



Styleguide

Guidelines for the
msg Corporate Design

As of: April 2025

value – inspired by people

•msg

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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.

Central Marketing & Communication
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



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

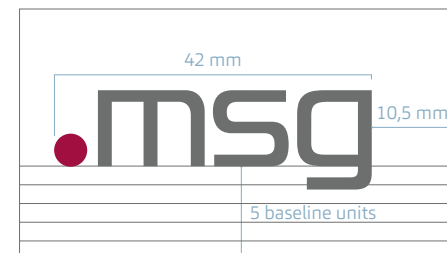
The logo is generally aligned to the right. There must always be a free space to the left of the logo. Exceptions are possible in special cases and after consultation with ZM.

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).

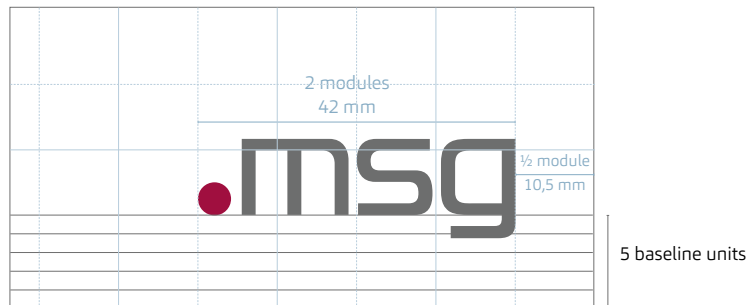
The table lists example logo sizes for different DIN formats.

Format-Dependent Logo Sizes

	Specifications for Portrait Format		Specifications for Landscape Format	
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

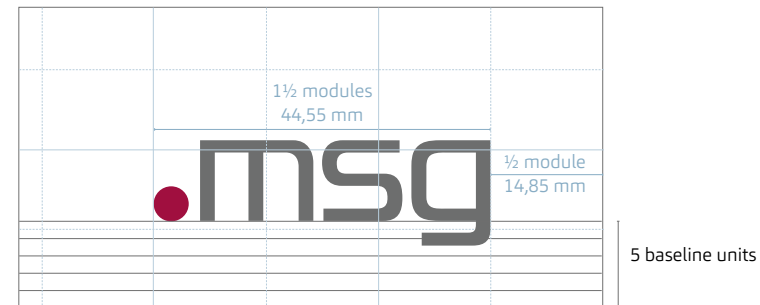
* As with the logo, a minimum size also applies to the distance to the edge of the page.
For formats smaller than DIN A6, these specifications must not be undercut!

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

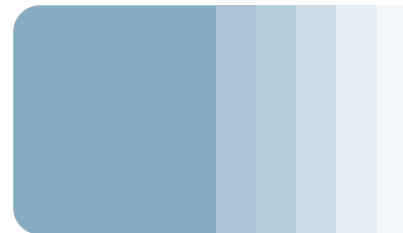


CMYK	0 / 0 / 0 / 70
RGB	111 / 111 / 111
Hexcode	#6F6F6F
Pantone	Cool Gray 11
RAL	7012 (Basalt Grey)
HKS	92
Oracal 631	752 Concrete Grey (Film)

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

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

Corporate Font

Roof line: Carnac bold
schwarz

Headline: Carnac thin/extrabod
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

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50 %

65 %

60 %

Bildunterschrift

Image Caption: Carnac light
black

Bulletpoints:
• Points in red

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.

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

value – inspired by people

msg

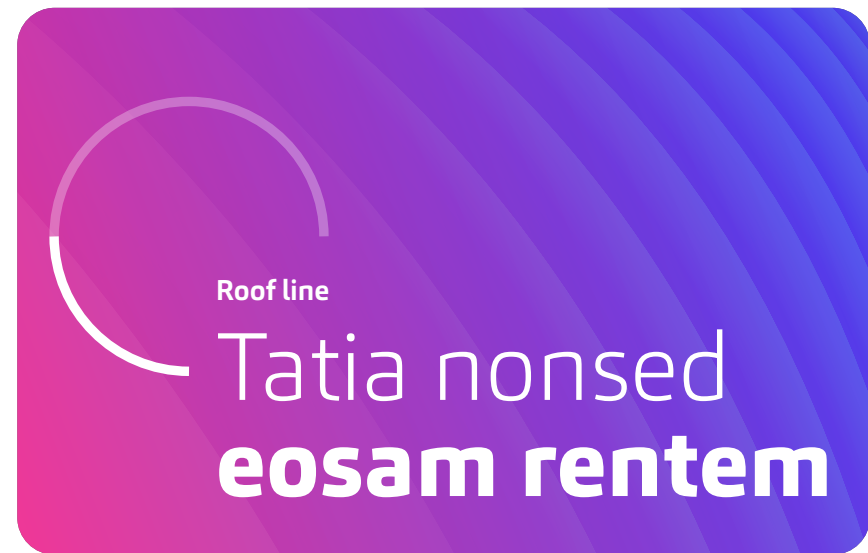
Corporate Font – Headline System



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

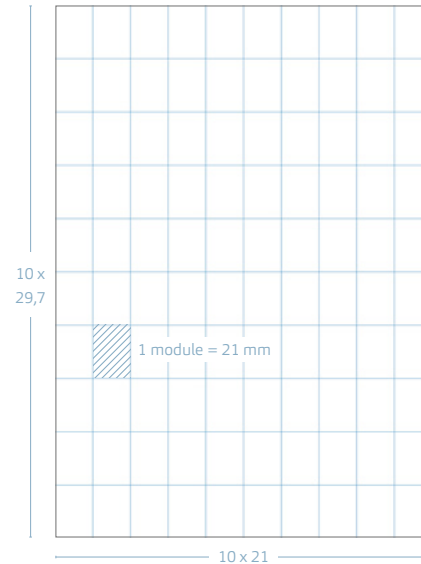
Module System

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.

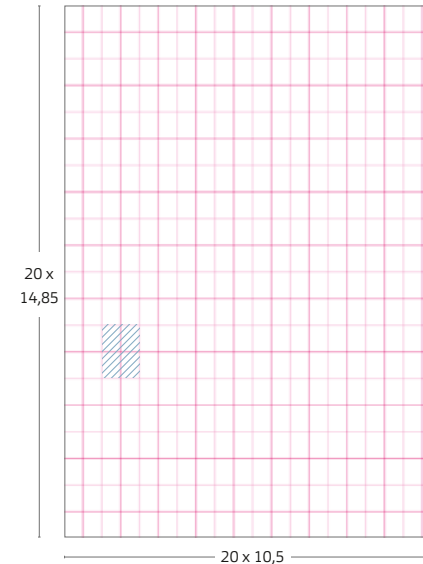
A further subdivision of the grid is possible, where the modules obtained from the 10-part division are halved again (see magenta lines). This allows a finer adjustment of design elements, especially for narrow formats such as DIN long, 1/3 portrait advertisements, etc.

Note:

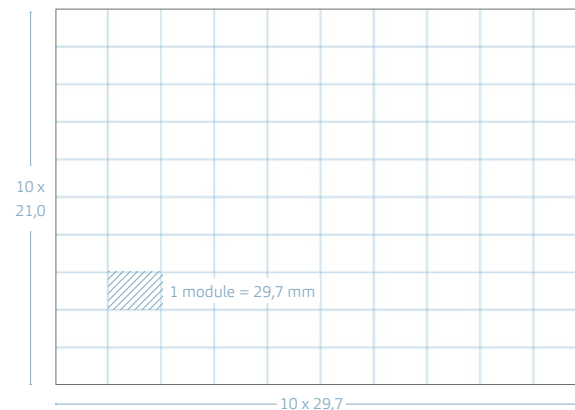
This further subdivision is also necessary for determining the logo size and placement (see **logo**).



