



MSA Literature VBL InDesign Template Guidelines

Overview

The MSA Literature VBL Template Guidelines supplement the MSA Literature VBL InDesign Template, addressing specific features such as grid structure, cobranding, secondary MSA logos, color palette, fonts and style sheets, basic tables/charts, and graphic and illustration styles. These elements help to create a unifying style for MSA marketing literature, no matter the content of the document. While certain key elements, such as the MSA logo, should remain fixed and consistent, the designer should feel free to add customizations where appropriate or needed based on the type of document and content. The guidelines should be seen as a “toolbox” of elements to aid in overall MSA literature brand consistency.

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MSA Literature VBL InDesign Template Guidelines

Grid & Page Structure

The MSA Literature VBL InDesign Template specifies a 8.25" x 11" (210 x 280 mm) page size for most marketing literature. This MSA Global Page Size, a hybrid of US Letter and A4 page sizes, should be used globally by all MSA design centers for consistency and ease of file sharing between regions. Any documents traditionally designed as US Letter or A4 page size should use the MSA Global Page Size format.

Posters or other odd-sized documents are, of course, welcome when appropriate. The MSA Literature VBL InDesign Template is not required for these items since they call for atypical sizes. Please refer to the basic MSA Industrial or Fire Service VBL Guides for font and color recommendations.

MSA Industrial VBL Guide

<https://msa.webdamdb.com/bp/#/folder/8925333/106224247>

MSA Fire Service VBL Guide

<https://msa.webdamdb.com/bp/#/folder/8925333/117082518>

12-Column Grid System

The MSA Literature VBL InDesign Template includes a 12-column grid built into the cover, interior, and back page designs (Fig. 1). This lends consistent structure to documents and can aid with page layout design. Twelve columns allow for the flexibility of 1, 2, 3, 4, 6, or 12 even columns for content—or any unequal combination as needed. The left and right margins of the page are 0.75" (19 mm) and the gutter between each column is 0.196" (5 mm). While it is recommended that text content be confined inside the margins when possible, graphics, images, and backgrounds are welcome to touch the page edges to add visual interest when appropriate. To maintain consistency, margin and grid sizes should not be altered unless absolutely necessary.

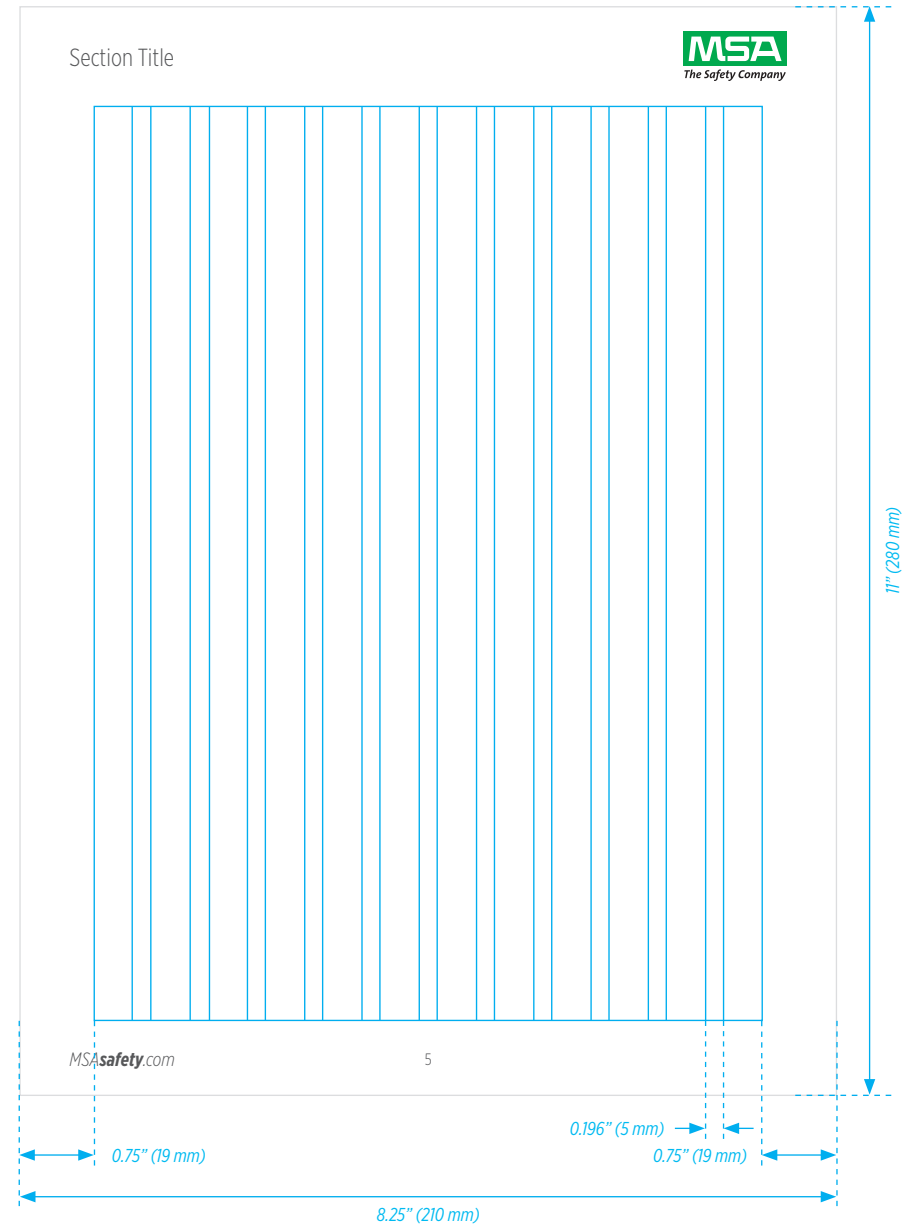


Fig. 1: Example of 12-column grid

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Master Pages

The MSA Literature VBL InDesign Template offers eight master pages in the Pages panel (Fig. 2), including two cover designs, two interior/content page designs, and four back covers.

Cover Pages

Two cover page options are available depending on the content of the document.

A1-Cover - Center Logo w/Image (Fig. 3)

Includes centered logo, document title, subtitle, and tagline. Also includes area for photo or other image. Ideal as a dedicated cover page for image focus or for documents that restrict content from being displayed on the first page (e.g. *gated white papers*).

A2-Cover - Right Logo No Image (Fig. 4)

Includes right-aligned logo, left-aligned document title and subtitle, and right-aligned tagline. Does not include built-in image area, although images are welcome as needed. Ideal for documents that do not require a dedicated cover page or where page count is a concern.

Custom Cover Design

While most documents should work well with either of the two provided cover designs, it may be appropriate to modify the design slightly based on the document content or images. For example, a modification may include a full-page photo that fills the entire cover, extending behind the title, logo, and tagline. While customizations are welcome when appropriate, the logo position and size should remain consistent with either the A1 or A2 master page designs.

