

Morgan Stanley

Building a Global Visual Identity

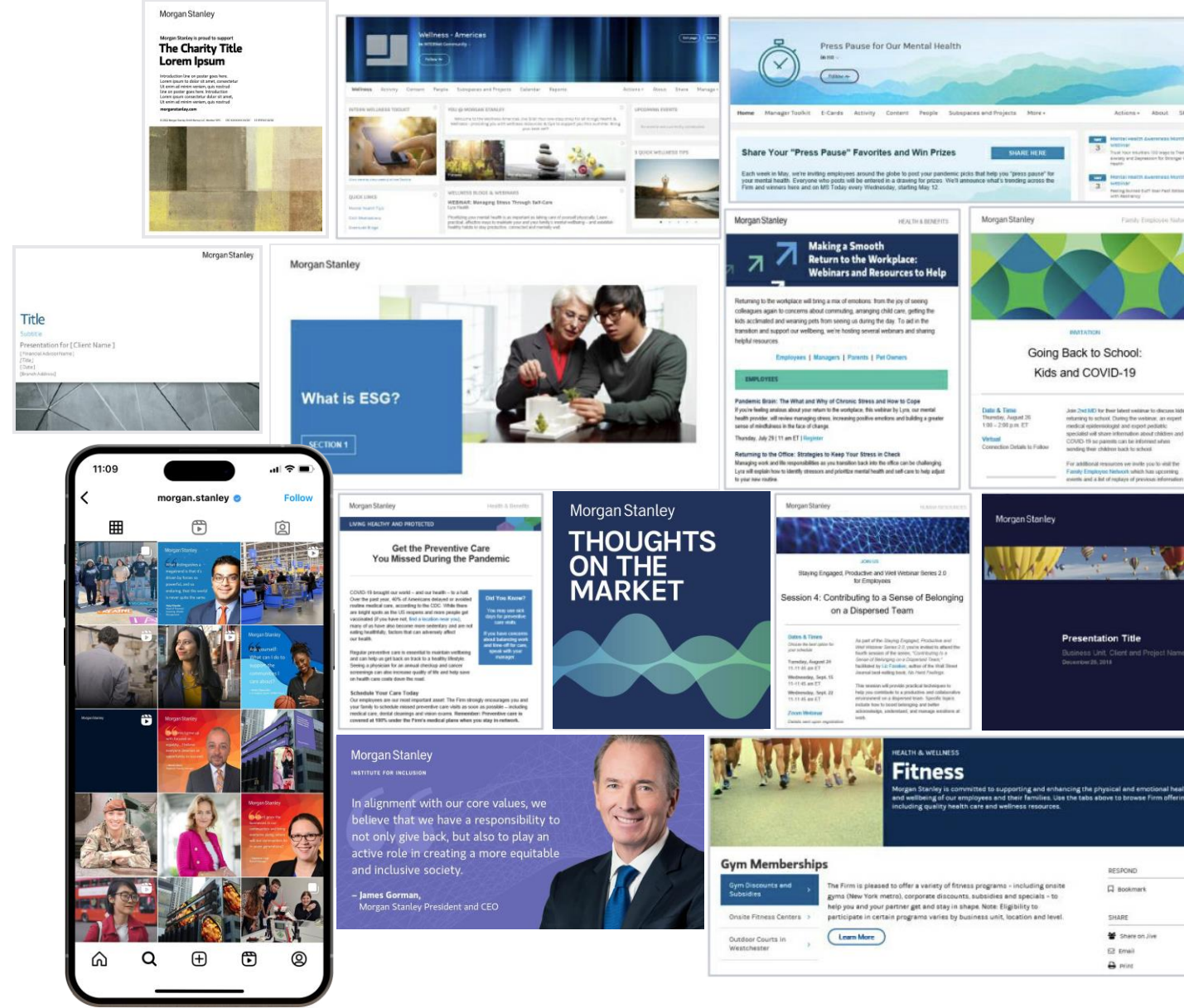
Design System



The Opportunity

We have an opportunity to **build an accessible, consistent, clear, and recognizable visual identity system** that delivers on our business and brand strategy.

Our objective is to establish a modern and cohesive look and feel globally across all channels, enhancing brand equity and recognition through our logo, color palette, iconography, typography, and imagery.



Project Phases

We've divided the work into four core phases:

1

MASTERBRAND EXPRESSION

- logo
- typography

2

FOUNDATIONAL ELEMENTS

- color palette
- photography
- typescaling
- motion guidelines
- iconography

3

TEMPLATES

- social templates
- email templates
- powerpoint templates
- ui libraries
- print ads
- brochures and resource sheets
- events

4

IMPLEMENTATION

- employee and client testing
- digital applications and platform audit
- implementation roadmap

● To Start ● In Progress ● Approved

Process

Over 120 internal assets and systems reviewed, and a range of direct competitors and industry leaders audited.

AGENCIES ENGAGED

- ✓ The Creative Studio
- ✓ Lippincott
- ✓ Pentagram
- ✓ Colophon Foundry
- ✓ Color Consultant

INTERNAL ASSETS REVIEWED

- ✓ Color Guidelines and Palette
- ✓ Photography Guidelines and Image Library
- ✓ Typography Audit of MS.com, MSToday, 3DR, Email, PowerPoint, and Print System
- ✓ Social Templates

EXTERNAL AUDITS CONDUCTED

- ✓ **Direct**
 - Goldman Sachs
 - Citi
 - J.P. Morgan
 - Chase
 - Barclays
 - Credit Suisse
 - Charles Schwab
 - Deutsche Bank
- ✓ **Inspirational**
 - IBM
 - Firefox
 - Spotify
 - Squarespace
 - Apple

Our Strategy



We come together to solve complex problems—we try to **deliver the full firm to clients**. We have a compounding effect of our intellectual property—**it's the sum of the parts.**

MANDELL CRAWLEY
Chief Human Resources Officer

Our Brand Strategy

Our brand strategy reflects our business strategy: working together to deliver the full Firm to our clients and communities.

