



# **Brand Standards Manual**

July 2015



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# Base Logo

The base logo comprises the name wrmk lawyers and the icon. It should be used to promote the brand as a whole.



The positioning, proportions and colour of these elements must be consistent.



The height of the icon should match the distance between the top of the w in wrmk and the bottom of the l in lawyers.



A minimum clearance of half the depth of the icon must be observed around all four sides of the logo.

**PLEASE NOTE:**

You may not rotate or distort any elements or alter the fonts or colour of the base logo in any way.



# Base Logo Colours

Where the base logo is being used in colour, on a white or pale background, it must always be used in positive:



If you are using the logo on a busy or dark background then you should use the reverse option out of orange.

If there is insufficient contrast, or the orange clashes with the background, use the reverse mono option.



The colour / values are as follows:

	PANTONE	CMYK	RGB	HEX
	P172C	0-60-80-0	(245, 131, 69)	#f58345;
	P432	76-67-51-43	(57, 61, 73)	#393d49;
	MONO	0-0-0-90	NA	NA

# Division Logo

Where a single department of the company is being promoted then a Division ID will be added to the Base Logo to form a WRMK Division Logo. If you are promoting more than one division you should use the Base Logo to promote the Company Brand.

The positioning, proportions and colour of the Base Logo elements must not be altered in any way.

The position of the Division ID, its size in relation to the Base Logo, and the minimum clearance around the Division Logo must also remain consistent with the guidelines.

You have been supplied with horizontal and vertical treatments of the logo for the following Divisions:

- Disputes
- Commercial
- Property
- Rural
- Employment
- Women

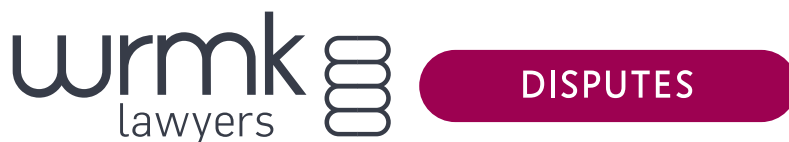
Wherever possible, the preference is to use the vertical treatment unless:

1. limited depth would mean that the Division ID would be less than 40mm wide
2. the display space is significantly wider than it is deep

## Vertical Treatment



## Horizontal Treatment



## PLEASE NOTE:

Different guidelines apply to the vertical and horizontal treatments of the Division Logos and you need to refer to the appropriate set of standards.

# Division Logos - Vertical Treatment

The Vertical Treatment is the preferred option and you should use this wherever possible. In this treatment the elements are stacked so that the Division ID appears under the Base Logo.

You have been supplied with positive and reverse options and the standards below apply to both.



The Division ID must match the width of the Base Logo. The depth of the Division ID is equal to half the depth of the icon as indicated.



In the Vertical Treatment the last letter of the division must right align with the s of lawyers in the Base Logo.



Division ID is positioned one quarter of the depth of the icon below the Base Logo.



**A minimum clearance** of half the depth of the icon must be observed around all four sides of the logo.

PLEASE NOTE: When using the Vertical Treatment the width of the Division Logo ID should never be less than 40mm as it becomes too hard to read. If it is less than 40mm you should use the horizontal treatment instead.

## Vertical Treatment – Mono

If you are doing a low quality, single colour print such as a fax, black & white press advert or a photocopied document use this version.



## Vertical Treatment – Positive

The positive version should ONLY ever be used on a white background. If the background is any colour other than white then you should use a reverse option.



## Vertical Treatment – Reverse from Division Colour

This can be used on coloured or busy backgrounds such as a photo. Where there is insufficient contrast or the division colour clashes with the background, opt for the mono reverse.