Tagline

The MSA Literature VBL InDesign Template includes the MSA Industrial tagline “We Know What’s At Stake” built in as part of the master pages. It should appear at the bottom of the cover or first page of the document, typically either right aligned or centered. MSA Fire Service documents should replace this tagline with the “When You Go in We Go in With You” tagline as shown on page 15. If a document requires the use of a different tagline, a similar text size, placement, and alignment should be maintained for consistency.

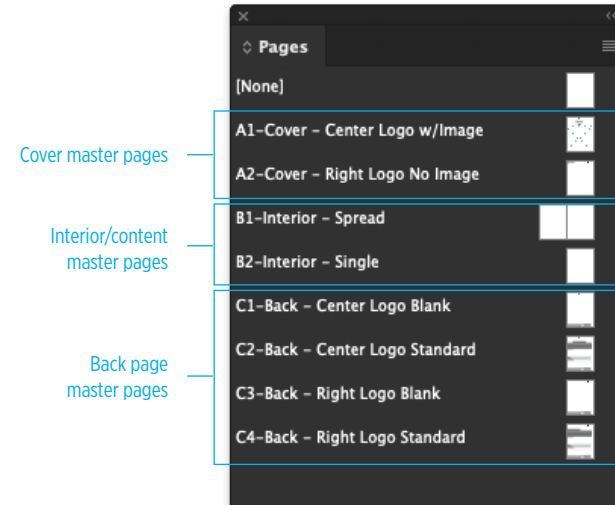


Fig. 2: Pages panel in InDesign showing master pages

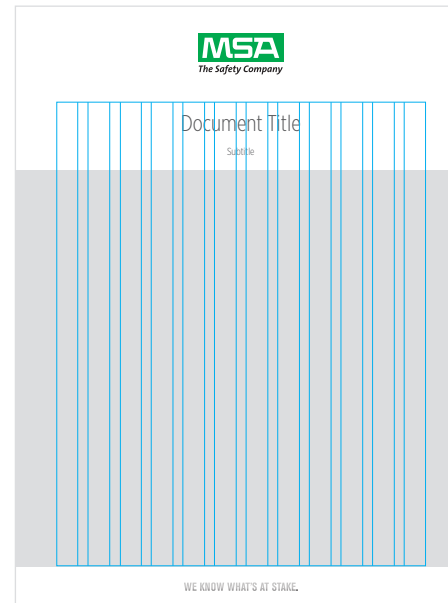


Fig. 3: A1-Cover - Center Logo w/Image master page (Shaded gray area represents cover photo)

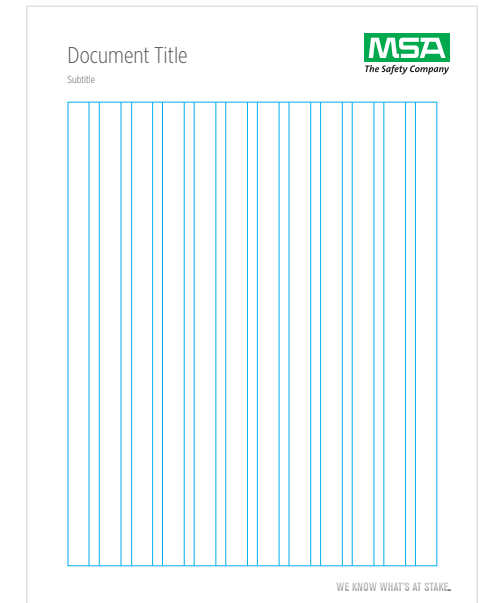


Fig. 4: A2-Cover - Right Logo No Image master page

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Interior/Content Pages

Two interior/content page options are available depending on whether the document uses a booklet layout with spreads or single pages.

B1 Interior - Spread (Fig. 5)

Left and right page layouts for 2-page spread. Includes fixed logo, URL, and page numbers as shown. Section title in upper left corner is optional, but included on the master page for convenience.

B2 Interior - Single (Fig. 6)

Single page layout for documents that will not be laid out in spreads. Typically for documents meant to be viewed as PDF only and not to be available for print. Includes fixed logo, URL, and page numbers as shown. Section title in upper left corner is optional, but included on the master page for convenience.

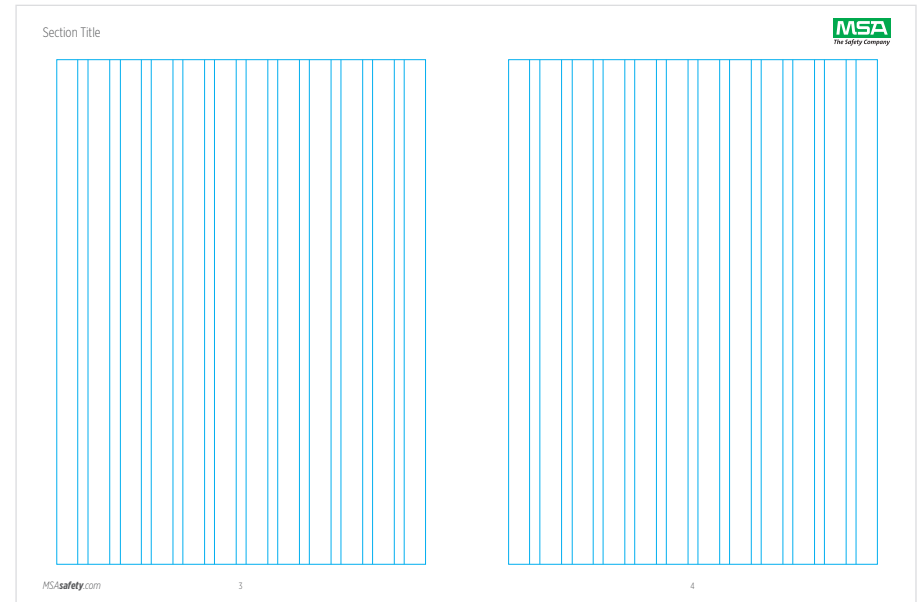


Fig. 5: B1-Interior - Spread

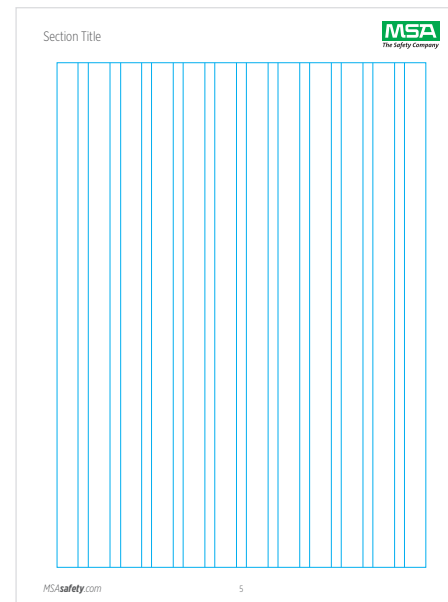


Fig. 6: B2-Interior - Single

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Back Pages

Four back page options are available depending on which cover page design was chosen and the amount of document content.

