

# PARTNER BRAND GUIDELINES

# VERSION 1.0





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# ABOUT MLS

# INTRODUCTION

Headquartered in New York City, Major League Soccer is the top-flight professional soccer league in the United States and Canada. MLS features many stars from the U.S., Canada, and around the world.

Major League Soccer's 20th season will begin March 6.

The League's 20 clubs for 2015 include the Chicago Fire; Colorado Rapids; Columbus Crew SC; D.C. United; FC Dallas; Houston Dynamo; LA Galaxy; Montreal Impact; New York City FC; New York Red Bulls; New England Revolution; Orlando City SC; Philadelphia Union; Portland Timbers; Real Salt Lake; San Jose Earthquakes; Seattle Sounders FC; Sporting Kansas City; Toronto FC and Vancouver Whitecaps FC.

Two expansion clubs in Atlanta and Los Angeles will join in 2017.

For more information about MLS, log on to [www.MLSsoccer.com](http://www.MLSsoccer.com).

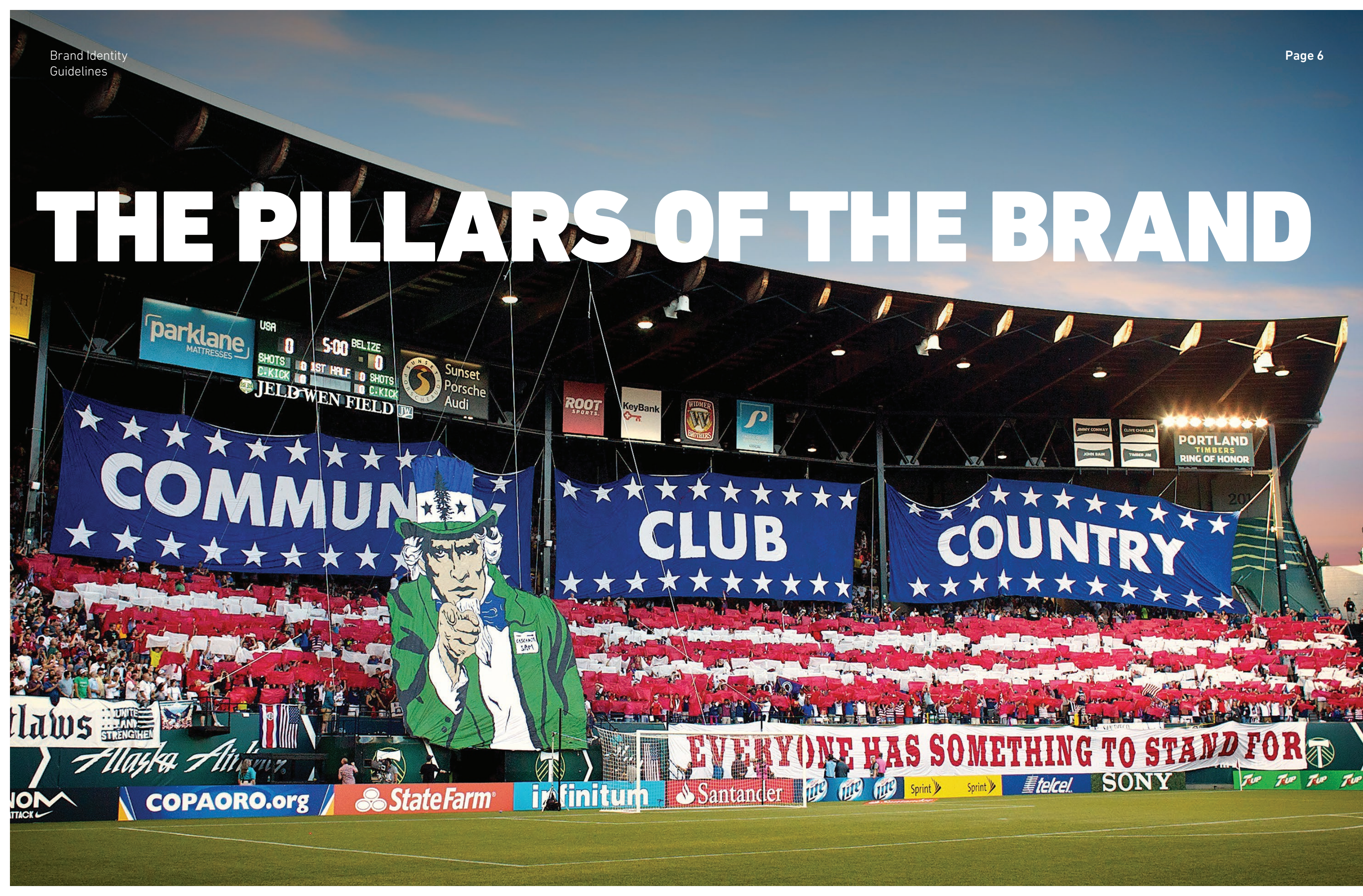
# MLS BRAND'S PURPOSE

THE BRAND PURPOSE HELPS US POSITION OUR BRAND AROUND WHAT MAKES US UNIQUE AND DIFFERENT, ENABLING US TO FOCUS ON ACCOMPLISHING OUR MISSION.

MLS leads professional soccer in North America. And we're still growing. Our players, partners and fans are shaping the sport with us. As we drive towards becoming one of the top leagues in the world by 2022, we focus on the crucial connections between Club, Country and Community.

Our U.S. Soccer and world class stars mix with young home-grown talent, we have a passionate and unique fan culture and incredible stadium experiences. And we're right here in your city. With exciting new broadcast partnerships, everyone can tune in to MLS on cable TV and other multiple platforms.

# THE PILLARS OF THE BRAND



# CLUB, COUNTRY, COMMUNITY

We focus on Club, Country and Community and the extraordinary connections between them. We believe in the power of the League to create a nation of soccer heroes and fans that will become the benchmark for our sport.

## CLUB

Our Clubs are the lifeblood of the League and the linchpin of everything we do. We are here to support their growth and to create the most powerful platform for competition. Our Clubs provide extraordinary experiences for our players and fans and outstanding opportunities for our owners, partners and sponsors.

## COUNTRY

As the leading professional soccer league in North America, we have a unique relationship and deep partnership with the US Soccer Federation. Our players continue to feed into the US Men's National Team and we're proud of our foreign players who in turn represent their nations in all competitions. Representing your country is the pinnacle of our sport and this level of competition and quality brings benefits to the League, our Clubs and the countries they represent.

## COMMUNITY

Our commitment to Community provides fans with a sense of home, connection and ownership of the League that goes beyond attending a stadium and viewing our games. The strength of our Community powers the extraordinary fan base and pool of young talent in our country. Our community arm, MLS Works connects with our fans and key community partners, actively supporting relevant and worthy causes throughout the year.

# HOW WE DELIVER THE BRAND

IN ORDER TO DELIVER OUR BRAND PURPOSE AND CCC PILLARS, WE HAVE TO BEHAVE IN A CERTAIN WAY.

## AMBITIOUS

Think bigger

To become one of the world’s top leagues, we think big and stand out. We never shy away from a challenge and push hard to achieve our goals. No player is beyond our pulling power, we want every stadium full for every game and we’re aiming for every North American to support an MLS club.

## EXCITING

Be the best

MLS soccer is exciting. We have the games, the players, passionate fans and serious rivalries. Our brand reflects this excitement. We have the opportunity to shape and form North American professional soccer to lead the world, move the game forward, grow fan culture, and deliver incredible value for partners and sponsors.

