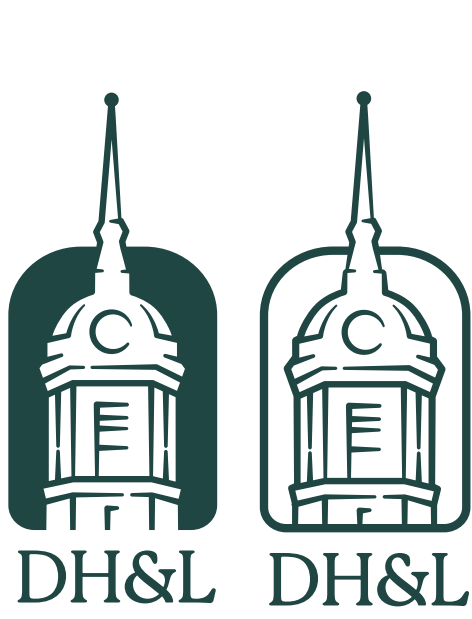




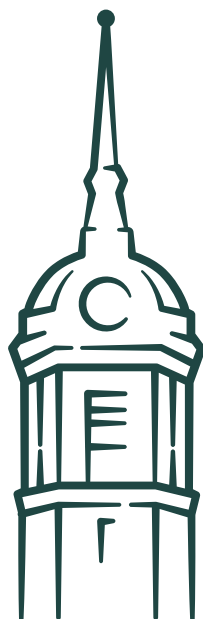
SECONDARY OPTIONS



BUTTON ICONS



SIMPLIFIED SMALL LOGO



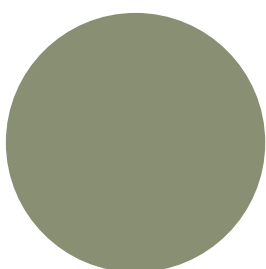
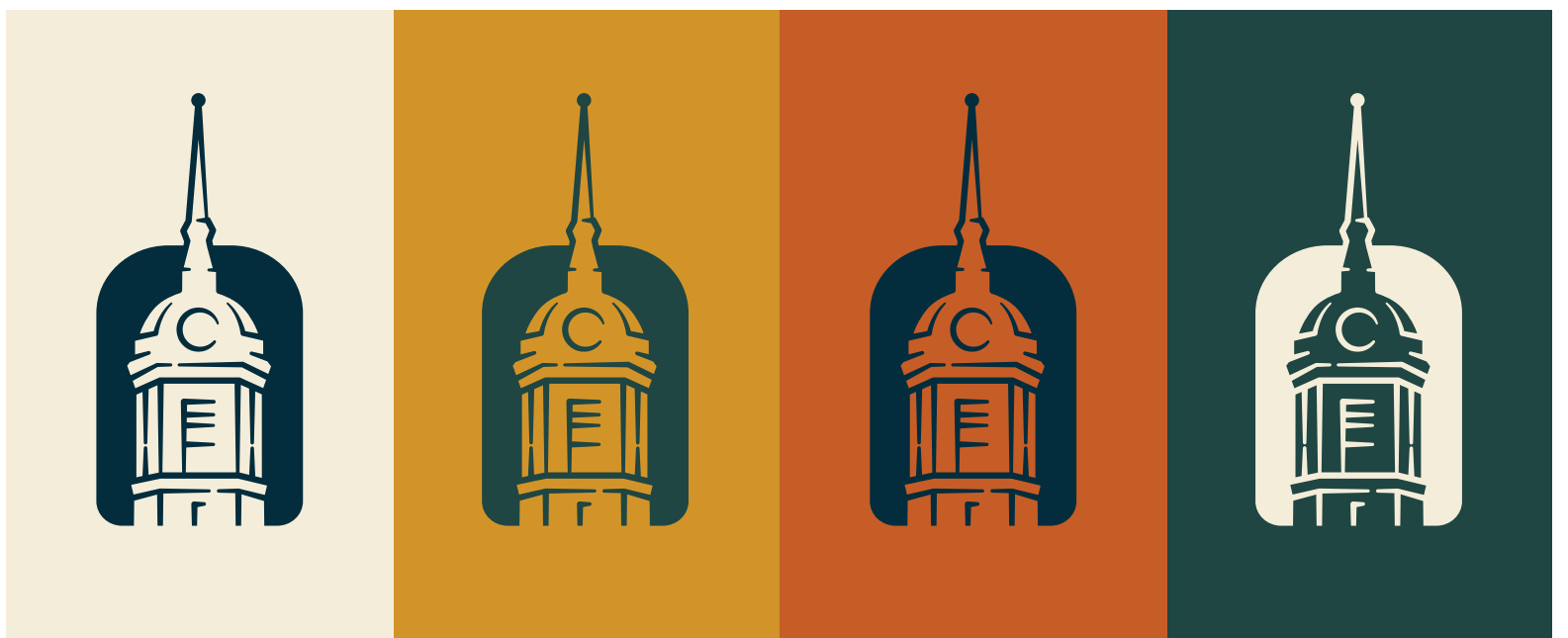
ICON

