



A LEADING INTELLIGENCE & RESEARCH FIRM SINCE 2002

BRAND GUIDE

Q1 - 2020

© 2020 M Science LLC. All rights reserved. Not to be reproduced or retransmitted without permission. It should not be assumed that recommendations made in the future will be profitable or will equal the performance of previous recommendations. Comparisons of M Science published estimates to reported results are available by emailing info@mscience.com. More information about M Science is available at <http://www.adviserinfo.sec.gov/>.

Approved Brand Elements Overview

Approved logos:

Primary Master Brandmarks- Color Variations



Approved Tagline:

Primary Master Brandmarks with Tagline- Color Variations



Approved Logo Spacing

Primary Master Brandmarks- Spacing



Sizing



Minimum print size
70mm wide



Minimum screen size
200px wide



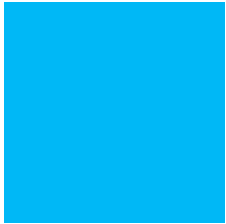
Minimum print size
42mm wide



Minimum screen size
120px wide

Approved Brand Colors

Primary Brand Colors



SKY BLUE

CMYK 80 / 0 / 0 / 0
RGB 0 / 185 / 242
Hex # 00B9F2
Pantone 306 C



MEDIUM BLUE

CMYK 100 / 23 / 9 / 2
RGB 0 / 141 / 107
Hex # 00BDC3
Pantone Process Blue C



BONE WHITE

CMYK 6 / 4 / 4 / 0
RGB 107 / 107 / 107
Hex # F1F1F1
Pantone N/A



DARK TEAL

CMYK 89 / 44 / 35 / 15
RGB 0 / 102 / 126
Hex # 00667E
Pantone 315 C



DARK BLUE

CMYK 100 / 18 / 10 / 75
RGB 16 / 30 / 64
Hex # 101E40
Pantone 282 C

WHITE

CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
Hex # FFFFFFFF



BLACK

CMYK 0 / 0 / 0 / 100
RGB 0 / 0 / 0
Hex # 000000

Secondary Brand Colors



47F8FE



47F8FE



47F8FE



47F8FE



47F8FE



EDEDED



CFD4D8



ADAFB3



7C7D80



6F7173



4D4D4D



3B3C40



2B2B2B

Approved Brand Fonts

Branding
Primary
Font

Aa

PATHWAY GOTHIC ONE REGULAR

A B C D E F G H I J
K L M N O P Q R S T
U V W X Y Z a b c d
e f g h i j k l m n o
p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Aa

Lato Regular

A B C D E F G H I J
K L M N O P Q R S T
U V W X Y Z a b c d
e f g h i j k l m n o
p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Branding
Secondary
Font

Aa

Lato Regular

A B C D E F G H I J
K L M N O P Q R S T U V
W X Y Z a b c d e f g
h i j k l m n o p q r s
v w x y z
0 1 2 3 4 5 6 7 8 9

Aa

Lato Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X
Y Z a b c d e f g h i j
k l m n o
p q r s v w x y z
0 1 2 3 4 5 6 7 8 9

Research Report Font
&
Tertiary Font

Aa

Arial

A B C D E F G H I J
K L M N O P Q R S T
U V W X Y Z a b c d
e f g h i j k l m n o
p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Approved Brand Elements Overview

Approved Tag Lines:

MAIN: Actionable Insights from Alternative Data

FREQUENTLY USED: Leading Intelligence & research Firm Since 2002

FREQUENTLY USED : Intelligent Data-Driven Research & Insights for Investors & Corporations

FREQUENTLY USED: 18+ Year Legacy of Gaining our Clients' Trust & Delivering Competitive Insights

Approved Short Company Description:

M Science is a data-driven research and analytics firm, uncovering new insights for leading financial institutions and corporations. M Science is revolutionizing research, discovering new datasets and pioneering methodologies to provide actionable intelligence.

Approved Boiler Plate

About M Science

M Science is a data-driven research and analytics firm, uncovering new insights for leading financial institutions and corporations. M Science is revolutionizing research, discovering new data sets and pioneering methodologies to provide actionable intelligence. Our research teams have decades of experience working with unstructured data in near real-time to discern critical insights that help clients make smarter, more informed decisions. We combine the best of finance, data and technology to create a truly unique value proposition for both financial services firms and major corporations in a variety of industries.

M Science is a portfolio company of Leucadia Investments, a division of Jefferies Financial Group Inc. (NYSE: JEF) with offices in New York, London, Hong Kong, Portland, OR. For more information, please visit www.mscience.com.

Sales Contact

insights@mscience.com

PR Contact

Olivia Hart | Head of Marketing | marketing@mscience.com

M Science has a
18+ year legacy of
gaining our clients'
trust & delivering
competitive
insights.

Key Differentiators

M Science is a portfolio company of Leucadia Investments, a division of Jefferies Financial Group, Inc.



LEGACY

18+-year legacy of winning our clients' trust and delivering competitive insights



EXPERIENCE

100+ experienced analysts, researchers, data scientists, and industry professionals



COVERAGE

180+ companies covered in our data-driven research; insights available on thousands more



DATA BREADTH

Partnerships with dozens of data providers and growing



DATA PROVENANCE

Proprietary due diligence and vetting process



PERSONALIZED SERVICE

Clients have access to senior analysts and dedicated coverage teams



EXPERTISE

Our senior analysts average over 20 years' experience



NEAR REAL-TIME

Newly updated data visualization dashboard to access near real-time insights

Questions?

Contact Olivia Hart, Head of Marketing

marketing@mscience.com