## AUTHORITATIVE

Lead the sport

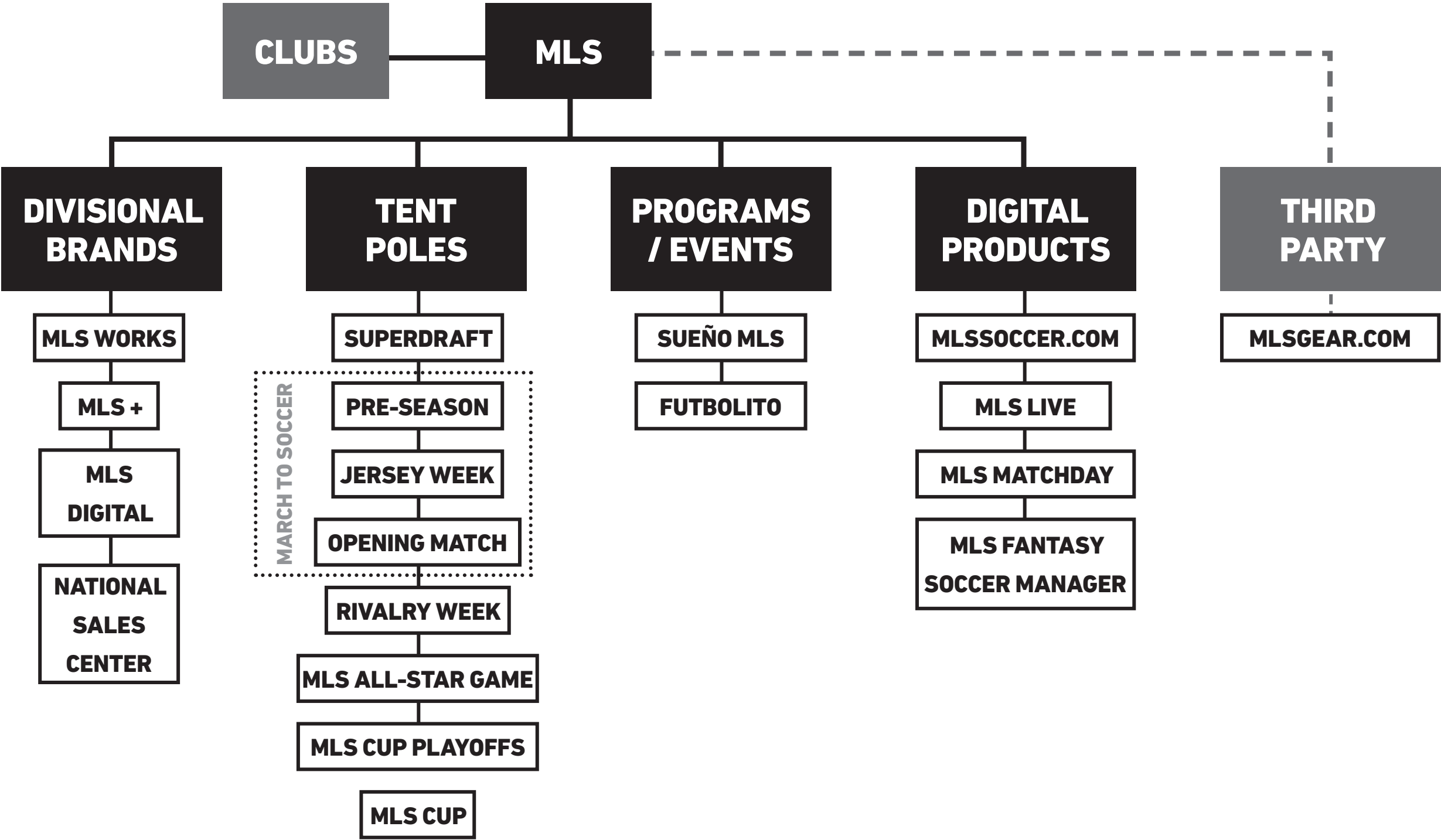
We’re the leading authority for professional soccer in North America. Clubs, fans and other leagues look to us as the role model and gold standard for the sport. Along with the privileges this affords us, we accept the responsibilities – socially, fiscally and environmentally. We stand for what’s best in the sport and speak with confidence, taking a leadership position at all times.

## FORWARD THINKING

Never sit still

We never sit still. We act about the future of our sport and are aware of the world around us. We embrace technology and pay close attention to innovations in our sport and beyond. Our clubs and fans benefit from a progressive and open-minded approach to the game and the society we live in.

# OUR FAMILY OF BRANDS



This is not an exhaustive list but it gives an example of how the MLS brand manifests itself across different parts of our business.

As a rule we do not create new logos for different pieces of our business. Our goal with the new brand system is to ensure we focus on building one MLS.

To do this we have designed a framework that ensures we always reference the parent mark throughout our design.

The rest of this document will explain how.



# WELCOME

**Welcome to the MLS identity guidelines.**

We have a new visual identity that has been designed to represent our league and vision. The aim is to make our brand easier to recognize and understand, yet flexible enough to respond to all the needs of our business. Working together we can create a consistently inspirational look and feel that engages and excites our partners and fans. It's up to us to explore the strengths and possibilities of this system, and if we work as a team, we'll achieve the strongest results.

**Bring it!**

# DESIGN PRINCIPLES

How to approach MLS communications.

**FOR FORMAT**

One size no longer fits all. Consider where your design is going – small screen, print, jersey, ball. Think of your audience and what they need. And design accordingly.

**KEEP IT MOVING**

We represent a fluid, fast moving sport. Our communications should feel the same; Strong, dynamic and with a sense of urgency. Create a sense of motion at all times.

**SPIRIT OF THE GAME**

Capture elements of the game, like the duality, the movement, competitive spirit, fan loyalty, urban, club colors. Everything about our brand should feel like MLS soccer.

# OUR LOGO



# OUR LOGO: THE CREST

**The Crest**  
This is our Crest, it is our center. Our defining mark. It represents and stands for all qualities of the brand. It is powerful, recognizable and memorable. Whenever you use it. Please remember you are representing our brand and all our clubs. This is a seal of approval, a stamp of quality and the mark of authentic soccer in North America.



# OUR LOGO: CONSTRUCT

**The Construct**

Our logo is built on precise geometries, and robustly built to be applied across a wide variety of contexts - online, offline and in 3 dimensional environments. It scales up and down to accommodate all applications without need for adjustment.

Please explore the exhibit section of this guide for specific usage, and examples.



# OUR LOGO: STRUCTURE

**What it means**

The crest is a visual embodiment of the game North American soccer. The crest represents two sides of non-stop, fast paced action, both sides battling it out with one goal in mind – to win the championship, to be the best!

Our crest has a fixed set of elements that come together a singular story. We want everyone at MLS to tell the same story and understand how it impacts our communications, and how it impacts all communications. The following diagram helps outline the key points in our story.

**A - Perimeter**

The perimeter represents the lines that mark off the field of play.

**B - Wordmark**

MLS stands for Major League Soccer.

**C - Stars**

The three stars represent the pillars of our brand: For Club, For Country, For Community.

**D - Slash**

The slash refers to soccer’s speed and energy. The slash begins outside the perimeter and drives upward at a 45-degree angle to illustrate both the nonstop nature of our game and the rising trajectory of our league. It bisects the crest to create a “first half” and “second half.”

**E - Trap**

We use the trap to allow the crest to visually stand out from its surroundings.

**F/G - First, and second half**

The first half contains MLS and the three stars. The second half is an open white space that brings you in and out of the MLS world.

Please explore the exhibit section of this guide for specific usage, and examples.



# CLEAR SPACE & TRAP USAGE

**Clear Space**  
When placing the logo, maintain sufficient clearspace so other elements do not interfere with its integrity.

When using the logo in a crowded environment we suggest using a clearpsace around the logo. The minimum clearspace around the Flag is 4x (see diagram opposite). This might be in a situation where the logo is seen in context with other different logos.

**Trap**  
The trap is designed to travel with the logo. It is designed to further protect the logo, and allow it to visually stand out from whatever background it might sit within. The trap is invisible on white background, and becomes visible when sitting on a background color field. Please do not colorize the trap it should be white only.

**Colorizing logo**  
We can apply color to the logo when it needs to change. Please refer to the color guide on how we should tackle this.