C1-Back - Center Logo Blank (Fig. 7)

Includes fixed centered logo and standard footer. Used in conjunction with *A1-Cover Center Logo w/Image* so that logos are centered on the first and last pages of the document.

C2-Back - Center Logo Standard (Fig. 8)

Includes fixed centered logo, standard back page content, and standard footer. Used in conjunction with *A1-Cover Center Logo w/Image* so that logos are centered on the first and last pages of the document.

C3-Back - Right Logo Blank (Fig. 9)

Includes fixed right-aligned logo and standard footer. Used in conjunction with *A2-Cover Right Logo No Image* so that logos are right aligned on the first and last pages of the document.

C4-Back - Right Logo Standard (Fig. 10)

Includes fixed right-aligned logo, standard back page content, and standard footer. Used in conjunction with *A2-Cover Right Logo No Image* so that logos are right aligned on the first and last pages of the document.

Standard Back Page

The MSA Literature VBL InDesign Template includes standardized boiler-plate back pages (Fig. 8 & 10) as part of the master page options, which include a general statement about MSA - The Safety Company and a shaded bar with the MSA mission statement.

The standard back page is meant to be used when there is not enough content to place anything on the back page but the document requires a extra page to fulfill a printable page count (e.g. *increments of 4 pages for a booklet*). The mission statement with shaded bar is welcome to be used without the general statement to fill space if needed when document content doesn't occupy enough space to be visually pleasing (i.e. *filling a large blank space*).

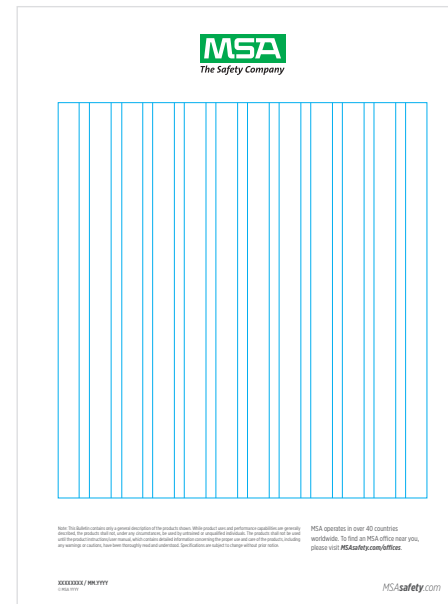


Fig. 7: C1-Back - Center Logo Blank
To be used with A1 master page cover.

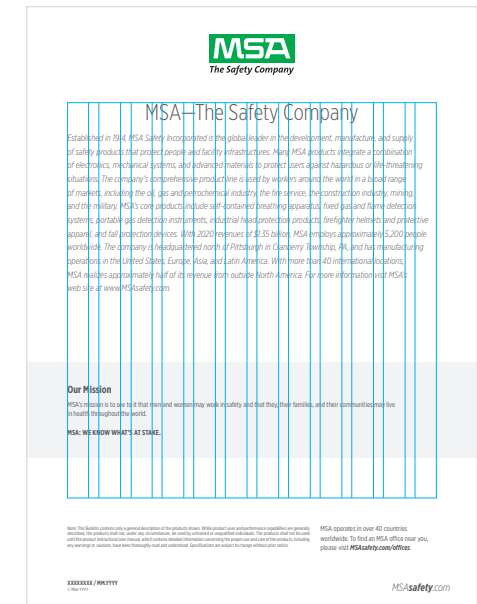


Fig. 8: C2-Back - Center Logo Standard
To be used with A1 master page cover.

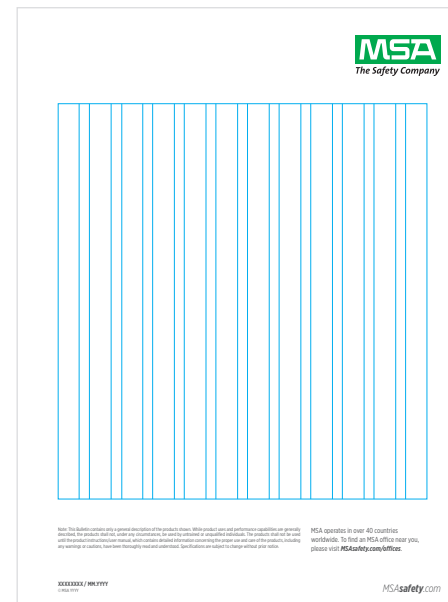


Fig. 9: C3-Back - Right Logo Blank
To be used with A2 master page cover.

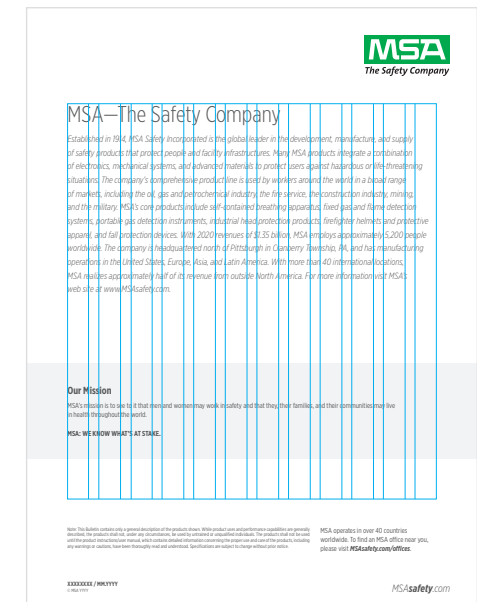


Fig. 10: C3-Back - Right Logo Standard
To be used with A2 master page cover.

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Standard Footer

The MSA Literature VBL InDesign Template includes a standard footer (*Fig. 11*) as part of the back page master pages, and consists of the following elements:

A. Legal Disclaimer

The Legal Disclaimer has been reviewed and approved by the MSA Legal Department. This statement has been translated into the 12 MSA core languages and should remain on documents whenever possible. However, it may be removed for MSA internal corporate documents. If space is at a premium due to the amount of content in the document, it may be moved downward closer to the Document ID Information (*item C*).

B. MSA Locations Statement

The MSA Locations Statement directs readers to the MSA website for contact information about MSA offices around the world. This statement has been translated into the 12 MSA core languages and should remain on documents whenever possible. However, it may be removed for MSA internal corporate documents or co-branded documents for Channel Partners, if requested. If space is at a premium due to the amount of content in the document, it may be moved downward closer to the URL (*item D*).

