MSCI

Brand guidelines
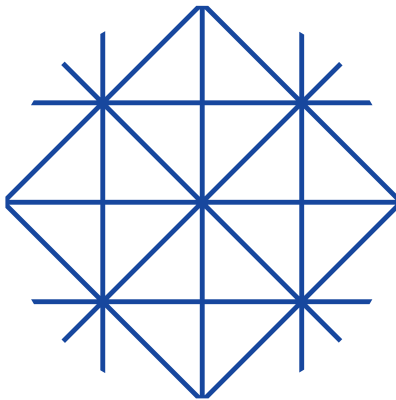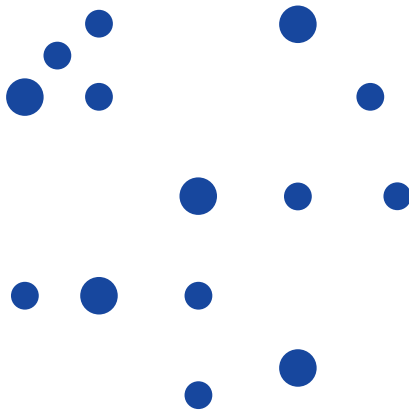
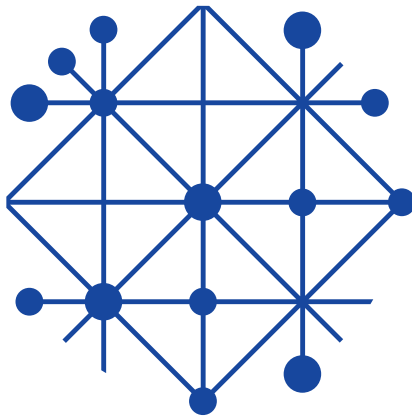# TOC

01

The logo

Worldly composed

Meticulous quality

Data-driven

Connected
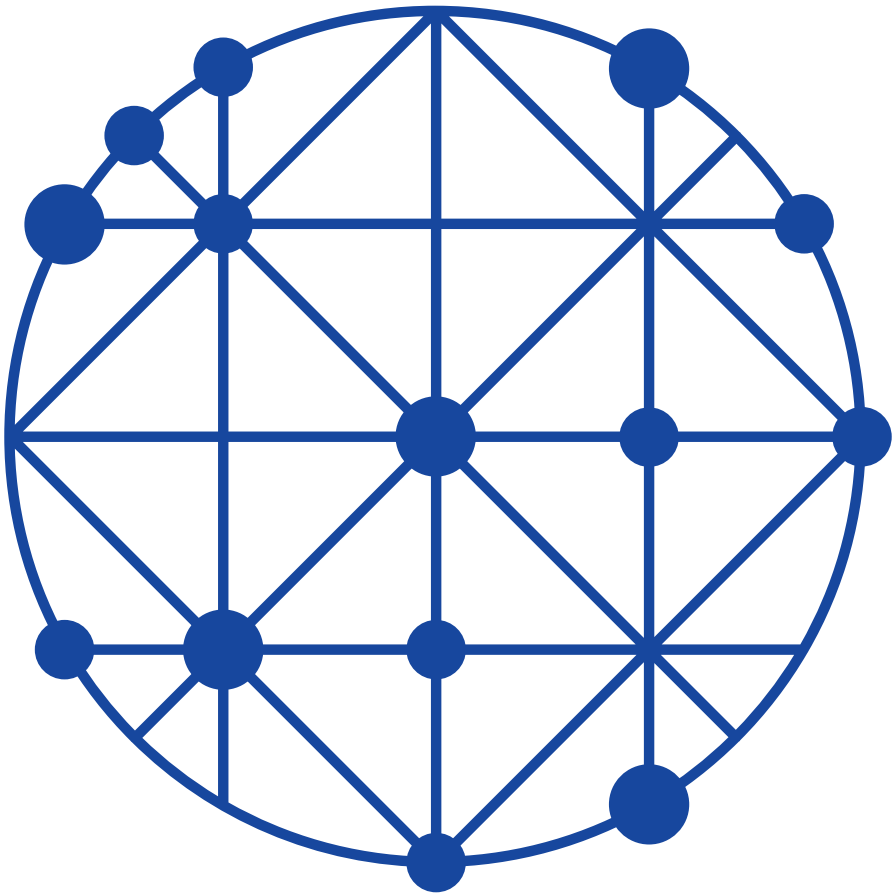
The nexus

The logo
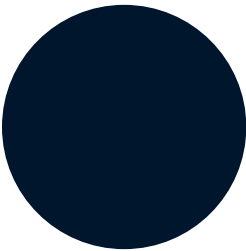
Daintree
011b2b
PANTONE 296 C

R	1	C	100
G	27	M	80
B	43	Y	52
		K	69
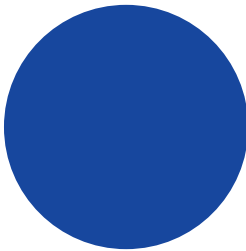
Smokey blue
0626a9
PANTONE 2736 C

R	6	C	100
G	38	M	85
B	169	Y	0
		K	0

ONE-COLOR REVERSED

(White)

ONE-COLOR

(Black)

02

Logo usage

Clear space must be kept around the logo to maintain brand integrity.
The clear space on all sides is the inner square of the mark as seen above.