Please explore the exhibit section of this guide for specific usage, and examples.



# LOGO SIZE & PROPORTION

These sizes and proportions apply to offline applications. Digital guide follows this page.

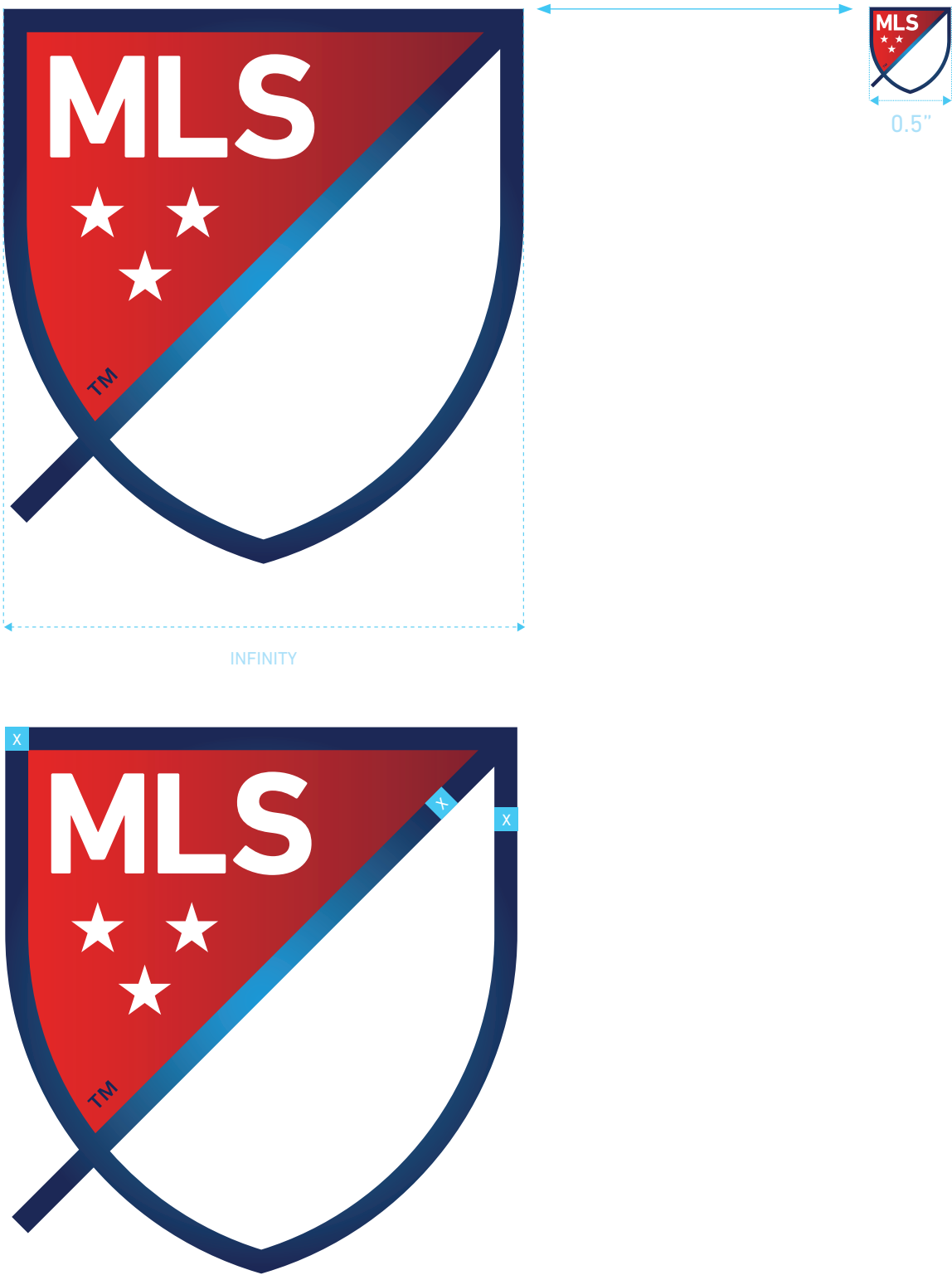
**Size**

The smallest size for our logo is 0.5 inch wide. From there, the logo can be scaled as large as necessary to suit the specific application for which it is being used.

**Proportion**

When reducing and enlarging, the proportions and line weight of our logo stay consistent. The opposite diagram illustrates that “X” should always stay consistent in weight, and should not vary.

Please explore the exhibit section of this guide for specific usage, and examples.



# LOGO SIZE FOR DIGITAL USE

**Size**

The smallest size our logo should be seen is at 40 pixels wide. From there, the logo can be scaled as large as necessary to suit the specific application for which it is being used. The opposite copy, outlines the required sizes for touch devices, please bear in mind these will change, as technology progresses.

**Proportion**

When reducing and enlarging it's important that the proportions and line weight of our logo stay consistent. The opposite diagram illustrates that "X" should always stay consistent in weight, and should not vary.

Please explore the exhibit section of this guide for specific usage, and examples.

**Touch device icon standards**

For iPad with high-resolution Retina display running iOS ≥ 7: 152x152

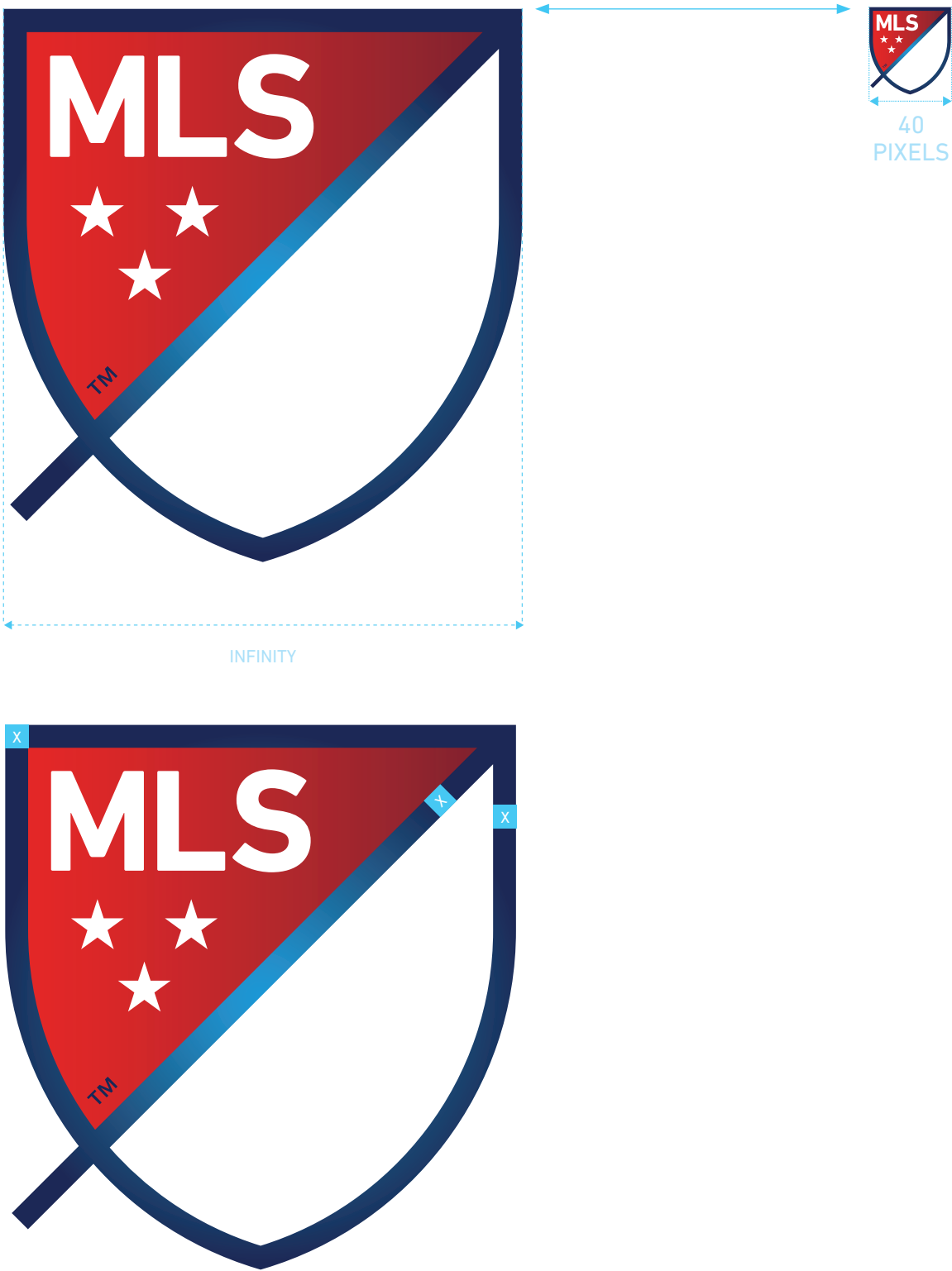
For iPad with high-resolution Retina display running iOS ≤ 6: 144x144