ENTERPRISE BRAND PLATFORM

Purpose
*The role we
Seek to play in the world*

The Collaborative Advantage

To collectively create and capture untapped opportunity

Commitments
What we deliver

Service with
perspective

Integration
with impact

Vision that finds
the unseen edge

Access to
new paths

Personality
How we feel

Passionate doer
Our look and feel shows...

Our tone sounds...

We act with...

Focus

Insightful

Grit

Agility

Motivating

Integrity

Values
What we believe in

Do the
right thing

Put
clients first

Lead with
exceptional ideas

Commit to diversity
& inclusion

Give back

Our Design Philosophy

Our design system supports our ambition to be a more modern and engaging brand and is inspired by our business strategy, brand positioning and core values.

BUILDING A RECOGNIZABLE LOOK

Ownable foundational elements give us a distinct, recognizable brand identity across every channel and touchpoint.

REINFORCING OUR FIRMWIDE VALUES

Delivering a global system that is focused, insightful and purposeful is reflective of our values and calibrated to the evolving world around us.

CREATING CONNECTIVITY AND CONSISTENCY

Leveraging this system and its assets across our businesses creates a connective and collaborative thread.

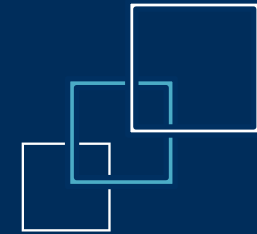
Our Design Principles

We're creating a global visual design system to match our ambition to be a more modern and innovative brand that features a bold, open, and engaging brand language.



ACCESSIBLE

Providing clear and compliant design assets that support our dedication to accessibility - especially within digital environments.



SCALABLE

Establishing a consistent digital design approach that allows us to foster cohesion at scale across our organization and collateral.



TRANSPARENT

Building our design system to reflect our brand strategy and business strategy by applying our brand values and mission across our assets.



SIMPLE

Creating an easy to apply and self-serve system for our employees to reinforce the consistency of our design system.

Benefits of a Design System

Building a clear and consistent design system allows teams to centralize and reuse design.

It allows employees increased efficiency with systems in place that prevent building from scratch continually.

34%

reduction in design and dev time

Efficiency

Streamlined design processes save time. Users with access to a design system completed their objective 34% faster than without one. (source: Figma)

Up to 50%

reduction in design and dev expenses

Cost Savings

By reusing components and patterns, companies reduce development and maintenance costs. (source: Salesforce)

Up to 88%

increase in cross-team collaboration

Collaboration

Design systems foster collaboration between creative, development, and product teams. InVision reported an 88% increase in cross-team collaboration. (source: InVision)

25–30%

increase in brand recognition

Brand Recognition

A design system ensures that all products and interfaces maintain a consistency look and feel. (source: Lucidpress)

Our Global Design System

Logo

From



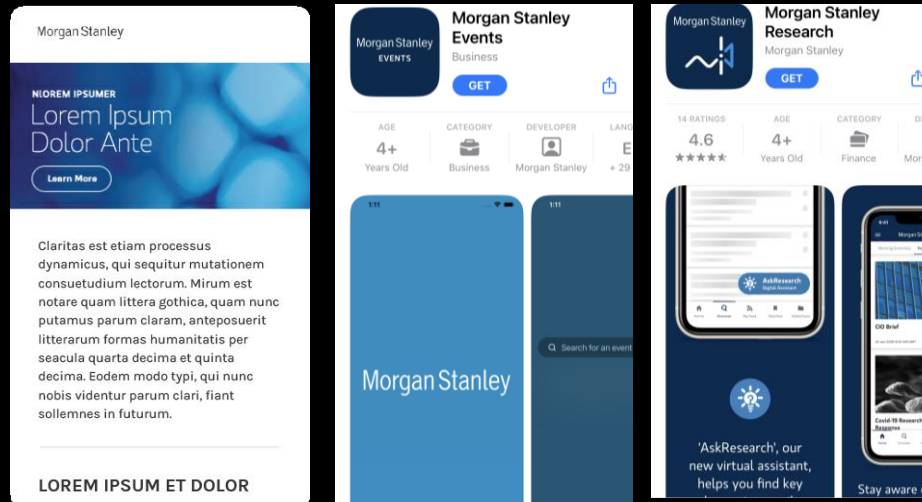
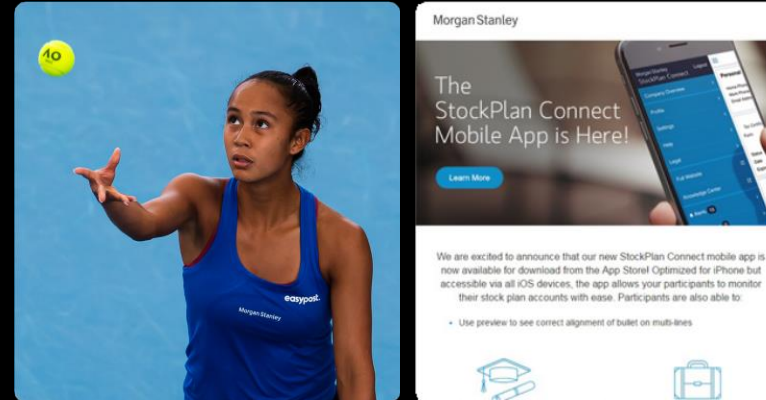
Drawn without digital in mind