## Vertical Treatment – Reverse from Mono

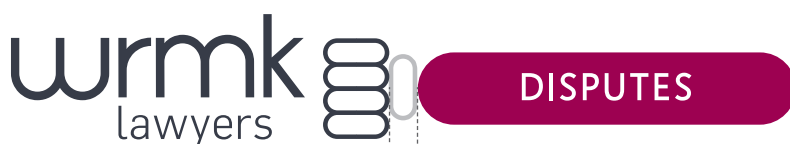
This can be used to add interest to a single colour print, to provide contrast against a coloured or busy background and in instances where the division colour clashes with the background colour.



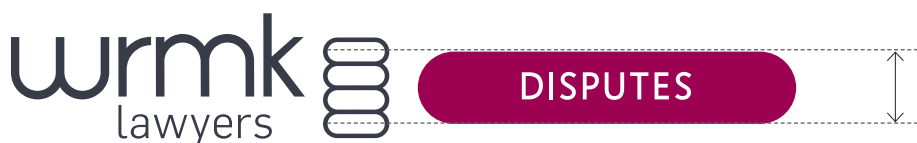
# Division Logos - Horizontal Treatment

While the preference is to use the Vertical Treatment of the logo, the Horizontal Treatment may be used where the display space is substantially longer than it is wide. It's also applicable where the width of the Vertical Treatment is less than 40mm.

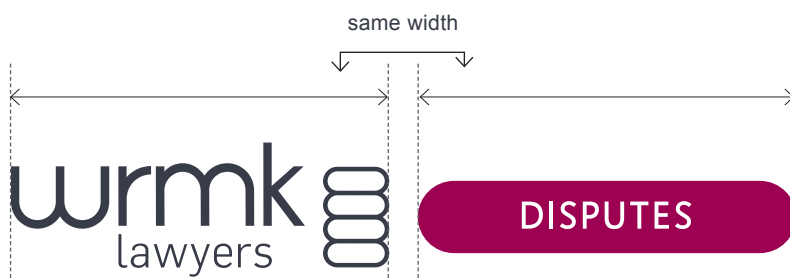
In this treatment the Division ID is positioned to the right of the Base Logo. You have been supplied with positive and reverse options and the standards below apply to both.



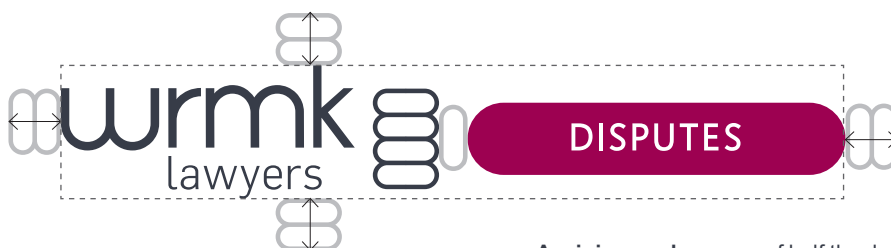
The space between the Base Logo and the Division ID is equal to 1 quarter of the height of the icon in the Base Logo.



The height of the division ID is equal to  $\frac{3}{4}$  the height of the icon in the Base Logo.



The Division ID must match the width of the Base Logo. The font within the Division ID may not be altered in anyway.