Dale, Hutto & Lyle^{PLLC}

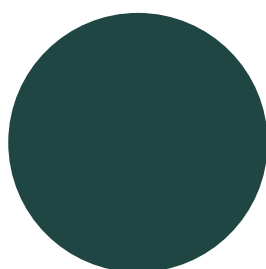
DH
&L
Dale
Hutto
& Lyle^{PLLC}

LOGOTYPES

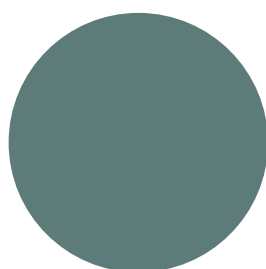
COLOR PALETTE



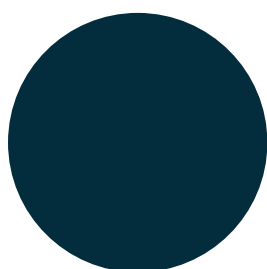
#888F73
C 48 M 34 Y 59 K 7



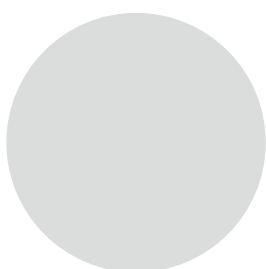
LOGO COLOR
#234744
C 84 M 52 Y 63 K 44



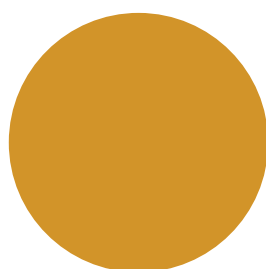
#5E7C79
C 66 M 39 Y 49 K 11



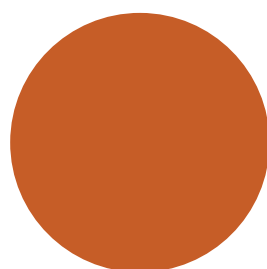
#002E3E
C 99 M 70 Y 52 K 53



#DBDDDD
C 13 M 9 Y 9 K 0



#FFE899
C 0 M 7 Y 47 K 0



#C55D27
C 17 M 75 Y 100 K 6

FONTS

Mackinac Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Medium • Bold • Extra Bold


Headlines and display use

Gibson


ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Light • Regular • Semibold • Bold


Complimentary sans serif option in copy for print and web use




Do not stretch or compress




Do not change to non-brand colors




Do not alter the design




The legal designation "PLLC" must be included in ANY use of the brand that includes the full name of the business.



Place logos on backgrounds That make the logo easy to see

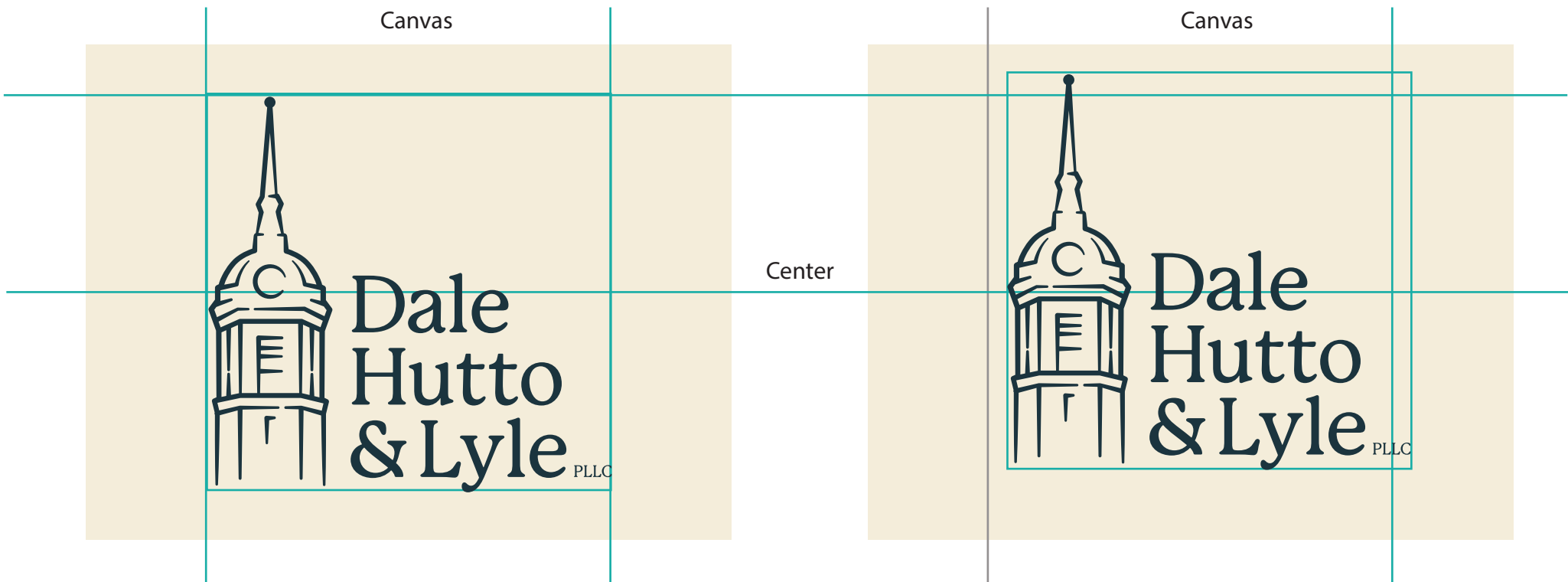


Avoid uncomplementary Logo background placement



When Scaling the logo into smaller uses, consider using variations of the logo that provide the MOST clear version of your brand name to the consumer.

LOGO BALANCE



Due to the nature of the of the spire and PLLC of the logo, apps will tend to center the artwork mathematically based on the overall size of the image. When possible, center the artwork in a way that feels visually balanced (example on the right) with the PLLC slightly right of center and the spire above center.

LOGOS IN USE



Breathing Room

Give the branding plenty of room when presented for display. About the width of the courthouse cupola on all sides should provide enough space to allow the logo to "breathe" and live happily on your project.



Overlay

Use an All White version of your logo on top of photographs. If necessary, use a dark overlay color to bring more contrast to the design.

MOOD BOARD

This mood board was developed as an inspiration piece that guides the creation of the brand for DH&L.

Use this mood board as a guide to inspire photographers, designers and other vendors you may work with in the future.

