

Co-Branded Digital and Social Media Application Guideline



This guide outlines best practices and design principles for various digital media applications to ensure that all graphics are aligned with MSA’s brand’s identity and enhance the company’s online presence.

Logo Usage

Follow branding standards outlined in MSA’s Visual Brand Language (VBL) guide. For example, maintain a minimum margin around the MSA logo of half the height of the green rectangle.



Standard Social Post Sizes

1200 x 628, 1200 x 630, 1080 x 1080, 1080 x 1920

Button Style



Typography

Gotham XNarrow Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Gotham XNarrow Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Gotham Black

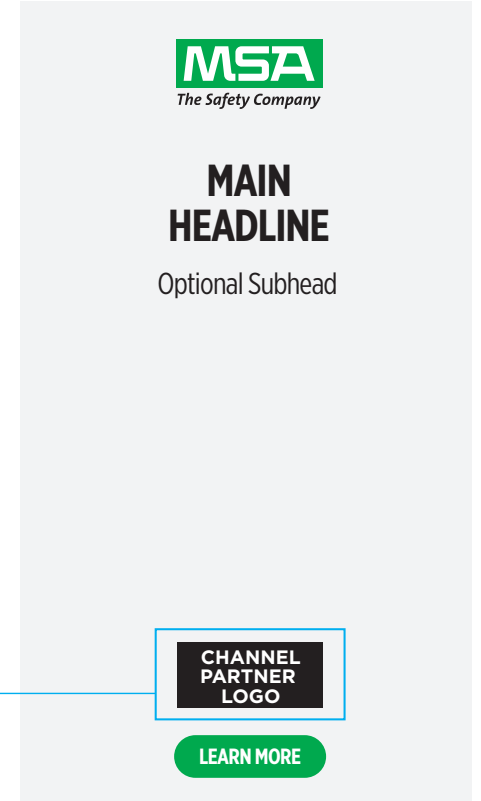
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890



Horizontal post (1200 x 628)



Square post (1080 x 1080)



Reel/Story (1080 x 1920)

Channel Partner logo(s) should not appear larger or more dominant than the MSA logo