C. Document ID Information

The Document ID (identification) Information section is required on all documents and should not be removed. It consists of a document ID (represented as XXXXXXXX) followed by a date in a MM.YYYY format. The copyright year of the document (YYYY) should also be filled in accordingly.

D. URL

The Standard Footer includes space for a URL, typically MSAsafety.com. However, it may be changed if required (*e.g. Safetyio.com, MSAsfire.com, etc.*), or removed for co-branded documents for Channel Partners, if requested.

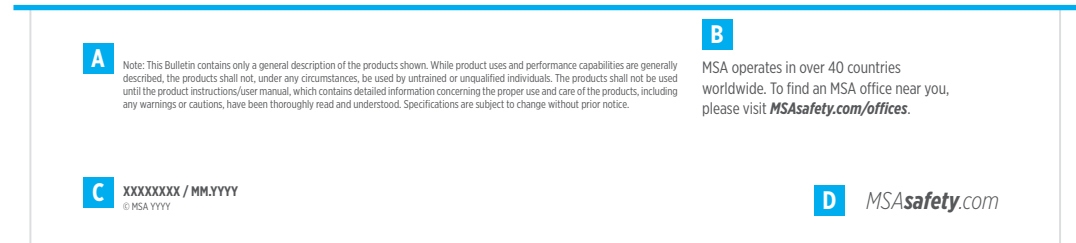


Fig. 11: Standard footer

MSA Literature VBL InDesign Template Guidelines

Cobranding

Cobranding literature with additional logos is a common request from MSA Channel Partners. The following logo placement recommendations help maintain a level of consistency, but variations may be applied on a case-by-case basis depending on the number and size proportion of additional logos.

Logo Size Relations

Channel Partner logo(s) should not appear larger or more dominant than the MSA logo. Logo sizes should be visually balanced. Since Channel Partner logos can vary widely in proportion, the designer should use their best judgment for visual sizing.

Cover Placement

Cover with Centered MSA Logo (Fig. 12)

Standard placement of Channel Partner logo is the lower left corner. The tagline moves to the right side of the page rather than centered.

Cover with Right Aligned MSA Logo (Fig. 13)

Standard placement of Channel Partner logo is the lower left corner.

Interior Page Placement

Interior Spread (Fig. 14)

Standard placement of Channel Partner logo is lower right corner of the spread.

Interior Single Page (Fig. 15)

Standard placement of Channel Partner logo is lower right corner of the page.

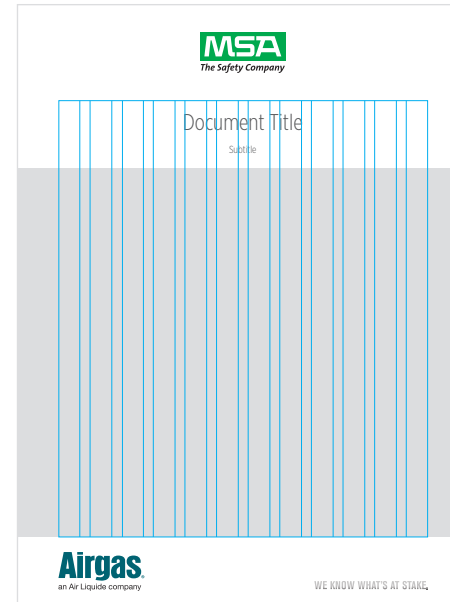


Fig. 12: Channel partner logo on cover with centered MSA logo

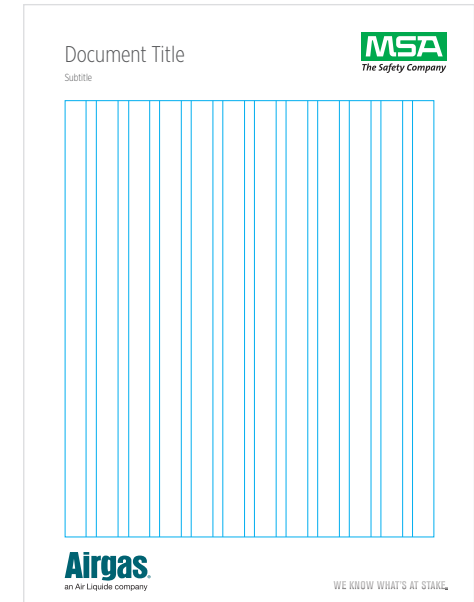


Fig. 13: Channel partner logo on cover with right-aligned MSA logo

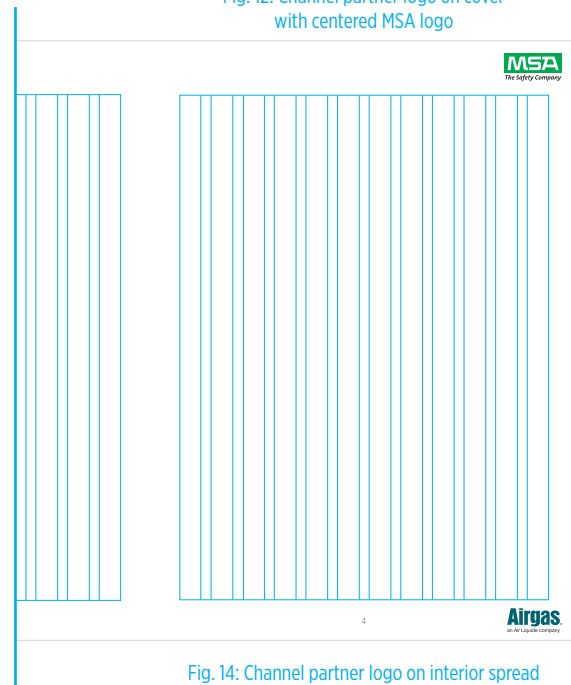


Fig. 14: Channel partner logo on interior spread

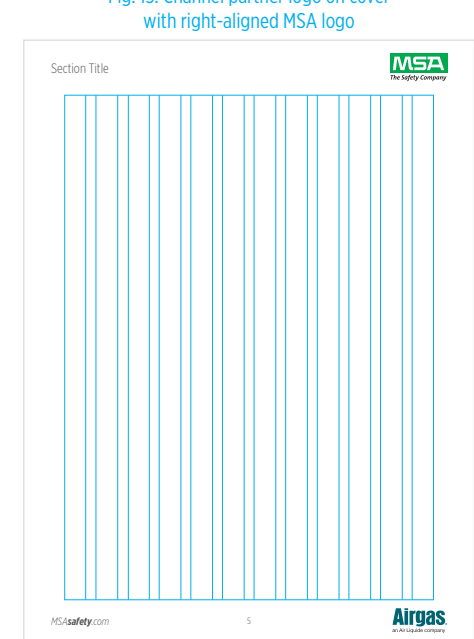


Fig. 15: Channel partner logo on single interior page

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Back Page Placement

Back Page with Right Aligned MSA Logo (Fig. 16)

Standard placement of channel partner logo is upper left corner.