and does not perform well at smaller sizes on screen or on mobile

ADA compliance risk

due to its weight and usage in digital experiences

Morgan Stanley



Logo

To



A bolder presence

that expresses confidence and leadership in the market

Increased legibility

across digital and print applications

Morgan Stanley

Typography

From



Gloriola is not
proprietary

and can be used by anyone

Multiple fonts,
inconsistent usage

across print, digital, social,
and campaigns

Requires licensing
multiple fonts

and dependent on type industry
acquisition, which can change
costs overnight

PRINT SYSTEM

MS Gloriola II Std Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234658790!@#\$\$%^*

MS Gloriola II Std Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234658790!@#\$\$%^*

MS Gloriola II Std Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234658790!@#\$\$%^*

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234658790!@#\$\$%^*

Garamond
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234658790!
@#\$\$%^*

DIGITAL

MS Gloriola II Std Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234658790!@#\$\$%^*

MS Gloriola II Std Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234658790!@#\$\$%^*

MS Gloriola II Std Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234658790!@#\$\$%^*

Karla
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234658790!@#\$\$%^*

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234658790!@#\$\$%^*

CAMPAIGN USAGE

DIN CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234658790!@#\$\$%^*

BUSINESS DESCRIPTORS (LEGACY)

News Gothic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234658790!@#\$\$%^*

Typography

From



Inconsistent type styles
used throughout experiences

Lack of consistent ADA
compliance
making text illegible in certain
scenarios

SUSTAINABILITY

Racing to a Net-Zero Economy

As global warming spurs more intense and frequent heatwaves, floods and droughts, companies are hurrying to scale near-term climate change solutions to help the world reach net-zero emissions by 2050.

12 articles

- How the Soil Itself Can Help Save Our Earth
Sep 18, 2021
- UN Deputy Secretary-General on Reaching Sustainable Development Goals
Sep 22, 2021
- Special Episode: Unpacking Climate Action in Congress
Sep 21, 2021
- How to Tackle Climate Change in Your Portfolio
Sep 16, 2021

See the ideas >

Morgan Stanley

“I want people to engage in conversations about inclusion at work—it is through these potentially uncomfortable conversations that we come together and find a better path forward.”

— Jen Ng, Executive Director, Prime Brokerage and Co-Chair of the Pride and Ally Network

Morgan Stanley

When a business gets belonging right, you start to see employee engagement and above all—innovation and collaboration.

— Peter Akwaboah, COO for Operations, Technology, and Firm Resilience

Reports of U.S. Cities' Demise Seem Greatly Exaggerated

Despite talk of COVID driving a long-term exodus from big cities, Morgan Stanley analysis shows that many are booming or rebounding. What does that mean for assets tied to urban living?

During the darkest days of the COVID-19 pandemic, media reports detailed what appeared to be a sweeping migration out of U.S. urban centers. A theory developed that the pandemic had perhaps changed Americans' view on city living and that, once the pandemic, the recession from cities could be permanent. It was little known that apartment real estate investment trusts (REITs) and

PROFILE

Kara Underwood

Managing Director, Head of Talent and Learning Strategy, Wealth Management

learn more

Envision Your Retirement with an Open Mind

Retirement can be a complex and overwhelming topic. At Morgan Stanley, we help you understand your options and make informed decisions for your future. Our advisors work with you to create a personalized retirement plan that meets your needs and goals. Contact us today to learn more.

Typography

To



Streamline

to create less variation

Create guidelines

for digital uses such as links, buttons, forms, disclaimers, etc. Tokenize type styles and create Dev classes

Ensure type

uses colors consistent with brand standards across breakpoints and platforms

PRINT SYSTEM

Morgan Stanley Sans light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234658790!@#\$\$%^*

Morgan Stanley Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234658790!@#\$\$%^*

Morgan Stanley Sans Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234658790!@#\$\$%^*

Morgan Stanley Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234658790!@#\$\$%^*

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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DIGITAL

Morgan Stanley Sans light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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Morgan Stanley Sans Regular
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Morgan Stanley Sans Medium
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abcdefghijklmnopqrstuvwxyz
1234658790!@#\$\$%^*

Morgan Stanley Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234658790!@#\$\$%^*

Source Sans
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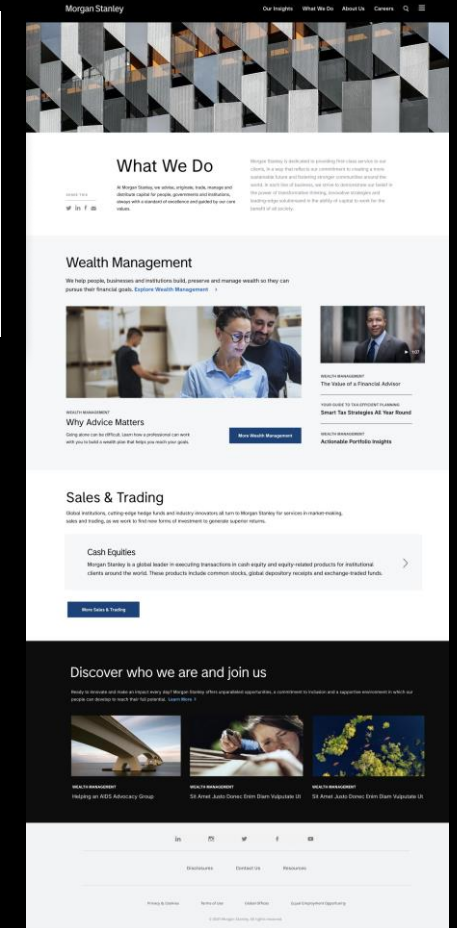
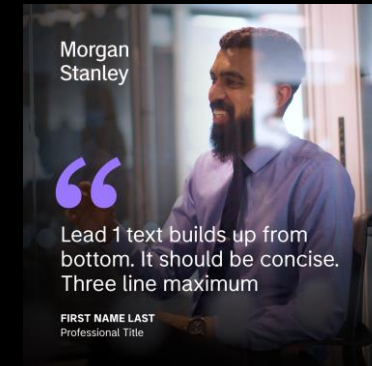
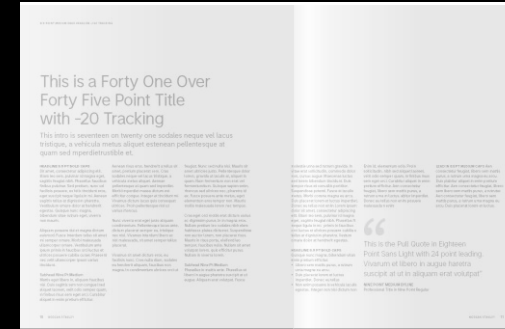
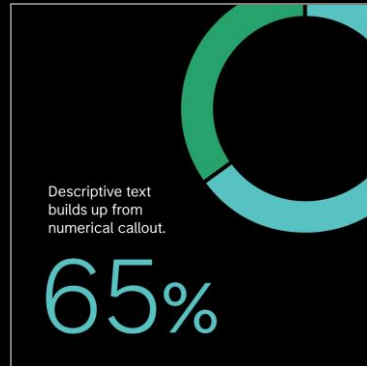
Typography

To



Guidelines for type compliance
to ensure legibility

Unified type scales
across all platforms for bespoke
application

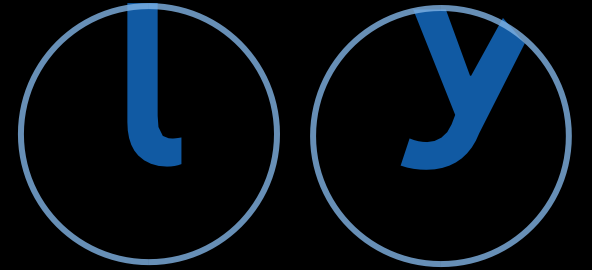


Meet The New

Morgan Stanley Sans

Special characteristics inspired
by the Morgan Stanley Logo.

Morgan Stanley



Our custom-drawn
font is unique to us

so that we build equity in our brand

Complements our
iconic word mark

to create visual continuity
and recognition

USD \$400K cost
savings (every 5 years)

by creating a custom font vs.
licensing a font from Monotype

Morgan Stanley Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234658790!@#\$\$%^*

*Arial is to be used as a backup font. Source Sans is to be used with applications with data heavy information.

Color

From



Not ownable

and closely relates to how our competitors use multiple shades of core blue

Need Based

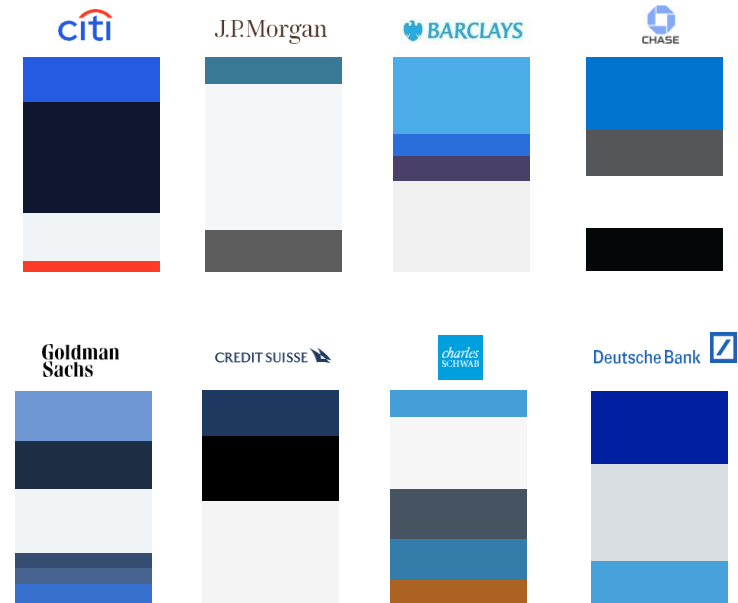
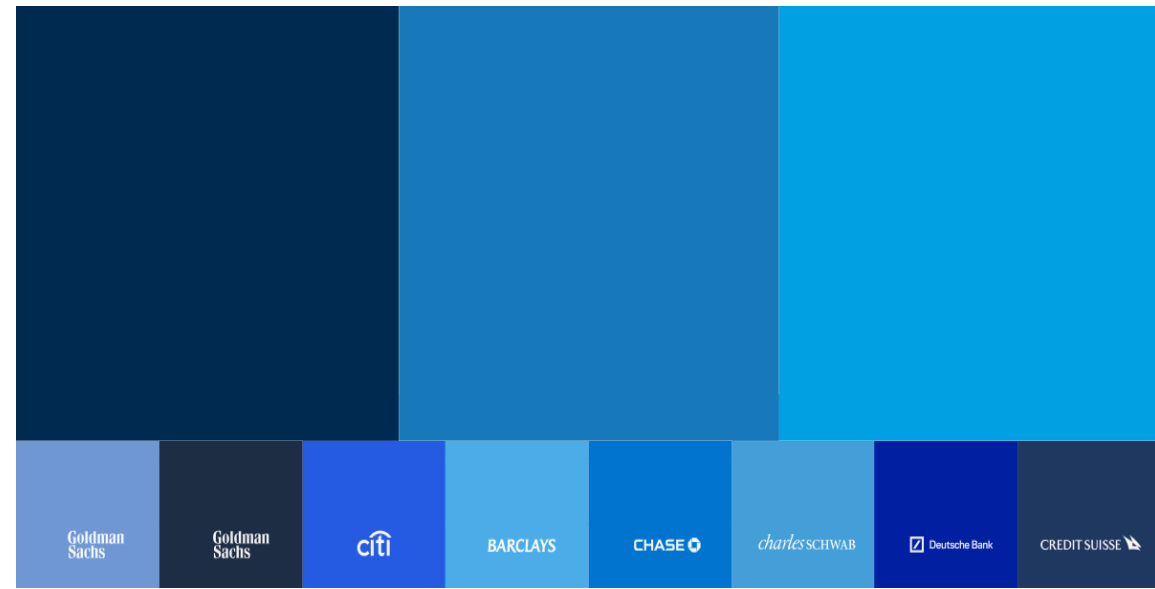
palette and adjustments created on an as-needed basis