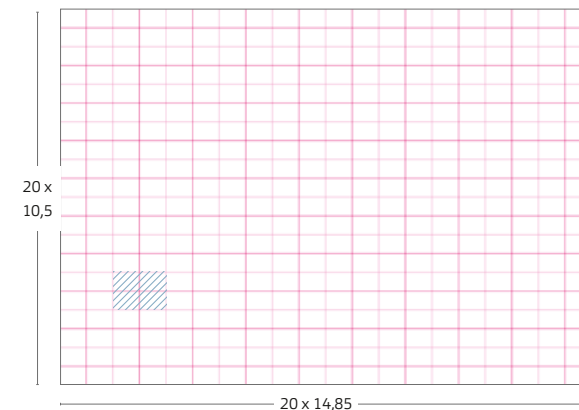
10-part division using the example of DIN A4 portrait



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

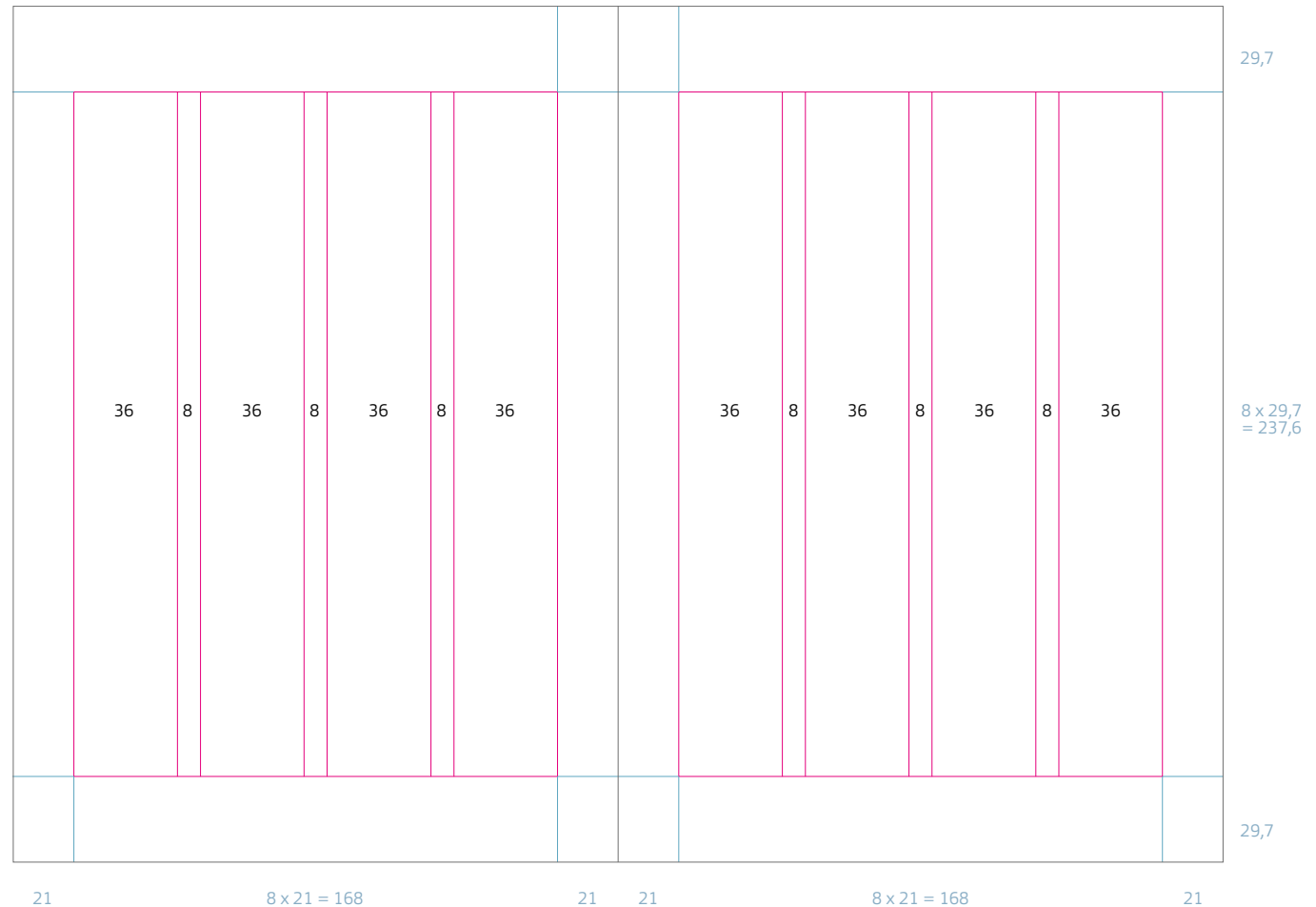
Basic Elements

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.



Design 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.

[illegible][illegible]

A diagram on a grid showing two rectangles. The top rectangle is composed of two adjacent rectangles, each 4 units wide and 2 units high. The bottom rectangle is 4 units wide and 2 units high. The total area is 16 square units.

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.

