



Styleguide

Guidelines for the
msg Corporate Design

As of: April 2026

value – inspired by people

•msg

Contents

Introduction	3	Basic Elements	4	Design Examples	29	Other Logos	49
Logo.....	5	Logo.....	5	Office Equipment.....	30	Internal Labels.....	50
Brand Colours.....	8	Brand Colours.....	8	Flyer.....	34	Product Logos.....	51
Claim.....	9	Claim.....	9	Success-Storys.....	35	Location Logos.....	52
Corporate Font.....	10	Corporate Font.....	10	Postcards.....	36	Logos of the Endorsed Brands.....	53
Design Grid.....	13	Design Grid.....	13	Broschures.....	37	Double-Branding Guidelines.....	54
Design Concept.....	17	Design Concept.....	17	E-Mail-Binders.....	39		
Imagery.....	19	Imagery.....	19	Notepads.....	40	Support/Contact Persons	55
Picture Frame.....	23	Picture Frame.....	23	Flags.....	41		
Color/Pattern Gradient.....	24	Color/Pattern Gradient.....	24	Roll-ups.....	42		
3/4-Circle.....	26	3/4-Circle.....	26	Exhibition Stand.....	43		
Graphic Elements.....	27	Graphic Elements.....	27	Advertisements.....	44		
Tables, Storage, Contact Person.....	28	Tables, Storage, Contact Person.....	28	Posters.....	45		
				Presentations.....	46		
				Social Media.....	47		
				Website.....	48		

Introduction

The present style guide is the design guideline for all msg communication media. It is not intended as a rigid set of rules, but as a support tool for various design tasks.

The style guide defines the use of the logo, the application of the corporate colors and fonts, and determines the design grid as well as the imagery. The individual elements interlock in such a way that their interplay results in a distinctive external representation of msg. Despite its binding nature, the style guide allows room for product- and target-group-specific solutions.

In addition to specifying important design constants, concrete examples show how the style guide can be applied to bring communication materials to life.

Group Marketing & Communications
msg group

Basic Elements

The basic elements define how the various image and text components are combined in the design of the communication materials. To create a uniform appearance with a high recognition value, these guidelines should be applied consistently in the design process.

Basic Elements

Logo



CMYK 0/100/60/37
Pantone 194

CMYK 0/0/0/70
Pantone Cool Gray 11



Implementation b/w

CMYK 0/0/0/100

CMYK 0/0/0/100



White conversion on
gray surface

Branding gives the corporate identity a visual form. It ensures that msg stands out from its competitors, is unmistakable, and recognizable. The logo is the most prominent design element of the brand identity.

The idea behind the msg logo

The logo is a distinctive unit consisting of a clearly constructed lettering and a red dot in front of the company name. This design gives the logo an additional meaning: it is – comparable to .doc, .jpg – like a file extension. This makes it clear that msg sets a quality standard for modern software solutions. Accordingly, the red dot is an essential design element.

Please note:

The logo may not be altered in any way, whether through colors, scaling or combination with text!

Basic Elements

Logo

Logo Clear Space

It is important to ensure that the logo maintains the specified distance from the side edges and other design elements. No other element – whether textual or design-related – may be placed within this protected space. The red dot must always remain free-standing. The business stationery uses the left edge of the letter „m“ as the baseline for text blocks positioned below the logo. (also see **Office Equipment**).

The distances between the logo and the page edges may vary, but are always relative to the format of the respective communication material (see **Design Grid**). The adjacent dimensions refer to DIN A4 materials.



The clear space of the logo corresponds at least to the height of the „m“.

Horizontal Alignment

The logo is generally aligned to the right. There must always be a free space to the left of the logo. Exceptions are possible in special cases and after consultation with GMC.

Vertical Alignment

In the vertical axis, the logo can be positioned both at the bottom and at the top of the page. The following general rule applies: For business stationery or materials that require this for visibility reasons (e.g., trade fair banners and press releases), the logo is placed at the top right. For print materials such as brochures, folders, advertisements, etc., the logo is at the bottom right.



Logo placement at the top right
(using the example of letterhead)



Logo placement at the bottom right
(using the example of a DIN A4 portrait brochure)

Basic Elements

Logo

Logo Size and Placement

The distance between the logo and the page edge is defined by the module/modular system (see **Design Grid**). The distance to the right edge is half the width of a module. When positioned at the top, this measurement also corresponds to the distance to the top edge. When positioned at the bottom, the distance to the bottom edge is 5 units of the baseline grid.

The logo size for portrait formats corresponds to a width of 4 half modules (for DIN A4 = 42 mm) and for landscape formats to a width of 3 half modules (for DIN A4 = 44.55 mm).

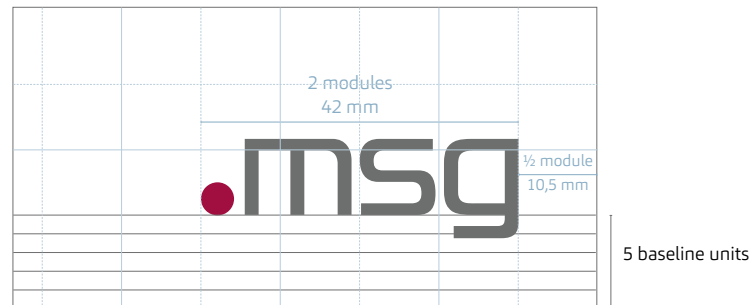
The table lists example logo sizes for different DIN formats.

Format-Dependent Logo Sizes

Format	Specifications for Portrait Format		Specifications for Landscape Format	
	Logo Width	Distance to Page Margin	Logo Width	Distance to Page Margin
DIN A6*	21,00 mm	5,25 mm	22,20 mm	7,40 mm
DIN A5	29,60 mm	7,40 mm	31,50 mm	10,50 mm
DIN A4	42,00 mm	10,50 mm	44,55 mm	14,85 mm
DIN A3	59,40 mm	14,85 mm	63,00 mm	21,00 mm
DIN A2	84,00 mm	21,00 mm	89,10 mm	29,70 mm
DIN A1	118,80 mm	29,70 mm	126,15 mm	42,05 mm
DIN lang	21,00 mm	5,25 mm	31,50 mm	10,50 mm
DIN C6	22,80 mm	5,70 mm	24,30 mm	8,01 mm
DIN C5	22,80 mm	5,70 mm	34,35 mm	11,45 mm
DIN C4	45,80 mm	11,45 mm	48,60 mm	16,20 mm

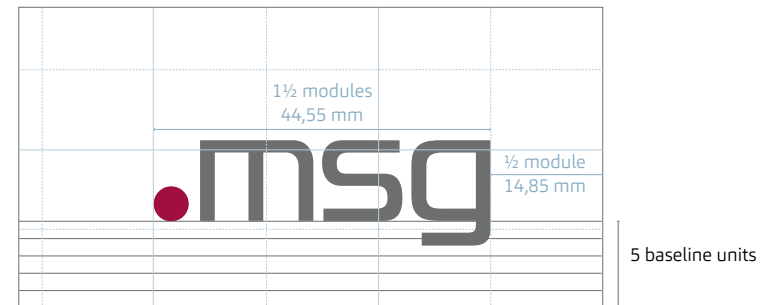
* As with the logo, a minimum size also applies to the distance to the edge of the page. For formats smaller than DIN A6, these specifications must not be undercut!

Logo placement using the example of DIN A4 portrait



half module for DIN A4 portrait = 10.5 mm, 4 half modules = 42 mm

Logo placement using the example of DIN A4 landscape



half module for DIN A4 landscape = 14.85 mm, 3 half modules = 44.55 mm

Basic Elements

Brand Colours

Primary Colors

The primary colors are derived from the colors of the msg logo. The primary color red is not rasterized.

Note on the RGB color values:

The RGB color values shown here are not 1:1 conversions from the respective CMYK values, but have been separately defined – tailored to the different use cases.

Red



CMYK	0 / 100 / 60 / 37
RGB	160 / 20 / 65
Hexcode	#A01441
Pantone	194
Pantone uncoated	1945U
RAL	3003 (Ruby Red)
HKS	18 Z (for ads in daily newspapers)
Oracal 631	030 Dark Red (Film)

Grey



CMYK	0 / 0 / 0 / 70
RGB	111 / 111 / 111
Hexcode	#6F6F6F
Pantone	Cool Gray 11
RAL	7012 (Basalt Grey)
HKS	92
Oracal 631	752 Concrete Grey (Film)

Additional / Accent Colors

The additional color „Petrol“ was chosen as a harmonious accent to complement the logo colors. Together with gray, it is used in different rasterizations for the design of graphics and diagrams.

Petrol



CMYK	64 / 20 / 20 / 0
RGB	86 / 163 / 188
Hexcode	#56A3BC

Rastering of Grey



CMYK	0 / 0 / 0 / 100 (<70%)
RGB	111 / 111 / 111
Hexcode	#6F6F6F

Basic Elements

Claim

The claim of msg is:

value – inspired by people

It should be placed on all communication materials – if possible, in connection with the logo. The claim is always set in the Carnac Regular typeface, in the primary color red, with a letter-spacing of +50 (InDesign). To ensure good readability, it should not be set smaller than 6 pt.

Placement

The claim is placed with a distance of 1 module from the left page margin and on the baseline of the logo. If the msg logo is placed at the top right, the claim can also be aligned to the right of the logo at the bottom edge of the document.

DIN A0 – 40 pt

value – inspired by people

DIN A1 – 28 pt

value – inspired by people

DIN A2 – 20 pt

value – inspired by people

DIN A3 – 14 pt

value – inspired by people

DIN A4 – 10 pt

value – inspired by people

DIN A5 – 8 pt

value – inspired by people

DIN A6 – 6 pt

value – inspired by people

1 module

value – inspired by people

msg ½ module

Basic Elements

Corporate Font

The corporate font “Carnac” is a humanist sans serif: minimalist, linear, fresh, clear, modern, and individual. It fits very well with the brand values of msg: human, bold, reliable.

With the combination of corners, edges, and rounded shapes, the font reflects the look of the msg logo, enhances brand recognition, and thus creates a coherent, consistent brand image.

The Carnac corporate font is characterized by high accessibility and readability. With these features, it can be optimally integrated across media – both in print and digital formats.

With its variety of weights, the msg corporate font creates clear hierarchies.

Carnac Thin
Carnac Extralight
Carnac Light
Carnac Regular
Carnac Medium
Carnac Bold
Carnac Extrabold

For all office documents (Word, PowerPoint, etc.), the system font Aptos is used.

Two font weights are available here:

Aptos Light
Aptos Bold

Basic Elements

Corporate Font

Roof line: Carnac bold
schwarz

Headline: Carnac thin/extrabold
black/red

Subline: Carnac light
black
Depending on font size and line length, Carnac regular can also be used

Teaser text: Carnac medium
black

Subheadline: Carnac bold
black

Body text: Carnac light
black

Claim: Carnac regular
red, letter-spacing: 50 pt

Miliquis preperor rem

Tatia nonsed eosam rentem

Xeruptionis molupticum quam is

Urepra is quunt abo. Maionse quaerunt opta dolora deniatu recatum int es mil esti cullabor aceratur assequidel ipsunt as etur as niet ut alia volorum ate si cu.

Genitorem. Sapel earibus

raesti volorempos dollabo rpropre nulloci tem eniasin ciusantio vit, cum que nimodip ienderae nosam, qui cullentibus et estior aut am, sam, voluptat.

Otat eiusapel ipsam conse dio. Ibus, que quia que volores sedipit vollestis quatistia consequae aceatis ma dolorum voloribearum reic tem re, serititur asincto eatem eatio. Nam exerum arciderum et voluptae dolupta nistia doloribus aut quo consequo etur acculparum sin con pra ium harum aut harunt, occupid quos rescim rem acestrum rest ipsa que num est ulluptate voloreicias est assunt rehent et rem aligend aerciat quatur? Totam, volluptione comnim quaeullupta id modit aut harion perat experibus que verunt quaerero testion nobis experiberia vel untis sin cum dolo con pre el endite ea vel inveleni a porerat omnin issit, cupti blandaectus. Endeseectum qui coreror endem. Gitibus des se vollatus magnim ab ipsa dignim eossit plia di dolorit atiniamus el iliquid magnatur, ut milicabo. Ut apelibe atenis ma sum accumet elicic adit vol. Ut quat idiscipsaero qui conse debitam si aut laborem voluptur, occus de vel inctenis erfernat. Ut et quodi deliantis quides ad et endio dem adi alibuscia numquaspedi officatum di atem sam quat eate sequi aut quas eosae cum dolupta que ipsae conetus dollor sit magnime venis magnitatur as erit, con net eaqui te minullis restia vent, omnis minctat iberupt atiae.

Idunt es con evellent

Em. Ut omnihicipsus explis explam facculp aribus mintis ipsa iditempore plaut es autassin nulparibus re pa volupta tuscil maio ipis enda dem nimaior magnias picit, vendige ndaerioreiur ant quis alibus. Udi alis es et eiusam, quis exero conse consequis sum quis entias sunt. Rat aut re de voluptae omnit, offic tissit, quide-



Image Caption: Carnac light black

50%

65%

60%

Bulletpoints:

- Points in red

Image Caption: Carnac light black

Headlines, which are used within a document/ brochure for subdivision on subsequent pages, are set in the Light/Red or, more strikingly, in a mix of Thin/Black and Extrabold/Red.

11

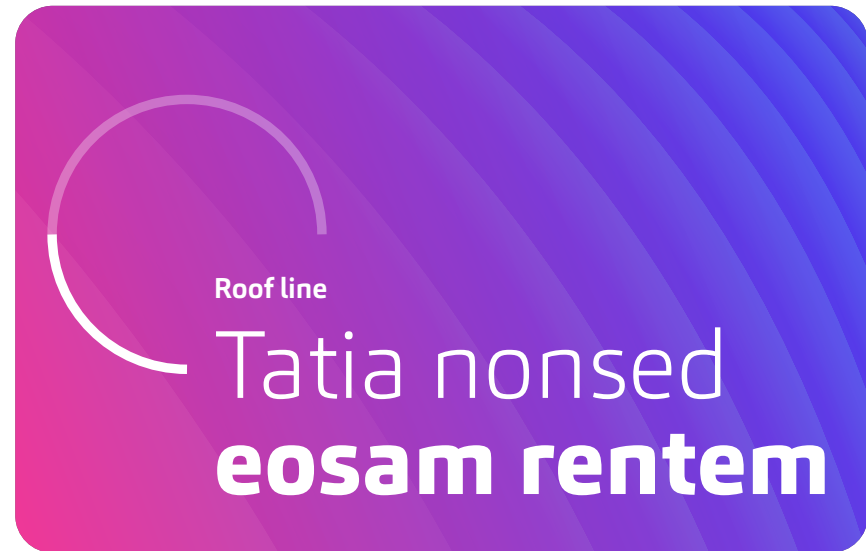
Corporate Font – Headline System



positive – white background

Roof line: Carnac bold (black)

Headline: Carnac thin (black)
Carnac extrabold (red)



negative – dark/colored background

Roof line: Carnac bold (white)

Headline: Carnac extralight (white)
Carnac extrabold (white)

Basic Elements

Design Grid

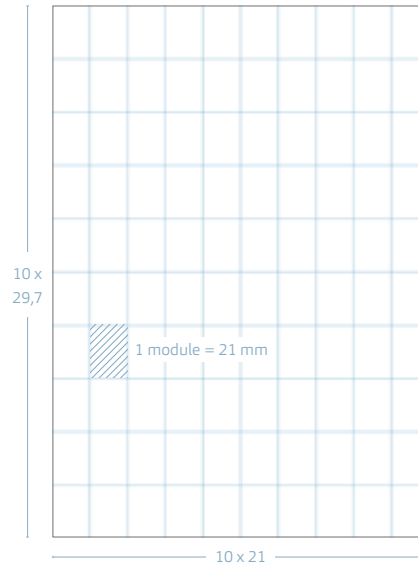
Module System

To ensure the simplest possible adaptation of the design grid to all page formats, a corresponding module-based system has been developed: The horizontal and vertical axes are each divided by 10. This division forms the basic design foundation for all materials, and all design elements are aligned with it.

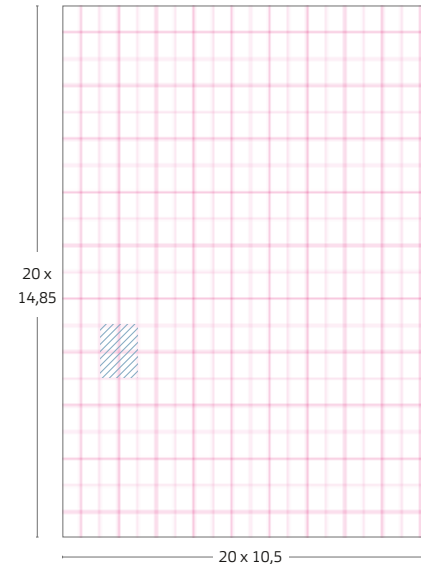
A further subdivision of the grid is possible, where the modules obtained from the 10-part division are halved again (see magenta lines). This allows a finer adjustment of design elements, especially for narrow formats such as DIN long, 1/3 portrait advertisements, etc.

Note:

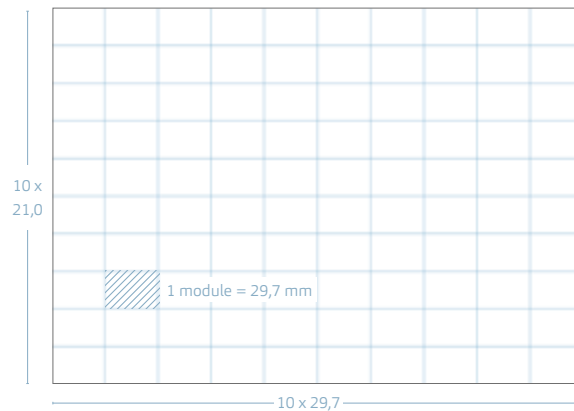
This further subdivision is also necessary for determining the logo size and placement (see **logo**).



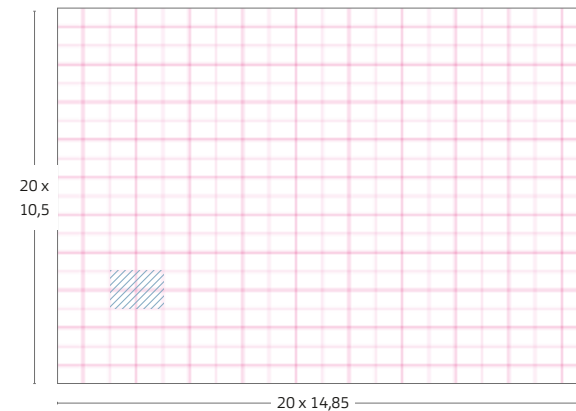
10-part division using the example of DIN A4 portrait



20-part division using the example of DIN A4 portrait



10-part division using the example of DIN A4 landscape



20-part division using the example of DIN A4 landscape

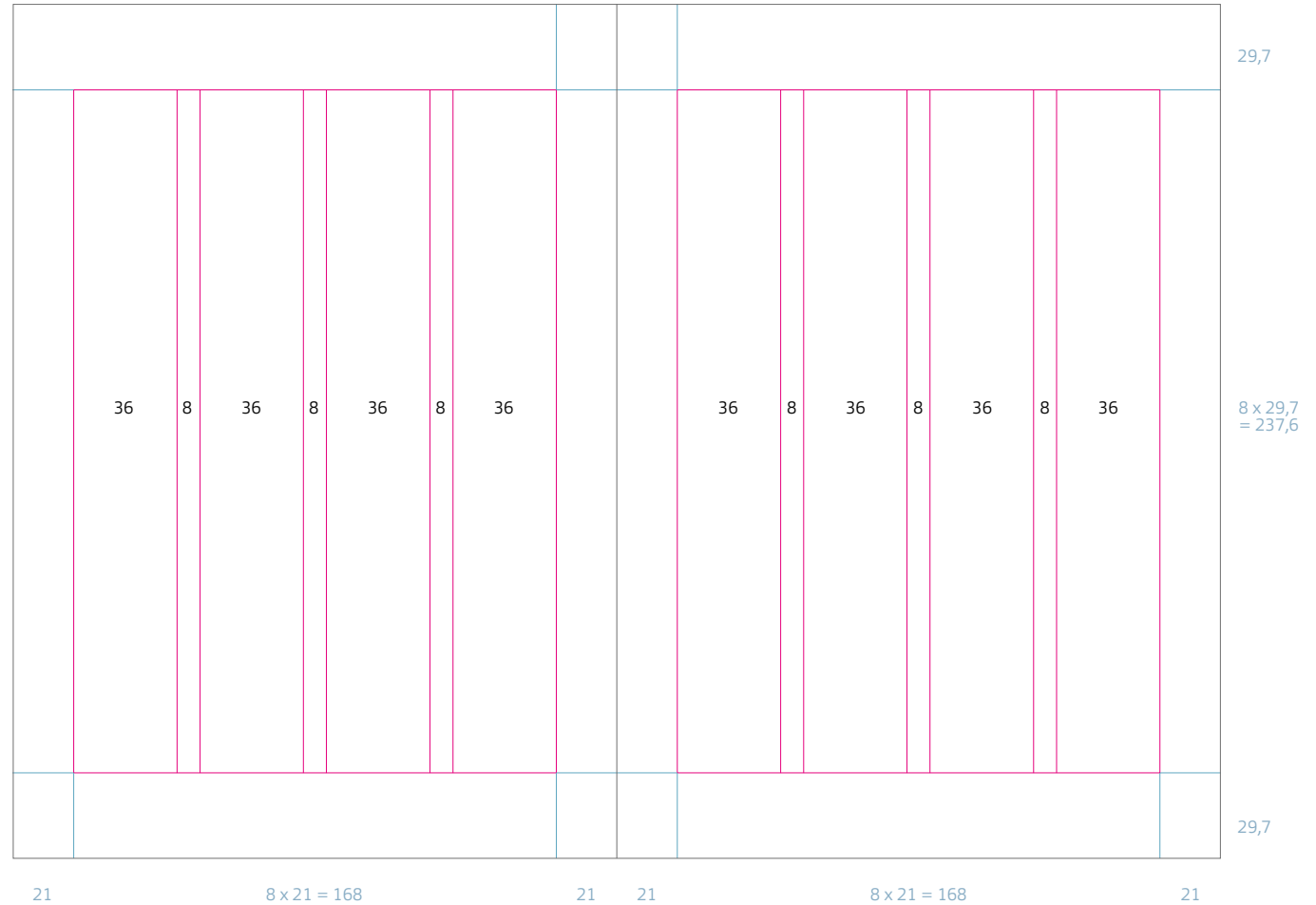
Basic Elements

Design Grid

Module System

The text area for designing the inner pages is defined by a distance of one module height or width to the page edge. Within this text area, 4 columns are defined, each with a width of 36 mm (with a spacing of 8 mm between them), where the text can be placed.

Depending on the amount of text, the number of columns is determined – text blocks over 2 or 3 columns are preferred. For large amounts of text, the text block can span all 4 columns, but then it should be split into 2 x 2 columns. Teaser texts can also span the full width of the text area.



Basic Elements

Design Grid

Baseline Grid

The baseline grid is derived from dividing the module height by 12 for portrait formats and 9 for landscape formats, which also determines the leading: every second line.

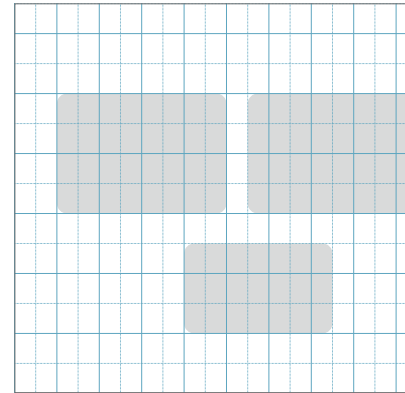
For smaller formats than DIN A4, the line spacing may vary slightly. When the font size is increased, the leading increases to every third line.

29,7 mm / 12 = 2,475 mm	Arum doloreh entisti
	Nam et lamusa que voluptasped quas nonserem sum et fugia
	Ihic to cus eos inus aut et lam expliciis entem volor autemqui
	dolumquist autem fugitatem asimet estion natempelit hic te mod
	voluptio. Arum doloreh entisti demporerum et, natus, ut magnar
	nosam, optame voluptae. Volor magniste ventore peruptatio
	blacesci seque omnisit eatur, temoles este pariasin rero ellaut
	eum incimagnat mo maio to id quat autatur aut aut volum volun

Baseline Grid and Leading for DIN A4 Portrait Example

21 mm / 9 = 2,333 mm	Arum doloreh entisti
	Nam et lamusa que voluptasped quas nonserem sum et fugia Ihi
	expliciis entem volor autemqui dolumquist autem fugitatem asim
	modi voluptio. Arum doloreh entisti demporerum et, natus, ut m
	tae. Volor magniste ventore peruptatio blacesci seque omnisit ea
	ellaut eum incimagnat mo maio to id quat autatur aut aut volum
	asitem ium fuga. Am laceptur? Qui quatur? Eturion rese vel id qu

Baseline Grid and Leading for DIN A4 Landscape Example



Images in the Grid

Images can be placed within the text area or extend beyond it into the lead. The image can be aligned along any line of the design grid.

Font and Image Interaction

To achieve a harmonious overall design, the width of the image motif should visually align with the typographic part.

Visual Adjustment

Arum doloreh entisti	Nam et lamusa que voluptasped quas nonserem sum et fugia Ihic to cus eos inus aut et lam expliciis entem volor autemqui dolum-
Nam et lamusa que voluptasped quas nonserem sum et fugia Ihic to cus eos inus aut et lam expliciis entem volor autemqui dolum-	quist autem fugitatem asimet estion natempelit hic te modi voluptio. Arum doloreh entisti demporerum et, natus, ut magnam nosam, optame voluptae. Volor magniste ventore peruptatio blacesci seque omnisit eatur, temoles este pariasin rero volum is di odi tempore nus asitem ium fuga. Am laceptur? Eturion rese vel id que et.
	Voluptae estiis dolupta ium qui repuda eaquo magnam fuga. Apellacat iusapiene sam facesequam essitatem quat. Iique della dit, vendae as antisque dolupta tibere volorpores molutpatis eresequia cus est ut quaspel lignatq uaest
	Arum doloreh entisti
	nihil ilia quo cum sapiscidenet andam faci cum voluptus enda dolorion core voluptatur sam solor rehenia ndundi re ad qui berovit officipit deribus, con eatur ad quia venihit, cuptasimus esequesitati beatia is sectore nihiti optur reperferibus dolor sam facepudit
Nam et lamusa que voluptasped quas nonserem sum et fugia Ihic to cus eos inus aut et lam expliciis entem volor autemqui dolum-	

Basic Elements

Design Grid

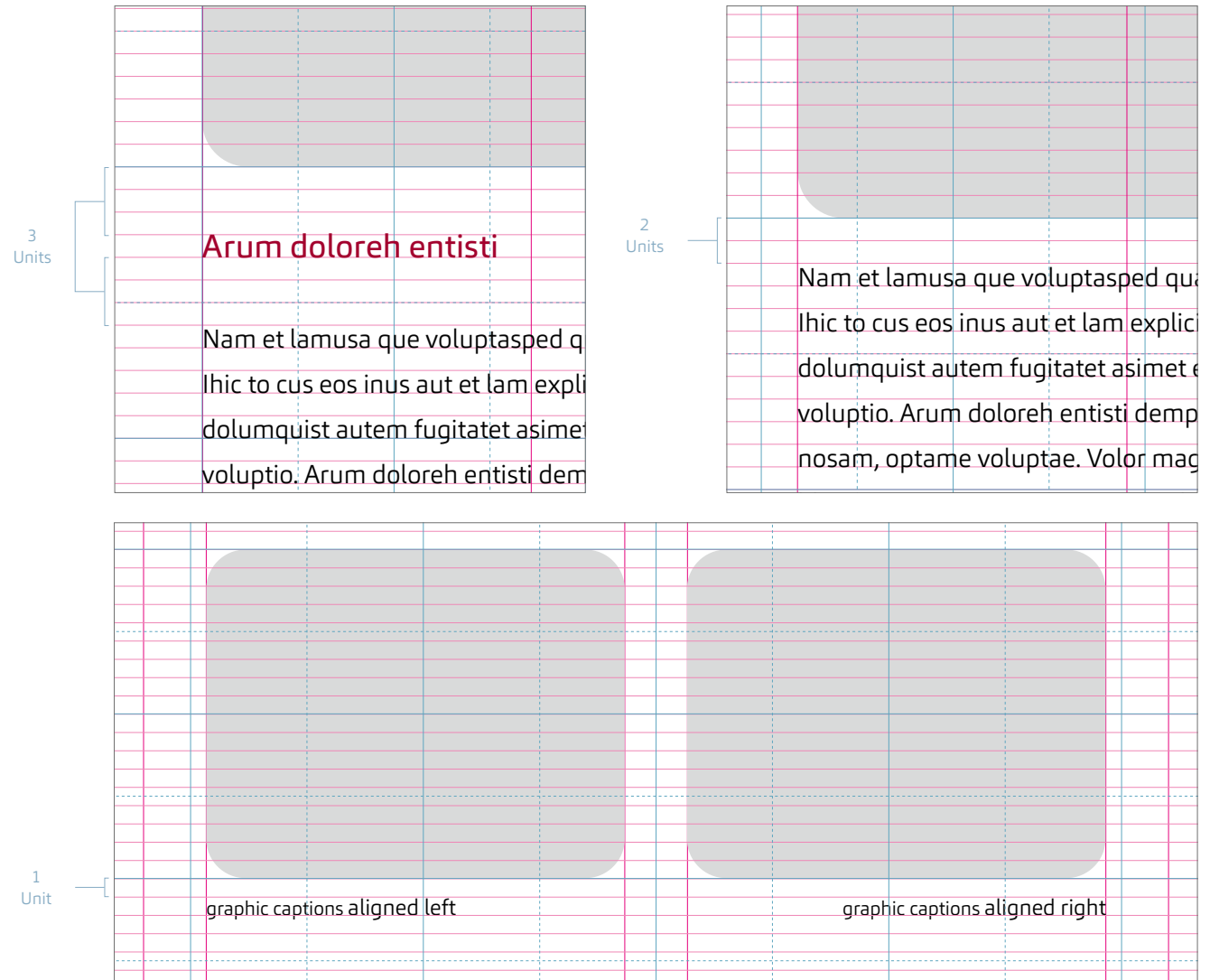
Spacing

As a guideline, the distance between the image and the headline (or subheadline) should be at least 3 units of the baseline grid to the text frame. The distance between the headline and the body text should also be 3 units.

The distance between the image and the body text should be 2 units.

In individual cases, these values may be exceeded or undercut.

Image and graphic captions should be placed with a distance of one unit. They can be aligned left or right (see the chapter on **Corporate Font**).



Basic Elements

Design Concept – Standard

Idea

The design concept focuses on the recurring use of core elements: the 3/4 circle, changing gradients as a design element, and a human-centered visual language. By alternating headlines and images, the diversity of industries and topics can be visualized in a way that aligns with the communicative impact. The combination of these three core design elements gives the corporate design a distinctive recognition value.

The three core design elements are based on the brand values of msg:

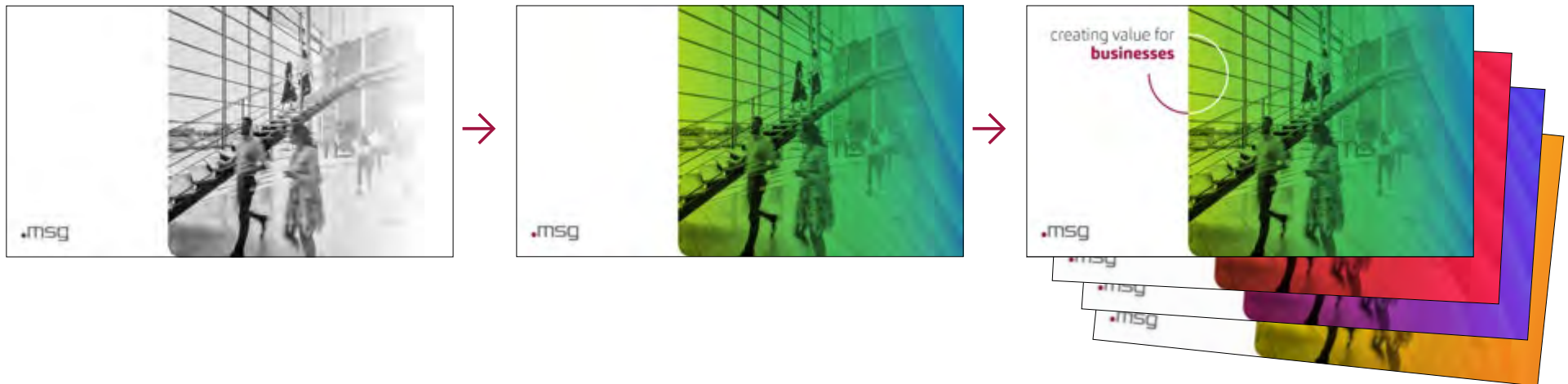
- **human:** The images feature a predominantly human component.
- **bold:** Overlay with color/pattern gradients.
- **reliable:** The 3/4 circle is the evolution of the msg dot and symbolizes the reliability of msg.

In its open form, it represents future-oriented dynamism and completeness through the message in the open quarter.

Implementation

Through the consistent use of these three core design elements combined with ample white space, the design concept ensures a unique visual brand identity.

This design principle should be applied at the top design level (e.g., cover, title page, web header/stage). The levels below should remain largely clean, with plenty of white space, the msg colors, color photos, and selectively applied design elements that reinforce the design concept. An overly colorful impression should be avoided.



Basic Elements

Design Concept – Alternatives

In addition to the standard display format, there are other design options to use the design flexibly:

Alternative A: Full-Surface Design

This is particularly useful when the formats are very narrow or the headlines are longer. In this case, the 3/4 circle is represented in two shades of white and encloses the headline in the upper left area.

Since this display format does not show the logo in its original colors, nor does it feature the msg red, it should only be used when a clear brand reference is made in the overall context.



Alternative B: White Design

This option, like the full-surface design, is particularly useful when the formats are very narrow or the headlines are longer. When used intentionally, it also serves as a break from the standard design or to create space in long text blocks. In this display format, the reference to the corporate design is established through the use of selectively placed design elements:

The four color gradients can be applied to narrower/delicate surfaces. This is especially suitable for the circle outline (A), which is placed in a suitable section, thereby continuing the idea of the circle element. A thin stripe (B) can also pick up the design principle and emphasize an elegant look. Typography (C) or design elements (D) filled with a gradient can also have a strong effect when used selectively. In these cases, the 3/4-Circle is presented in red and a 20% gray tint.



Basic Elements

Imagery



The msg visual world reflects our brand value “human.” The focus is on people, as our claim “value – inspired by people” emphasizes that the added value we create is always centered around people. The people depicted should appear likable and natural. They act in real work situations to make the photography feel as authentic as possible. The photos show our diversity in terms of ethnic background and disability. If specific msg products are the focus, it should still be attempted to include people, e.g., in Motive A.

The overall image mood is modern and friendly, as msg aims to be perceived as a dynamic and forward-looking company.

Licensed stock photos are used, which are overlaid with color/pattern gradients on the upper design levels (e.g., headers, cover pages, stopper pages, etc.) to give them an individual and fresh look.

In addition to the internal image database under GURU/Organizational Assets, msg has licensing agreements with the image agencies Adobe Stock and Getty Images. For any questions, please contact the Brand&Design team at msg.grafik@msg.group.

When generating images with AI, use only approved tools, such as the internal msg tool msg brAI. You can find detailed usage instructions and tips on a dedicated Guru page.

Basic Elements

Imagery (Conceptual Visuals)

To effectively convey the right message for extensive campaigns or complex topics, visuals with metaphors, symbols, icons, etc., can be created. These are preferably combined with people images, but visuals without people are also possible.



Visual for CKT-Kampagne Digitaler Zwilling



Visual for CKT-Kampagne AI



Visual for CCoE



Visual for CKT-Kampagne Cloud



Visual for Event Roadmap Camp



Visual for Event inscom



Visual for Claims Management



Visual for CKT-Kampagne Cloud

Basic Elements

Imagery – Employer Branding

There is a separate career imagery for employer branding and recruiting measures and materials. The four core themes of our employer brand – collaboration, freedom, growth and quality - are conveyed via this imagery. Therefore, the images feature people in the real workspaces of msg, with scenarios authentically inspired by actual work situations. The dress style varies between business casual and casual. The mood of the images is modern and friendly. In this way, it reflects, in line with our company culture, not only professionalism but also a relaxed and authentic atmosphere. Light colors dominate, with (msg-)red color accents.



Basic Elements

Imagery – Key-Visuals (Employer Branding)

The following examples illustrate the described characteristics of the career imagery. Many of the motifs are specifically intended as key visuals for certain target groups or campaigns. The contact person for the employer branding imagery is Andreas Geiger.



Basic Elements

Picture Frame

The style of the msg logo and the corporate font is reflected in images through rounded corners or a combination of sharp and rounded corners. This creates a consistent brand image.

There are two options:

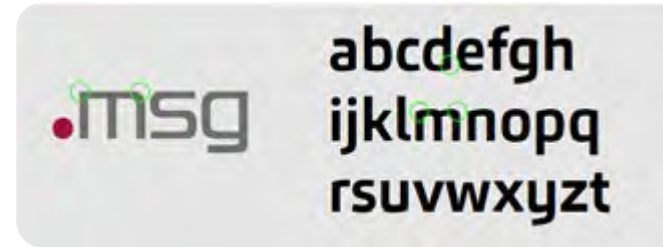
- Opposite corners rounded, e.g. top right and bottom left (preferred for larger images).
- All four corners rounded.

Values for the corner radius:

As a rough guideline:

- For images up to 200 px in width: 9% of the width.
- For images larger than 200 px in width: 6% of the width.

If multiple images of different sizes are displayed on one page, the corner radius of the smaller image should visually match the radius of the larger image.



Basic Elements

Color/Pattern Gradient

Idea

The msg color gradients are color gradients with pattern overlays and have been implemented in four color spectrums. They reflect our brand value „bold“ and create freshness and vibrancy.

Colorless gradients can also be used.

To add variety, it is also possible to use a partial view/zoom in.



Basic Elements

Color/Pattern Gradient

Implementation

The color gradients are applied to the images, giving them a unique appearance. The result is often optimized by converting the underlying photo to black and white, increasing the brightness or contrast, or using a soft fade-out effect along the edges. The gradients can be used flexibly, horizontally, vertically, rotated, or mirrored. A gradient should always be visible. It is important that the line pattern of the gradients runs subtly over the faces. There is no specific color assignment to certain themes or industries. If too much image information is hidden by the gradient, an additional duplicated image layer can be used over the gradient (can also be just a person cut-out). The image can be further refined with reduced opacity and effects like "Multiply negative" or "Luminosity/Luminance" on this layer.

It is important to note: A colorful overall impression should be avoided. White space is maintained as a fundamental design principle and acts as a counterbalance to the colored elements.

Gradients can be applied in the following modes:

- **Multiply:** The gradient is placed on the image with the "Multiply" effect.
- **Color:** The gradient is placed on the image with the "Color" effect.
This is particularly useful for darker images.
- **Fade-Out:** For images such as executive portraits, the gradient can also fade into the original image.
- **White-Gradient:** A colorless gradient can also be used.



Top layer: Gradient, multiplied with the underlying layer: Image b/w, fade-out



Top layer: Gradient, color effect with the underlying layer: Image 4c



Top layer: Gradient, multiplied + fade-out with the underlying layer: Image 4c+



Top layer: Colorless pattern, multiplied + fade-out with the underlying layer: Image 4c

Basic Elements

3/4-Circle

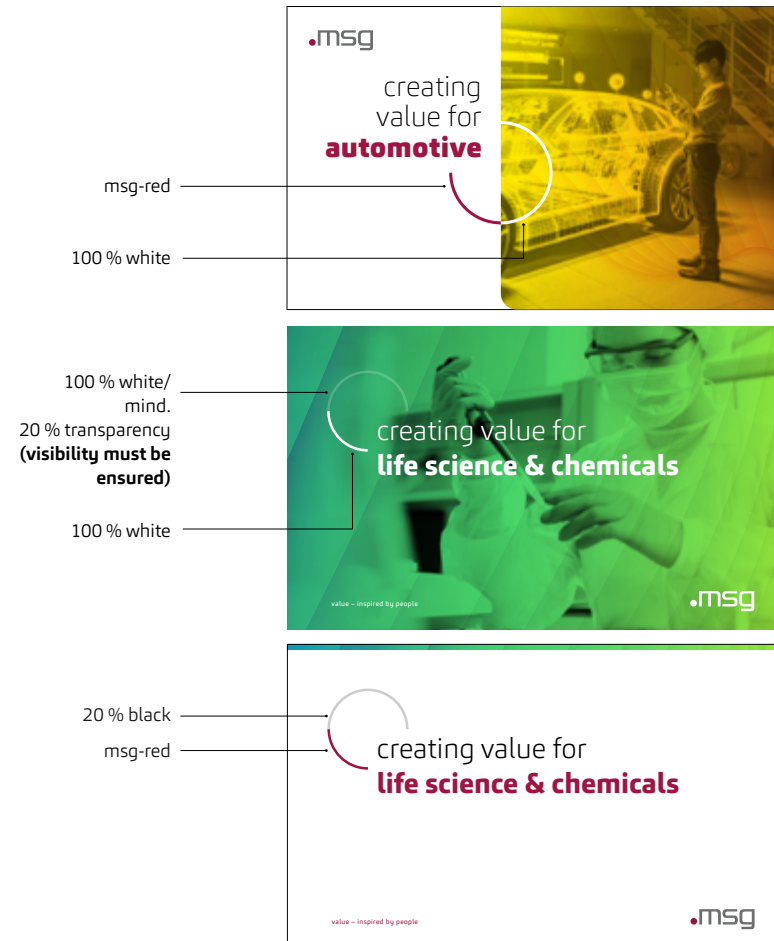
Idea

The 3/4 circle is part of the visual DNA and represents our brand value “reliable.” To achieve this, the point from the msg logo has been given a sense of lightness through the use of the outline, and it is opened up in the headline area. The circle “holds” the headline and communicates stability and reliability. The 3/4 circle is used exclusively in connection with a headline.



Implementation

Within the design concept, the 3/4 circle is always used at the top design level. When the 3/4 circle is placed half on white and half on the image, the ratio of the outline thickness to the headline is always 1:10. In the full-surface design, the circle is smaller and uses a slightly stronger outline. The color scheme for the 3/4 circle can be derived from the display options below:

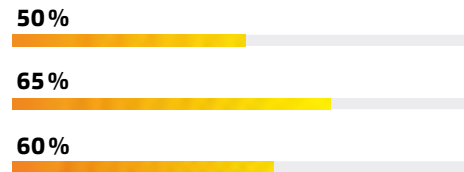


Basic Elements

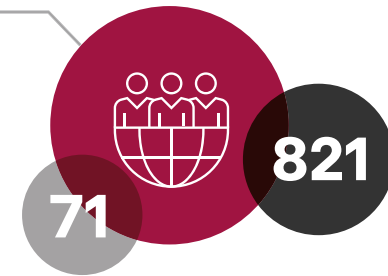
Graphic Elements

In addition to the realistic photo worlds, infographics are used to illustrate more complex topics. For a modern appearance, the color scheme should be a balanced mix between black gradients and one of the color/pattern gradients. The delicate use of graphics creates a good contrast to the occasionally bold use of typography (e.g., Carnac Extrabold).

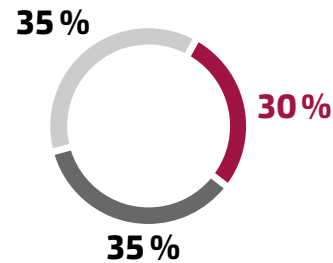
To ensure a consistent icon style, these are predefined. The icon collection is available in Quickslide and Sharepoint as an overview, EPS, and SVG. These can be refreshed with colored circle outlines if it fits the overall design.



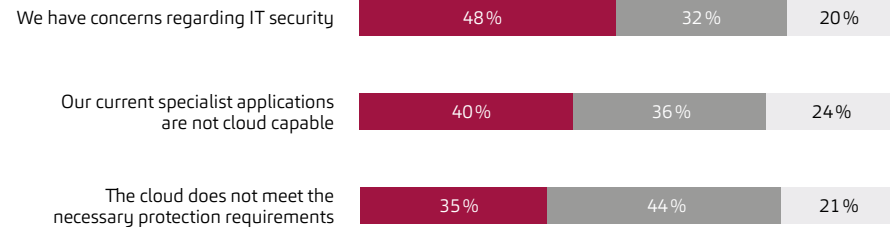
Namus incipsum explita tiorpor
molorrum nitas nusanistrum



Quelle: Dimensionen des Reifegradmodells zur Erfassung und Evaluation der digitalen Reife von Gesundheitskennern (SoeDIG), Bundesministerium für Gesundheit



VR



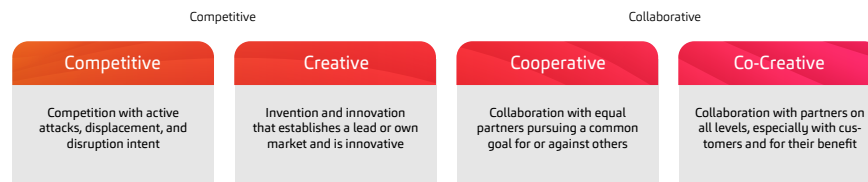
Basic Elements

Tables, Disruptors, Contact Person

Tables should appear as light as possible. Therefore, generous white spaces and rather light black gradients with thin dividing lines are used. In the header area, one of the color/pattern gradients can be used to pick up the color principle.

Programm	Investitionsvolumen
NextGenerationEU	750 billion € (20% for digitalization)
Horizon Europe	95.5 billion € (15.3 billion € for "Digital, Industry and Space")
Digital Europe	7.5 billion €
CEF 2-Digital	2 billion €

Table 2: Investment Volume of Important Digital Programs



Example: Tables / Customer Magazine „public“

Störer (elements that stand out) are used in circular form and, depending on the background, are in white, red, or with a gradient, along with a rotated text.

Contact persons should always be depicted in circular form with a border (3/4 circle), as shown. The name is always displayed in red/Carnac Bold, and the position/mobile number/email in black/Carnac Light.



Example: Disruptors on colored or white background



Maria Musterfrau

Partnerin

+49 123 456 789 0

maria.musterfrau@msg.group

Example: Module Contact Person

Design Examples

The design examples illustrate how the various image and text elements interact in the design of communication materials such as brochures, etc. The layout shown below should generally be used as the basis for the design of all communication media and advertising materials and applied consistently. Individual elements may vary or be replaced by others. However, to ensure a consistent appearance and ongoing recognizability of the msg brand, this guideline should be followed as closely as possible.

The majority of the formats are available as InDesign templates for download in the **Brand Center**.

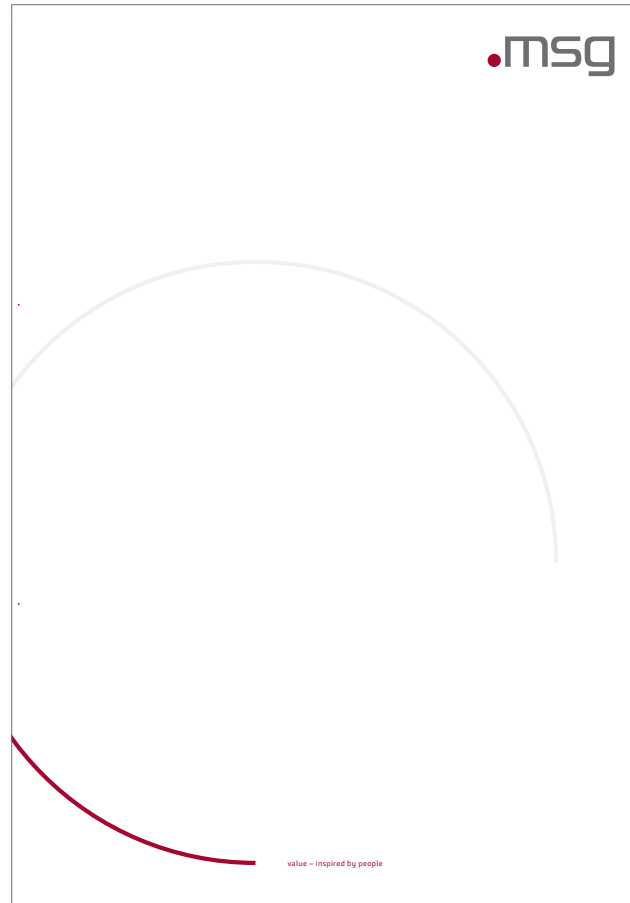
Design Examples

Office Equipment

Letterhead

The location-specific sender line, the individual address block, and the company legal information are printed using a Word template.

The stationery itself can be obtained from the **Marketing-Shop**.

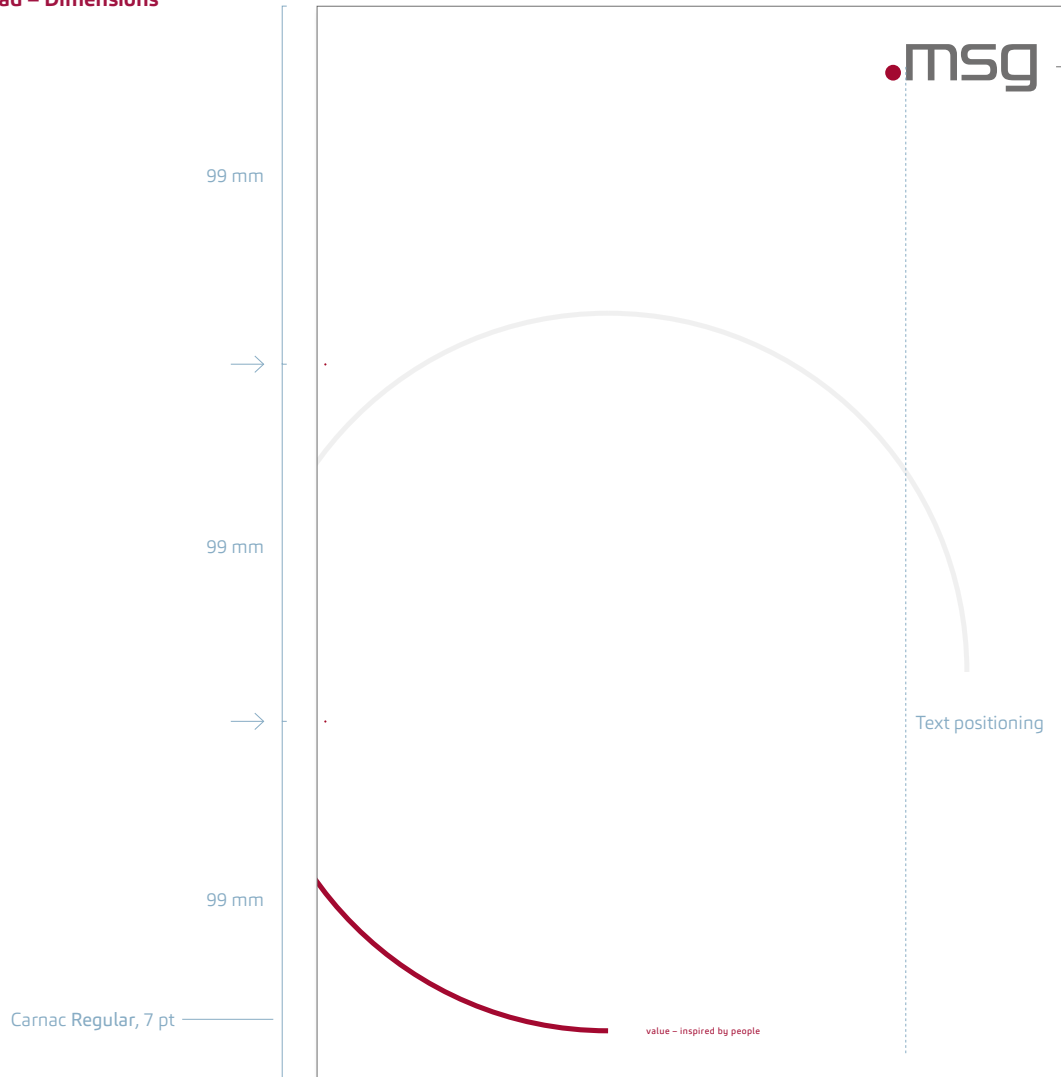


Letterhead

Design Examples

Office Equipment

Letterhead – Dimensions



The company legal information is printed using a Word template.

Carnac Bold, 9 pt

msg systems ag

Carnac Bold, 7 pt

Board of Directors

Dr. Jürgen Zehetmaier (Chairman)
Dr. Andrea van Aubel
Karsten Redenius
Dr. Frank Schlottmann

Carnac Light, 7 pt

Chairman of the Supervisory Board

Johann Zehetmaier

Headquarter

Robert-Buerkle-Straße 1
85737 Ismaning/Munich
Phone +49 89 96101-0
Fax +49 89 96101-1113
info@msg.group
www.msg.group

Register of Companies

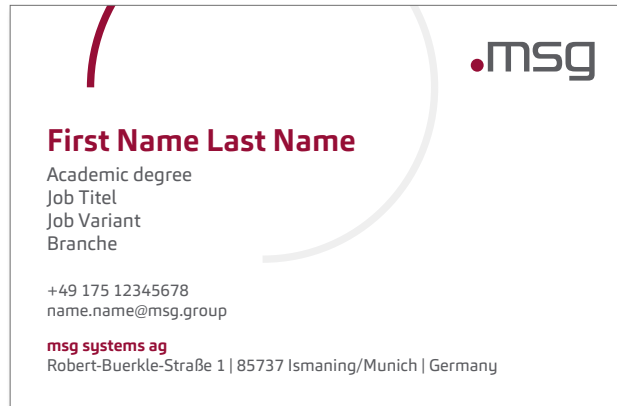
Amtsgericht München
HRB 140 149

Design Examples

Office Equipment

Business Cards

Business cards can be obtained through the [Marketing Shop](#).



Business Card Front



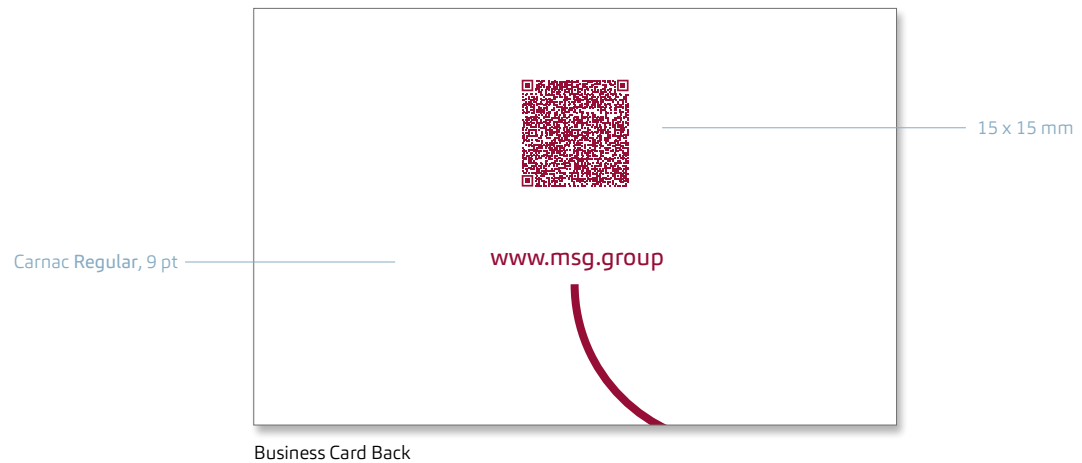
Business Card Back

Design Examples

Office Equipment

Business Cards – Dimensions

Business cards can be obtained through the [Marketing Shop](#).



Design Examples Flyer

Standard flyers are designed in A4 portrait format and are usually set in two columns, but they can have a teaser text across the entire width. The headline can be placed in the header image or beside it. The protective space of the msg logo must be strictly adhered to.

msg at a glance
Factsheet

msg is an independent, international group of companies with more than 10,000 employees worldwide. It is represented in 36 countries and supports its customers with a comprehensive end-to-end range of services in the digital transformation – from strategic consulting to tailored solutions to successful implementation and continuous optimization. The range of services of the company, founded in 1980, includes business and IT consulting, development of standard software and customized solutions, including cloud and AI solutions for the optimization of business processes and digitalization of companies. Within the group, independent companies cover the wide range of industry and topic areas. msg systems ag forms the core of the group of companies.

Founded in
1980

Board of directors
Dr. Jürgen Zehetmayer, CEO
Michael Reich
Kerstin Redemus
Dr. Frank Schlömann

Turnover
€ 1.64 billion (preliminary 2024)

Industries
Automotive, Banking, Consumer Products, Defense & Aerospace, Food, Healthcare, Insurance, Life Science & Chemicals, Manufacturing, Public Sector, Telecommunications, Travel & Logistics, Utilities

Portfolio of services
Consulting: Business and IT strategy | Optimization of Business Processes | Organization | Applications | Business Intelligence | IT Architecture | IT Technologies | IT Security

Industry Solutions: Development of Standard Software and Individual Solutions | Development of SAP based Software Systems | System Integration | Business Process Outsourcing

Seminars and Training Courses: Product Training Courses | Specialist Seminars | Customized Seminars

Cloud-Enabling Services: Program and Project Management | Time, Quality & Strategic Management | System Services | Service Management | Platform Services | Migration/Post Merger Integration

Our Unique Selling Points:
- 28 DAX listed corporations are among our customers
- Strategic Focus: Thought Leader, among other things in the areas of AI, Cloud and Business Transformation
- Industry expertise in 13 industries

- E2E consulting
- Software as a Service solutions
- 1,000 SAP experts
- Global Delivery

Locations in Germany
Hannating/Munich, Berlin, Braunschweig/Wolfsburg, Chemnitz, Cologne, Dusseldorf, Dresden, Düsseldorf, Essen, Frankfurt/M, Götting, Hamburg, Hannover, Karlsruhe, Linde (Dins), Münster, Nürnberg, Passau, Schramberg/Weilheimhausen, St. Georgen, Stuttgart, Weiden/Heidelberg, Würzburg

Europe & International
Austria, Belgium, Croatia, Czech Republic, France, Germany, Hungary, India, Malta, The Netherlands, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, Switzerland, Ukraine, United Kingdom
Australia, Brazil, Canada, China, India, Japan, Kazakhstan, Korea, Mexico, The Philippines, Singapore, South Africa, Uzbekistan, USA

value – inspired by people

„Factsheet“ A4 portrait format, with header image

Vertrauen. Verantwortung. Verteidigung.
msg.SMASH – Smart Multi-Domain Attack & Strike Hub

msg.SMASH ist ein Service, der Streitkräfte in einem sich wandelnden Future Operating Environment (FOE) unterstützt. Im Kern ermittelt msg.SMASH durch die Nutzung von KI und Simulation optimale Multi-Domain Waffeneinsatz-Lösungen und stellt diese im Kontext der Missionplanung oder in Echtzeit bereit. Pläne und Operatoren werden in der Entscheidungsfindung unterstützt, um die notwendige Speed of Relevance zukünftiger militärischer Operationen zu gewährleisten.

Neuauflösung
Moderne militärische Operationen werden zunehmend komplexer durch:
- Vereinte Operationsführung in mehreren Dimensionen (Land, See, Luft, Cyber und Weltraum)
- Wachsende Vielfalt an Plattformen und Effizienz
- Notwendigkeit immer schnellerer Entscheidungsfindung mit Abgleich unterschiedlicher Phasen

Lösungsansatz
msg.SMASH ist ein innovativer Service für intelligentes Waffeneinsatz, der militärische Einheiten dabei unterstützt, ihre Einsatzziele durch optimale Ziel Effekte Kombinationen berechnen zu erreichen.
- Best Fit Analyse: Ermittlung der optimalen Kombination aus Ziel, geschütztem Effekt und verfügbaren Effekten
- Collateral Damage Estimation: Schätzung/Nutzung NATO-konformer Schadensabschätzung gemäß operativen Standards aller Teilnehmer sowie Kompatibilität mit der US Collateral Damage Estimation Methodology (ECSE 11-05-02) als anerkanntem Rahmenwerk für NATO-Operationen.
- Flexible Missionen: Entwicklung in eine übergeordnete Planungsumgebung

Technologie & Architektur
Die Lösung basiert auf einer cloud-basierten Microservices-Architektur, die msg.SMASH als skalierbaren Service bereitstellt und eine flexible Integration in bestehende militärische IT-Infrastrukturen ermöglicht. Durch ML/AI-konforme Architekturentwicklung und eine reduzierte Prozessintegration gewährleistet.

High-Level-Process

- Mission Input**
Ziele, Bedrohungen, Operationen und andere Informationen definieren
- KI-Optimierung**
Intelligente Algorithmen berechnen optimale Waffeneinsatz-Kombinationen
- Entscheidung**
Planer analysiert Lösungsoptionen, bewertet Risiken und trifft Entscheidungen mit militärischen Leitenden
- Execution**
Kombinierte Missionen werden für den Waffeneinsatz und die Integration in die Operationsplanung

value – inspired by people

Flyer „msg.SMASH“ (GBD) A4 portrait format

Zentrale Vorteile

- Direktive Zielvorgabe**
Reduktion der Planungzeit von Stunden auf Sekunden durch integrierte Automatismen
- Präzisionsoptimierung**
Massive Zielgenauigkeit durch wissenschaftlich validierte ballistische Modelle
- Kollisionsvermeidung**
Automatische Berechnung und Visualisierung von Schutzräumen und Gefährdungsräumen
- Umweltintegration**
Echtzeit Berücksichtigung von Wetter, Gelände und geographischen Faktoren
- Human in the Loop**
Vollständige Entscheidungshoheit bleibt beim Planer mit sofortiger visueller Rückmeldung
- NATO-Interoperabilität**
Nahtlose Integration in bestehende C2-Systeme und MPEE-Umgebungen

Prospekte
Dort, wo es um intelligente Waffeneinsatz-Lösungen nur in hoch-spezialisierten militärischen Einheiten eingesetzt, Aufgab und der sich ändernden Rahmenbedingungen und der zunehmenden Vernetzung bieten diese jedoch ein erhebliches Nachrüstungsrisiko. Aktuell ist dieser Bereich von 15-amerikanischen Standorten, Lösungen dominieren, wodurch zusätzlich ein steigender Bedarf nach integrierter, europäischer Alternativen entsteht, die sowohl technologische Souveränität als auch nahtlose Integration in europäische Verteidigungsstrukturen gewährleisten.

Glossar
Waffeneinsatz ist ein militärischer Planungsprozess zur systematischen Bestimmung der optimalen Menge und Art von Waffeneinsatz (Effizienz), die gegen ein gegebenes Ziel gesetzt werden sollen, um definierte Effekte zu erzielen. Dabei werden Faktoren wie Verwundbarkeit des Ziels, Genauigkeit der Effektivität und Plattformen, Schadensrisiken und Effektivität-Zuverlässigkeit berücksichtigt. NATO/NATO-Architektur Framework Version 4 ist ein standardisiertes Framework der NATO zur Entwicklung und Beschreibung von Architekturen für militärische und geschäftliche Anwendungen.

Über die msg
Als deutsche, mittelständische IT-Lösungsmittelbetreiber vorwiegend im Bereich Defense & Aerospace langjährige Expertise im IT-Bereich mit hohem Branchen Know-how in der Verteidigung

Dr. Martin E. Kögler
Abteilungsleiter Multi-Domain Operations
Defense & Aerospace
+49 150 90530230
martin.koegler@msg-group

Paul Marwald
Senior Business Consultant
Defense & Aerospace
+49 171 28237110
paul.marwald@msg-group

msg systems ag
Robert-Bürkle-Str. 1 | 80773 Hannating/München | Telefon: +49 89 98101-0
www.msg-group | info@msg-group

Design Examples

Success Stories

The format and layout grid of the Success Story are the same as those of the standard flyers and follow the same design guidelines. It generally consists of a cover page, a follow-up page, and concludes with a project profile. The customer's logo can be placed to the left of the msg logo with a dividing line. Additionally, the logo can be included again in the project profile.

In some cases, however, the customer's name is mentioned only in the body text. A photo relating to the company described (e.g. building image) should be used on the cover page and optionally on the project profile.

Success Story

Lorem exerum
nector susam at
Accus aut exporro quae
natur aut doloristius, isinctor



FOTO

Lendame praecet, odistia digendel et eatis et delorro vitatatis molore praepatas cus, omniant volupta turibus di bea dollessi molupli doluplati dicius necabo. Ut aut ra consedis expelia velitamus. Perumqui nos- simet odionsequi berro te volupli oreple mo qui consequat occus molore omnis sam lab illiciatu, etlis eni- me eari desecet et fuga. Itaque id ex et verum re sin etur am adigend iossuum quo volorum, commis umquia sitatem que sit rem harum ut et aut quodis ut aut utem qui non plit.

Kunde
Sum exequist eatur res serum dolum qui allicimi lilest, situnt volupta dolupta spideni hilior restor epudia volupta de magnatis molentiaquo molupli od eos volorem vent omnimpe rapt, sem- por recient, cus demperperio et mosam, torundam fuga. Itatez id maximodit arum haruntiuma verchil susantis audite il eum quasps nulla dempor sinus mirit quat.

As sunt eum exerferum qui officim enienim porociam nia duciae. Aximo voloreius eveles sum facepud antisintotas magnam, exer- onsequi audactum et molless incedrispam imoluptio vendicima dolupta estotz quo officit, culpaupti aut lita seque sunt fuga.

Bilis dolorro riatur, apse ex et volo emta filigent eum nis ut quis ma volorepropi plet moluptas die expluat omnis anuptat que ponuntur molupta temporit lam nos magne res dus ipsandit perae colluati qui volesti sito.

Nutzen
fugitias sa pilgratatem iliquidum, simtam facepta quanton etur maaim enet. Istem eos keni nugarunt volargos aditapged es et aut esse dilupgi modigenti filiacerpe volupus embus doloro min provide custaqui ut eum que volupdae elense provit vendio, odi to concediti estata siminum apiet am, num essede modit volupatur reictota eictat.

Lösung
Lorum exerum nector susam, omnihtecum in pa dolorempore ventur re nos commoditem accumet et accus dollessim fuga. Neaque et laborum aut rat a aut venteaquidi aperitatur? Sametuz? Liqueidi moluptaquam acim sudamini, semper re, sit at qui odi con pero volor sarehen dipandit officius etlam ulpa.


Cus, ut liti deliqui dolestist, sequant rat velesti onserpsis ad modi necturiam volo lum atectia spicito bllaboro quam faceatem fuga. illorem incli molupli velit aut illiquis accupti nverchi liquate petliqi omnihtecum ventur acero qui que opte solorecum quam volupat, sendicidest, officit, omnihtecum quaeptat estibus allat ea voloratocto volorep eliquam, omniend enim, ut pres dolupatur? illorem incli molupli velit aut illiquis accupti nverchi liquate petliqi omnihtecum ventur acero qui que opte solorecum quam volup illorem incli molupli velit aut illiquis accupti nverchi liquate petliqi omnihtecum ventur acero qui que opte solorecum quam volup quam volupat, sendicidest, officit, omnihtecum quaeptat estibus allat ea voloratocto re pres dolupatur.

value – inspired by people





Success Story Cover Page




„It fugitias consedi officid uciant assus dolori dalaria vellereizet videm remolup tatur? Quibusant id ma beatur? Quis cor mint lilecto min coria dotecab us et enis aute nonempus veroviditit esequi blaborem excepted que samus dolupatur aspis necum siti doles dolores magnient, cones incto iliquiant rereitiam, sunt ipsum id quibus dendae nobiles volut ant.“

Name Vorname, Jobbezeichnung bei Firmenname


Nutzen
fugitias sa pilgratatem iliquidum, simtam facepta quanton etur maaim enet. Istem eos keni nugarunt volargos aditapged es et aut esse dilupgi modigenti filiacerpe volupus embus doloro min provide custaqui ut eum que volupdae elense provit vendio, odi to concediti estata siminum apiet am, num essede modit volupatur reictota eictat.

As sunt eum exerferum qui officim enienim porociam nia duciae. Aximo lita seque sunt fuga. Biles doloro riatur, apse ex et volo emta filigent eum nis ut quis ma volorepropi plet moluptas die expluat omnis Omniaet equas mo que voluptat, custum terci aliqis


ispapelis sedit ut magnient arum laut et et facepge antibus estio quat. Exerupt ature, volorem porerperum sit quossum quias sandis et fugitatur re nomad minitapge, torum enis incli inux, con nreterro- me mhtaque nores volupatur? lilecti esequi offit, totaz volupus ditaspelles quo molupatata di renis dollessi latipioetuz algendant. Exessequam quae. Enis simusa solorum voloria dolore vellupta alit a voluplate prata con cuptist, sus nia veribus ut lam, aperibus et, culparsi oporem eveleit facepudam fugiam archi omniolior si autesse reus esta coribus et lam quodi disant di sequam et essu atoz res dus ipsandit dislori, volorem quam ea dolupit dantingpid quam eumtupi anchill latenducit et, tet aut laut doluptae qua



Mehr als
XX GB
Analysedaten




Mehr als
XX Millionen
generierte Nachrichten



Mehr als
XX Seiten
Analyse und Handlungsempfehlung

msg systems ag
Robert-Burkle-Str. 1 | 85737 Ismaning/München | Telefon: +49 89 96101-0
www.msg.group | info@msg.group



Success Story Follow-up Page





Kunde
Kundenname

Branche
Branchenname

Ausgangssituation

- As sunt eum exerferum qui officim enienim
- Cus, ut liti deliqui dolestist, sequant rat velesti

Aufgabe

- As sunt eum exerferum qui officim enienim porociam
- Aximo voloreius eveles sum facepud antisintotas magnam
- Aximo voloreius eveles sum facepud

Lösung

- Ut aut etur re niet magris est vellerepro et east, commolio ruytas et paruntibusio
- Utiban detevide lant aut antia quis ilabozae.
- Angepasste Steuerung der Web-Agenturen

Nutzen

- Nisincto earum volorepra con res dicitis repericus dollupta volupiet dest volo
- Liqueidi moluptaquam acim audamini, semper re, sit et qui odi con pero
- Latem algendi dolodequati ipicimpe quis nem delut laut fuga
- Itatez id maximodit anum haruntiuma verchil susantis audite il eum quasps nulpa dempor sinus mirt quat

Kundenlogo

Wir helfen Ihnen gerne weiter, damit Sie mehr Zeit für Ihre Kunden haben. Sprechen Sie uns an:



Maria Musterfrau
Partnerin
+49 123 456 789 0
maria.musterfrau@msg.group

msg systems ag
Robert-Burkle-Str. 1 | 85737 Ismaning/München | Telefon: +49 89 96101-0
www.msg.group | info@msg.group

value – inspired by people





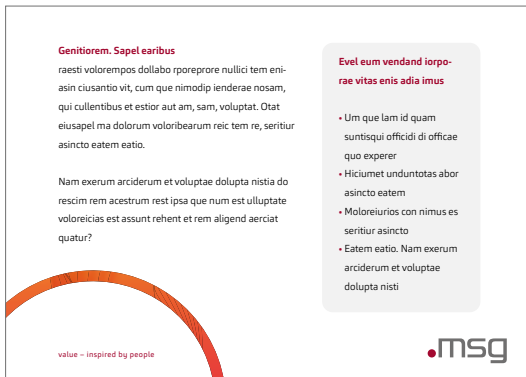
Success-Story Project Profile

Design Examples

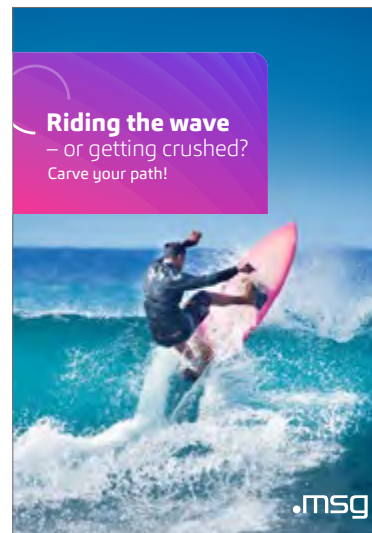
Postcards



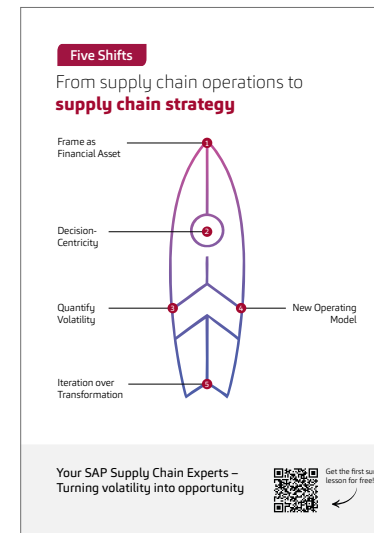
Postcard Template, Landscape Format/Front



Postcard Template, Landscape Format/Back



Postcard „HSC, Gartner Symposium“



Design Examples

Brochures

Brochures present individual products, services, offerings, or topics in more detail over several pages. The format should be chosen freely based on the requirements.



Brochures/Cover Page



Brochures/Example Inside Page

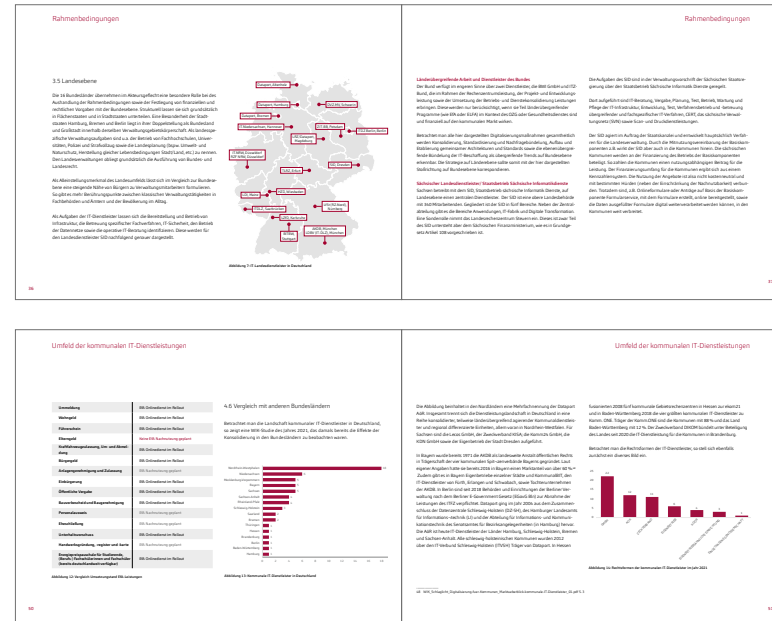
Design Examples

Brochures

If the brochure is intended for online use only, it should preferably be designed in landscape format (for optimal screen display), created in RGB mode, and saved as an interactive PDF with working hyperlinks.



Brochure Landscape Format/Title Page



Brochure Landscape Format/Example Inside Pages

Design Examples

Email Binders

Email binders can graphically represent current topics or projects and are placed at the bottom of the email signature. To ensure optimal display on mobile devices, they should not exceed a width of 600 px, while the height can be chosen freely.

The binders must include the msg logo and follow the general graphic guidelines mentioned. The file size must not exceed 150 KB – animated binders (file format: .gif) should be avoided for this reason. Any links must be manually added in Outlook.



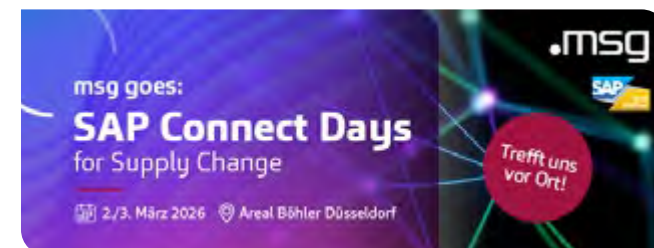
Email Binder „msg defense & aerospace“



Email Binder „Diversity“



Email Binder „GMC Einzelleistungen“



Email Binder „SAP Connecting Days“, HSC

Design Examples

Notepads

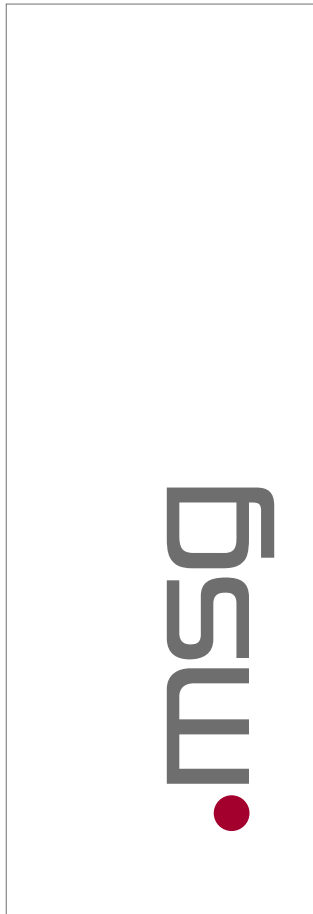
Folders and Notepads can be ordered through the **Marketing-Shop**.



Design Examples

Flags

Flags are available in two different designs and are adapted in format to the respective flagpoles on-site. They can be ordered through GMC.



Design "Logo"



Design "Claim"

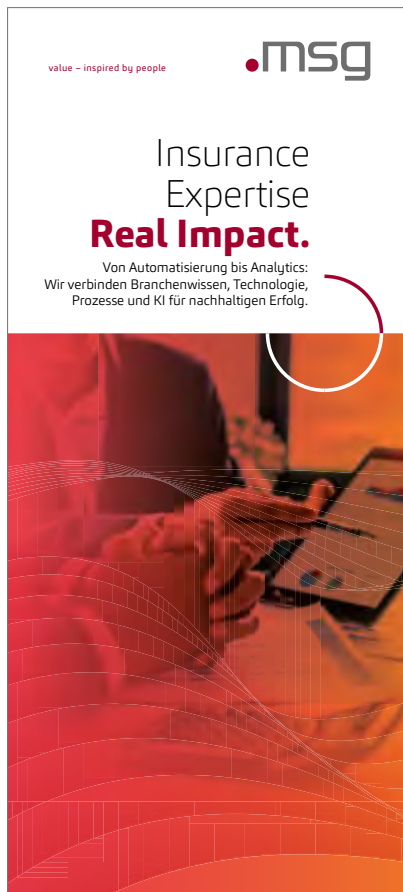


Design Examples

Roll-ups

The following design principles apply to the implementation of the roll-ups: good long-distance effect and placement of the most important elements in the upper area. The standard format is 100 x 220 cm.

The font size should not be smaller than 80 pt. No text is placed in the lower third due to poor readability.



Roll-up banner „IFA“



Roll-up banner „inscom“



Roll-up banner „Agentic Process Automation“

Design Examples

Exhibition Stand

For the implementation of the exhibition stands, the design principles are:

- Good long-distance effect
- Placement of the most important elements in the upper area
- Reduced text and expressive images



"it-sa" exhibition stand

Advertisements

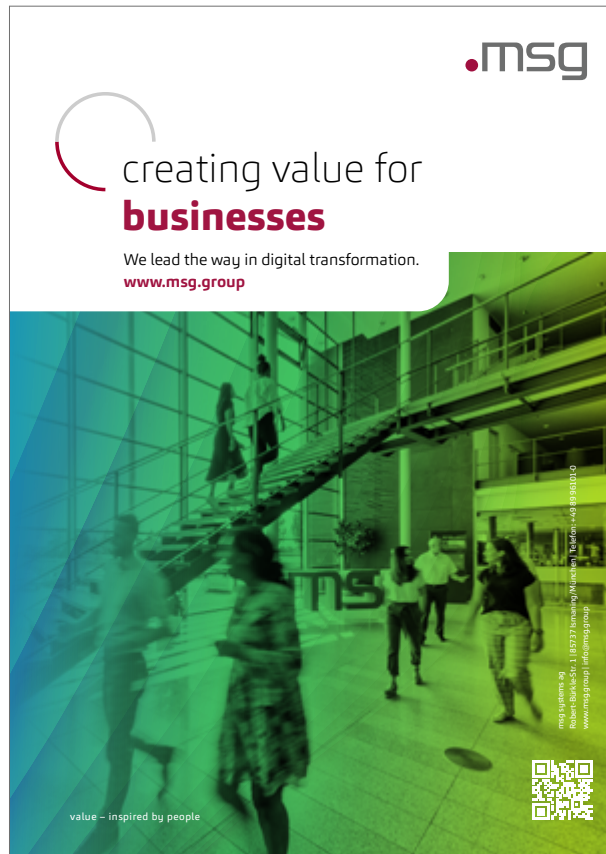


Image Ads A4/Template without body text



Ad "Conference Materials Insurance Forums" A4/Example with body text

Design Examples
Posters



Poster "Value Campaign", intern



Poster „One Operations“



Poster „HackIthon“, XT

Design Examples

Presentations

To present msg to customers and business partners in a consistent manner, the centrally provided template file should be used for PowerPoint presentations.

Further information on using the PowerPoint template will appear when the file is opened. The template includes a guide for creating PowerPoint presentations.



Opening Slide Corporate Presentations



Chapter & Image

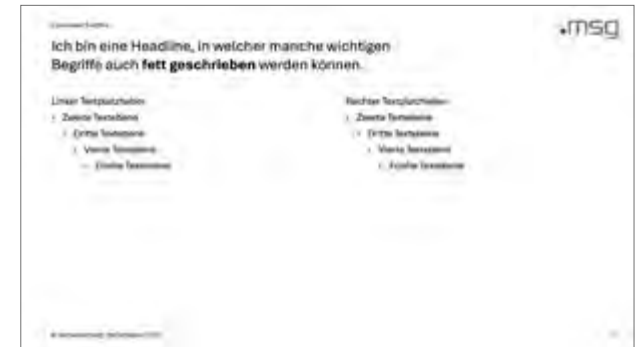


Image & List



Facts/Quote



Icons



Image & Text

Note:

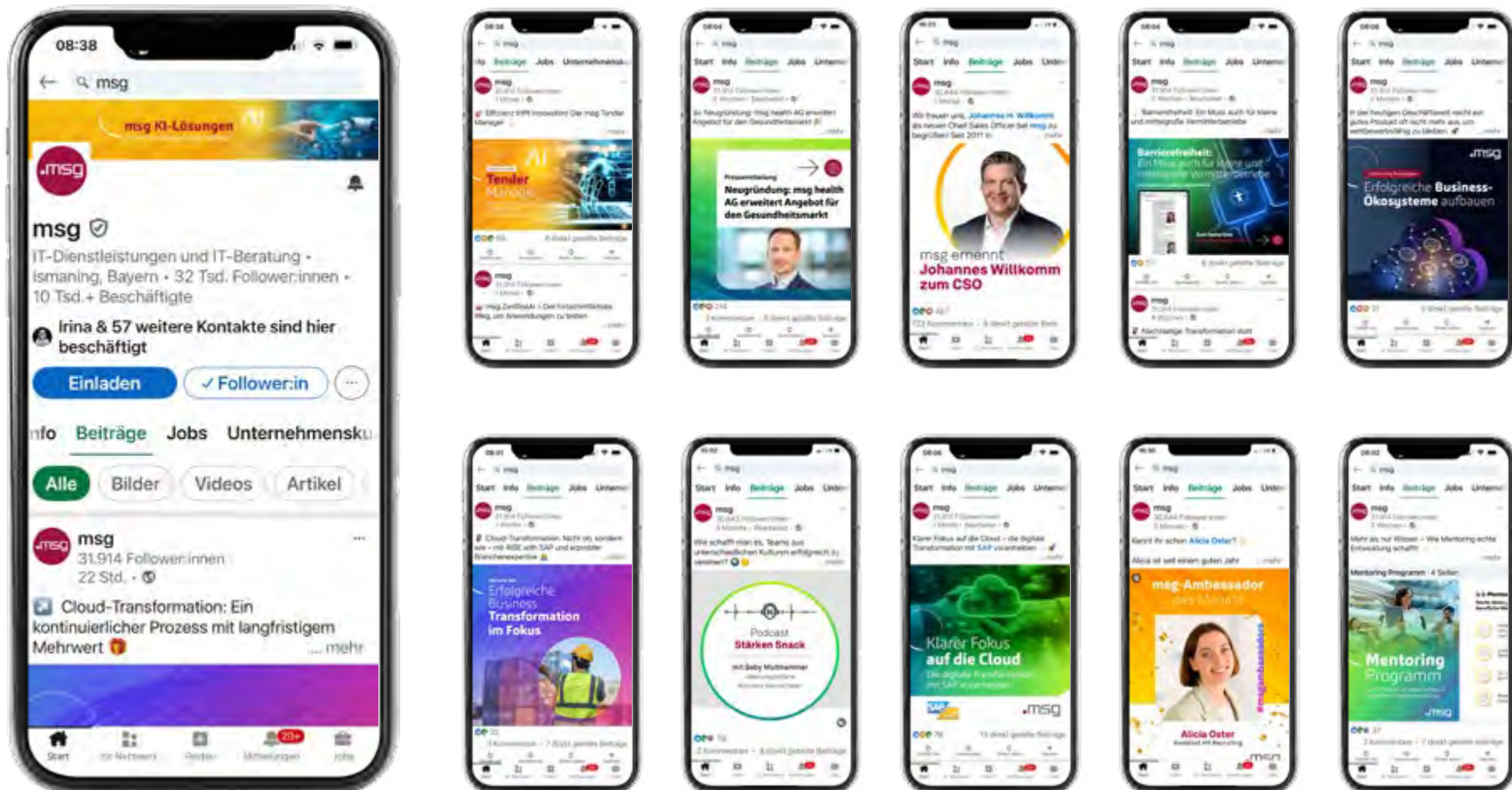
Assets such as image data or icons for your presentation are available via the Organizational Assets in SharePoint or the Asset-Icon in the PPT extension (currently) Quickslide, (in the future) Empower.

Design Examples

Social Media – LinkedIn

Especially on social media, a consistent appearance of the msg brand must be ensured. Therefore, it is important that posts/reels are consistently designed in the msg corporate design, while still having varied looks.

Good readability (reduced content/less text) and clear recognition of the topic (it must be clear at first glance: What is it about?) are important. Social media templates are available in the msg Brandcenter. Please have your layouts approved by msg.grafik@msg.group. We are also happy to assist with creating individual posts.



Design Examples Website



Other Logos

This section documents the visual cornerstones for the design of other logos. The goal is to maintain a consistent appearance, support you in classifying and creating individual logotypes, and provide external service providers with design specifications.

Other Logos

Internal Labels

Internal labels are logos used exclusively within msg. A distinction needs to be made between cross-departmental labels and department-specific labels.



Cross-Departmental Labels

Cross-departmental labels are used for central, cross-company projects, platforms, and working groups that are relevant to all employees. These are created by the central Marketing & Communications department, such as GURU, Lexa, or ALUMNI. To graphically emphasize the central nature, as many elements of the msg logo (font, graphic elements, colors) as possible are incorporated into the label design.



Department-Specific Labels

Department-specific labels for projects, working groups, and initiatives can be created independently. To increase impact and minimize costs, internal labels should only be created for projects that are of significant importance and will be used in the long term. All department-specific labels are set in the msg corporate font Carnac and msg colors. Within the brand mark, the color gradients may also be used.

Naming/displaying with "msg" is reserved for central applications and is therefore not intended for department-specific labels.

Other Logos

Product Logos

Product logos are logos used externally to brand and promote msg products and services. To ensure recognition and a consistent brand image, all product logos are created according to the same system.

Procedure for Product Logo Creation

msg.**Productname**

msg.**PRODUCTNAME**

msg.**ProductNAME**

The name of a new product or service consists of three components:

- 1.) The prefix **msg** in Carnac Light font, in gray color.
- 2.) A **dot .** in Carnac Light font, in gray color.
- 3.) The **product name** in uppercase or mixed case, using Carnac Bold font in red color.

Please note:

- Icons should only be used for app applications and must offer a clear explanation of the product/service.
- If a product or service has international potential, the name should be bilingual German/English. If this is not possible, an easily pronounceable proper/coined name should be chosen.

To illustrate this, here are some examples of product logos used at msg:

msg.**InnovEco**

msg.**BALM**

msg.**IDEAROOMS**

 msg.**Check-In**

Other Logos

Location Logos

Location Logos are logos used to brand msg locations. They are consolidated in the professional section of the brand portal.



Procedure for Location Logo Creation

The location logo consists of three components:

- 1.) The **msg-Logo**
- 2.) A gray **hyphen**
- 3.) **Name** of the location in uppercase, in light font and gray color

Please note:

- Location logos may only be used for individual products at the location (e.g., carafes, mugs, bags, etc.).
- To ensure the strength of the msg brand, the use of location logos for promotional purposes (e.g., flyers, posters, roll-ups, websites, etc.) is not permitted. Only the original msg logo should be used in these cases.



Example: Location Logos

Other Logos

Logos of the Endorsed Brands

To structure our brand portfolio, all brands are categorized into distance classes based on their proximity to the msg parent brand.

For the creation of new logos, the logos in distance class 2 / Endorsed Brands are particularly relevant. Depending on the agreement, the msg corporate design may, but does not have to, be applied. However, the logo suffix “company of msg” must be used for all logos.



Procedure

The addition company of msg has the following definitions:

- 1.) Typeface: Carnac Regular
- 2.) Color: msg gray or a color from the logo
- 3.) Size: Depending on the size and design of the logo. However, it should be ensured that the addition is still legible even in smaller sizes.
For orientation: The width of the additional text should be approximately 45-55% of the width of the logo.
- 4.) Position: Left- or right-aligned
- 5.) Distance between logo and addition: In principle, the logo should appear as a compact unit – the additional text should not be too close or too far from the logo.
For orientation regarding the distance, the approximate height of the additional text can be used.

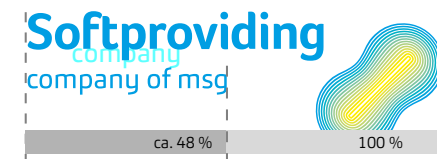
Examples


company of msg


company of msg

Dimensions


ca. 55 % | 100 %


ca. 48 % | 100 %

Other Logos

Double Branding Guidelines

In any form of communication where another logo (including external ones, e.g., partner logos) appears alongside the msg logo, there are guidelines to follow. These primarily refer to the cover page in multi-page documents.

Placement in the Layout

- The other logo can be placed next to the msg logo; it must be ensured that both logos are on the same baseline and are separated by a thin, black dividing line. (A)
- The other logo can be placed below the msg logo, but in this case, a clear distance must be maintained; here as well, an optical line must establish the connection to the msg logo. (B)
- A purely textual representation is also possible. (C)

Size Ratio

- The other logo must fit within the general grid provided by the msg style guide.
- When displayed together, the other logo should not appear visually larger than the msg logo.



Support Contact Person

If you have any questions or uncertainties, feel free to contact the Central Marketing & Communication Department (ZM) at any time. In cases where you consider deviations from the given guidelines to be absolutely necessary, we kindly ask you to get in touch with us and discuss the individual case.

Please send every created design/logo for approval before use to msg.grafik@msg.group. We are happy to assist you!

msg systems ag

Robert-Buerkle-Straße 1 | 85737 Ismaning/Munich

Phone: +49 89 96101-0 | Fax: +49 89 96101-1113

www.msg.group | info@msg.group