

MID WEST LAWYERS LOGO STYLE GUIDE



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1.0 INTRODUCTION

1.1 The Importance of Brand Identity

A Brand is a Promise. A Brand is a Mark of Trust.

A BRAND PROMISE IS SUPPORTED BY THREE KEY BRAND MANAGEMENT PRINCIPLES

POSITIONING Determining What You Want Your Promise to Be.

COMMUNICATION Creating an Expectation in the Customer's Mind of What the Promise Is.

OPERATIONS Delivering the Promise.

Building your brand is of great importance if you want your company to grow. Branding your company name is important, branding is everything you do to distinguish your company from the competitors. Your brand is your promise and if you build your brand and build your promise you will have increased revenue and loyal customers.

1.1 The Purpose of the Brand Identity Style Guide

The brand Identity Style Guide is useful for reference of colours used to design your logo, fonts used to design your logo and other useful information that will provide important advice on how not to use your logo and the importance of having had a logo designed.

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2.0 LOGO APPLICATIONS

2.1 Logo applications to be avoided

Here are some examples of logo usage with coloured and graphic backgrounds that are not satisfactory. These examples illustrate how important correct colour choices can be and how the logo can become 'lost' in the wrong image or background.

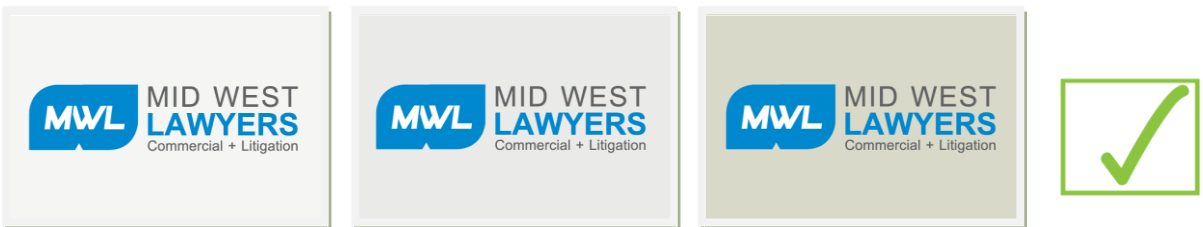


Here are some examples of logo usage with examples of logo distortions that should be avoided completely



2.2 Acceptable logo applications

Here are some examples or an example of good uses for your logo. Always give your logo enough space so that it can stand out.



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3.0 LOGO COLOUR GUIDE

3.1 Specifications of the colours of your logo

Logo has been prepared for PMS and CMYK Process Coated printing.

The logo will appear at its best when printed in PMS, the colours will be strong, vibrant and accurate, CMYK option is available as it is more affordable but the colours will not print as accurate and may appear washed or faded, especially lighter colours.

CMYK (provided but not recommended)

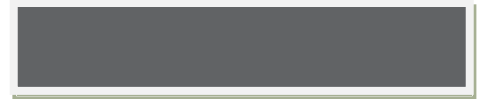
Process Coated Colours: Cool Gray 10 pc
Process Coated Colours: Pro. Blue pc

PMS (recommended)

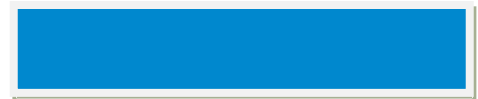
Process Coated Colours: Cool Gray 10 c
Process Coated Colours: Pro. Blue c

Palette

Colour: Cool Gray 10 c
RGB (97, 99, 101)
CMYK (38, 29, 20, 58) provided but not recommended
Html 616365



Colour: Pro. Blue c
RGB (0, 136, 206)
CMYK (100, 13, 1, 3) provided but not recommended
Html 0088CE



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4.0 TYPEFACE

4.1 Logo Fonts

Below is information about the fonts that were used to design your logo. Including font name, point size and any tracking.

MWL

Viper Squadron Solid (MODIFIED)
Regular 39 pt

Tracking: -25
Vertical Scale: N/A
Horizontal Scale: N/A

MID WEST

BrowalliaUPC
Regular 42 pt

Tracking: 35
Vertical Scale: N/A
Horizontal Scale: N/A

LAWYERS

BrowalliaUPC
Bold 46 pt

Tracking: 0
Vertical Scale: N/A
Horizontal Scale: N/A

COMMERCIAL + LETIGATION

Browallia New
Regular 21 pt

Tracking: 6
Vertical Scale: N/A
Horizontal Scale: N/A

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5.1 FILE TYPES AND THEIR USES

Below is some information in regards to the files we provided and their uses:

ai Adobe Illustrator files are the main source files, there are more than one and this is because there are different sizes e.g. yourlogo_rgb1- size 200px by 100px. The ai rgb is the main source file for all web uses. The ai cmyk is the main source file for all print uses. The pdf, eps, pct files are for print use.

The web files named e.g. yourlogorgb1_2 are transparent background types for web use. The files named e.g. yourlogorgb1 alone are normal with a white background.

The jpg, gif, png are only for web use - these files were prepared to suit website uses making them smaller in size to minimise download time.

MS-WORD FILES - NOT INCLUDED in all packages (e.g. not included in standard package)
MS-Word files for your own printing uses (not for professional printing)

The best file to provide your printers with is the pdf file. Depending on the printer they may prefer the ai file. Usually they print from either pdf or ai.

The colours of the cmyk files (.ai, .pdf and .eps) may seem different onscreen, this is because they are optimised for printing.

5.2 OPENING FILES

You may not be able to open all files from your computer if you do not have the required software installed. For Example, if you want to open the ai file you need to have Adobe Illustrator installed. The main source files are provided so that you can give copies to your printers and if you have web designers or other designers who may need use of the files to provide you with their services.

You may be able download a trial of Adobe Illustrator from the Adobe.com website. You can Google Search – Download Adobe Illustrator Trial. We do not guarantee that you will be able to understand how to use the application, we cannot provide support on how to use the program.

Your files are intended for the use of other professional designers and printing professionals. Printing your files on home and office printers is not recommended as the colours print inaccurately, the colours are for professional printing.