For iPhone with high-resolution Retina display running iOS ≥ 7: 120x120

For iPhone with high-resolution Retina display running iOS ≤ 6: 114x114

For first- and second-generation iPad: 72x72

For non-Retina iPhone, iPod Touch, and Android 2.1+ devices: 57x57



# LOGO DONT'S (PRINT)

The MLS crest has been carefully created to work across a broad range of applications. This logo configuration should not be modified or recreated in any way.

This page illustrates some of the print misuses, but not all of them.



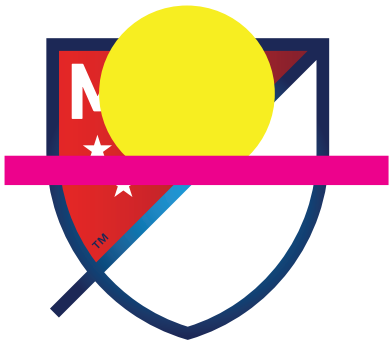
DON'T ALTER THE LOGO  
BY CHANGING ITS FORM



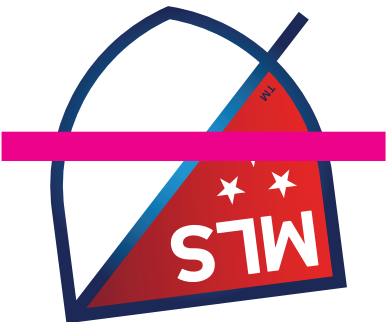
DON'T ALTER THE STROKE  
COLOR OF THE LOGO. AND ALWAYS  
FOLLOW THE COLOR GUIDE HOW  
TO APPLY. NEVER REMOVE THE  
TRAP FROM LOGO CONSTRUCT.



DON'T DISTORT THE LOGO.



DON'T COVER UP THE  
LOGO WITH OTHER  
GRAPHIC ELEMENTS.



DON'T ROTATE THE LOGO.



DON'T TINT OR SHADE  
THE LOGO.



DON'T CROP THE LOGO.



DON'T USE SHADOWS, GLOWS  
OR OTHER GRAPHIC EFFECTS.

# TYPOGRAPHY





# DIN NEXT PRO

**Henry**

DIN NEXT PRO BLACK

**PENALTY**

DIN NEXT PRO HEAVY

**FULL TIME**

DIN NEXT PRO BOLD

**GOAL!!!!!!**

DIN NEXT PRO REGULAR

**0 - 36**

DIN NEXT PRO MEDIUM

**PERFORMANCE**

DINNEXT PRO LIGHT

***FINAL WHISTLE***

DIN NEXT PRO BOLD ITALIC

***World Cup***

DIN NEXT PRO ITALIC

# TYPOGRAPHY FOR SCREEN & WEB

Clarity and confidence

We use 1 family of fonts for print and digital needs – Din Next Pro. We have selected this typeface for its ability to work seamlessly across platforms, and its ability to go quiet, or go loud. It is a sympathetic partner for MLS, and allows the brand to express (through typography) the array of excitement that happens within the game. A variety of 8 styles are available for a range of communications. And we can use either upper & or lower for headlines and body copy.

The communication you are working on will inform the weight of the font you use:

For example:

- Logo creation - use bold weights
- Headlines - use heavy or light weights
- Body text - use regular and italic weights

Please note leading and tracking instructions on following page.

Please explore the exhibit section of this guide for specific usage, and examples.

Licensing

For all 3rd party MLS partners the fonts and licenses for use must be secured through the linotype.com link below. Please do not share or pass font files to outside partners that have not secured a usage license through Linotype.

<http://www.linotype.com/517415/dinnext-family.html>

Din Next Pro Black (21/23pt)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#\$%^&\*  
abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&\*()**

Din Next Pro Heavy (21/23pt)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#\$%^&\*  
abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&\*()**

Din Next Pro Bold (21/23pt)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#\$%^&\*  
abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&\*()**

Din Next Pro Medium (21/23pt)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#\$%^&\*  
abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&\*()**

Din Next Pro Regular (21/23pt)

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#\$%^&\*  
abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&\*()

Din Next Pro Light (21/23pt)

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#\$%^&\*  
abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&\*()

Din Next Pro Bold Italic (21/23pt)

***ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#\$%^&\*  
abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&\*()***

Din Next Pro Italic (21/23pt)

*ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#\$%^&\*  
abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&\*()*

# TYPE USAGE

### Case

We use uppercase and lowercase for communications, sentence case is preferred for longer form text, and uppercase is used for headlines, and sub headlines.

### Leading

The term leading refers to the space between lines of type. When type is used below 14 pt., leading should be 120%. Above 14 pt., leading should be 100% or even less, if appropriate.

### Tracking

Tracking is the space between letters. Din Next should be set with 0 tracking below 14 pt. Above 14 pt., tracking should be -10 or more, but letters should never “crash” or touch each other.

### Justification

Type should always be set either flush left, rag right or flush right, rag left.

### Column Widths

Column width should be optimized for legibility. We recommend column width should not be more than 72 characters wide (including spaces and punctuation). Unless it’s a headline, a column with less than 15 characters will create unsightly line breaks and gaps.

Column Width

Leading

This type is set at 12 pt. At this size, the leading should be 120% of the point size, 14.pt.  
This is sometimes referred to as auto leading.

The tracking is 0.

The column width is 51 characters wide.

Column Width

Leading

**This type is set at 42 pt. At this size, the leading should be 100% of the point size, 42 pt. This is sometimes referred to as solid leading.**

**The tracking is 0.**

**The column width is 38 characters wide.**

# COLOR



# PRIMARY PALETTE

**Color**

Our corporate colors are a direct reference to North America, the playing ground of MLS. We should use our primary color palette for the logo whenever possible. We have 4 variations to how we use the corporate color palette with our logo. The opposite diagrams illustrate these variations.

**Primary color palette**

The shield in color should always be seen in our full color palette of Red, Blue, and White. In its primary use it uses a gradient colorized version.

**Secondary color palette**

In its secondary use - and depending on the application of the logo - a solid 2 color version can be used (including white).

**Black and White / Single Color**

A single color (Blue or Red), or a black and white version can also be used. In this instance the first and second halves are not filled in, and left white, or punched out to a background texture. If using this technique please be sure there is enough contrast between the logo and its background.

**Corporate colors within the system**

Red, white, and blue should also be considered for use when building the system around our logo. White represents clarity, and clear space, red provides a moment of impact, and blue is the grounding that everything can be built upon.

**Color specifics**

Use of color is shown in exhibits throughout these guidelines. Whenever possible, use the specified uncoated or coated Pantone color. For printing, use of spot color is preferred. Because colors may print differently on coated and uncoated stocks, the Pantone colors for both are provided.

