

SMITH FREED & EBERHARD P.C.

Brand Guidelines

BRAND ESSENCE & BRAND PLATFORM:

25 years ago a couple of young lawyers decided to take a chance. They set out to build a firm where they could grow, have fun, and make an impact in their client's professional and personal lives. This place came to be known as Smith Freed & Eberhard.

Our Principals & Purposes

- Clients First: All decisions will be made on the principle that we put the client's interest's first, the firm's second, and the individual's last.
- Responsible Stewardship: Individually and collectively, we will operate with a "stewardship" mentality towards our associates and employees, accepting the obligation to coach, mentor and develop those who report to us.
- Honor & Integrity: We will not abuse our power or position, we will act with respect in dealing with other people at any level in the firm, we will keep our word and we will not engage in politicking, shirking or dumping of responsibility. Only those of the highest honor and integrity will be allowed to retain membership in the firm.
- Extraordinary Authenticity: We will practice "extraordinary authenticity." We will be candid and admit when we do not have the answers.
- Long Lasting Client Partnerships: We will achieve levels of client satisfaction that result in clients trusting and partnering with our firm for decades.

Raving Fan Values

- Be a partner always
- Be in their shoes
- Be valuable
- Be responsive
- Be personal

LOGO USAGE:

- All collateral should feature a SFE logo.

Logo + Tagline in SFE Blue



Logo + No Tagline in SFE Blue



Logo Only



- Logo should be presented in SFE Blue, black or white.
- Use the best color of logo to suit the individual application (for instance, on a dark background white might look best.)
- If using the the logo with tagline, make sure text is large enough to be readable
- Don't stretch or squeeze the logo by altering proportions.
- Don't reconfigure or change the size or placement of any logo elements.
- Don't obstruct the logo.

COLORING:

Primary Colors

- SFE Blue:
Pantone solid coated 7461C
RGB 0/130/2004
CMYK 83/40/0/0



- Black:
RGB 0/0/0
CMYK 75/68/67/90



- White
RGB 255/255/255
CMYK 0/0/0/0



Secondary Color

- SFE Green:
RGB: 177/192/73
CMYK: 35/11/90/0



FONTS:

Logo:

- MRS EAVES SMALL CAPS
- *Mrs Eaves Italic*

Other Applications:

- Don't use cartoonish, overly round fonts.
- Don't use complex fonts with poor readability.

tone of voice & copy writing guide:

Before writing content for SFE, stop and think about our audience. For the most part, our audience consists of claims professionals. They can be in highly experienced roles, such as a VP of Claims, or they may be an entry level adjuster. All copy that is written should be understandable by both groups of people and everyone in between.

The voice of SFE should be authoritative, yet approachable. All content should be friendly and sound like it is from a smart friend. Legal jargon should not be used, instead straightforward and easy to understand language should be the standard. Proper punctuation, correct grammar, and full sentences should be used. While content should err on the side of formal, some humor is okay (but it should always be clean, and never derogatory.)

PHOTOGRAPHY & IMAGING:

- Don't use clichéd, uninspired imagery, and don't even think about using clip art.
- Always use the highest resolution possible for the image.
- Use imaginative or unexpected images, purchasing images (Shutterstock) is fine within reason.