



COLBY LAW FIRM, PC

Branding Guidelines & Toolkit

Inspired by The Brite Spot

Colby Law Firm drew its inspiration from the classic photos and marks from poppy's old radio station, The Brite Spot. The radio station and the old family photos featured bold sunny symbols, bright colors, simple shapes, as well as the felt banner with the starburst mark. We clung to this most when using family history as a guiding light for this brand.

From there, we built the brand based on three unchanging pillars that determined our aesthetic. Colby Law is to be confident and safe, yet simple.

“We want prospective clients to feel confidence. That working with Colby Law Firm will be simple and easy. And more importantly, that this is stellar legal advice and representation. That Colby Law will get in done for you painlessly.”

Through concepting and prototyping many different symbols and colorways based on our inspiration and guiding pillars, we landed on the purpose driven mark of a compass, a great image for a lawyer. It serves as a sense of direction, guidance, and literally points north to show Colby Law's clients a clear path.



1

**Confident,
but approachable**

Your brand speaks to the experience and integrity you bring to the table. It does this without being braggy or unattainable.

2

**Safe,
but not soft**

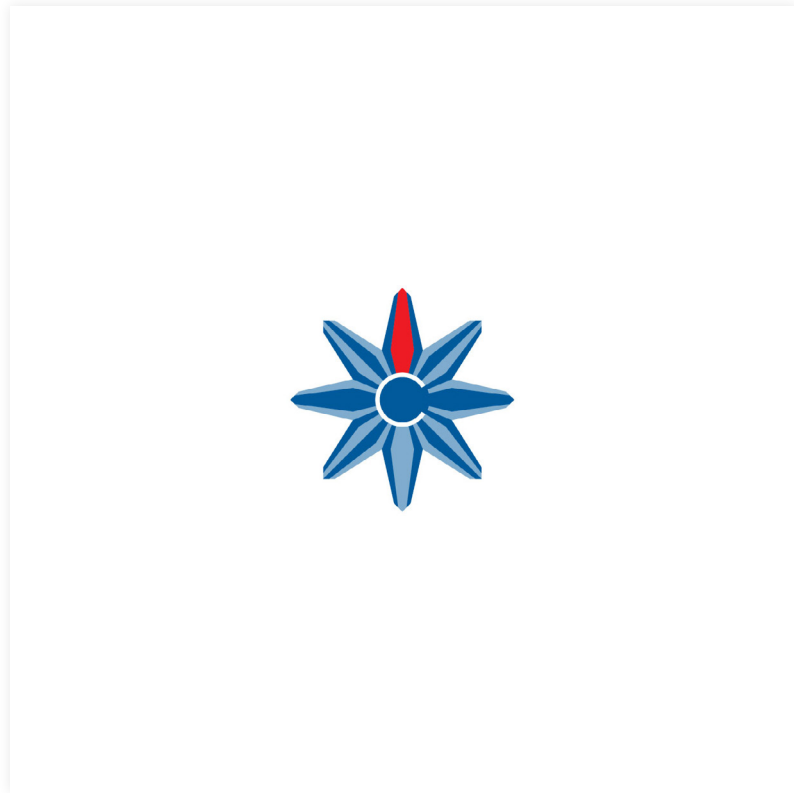
The brand instills safety and security, acting as a beacon of hope. This doesn't mean it looks soft and fluffy, but rather tried and true.

3

**Simple,
but not boring**

The best brands are made from minimal marks, yet speak to a larger picture overall. Your brand is minimal, but holds maximum meaning.

Branding System Marks and Variations



Icon

Your Icon is the full compass mark, used as an accent to any of Colby Law's branded pieces, or as a stand-alone mark that speaks to your company with no aid of messaging.



Logo

Your Logo represents the shorthand messaging of your company, while using a modified Icon as a left aligned anchor for the company name.



Wordmark

Your Wordmark uses the modified Icon as a left aligned anchor for the official company name. This mark is used for official business purposes.

TITLING

Century Gothic

SUGGESTED TITLING SIZE: 36PT

Your Titling typeface, Century Gothic™, comes from Monotype Foundry and was drawn by Sol Hess between 1936 and 1947. The Colby Law brand marks are built from this typeface, and it is only to be used when formatting titles in any print or web projects.

You will be provided the purchased license to use this font as it is used in your branded marks.

The suggested type formatting for titling is 36 point size, or at least 3x the size of the body paragraph point size.

