



BRAND GUIDELINES

INTRODUCTION

Welcome to the MS16 Brand Guidelines

The MS16 branding is more than just a logo, it's a combination of core elements that work together to make the brand instantly recognisable.

This document provides the fundamental principles that make the MS16 identity.

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I. ABOUT US

About MS16

Our approach to active investment management is based on an investment process that fully integrates sustainability analysis into our decision-making and is focused on long-term performance. Our investment process underpins our differentiated thinking about the dynamics that drive and influence the performance of companies. We construct portfolios of sustainable companies with the confidence derived from our deep research and analysis.

sustainable company is:

- One whose current earnings do not borrow from its future earnings
- One whose sustainability practices, products and services drive revenues, profitability and competitive positioning, and
- One that provides goods and services consistent with a low-carbon, prosperous, equitable, healthy and safe society.

Our mission

To deliver superior investment performance by consistently taking a long-term view and fully integrating sustainability research within a rigorous framework of traditional financial analysis.

Delivering outstanding investment results will also achieve our goal of providing the business case for sustainable capitalism.

To create long-term partnerships by delivering differentiated investment insight and exceptional service.

To attract, retain and develop best professionals within a passionate culture and with who we share a commitment to our values.

II. LOGO

Our logo is the key building block of our brand identity. It is the primary visual element that identifies us. The logo is a combination of the symbol itself and our company name.

This primary logo is our official brand element and should always be used when circumstances allow. This is the clearest way we can represent our company visually.



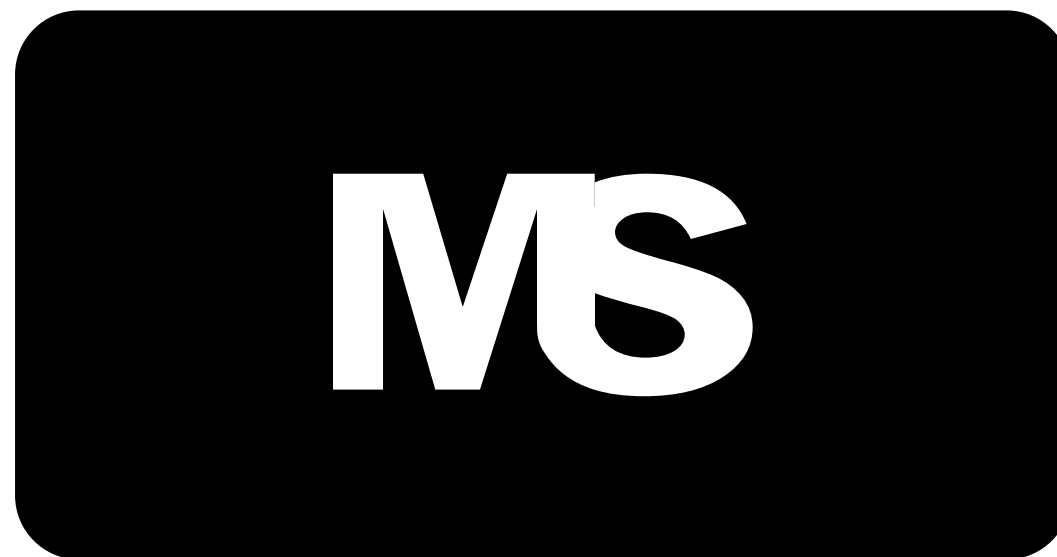
Primary logo



Primary icon



This option is used when printing with one ink.

The logo consists of the letters 'M' and 'S' in a bold, sans-serif typeface. The 'M' has a thick vertical stem and a slightly curved top. The 'S' is rounded and follows the curve of the 'M'. The entire logo is rendered in a medium gray color.