Footer (Back Page)

While the standard Legal Disclaimer and Document ID Information sections should be maintained, the MSA Locations and URL section may be either removed or replaced with the Channel Partner's information as requested.

See page 6 for more information.

Secondary MSA Logos

MSA maintains various secondary logos, including product name stylized fonts and others as part of the Connected Solutions suite. The following are recommendations to promote consistent placement of these logos with the MSA logo on literature.

Logo Size Relations

Secondary MSA logo(s) should not appear larger or more dominant than the MSA logo on the cover, interior page footer, or back page. However, a secondary logo may be larger than the MSA logo on an interior page if it is part of the page content (e.g. an MSA+ logo used as part of the content of a page [not in the footer] may be larger than the MSA logo that is part of the header).

Cover Placement

Cover with Centered MSA Logo (Fig. 17)

Standard placement of secondary MSA logo is the lower left corner. The tagline moves to the right side of the page rather than centered.

Cover with Right Aligned MSA Logo (Fig. 18)

Standard placement of secondary MSA logo is the lower left corner.

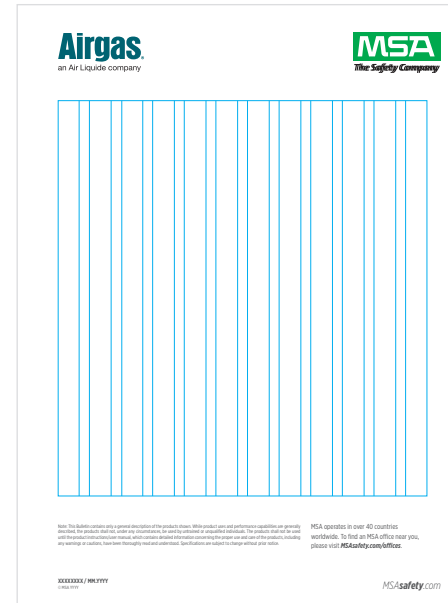


Fig. 16: Channel partner logo on back page with right-aligned MSA logo

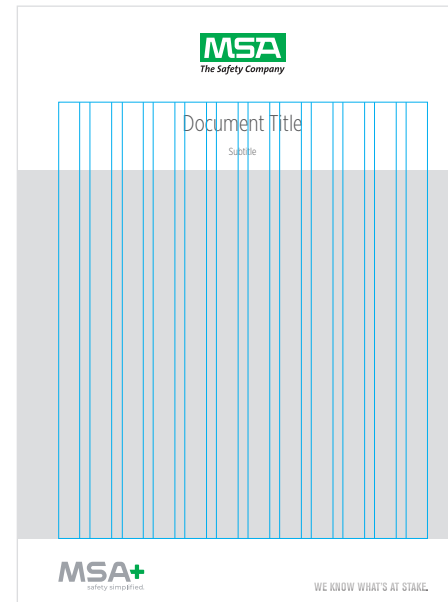


Fig. 17: Secondary MSA logo on cover with centered MSA logo

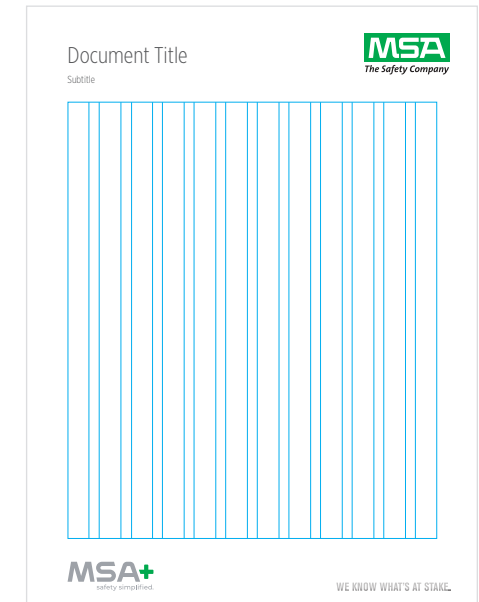


Fig. 18: Secondary MSA logo on cover with right-aligned MSA logo

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Interior Page Placement

Interior Spread (Fig. 19)

Standard placement of secondary MSA logo is lower right corner of the spread.

Interior Single Page (Fig. 20)

Standard placement of secondary MSA logo is lower right corner of the page.

Back Page Placement

Back Page with Secondary MSA Logo (Fig. 21)

Standard placement of secondary MSA logo is the upper left corner.