If use of spot color is cost-prohibitive, CMYK specification may be used. For onscreen applications such as PowerPoint, web pages, digital use our RGB and HEX color specifications.

**Please explore the exhibit section of this guide for specific usage, and examples.**



PRIMARY COLOR PALETTE



SECONDARY COLOR PALETTE (NO GRADIENT)



BLACK AND WHITE COLOR PALETTE



SINGLE COLOR PALETTE (RED)



SINGLE COLOR PALETTE (BLUE)

LIGHT

PMS 299 C  
R0 G154 B221  
C76 M25 Y0 K0  
HEX 00A1DE

DARK

PMS 281 C  
R0 G31 B91  
C100 M91 Y32 K34  
HEX 001F5B

PMS 281 C  
R0 G31 B91  
C100 M91 Y32 K34  
HEX 001F5B

LIGHT

PMS 485 C  
R226 G35 B26  
C5 M98 Y100 K0  
HEX E2231A

DARK

PMS 188 C  
R121 G34 B46  
C33 M93 Y74 K38  
HEX 79222E

PMS 485 C  
R226 G35 B26  
C5 M98 Y100 K0  
HEX E2231A

# SECONDARY PALETTE

**Color**

Our secondary color palette is inspired by the multi color nature of the clubs. The color system is designed specifically cover any future club colors.

**How we apply color in the system**

The following page outlines all the colors we have available to use throughout the design system. These colors can be used for both coloration of the logo, and the graphic elements that make up our identity system.

If we are required to apply the secondary color palette to our logo, it can mirror the color environment it sits within. Please keep within our secondary color palette when creating this.

**Color make up**

The color palette is split in 2 parts - 1 part is made up of 33 flat colors, and 11 gradient composites. The flat colors can be used alone, or in conjunction with the gradient colors. Depending on the communication, we use color harmonies where possible, if required, opposite discord colors can also be used.



PMS C00L GRAY 1 C R224 G225 B221 C3 M0 Y0 K100 HEX C0C0C0 Brand Identity Guidelines		PMS WARM GRAY 6C R165 G157 B149 C11 M16 Y18 K32 HEX A59D95	PMS PRO BLACK PC R30 G30 B30 C0 M0 Y0 K100 HEX 1E1E1E	PMS WARM GRAY 6C R165 G157 B149 C11 M16 Y18 K32 HEX A59D95	PMS PRO BLACK PC R30 G30 B30 C0 M0 Y0 K100 HEX 1E1E1E
PMS 428 PC R195 G200 B200 C12 M6 Y5 K12 HEX C3C8C8		PMS 413 PC R198 G198 B188 C8 M5 Y12 K15 HEX C6C6BC	PMS 408 PC R162 G151 B145 C11 M19 Y18 K35 HEX A29791	PMS 413 PC R198 G198 B188 C8 M5 Y12 K15 HEX C6C6BC	PMS 408 PC R162 G151 B145 C11 M19 Y18 K35 HEX A29791
PMS 7535 PC R190 G185 B166 C7 M10 Y22 K20 HEX BEB9A6		PMS 7531 PC R133 G115 B99 C10 M18 Y25 K29 HEX AA9C8F	PMS 7533 PC R74 G60 B49 C36 M52 Y65 K85 HEX 4A3C31	PMS 7531 PC R133 G115 B99 C10 M18 Y25 K29 HEX AA9C8F	PMS 7533 PC R74 G60 B49 C36 M52 Y65 K85 HEX 4A3C31
PMS 217 PC R234 G189 B216 C1 M31 Y0 K0 HEX EABDD8		PMS PRO MAGENTA R209 G0 B116 C0 M100 Y0 K0 HEX DFE1DF	PMS 7435 PC R130 G36 B78 C13 M94 Y19 K45 HEX 82244E	PMS PRO MAGENTA R209 G0 B116 C0 M100 Y0 K0 HEX DFE1DF	PMS 7435 PC R130 G36 B78 C13 M94 Y19 K45 HEX 82244E
PMS 487 PC R233 G166 B143 C0 M40 Y33 K0 HEX E9A68F		PMS 485 PC R213 G43 B30 C0 M93 Y95 K0 HEX D52B1E	PMS 1807 PC R158 G48 B57 C7 M94 Y65 K31 HEX 9E3039	PMS 485 PC R213 G43 B30 C0 M93 Y95 K0 HEX D52B1E	PMS 1807 PC R158 G48 B57 C7 M94 Y65 K31 HEX 9E3039
PMS 1345 PC R252 G209 B137 C0 M15 Y47 K0 HEX FCD189		PMS 137 PC R255 G161 B0 C0 M38 Y95 K0 HEX FFA100	PMS 139 C R176 G111 B0 C5 M46 Y100 K21 HEX B06F00	PMS 137 PC R255 G161 B0 C0 M38 Y95 K0 HEX FFA100	PMS 139 C R176 G111 B0 C5 M46 Y100 K21 HEX B06F00
PMS 1205 PC R248 G228 B152 C0 M5 Y35 K0 HEX F8E498		PMS 108 PC R252 G217 B0 C0 M6 Y95 K0 HEX FCD900	PMS 104 PC R174 G154 B0 C7 M13 Y100 K28 HEX AE9A00	PMS 108 PC R252 G217 B0 C0 M6 Y95 K0 HEX FCD900	PMS 104 PC R174 G154 B0 C7 M13 Y100 K28 HEX AE9A00
PMS 359 PC R161 G218 B139 C42 M0 Y48 K0 HEX A1DA8B		PMS 361 PC R52 G178 B51 C75 M0 Y100 K0 HEX 34B2330	PMS 7732 PC R0 G122 B62 C89 M0 Y96 K30 HEX 007A3E	PMS 361 PC R52 G178 B51 C75 M0 Y100 K0 HEX 34B2330	PMS 7732 PC R0 G122 B62 C89 M0 Y96 K30 HEX 007A3E
PMS 5665 PC R199 G209 B197 C12 M3 Y13 K8 HEX C7D1C5		PMS 346 PC R114 G206 B155 C56 M0 Y42 K0 HEX 72CE9B	PMS 3288 PC R0 G133 B102 C100 M3 Y58 K16 HEX 008566	PMS 346 PC R114 G206 B155 C56 M0 Y42 K0 HEX 72CE9B	PMS 3288 PC R0 G133 B102 C100 M3 Y58 K16 HEX 008566
PMS 544 PC R178 G215 B237 C27 M4 Y1 K1 HEX B2D6ED		PMS 298 PC R61 G183 B228 C68 M3 Y0 K0 HEX 3DB7E4	PMS 7691 PC R0 G91 B148 C100 M43 Y0 K30 HEX 005B94	PMS 298 PC R61 G183 B228 C68 M3 Y0 K0 HEX 3DB7E4	PMS 7691 PC R0 G91 B148 C100 M43 Y0 K30 HEX 005B94
PMS 524 PC R215 G200 B220 C11 M19 Y0 K0 HEX D7C8DC		PMS 2573 PC R168 G132 B188 C36 M52 Y0 K0 HEX A784BC	PMS 5275 PC R68 G71 B122 C74 M68 Y7 K31 HEX 43467A	PMS 2573 PC R168 G132 B188 C36 M52 Y0 K0 HEX A784BC	PMS 5275 PC R68 G71 B122 C74 M68 Y7 K31 HEX 43467A

# CLUB COLOR VERSIONS

As part of making our brand more useable and useful for every stakeholder our new identity is able to react to the different parties that might use it. This means that it is not always seen in the colors laid out across the previous pages. Our new identity is able to take on different color schemes. The league is a rich visual tapestry of the many clubs that play in MLS and each have their own unique color scheme. As a result the MLS league crest can take on the colors of the clubs and they are free to apply across various local marketing communications.