MS



MS



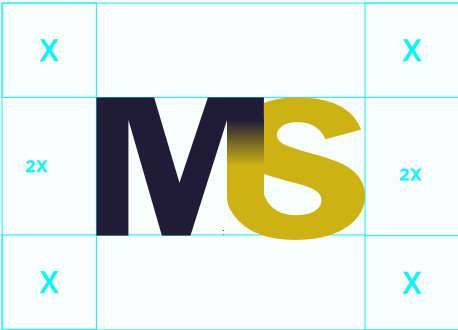
MS



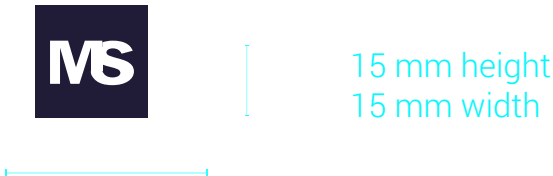
MS

Whenever you use the logo, it should be surrounded by clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

The clear space zone is equivalent to the logo icon scaled down to 50%.

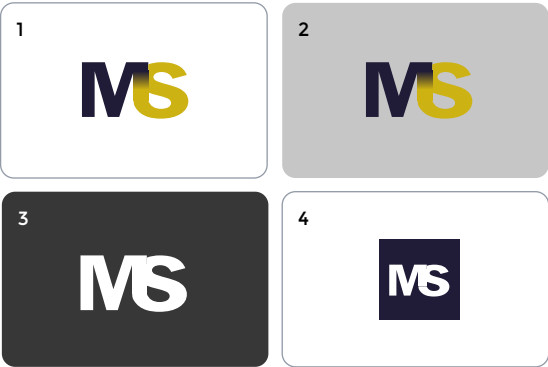


Our logo should always be clearly visible and readable when used. The following is the minimum width and height of logo is to be used for print and website.



DO'S

- 1. This is the preferred logo version.
- 2. The logo must be clearly legible.
- 3. Black/White version is used in mono printing.
- 4. This icon is used when circumstances do not allow the use of the primary logo.

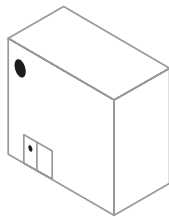


DON'TS

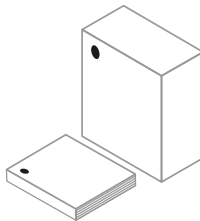
- 1. Don't change the colour of the logo.
- 2. Don't add outline to the logo.
- 3. Don't put the logo on a background without sufficient contrast.
- 4. Don't modify the logo.
- 5. Don't rotate the logo.
- 6. Don't change the opacity of the logo
- 7. Don't stretch or condense the logo.
- 8. Don't change the font.
- 9. Don't crop the logo.



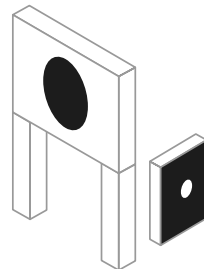
The following represents the recommended positioning options for the logo. The choice of positioning always serves as the first impression of our company.



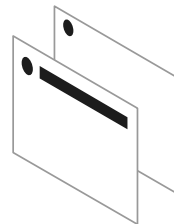
Building signage:
Primary exterior



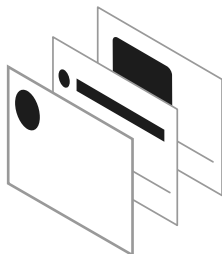
Packaging:
Box
Documentation



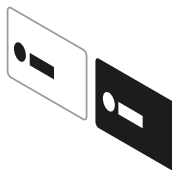
Tradeshow:
Primary view
Secondary view



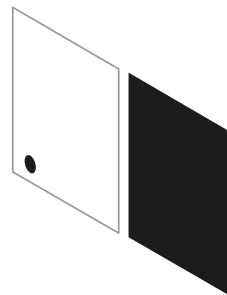
Websites:
Homepage
Secondary pages



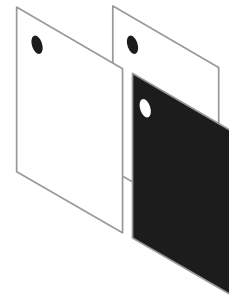
PowerPoint:
Title page slides
Section dividers



