

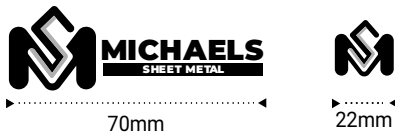
## Logo Variants



## Logo Icons



## Minimum Width



## Logo Font: **Montserrat**

Assets are available for download at: [Font NAS Link](#)

## Logo File Downloads:

Assets are available for download at: [NAS Link](#)

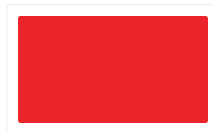
## Color Palette



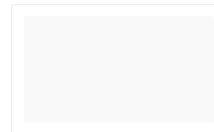
**MSM LOGO Black**  
CMYK - 75, 68, 67, 90  
RGB - 0, 0, 0  
HEX - #000000



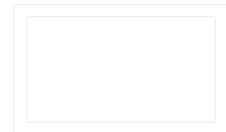
**MSM LOGO Gray**  
CMYK - 33, 26, 26, 0  
RGB - 175, 175, 175  
HEX - #AFAF AF



**Red**  
CMYK - 2, 98, 94, 0  
RGB - 234, 36, 41  
HEX - #EA2429



**Ghost White**  
CMYK - 2, 1, 1, 0  
RGB - 249, 249, 249  
HEX - #F9F9F9



**White**  
CMYK - 0, 0, 0, 0  
RGB - 255, 255, 255  
HEX - #FFFFFF

## Typography

### Headings and Titles

**Roboto 400**      ABCDEFGHIJKLMNOPQRSTUVWXYZ  
**Roboto 500**      ABCDEFGHIJKLMNOPQRSTUVWXYZ  
**Roboto 600**      ABCDEFGHIJKLMNOPQRSTUVWXYZ

### Body Text

**Roboto 400**      ABCDEFGHIJKLMNOPQRSTUVWXYZ

## Tone of Voice

**Optimistic:** Problems are solvable, good ideas win out and the future is bright.

**Bold:** We are leaders in our field and enthusiastic to share our innovations.

**Professional and Ambitious:** Establish our brand as a trusted thought leader by taking an industries that will appeal to executives and decision-makers.

## Contact Info

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