**Logo in color**  
When applying color to our logo, these simple rules should be considered -

- 1 - Slash should always be visible (not blend)
- 3 - TM should be the same as the perimeter color
- 4 - Limit the colors to three colors only (white included)
- 5 - Make sure logo always POPS from background.
- 6 - Consider color harmonies when using logo in a complex design environment



San Jose Earthquakes



Chicago Fire



Colorado Rapids



Columbus Crew SC



D.C. United



FC Dallas



Houston Dynamo



Sporting Kansas City



LA Galaxy



NE Revolution



NY Red Bulls



Real Salt Lake



Seattle Sounders FC



Toronto FC



Philadelphia Union



Portland Timbers



Montreal Impact



Vancouver Whitecaps FC



Orlando City SC



New York City FC

# PHOTOGRAPHY



# PHOTOGRAPHY

Our photography is drawn from the MLS soccer landscape, from north to south, east to west, from player to fan. It is always alive, and always up to date. It aims to capture the real moments, featuring our MLS athletes, from global icons to local heroes in authentic situations. The lens is always focused on the moments. It also turns its eyes to the fans, the fans are what makes the game move, we owe it to them to document them.

Shoot reportage style with natural lighting, seeking the in-between moments that add depth to our athletes' personalities. In addition to portraits, capture athletes and fans in groups to convey the essence of club loyalty and camaraderie.

Crop images in dynamic ways and negative space to create tension. Highlight a range of perspectives that convey the full spectrum of sport, from training day, to game day.

Keep our design principles in mind when taking/ art directing pictures, or briefing photographer(s).

For Format / Keep it Moving / Spirit of the Game

### Techniques

As we work with a range of image makers, it is important to maintain a house image style. We can do this with careful tweaking of saturation, and contrast. We reduce the saturation of an image, and apply a heavier contrast to create a more heroic and dramatic composition. More filmic, less digital.

The imagery opposite illustrates succesful moments of the game, and correct manipulation.

Please explore the exhibit section of this guide for specific usage, and examples.



# APPLYING COLOR LAYERS

A simple color layer can be applied to our full color photography to provide clarity for messaging. Please use colors from our brand palette that fit the context of the image.

Please explore the exhibit section of this guide for specific usage, and examples.



# DUOTONE PHOTOGRAPHY

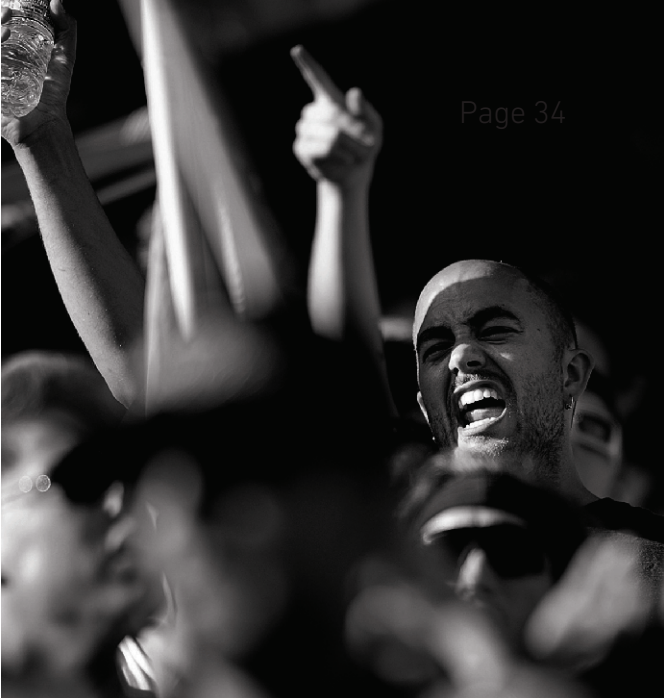
While full color photography is the primary source of imagery for MLS, there may be instances whereby we have to colorize imagery to allow us to place copy / messaging.

**Duotone**  
Using duotone photography is a great way to make photos feel branded and part of the system. Duotone images can also accommodate text over the image more readily.

**Using Duotones**  
When using duotones, contrast in colors is key to a successful image. A good rule of thumb is to always use one of the darkest shades of color with one of the lightest.

Every image is different, so play around with the colors to see what works. The brightness or levels of an image may need to be adjusted to add clarity.

Please explore the exhibit section of this guide for specific usage, and examples.



# GRAPHIC SYSTEM



# THE SLASH

**Graphic System**

Along with our logo design we have developed a graphic system based on the structure of our logo.

Meet The Slash. Born from the center of our logo, we use The Slash to unify, divide, connect, protect, inspire and inform our communications. It helps us separate information and create recognition along with all the other elements of our identity.

Please explore the exhibit section of this guide for specific usage, and examples.



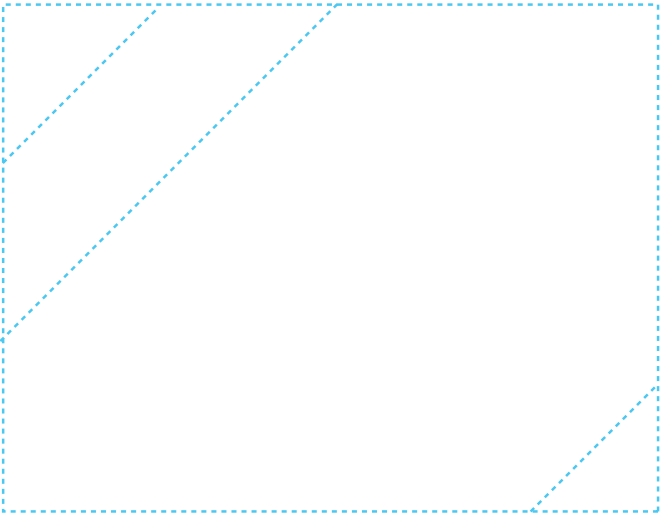
# THE CORNERS

**CORNERS**

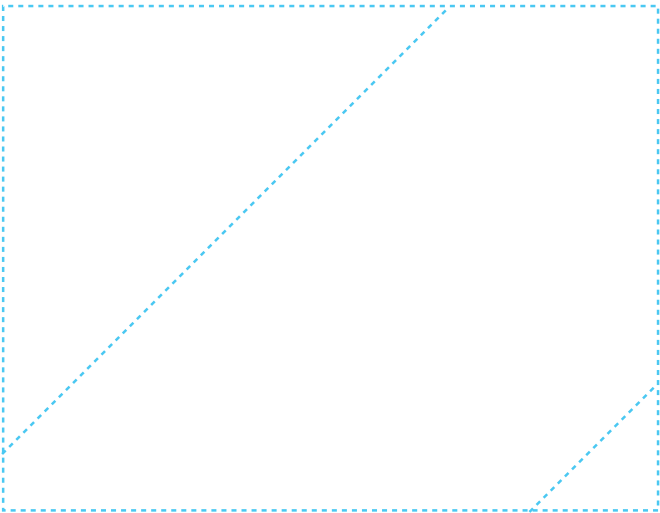
The 45 degree slash system can be applied to either a horizontal or vertical shape. We call the shapes the 'wings'. We should limit the amount of wings created per communication. As a general rule we limit the wings to no more than 5. The opposite diagram illustrates a range of compositions.

Please explore the exhibit section of this guide for specific usage, and examples.

