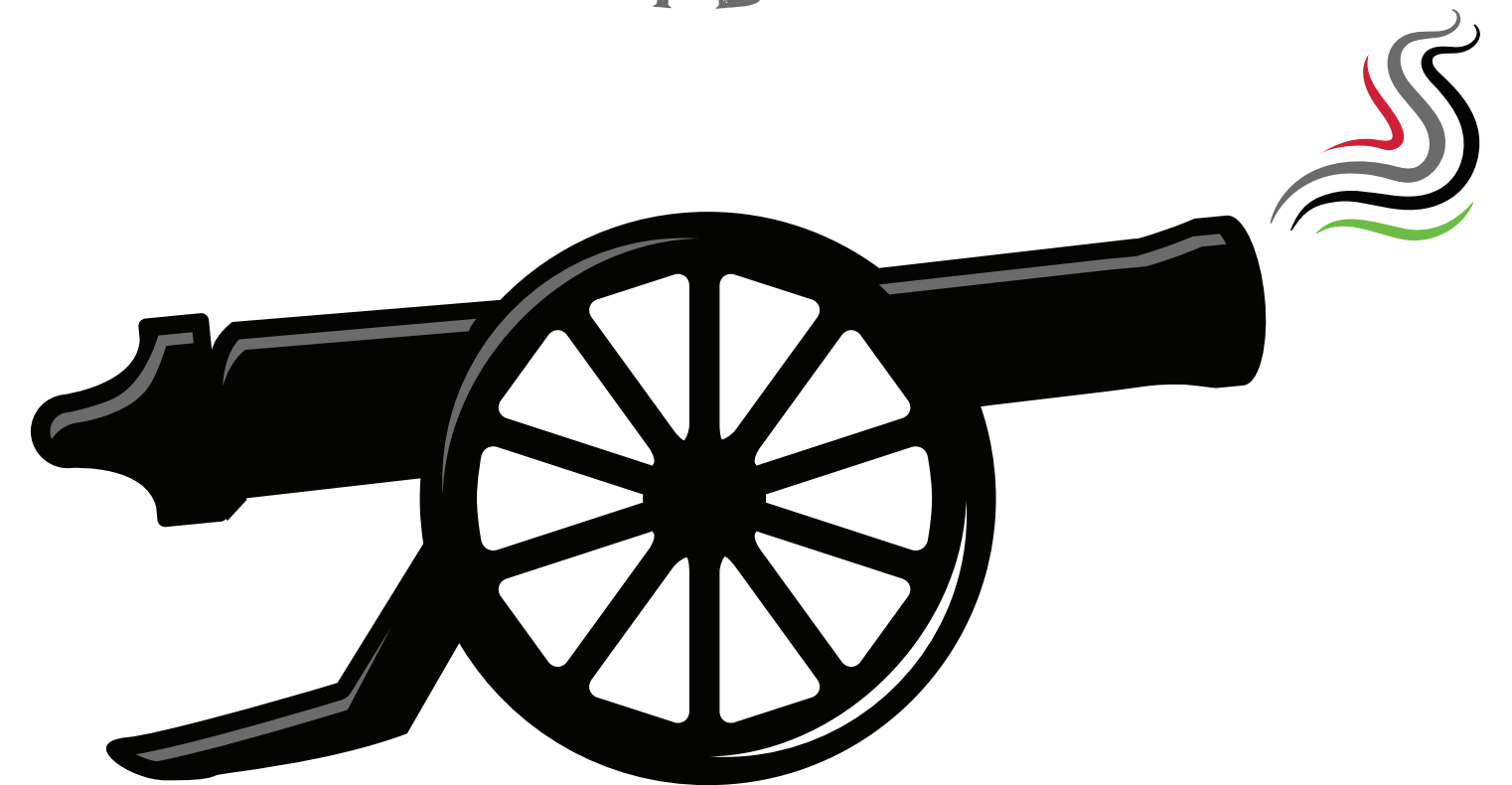
We do this by leveraging nontraditional partnerships to create unconventional approaches benefiting our players and fans.

