MSA **New Logo Form**

MSA LOGO EXPRESS®

Please send original artwork as a file attachment to **logo.express@msasafety.com**.
Vector files are preferred.
File extensions include: Illustrator (**.ai, .eps or .pdf**) with "Outlined" text.
CorelDraw (**.cdr**) with "convert to curve" text.

END USER NAME	
DISTRIBUTOR NAME AND EMAIL	
TELEPHONE	
PO#	
SHELL PN#	

SHELL MODEL (Click shell name for example) *Must select at least one*	V-Gard V-Gard 500 Vented V-Gard 500 Non-Vented Freedom Series Topgard SmoothDome V-Gard H1 Skullgard Thermalgard Bump
SHELL STYLE *Must select at least one*	Cap Full-Brim Hat
SHELL COLOR	
If ink colors are known, please provide the PMS# *(we use coated inks)*. **If ink colors are NOT known, the designers will match the inks.**	Need designers to match ink colors.

LOGO INFORMATION	**NEW LOGO NAME**	**EXISTING LOGO NAME**	**BL# (IF KNOWN)**
FRONT			
RIGHT			
LEFT			
REAR			
STRIPE PART NUMBER *(if applicable)*			
STRIPE COLOR			
STRIPE DESCRIPTION			
COMMENTS— *use this section for special instructions*			

Please send original artwork as a file attachment. (Do not cut & paste image into email.) Vector files are preferred.
File extensions include: Illustrator (.ai, .eps or .pdf) with "Outlined" text. CorelDraw (.cdr) with "convert to curve" text.
Other acceptable file extensions include (.tif, .jpg or .bmp) at ≥ 300 dpi when the image is 3.5" wide.

Trouble opening the Vector file (.ai, .eps or .pdf)? These file types often require special software packages to view.
Send it as an attachment to our Logo Express team. They will confirm it meets the requirements outlined above.

Who can you contact to obtain a logo Vector file? Many times these files are managed and utilized by your Marketing, Sales or Legal team.

For more information on Personalization visit **https://us.msasafety.com/customhardhats**

Below is a summary of the preferred and alternate ways to submit artwork to MSA Logo Express Service. Please review the document for process details.

METHOD FOR SUBMITTING ARTWORK	Preferred method: Visit www.MSAsafety.com/logoexpress Alternate method: Electronic file emailed to your MSA Distributor
PROGRAMS FOR SUBMITTING ARTWORK	CorelDRAW *(version X6 or lower)* Adobe Illustrator *(version CS6 or lower)* Adobe Photoshop *(version CS6 or lower)*
ARTWORK FILES	**Vector Files:** .cdr *(CorelDRAW)* .ai *(Adobe Illustrator)* .eps *(Encapsulated Postscript)*
FONT REQUIREMENTS	■ Convert all fonts to "outlines" (Adobe Illustrator) or "curves" (CorelDRAW). ■ Provide a list of actual fonts used with artwork file. Font type must be TrueType and/or PostScript Type 1.

Submitting Artwork

Preferred Method for Submitting Artwork

SAVES up to 3 DAYS when compared to alternative methods.

Steps to complete your on-line logo configuration order:

1. Visit: http://webapps2.msasafety.com/logo-express/#/intrologin
2. Select "No" when asked are you a distributor.
3. Select "Customize Now".
4. Choose a standard.
5. Select your hard hat and click "Customize It".
6. Choose your size.
7. Choose your suspension (Fas-Trac III is recommended).
8. Choose your shell color.
9. Choose any striping you wish to include.
10. Upload your logo or chose from a stock logo.
    - Logos cannot be trademarked or of any sports team without the written consent of the logo owner.
    - For optimum quality and turnaround, please submit artwork as a vector file format.
    - Acceptable formats include: CDR, AI, and EPS. Don't have a vector file? We also accept these formats: JPG, PDF, TIFF, PNG, BMP and GIFs
11. Place your order.
    If you are the end user:
    - Save and email.
    - Review terms and click "Accept".
    - Complete form and send email to:
      - Distributor Name
      - Distributor Email
    If you are a Channel Partner, you can place the order once you have completed the logoing process OR you can enter in the code emailed to you by the end user to finalize the ordering process.

Alternate Method for Submitting Artwork

1. Send the artwork by email to the MSA distributor taking your order. They will send it to MSA Logo Express Service.
2. Name the Pantone Matching System (PMS) ink colors used in your artwork (if you know them). Type the actual numbers in the email, as colors sometimes don't transmit properly through email. For example, MSA's logo is green, but specifically, the color of our brand logo is PMS 355.
3. Provide all linked graphics and fonts *(see "Font Submission")*

Note: Should you not have access to email please contact MSA Logo Express for alternate methods.

Personalization

The same quality and precision that MSA logos have become famous for is now available with personalization. You can add your name, ID#, title or anything else with this option. Fill out form ID# 0617-17-MC and submit with order. ONLY AVAILABLE FOR V-GARD LINE OF MSA HARD HATS.

