



*Independent legal & accounting firms*

**Our brand guidelines for members**  
*How we communicate the values  
and characteristics of our association*

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# 1.0 Who we are

1.0 Who we are

1.1 About us

MSI Global Alliance is one of the world’s leading international associations of independent legal and accounting firms.



## 1.0 Who we are

### 1.2 Our vision

To be the first choice multidisciplinary association for ambitious independent legal and accounting firms seeking to compete in the global economy through regular referrals and the right quality relationships with other member firms.





## 1.0 Who we are

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### 1.3 Our mission

To provide an efficient and effective association framework that enables our member firms to expand their business.

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#### *How we will do this*

MSI will enable members to:

- Compete with international firms when tendering for new business
- Enhance their support and offer to existing clients
- Have access to quality firms offering reliable services
- Provide cross jurisdiction referrals
- Exchange knowledge and experience with other professionals in a non-competitive environment
- Participate in training and education
- Increase the prestige of their firm



1.0 Who we are

1.4 Our values



Quality, efficiency and competence are key aspects of the service we provide to our members; and our member firms must equally live and breathe these professional qualities for each other and their clients.



A commitment to working together sits at the heart of our association – to maximise the value and service MSI provides to members and to enable our members to compete in a global marketplace.



MSI and our members deliver fast, efficient, accurate and friendly responses – to maintain the effectiveness of our association and strengthen our reputation as a dynamic association that listens and acts on the needs of both members and clients.



Building our association to help our members build their business drives the choices we make – we seek constant improvement in everything we do, create and maximise opportunities and maintain an entrepreneurial spirit to drive innovation and growth.

1.0 Who we are

1.5 Tone of voice:  
Overview

MSI Global Alliance brings together intellectually capable and professional people from independent legal and accounting firms all over the world. Our tone of voice, in both written and verbal form, should be equal in intellect and professionalism to the people connected with our association.

One of the simplest ways to display intellect and professionalism is through clarity. This is the key component of our tone of voice. Clarity is achieved through simple, bold expression of ideas, a contemporary choice of words, strong connected arguments and short, easy-to-read, sentences. When we provide clarity, we grow trust amongst our members and build their involvement and support.

Clarity also helps to convey our commitment to openness in the transfer of information from MSI to members and between our member firms. It is also vital in helping us live our values – *Professional, Responsive, Collaborative* and *Ambitious*. Without clarity we are unable to live our values to the full.



## 1.0 Who we are

### 1.6 Tone of voice: Examples

When you are writing, editing or speaking for MSI, aim to emulate these examples of clarity:

*MSI Global Alliance is one of the world's leading international associations of independent legal and accounting firms.*

*Our professionalism means we compare favourably with other associations and networks, whilst it is clear expectations amongst our members are growing.*

*There are five main principles guiding the strategy we have set for MSI. Abiding by these principles and perfecting their practical application will help us compete in a volatile and changing market and help our member firms compete.*

*Exclusivity ensures there is no competition amongst member firms and yet allows for cross-jurisdiction collaboration.*

*With an equal balance of law and accounting members, MSI's unique selling point is its multidisciplinary structure and this needs to be preserved.*

## 2.0 MSI logo

## 2.0 MSI logo

### 2.1 Correct implementation

The MSI Global Alliance logo is a vital component of our brand. It is a signpost to the values we hold and a symbol of the work we do.

This guide introduces the various elements of the MSI Global Alliance Corporate Identity which is available to MSI member firms that wish to promote their membership of an international alliance of independent professional firms.

On the following pages you will find advice on how to use these elements, along with practical examples you may like to consider.

These guidelines are intended for any member firm, or supplier thereof, that is planning a branded communication that will include the MSI Corporate Identity. The MSI Corporate Identity is expressed through the Corporate Mark and colour. These elements combine to create a recognisable visual identity that can be applied to all aspects of communication.

The strength of an identity depends upon its consistent application. Wherever the Corporate Identity appears, its application should be of the same high standard, using the correct elements in the right way.

***A member of***



***Independent legal & accounting firms***

## 2.0 MSI logo

### 2.2 Member logo

When a member firm wants to communicate its membership of MSI Global Alliance, it should use the member logos provided opposite. They are consistent with MSI's primary logo, apart from inclusion of the additional line '*A member of*'.