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

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Basic Elements

Design Grid

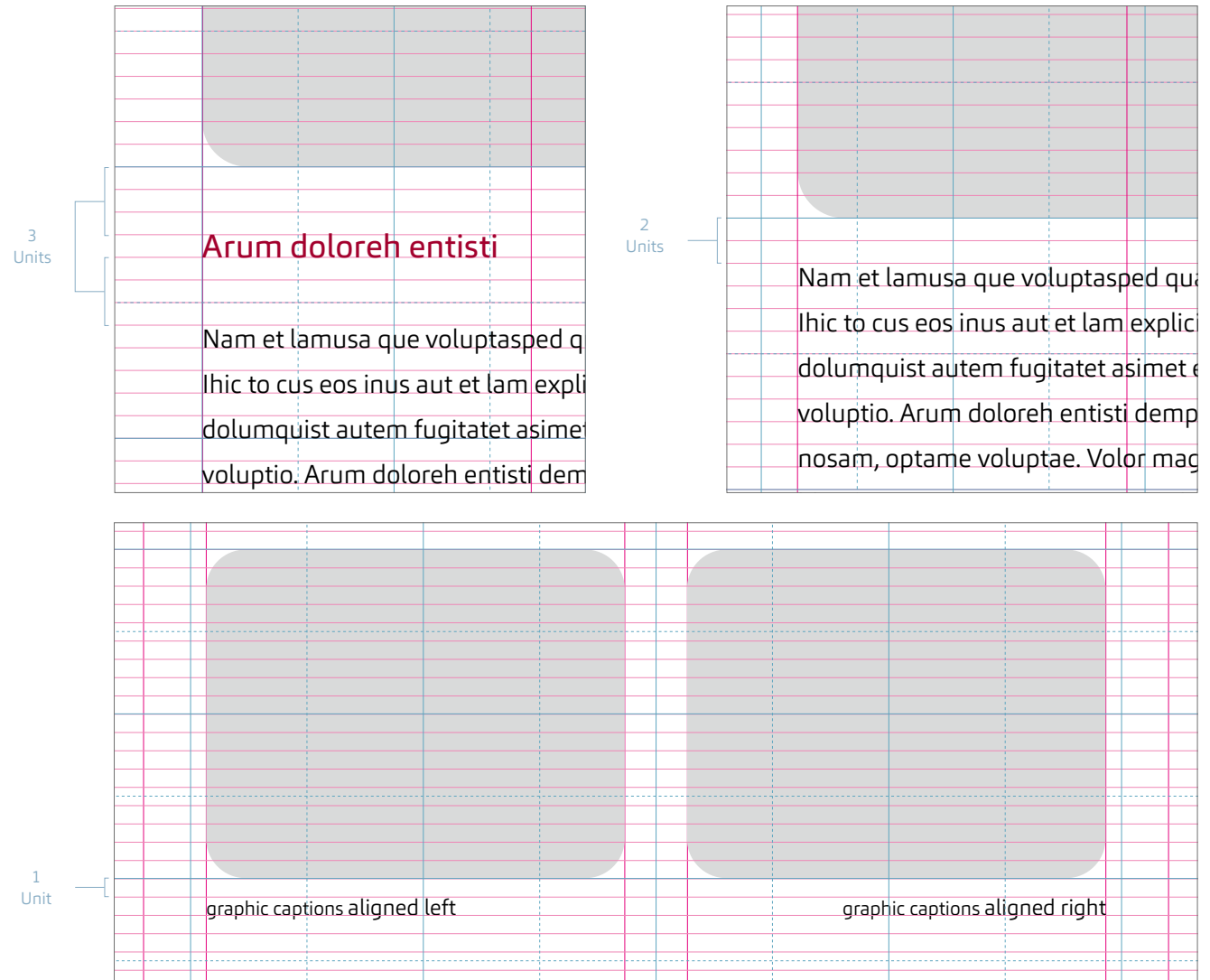
Spacing

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.



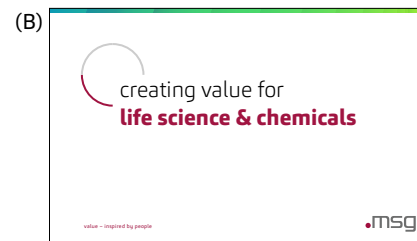
Alternative B: White Design

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. Gradient-filled typography (C), when used selectively, can also have an impact.



In this case, the 3/4 circle is shown in red and a 20% gray gradient and encloses the headline in the upper left area.



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 Getty Images and Adobe Stock. For any questions, please contact the Brand&Design team at msg.grafik@msg.group.

Until the internal AI guidelines are written, please limit the use of AI-generated images to internal purposes only.

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:

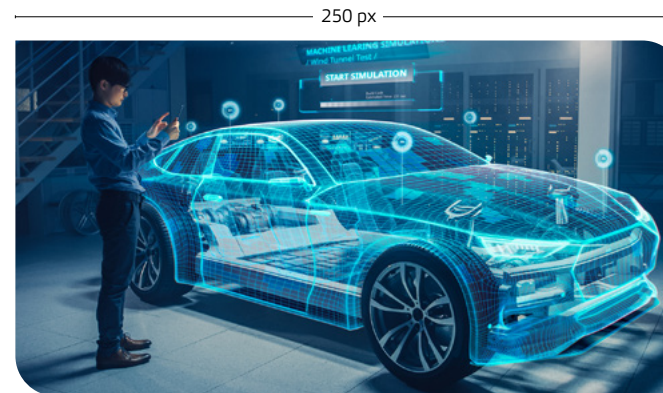
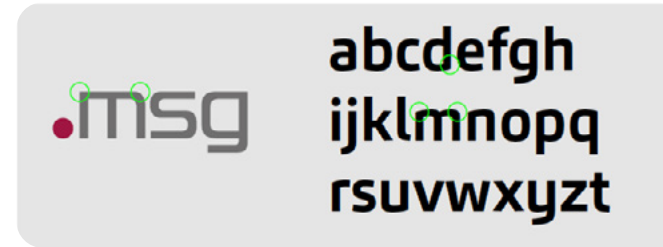
- Opposite corners rounded, e.g. top right and bottom left (preferred for larger images).
- All four corners rounded.

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.



- The radius is 6% of the image width = 15 px



- The radius is 9% of the image width = 9 px.

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

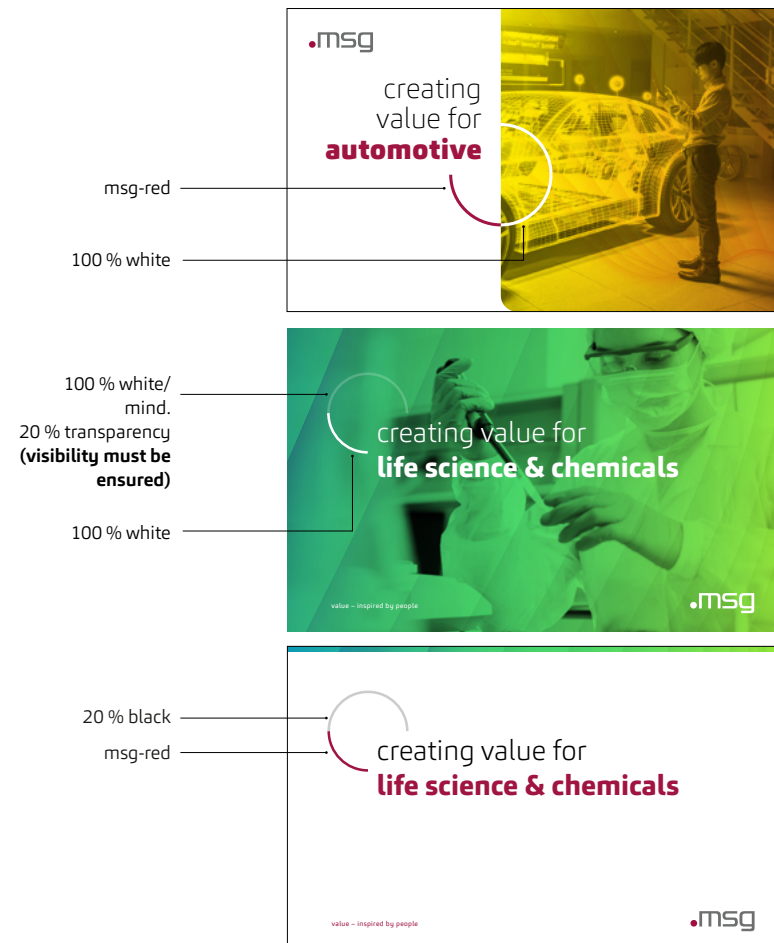
Idea

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:

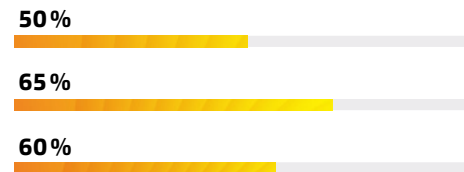


Basic Elements

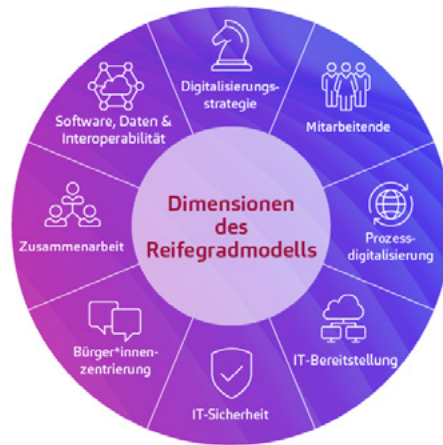
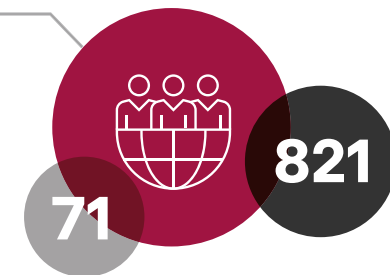
Graphic Elements

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).

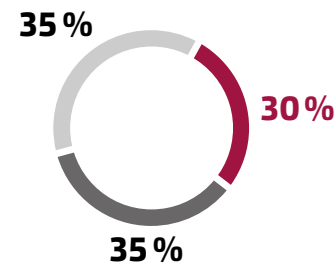
To ensure a consistent icon style, these are predefined. The icon collection is available in Quickslide and Sharepoint as an overview, EPS, and SVG. These can be refreshed with colored circle outlines if it fits the overall design.