Fixed

based on fixed values which narrow their usage

Broad

range of colors that don't have a strong POV



Color

From



No dark mode

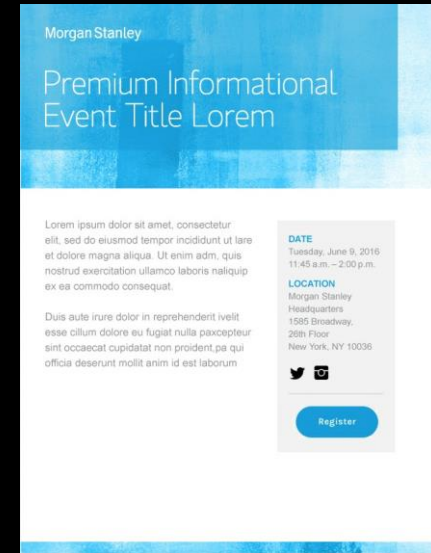
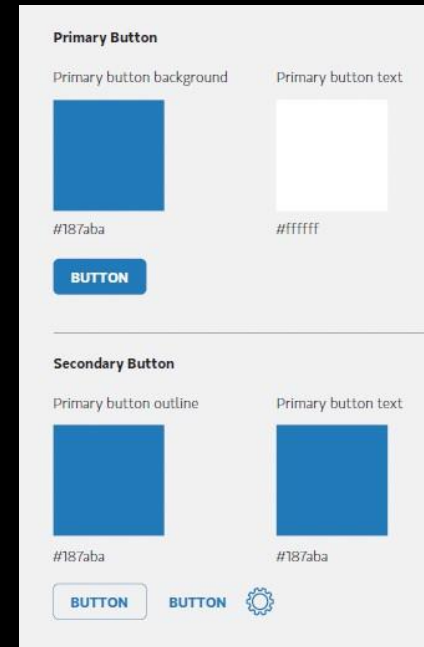
considerations or adaptability