Inclusion of the words '*A member of*' and '*Independent*' within the members' version of MSI's logo overcomes the need to include an accompanying legal disclaimer, and provides member firms with a tidy logo solution that can simply be inserted into a member firm's artwork designs, particularly where space may be limited, for example, on a business card.

However, should member firms need the reassurance of an additional legal disclaimer, please use the following:

*XYZ is a member of MSI Global Alliance, one of the world's leading international associations of independent legal and accounting firms. .*

To maintain the integrity of our logo, digital and master artwork must be used at all times. Never try to recreate the logo yourself. Master artwork files can be obtained from the MSI marketing team.

*A member of*



*Independent legal & accounting firms*

*A member of*



*Independent legal & accounting firms*





## 2.0 MSI logo

### 2.3 The golden rules

1. Use the original artwork and only the derivative members' version of the Corporate Mark.
2. Where possible refer to *MSI Global Alliance* in full.
3. Always refer to MSI as an alliance or association of independent firms, rather than a network.
4. Do not prefix your firm's name or brand with the MSI initials unless your firm is located within the existing, geographically logical networks of Australia or Russia and has the permission of the MSI Board.

Failure to comply with this rule could result in potential liability issues. Please speak to MSI's marketing team if you are unsure of how this applies to your firm.

5. Submit a draft of your marketing materials featuring the MSI Corporate Identity to MSI's marketing team before going to print. We can advise on best practice.

*A member of*



*Independent legal & accounting firms*

*A member of*



*Independent legal & accounting firms*

*A member of*



*Independent legal & accounting firms*

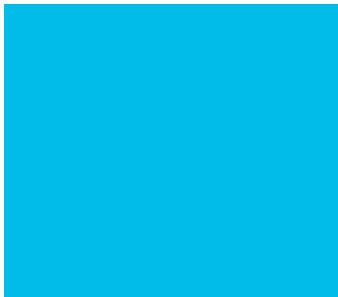
2.0 MSI logo

2.4 Colours

Our primary colours are deliberately quite corporate to reflect the style of the professional firms we work with. However, we have chosen contemporary variants of the blue to create a freshness about our communication that is inviting and not overly serious.



**MSI Dark Blue**  
PMS 2757C  
R0 G30 B96  
C100 M95 Y4 K42  
HEX #001E60



**MSI Light Blue**  
PMS 306C  
R0 G181 B226  
C75 M0 Y5 K0  
HEX #00B5E2

2.0 MSI logo

2.5 Exclusion zone

The MSI member logo is always surrounded by a minimum clear space area. To protect the integrity and impact of our logo this area must remain free from any other elements, including all type and graphics.

The minimum clear space area is equal to the height of the 'm' in our name.

Logo minimum size

Whenever our logo is used it must be clearly legible, which is why there is a fixed minimum size the logo can be reduced to. The width of the logo should **never be smaller than 35mm**.

**Exception:** A different minimum size applies for the use of the member logo on business cards. Please refer to page 23 for these guidelines.



Minimum size  
35mm



## 2.0 MSI logo

### 2.6 Alternative logos

#### White logos

When the member logo is reproduced out of a solid colour, a white version of the logo should be used. Or if using the MSI dark blue as the background colour then the globe above the 'i' should be printed in MSI light blue.



#### Black & white logos

Our black and white member logos can be used when a communication is being produced in greyscale. The globe above the 'i' is a 50% tint of black.

On a dark or black background the all white version should be used.

Master artwork files can be obtained from the MSI marketing team.





## 2.0 MSI logo

## 2.7 Positioning

As mentioned in 2.5 the MSI member logo is always surrounded by a minimum area of clear space to protect the integrity and impact of our logo. This should also apply to positioning the logo towards the outer edges of any page, image or document etc.

The logo can be placed in different positions depending on the content and format of the communication. Ideally, we recommend a top left position, but whether top left, top right or centred always leave at least, the minimum 'm' height from the top of the page.

Also if using a full page, place at minimum of 2 times 'm' from the left or right sides.



## 2.0 MSI logo

### 2.8 Do's & don'ts

The logo is a valuable asset to MSI and its member firms, and to ensure consistency, members are requested not to distort, stretch, squeeze or redraw it. The logo should always be used in its original proportion, and original artwork used.

If you follow the colour, size and clear space instructions for our logo, as shown in the preceding pages of these guidelines, you will protect the integrity and impact of our logo.

