

PATE
SMITH
LAW

Brand Guidelines
2023

PROUDLY CREATED BY:

SAVAGE/MEDIA

MISSION STATEMENT



LOGO

P A T E _____
S M I T H
_____ L A W

ICON

To preserve our brand integrity, adhere to these icon usage rules:

- **No Changes:** Avoid altering, distorting, or recoloring the icon.
- **Colors Matter:** Use authorized colors only; no patterns.
- **Proportions Count:** Keep the icon's proportions intact when resizing.
- **Clean Background:** Place the icon on uncluttered backgrounds.
- **Smart Placement:** Position the logo thoughtfully; avoid overcrowding.
- **Minimalist Design:** Avoid overcrowding the logo with text or graphics.



COLOR PALETTE

To maintain a cohesive brand image, follow these color palette guidelines:

RGB
195,165,111

CMYK
24,32,64,00

HEX
#C3A56F

RGB
33,46,70

CMYK
90,78,46,46

HEX
#212E46

RGB
00,00,00

CMYK
75,68,67,90

HEX
#000000

RGB
255,255,255

CMYK
00,00,00,00

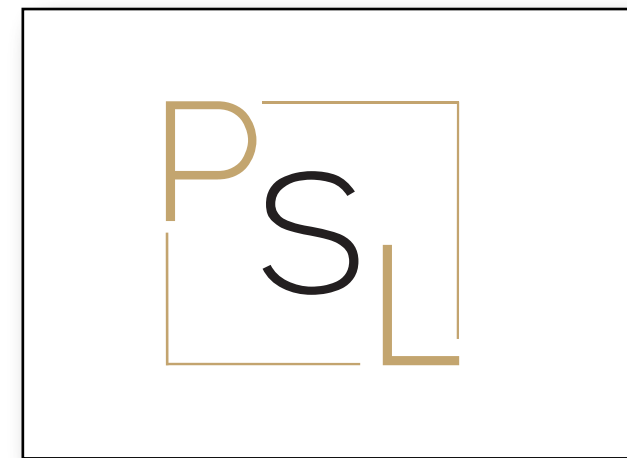
HEX
#FFFFFF

LOGO VARIATIONS

To maintain a cohesive brand image, follow these color palette guidelines:



Gold, white, gold version is for use with black or blue backgrounds.



Gold, black, gold version is for use with white backgrounds.



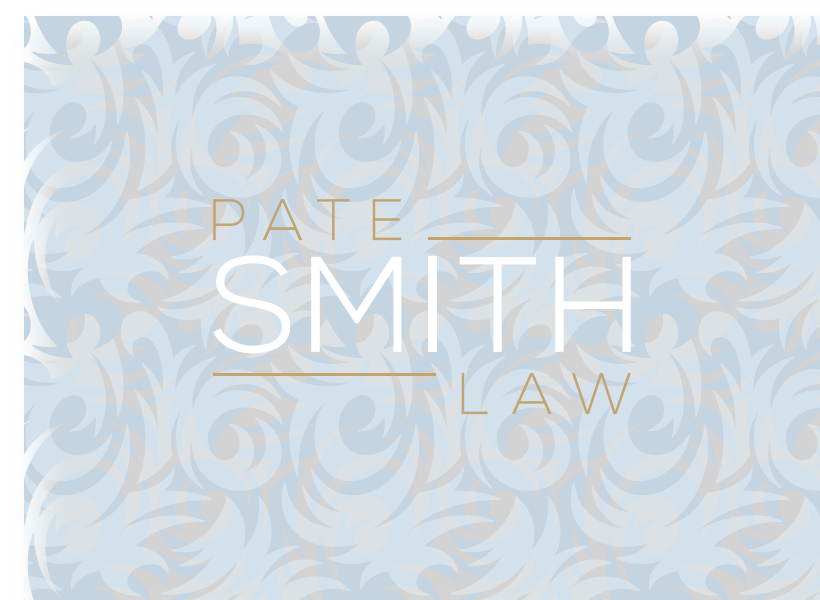
The all white version is only for use with gold backgrounds.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wis enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. hendrerit in vulputate velit esse

