Metals Service Center Institute
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MSCI Chapter Brand Guidelines

This style guide is to help all chapter leaders strengthen the design, message and branding of MSCI by providing a cohesive and united look across all mediums and platforms.

History

MSCI has expanded from a steel trade association to one serving all facets of the metals industry. In its more than 100 years, the organization has expanded, is successful and financially healthy, and continues to add new programs for its membership and grow its member base, despite continual consolidation.

MSCI is the premier trade organization for the metals industry and communications provide upfront "What's in it for me?" information to members.

General Context

Organizational Mission: As the premier metals trade association, MSCI provides vision and voice to the metals industry, along with the tools and perspective necessary for a more successful business. We offer all types of members an impressive array of high-level programs and services. Our goal is to meet member needs for knowledge and thought leadership, provide data and education for operational efficiency, promote industry advocacy, and create a marketplace for efficient transactions, debate, discussion and learning.

MSCI's Mission Summary: Be the premier source of information for and about the metals industry

Organizational Value proposition: Information and access through Networking, Education, Advocacy and Research to exceed business goals

Logo Lock-Ups and Usage

The "logo lock-up" is made up of three parts: the **bug**, the **logotype**, and the **tagline**.

Bug | Logotype

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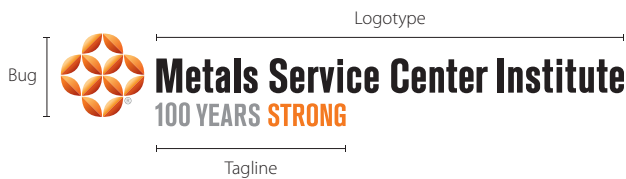
Tagline

The bug can be displayed alone or with the logotype and tagline, but the logotype and tagline cannot be used without the bug present. When the logotype is being used, the tagline must always be present.

The **horizontal logo** lock-up is the preferred presentation of the MSCI identity. This version should always be used with non-member audiences. Below are the four accepted versions of the long horizontal logo lock-up:

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The **circular logo** lock-up can be used in smaller spaces. This version is NOT highly reducible—readable at sizes larger than an inch, as shown below. Below are the four accepted versions of the circular logo lock-up.


Chapter Logos

To **download** MSCI chapter logos, please visit MSCI.org/chapter-management and click on the link to the Logo Library. **Note:** Accessing the library requires you to log in.

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Logo Usage

The preferred padding space around any logo lock-up is the width of the logo bug in all directions. This is not always possible, but it should be the goal to allow the proper space around the logo lock-up. Below are examples for each of the four versions of the logo.

1 UNIT = 1 BUG

1 UNIT

1 UNIT

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1 UNIT

1 UNIT
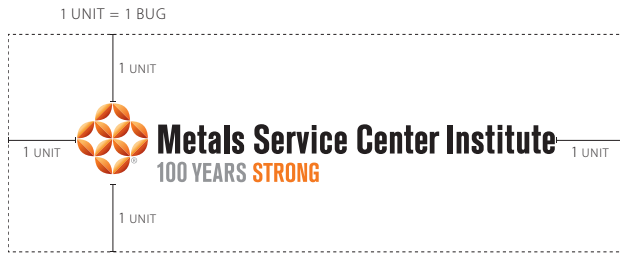
Use the dimensional logo lock-up where the media allows—in 4-color printing, web and mobile environments. This is the most elegant expression of the logo lock-up.

The **two color logo** lock-up can be used in 2-color environments where a retro look is desired.

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The **one color logo** lock-up can be used in 1-color environments where reverse is not an option.

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The **reverse logo** lock-up can be used in all media. The reverse version can be reversed out of any of the primary or secondary color backgrounds including a gradation of one to another.

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Inapproriate Logo Usage

When using the reverse logo lock-up, never add color into any part of the lock-up including the tagline.

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NO

Do not change the colors of the logos supplied in the folder of approved logos:

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NO

Do not rotate any version of the logo for any reason:

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NO

Do not crop or distort the logo lock-ups. Using the logo bug as a decorative element will require review and approval from the MSCI branding team listed at the end of this guide.

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NO

Do not alter the size-ratio of any element of the logo lock-ups.

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NO

MSCI Fonts and Type Sizes

36/36pt Myriad Pro Light
18pt Space after, 100% Black

Headline

18/21pt Myriad Pro Light
36pt Space after
Primary Color
Rule Below 0.5pt, 50% Black,
13.5pt offset

Intro copy lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean at tempus nisl.

18/21pt Myriad Pro Regular
4.5pt Space after
Primary Color or Black

Subhead

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean at tempus nisl. Vivamus ut ipsum luctus, tempus magna quis, pharetra nunc. Quisque et nunc risus. Praesent dapibus malesuada leo eget suscipit. Fusce ultricies luctus augue ut lobortis. Morbi commodo molestie tempus. uisque at egestas dui. Ut id ultrices risus, quis ultricies nulla. Etiam massa est, pulvinar at diam nec, placerat ornare lectus. Nullam rhoncus lectus et nisi gravida egestas. Quisque sit amet ipsum a mauris rhoncus malesuada. Nunc ut blandit ligula. Mauris lectus enim, ultricies sed erat cursus, tempus dictum mauris. Pellentesque tincidunt mauris sed lacinia aliquam. Nulla imperdiet tortor ac interdum egestas. Quisque eu neque massa.

