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.

Don'ts

Never modify or redraw the logo in any way.

Never create a stacked version of the logo.

Never display the logo in a container or holding shape.

Never outline the logo.

Never change the proportions of the logo.

Never display the logo in two colors.

Never reproduce the logo in a color other than black or white.

Never append a team name or other text to the logo.

Never abbreviate Morgan Stanley.

Approvals

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