# Standard Logo Usage Guidelines

The standard Morgan Stanley logo should be the only logo used when representing the Firm and used on all firmwide communications, including print, web and branded merchandise.

> ⓘ All questions regarding the appropriate use of the Morgan Stanley logo should be sent to brandquestions@morganstanley.com

## COLOR VARIATIONS

The Morgan Stanley logo is only available in 100% black on light backgrounds, or reversed to 100% white on dark backgrounds.

msblue 60 — Morgan Stanley — msgray 10
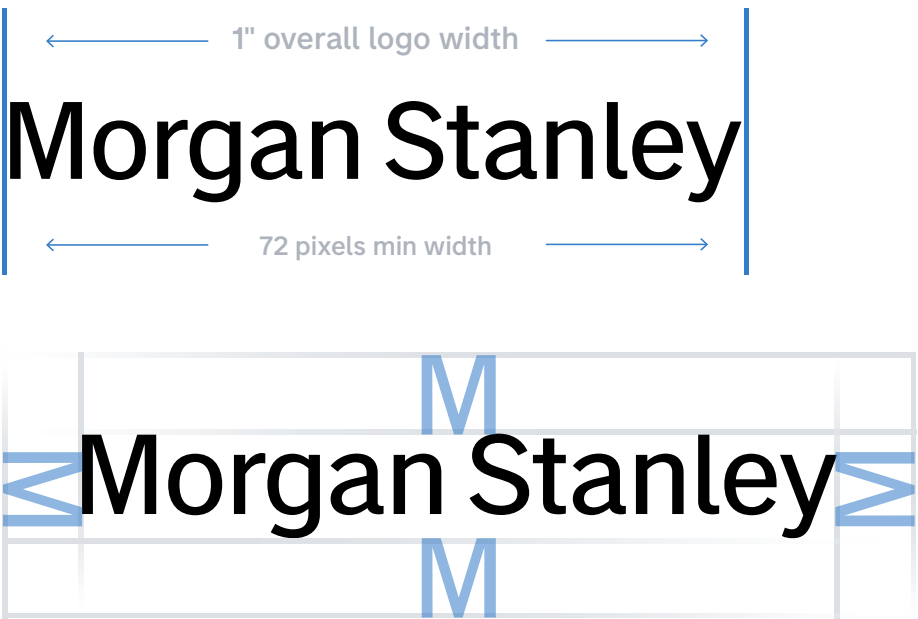msgray 100 — Morgan Stanley — msgray 10
msgray 10 — Morgan Stanley — msgray 100

## MINIMUM SIZE AND CLEAR SPACE



1" overall logo width
Morgan Stanley
72 pixels min width

Morgan Stanley

### MINIMUM SIZE

The minimum allowable size for printed applications is 1" wide. The minimum size for on-screen applications is 72 pixels wide by 11 pixels tall.

### MINIMUM CLEAR SPACE

Separate the Morgan Stanley logo from surrounding text, graphics and/or images with a minimum clear space equal to the height of the **"M"** in the logo.

## LOGO VARIATIONS AND EXCEPTIONS

For all use cases, the standard Morgan Stanley logo is the default option; however, in limited circumstances, variations of the stacked logo are leveraged.

### AVATAR AND FAVICON

This version of the logo is used as an avatar on Firm social media networks, a favicon on web browsers and other digital mini-icons, as well as on select merchandise.

## WHAT TO AVOID

❌ **DO NOT** use any older version of the logo.

❌ **DO NOT** add an outline/stroke to the logo.

❌ **DO NOT** display the logo in a container or holding shape.

❌ **DO NOT** change the proportions of the logo vertically or horizontally.

❌ **DO NOT** reproduce the logo in a color other than black or white.

❌ **DO NOT** display the logo in two colors.

❌ **DO NOT** append a team name or other text to the logo.

❌ **DO NOT** ever abbreviate the logo to the company initials.

❌ **DO NOT** modify the spacing between "Morgan" and "Stanley."

❌ **DO NOT** use effects to enhance the logo visually.

❌ **DO NOT** replace the logo with any font, including Morgan Stanley Sans.
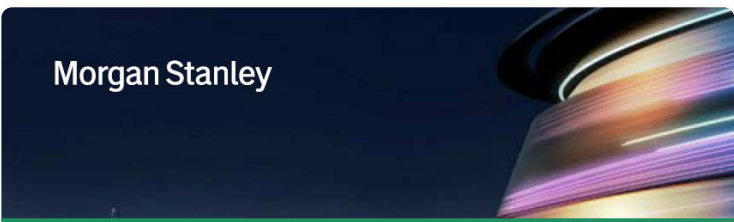
❌ **DO NOT** change the orientation of the logo.

## IMAGE SELECTION AND ADAPTATION DO'S AND DON'TS

❌ **DO NOT** place the logo directly on images for on-screen applications. Ensure that WCAG 2.0-level AA guidelines accessibility is met.

✅ **DO** place the logo over a portion of the image that is clean and uncluttered, and provides enough contrast for the logo in black or white.

❌ **DO NOT** place text over intricate images that lack an overlay as this hampers contrast between the text and the image.

✅ **DO** apply an 80% transparency linear gradient over image and behind logo to ensure compliance with AA standards for contrast.