If you manipulate our logo in any way, so it becomes visually distorted, you will undermine the values and characteristics it has been designed to display.



**Do** use the correct logo format.  
The MSI logo's come in various formats for both print and digital environments.



**Do** use the correct logo colours.



**Do** follow the exclusion zone guide when using the MSI logo's. This will give the minimum clear space required around the logo.



**Don't** stretch, skew or distorted the logo.



**Don't** rotate the logo at any angles.



**Don't** place the primary logo on a colour.  
The relevant white logo can be used on primary and supporting colours.



**Don't** use a low resolution logo otherwise it will appear pixelated/degraded.



**Don't** apply a drop shadow or any other graphic effects to the logo.



**Don't** amend the logo, alter the colours of the logo or substitute any fonts.

## 2.0 MSI logo

### 2.9 Do's & don'ts applied to images

**The MSI logo can be placed over images,** however, extra care and consideration must be taken when doing so.

Always ensure there is enough contrast between the logo and image. If the selected area of image is light, then the colour logo should be used. If the selected area of image is dark, then the white logo should be used.

Also try to select plainer areas of image that aren't too busy so that the logo stands out and doesn't compete with other visual elements.

If this isn't possible, select another image or suitably edit in the image to darken/lighten the area in question.



Example of retouched image (dark area of sky has been extended).



