



LOGOTYPE



Primary Logotype

The MSD Logotype should be used where possible.



Contrast Logotype

When using a dark background, use a white Logotype.



B&W Logotype

It is acceptable to use a black Logotype in black and white print.



LOGOTYPE



Spatial Relationship

The Logotype must always have a minimum area of negative space that equals $1/4$ of the total height. Nothing else should reside within that space.



Common Logotype Mistakes

- **DO NOT** incorporate the MSD Logotype into your own company identity.
- **DO NOT** alter the shape or color.
- **DO NOT** use artwork that has been rendered to look three-dimensional or have a reflective shine.
- **DO NOT** add shadows, reflections or glowing effects.
- **DO NOT** use on cluttered or overly patterned backgrounds.
- **DO NOT** add a stroke to the Logotype.
- **DO NOT** make additions to the Logotype.



COLORS

Palette

The colors for MSD are Red (Pantone 485 C) & Black (Pantone Black 6 C). These colors are used to identify MSD on core items such as vehicle layout, signage and official correspondences.

All MSD colors are not to be paired with any other colors



- **PANTONE** - 185 C
- **CMYK** - C - 1.63 / M - 100 / Y - 92.86 / K - 0.09
- **RGB** - R - 234 / G - 0 / B - 41
- **HEX** - ea0029



- **PANTONE** - Black 6 C
- **CMYK** - C - 81.91 / M - 70.96 / Y - 59.18 / K - 75.22
- **RGB** - R - 16 / G - 24 / B - 32
- **HEX** - 101820



Facebook

MSD branded Facebook pages containing MSD in the name must use the square MSD Logotype image as the profile image. No additional text or imagery may be added to the image unless approved by MSD. The background must be white.

Instagram

MSD branded Facebook pages containing MSD in the name must use the square MSD Logotype image as the profile image. No additional text or imagery may be added to the image unless approved by MSD. The background must be white.

Other Images

Any other images and text (banners, shared content and posts) on social media may not contain other brands, logos or products.

Tagging

MSD main account should be tagged first in all posts made from MSD branded pages.



BRAND MISSION



MSD strives to lead the aftermarket automotive industry through excellence in customer experience, branding and product quality and performance. Adhering to these guidelines assures that you are aligned with MSD image, which projects these values.



TYPEFACE

Typeface Options

United Sans Regular is used to represent MSD in digital and print media. This typeface gives our words an accent that reflects the company's personality. It is available in a wide range of weights that can be used to create emphasis and differentiation to our media. Italicized versions of this typeface are acceptable for headings and titles.

United Sans Regular - Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

United Sans Regular - Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

United Sans Regular - Heavy

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

United Sans Regular - Black

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz