

FLAME

WOMEN'S SPORTS

BEARERS

STORYTELLING STUDIO

Brand Identity 2026

Women had to fight their way to be a part of the sports world, from the first female Olympians competing in 1900—over 1,500 years after the first Olympic Games—to the establishment of the WNBA in 1997, 51 years after the NBA began. Despite these breakthroughs, women are still underrepresented and undercovered by the media. Yet, more athletes are breaking barriers, gaining attention, and inspiring fans every day.

WE'RE HERE TO CELEBRATE AND AMPLIFY ATHLETES' VOICES.

OUR MISSION



We're a multimedia production company dedicated to elite women's sports storytelling. Through live and digital experiences, we bring these stories to life and build communities around **the greatest untapped entertainment on Earth: women's sports.**



OUR VISION

We're revolutionizing women's sports media through captivating storytelling. In a landscape where 85% of coverage is dedicated to men and the remaining 15% often highlights a narrow segment of women athletes, we broaden the lens to highlight diverse voices.

Why? Because we're here to inspire the next generation of athletes and fans through podcasts, videos, and live events.

Our mission is to spark a movement that lights up women athletes worldwide, inspiring girls to see their dreams within reach.



OUR VALUES



CURIOSITY

We want to know what drives people to be so resilient. It helps us understand the world better and reflect on our own challenges, viewpoints, and potential for resilience.

TRUSTWORTHINESS

Our guests will never distress about how they'll come across. We assure our audience that they'll hear open, honest, and well-researched stories.

FEARLESSNESS

We have a relentless desire to create energy around the stories and topics that we believe should be heard. Our spark can help the flame burn brighter.

FLAME BEARERS

BRAND IDENTITY
LOGO



FLAME BEARERS

The Primary Logo Lockup

The Primary Logo lockup is the ultimate expression of the brand. This logo combines the brand's wordmark with a distinctive icon, symbolizing Flamebearers' commitment to inspiring and empowering its community.

The selected typography provides personality, resilience and strength. The company of the female figure provides the connection with the narrative of female athletes.





Safety Area

The safety area surrounding the logo must always be observed and respected.



1,5" | 200px

Minimum Size

The logo should never be smaller than 1,5" wide for print or 200 px wide for digital use.



∞

Maximum Size

The logo has no maximum size. It can be use as large as needed.





FLAME BEARERS

Light Background



FLAME BEARERS

Dark Background



Recomended
Color Uses





⊗ DON'T use colors outside of the brand's color palette



⊗ DON'T modify the position of the icon on the primary logo lockup.