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# 3.0 Best practice



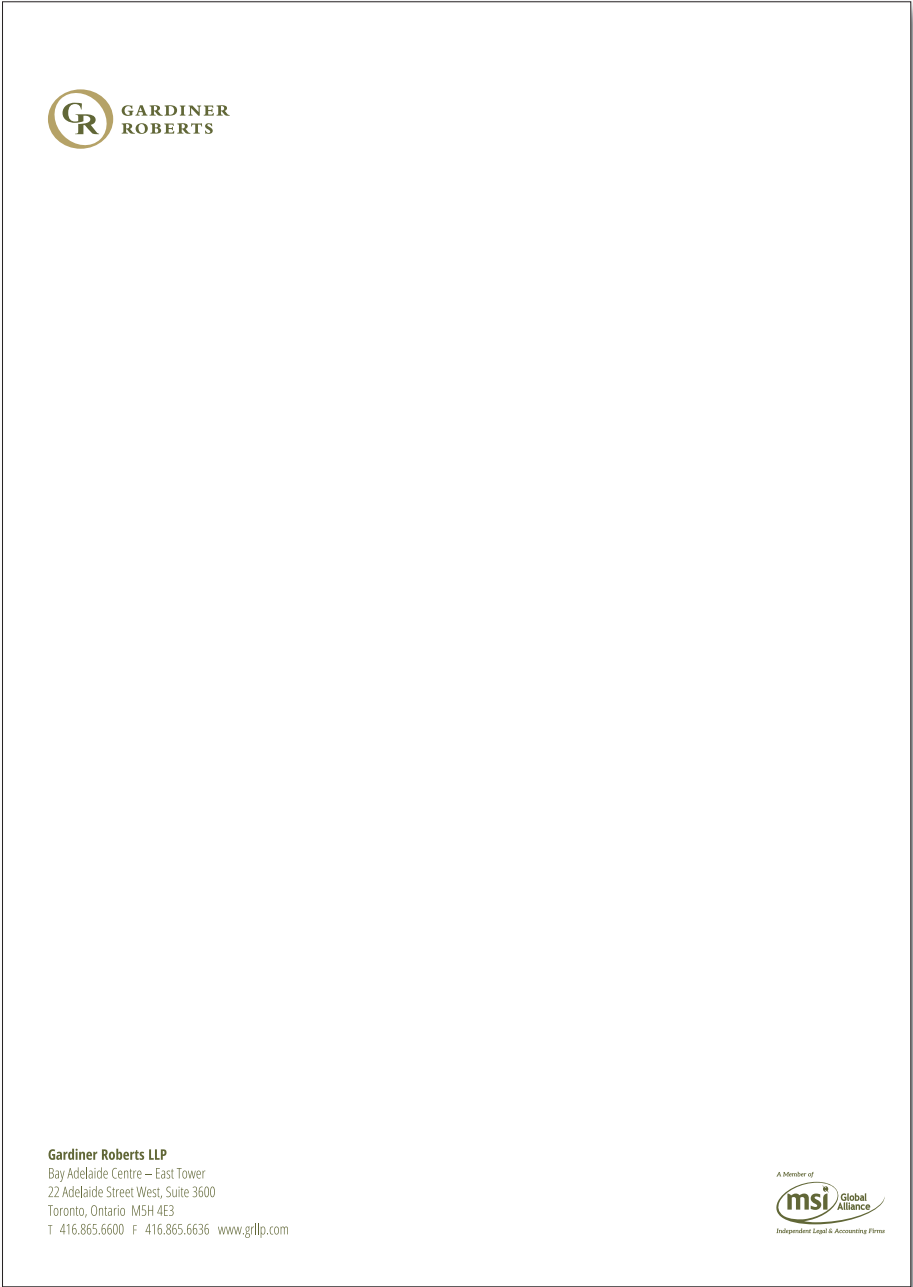
### 3.0 Best practice

## 3.1 Letterhead with logo

When a letterhead is co-branded with the member logo, it can sit in either the bottom right or bottom left hand corner. See recommended examples of co-branded letterheads opposite.

If a letterhead can only be printed using one or two colours, the colour of the member logo can be changed to match the firm's logo. In this case the MSI member logo should become a single colour logo.

### Recommended examples of co-branded letterheads



3.0 Best practice

3.2 Letterhead with strapline

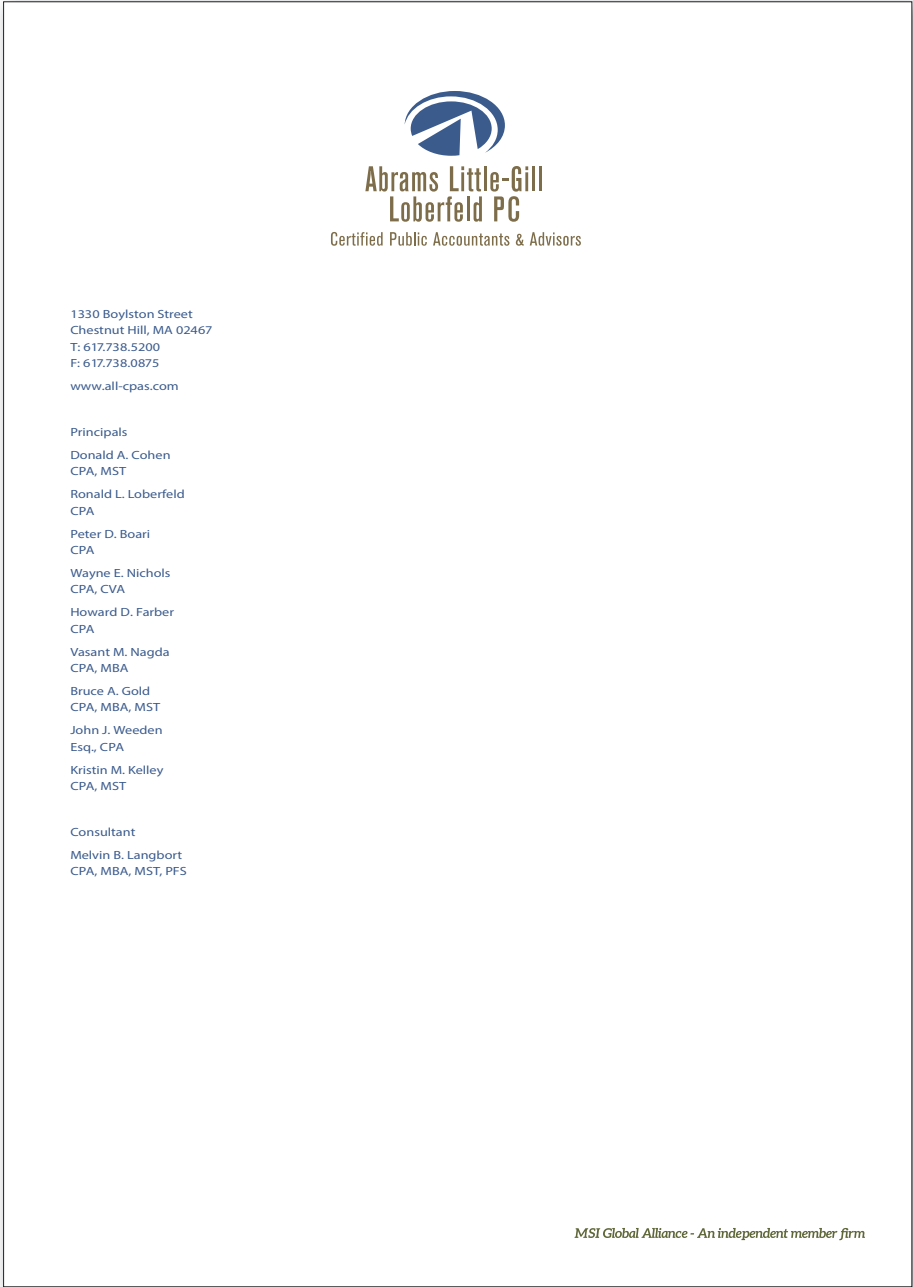
For member firms that do not want to, or are unable to use the default member logo, but still want to promote their membership, a standardised line of text is available for use as below:

