



# The MSi Logo



**This is the MSi Visual Displays Limited logo.**

The logo and the corporate colours are key elements for establishing and maintaining the MSi identity.

***Careful and consistent usage of the logo will ensure a strong brand.***



# Corporate Colour Palette



PANTONE  
187-1 Process

C M Y K  
100 98 21 31

R G B  
0 0 102

Web Colour  
000066



PANTONE  
75-1 Process

C M Y K  
13 100 100 4

R G B  
204 0 0

Web Colour  
CC0000

**These are the MSi colours. They are important elements in establishing the brand identity.**

They should be used as the primary colour scheme in all corporate communications.

***CMYK, RGB and Web Safe equivalents are noted below each colour.***



# Limited Colour Logos



For all full colour applications, the colour version of the logo should be used. In situations where colour is limited, use the 1 colour version or the black logo.

**Blue logo** - PANTONE 187-1 Process

**Black logo** - 100% Black



# The MSi Logo Reversed



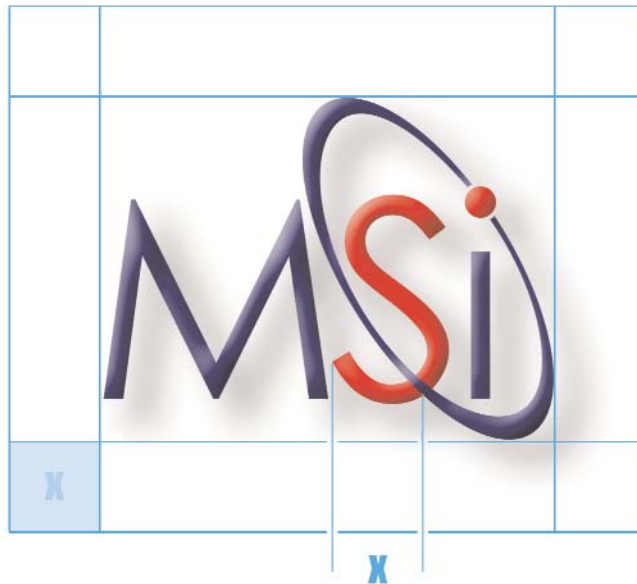
**Whenever reversing the logo out of a field of colour, only use the corporate colours:**

PANTONE 187-1 Process  
PANTONE 75-1 Process  
and 100% Black

***Respective CMYK and RGB and Web Safe equivalents may also be used.***



# Clear Space Requirements



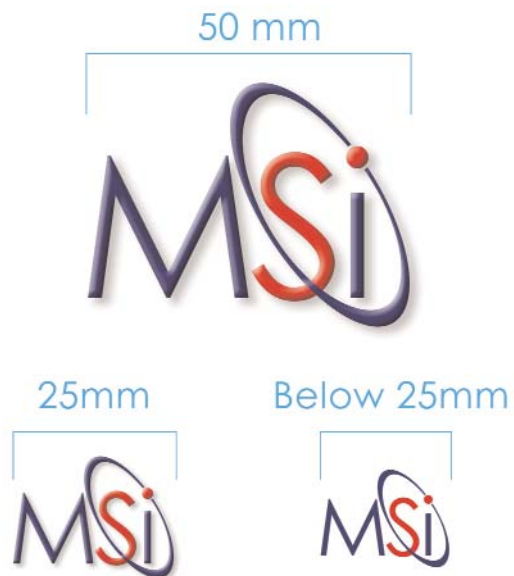
**Having the appropriate clear space around the logo will help maintain the brand identity.**

The amount of clear space is based on **X**, which is the distance from the left most edge of the “S” to the point where the bottom of the “S” intersects the blue oval.

***Always maintain at least this much clear space around the logo.***



# Minimum and Maximum Size



**For most print, advertising, web and collateral materials, the logo should maintain a consistent size.**

The sizing is based on the shape of the logo. The length of the logo should be no smaller than 25mm and no larger than 50mm. If the logo needs to be less than 25mm then the shadow must be discarded.

***Banners and signage are exceptions to the rule.***



# Corporate Typefaces

## Century Gothic

abcdefghijklmnopqrstvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890!"£\$%^&\*()\_+{}:@<>?.,/;'

## Century Gothic Bold

**abcdefghijklmnopqrstvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890!"£\$%^&\*()\_+{}:@<>?.,/;'**

## Trebuchet MS

abcdefghijklmnopqrstvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890!"£\$%^&\*()\_+{}:@<>?.,/;'

**Century Gothic and Century Gothic Bold are the primary typefaces. They should be used for all headlines, section headings and body text. [Click here](#) to open the fonts folder on this CD.**

*For web applications where a specific typeface cannot be used, substitute Trebuchet MS and Trebuchet MS Bold for Century Gothic and Century Gothic Bold respectively.*



# The MSi Logo for PRINT



**This is the MSi logo for Print use such as letterheads, brochures, business cards etc.**

Click here to open a folder containing various print sizes. If the size you require is not here then open a larger file and scale it down.

***Never scale a logo up - always scale down.***



# The MSi Logo for WEB / SCREEN



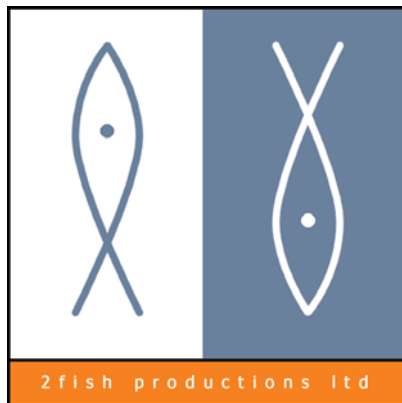
**This is the MSi logo for Web and Screen usage  
this should never be used for print.**

Click here to open a folder containing various sizes. If the size you require is not here then open a larger file and scale it down.

***Never scale a logo up - always scale down.***



# Credits



**This MSi Visual Displays Limited PDF CD was created by 2fish productions ltd.**

We believe that careful and consistent usage of the logo will ensure a strong brand. Comments and questions should be directed to:

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