Business card:
Front and back



Advertising:
Single pages

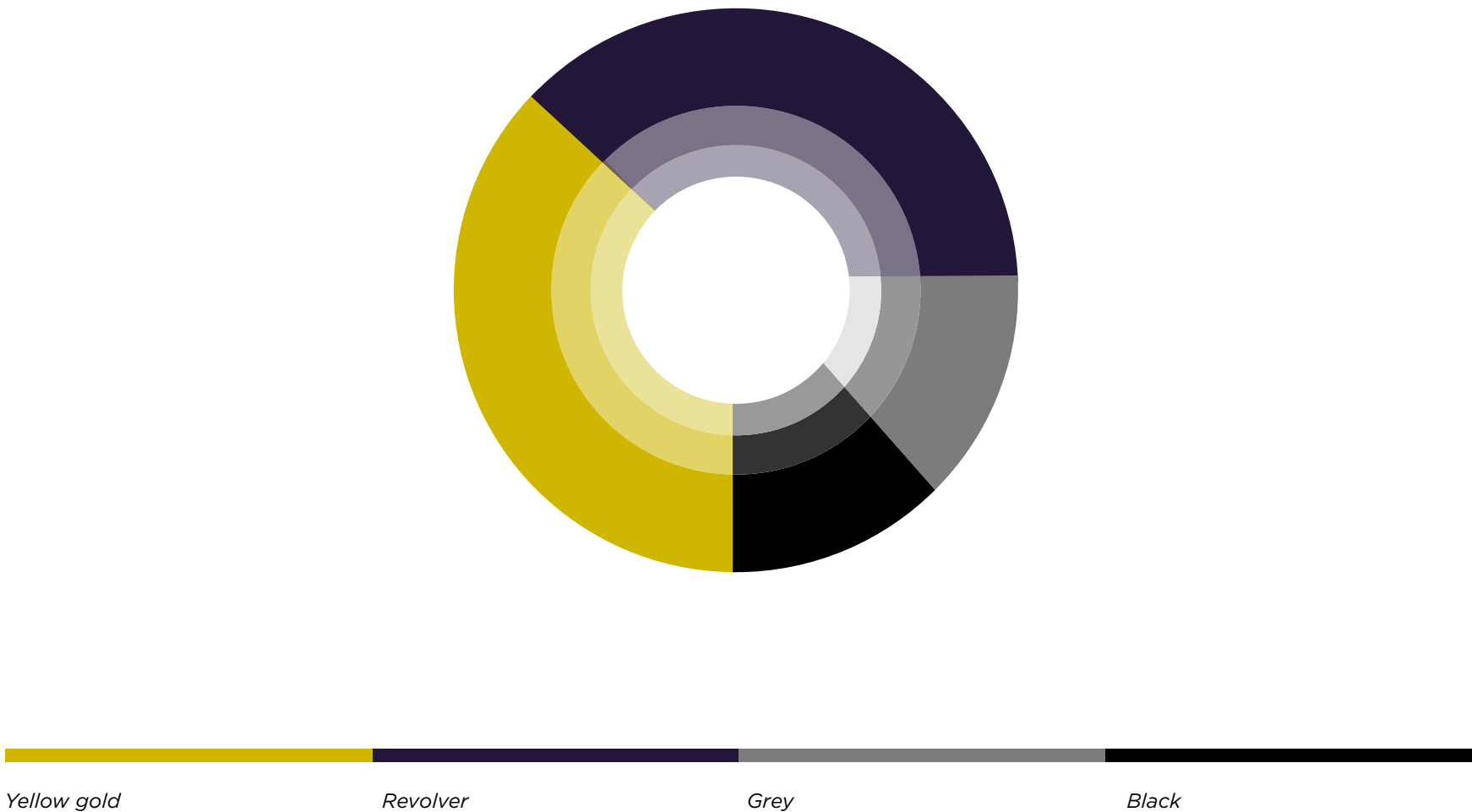


Collateral:
Cover vs. interior

III. COLOURS

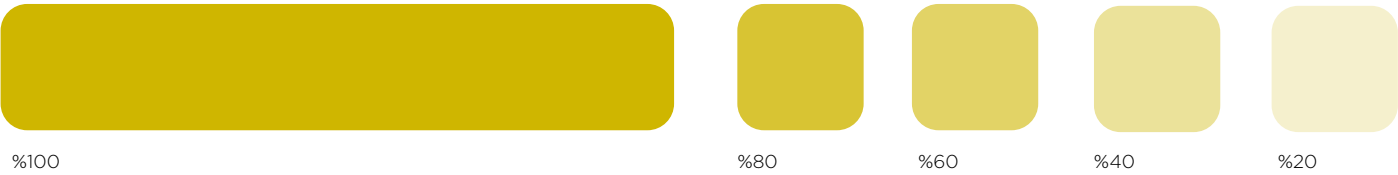
Colour plays an important role in the MS16 brand identity. The colours below are recommendations for various media.

