Morgan Stanley

Logo Usage Guidelines

Do's

Color Variations

The Morgan Stanley logo is only available in 100% black on light backgrounds, or reversed to 100% white on dark backgrounds.

Minimum Clear Space

Separate the Morgan Stanley logo from surrounding text, graphics and/or images with a minimum area of isolation equal to the height of the M in the signature.

Minimum Size

The minimum allowable size for printed applications is 1" wide, as shown. On typical, US letter-sized layouts, the logo is 2.1875" wide.

The minimum size for on-screen applications is 72 pixels wide by 11 pixels tall, as shown. On our website, the logo is 170 pixels wide by 26 pixels tall.

Logo Placement

The Morgan Stanley logo is always positioned in the top-left corner across all print and digital properties.



Morgan Stanley

Minimum size for print 1" overall logo width



Minimum size for on-screen

Morgan Stanley

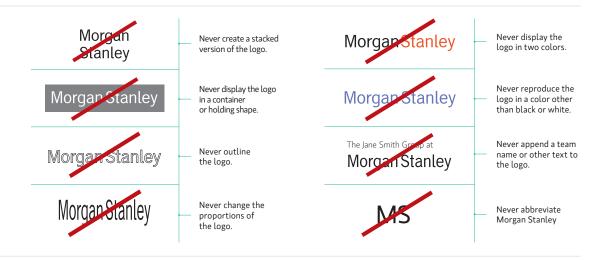
Typical size for print (US letter-sized layout)



Typical size for on-screen (website) 170px wide x 26px tall

Don'ts

Never modify or redraw the logo in any way.



Approvals

All questions regarding the appropriate use of the Morgan Stanley logo should be sent to brandinfo@morganstanley.com.