UNAPPROVED LOGO VARIATIONS

To preserve our brand integrity, adhere to these logo usage rules:

- **No Changes:** Avoid altering, distorting, or recoloring the logo.
- **Colors Matter:** Use authorized colors only; no patterns.
- **Proportions Count:** Keep the logo's proportions intact when resizing.
- **Clean Background:** Place the logo on uncluttered backgrounds.
- **Smart Placement:** Position the logo thoughtfully; avoid overcrowding.
- **Minimalist Design:** Avoid overcrowding the logo with text or graphics.



TYPOGRAPHY

Consistency in font usage is essential for a cohesive identity. Follow these guidelines:

- **Maintain a clear hierarchy.** Larger fonts for titles, smaller for subheadings, and a comfortable size for body text.
- **Primary Typeface:** Use Tiltwarp Regular for headlines, titles, and focal points..
- **Secondary Typeface:** Manrope adds readability to subheadings and body text. Its versatility makes it perfect for longer content.

HEADING

TILTWARP REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&"'0?/

Subheading

Manrope Medium

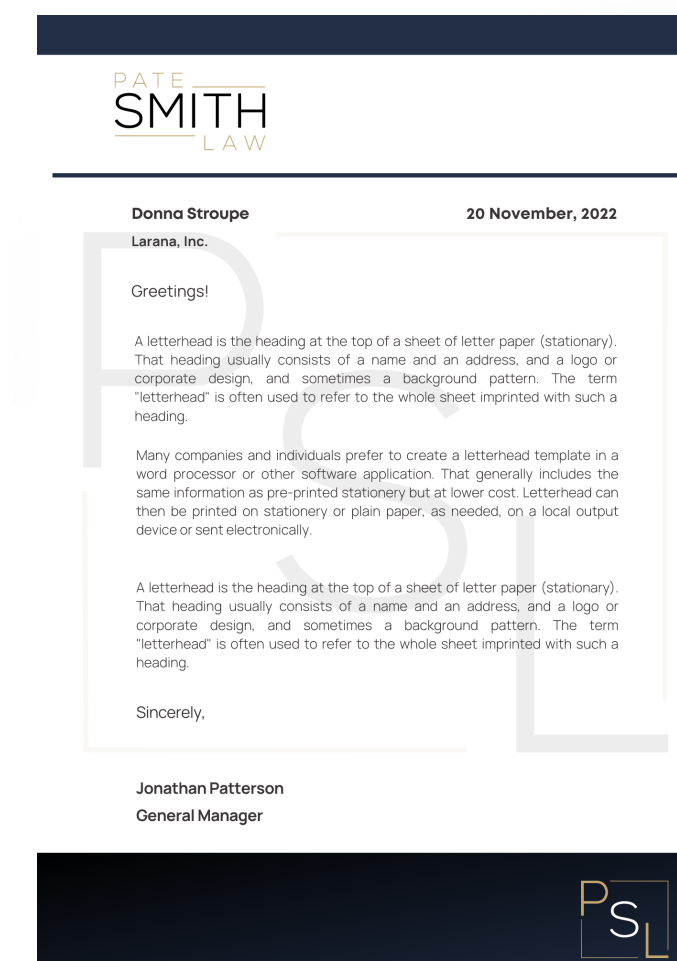
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&"'0?/

Paragraph

Manrope Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&"'0?/

BRAND COLLATERAL



MOOD BOARD



GLOSSARY

JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

SVG

SVG images are defined in a vector graphics format and stored in XML text files. SVG images can thus be scaled in size without loss of quality, and SVG files can be searched, indexed, scripted, and compressed. The XML text files can be created and edited with text editors or vector graphics editors, and are rendered by the most-used web browsers.

PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production.

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

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