Lack of functional
colors

across platforms beyond links

Varied usage of brand
palette

creating inconsistency and a lack
of brand equity



Color

To



Create and trademark
an ownable

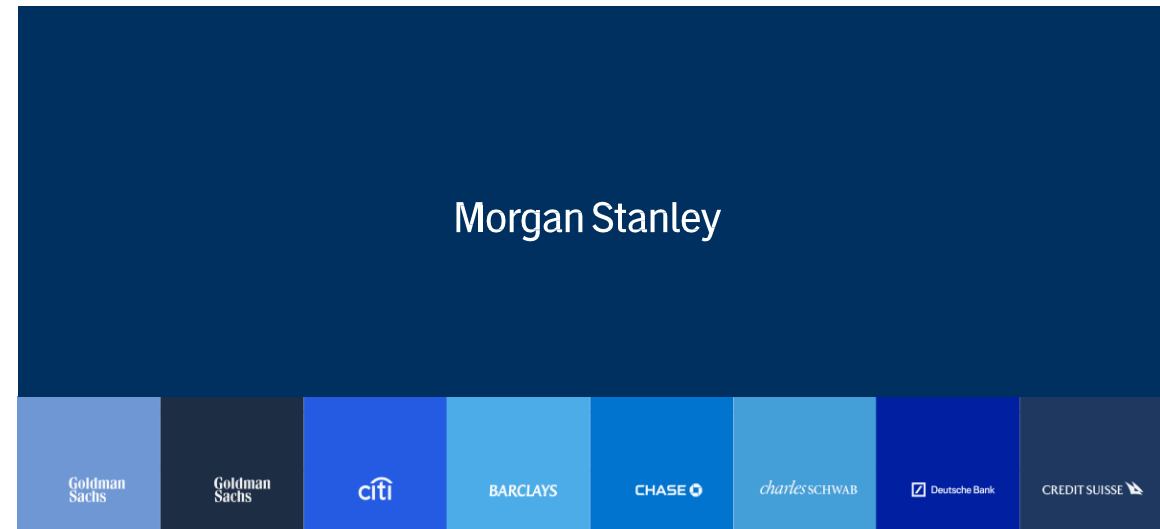
blue that is uniquely Morgan
Stanley

Reintroduce black

as an intelligent differentiator

Flexible color ramps

accounts for multiple use cases
and differentiation



Color

To



Build for accessibility

by providing guidelines and rules surrounding ADA compliance

Create functional colors

and adapt for dark mode

Craft a philosophy and guidance

on color usage across platforms

coregray-2

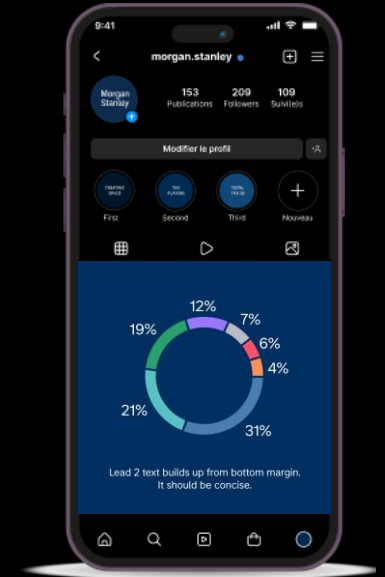
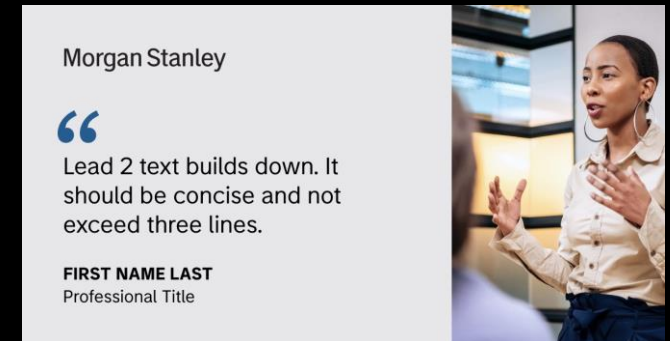
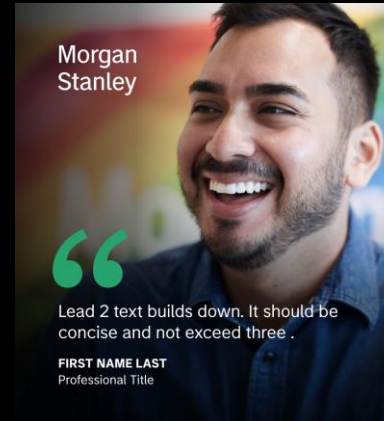
blue-5

jade-5

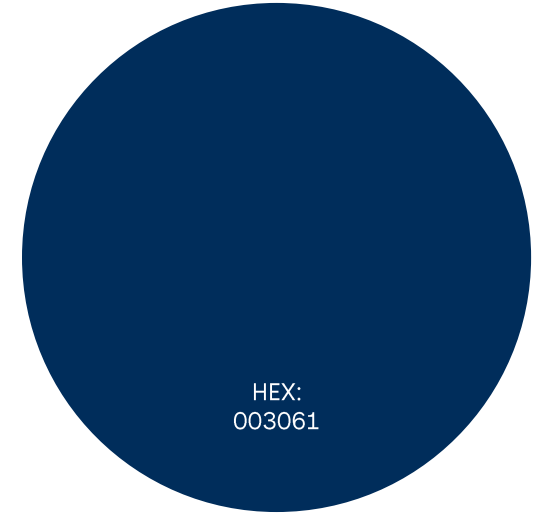
coregray-4

blue-6

jade-6



Meet Morgan Stanley Blue



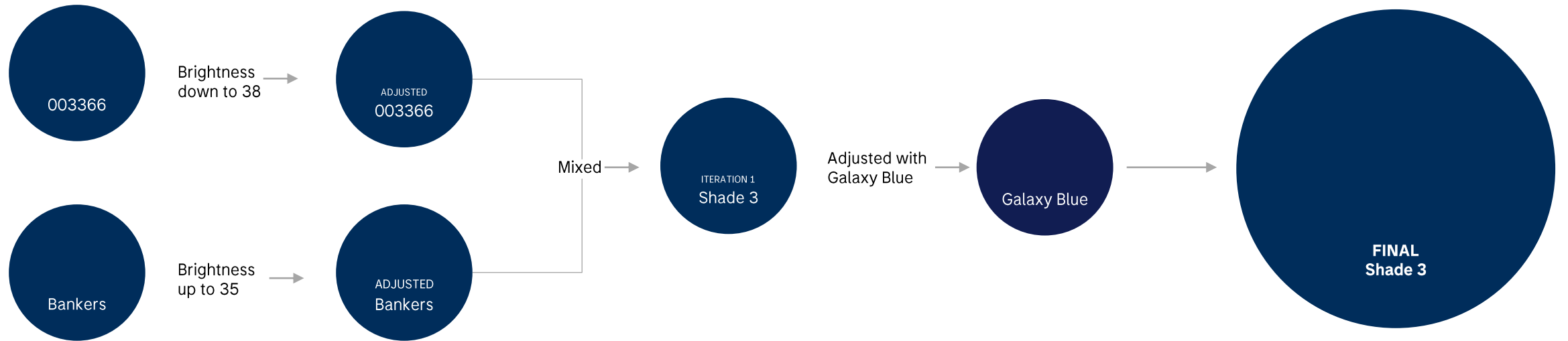
HEX:
003061

AN OWNABLE SHADE OF BLUE FOR MORGAN STANLEY

- 1** Takes cues from the Firm's legacy and honors the heritage of the category
- 2** Customized to be more modern and digital friendly – a reflection of the future of our brand
- 3** Custom-made to be uniquely Morgan Stanley that no other brand can match

Past & Present + Future = Morgan Stanley Blue

We experimented with hues, brightness, and saturation to create a shade that is uniquely Morgan Stanley.



