

Standard Logo Usage Guidelines

The standard Morgan Stanley logo should be used on all firmwide communications, including print, web and branded merchandise.

Do's

In 2022, the standard Morgan Stanley logo was modernized to reflect our updated enterprise brand positioning and bolder visual identity. For all new materials, please use the current version of the logo.

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 clear space equal to the height of the M in the logo.

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 130 pixels wide by 20 pixels tall.

Logo Placement

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

~~Morgan Stanley~~

PREVIOUS LOGO

Morgan Stanley

CURRENT LOGO

Morgan Stanley

26px

2.1875"

Typical size for print (US letter-sized layout)
2.1875" overall logo width



Morgan Stanley

130px

Typical size for on-screen (website)
130px wide x 20px tall

Morgan Stanley

1"

Minimum size for print
1" overall logo width

Morgan Stanley

72px

11px

Minimum size for on-screen
72px wide x 11px tall

Don'ts

Never modify or redraw the logo in any way.

~~Morgan Stanley~~

Never display the logo in a container or holding shape.

~~Morgan Stanley~~

Never outline the logo.

~~Morgan Stanley~~

Never change the proportions of the logo.

~~Morgan Stanley~~

Do not use older version of the logo.

~~Morgan Stanley Smith Barney~~

Never use the Morgan Stanley Smith Barney logo.

~~Morgan Stanley~~

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

~~The Jane Smith Group at Morgan Stanley~~

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

~~MS~~

Never abbreviate Morgan Stanley

Approvals

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

Stacked Logo Usage Guidelines

The stacked logo is intended to be used a limited number of applications, specifically on firmwide communications for social, apps, avatars, favicons and select branded merchandise.

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.
- For Morgan Stanley owned channels, please use a DARK BLUE background (HEX #002B51; RGB: 0, 43, 81)

Social/Digital/Mobile Applications

- The Morgan Stanley logo never appears in a shape unless it is for a digital or social application. Only in this case does the logo violate the minimum M clear space around the logo.
- For the app store icon of 250 x 250 px the logo size is 172 by 108 px.
- For a social profile avatar of 140 x 140 px the logo is 135 by 85 px.
- For favicon, the minimum size is 14 px wide by 8.8 px tall within a 16 px by 16 px dark blue background.

Print Applications (Branded Merchandise)

Minimum Clear Space

- When applying logo to merchandise, the Morgan Stanley logo requires a minimum clear space from surrounding text, graphics and/or images with a minimum area of isolation equal to the height of the M in the signature.
- 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.

Social/Digital/Mobile Applications



App Store Icon
App Store Size:
250 x 250 px
Logo: 172px by 108px

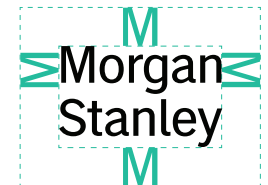


Social Profile Avatar
Standard Avatar Size:
140 x 140 px
Logo: 135px by 85px



Favicon
14 px wide x 8.8px tall

Print Applications (Branded Merchandise)



Morgan Stanley

0.5"
Minimum size for print
0.5" overall logo width

Don'ts

Never modify or redraw the logo in any way.



Never outline the logo.



Never change the proportions of the logo.



Do not use older version of the logo



Never use the Morgan Stanley Smith Barney logo



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

Since the stacked version of the Morgan Stanley logo should only be used in limited circumstances, please email brandinfo@morganstanley.com to get approval prior to use.