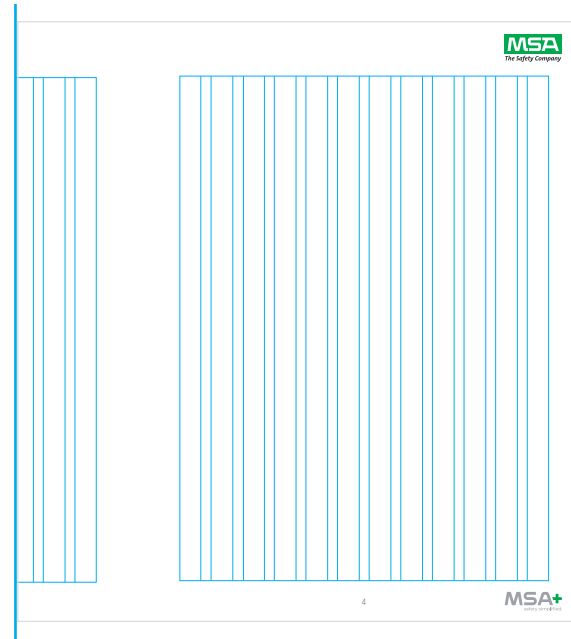


Fig. 19: Secondary MSA logo on interior spread

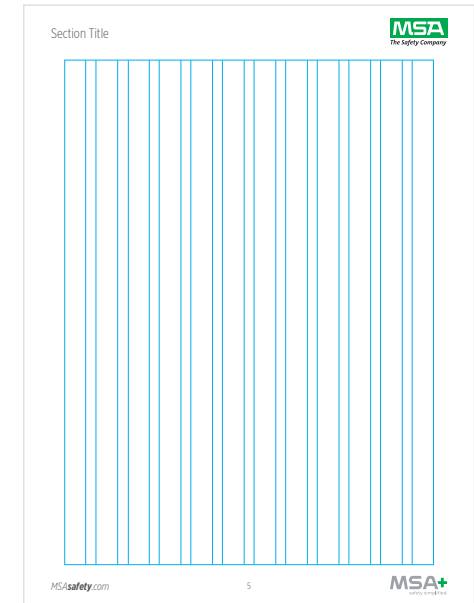


Fig. 20: Secondary MSA logo on single interior page

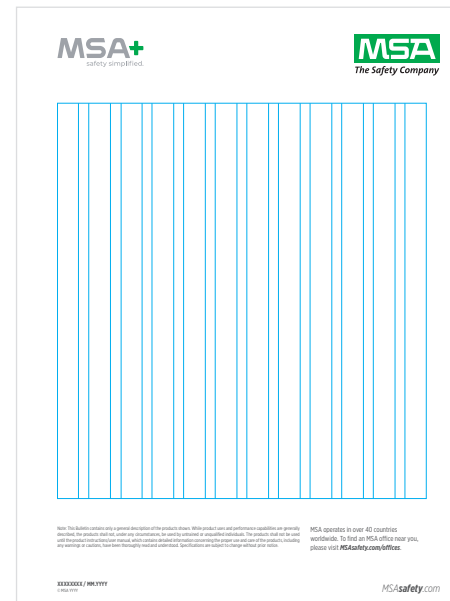


Fig. 21: Secondary MSA logo on back page with right-aligned MSA logo

MSA Literature VBL InDesign Template Guidelines

Color Palette

Color is critical for establishing and strengthening brand identity. The MSA Literature VBL InDesign Template has all of MSA's approved colors built in as part of the Swatches panel (Fig. 22) for convenience and consistency.

Primary Palette

The MSA primary color palette (Fig. 23) consists of black, white, shades of gray, and MSA green. The swatches included in the Swatches palette have been adjusted to CMYK values for printing.

Secondary Palette

The MSA secondary color palette (Fig. 24) consists of two shades of green gray, a muted orange, and a pale yellow. The swatches included in the Swatches palette in InDesign have been adjusted to CMYK values for printing.

Custom Colors

While it is recommended to stay within the MSA primary and secondary color palettes when possible, custom colors are welcome to be used when appropriate according to the document content. However, care should be taken not to overuse custom colors in large areas, particularly those associated with MSA's competitors (e.g. red - associated with 3M, blue - associated with Draeger, etc.).

Fonts

Fonts also help communicate and maintain brand identity. The MSA Literature VBL InDesign Template includes a number of preset font styles built in as part of the Paragraph Styles and Character Styles palettes within InDesign.

Primary Font

The primary font for MSA literature is the GothamXNarrow family (Fig. 25). Each designer must purchase a license for the GothamXNarrow font family from Hoefler & Co., which may be found at <https://www.typography.com/fonts/gotham/styles>

Additional Fonts

While it is recommended to stay within the primary fonts whenever possible, additional/custom fonts may be used sparingly when required.

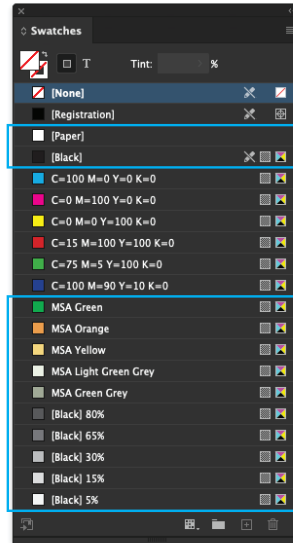


Fig. 22: InDesign Swatches Panel
Highlighted areas indicate colors from MSA primary and secondary color palettes.

Fig. 33: MSA Primary Color Palette

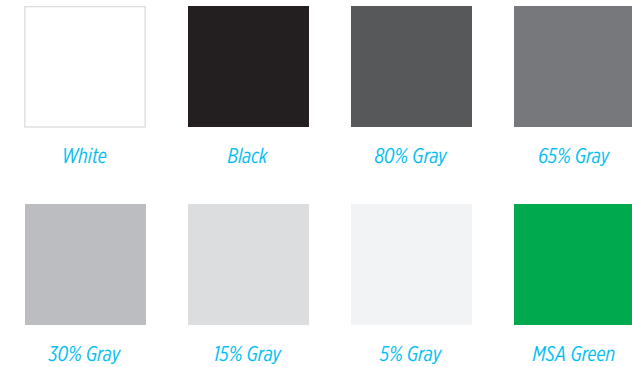


Fig. 24: MSA Secondary Color Palette

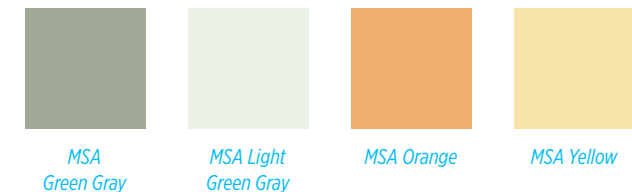


Fig. 25: MSA Primary Font Family

- GothamXNarrow Light
- GothamXNarrow Light Italic*
- GothamXNarrow Book
- GothamXNarrow Book Italic*
- GothamXNarrow Medium
- GothamXNarrow Medium Italic*
- GothamXNarrow Bold**
- GothamXNarrow Bold Italic***
- GothamXNarrow Black**
- GothamXNarrow Black Italic***

MSA Literature VBL InDesign Template Guidelines

Preset Font Styles

The MSA Literature VBL InDesign Template includes a number of preset font styles for both paragraph and character styles. It is recommended to use these styles as is for consistency's sake; however, custom sizes, styles, text alignments, etc. are welcome when appropriate.

NOTE: Paragraph and character styles for tables will be address in the Tables section.

Paragraph Styles

The Paragraph Styles palette (Fig. 27) offers 19 preset styles for titles and headlines, body copy, bullet copy, tables, etc. Paragraph styles will effect all text within the same paragraph.

Character Styles

The Character Styles palette (Fig. 28) offers 8 preset styles to modify any existing text. Character styles will effect any highlighted text regardless of paragraph formatting.

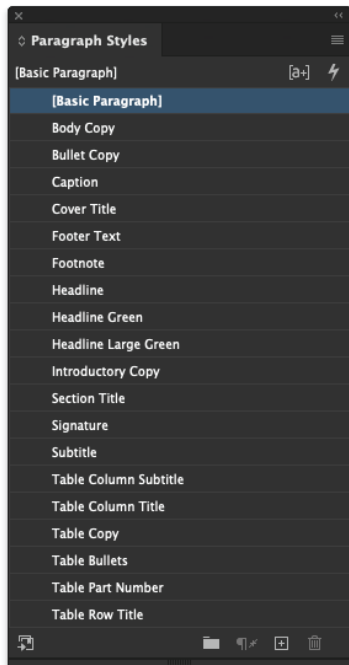


Fig. 27: Paragraph Styles Palette (styles shown on far right, excluding styles associated with tables)

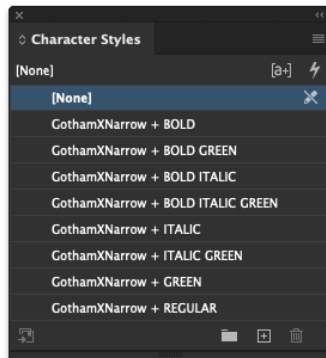


Fig. 28: Character Styles Palette (effects shown below, in order top to bottom, including None for reference)

- GothamXNarrow [None]
- GothamXNarrow + BOLD**
- GothamXNarrow + BOLD GREEN**
- GothamXNarrow + BOLD ITALIC**
- GothamXNarrow + BOLD ITALIC GREEN**
- GothamXNarrow + ITALIC*
- GothamXNarrow + ITALIC GREEN*
- GothamXNarrow + REGULAR

Cover Title Lorem ipsum dolor sit

Headline Large Green **Lorem ipsum dolor sit**

Section Title (typically used in header on interior pages) Lorem ipsum dolor sit amet

Headline **Lorem ipsum dolor sit**

Headline Green **Lorem ipsum dolor sit**

Subtitle Lorem ipsum dolor sit

Introductory Copy *Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec neque metus, molestie a ultricies sed, venenatis sit.*

Body Copy Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec neque metus, molestie a ultricies sed, venenatis sit amet augue. Nulla sagittis accumsan neque vitae aliquam. Aenean a risus eu leo luctus rutrum.

- Lorem ipsum dolor sit amet. Sed iaculis dapibus nunc nec bibendum.
- Donec neque metus.
- Aenean a risus eu leo luctus rutrum

Caption (preset as center aligned) Lorem ipsum dolor sit amet

Footnote (includes preset tab after symbol [e.g. *, †, etc.] and aligned inset for additional lines) ** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec neque metus, molestie a ultricies sed, venenatis sit amet augue.*

Footer Text (used for fixed URL in conjunction with GothamXNarrow + BOLD ITALIC Character Style) **MSAsafety.com**

Signature (used for Standard Footer Legal Disclaimer) Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec neque metus, molestie a ultricies sed, venenatis sit amet augue. Nulla sagittis accumsan neque vitae aliquam. Aenean a risus eu leo luctus rutrum.

MSA Literature VBL InDesign Template Guidelines

Basic Tables

The MSA Literature VBL InDesign Template has several built in styles for tables, including Paragraph Styles, Character Styles, Table Cell Styles, and overall Table Style. Used together, these styles facilitate visually consistent table creation. Custom table designs are welcome as needed, but care should be taken to align with basic MSA color palette and font families for brand compatibility.

Table Styles

Table Style “MSA VBL” chosen during table creation (Fig. 29) will set up basic table as shown at right (bottom table). Including a header row will format top row with dark gray shading as shown.

Cell Styles

Basic tables can be customized using Cell Styles from the Cell Styles Palette (Fig. 30). Cell Style coloration is illustrated at right.

Paragraph Styles (for Tables)

The Paragraph Styles Palette (Fig. 31) includes several preset font styles formatted for tables, illustrated at right.

Character Styles

The Character Styles Palette (Fig. 32) includes one additional character style specific for tables: *GothamXNarrow + REGULAR*, used as shown at right. All Character Styles in the palette are welcome to be used for table body cells as needed.

Fig. 33: Examples of Basic Tables for Illustrative Purposes

Table 1 (Top):

[Dark Gray Header Row]			
Table Picture			
Table Column Title	Lorem	Consectetur	Nullam
Table Subtitle	Hendrerit		
Table Row Title	SOLLICITUDIN	56045845	45378753
	PROIN	40537865	40950458
	Faucibus		
Table Body	DAPIBUS	05578624	40387845
	MALESUADA	10387338	15380786

Table 2 (Bottom):

Orci	Vivamus
IACULIS	
DAPIBUS	Duis orci nunc, porttitor nec ultrices ac.
VIVAMUS	Faucibus sed nibh.
RISUS URNA ENENATIS	Duis eget sapien at tellus ullamcorper consequt eu eu enim.
MALESUADA	<ul style="list-style-type: none"> Suspendisse orci nibh Tempus quis imperdiet eu Suscipit id dui
LAOREET	2.6 lb.

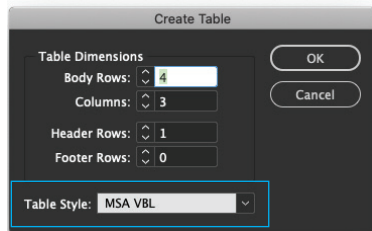


Fig. 29: Create Table Dialogue

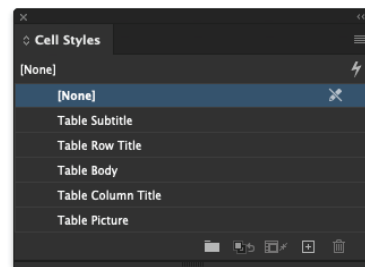


Fig. 30: Cell Styles Palette

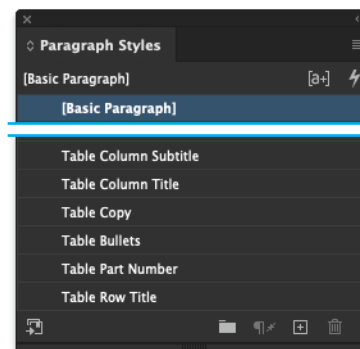


Fig. 31: Paragraph Styles Palette

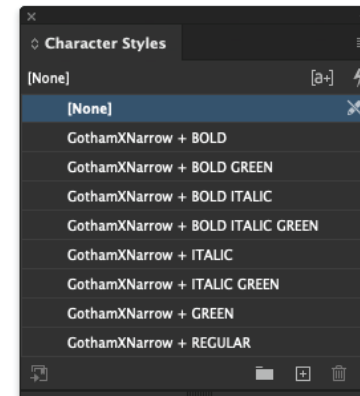


Fig. 32: Character Styles Palette

MSA Literature VBL InDesign Template Guidelines

Graphics & Images

Graphics and images such as illustrations, icons, infographics, and photos can add visual interest to a document and are encouraged to help illustrate or compliment text content when appropriate. Images are a great way to entice readers to spend more time looking at and reading a document. Custom MSA vector illustrations, icons, and photography are encouraged, but stock photography and vector graphics are welcome as well. When selecting stock assets, please ensure that proper licensing is obtained for commercial use.

All images and graphics should always be placed into InDesign as links and should not be embedded in the document. This allows for easier sharing and reuse of image assets.

NOTE: examples shown at right are for illustrative purposes meant to represent a general style and are not an exhaustive library of imagery.

The North America Creativity Center maintains a library of icons and illustrations for global use on the WebDAM asset library:

<https://msa.webdamdb.com/bp/#/folder/9541278/>

Vector Illustrations

Vector illustrations may have varying levels of detail depending on their content and scale. Designs should be predominantly made up of strong, solid shapes whenever possible, as opposed to outline-style drawings. It is recommended to use the MSA color palette when possible to help maintain branding, but custom colors are welcome as appropriate.