EVENT  
TWO COLORS



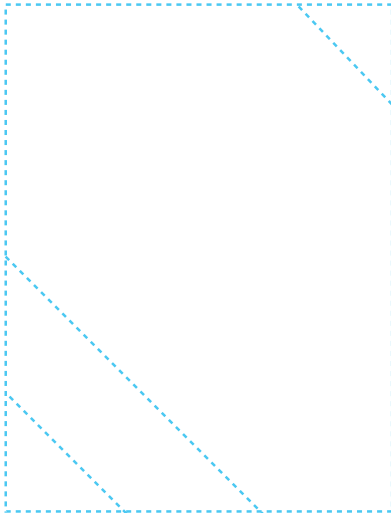
EVENT  
TWO COLORS



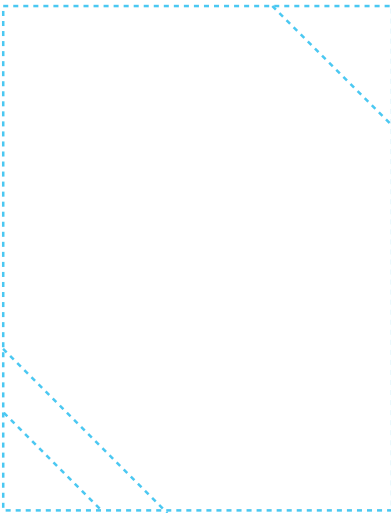
EVENT  
TWO COLORS



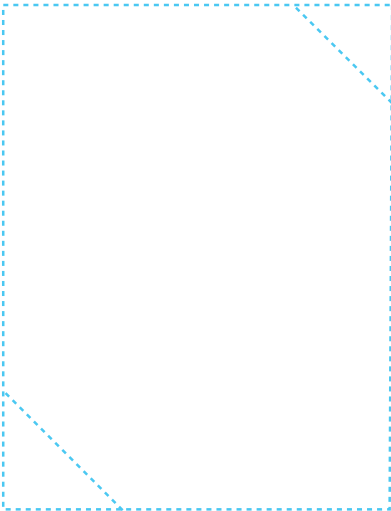
EVENT  
TWO COLORS



EVENT  
TWO COLORS



EVENT  
TWO COLORS



# SYSTEM AND CREST

## Application of system and Crest logo

For clarity of messaging we can use the Crest logo in conjunction with the graphic corners. When doing so we can do this in either of 2 ways:

1. By aligning the slash from the Crest logo with the edge of corner graphic. Opposite diagram illustrates how this should be applied.
2. Contained within the corner graphic. If needed please enage the white trap around the Crest for optimum clarity.

## Drop Shadow

If also needed we apply a very subtle drop shadow to logo, and corners, to make them POP from the background imagery, please use this sparingly.

Please explore the exhibit section of this guide for specific usage, and examples.



# APPLYING THE SYSTEM

**Application**

Using all the elements of the identity system, we can begin to build communications. The type of communication, and what the communication is trying to convey will determine the color, font, imagery, and corner application. The opposite diagram illustrates the build of the graphic system.

- 01 Select imagery, decide if image overlay is required
- 02 Apply corner(s), and colorize appropriately
- 03 Place Crest logo

Please explore the exhibit section of this guide for specific usage, and examples.



01



03



02



04

# TYPOGRAPHIC APPROACH

**Typographic approach**

Besides using our font in the traditional sense with design, we can also contain the font in a highlighted bar. We use this if none of the image overlay techniques work with typography, and also to add another level of POP to any communication.

Using this convention please follow the guide opposite to how this should be created. X = the value that should be consistent all the way around type, and we use the letter “E” for spacing at end of message.

Our color palette can also be used to fill the highlighted bars with a color. If we use this technique, please fill the text with either white or black color.

Please explore the exhibit section of this guide for specific usage, and examples.

MEASUREMENT  
SCHEMATIC



APPLYING COLOR



# TYPE IN COLOR

Colorizing typography  
We can also use our color palette to colorize type.

Please explore the exhibit section of this  
guide for specific usage, and examples.

EVENT  
TWO COLORS

HOUSTON  
FOREVER

EVENT  
TWO COLORS

HOUSTON.  
FOREVER

EVENT  
TWO COLORS

HOUSTON.  
FOREVER

# APPLYING THE BRAND

**End result**  
With our brand conventions used appropriately we have established an extremely modular system that should work within any communication situation.

Please explore the exhibit section of this guide for specific usage, and examples.



EVENT  
TWO COLORS



EVENT  
TWO COLORS



EVENT  
TWO COLORS



EVENT  
TWO COLORS

# FURTHER EXAMPLES

**Applying club colors**  
Club colors can also be applied to this system. Follow the club color guide, in the earlier part of this document.

Please explore the exhibit section of this guide for specific usage, and examples.

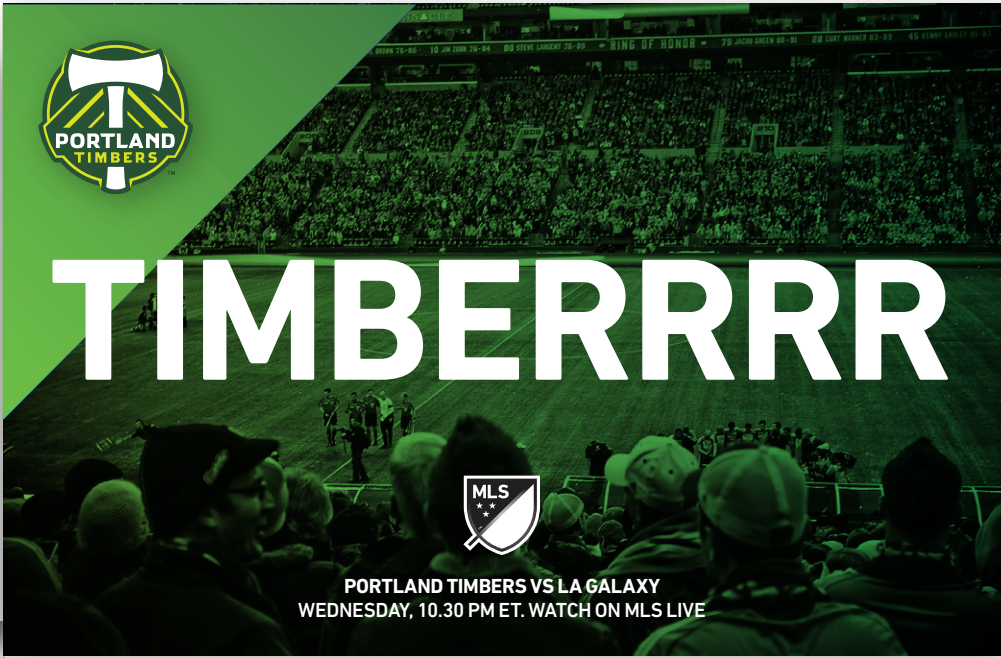


# FURTHER EXAMPLES

## Two club application

When we are communicating two clubs versus each other, the system can accomodate for multiple colors and messaging. In this case, the Crest logo is applied out with the corners, allowing for club badges to take the space. Please communicate with the MLS brand team for guidance when dealing with club logos that do not use the specific club colors.

Please explore the exhibit section of this guide for specific usage, and examples.



