Morgan Stanley

Logo Usage Guidelines

Do's

Color Variations
The Morgan Stanley logo is only available in 100% black on light backgrounds, or reversed to 100% white on dark backgrounds.

Minimum Clear Space
Separate the Morgan Stanley logo from surrounding text, graphics and/or images with a minimum area of isolation equal to the height of the M in the signature.

Minimum Size
The minimum allowable size for printed applications is 1" wide, as shown. On typical, US letter-sized layouts, the logo is 2.1875" wide.

The minimum size for on-screen applications is 72 pixels wide by 11 pixels tall, as shown. On our website, the logo is 170 pixels wide by 26 pixels tall.

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

Morgan Stanley

Morgan Stanley
1"
Minimum size for print
1" overall logo width

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

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

Morgan Stanley | 26px
170px
Typical size for on-screen (website)
170px wide x 26px tall

Don'ts

Never modify or redraw the logo in any way.

Morgan Stanley — Never create a stacked version of the logo.

Morgan Stanley — Never display the logo in a container or holding shape.

Morgan Stanley — Never outline the logo.

Morgan Stanley — Never change the proportions of the logo.

Morgan Stanley — Never display the logo in two colors.

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

The Jane Smith Group at
Morgan Stanley — Never append a team name or other text to the logo.

MS — Never abbreviate Morgan Stanley

Approvals

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