Clear space must be kept around the logo to maintain brand integrity.
The clear space on all sides is the inner square of the mark as seen above.
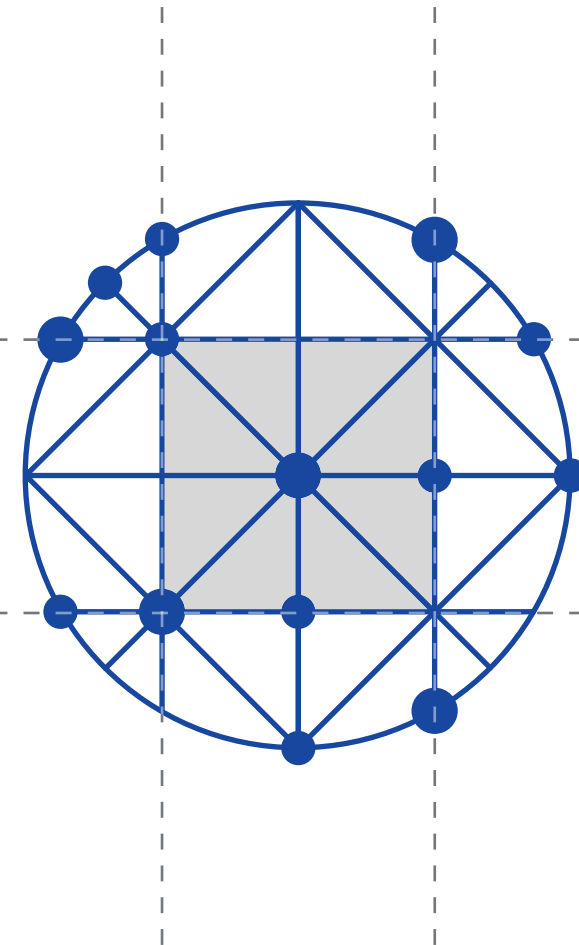
Do not add effects to the logo

Do not scale logo elements

Do not use non-approved colors

Do not replace colors

Do not distort the logo

Do not change logo arrangement

Do not create versions of the MSCI logo. Always contact the Brand & Design Team for advice.
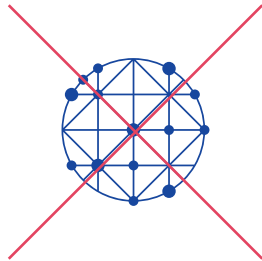
Do not use the Nexus on its own, or as a graphic device in a diagram. The exception to this, are favicons*.

* A favicon, also known as a shortcut icon, website icon, tab icon, URL icon, or bookmark icon, is a file containing one or more small icons, associated with a particular website or web page.

In instances where MSCI is a partner, sponsor or collaborator with other organizations, it's important to ensure all of the logos are of equal size and weighting, with clear exclusion zones between them.

For advice regarding third party co-branding, please contact MSCI Marketing for more information.

All instances of third party co-branding using the MSCI Corporate Logo must be approved by MSCI Marketing.

The MSCI corporate logo may be used in conjunction with the logos of external organizations in co-branded applications.

Co-branding with a partner organization implies an equal relationship, therefore the logos of MSCI and the partner organization should appear to be equal.

There is a specific version of the MSCI corporate logo for use in these instances, known as the **MSCI partner logo**.

It incorporates a vertical rule to separate the MSCI corporate logo from the logo of the partner organization.

Exclusion zone

As with the exclusion zone for the MSCI corporate logo, the height of the MSCI letters in the logo are used to calculate the exclusion zone between the MSCI partner logo and any partner logo it is paired with.