*MSI Global Alliance - An independent member firm*

This standardised line of text should be printed using Aleo Italic in the MSI dark blue (PMS 2757C, C100 M95 Y4 K42) or it can be changed to match the colour of the member firm’s logo.

Master artwork files can be obtained from the MSI marketing team.

Recommended example of co-branded letterhead



### 3.0 Best practice

## 3.3 Business cards

When a business card is co-branded with the member logo it can sit in either the bottom right or bottom left hand corner on the front of the card.

If there is not enough space for the member logo to go on the front of the business card, it can sit in the bottom right hand corner on the back of the card.

Alternatively, the strapline only option can be considered.

If a business card can only be printed using one or two colours, the colour of the member logo can be changed to match that of the firm's. In this case the member logo should become a single colour logo. The member logo can also be reversed out in white if being placed on the back of a business card with a solid colour.

#### Logo minimum size

Due to the limited space available on business cards, the minimum logo width can be reduced to 25mm.



#### Front



#### Back



#### Strapline only



3.0 Best practice

3.4 Email signature

Email is our most common form of day-to-day communication and one of the most visible ways we communicate with our audiences and each other. We therefore recommend you include the member logo in your email signature in addition to your contact details as an alternative option to promote your MSI membership.

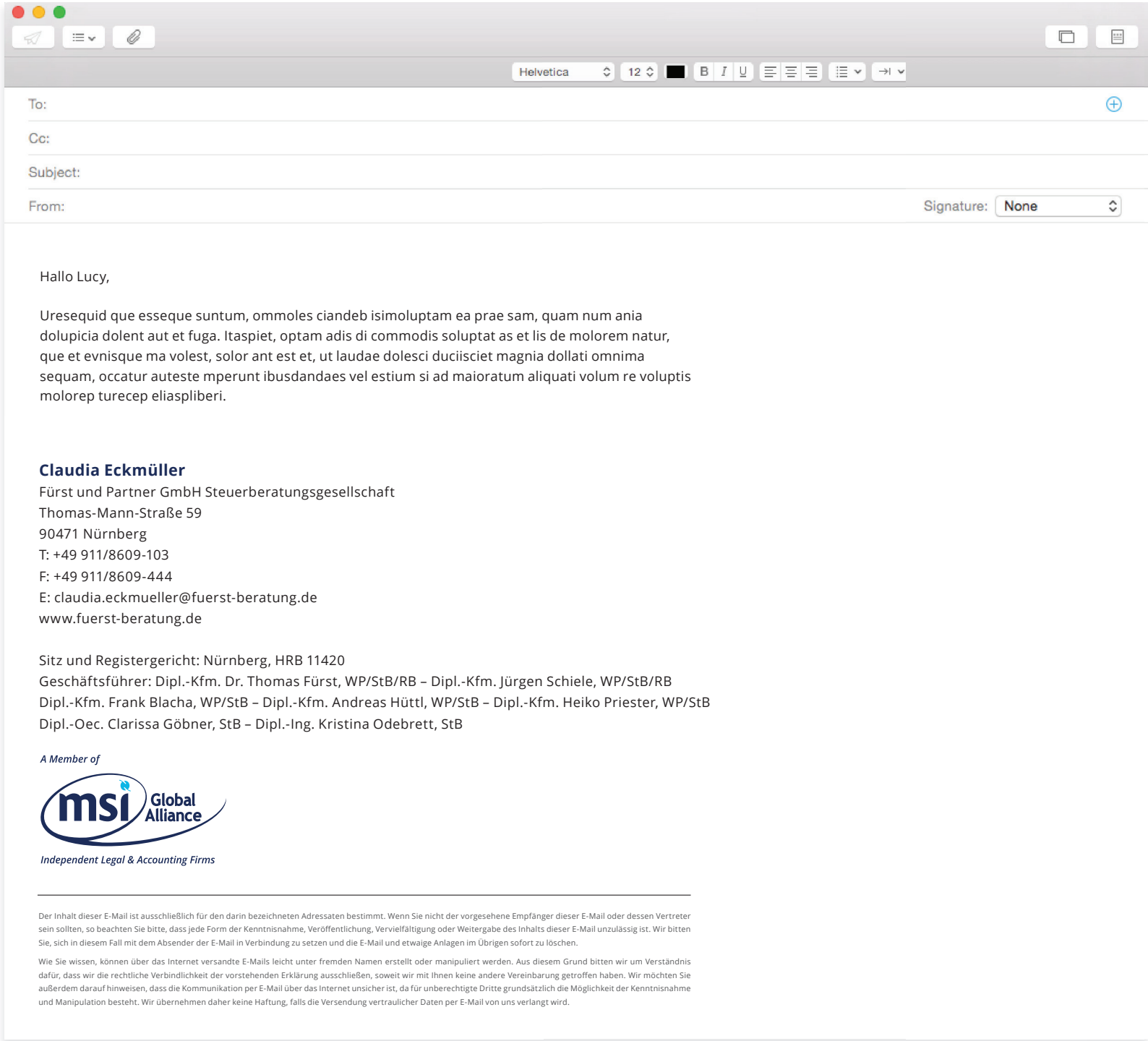
We suggest that you hyperlink the MSI member logo to the MSI website *www.msiglobal.org*