10/14pt Myriad Pro Light
9pt Space after
100% Black

Emphasized Body Copy
Myriad Pro Semibold

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean at tempus nisl. Vivamus ut **October 27, 2013** ipsum luctus, tempus magna quis, pharetra nunc. Quisque et nunc risus. Praesent dapibus malesuada leo eget suscipit. Fusce ultricies luctus augue ut lobortis.Mauris lectus enim, ultricies sed erat cursus, tempus dictum mauris. Pellentesque tincidunt mauris sed lacinia aliquam. Nulla imperdiet tortor ac interdum egestas. Quisque eu neque massa.

7.5/8.5pt Myriad Pro Light
9pt Space after, 100% Black

Quisque sit amet ipsum a mauris rhoncus malesuada. Nunc ut blandit ligula. Mauris lectus enim, ultricies sed erat cursus, tempus dictum mauris. Pellentesque tincidunt mauris sed lacinia aliquam. Nulla imperdiet tortor ac interdum egestas. Quisque eu neque massa.

MSCI Brand Colors

MSCI Orange

Pantone Coated: **159C**
Pantone Uncoated: **152U**
Pantone Textile: **16-1260 TP**
C13 **M**76 **Y**100 **K**3
R210 **G**93 **B**19
#D25D13

MSCI Chapter Logo Color Breakdown

100% Black

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| 4-Color Process | 50% Black | **C**0 **M**65 **Y**100 **K**9 |

Primary Color Palette

C0 **M**83 **Y**91 **K**0	**C**64 **M**0 **Y**18 **K**0	**C**25 **M**0 **Y**20 **K**0	**C**0 **M**16 **Y**93 **K**0	**C**81 **M**71 **Y**50 **K**47
R234 **G**82 **B**46	**R**55 **G**197 **B**213	**R**188 **G**238 **B**216	**R**255 **G**210 **B**37	**R**46 **G**52 **B**68
#EA522E	#37B9C8	#B0E9D0	#FCC33D	#222532

Secondary Color Palette

C46 **M**73 **Y**61 **K**42
R98 **G**59 **B**61
#623B3D

C28 **M**81 **Y**81 **K**23
R151 **G**67 **B**53
#984336

C14 **M**85 **Y**95 **K**4
R203 **G**74 **B**46
#CE4A2E

C0 **M**70 **Y**93 **K**0
R255 **G**111 **B**38
#F36F2D

C0 **M**54 **Y**93 **K**0
R255 **G**141 **B**38
#F68D2D

C0 **M**38 **Y**94 **K**0
R255 **G**171 **B**38
#FBAA29

C53 **M**51 **Y**78 **K**34
R98 **G**89 **B**60
#63593C

C39 **M**42 **Y**96 **K**13
R151 **G**127 **B**52
#978034

C22 **M**33 **Y**99 **K**1
R203 **G**164 **B**45
#CCA62D

C5 **M**14 **Y**79 **K**0
R244 **G**210 **B**84
#F4D355

C10 **M**8 **Y**60 **K**0
R233 **G**219 **B**131
#E9DD84

C14 **M**2 **Y**36 **K**0
R222 **G**229 **B**179
#DEE7B4

C27 **M**12 **Y**86 **K**0
R195 **G**197 **B**79
#C3C54E

C50 **M**4 **Y**69 **K**0
R135 **G**193 **B**121
#86C278

C66 **M**0 **Y**47 **K**0
R76 **G**190 **B**162
#46BFA3

C70 **M**20 **Y**36 **K**0
R76 **G**160 **B**163
#4AA1A4

C34 **M**16 **Y**25 **K**0
R170 **G**191 **B**186
#AABFBA

C53 **M**35 **Y**38 **K**2
R129 **G**145 **B**147
#819394

C68 **M**53 **Y**46 **K**19
R87 **G**99 **B**108
#58646D

C48 **M**40 **Y**50 **K**8
R136 **G**133 **B**121
#8A8679

C87 **M**56 **Y**45 **K**25
R38 **G**86 **B**102
#255766

C85 **M**40 **Y**38 **K**8
R31 **G**119 **B**136
#16788A

C79 **M**23 **Y**30 **K**0
R24 **G**152 **B**170
#2099AA

C50 **M**0 **Y**19 **K**0
R114 **G**212 **B**215
#77CDD2

C34 **M**0 **Y**16 **K**0
R162 **G**225 **B**220
#A5DBD9

MSCI Brand Visuals and Graphics

Photography

The MSCI image is professional, bright, inclusive and smart. Preference is given to images conveying people, communication and connections as these support our "Thought Leadership" campaign. When possible, look for images that convey action and are engaging. Think conceptually when choosing photography to convey the most information visually, utilizing people and product as appropriate. Images should always look professional but still inviting with cohesive themes/color/technique within a single communication. Never use a snap shot taken from a smart phone or amateur photography as it will not communicate the level of professionalism required to convey the MSCI brand.

Photo colorations should include colors from our primary and/or secondary color pallets in a way that feels purposefully selected. Images should appear light and airy when possible, never heavy and dark, unless the subject dictates that look. Never fade photos. Photo boxes should always have sharp corners and not rounded ones. Do not place boxes in boxes when working with photography as it cuts down on the presence of the image on the page. Stylistically, when more than one photograph is present, align them to one another and separate with a thin rule (.5–.75pt). An example of this is seen below:

Contacts for Questions

Any questions regarding copy style or brand style may be directed to either:

Ashley DeVecht at *adevecht@msci.org*, or

Dianna Smoljan at *dsmoljan@comcast.net*

Any questions you may have regarding brand or design style, please contact:

Tim Meyer at *tmeyer@orangepropeller.com*