Construction of partner logo with clear space
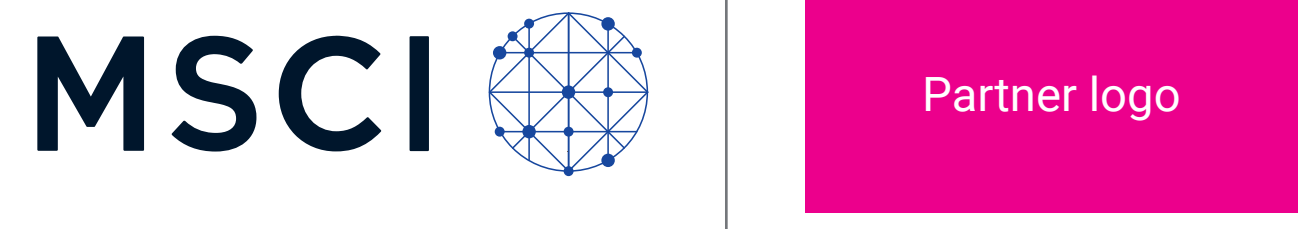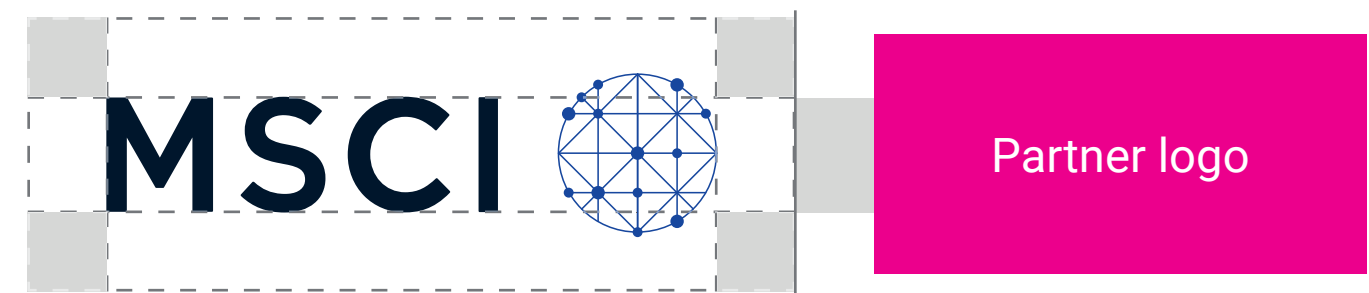
03

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Typography

AaBbCc0123

Roboto

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890*&$#@

Vid unt aut oLupta nis ilique nonsequatem essimus re voluptibea dolorro ma nia is esequas sitia voluptio mi, saperspisApis volor aut que nesendam ipiditibus siminci aut alis si quaectae parunt porum earcill.

PRIMARY TYPEFACE **FOR BOTH DIGITAL AND PRINT ARTWORK**

AaBbCc0123

Arial

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890*&$#@

Vid unt aut oLupta nis ilique nonsequatem essimus re voluptibea dolorro ma nia is esequas sitia voluptio mi, saperspisApis volor aut que nesendam ipiditibus siminci aut alis si quaectae parunt porum earcill.

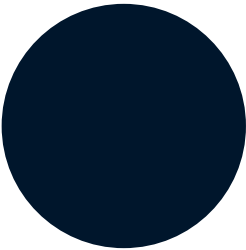SYSTEM TYPEFACE (DISTRIBUTED WITH MICROSOFT WINDOWS) **FOR EMAIL USE**

EASTERN TYPEFACES

	DEFAULT WINDOWS FONTS FOR NON-MAC USERS	**APPLE SYSTEM TYPEFACES**
JAPANESE	Meiryo	Hiragino Sans
KOREAN	Dotum	Apple Gothic, Apple LiGothic
SIMPLIFIED CHINESE	YaHei	Hei
TRADITIONAL CHINESE	JhengHei	Li Hei
ARABIC	DinArabic	DinArabic

04

Color

PRIMARY

Daintree
011b2b
PANTONE 296 C

R	1	C	100
G	27	M	80
B	43	Y	52
		K	69
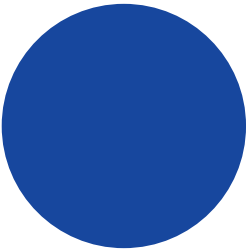
Smokey blue
0626a9
PANTONE 2736 C

R	6	C	100
G	38	M	85
B	169	Y	0
		K	0

OPTIONAL TINTS
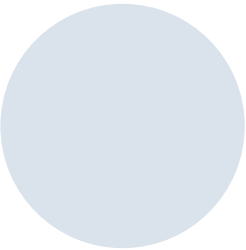
Mercury
dce3ec
PANTONE 656 C

R	220	C	16
G	227	M	8
B	236	Y	5
		K	0
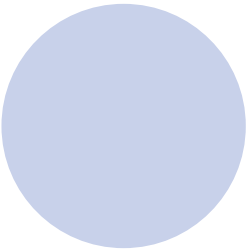
Cool marble
c7d2ec
PANTONE 2706 C

R	199	C	25
G	210	M	14
B	236	Y	1
		K	0
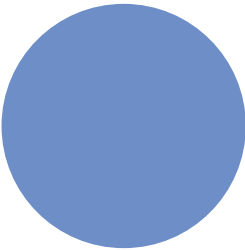
Evening blue
7692dd
PANTONE 2123 C

