

# CO-BRANDING

BRAND GUIDELINES  
JUNE 2017

# MSC LOGO

## Overview

Our logo celebrates the equity and tradition of the MSC name in a way that is both contemporary and confident. The italic letterforms express our drive to help our customers succeed. We use our logo in red whenever possible.

Because our logo represents MSC's strength and serves as our flagship visual, other logos should not compete with the MSC logo in size and placement. Similarly, the MSC logo should not be locked up to other logos or graphic treatments. In addition, elements of the MSC logo (including the font, which gives it uniqueness) should not be used to generate other logos or graphics.

## Clear space

Our logo makes a statement. To ensure its impact, keep the logo clear of competing text, images and graphics by maintaining at least a minimum amount of clear space — the height of the "M" of the logo on all sides. The gray lines on the right represent the clear space that we leave around the logo to avoid any distraction by other elements that might compromise its visibility and presence.

## Minimum size

Keep the logo legible by always using a size no less than 0.15" in height.



To maintain the visibility and presence of our logo, don't interrupt the logo clear space.



Our logo should never get smaller than this.

# LOGO, CONTINUED

## Backgrounds

Our logo should always be clear and legible. Choose backgrounds that have contrast and are free of competing objects or colors to ensure that our logo always stands out. The primary treatment for our logo is to be used in Red on a white background or on an image.

## Primary logo use

### || On white

We use our logo on white in most applications for a clean and crisp appearance.

## Alternative color backgrounds

When we use our logo on any of our blues, we use it in white to ensure it reads clearly. We use blue as a background only when white or an image can't be used.

|| Bold blue is preferred when you need a blue background.

|| Our two other blues (Dark blue and Bright blue) are acceptable if necessary. They may be used in restricted instances. The color shown on the right is the order of use.

## One color (black and white)

Our one-color logos may be used only when black and white reproduction is necessary. For situations in which the design or media prevent the use of the color (e.g., fax cover, laser-printed forms)

## Logo on white

When the logo appears on a white or imagery background, use our primary, authorized Red (Pantone® 185C)



## Red

Pantone® 185C  
CMYK 0 | 100 | 100 | 0  
RGB 255 | 51 | 51  
HEX #FF3333

## Alternative color backgrounds



### Bold Blue

Pantone® 2935C  
CMYK 100 | 52 | 0 | 0  
RGB 0 | 87 | 184  
HEX #0057B8

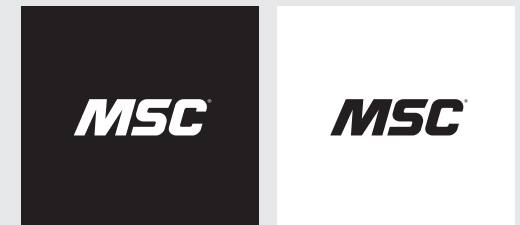
### Dark Blue

Pantone® 280C  
CMYK 100 | 85 | 5 | 22  
RGB 1 | 33 | 105  
HEX #012169

### Bright Blue

Pantone® 299C  
CMYK 86 | 8 | 0 | 0  
RGB 0 | 163 | 224  
HEX #00A3E0

## One color (black and white)



### Black

Pantone® Black C  
CMYK 0 | 0 | 0 | 100  
RGB 20 | 16 | 6  
HEX #000000

# CO-BRANDING LOGO USAGE

## Placement

The placement of logos communicates brand priority. Unless approved by Corporate Communications, Brand Team, the MSC logo is always on the left, subordinate/partner logo is always on the right. Maintain the proper clear space around each logo. Follow these rules when locking up the MSC logo with the partner logo:

- Use the color logo on a white background.
- The two logos should be of the same visual size.
- When the logos are locked up, separate them by the distance of “M” as shown in the example on the right.
- Do not use any visual divider between the logos or any extraneous design elements.

The logo guidance rules to the right must be followed regardless of brand priority.

## Clear space

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To maintain the visibility and presence of our logo, don't interrupt the logo clear space.

# SUPPLIER PRODUCED CO-BRANDED BAND



Appropriate/Supplier Specific  
Call to Action (60 character count)



Allumi Std Regular  
12.5/13 pt.  
50% Black

Allumi Std Regular  
13/18 pt.  
Black

Allumi Std Regular Italic  
9/9 pt.  
Black

**NOTE:** If the Allumi font is not available, Arial or Arial Bold should be used.



## **ANY QUESTIONS?**

Don't hesitate to reach out to:

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