MSA
The Safety Company

MSA **Logo**

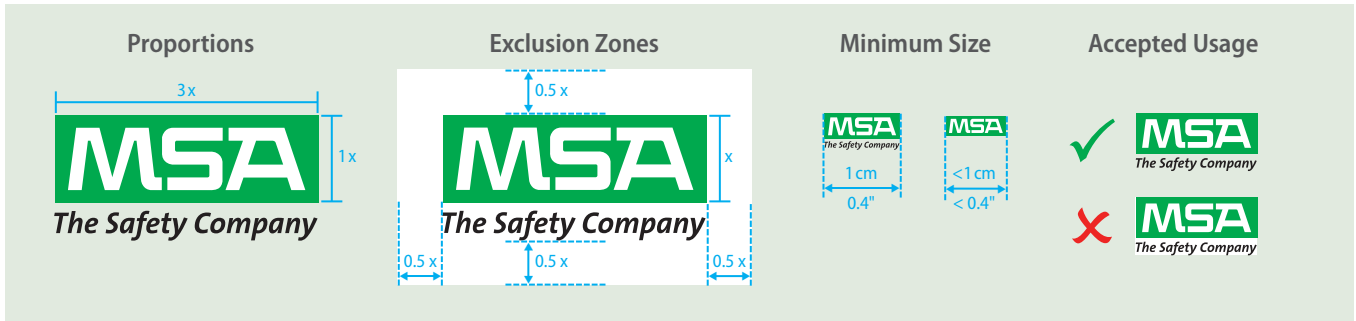| Proportions	Exclusion Zones	Minimum Size	Accepted Usage

- Consists of a green rectangle (PMS 355) with a **3:1 ratio**, the *MSA* letters (White) and the tagline *The Safety Company* (Black)
- **Tagline is a fixed part of the logo** and should not be added manually
- **Minimum distance around the logo** is half the height of the green rectangle
- **Minimum width of the logo** with tagline is 10 mm (for smaller applications, tagline can be deleted)
- Logo must always have **good contrast with the background** to ensure maximum legibility
- On colored backgrounds always use the **logo version with transparent background**

Logo formats for print publishing (CMYK)

EPS: vector illustration that can be resized without quality loss
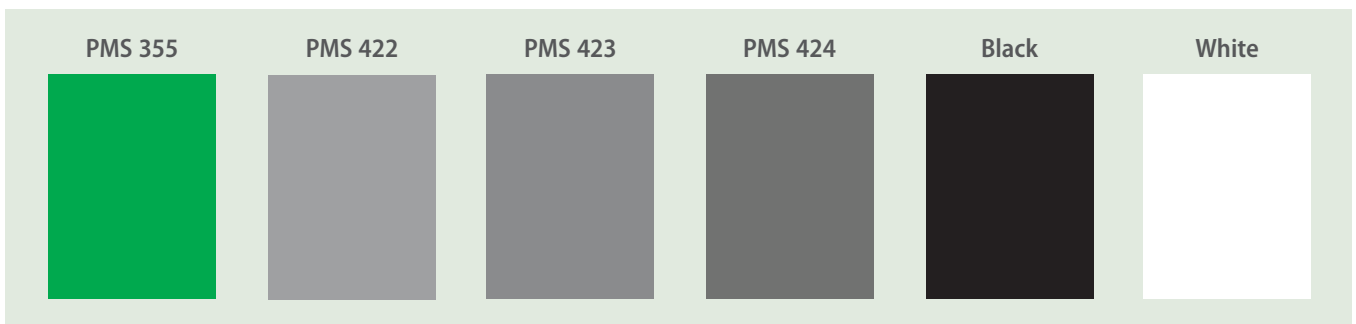**TIF:** for high-quality printing projects, as long as they don't need to be enlarged

Logo formats for online publishing (RGB)

JPG: preferred for internet use because of the small file size and fast load time
PNG: for internet use or presentations anywhere the logo is used on top of another graphic or solid color other than white

All approved variants of the **MSA logo** and a big selection of **MSA pictures** are available at *http://images.msa-europe.com/*

MSA **Color Palette**

PMS 355	PMS 422	PMS 423	PMS 424	Black	White

MSA Green

- Pantone: **PMS 355** (professional printing with spot color)
- CMYK: **C 94, M 0, Y 100, K 0** (professional printing)
- RGB: **R 0, G 149, B 52** (desktop printing, screen & web applications)
- RAL: **150 50 60** (varnish & powder coating as well as for plastics)

Shades of Gray

- Pantone: **PMS 422** / CMYK: C 40, M 31, Y 28, K 0
  RGB: R 169, G 169, B 171 / RAL: 000 70 00
- Pantone: **PMS 423** / CMYK: C 49, M 39, Y 35, K 1
  RGB: R 147, G 148, B 149 / RAL: 000 60 00
- Pantone: **PMS 424** / CMYK: C 58, M 47, Y 42, K 9
  RGB: R 118, G 122, B 125 / RAL: 000 50 00