Logo minimum size

Whenever our logo is used it must be clearly legible, which is why there is a fixed minimum size the logo can be reduced to. The width of the logo should **never be smaller than 140px (@300dpi)**.



Minimum size  
140px



### 3.0 Best practice

## 3.4 Promoting MSI membership on your website

We strongly encourage you to use the opportunity presented by your website to showcase your firm's ability to serve clients almost anywhere in the world through your membership of MSI Global Alliance.

There are no strict rules on how a member firm should approach this task, but we suggest you add

a dedicated page to your website which could be called 'International', 'Alliances' or 'Global reach', Some suggested web copy for this page is below:

*FIRM NAME is a member of MSI Global Alliance (MSI), one of the world's leading international associations of independent legal and accounting firms. MSI was formed in 1990 in response to the growing need for cross-border cooperation between independent, professional services firms. MSI has steadily grown to become a top ranked, leading, international association with over 250 independent member firms in more than 100 countries throughout the Americas, Asia-Pacific, Europe, Middle East and Africa regions.*

*MSI member firms are among the most respected, English-speaking, full service professional services firms in their local marketplaces, and share a common desire to provide partner-led, personal, value for money solutions to the cross-border challenges faced by entrepreneurial, small to medium sized businesses.*

*Membership of MSI enables FIRM NAME to quickly source reliable, local expertise wherever in the world clients are involved in doing business.*

*For further information on MSI Global Alliance, please visit [www.msiglobal.org](http://www.msiglobal.org)*



For examples of how firms are promoting the benefits of MSI membership please visit the following websites of some of our members:

**Ugarte, Quiñonez & Asociados**  
(MSI member in Ecuador)  
[www.uqa.com.ec](http://www.uqa.com.ec)

**KAUFMAN**  
(MSI member in Canada)  
[www.klcanada.com](http://www.klcanada.com)

**ADKL**  
(MSI member in Germany)  
[www.adkl-msi.de](http://www.adkl-msi.de)

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# 4.0 Contact

Submit a draft of your marketing materials featuring the MSI Corporate Identity to MSI's marketing team before going to print. We can advise on best practice.

For any queries about the brand usage, please contact MSI's Brand Guardian:

**Pauline Rottstock, Marketing  
& Business Development Manager**

**T** +44 (0)20 7583 7000

**E** [prottstock@msiglobal.org](mailto:prottstock@msiglobal.org)