PARAGRAPH

Lucida Sans Regular is the primary font for all body copy and descriptions put into place by Colby Law. Included in this font for use is:

- Lucida Sans Regular
- Lucida Sans Italic
- Lucida Sans Demibold Roman
- Lucida Sans Demibold Italic

SUGGESTED PARAGRAPH SIZE: 10PT

Lucida Sans in all four font weights are available to you for use as they come in your Microsoft license. You can attain the official license through Microsoft should you need to create any custom artwork outside of any Microsoft programs.

The licensing agreement for Lucida sans [can be found here.](#)

The suggested type formatting for paragraphs is 10 point size, or at any point size between 9 point – 12 point.

ALTERNATE/PULL QUOTE

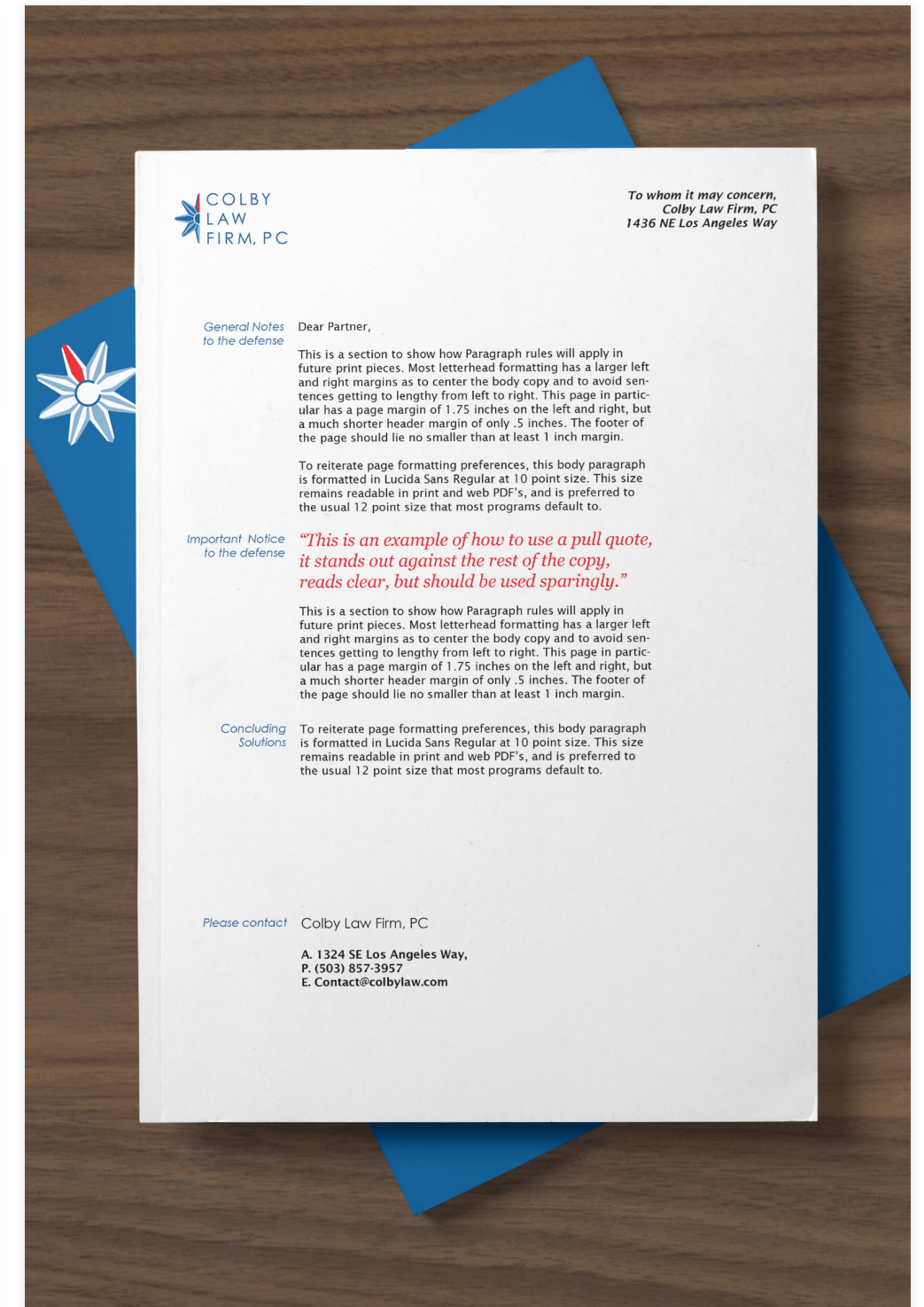
Georgia Italics

SUGGESTED ALTERNATE SIZE: 15PT

Georgia Italics is a face you may seldom use, but only for specific and important call-outs that appear in a larger body of copy. In most cases it should stand out in a stronger margin, larger size, and even a different color.

