# WITHERITE
## LAW GROUP

**GRAPHIC STANDARDS GUIDE**

DALLAS ı TEXAS

**WITHERITE LAW GROUP**

## AN INTRODUCTION

This is the graphic standards guide for Witherite Law Group. It has been created for use to guide advertising, marketing and design materials that effectively and consistently reflect the carefully developed identity and mission of Witherite Law Group and its various programs for both external and internal audiences.

The guide includes correct usage of the Witherite Law Group logo, type, color palette, and general style regulations that will ensure integrity-of-brand.

## CONTENTS

## BRANDING GUIDELINES

The Witherite Law Group logo is a very important component in maintaining the integrity of its brand identity. Never attempt to reproduce logo artwork from photocopies or scans. While the Logo Type may have been originally produced from a typeface, it is now a graphic and should never be rebuilt using a typeface. The following pages provide detailed examples and specifications for usage.
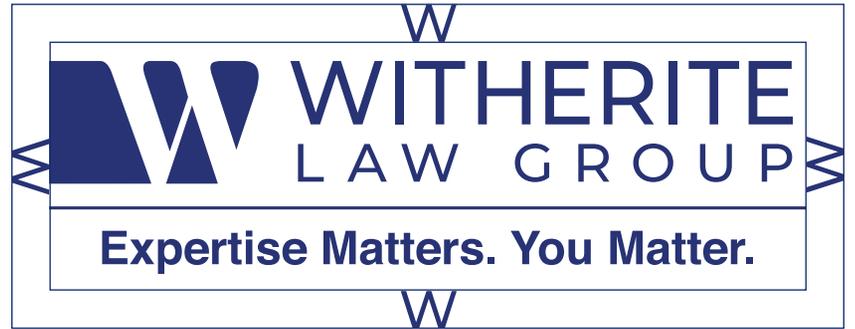
INLINE (PRIMARY)



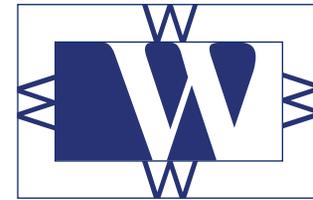BLOCK (SECONDARY)



INLINE WITH TAGLINE



**Expertise Matters. You Matter.**

LOGOMARK

Minimum Size 1.5"



Minimum Size 1.5"

Minimum Size 1.5"

Minimum Size 1"

# WHAT NOT TO DO

A

E

F

G

H

B

C

D

It's Best If You: **A** Don't independently resize the elements. **B** Don't rotate the logo. **C** Don't change spacing between individual elements of the logo. **D** Use colors at 100%, do not screen or change opacity. **E** Don't compress or expand logo disproportionally. **F** Don't use any other colors or change the color order **G** Don't change the color of the type and especially don't use gradients **H** Don't outline the logo.

## COLOR PALETTE

The proper use of color enhances and reinforces all Witherite Law Group communications. Always use the correct color specifications for four-color process, spot colors or web/online reproduction.

PRINT

PMS/SPOT
PMS 662C
CMYK
C-100 M-72 Y-0 K-18

DIGITAL

WEB/RGB
R - 39  G - 51  B - 116
HEX
273374v

*This is the primary color for Witherite Law Group's identity.*

OFFICIAL TYPEFACES

# MONTSERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

## HELVETICA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Logo Typeface

# Montserrat

**56 pt**

# Montserrat

**48 pt**

# Montserrat

**42 pt**

# Montserrat

**36 pt**

# Montserrat

**30 pt**

# Montserrat

**24 pt**

Tagline Typeface

Helvetica

**18 pt**

Helvetica

**14 pt**

Helvetica

**12 pt**

Helvetica

**10 pt**

Helvetica

**6 pt**

Primary Typeface

## MONTSERRAT

Montserrat       Montserrat Thin

Montserrat       Montserrat Regular

Montserrat       Montserrat Medium

**Montserrat**       Montserrat Semibold

**Montserrat**       Montserrat ExtraBold

**Montserrat**       Montserrat Black

Secondary Typeface

## HELVETICA

Helvetica       Helvetica Light

Helvetica       Helvetica Regulat

**Helvetica**       Helvetica Bold

## HELPFUL TERMINOLOGY

### BLEED/FULL BLEED
When an image or color extends to the trimmed edge of the finished page. Full bleed describes when an image or color runs off all edges of the page.

### BRAND
A brand is the promise of what a company or organization will deliver to its clients and partners. It is also the "personality" of an organization, how it behaves, how it does business, how it affects the marketplace.

### BRAND ARCHITECTURE
A framework of visual, written, and spoken elements that establishes the relationship between the master brand and its products, solutions and services.

### BRAND IDENTITY/BRAND IDENTITY SYSTEM
Brand identity is the outward manifestation of an organization's personality. A brand identity system is composed of written, spoken and visual elements. Identity elements form the basis for the "look and feel" of the brand and include the name, logo (symbol), logo type, tagline, brand voice, typographic style, graphic style and color system.

### CLEAR SPACE/SAFETY
The amount of white space that must be around a specific identity element.

### CO-BRANDING
When two organizations use their respective logos or brands jointly to leverage the relative market strengths of each, thereby increasing the effectiveness and/or market awareness for both.

### COLOR/COLOR PALETTE
Colors and color combinations that are specified for primary and secondary usage in a brand identity system. The term "color palette" refers to the entire selection of colors acceptable for use in the brand identity system, including secondary colors.

## CONFIGURATION

The specific way a logo type and logo/symbol or other surrounding identity elements are arranged.

## FOUR-COLOR/FULL-COLOR PROCESS

A standard printing process that blends the four (CMYK) standard colors (cyan, magenta, yellow, black) to reproduce many of the colors found in nature. Also known as process printing, CMYK or 4/C process.

## HALFTONE

A reproduction of a continuous-tone photograph or illustration by simulating gradations of tone using dots of varying sizes.

## IDENTITY SYSTEM

A visual system designed to unify the graphic image of an organization through the consistent use of specific identity components.

## LEADING

The amount of space between the lines of text. Leading is expressed in points or fractions of a point. There are 72 points in an inch. The wider the text width, the more leading is required for good readability. Leading is measured from the baseline of one line of type to the baseline of the next line.

## SPOT COLOR

Colors specified as a solid color other than the standard four-color process inks. Usually a pre-mixed solid ink. Spot color inks in this guide are from the Pantone Matching System®.

## POSITIVE

A dark image on a light background.

## REVERSE-OUT

A white or light image on a dark background.

## RGB

Red, green and blue; the additive primary colors used when creating color with light. RGB color specifications are used when specifying color for Web, video or multimedia work.

## SERIF/SANS SERIF

Serif, the short angled line at the end of the main stroke of a letter. Sans means lettering without this stroke.

## SERVICE MARK  See trademark.

## SYMBOL/LOGO

A non-typographic element of an abstract or representational nature.

## TRADEMARK

A word, phrase, design, slogan or symbol that identifies a particular product brand. The ® is used with federally registered trademarks only. The ™ or SM designation is used with state registered trademarks or those in the process of federal registration.

## TYPEFACE

An alphabet designed in a particular style, also known as a font.

## X-HEIGHT

The height of the lowercase letters from the baseline to the mean of the cap height.