

The brand identity guidelines

The Machine Safety Management (MSM) name and logo are important assets that have recognition across the USA and beyond. They are unique and conspicuous, reminding the viewer of our proud status as the leading Machine Safety Experts.

These guidelines are designed to help you present our logo and our image in a consistent way in all communication materials produced. If you have any questions about marketing communications contact:

Jeff Radichel — Director of Sales and Marketing

Direct: 651.253.8393 | Fax: 952.895.8010

Website: www.machinesafetymanagement.com

Use of the MSM logo

The MSM logo has significant value, for example on advertising and promotional items. The MSM name and logo may only be used with the permission of the MSM marketing department.



THE MACHINE SAFETY EXPERTS

Use of logo

The MSM logotype is used to identify an official publication, presentation or website of the Machine Safety Management Corporation. It can be used with or without "The Machine Safety Experts" tagline. If the use falls outside official use, you will need to gain permission from the MSM marketing department before publication.

The MSM logo is made from 2 colors Black and PMS 300. If the MSM logo is used in a 4 color print (CMYK) the Blue color is 100% Cyan, 69% Magenta, 5% Yellow and 0% black. It's (RGB) equivalent is R=0, G=92 and B=164 or use it's Hex#005BA4



PMS 300

C = 100
M = 69
Y = 5
K = 0



R = 0
G = 92
B = 164

The minimum size for the MSM logo is 2" and is always used in the horizontal position.



Primary MSM fonts

Serif Fonts

Palatino or Times Roman are the primary Serif fonts for Marketing and advertising.

In power point/MS word docs or web documents please use the Times Roman font. They are available for PC/Mac systems

Palatino Roman

Palatino Italic

Palatino Bold

Palatino Bold Italic

Times Roman

Times Roman Italic

Times Roman Bold

Times Roman Bold Italic

The brand identity guidelines Continued

San-Serif Fonts

Futura and Arial fonts are the primary San Serif fonts for Marketing and advertising. They are available for PC/Mac systems

Futura Book

Futura Book Oblique

Futura Bold

Futura Bold Oblique

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

Standard Headline font:

Futura Bold.

Display and Script Fonts

Other fonts may be used in conjunction with special event themes or marketing taglines or headlines. Limit the use of specialty fonts to 1 font family along with the primary MSM fonts.

Brand Archetype for Machine Safety Management

The MSM brand archetype is Sage/Genius and is describe as: Intellectual solutions to problems, Expert advise, serious objective tone. Finds truth through research, objectivity, and diligence.

The Machine Safety Management Core Values are

(In order of importance)

Passionate, Persistence, Flexibility, Humility, Positivity

Purpose/Cause/Passion:

We believe every machine injury is preventable

Niche:

Machine Safety Products

The Three Uniques of Machine Safety Management:

1. As our tag line expresses we are, "The Machine Safety Experts"
2. Our breadth of simple and complete machine safety solutions
3. The ability to help the customer become compliant

Mission Statement

The only purpose of Machine Safety Management is to help prevent machine accidents by using a caring and persistent approach to solving problems that will help safeguard operators, one machine at a time.



DO YOU HAVE A COMPLETE MACHINE SAFETY PROGRAM IN PLACE?

Give us a call today and learn more about how Machine Safety Management can partner with you to help reduce machine injuries and establish a proactive safety plan.