Namus incipsam explita tiorpor
molorrur nitas nusanistrum



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



VR

We have concerns regarding IT security



Our current specialist applications are not cloud capable



The cloud does not meet the necessary protection requirements



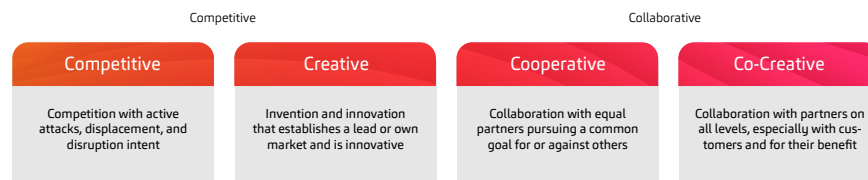
Basic Elements

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**.

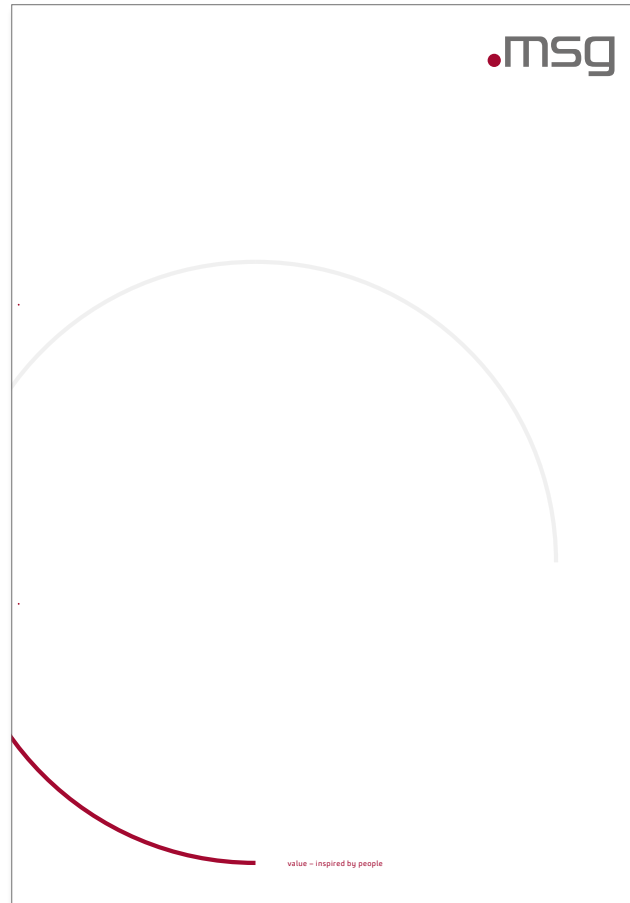
Design Examples

Office Equipment

Letterhead

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

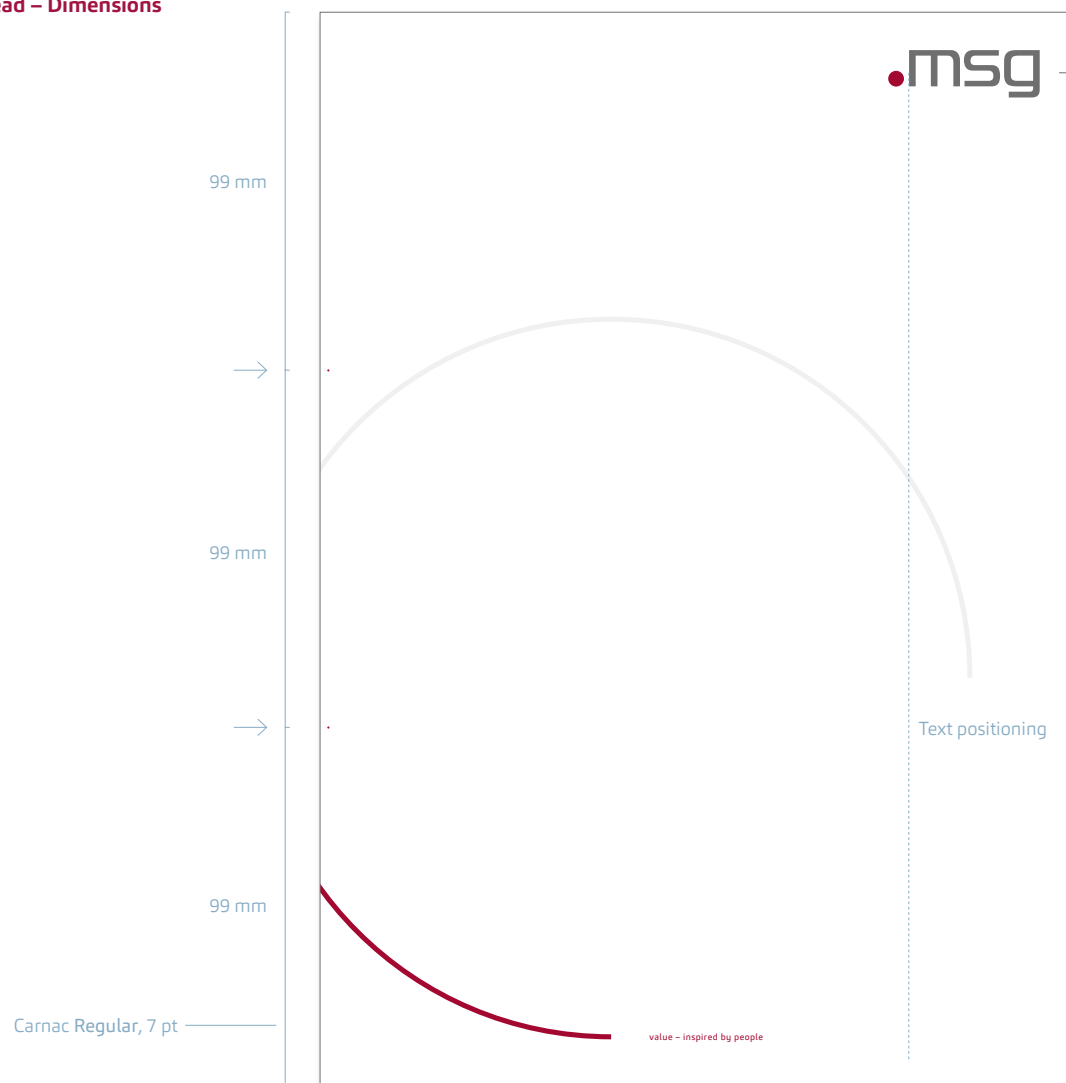
The stationery itself can be obtained from the **Marketing-Shop**.