Colour is an integral part of brand identity. Consistent use of the colour palette not only reinforces the cohesiveness of the brand, but also serves a psychological purpose by communicating certain feelings to our audience.
Our colour palette consists of the following:



Yellow Gold

CMYK (21, 21, 98, 4)
RGB (207, 182, 0)
HEX cfb600
Pantone 7406 C



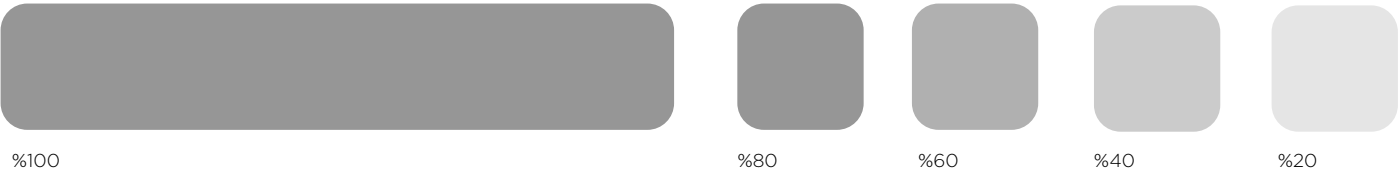
Revolver

CMYK (96, 99, 40, 55)
RGB (34, 23, 57)
HEX 221739
Pantone 2765 C



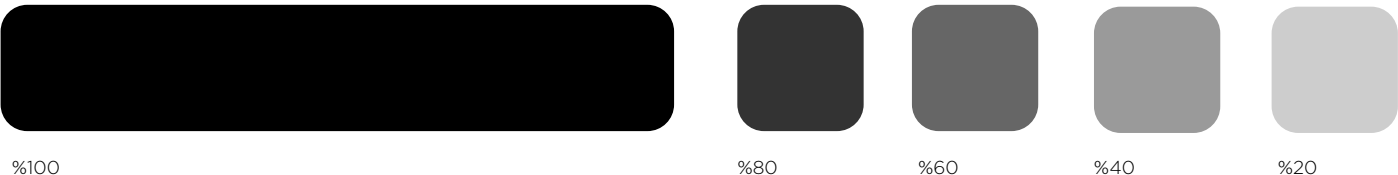
Grey

CMYK (51, 44, 44, 22)
RGB (124, 124, 124)
HEX 7c7c7c
Pantone 7539 C



Black

CMYK (91, 79, 62, 97)
RGB (0, 0, 0)
HEX 000000
Pantone --



IV. TYPOGRAPHY

Typography hierarchy is another form of visual hierarchy. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information.

Usage	Description
Montserrat is used for the body text,	The old posters and signs in the traditional Montserrat neighborhood of Buenos Aires inspired Julieta Ulanovsky to design this typeface and rescue the beauty of urban typography that emerged in the first half of the twentieth century. As urban development changes that place, it will never return to its original form and loses forever the designs that are so special and unique. The letters that inspired this project have work, dedication, care, color, contrast, light and life, day and night! These are the types that make the city look so beautiful. The Montserrat Project began with the idea to rescue what is in Montserrat and set it free under a libre license, the SIL Open Font License.

Glyph	Characters
Aa	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 9876543210 (!@#\$%&.,? : ;)

Example	
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad

Usage

Poppins is used as an alternative font for headings and subheadings.

Description

Poppins is the secondary brand typeface. Its clean, contemporary style accentuates the experience we deliver to our customers.

Glyph

Characters

Aa

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
9 8 7 6 5 4 3 2 1 0 (! @ # \$ % & . , ? : ;)

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
9 8 7 6 5 4 3 2 1 0 (! @ # \$ % & . , ? : ;)

Example

Title example

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit

Title example

esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad

MS

For further information please contact: <https://ms16.eu/>