⊗ DON'T rotate



⊗ DON'T crop



⊗ DON'T distort vertically or horizontally



⊗ DON'T use frames or color boxes

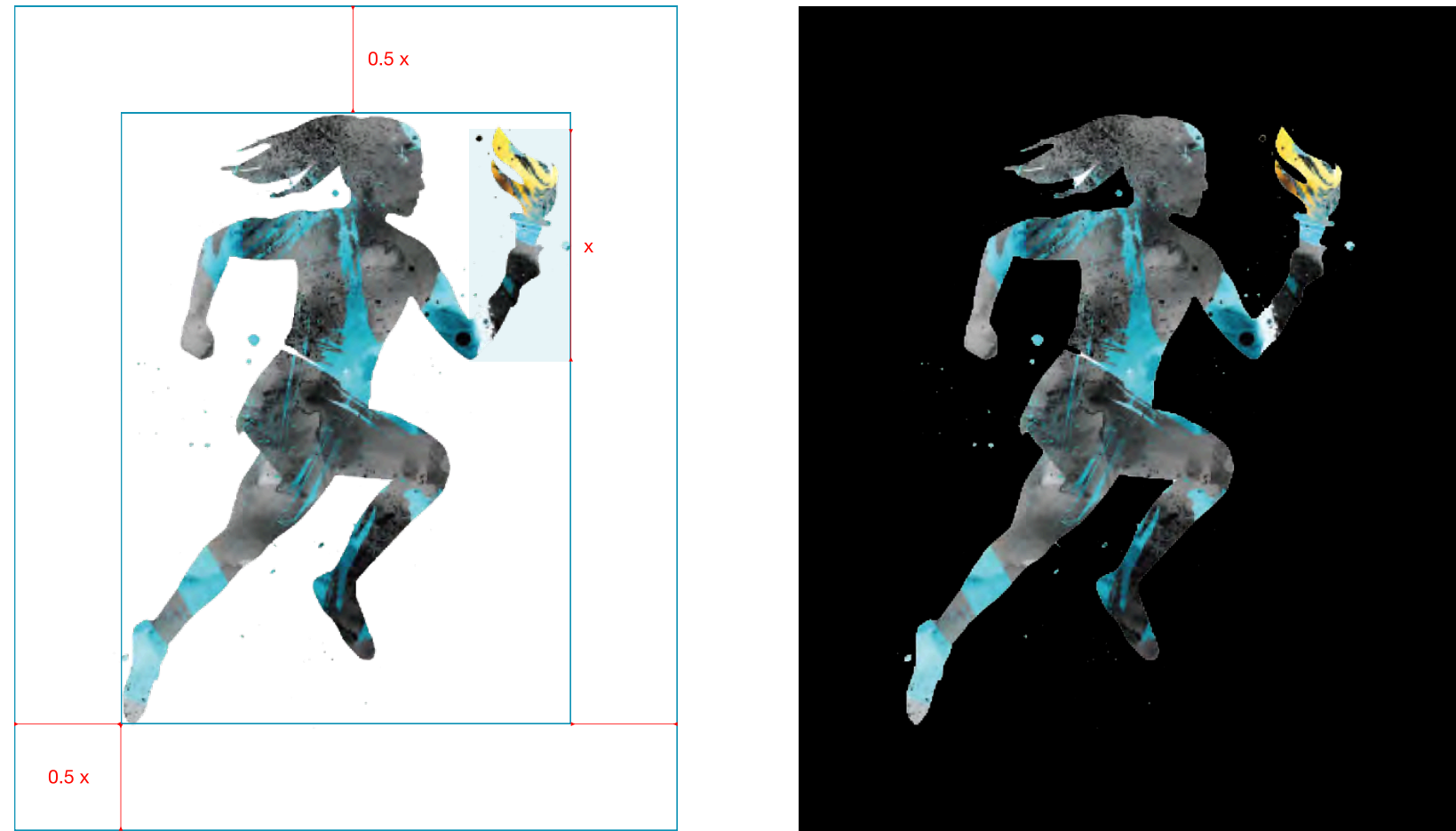




The Icon

A torch-bearing woman, symbolizing guidance and inspiration. The fluidity of her form and the flame she carries forward represent the brand's spirit of fearless pursuit and enlightened path-making. Derived from the elemental nature of fire, symbolizing transformation, energy, and light. The use of the icon is strategic, aimed at complementing the broader brand identity in minimalistic applications where simplicity is paramount.





Safety Area

The safety area surrounding the logo must always be observed and respected.



0.5" | 50px

Minimum Size

The icon should never be smaller than 0.5" wide for print or 50px wide for digital use.



∞

Maximum Size

The logo has no maximum size. It can be use as large as needed.





Solid Light Background



Complex Light Background



Solid Dark Background



Complex Dark Background





Stacked Logo

In this iteration of the Flame Bearers logo, the icon takes center stage with an enlarged, top central placement, enhancing visibility on 1:1 canvases. The torch-bearing figure exudes inspiration, flanked by the brand's bold wordmark, symbolizing a unified commitment to lighting the path of progress.





Safety Area

The safety area surrounding the logo must always be observed and respected.



Minimum Size

The condensed logo lockup should never be smaller than 1" wide for print or 96px wide for digital use.



Maximum Size

The logo has no maximum size. It can be use as large as needed.