1 Adjusted the brightness of both the 003366 legacy blue and the Banker's Blue to achieve a shade of blue that is more digital friendly.

2 Mixed the adjusted 003366 and Banker's creating a unique shade.

3 Mixed the resulting Shade 3 and Galaxy Blue, bringing a modern and futuristic aspect to the new blue shade.

4 Resulting in a unique shade of blue by adjusting all previous shades and creating a bespoke recipe tailored for us.

Morgan Stanley Blue

When compared with the rest of the financial vertical, Morgan Stanley Blue is distinctive, rich, elegant, yet bright enough for digital applications. It stands out from the competition, while maintaining consistency and brand recognition.

Morgan Stanley

Goldman
Sachs

Goldman
Sachs

citi

BARCLAYS

CHASE

*charles*SCHWAB

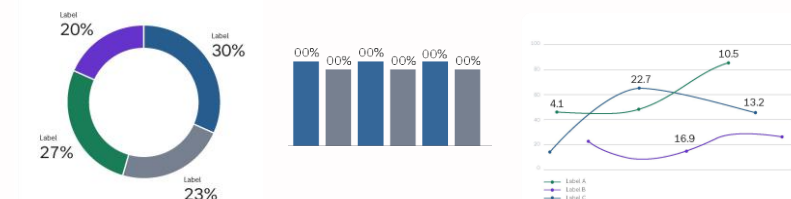
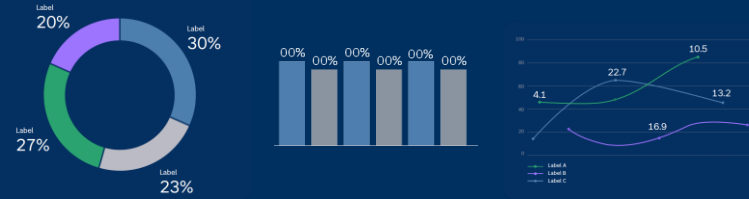
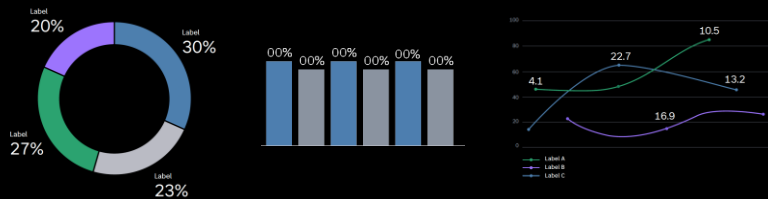
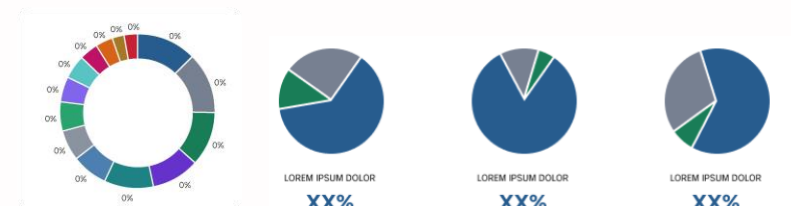
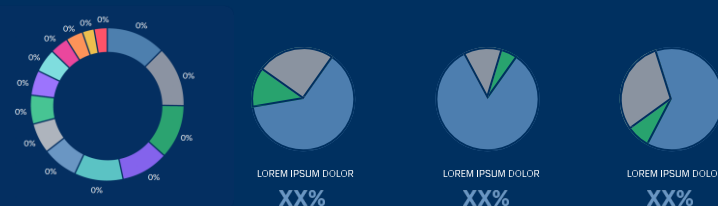
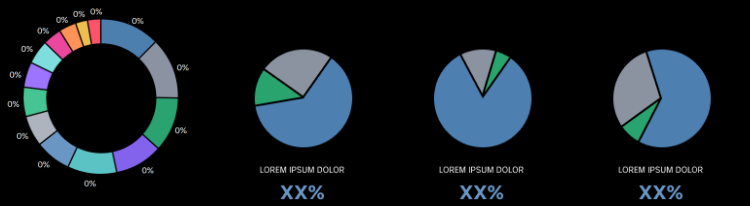
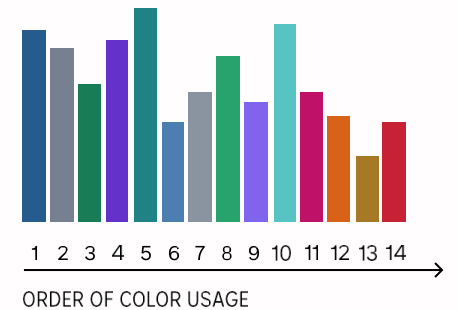
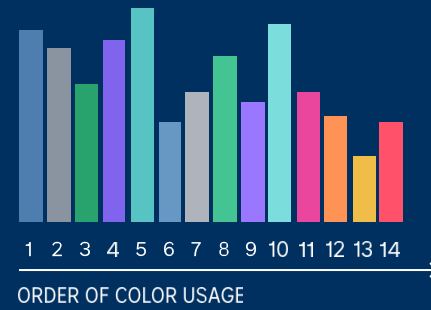
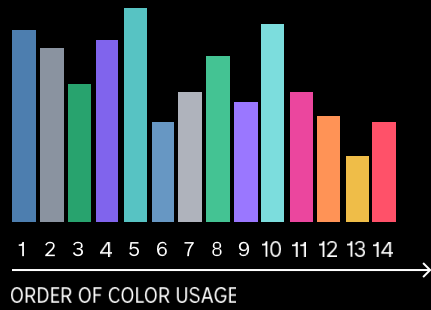
Deutsche Bank

CREDIT SUISSE

Charting

To assure that we retain the equity of our core Morgan Stanley palette, the first 10 colors are ramps of blue, gray, jade and purple. Warm colors are used for additional 4 data points and then the core palette repeats if needed.