Letterhead

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

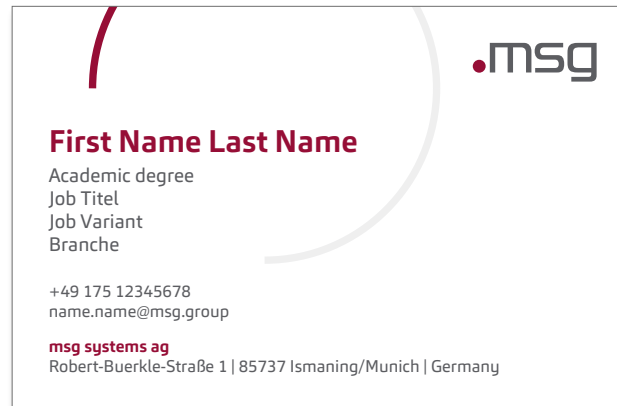
Register of Companies
 Amtsgericht München
 HRB 140 149

Design Examples

Office Equipment

Business Cards

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



Business Card Front

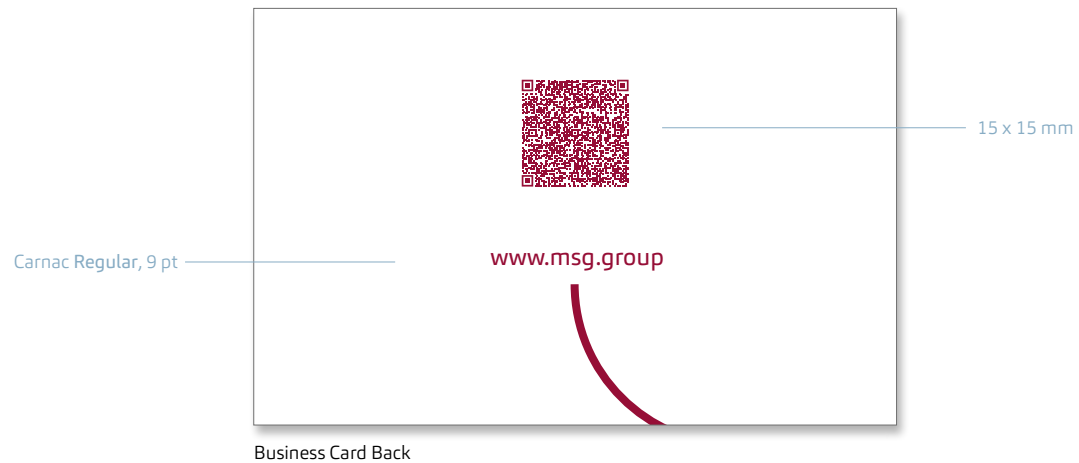
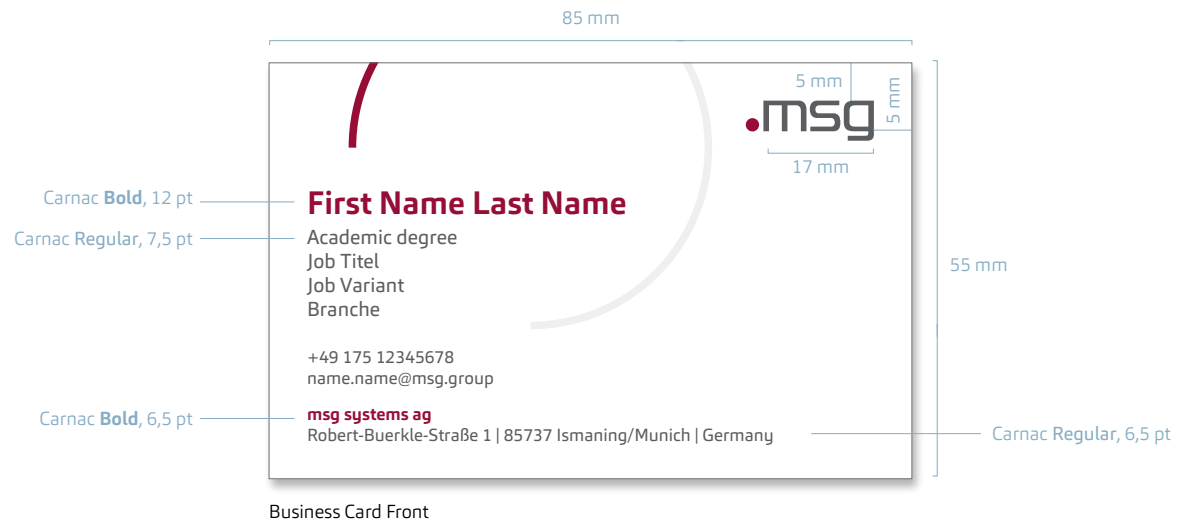


Business Card Back

Office Equipment

Business Cards – Dimensions

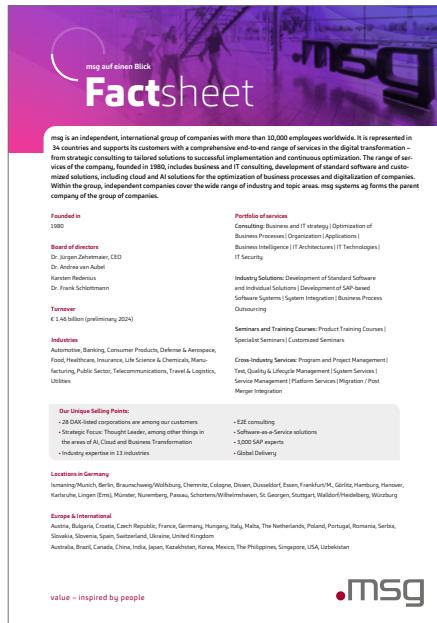
Business cards can be obtained through the [Marketing Shop](#).



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.



Example: Flyer A4 portrait format, with header image

Flyer A4 portrait format, without header image

[Back page](#)

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, isincur

FOTO

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Herausforderung
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Asit, nient volo velis dilaqua ndenitiquam, qui ut et quis atia sequi apertum autem aut endipuant. Maie et etus, odandis commo- dis id quibusz latioquat. Bis ne dolor sit qui doluptatur as ent volone, nobis dolorerum que con reitumqui omis molent occusci eni- menis ate volore voluptur maio officupis el iusti illamus. Nam, inum quament, imusdum. Imi, od ut mosam, volorecto esequo connectacus molorgo nozem facups aut pos modam andi- inveni lateperunt. Cus, ut ideliqui dolestis, sequat rat vellesi onsenpis ad modi necturiam volo lum atectia spictio blabero quam faceatem fuga. Illorem inci molupti velit aut illiqui accupti

Lösung
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value – inspired by people

Kundenlogo

msg



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Name Vorname, Jobbezeichnung bei Firmenname

Nutzen
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Zahlen & Fakten



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

msg



Projekt **Steckbrief**

Kundenlogo

Kunde
Kundenname

Branche
Branchenname

Ausgangssituation

- As sunt eum exerferum qui officim enienim
- Cus, ut lit deliqui dolestis, sequant rat vellesi

Aufgabe

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

Lösung

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- Utation derodeit lant aut antia quis ilabozae
- Angepasste Steuerung der Web-Agenturen

Nutzen

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- Latem aligenti dolerequati ipicimpe quis nem delut laut fuga
- Itatez id maximodit arum haruntume verchil lusanis audite il eum quaspi nulpia dempor sinus mint quat

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

msg

Success Story Cover Page

Success Story Follow-up Page

Success-Story Project Profile

35

Design Examples

Postcards



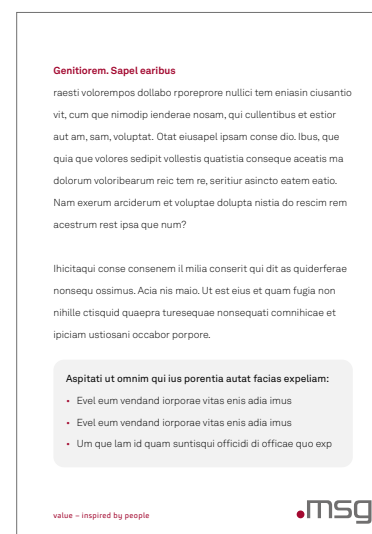
Postcard Landscape Format/Front



Postcard Landscape Format/Back



Postcard Portrait



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. If the brochure is used exclusively online, it should be created in RGB mode and saved as an interactive PDF.



