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.

**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**.

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Logotype

**Metals Service Center Institute**  
100 YEARS STRONG

---

Tagline

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Bug

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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](http://MSCI.org/chapter-management) and click on the link to the Logo Library. **Note:** Accessing the library requires you to log in.
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.

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.

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

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.

Inappropriate Logo Usage

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

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

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

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.

Do not alter the size-ratio of any element of the logo lock-ups.
# MSCI Fonts and Type Sizes

<table>
<thead>
<tr>
<th>Text Type</th>
<th>Font Style</th>
<th>Space after</th>
<th>Rule Below</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Headline</strong></td>
<td>36/36pt Myriad Pro Light</td>
<td>18pt</td>
<td>0.5pt, 50%</td>
<td>Primary Color</td>
</tr>
<tr>
<td></td>
<td>18/21pt Myriad Pro Light</td>
<td>36pt</td>
<td></td>
<td>Primary Color</td>
</tr>
<tr>
<td></td>
<td>18/21pt Myriad Pro Regular</td>
<td>4.5pt</td>
<td>13.5pt</td>
<td>Primary Color or Black</td>
</tr>
<tr>
<td>Intro copy</td>
<td>10/14pt Myriad Pro Light</td>
<td>9pt</td>
<td></td>
<td>100% Black</td>
</tr>
<tr>
<td><strong>Subhead</strong></td>
<td>7.5/8.5pt Myriad Pro Light</td>
<td>9pt</td>
<td></td>
<td>100% Black</td>
</tr>
</tbody>
</table>

Example Text:

**Headline**

Intro copy

**Subhead**


MSCI Brand Colors

MSCI Orange

Pantone Coated: 159C
Pantone Uncoated: 152U
Pantone Textile: 16-1260 TP
C13 M76 Y100 K3
R210 G93 B19
#D25D13

MSCI Chapter Logo Color Breakdown

Wisconsin Chapter
Metals Service Center Institute
100 YEARS STRONG™

100% Black

Primary Color Palette

C0 M83 Y91 K0
R234 G82 B46
#EAS22E

C64 M0 Y18 K0
R55 G197 B213
#37B9C8

C25 M0 Y20 K0
R188 G238 B216
#B0E9D0

C0 M16 Y93 K0
R255 G210 B37
#FCC33D

C81 M71 Y50 K47
R46 G52 B68
#222532
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