Note: Separate AA compliant color ramps for each color are used on black/blue or white backgrounds



COREBLACK

MORGAN STANLEY BLUE

COREGRAY-1

Photography

From



A lack of specific photo attributes that make imagery feel on brand

Extensive brand image library with a heavy use of stock that varies in quality

A lack of proprietary imagery that is exclusively Morgan Stanley



Photography

To



Align our style of
photography

with a clear point of view for a
cohesive look and feel

Streamline to a smaller
curated library

increasing the number of owned
images and elevated stock

Optimizing image
categories

to be more searchable and
accessible for the future AEM
Enterprise DAM



Photography Unique Attributes

1. Genuine environments
2. Real people with natural expressions
3. Narrative qualities
4. A sense of energy
5. Real-world diversity
6. Rich color and emotion
7. Dynamic compositions

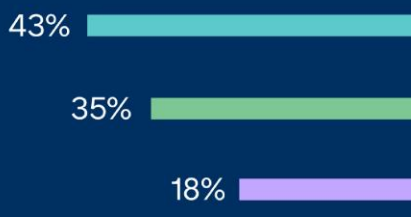




45%

Since 2017, lorem ipsum dolor sit amet, consectetur adipiscing elit nullam vestibulum hendrerit sem congue





43%

35%

18%

Lead 1 text builds up from bottom margin. It should be concise.



Morgan Stanley

“ Lead 2 text builds down. It should be concise and not exceed three lines.

FIRST NAME LAST
Professional Title



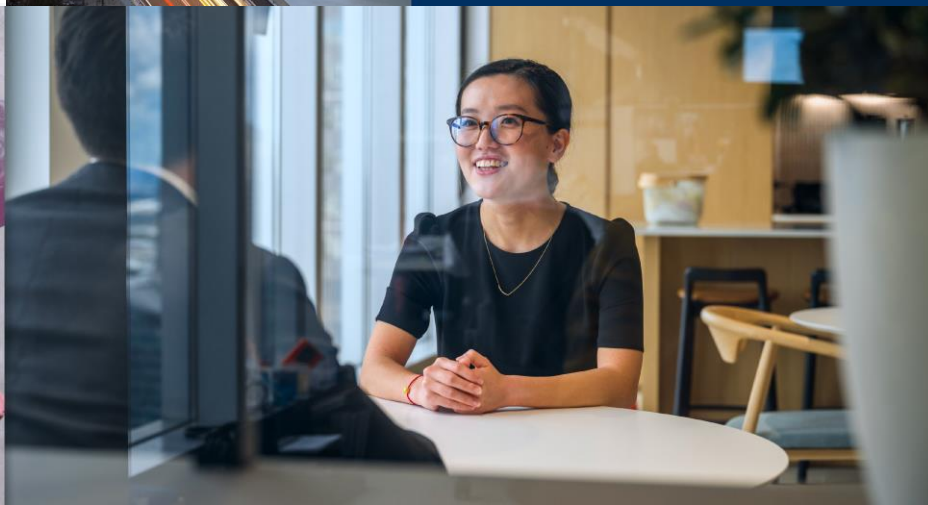
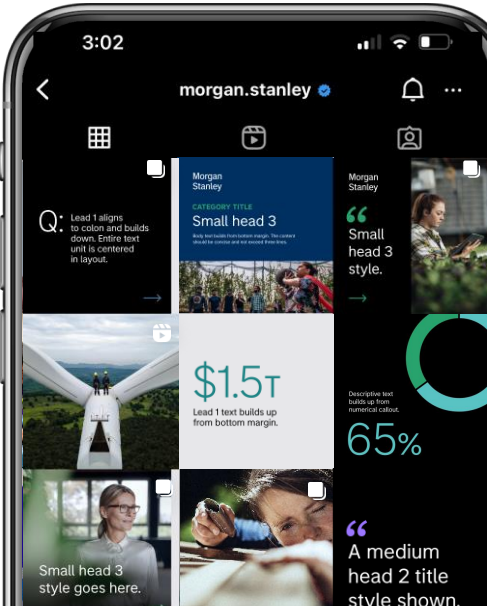
What We Do

At Morgan Stanley, we advise, originate, trade, manage and distribute capital for people, governments and institutions, always with a standard of excellence and guided by our core values.

Morgan Stanley is dedicated to providing first-class service to our clients, in a way that reflects our commitment to creating a more sustainable future and fostering stronger communities around the world. In each line of business, we strive to demonstrate our belief in the power of transformative thinking, innovative strategies and leading-edge solutions and in the ability of capital to work for the benefit of all society.

SHARE THIS
in f

“ tar

3:02

morgan.stanley

Q: Lead 1 aligns to colon and builds down. Entire text and is centered in layout.

Morgan Stanley
Small head 3

Small head 3 style.

\$1.5T

Lead 1 text builds up from bottom margin.

Small head 3 style goes here.

Descriptive text builds up from numerical column.

65%

“ A medium head 2 title style shown.