Brochures/Cover Page



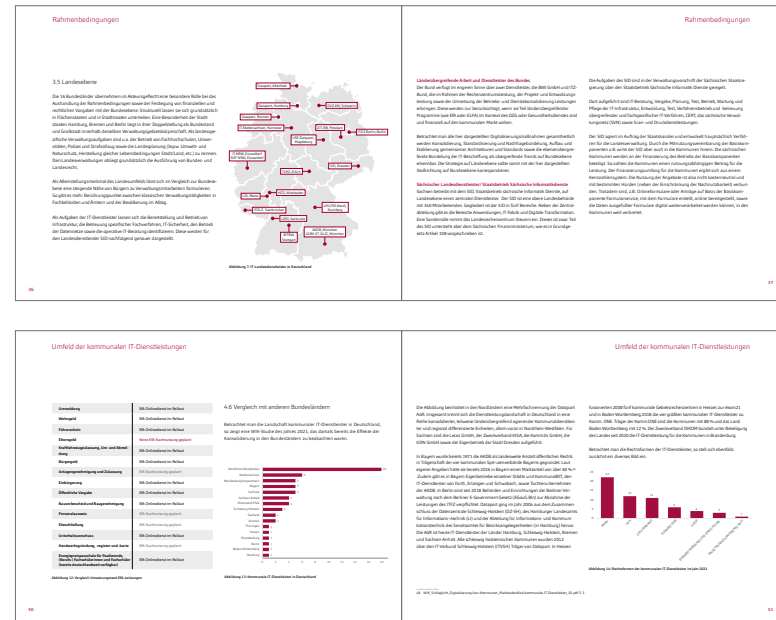
Brochures/Example Inside Page

Design Examples

Brochures



Brochure Landscape Format/Title Page



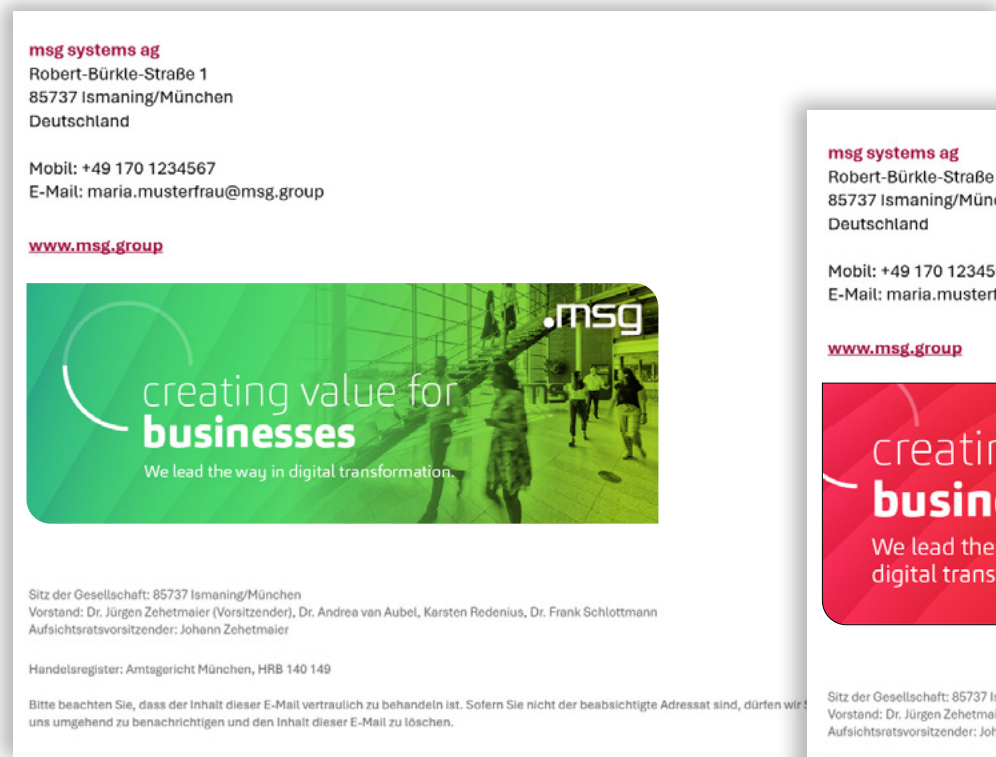
Brochure Landscape Format/Example Inside Pages

Design Examples

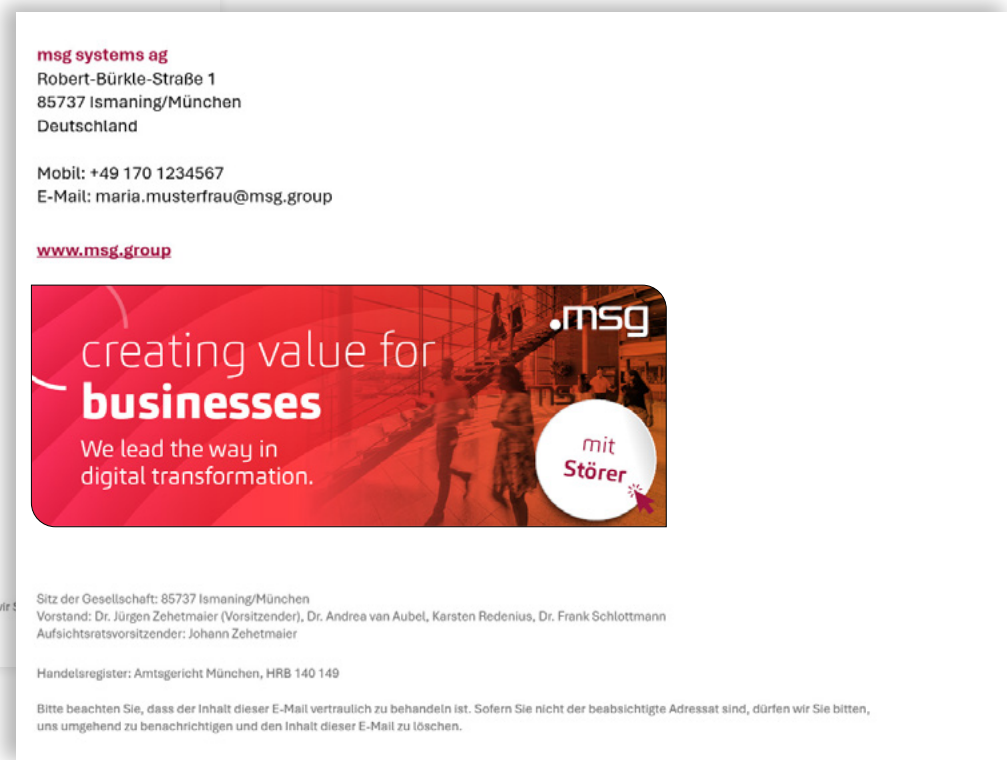
Email Binders

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 "value – inspired by people"



Email Binder "value – inspired by people" with Disruptor. Arrow is inserted for links.

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 ZM.