R	118	C	59
G	146	M	39
B	221	Y	0
		K	0
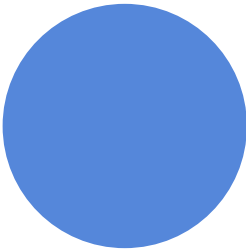
Sky blue
5987da
PANTONE 2718 C

R	89	C	68
G	135	M	44
B	218	Y	0
		K	0
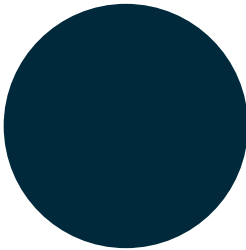
Dark ocean
00293b
PANTONE 303 C

R	0	C	100
G	41	M	73
B	59	Y	50
		K	58

GREYSCALE
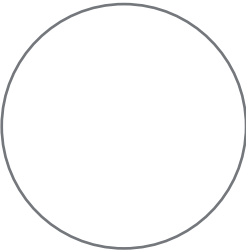
White
FFFFF

R	255	C	0
G	255	M	0
B	255	Y	0
		K	0
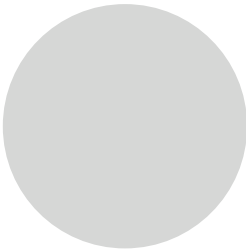
Silver
d5d7d5
PANTONE Cool Gray 1 C

R	213	C	19
G	215	M	12
B	213	Y	16
		K	0
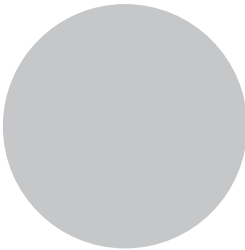
Soapstone
c6c8c8
PANTONE Cool Gray 3 C

R	198	C	26
G	200	M	18
B	200	Y	20
		K	1
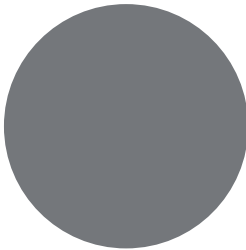
Flint
73787c
PANTONE Cool Gray 9 C

R	115	C	55
G	120	M	42
B	124	Y	38
		K	22

SECONDARY
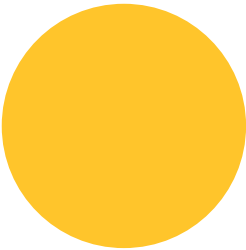
Marigold
ffc62d
PANTONE 123 C

R	255	C	0
G	198	M	25
B	45	Y	86
		K	0
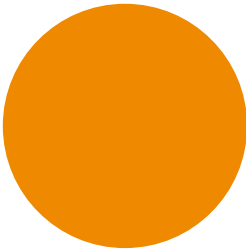
Tangerine
f08900
PANTONE 144 C

R	240	C	1
G	137	M	54
B	0	Y	100
		K	0
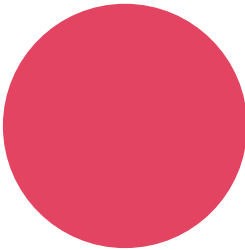
Carnation
e44261
PANTONE 198 C

R	228	C	3
G	66	M	85
B	97	Y	46
		K	0
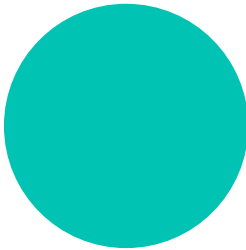
Turquoise
00c4b3
PANTONE 3265 C

R	0	C	81
G	196	M	0
B	179	Y	42
		K	0
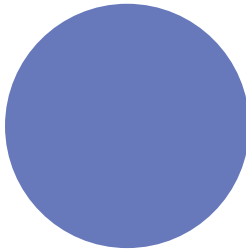
Moody blue
6c7bd3
PANTONE 2124 C

R	108	C	65
G	123	M	52
B	211	Y	0
		K	0
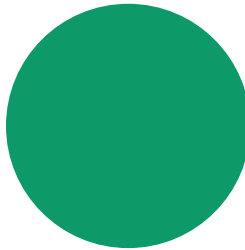
Jade
00945e
PANTONE 340 C

R	0	C	98
G	148	M	5
B	94	Y	79
		K	0

White

PMS Cool Gray 1C

PMS Cool Gray 3C

PMS 656 C

PMS 2706 C

PMS 2123 C

PMS 2736 C

PMS 123 C

PMS 144 C

PMS 3265 C

colors for dark backgrounds

PMS 296 C

PMS 303 C

PMS Cool Gray 9C

PMS 2736 C

PMS 123 C

PMS 144 C

PMS 198 C

PMS 3265 C

PMS 2124 C

PMS 340 C

colors for light backgrounds