Did you know?

*If you **only** have other types of artwork, (e.g. printed copies of letterhead or business cards), please contact MSA Logo Express Service for submission instructions.*

If you are personalizing your hard hat, please fill out form ID #0617-17-MC.

Artwork Files

Preferred Artwork Files

For optimum quality and turnaround, please send artwork to MSA Logo Express Service as a vector file (e.g. EPS and AI files). Vector files can be scaled and edited without loss of resolution. Examples of acceptable vector files include:

- **.cdr** (CorelDRAW)
- **.ai** (Adobe Illustrator)
- **.eps** (Encapsulated Postscript)

If you don't have a vector file to send, please contact the designer or creative agency who developed the original artwork. If you are unable to acquire a vector file, the MSA Logo Express Service design team will work with what is available; however, this could result in additional costs and may delay completion of your order.

Did you know?

Changing the file extension of non-vector artwork does not convert it to a vector file. Similarly, opening a low-resolution file (e.g. JPEG) and then "re-saving" it as a high resolution file (300 dpi or higher) won't work either. Either of these scenarios could stall the printing process and increase your cost and delivery time since our design team may have to recreate the file.

Alternate Artwork Files

Unlike vector artwork, raster files cannot be scaled without loss of resolution and are difficult to edit. Although not the preferred file format, MSA Logo Express still accepts raster files. Please keep in mind that raster files may require increased preparation time to ensure the quality of your final printed logo. Examples of raster files are shown below:

- **.jpg** (JPEG file)
- **.pdf** (Portable Document file)
- **.tif** (TIFF file)
- **.png** (Portable Network Graphics)
- **.bmp** (Bitmap file)
- **.gif** (Graphics Interchange file)

Did you know?

When selecting a helmet color, be sure to take into account how the colors in your artwork will coordinate with it. Conflicting colors can complicate the printing process. For example, if you select a black hard hat and your logo is also black, MSA Logo Express Service may have to "reverse" your logo (e.g. convert it to white) so the artwork will be visible on the helmet.

Did you know?

Vectors	vs	Pixels

Vector-based images are scalable to any size.

- **Adobe Illustrator (.ai, .pdf, or .eps) & Corel Draw (.cdr) are usually vector-based images**

Note: Just because a file is saved as .ai, .pdf, or .eps doesn't always mean it's a vector.

Magnify a vector image as close as you want... it doesn't lose its resolution.

Pixel-based (*aka* bitmap or raster) **images** are made out of pixels and are resolution dependent. The number of pixels an image contains is linked to the resolution setting. Once the resolution is set, only resampling (re-scanning) the image will create a larger image; however, this technique will *not* achieve a true higher resolution image.

- **Adobe Photoshop (.psd) are usually pixel-based images**

Magnify a pixel image and most of the details are lost. This makes it very difficult to redraw the artwork. If a pixel image is your only option, please try zooming in on it. If you can't make out the details, neither can we.

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Font Submission

Failure to specify or provide files for the typefaces used in your artwork is the most common source of delays and logo errors. If your artwork includes text, please be sure to:

■ Convert type to outlines:

  • **Adobe Illustrator** (Type > Create Outlines)
  • **Corel Draw** (Convert to Curves using Ctrl+Q or Command+Q)

■ Submit a list of all fonts used, along with the actual font files. All fonts should be TrueType and/or Postscript Type 1 formats.

NOTE: Do not use Helvetica Narrow; it is unreliable and could complicate the printing process.

Logo Measurements Chart

		V-Gard Super-V Thermalgard SmoothDome	V-Gard 500*	Topgard	Comfo Cap	Skullgard	Bump Cap (1 color only)		V-Gard H1
Shell Type									
LOGO LOCATION	**FRONT** Width	3½"	3½"	3"	NOT AVAILABLE	3½"	2"	*Square Images* 1⅞"	3½"
	Height	2"	2"	1½"		2"	2"	1⅞"	2"
	BACK Width	3½"	3½" x ¾"	3"	NOT AVAILABLE	3½"	NOT AVAILABLE	*Back Left* 3" / *Back Right* 3"	
	Height	2"	2" x 2"	⅞"		2"		2" / 2"	
	SIDES Width	3½"	3½"	3"	3½"	NOT AVAILABLE	NOT AVAILABLE	NOT AVAILABLE	
	Height	2"	2"	1½"	2"				

MSA LOGO EXPRESS®

QUESTIONS? Please contact MSA Logo Express Service at:

Email: Logo.Express@MSAsafety.com
Phone: 1-800-MSA-Logo (1-800-672-5646)   **Fax:** 724-325-2252
Address: MSA Logo Express Service, 3880 Meadowbrook Road, Murrysville, PA 15668-1753

MSA operates in over 40 countries worldwide. To find an MSA office near you, please visit *MSAsafety.com/offices*.