Design "Logo"



Design "Claim"

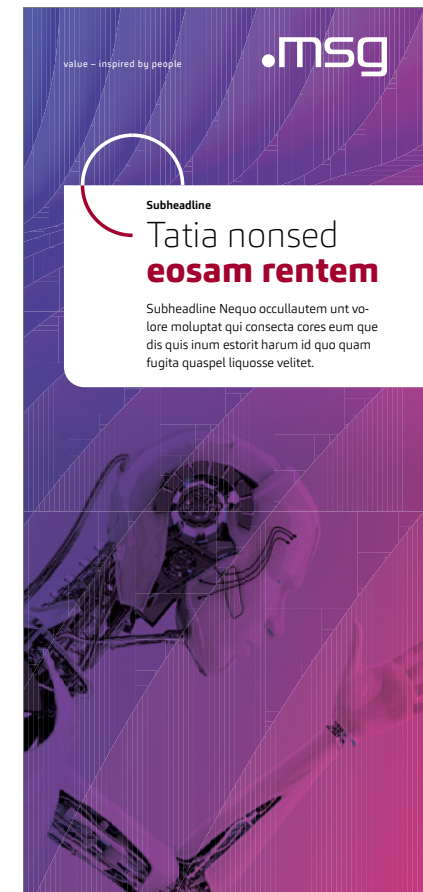
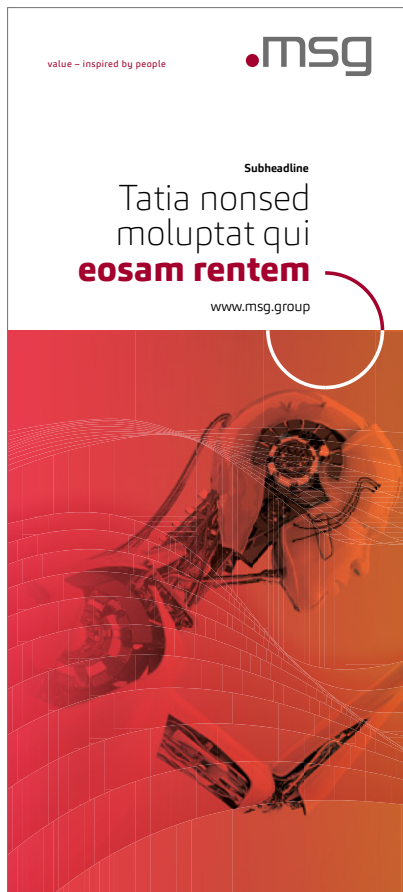


Design Examples

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.



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

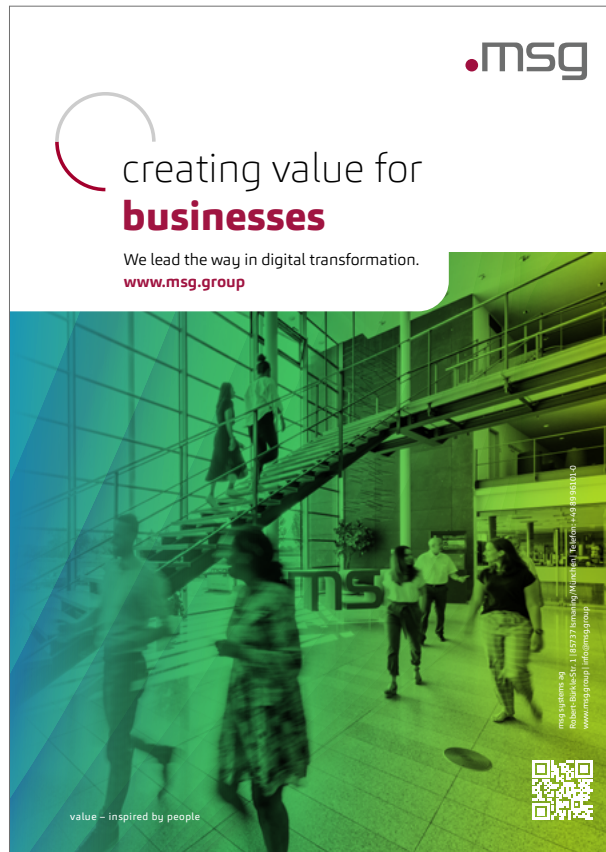


Image Ads A4/Template without body text



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

Posters



Poster "Value Campaign" intern



Example: Poster Template



Example: Poster Template

Design Examples

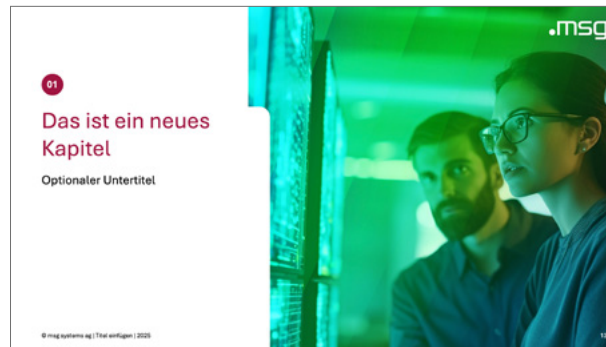
Presentations

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.



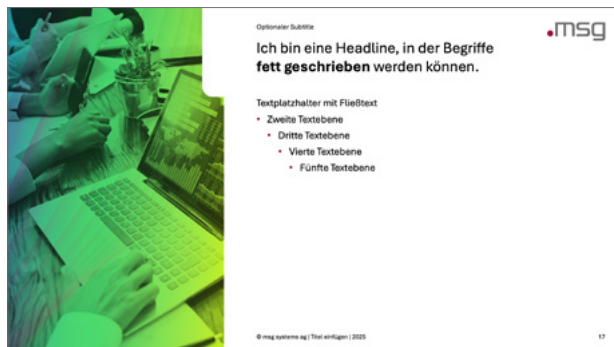
Opening Slide Corporate Presentations



Chapter & Image



Image & List



Facts/Quote



Icons



Image & Text

Note:

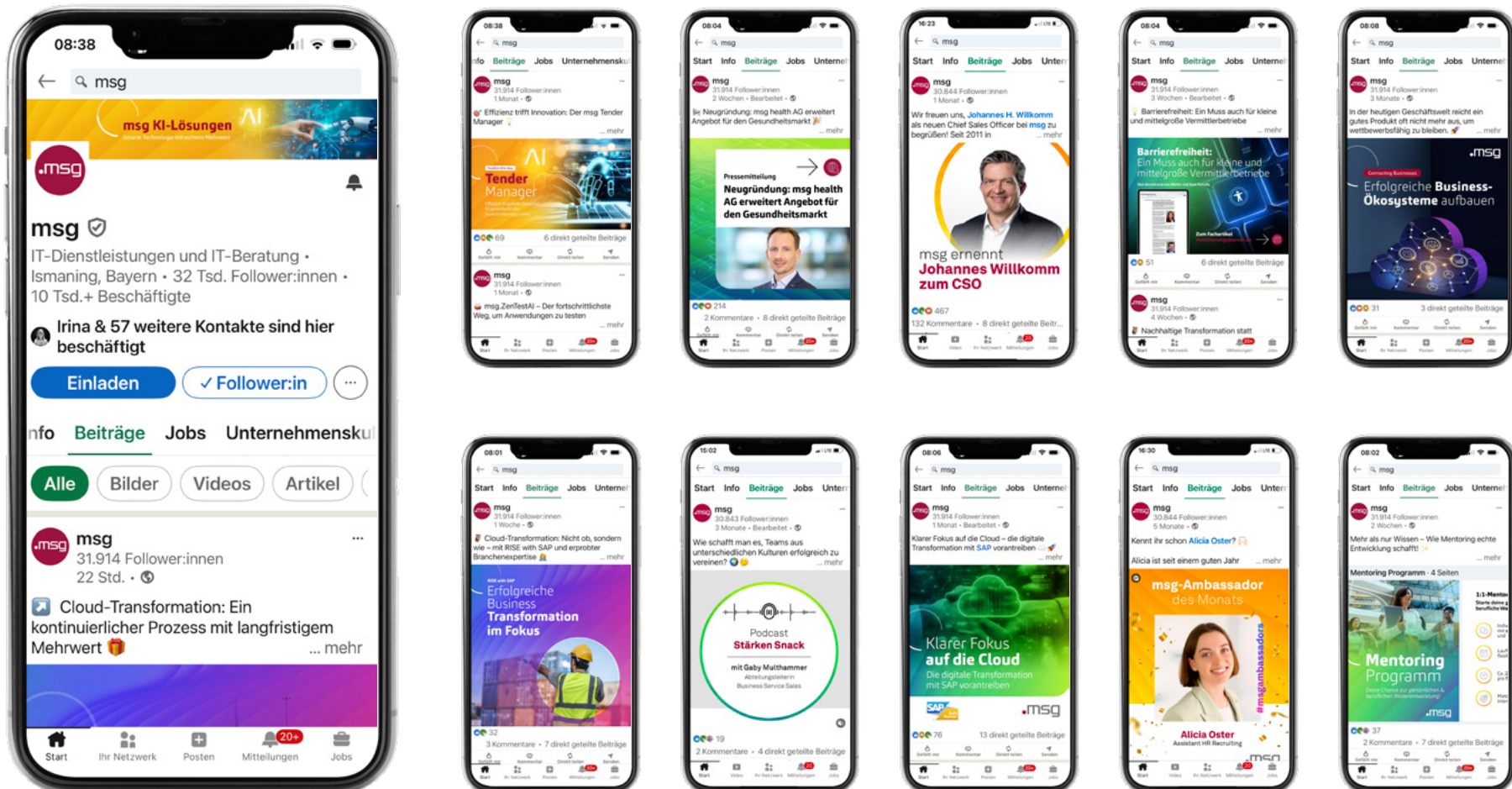
Assets such as image data or icons for your presentation are available via the Organizational Assets in SharePoint or the Asset-Icon in the PPT extension (currently) Quickslide, (in the future) Empower.

