



## Basic Elements of the MSN Logo

### Basic Elements

2.3.7

#### General Information

##### Horizontal MSN Logo for Printed Applications – Full-Color Reverse

On printed applications with black or dark-colored backgrounds, use the full-color version of the logo. Here is the horizontal configuration.

Click on the icons to the left for clear space requirements, color specifications, and downloadable electronic artwork.





## Basic Elements of the MSN Logo

### Basic Elements

**2.3.7**

#### Clear Space Requirements

##### Horizontal MSN Logo for Printed Applications – Full-Color Reverse

The MSN logo is most effective when surrounded by as much open space as possible. A minimum area of unobstructed clear space should surround the logo (both the horizontal and vertical versions) in all situations.

On printed applications, this clear space should be at least 0.5x ("x" equals the height of the MSN letters), as shown in the diagram to the right.





## Basic Elements of the MSN Logo

### Basic Elements

**2.3.7**

#### Color Specifications

##### Horizontal MSN Logo for Printed Applications – Full-Color Reverse

Create the full-color MSN logo for printed applications with the colors shown here. Consistent use of these colors will help in building a distinctive MSN brand personality.

Please note that the CMYK specifications shown here are customized for MSN, and differ from the suggested PANTONE® four-color process equivalents.

Black is the preferred background color for reverse versions of the logo. Other acceptable background colors include dark blue (shown here) and other dark colors that provide sufficient contrast, but do not clash visually with the MSN butterfly.



CMYK: 96 / 69 / 3 / 0



CMYK: 94 / 40 / 0 / 0



CMYK: 94 / 0 / 100 / 0



CMYK: 40 / 0 / 67 / 0



CMYK: 1 / 20 / 94 / 0



CMYK: 2 / 40 / 75 / 0



CMYK: 3 / 80 / 92 / 0



CMYK: 85 / 71 / 2 / 0



## Basic Elements of the MSN Logo

### Basic Elements

2.3.7

#### Download Electronic Artwork

##### Horizontal MSN Logo for Printed Applications – Full-Color Reverse

Always use authorized electronic artwork. The full-color reverse version of the horizontal MSN logo for printed applications is available in the following file formats:

For PC:  
MSN\_cmyk\_grad\_rev\_h.exe

For Macintosh:  
MSN\_cmyk\_grad\_rev\_h.sit

