

OUR CORPORATE PHILOSOPHY

Trust & Durability are the two most valuable differentiators when customers choose MSA over competitors. These two terms capture the essence of MSA's brand promise. Therefore, Trust & Durability should be supported visually in our marketing materials and product designs, and be obvious to users interacting with our products. It is our goal for MSA associates worldwide to embrace, believe and promote our brand promise.

PRIMARY LOGO



- ✓ Consists of a green rectangle (PMS 355) with a 3:1 ratio, the MSA letters (White) and the tagline The Safety Company (Black).
- ✓ Tagline is a fixed part of the logo and should not be added manually.
- ✓ Minimum distance around the logo is half the height of the green rectangle.
- ✓ Minimum width of the logo with tagline is 10 mm (for smaller applications, tagline can be deleted).

If the MSA logo appears together with partners and joint venture logos, the MSA logo should have its standard position in the upper right corner and the partner logo should either appear in the upper or in the lower left corner. **All logos should be visually balanced, so that no logo appears dominant.**

ADDITIONAL LOGO USAGE



Use solid white letters and tagline transparency on backgrounds.



Use two color version (black rectangle & white MSA letters) as a secondary logo on backgrounds lighter than 50% grey.



Use two color version (white rectangle & black MSA letters) as a secondary logo on backgrounds darker than 50% grey.



Use all white version of the logo as needed on greyscale or MSA green backgrounds. **DO NOT** place on other background colors.

IMPROPER LOGO USAGE



DO NOT use MSA letters without rectangle.



DO NOT change the colors of the logo-type or rectangle to any other colors.



DO NOT stretch, skew, shear, or otherwise distort the logo or logo-type.



DO NOT use a white box around logo text when placed on a dark background.



DO NOT use the MSA logo as part of another logo.

FILE USAGE - BEST PRACTICES

	PRINT USE: Ideal for advertisements, publications, brochures, and packaging.	DIGITAL USE: Ideal for websites, banner ads, videos, and social media graphics.	SCALABLE: Vector graphic that can be resized without becoming pixelated.	TRANSPARENT: Background of file is transparent when placed on a non-white background.
JPG	✓	✓	✗	✗
PNG	✗	✓	✗	✓
EPS	✓	✗	✓	✓
TIFF	✓	✗	✗	✗

CORPORATE COLOR PALETTE

PRIMARY:

Used in most web, print, and multimedia applications.



PMS 355
CMYK: 94, 0, 100, 0
RGB: 0, 149, 52
HEX: 009534



PMS BLACK
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: 000000



PMS 422
CMYK: 40, 31, 28, 0
RGB: 169, 169, 171
HEX: 9fa2a3



PMS 423
CMYK: 49, 39, 35, 1
RGB: 147, 148, 149
HEX: 898c8d



PMS 424
CMYK: 58, 47, 42, 9
RGB: 118, 122, 125
HEX: 707271



PMS WHITE
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: ffffff

SECONDARY:

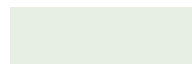
Accent colors, use sparingly and as needed.



CMYK: 6, 44, 79, 0
RGB: 235, 156, 77
HEX: eb9c4d



CMYK: 5, 13, 60, 0
RGB: 242, 214, 128
HEX: f2d680



CMYK: 7, 2, 10, 0
RGB: 234, 239, 229
HEX: eaefe5



CMYK: 39, 25, 42, 1
RGB: 162, 170, 151
HEX: a2aa97



CMYK: 69, 63, 62, 58
RGB: 51, 51, 51
HEX: 333333

TYPOGRAPHY

Aa

Myriad Pro Semicondensed
Primary use in marketing materials, packaging, product imprints, etc.

Aa

Gotham
Accent font - great for social, videos, web. Should only be used in print for headlines, infographics, etc.

Aa

Titillium Web
Digital font - used on website and in web banners.