# EXHIBITS



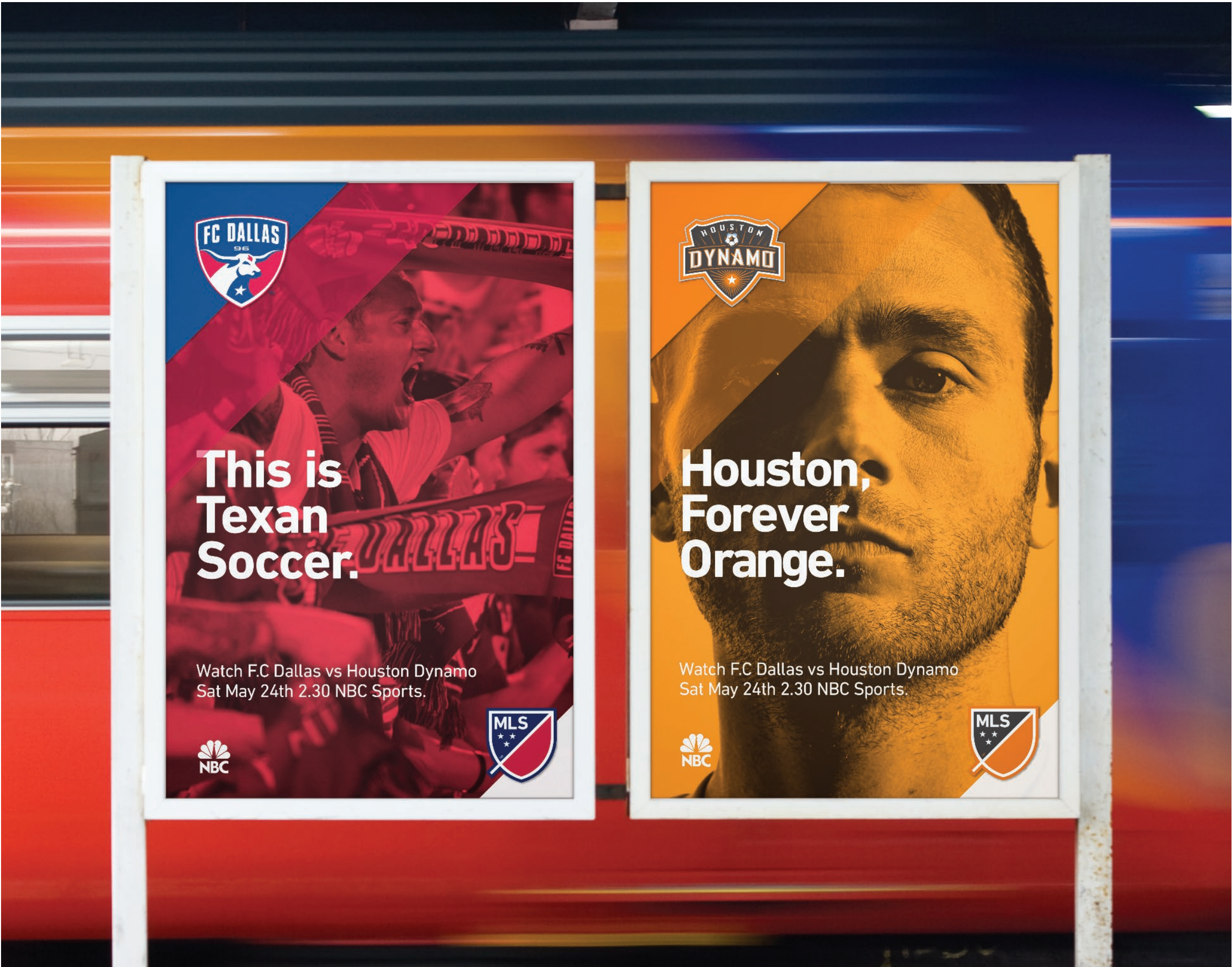


**FPO  
(FOR ILLUSTRATION  
PURPOSES, NOT  
FINAL APPROVED  
ARTWORK).**

# OOH

## Elements used

- Font
- Color
- Imagery
- Image Treatment
- Club Colors
- Typography
- Graphic System



# OOH

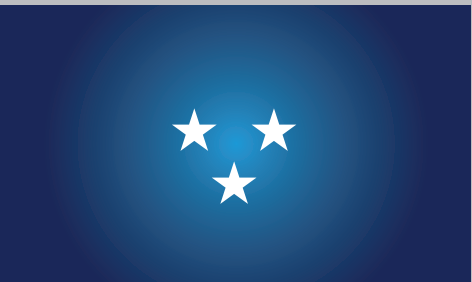
## Elements used

- Font
- Color
- Imagery
- Image Treatment
- Club Colors
- Typography
- Graphic System
- Logo Build



# T.V IDENTS

- Elements used
- Font
  - Story
  - Color
  - Second Halve
  - Image
  - Treatment
  - Club Colors
  - Sound



## EVENTS

### Elements used

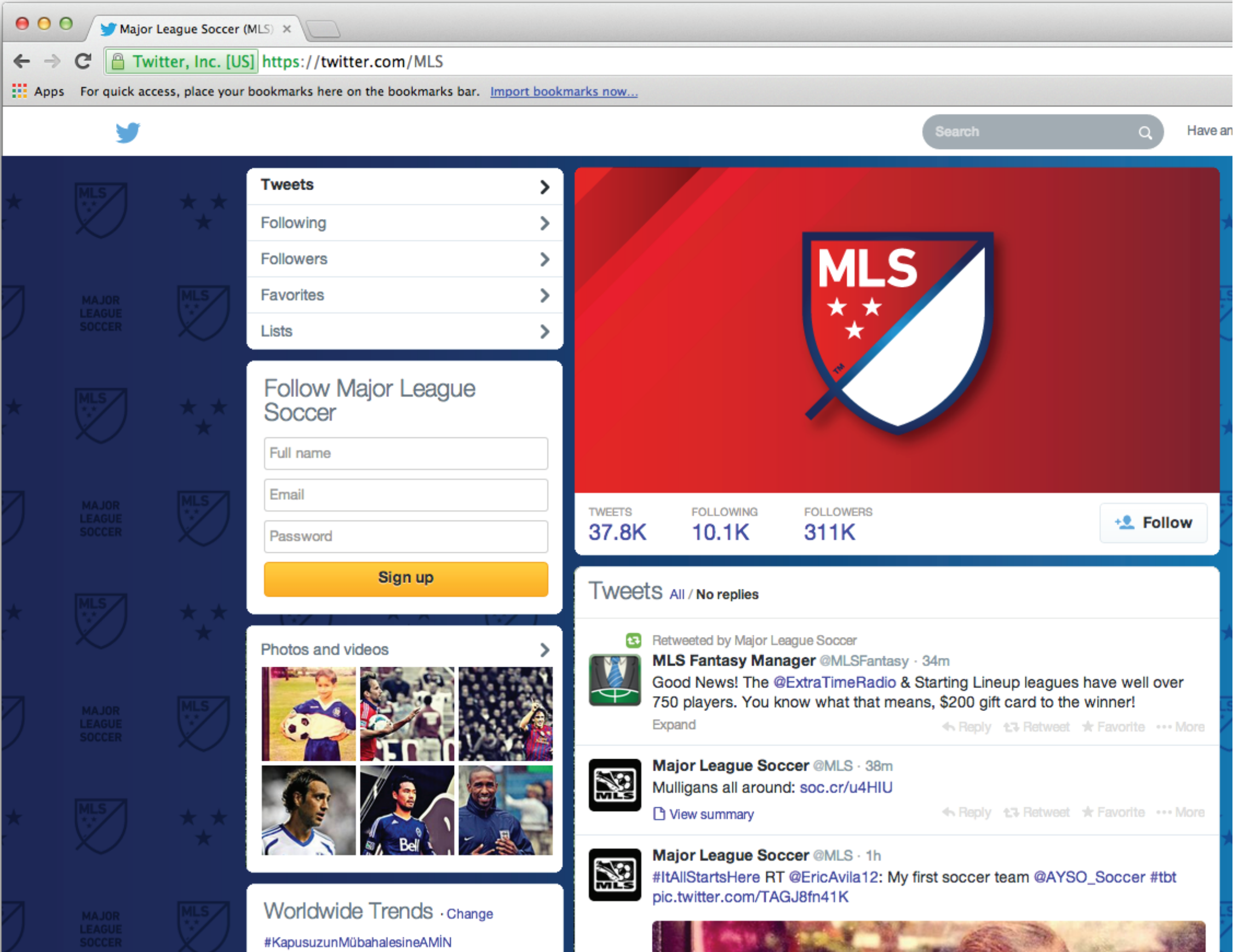
- Font
- Logo build
- Single color logo
- Image Treatment
- Graphic system



# SOCIAL

## Elements used

- Font
- Logo
- Colors
- Graphic system
- Pattern



MERCH

Elements used

- Logo
- Single color logo
- Pattern



# MERCH

Elements used

- Logo
- Single color logo
- Pattern



**PROBLEMS, DIFFICULTIES?  
PLEASE CONTACT  
THE BRAND TEAM AT MLS**

**david.bruce@MLSsoccer.com**

**thibault.chevillard@MLSsoccer.com**