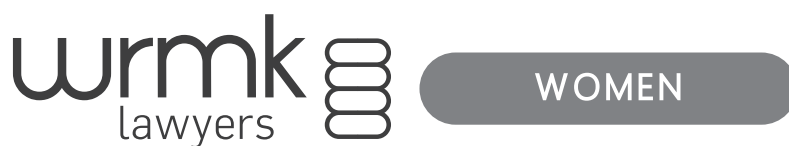
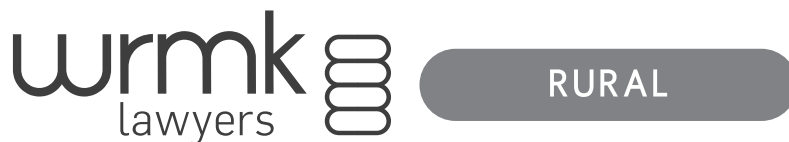
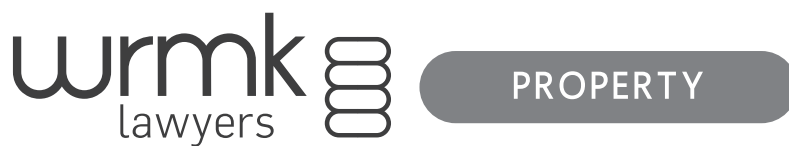
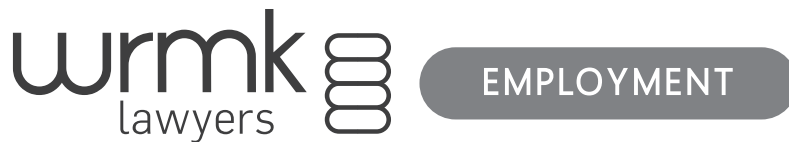
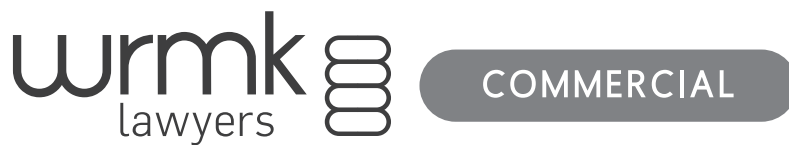


A **minimum clearance** of half the depth of the icon must be observed around all four sides of the logo.

## Horizontal Treatment – Mono

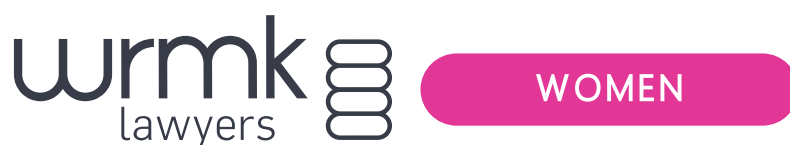
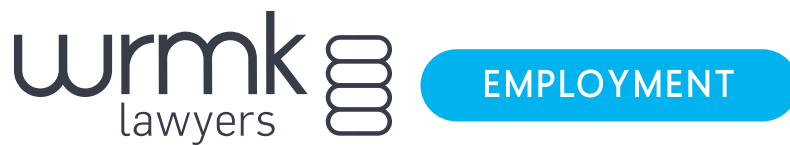
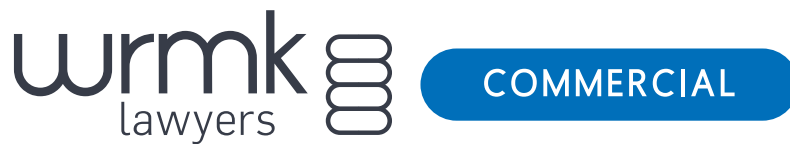
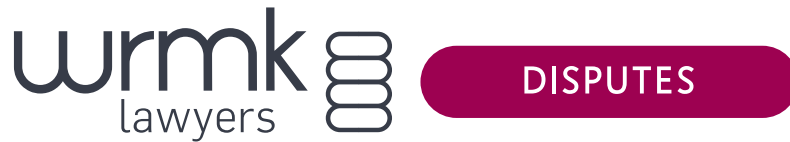
If you are doing a low quality, single colour print such as a fax, black & white press advert or a photocopied document use this version.

The base logo is 90% black and the Division ID is 60% black. These values may not be altered under any circumstance.



## Horizontal Treatment – Positive

The positive version should ONLY ever be used on a white background. If the background is any colour other than white then you should use a reverse option.



## Horizontal Treatment – Reverse from Division Colour

This can be used on coloured or busy backgrounds such as a photo. Where there is insufficient contrast or the division colour clashes with the background, opt for the Reverse from Mono.



## Horizontal Treatment – Reverse from Mono

This can be used to add interest to a single colour print, to provide contrast against a coloured or busy background and in instances where the division colour would clash with the background colour.