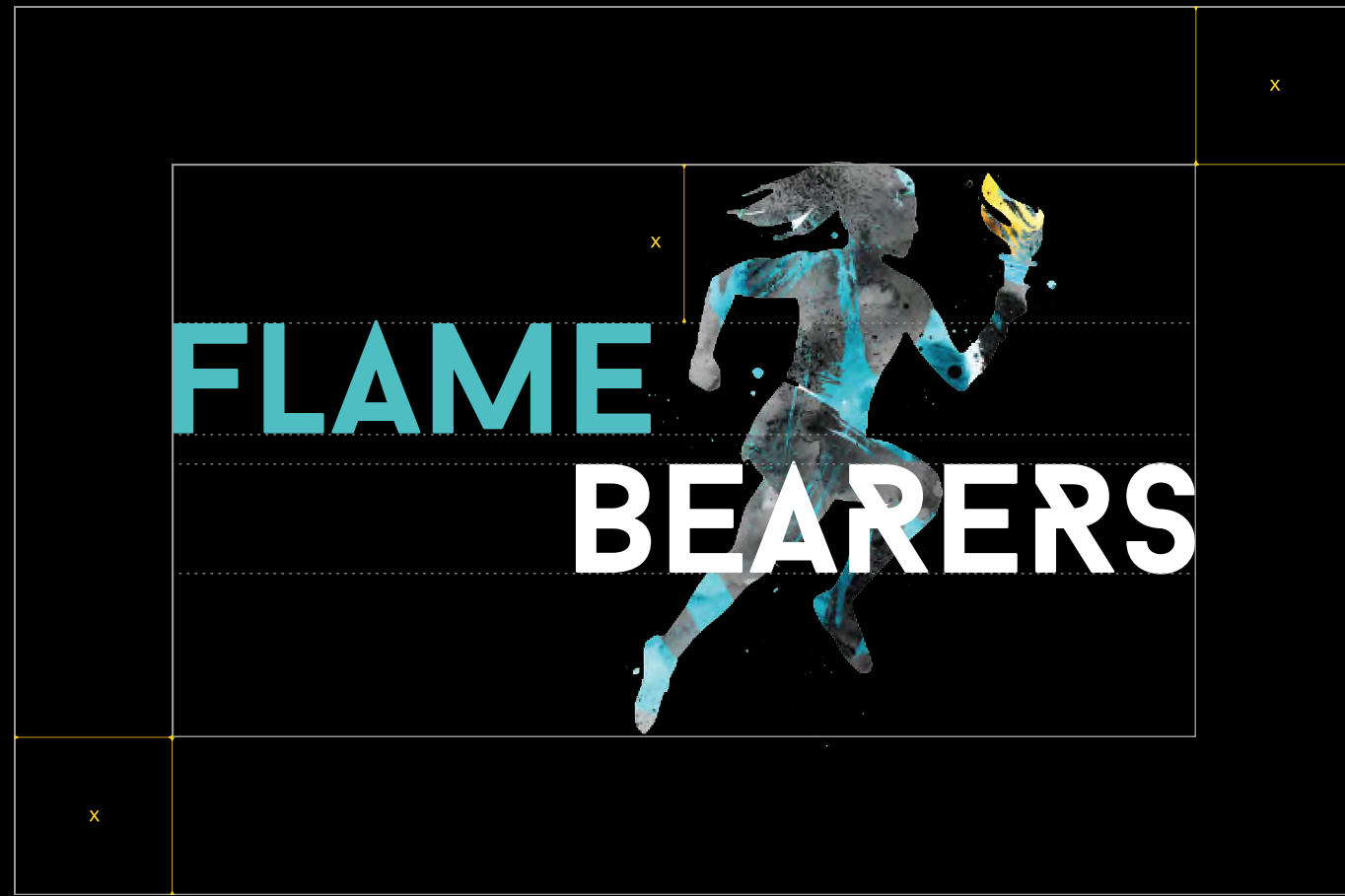




The Expanded Logo Lockup

In this iteration of the Flamebearers logo, the icon takes center stage with an enlarged, central placement, enhancing visibility on larger canvases. The torch-bearing figure exudes inspiration, flanked by the brand's bold wordmark, symbolizing a unified commitment to lighting the path of progress.





Safety Area

The safety area surrounding the logo must always be observed and respected.



1.2" | 170px

Minimum Size

The condensed logo lockup should never be smaller than 1.2" wide for print or 170 px wide for digital use.



∞

Maximum Size

The logo has no maximum size. It can be use as large as needed.





Light Background



Dark Background





JAMIE MITTELMAN

FOUNDER AND HOST

Jamie champions the stories of exceptional women athletes—from household names to unsung heroes—because if you can see it, you can be it.

As Founder & CEO of Flame Bearers, she's worked with over 350 exceptional women athletes from 56 countries, be it 3x World Champ Caster Semanya to 5x Olympic Gold Medalist Sue Bird

Collaborations with Dior, Harvard, UN Foundation's Girls Up campaign, and the iconic 1999 USWNT

Featured in US INSIDER, APPLE+, and CEO Weekly

Over 23 international awards for recognitions in video, podcasting, and social media.

Harvard Masters of Public Administration, Dartmouth Masters of Business, Middlebury College International Studies Major & Gender Studies Minor and a decade of communications experience in the nonprofit and private sectors.



FLAME BEARERS

THANK YOU!