

Co-Branded Banners and Backdrops Graphic Guidelines



This guide outlines best practices and design principles for various event graphics, banners, and backdrops, to ensure that all graphics are aligned with MSA's brand identity and enhance the company's offline presence.

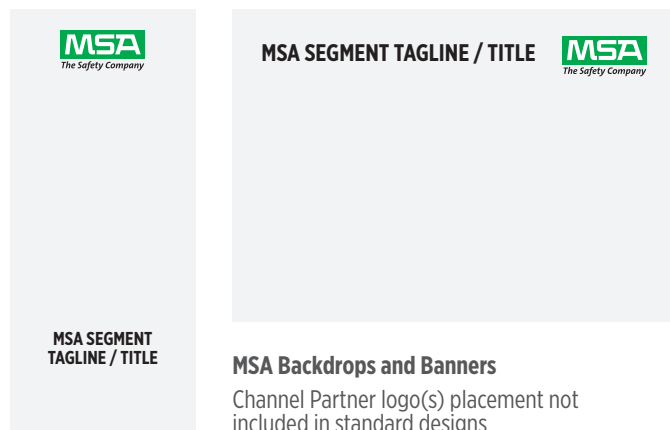
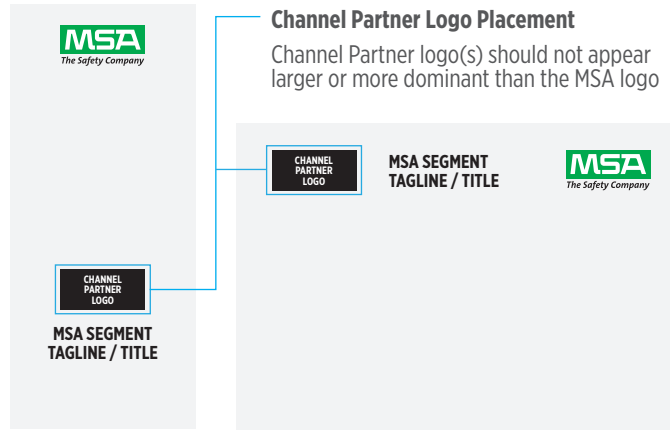
Logo Usage

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.



- 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).
- Reverse logos are available where the tagline text is available in white, for darker backgrounds.

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.



MSA Corporate Color

Used in most web, print, and multimedia applications:



Typography

Gotham XNarrow Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Gotham XNarrow Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

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