



MIDWEST SUPER LEAGUE

Brand Guidelines

2026-27 Season

Visual identity, logo usage, and communication standards for member clubs

Section 1: Brand Overview

1.1 About the MSL Brand

The Midwest Super League (MSL) brand represents regional youth soccer excellence across seven states: Minnesota, North Dakota, South Dakota, Nebraska, Missouri, Iowa, and Wisconsin. Our brand identity communicates professionalism, community, openness, and competitive youth development.

1.2 Brand Values

- Open & Welcoming: Any club can join; any club can leave
- Community-driven: Clubs govern the league together
- Player-focused: Everything serves player development
- Regional pride: Celebrating Midwest youth soccer
- Accessible: Competitive soccer without excessive cost or travel
- Professional: A serious league with high standards

1.3 Short Name Usage

The league's official name is 'Midwest Super League.' The abbreviation 'MSL' is the standard short form. 'Midwest' is one word. Do not use 'MWSL' or 'MidWest' or 'Mid-West.'

- Full name: Midwest Super League
- Abbreviation: MSL
- Incorrect: MWSL, MidWest Super League, Mid-West Super League

Section 2: The Logo

2.1 Primary Logo



2.2 Logo Philosophy: The Open Shield

The MSL logo is intentionally designed with open ends on each side of the shield shape. This is the single most important element of our visual identity and reflects the core philosophy of the league.

What the open ends represent:

- Welcome: The open sides symbolize that anyone can enter the league
- Freedom: Clubs are free to leave -- this is not a closed or locked-in league
- Inclusivity: No barriers to entry for clubs that meet the standard
- Trust: Clubs stay because they want to, not because they have to

Most leagues today operate as closed systems or club-based models where membership is restricted, controlled, or difficult to exit. The MSL is the opposite. The open-ended shield is a visual statement that this league exists to serve its member clubs -- not the other way around. Clubs choose to be here. The door is always open, in both directions.

When presenting the logo, the open design must always be preserved. Never close, crop, or alter the open ends of the shield. They are the brand.

2.3 Logo Formats

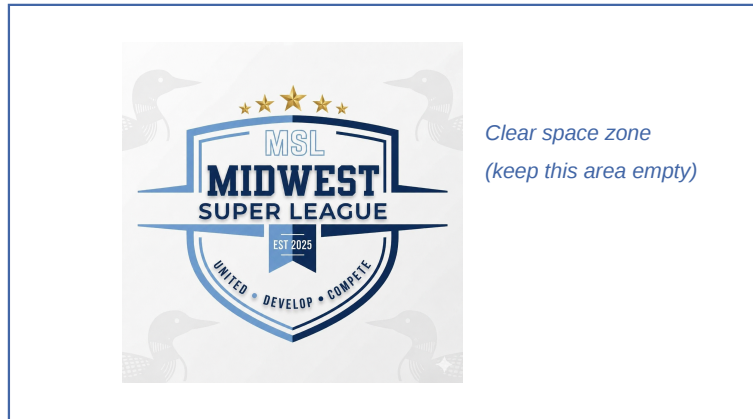
Member clubs will receive logo files in the following formats:

- PNG: For digital use (website, social media, presentations)
- SVG: For scalable digital use and web development
- EPS: For professional print production

Section 3: Logo Usage Rules

3.1 Clear Space

Always maintain clear space around the logo equal to at least the height of the 'M' in MSL on all sides. No other graphic elements, text, or imagery should encroach on this clear zone.



3.2 Minimum Size

- Print: No smaller than 1 inch / 25mm wide
- Digital: No smaller than 80px wide
- If the logo cannot be legibly reproduced, use the 'MSL' text mark instead

3.3 Approved Backgrounds

The logo works best on these backgrounds:

- White or light backgrounds (preferred)
- Navy Blue (#283F66) background with white/light logo variant
- Photography with a solid-color overlay for contrast

3.4 What NOT to Do

- Do not stretch, skew, or rotate the logo
- Do not change the logo colors
- Do not add drop shadows, gradients, or outlines
- Do not place on busy backgrounds without a container
- Do not close or crop the open ends of the shield
- Do not recreate or redraw the logo
- Do not combine with other logos without approval

Section 4: Color Palette

4.1 Primary Colors

These are the core brand colors. They appear in the logo and all official league materials.



Navy Blue
#283F66
RGB 40, 63, 102



League Blue
#4266A6
RGB 66, 102, 166



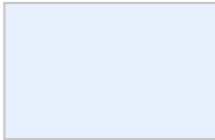
Sky Blue
#5A80C0
RGB 90, 128, 192



White
#FFFFFF
RGB 255, 255, 255

4.2 Secondary Colors

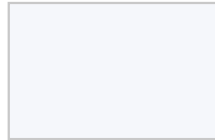
Used for accents, backgrounds, and supporting elements:



Light Blue
#E8F0FE
RGB 232, 240, 254



Gold
#CA8A04
RGB 202, 138, 4



Warm Gray
#F5F7FB
RGB 245, 247, 251



Dark Gray
#2D2D2D
RGB 45, 45, 45



Medium Gray
#6B7280
RGB 107, 114, 128

4.3 Pod Colors

Each geographic pod has a designated accent color for use in schedules, pod badges, and communications:



Metro
#4266A6
RGB 66, 102, 166



Dakotas
#CA8A04
RGB 202, 138, 4



Plains
#2E7D32
RGB 46, 125, 50



Heartland
#E65100
RGB 230, 81, 0



Lakeshore
#6A1B9A
RGB 106, 27, 154

4.4 Usage Rules

- Navy Blue and League Blue are the dominant brand colors
- Gold is used sparingly for highlights and accents
- Pod colors appear only in pod-specific contexts (schedules, pod badges)
- Never use pod colors as primary brand colors in general communications
- Maintain sufficient contrast between text and background colors

Section 5: Typography

5.1 Primary Typeface: Inter

The MSL uses 'Inter' as its primary typeface for all digital and print communications. Inter is a free, open-source font available from Google Fonts (fonts.google.com/specimen/Inter).

Midwest Super League

Inter Bold, 20pt, Navy Blue -- used for page titles

Section Heading Example

Inter Semi-Bold, 14pt, League Blue -- used for section headings

Body text looks like this. Clean, readable, and professional.

Inter Regular, 10pt, Dark Gray -- used for body copy

5.2 Fallback Typefaces

When Inter is not available (email clients, legacy systems):

- Primary fallback: Helvetica Neue or Helvetica
- Secondary fallback: Arial
- System fallback: sans-serif

5.3 Type Hierarchy

- Page titles: 28-32px, Bold, Navy Blue (#283F66)
- Section headings: 18-22px, Semi-Bold, Navy Blue
- Subheadings: 14-16px, Bold, League Blue (#4266A6)
- Body text: 14-16px, Regular, Dark Gray (#2D2D2D)
- Captions/meta: 12px, Regular, Medium Gray (#6B7280)

Section 6: Social Media & Digital

6.1 Social Media Handles

The league maintains official accounts. Clubs should tag or mention these when sharing league-related content:

- Use the official MSL handle when referencing league content
- Use the hashtag #MidwestSuperLeague for league-related posts
- Use #MSLSoccer for game-day posts and results

6.2 Posting Guidelines for Clubs

- Always use the correct league name (Midwest Super League or MSL)
- Do not alter or edit the MSL logo when posting
- Credit photos to the photographer when known
- Keep tone positive and professional
- Do not publicly criticize referees, opponents, or the league
- Game scores/results may be shared after the match concludes

6.3 Photography Standards

When clubs photograph MSL events for social media:

- Focus on action shots and team moments
- Avoid photos that identify children's full names with faces
- Get parental consent before featuring individual players prominently
- Do not photograph or share images of other teams' players without consent

6.4 Social Media Profile Images

If a club wishes to include the MSL logo in their social media profile or cover photo:

- Use the provided MSL badge asset (not a screenshot of the logo)
- Place it in a secondary position -- your club logo should be primary
- Do not modify the logo to match your club's colors

Section 7: Club References to the League

7.1 How Clubs Should Reference MSL

Member clubs are encouraged to reference their MSL membership on their websites and communications. Approved language includes:

- 'Member of the Midwest Super League'
- 'Competing in the Midwest Super League (MSL)'
- 'MSL Member Club'
- 'Proud member of MSL'

7.2 Placement on Club Materials

Clubs may place the MSL logo on:

- Club website (with link to MSL site)
- Team registration and information materials
- Social media profiles and cover images
- Printed brochures and flyers for recruiting

7.3 Not Permitted Without Approval

- Using the MSL logo on uniforms/kits
- Using the MSL logo on merchandise for sale
- Implying MSL endorsement of non-league activities
- Using the MSL brand for fundraising
- Creating 'co-branded' materials combining MSL and club logos in a lockup

Section 8: Tone & Written Communication

8.1 Tone of Voice

MSL communications should be:

- Professional but approachable
- Clear and direct (avoid jargon)
- Respectful of families' time
- Focused on the player experience
- Positive and solution-oriented
- Welcoming -- reflecting our open-door philosophy

8.2 Key Messages

When speaking about or representing the league, these messages should come through:

- MSL is open -- clubs join and stay because they want to
- MSL is affordable -- \$500 per team for a full season
- MSL is regional -- competitive play without coast-to-coast travel
- MSL is club-governed -- every club gets one vote
- MSL is player-first -- development over results at every age group

8.3 League Correspondence

Official communications from the league office should:

- Clearly identify the topic and relevance in the subject line
- Be concise and action-oriented in the body
- Bold or highlight important dates
- Include a clear call-to-action or next step

8.4 Templates

The league office provides email templates for common communications (match reminders, schedule changes, weather updates). Clubs are encouraged to use these templates for consistency.

Section 9: Contact & Approvals

9.1 Brand Questions

For questions about logo usage, brand compliance, or approvals for non-standard use, contact the MSL league office. Allow 5 business days for approval of non-standard requests.

9.2 Asset Requests

Member clubs can request brand assets (logo files, templates, graphics) from the league office at any time. Assets are provided in standard formats:

- PNG, SVG, EPS for logo files
- DOCX for document templates
- Social media-sized assets (profile, cover, post templates)

9.3 Reporting Misuse

If you see the MSL brand being used incorrectly or by an unauthorized party, please report it to the league office so it can be addressed promptly.



*The open shield. The open league.
Midwest Super League -- Where every club and team belongs.*