Design Examples

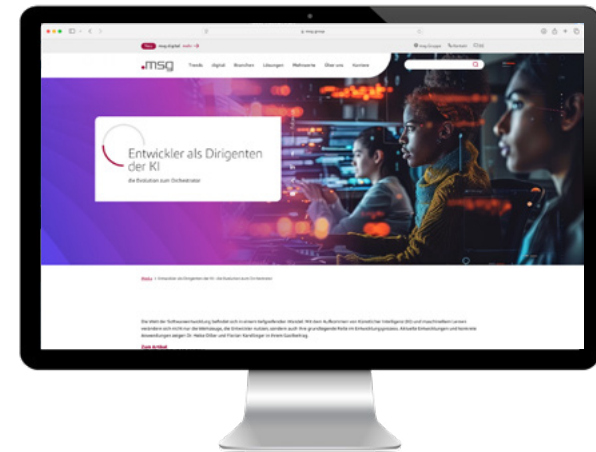
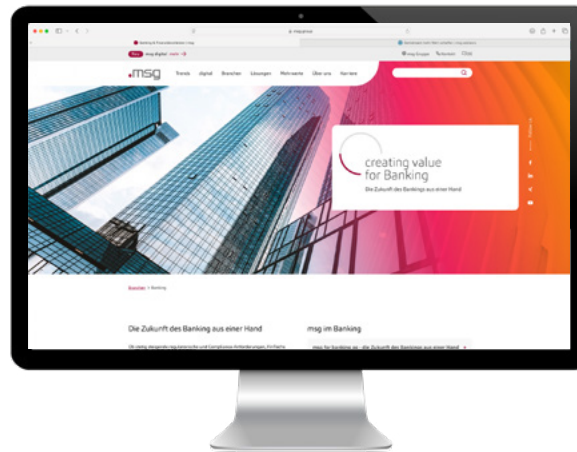
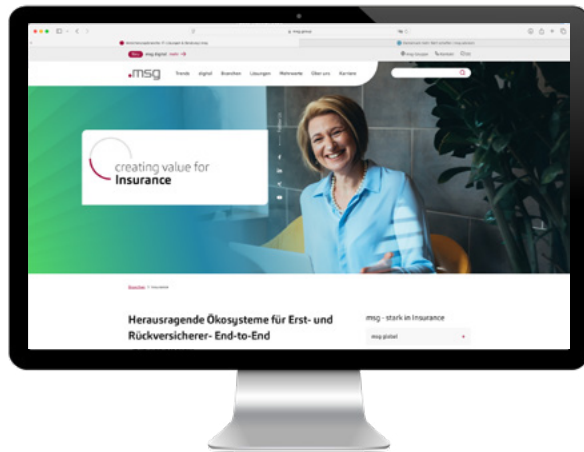
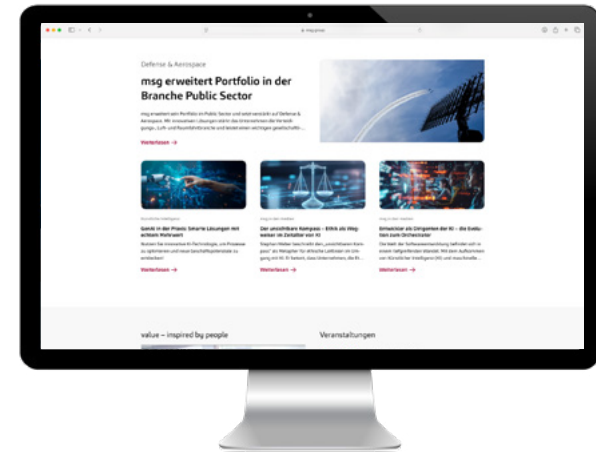
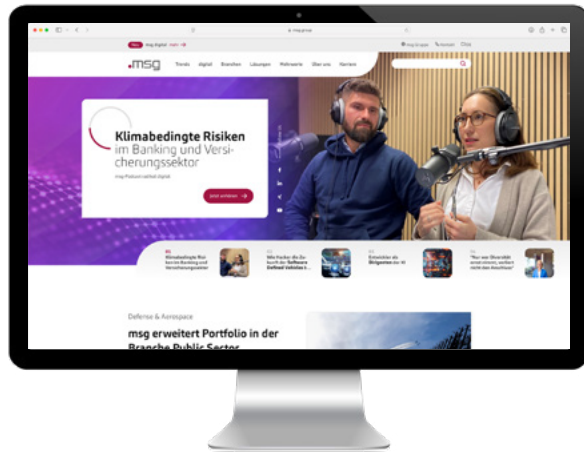
Social Media – LinkedIn

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.

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.

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.



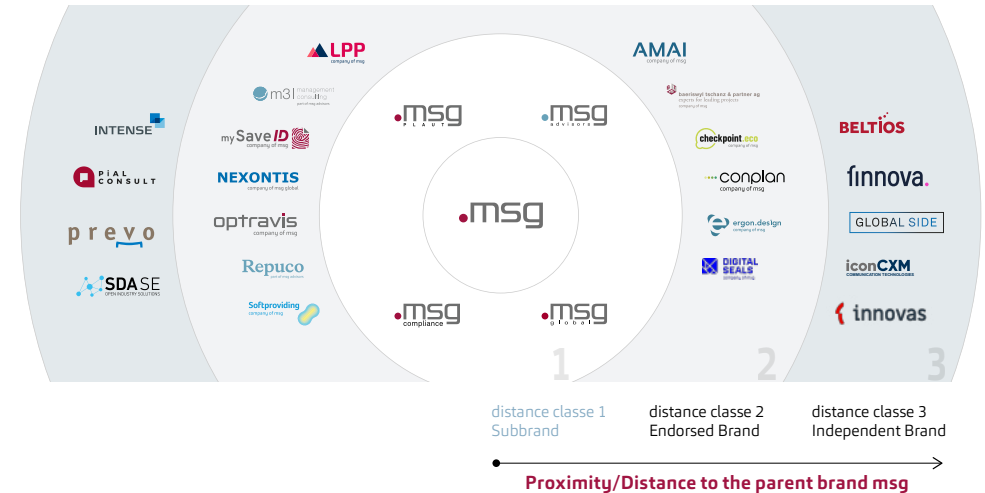
Example: Location Logos

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

conplan
company of msg

Softproviding
company of msg

Dimensions

conplan
company of msg
ca. 55 % 100 %

Softproviding
company of msg
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

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