VISUAL IDENTITY



Logos & Key Marks:

THE CANNON & VARIATIONS



Logos & Key Marks:

ADDITIONAL CANNON VARIATIONS



Logos & Key Marks:

THE SMOKY "S"



Logos & Key Marks:

THE CAPITAL BADGE ROUNDDEL



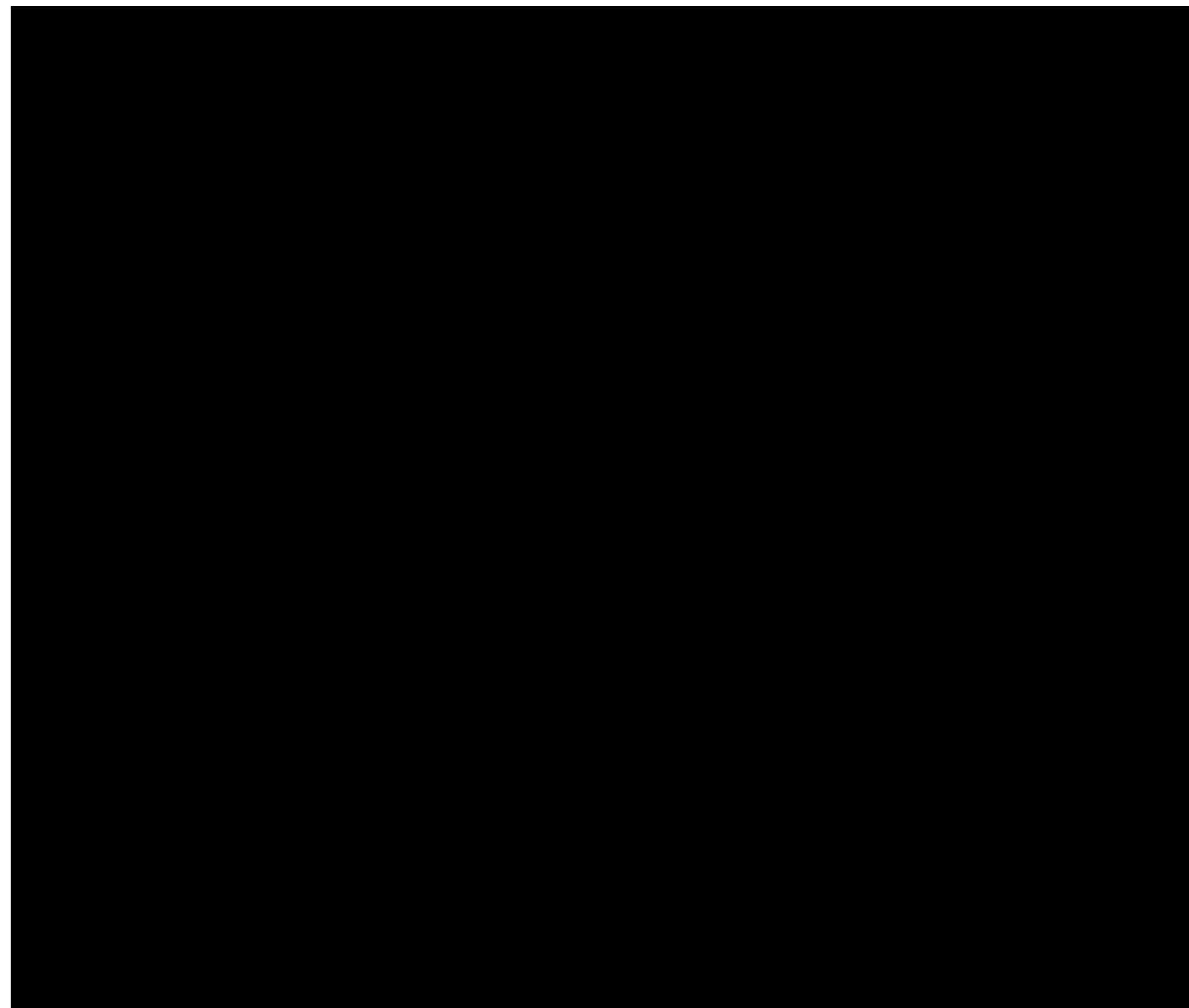
Logos & Key Marks:

OTHER ROUNDELS



Additional Graphic Elements:

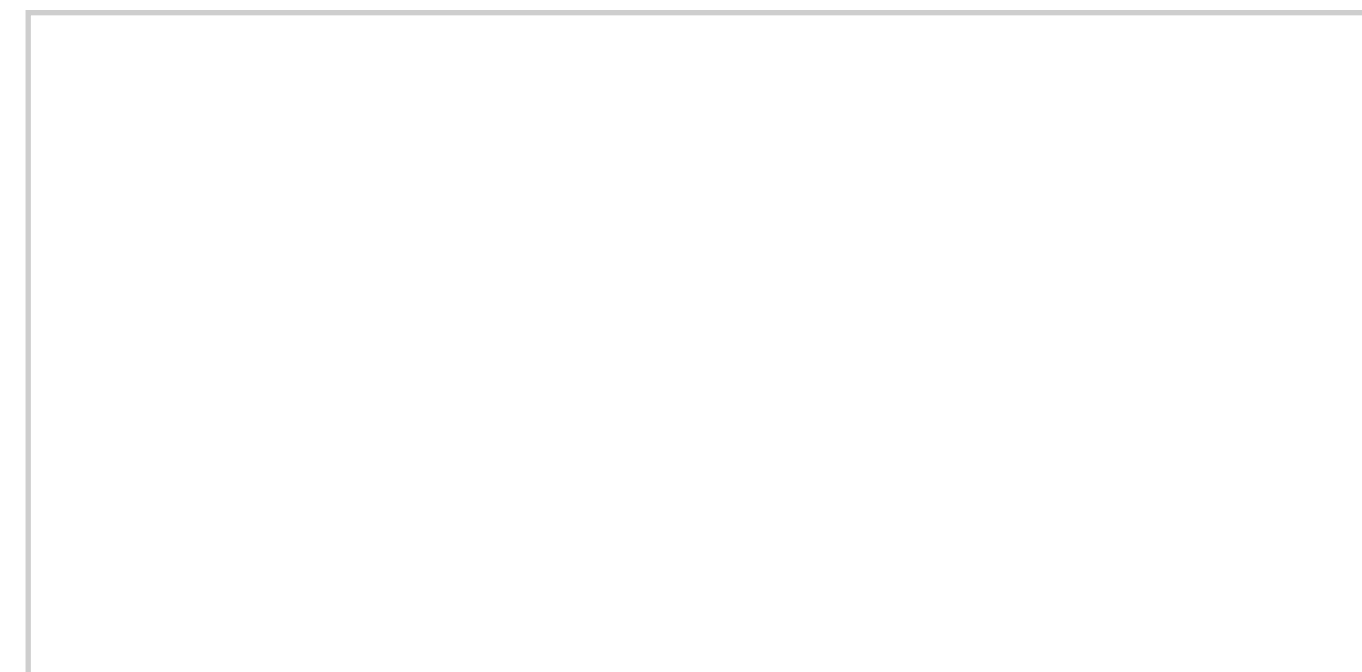
TEAM COLORS



True Black

#000000

0/0/0 75/68/67/90 Pantone Black 6 C



White

#ffffff

107/107/107 58/50/49/17



TS Gray

#6b6b6b

107/107/107 58/50/49/17 Pantone 424 C



TS Red

#cd2037

205/32/55 13/100/84/3 Pantone 711 C



TS Green

#6cbe45

108/190/69 62/0/100/0 Pantone 360 C

Additional Graphic Elements:

FONTS

Display Typeface

MILKSTORE 03 TEXTURED

Alternative Display and Headline Typeface

MONTSERRAT EXTRABOLD

Body Copy:

Montserrat Regular with judicious use of the italics, bolds, and various other weights and styles found in the Montserrat family.