Icons

Icons are typically lower-detail designs, and should be predominantly made up of strong, solid shapes whenever possible, as opposed to outline-style drawings. It is recommended to use the MSA color palette when possible to help maintain branding, but custom colors are welcome as appropriate.

Photography

Photography can range greatly from isolated product photos, isolated models wearing or using MSA products, full-scale application photos of models performing tasks in a background setting, to general scenery or landscapes. The MSA WebDAM asset library is a good source of MSA-specific photography, but stock photos are welcome as well. Please ensure that stock photography does not contain any competitive product (e.g. a model wearing a 3M hard hat, etc.).

Background Textures

Background textures may be either raster or vector images and can add additional visual interest to a document. However, care should be taken that they don't distract from the document's content or make it difficult to read. It is recommended to reserve background textures to smaller areas, but full-page backgrounds may be used when appropriate to enhance the document's content.

Fig. 34: Examples of Vector Illustrations & Icons



Fig. 35: Examples of Photography



Fig. 36: Examples of Background Textures



MSA Literature VBL InDesign Template Guidelines

Industrial/General Layout Ideas

While some documents may contain large amounts of text, page layouts need not be boring. Colors, images, graphics, and shapes can add visual interest to a layout, encouraging a reader to spend more time looking at a document.

Photos, icons, illustrations, and infographics are a good way to support written text. Adding shaded or textured backgrounds can help to break up space on a page and add additional visual interest. Backgrounds can be any color or texture, so long as any text or graphics are easily readable. (Fig. 37 & 39)

Oversized photos or graphics that touch the edges of the page or even span the width of a spread can give a reader's eye something visually interesting to rest on. (Fig. 38 & 39)

Shading the background of portions of a page can offset and draw attention to information in isolation from the rest of the layout content. (Fig. 40)

The layout examples shown here are included to help generate ideas. They do not represent a required or exhaustive list of styles and are for reference only. The designer should feel free to express their creativity when designing a document.

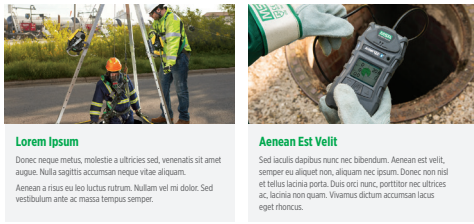


Fig. 37: Three Examples of Shaded Text Boxes



Fig. 38: Example of Oversized Photo



Fig. 40: Example of Shaded Page Background



Fig. 39: Example of Oversized Photo & Shaded Text Boxes

MSA Literature VBL InDesign Template Guidelines

Fire Service Layout Ideas

Fire Service documents use the same basic template, grid system, font styles, color palette, etc. as Industrial or General documents. However, MSA has branded its Fire Service industry documents with a darker style.

Color Palette

Fire Service documents use the same basic color palette as shown on page 10, but with a greater abundance of black and darker colors. Examples for using additional black may include (but are by no means limited to): adding black backgrounds to a page or certain areas to compliment the document content, adding a large photo area with a dark background, text boxes shaded black with white or color text, etc. (Fig. 41)

Covers/Front Pages

Fire Service document covers or front pages should include an area of black or dark color for branding purposes. Possible solutions may include a full-page image (Fig. 42), a top horizontal shaded/image area (Fig. 43), or vertical shaded/image area (Fig. 44). The size of these shaded/image areas can change depending on the document content or image used.

Tagline

Fire Service documents should use the “When You Go in, We Go in With You” tagline on the cover or first page when possible. The tagline should sit at the bottom of the page, either centered, left-, or right-aligned.

The layout examples shown here are included to help generate ideas. They do not represent a required or exhaustive list of styles and are for reference only. The designer should feel free to express their creativity when designing a document.



Fig. 42: Example of Full-Page Cover

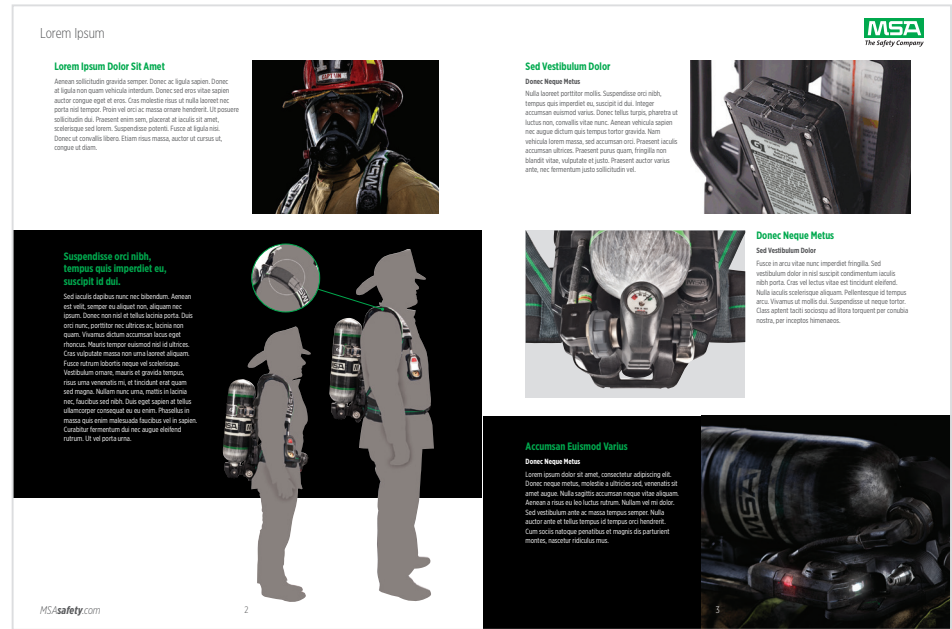


Fig. 41: Example of Balck Background & Shaded Text Boxes

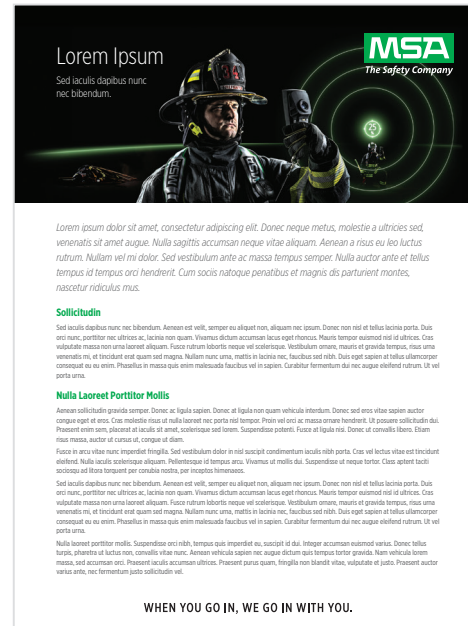


Fig. 43: Example of Front Page with Top Area Shading/Image



Fig. 44: Example of Front Page with Vertical Area Shading/Image