

USER GUIDE OF THE MSI 20000[®] LOGOTYPE



MSI Observatory
Financial Quality Certification



Presentation

MSI 20000® is the abbreviation of the terms Market Standard Indicator - Index 20000.

This document tackles the requirements needed to use the marks of conformity related to the MSI 20000® standard.

This document only concerns MSI 20000® certified establishments, which have the certification delivered and still currently valid.

Commercial exploitation of the MSI 20000® logo

- MSI 20000® is a registered trademark.

Only companies that have signed a formal written agreement with a certifier accredited by the MSI® Observatory are authorized to use the MSI 20000® marks, under conditions of compliance with the mentioned standard.

- The MSI 20000® trademarks may not be used without the prior written consent of an authorized certifier and licensed by MSI. This permission to affix the marks of conformity relating to the MSI 20000® standard does not transfer or grant any property rights to third parties.

- The commercial use of the MSI 20000® conformity marks is unique and personal.

- The certification is supported by a written document authorizing the use of conformity marks.

- Certificates of conformity are accompanied by high-resolution, digital mock-ups of the logo.

- The use of conformity marks is permitted on any medium and official document, provided that such use complies with the terms of this manual.

Visual properties of the MSI 20000® logo

Respecting the MSI 20000® logo charter implies:



- The use of graphic codes of conformity marks issued (pantone, pantone code, etc.).

Pantone 7548 C

C : 0 / M : 24 / J : 100 / N : 0
R : 253 / V : 197 / B : 0
#FDC500



- The logo in its entirety is an entity in its own right and must not be separated, transformed or declined. The content of the logo must remain complete and no present mention must be deleted or altered.

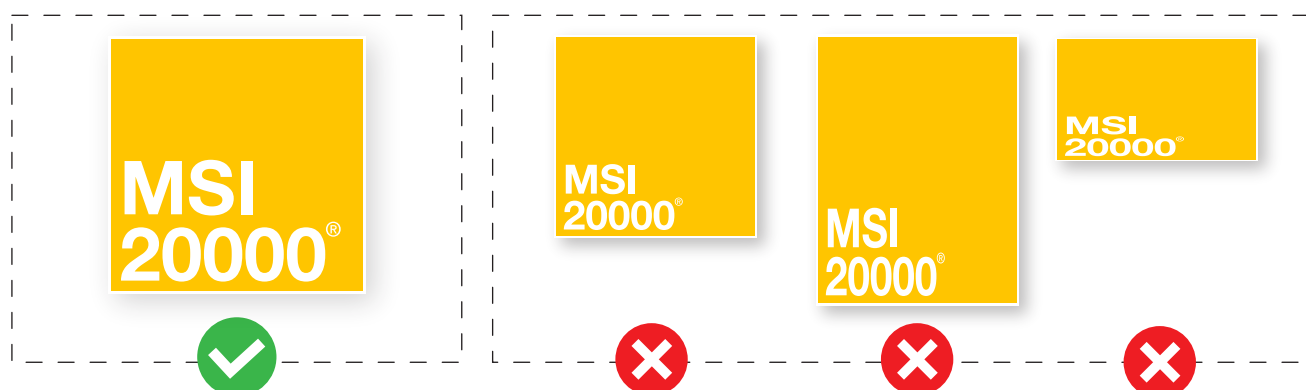
**Frame
Initials
Copyright
Index**



- The enhancement of the logo's identity and its clear visibility on the media and documents used. The affixed logo may not be tilted or cut and the empty space around it must be at least 3 millimeters wide.

**3 mm empty space
at least**

- Respect for the proportions of the logo and its sizes. The minimum size must allow clear visibility and easy reading of all content on the logo, without distortion. Regarding the maximum size, there is no restriction.



Accompanying phrase

- The MSI 20000® logo as intended, may be accompanied by a descriptive phrase.

The following sentences are proposed for this purpose:

« Certified to the MSI 20000® financial standard »

« Complies with the MSI 20000® standard »

« MSI 20000® certification »

For all other proposals, these must be submitted to the certifier for approval.

Obligations

- Before printing and in general, before any public use of the terms related to the certification, it is required to submit the selected projects for validation, by a certifier approved by the MSI Observatory.

- Apply the certificate and its marks, within the authorized deadlines as strictly stated on the certificates of conformity.

Restrictions

- The certifier reserves the right to refuse any proposal to use the logo if it considers it inappropriate and in contradiction with this user guide. The use of the MSI 20000® logo must not, in absolute terms, cause any harm, nor harm the reputation, image or credibility of the repository.

- Any unauthorized use, outside the scope of a dedicated and active certificate, is strictly prohibited and will be considered as an infringement of the registered trademark. The MSI Observatory reserves the right to take legal action against any party who may have to copy the MSI 20000® trademarks or any reproduction which would lead to confusion.

