

## MSC Logo Standards

All MSC logos are unique pieces of artwork. The proportion and arrangement have been specifically determined. The MSC logo should never be typeset, recreated or altered, which could cause inconsistencies that dilute the impact of the brand's power.



The alternate version of the MSC logo maintains the design and may be better suited for specific applications.



### Clear Space Requirements

To preserve the MSC logo's integrity, always maintain a minimum clear space around the logo. This clear space isolates the logo from competing graphic elements such as other logos, copy, photography or background patterns that may divert attention. The minimum clear space for most MSC logos is defined by half the height of the C. These minimum spaces should be maintained as the logo is proportionally enlarged or reduced in size.



### Color specifications



Spot Color 185C  
CMYK 0/100/100/0  
RGB 255/51/51  
WEB FF3333



Spot Color 2945C  
CMYK 100/64/0/0  
RGB 0/0/153  
WEB 000099

### Incorrect use of logo

To ensure accurate, consistent reproduction of the MSC logo, never alter, add to, or attempt to recreate it.