# Division ID Colours

Each Division ID has an allocated colour and these may not be altered.

Colour palettes for advertising and collateral should be limited to the use of the Division Colour and the grey of the Base Logo plus black and white.

The Division ID colour/values are as follows:

	DIVISION	CMYK	PANTONE	RGB	HEX
	disputes	8-100-24-35	P221C	rgb (141, 27, 61)	#8d1b3d;
	women	5-90-0-0	P225C	rgb (224, 36, 154)	#e0249a;
	commercial	100-52-0-0	P2935C	rgb (0, 91, 187)	#005bbb;
	employment	87-1-0-0	P2995C	rgb (0, 169, 224)	#00a9e0;
	rural	47-0-94-0	P375C	rgb (122, 184, 0)	#7ab800;
	property	74-0-36-8	P7473C	rgb (30, 157, 139)	#1e9d8b;
	base logo	76-67-51-43	P432	rgb (57, 61, 739)	#393d49;

**PLEASE NOTE:** The positive version of the logo may ONLY be used on a white background.

If the background is any colour other than white, is patterned or busy (such as a photo), then you should use the use a reverse option.

If you are placing the logo on a dark background then you should use the reverse option out of the Division Colour.

If there is insufficient contrast, or the division colour clashes with the background, use the reverse mono option.

## Division Greyscale Values

The base logo is 90% black, Division ID is 60% black.

These values are the same for all divisions and can not be altered under any circumstance.

# File Types & Correct Usage

It's all very well having the correct colours and values but that's not a lot of help if you don't know what the file types are used for.

The logos have been arranged into Vertical and Horizontal files. Ideally you should use the Vertical Treatment but in some situations the Horizontal Treatment just works better.

Once you've made the decision as to what layout best suits the job, click into the appropriate folder.

The file required will be determined by the way in which it is being printed or published. Once you know what colour format is needed you simply need to send the appropriate file type. The main thing to remember is that if it is for internal use a JPEG will almost always do the job. If it's for a professional studio 90% of the time they'll want an ai file - unless you are dealing with a signwriting, screen printing or embroidery company who may prefer an EPS vector file.

## CMYK

This is the file type most commonly requested by commercial printers and is used when you are printing more colours than are contained in your logo – for example a brochure with colour pictures would use CMYK files.

The process uses a combination of Cyan, Magenta, Yellow and Black to make the various colours required.

## Spot Colour / Pantone Colour

Spot Colour and Pantone Colour are different terms for the same thing. They are most often used in screen printing and as a colour matching reference for embroidery cottons and signwriting vinyls.

Situations where you are likely to use Spot Colour include branding on merchandise, apparel and on some stationery.

## Mono

This is used for single colour print runs (often but not necessarily black).

## Mono / Grayscale

Grayscale files use black but create the impression of a second colour by having some elements in a screen/percentage of black.

Greyscale files are good for adding interest to a single colour print where the output quality is not always high quality; i.e fax header sheets, black & white press ads or photocopied newsletters

## Reverse Files

For use on black, dark solid or brightly coloured backgrounds.

## RGB

For use in digital applications such as Power Point presentations, websites, email signatures and video.

Each colour is created using a combination of Red, Green and Blue.

Sometimes Signwriters use RGB files for printing large format digital signage but a few use CMYK printers. If in doubt ask the person who requested the file what format they prefer.

## HEX or HTML CODE

This is a colour specification used in html coding (websites etc).

## FILE TYPES

### Ai Files

The favoured format for most graphics studios and printers.

### EPS Vector

Typically used by sign writers, embroidery studios and some screen printers.

### JPEG

For insertion into word, excel, power point documents and used in web.

# Fonts

Below is a list of the designated fonts.

Under no circumstances should these be changed out or altered in anyway.

wrmk font

Opificio

wrmk

lawyers font

Flama Light

lawyers

Division ID font

Homizio Black

COMMERCIAL, PROPERTY etc...