

MSA Logo Usage

The MSA Logo is available for certain authorized usage by MSA, the Erie SportsReach Board of Directors, MSA affiliated teams and certain pre-authorized suppliers and vendors. Unauthorized use of the MSA logo is strictly prohibited, and may subject an infringing party to criminal prosecution.

Proper MSA Logo Usage

The MSA Logo is to be recognized as the official club logo, and if used, it must be presented in its entirety without modification, on such merchandise and/or materials including but not limited to the following:

- Soccer uniforms and other apparel, bags, hats, pins, patches, etc.
- Press releases and newsletters
- Posters, banners, field boards
- Print or broadcast ads
- Electronic mediums, web sites, on-site signage
- Registration forms, applications, etc.
- Marketing or informational brochures and materials

Logo Usage by MSA and MSA-Affiliated Teams

Current MSA employees and member teams of MSA are granted a limited license to use the MSA Logo for newsletters and team web sites for identification purposes as long as the logo is not altered or combined with other symbols, nor used in a manner inconsistent with the goals and mission of MSA. This limited license may be revoked at any time by either MSA for individuals or teams who, in the opinion of MSA, do not adhere to MSA policies. In such instances, and upon the written or oral request of MSA, all usage of the MSA Logo and MSA name must cease immediately.

All MSA-affiliated teams are further permitted to use the MSA Logo on Team Tents, Practice T-Shirts, Scrimmage Vests, Team and Team Sponsor banners and signs, as well as on Sponsor Recognition plaques and similar gifts without seeking prior approval from MSA.

Logo Usage for Commercial Purposes Requires Written Permission

The MSA Logo is a valuable property of Erie SportsReach, and revenues generated by sales of MSA Logo-bearing items are strictly subject to the direction and control of MSA and Erie SportsReach. MSA-affiliated teams may NOT use the MSA Logo for any commercial purpose whatsoever (i.e., the sale of shirts, jackets, caps, scarves, blankets, umbrellas or other items bearing the MSA Logo) without first receiving the prior written permission of the appropriate individual or individuals authorized to grant such permission.

Erie SportsReach Board of Directors.

If permission for a commercial purpose is granted, such as a team fund raising activity, all proceeds from those sales must go directly into Team accounts and not to an individual or individuals' personal bank accounts. Note - Teams should not place purchase orders with vendors for any MSA Logo bearing items prior to gaining written approval (which may be approved or denied) of MSA. Any written permission granted for such limited commercial purpose may be revoked at any time by MSA for individuals or teams who do not adhere to MSA policies.

Logo Use Specifications

The MSA Logo must always be used in the same proportions. It is intended to be used as a unit, and it must not be altered or modified from its standard form.

All applications of the Logo must use the colors properly as outlined by MSA. No other colors may be substituted in a color rendition. For non-color renditions, either 100% black or 100% white is acceptable. If Logo is presented in 100% white, it can only be placed on a solid dark background. If Logo is presented in 100% black, it can only be placed on a solid light background.

No lettering, lines, or images may cross over or hide the elements of the Logo.