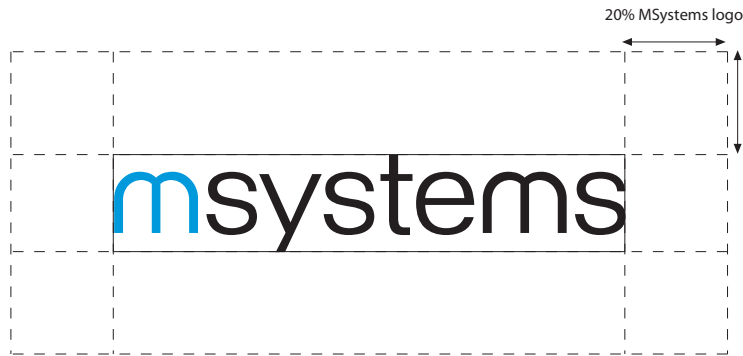


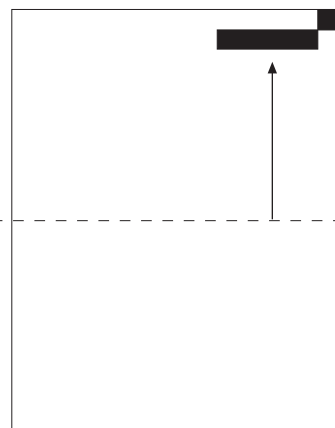
MSystems logotype usage



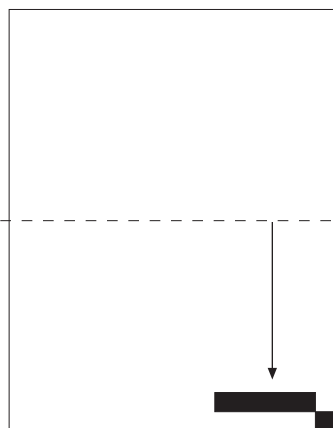
The MSystems logotype is used as the unit of measurement to the left and right, above and below. This serves to express particularly effectively the impact of a strong logotype against a large area of negative space.

This unit is exactly 20% of the MSystems logotype. The space from any existing border should be no less than this unit.

A



B



Logotype usage:

A. Exhibitions- Implementation of the logotype on architectural elements such as walls should be always towards the top. The logo should not cross the middle line to the bottom.

B. Company & marketing collateral- implementation of the logotype on print materials should be always towards the bottom and should not cross the middle line to the top.