The licensing agreement for Georgia Italics is available to you for use as it comes in your Microsoft license which [can be found here.](#)

The suggested type formatting for call-outs is 18 point size, or at 1.5x the size of the body paragraph point size.



color

TRAILBLAZER RED

To be used only in the north needle point of the brand, or other small accents. No variation of this red is to be used.

HEX: ED1C24
R: 237 G: 28 B: 36
C: 0 M: 99 Y: 97 K:0

WHITE

Used as the secondary color to represent the brand atop a colored background, photo, or material where white is best visible.

HEX: FFFFFFFF
R: 255 G: 255 B: 255
C: 0 M: 0 Y: 0 K:0



DODGERS BLUE

The primary color of the Colby Law branding. Used generously throughout the branding system, and as a background for the secondary brand marks.

HEX: 005A9C
R: 0 G: 90 B: 156
C: 97 M: 69 Y: 10 K:1

50% DODGERS BLUE

Used only when representing the shaded aspects of the compass symbol in branding. Color derived from 50% transparent Dodgers Blue. Not to be used in any other case than the branding marks.

HEX: 80ACCF
R: 128 G: 172 B: 207
C: 50 M: 22 Y: 7 K:0

The Brand marks that are void of color (black or white) do not show the red north needle point. Instead, the transparency is adjusted to stand out against the rest of the mark. The black mark is built from 100% black, 50% black in the shaded areas, and then 25% black to represent the north needle point.

The same principal applies to the reverse mark built from white. The white mark is built from 100% white, 50% white in the shaded areas, and then 25% white to represent the north needle point.

All digital color files will have the transparency actively represented in the file. All print color files will use flattened colors.

BLACK

Used when color is unavailable.

HEX: 000000
R: 0 G: 0 B: 0
C: 75 M: 68 Y: 67 K:90

50% BLACK

Used only when representing the shaded aspects of the compass symbol in branding. Color derived from 50% transparent Black. Not to be used in any other case than the branding marks.

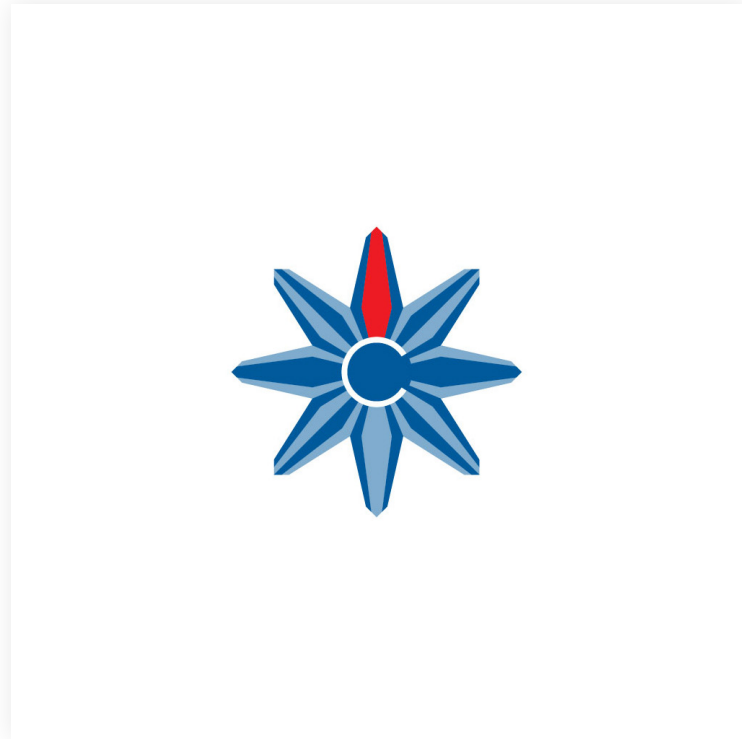
HEX: 918F90
R: 145 G: 143 B: 144
C: 45 M: 39 Y: 38 K:2

25% BLACK

Used only when representing the shaded North needle point of the compass symbol in branding. Color derived from 25% transparent Black. Not to be used in any other case than the branding marks.

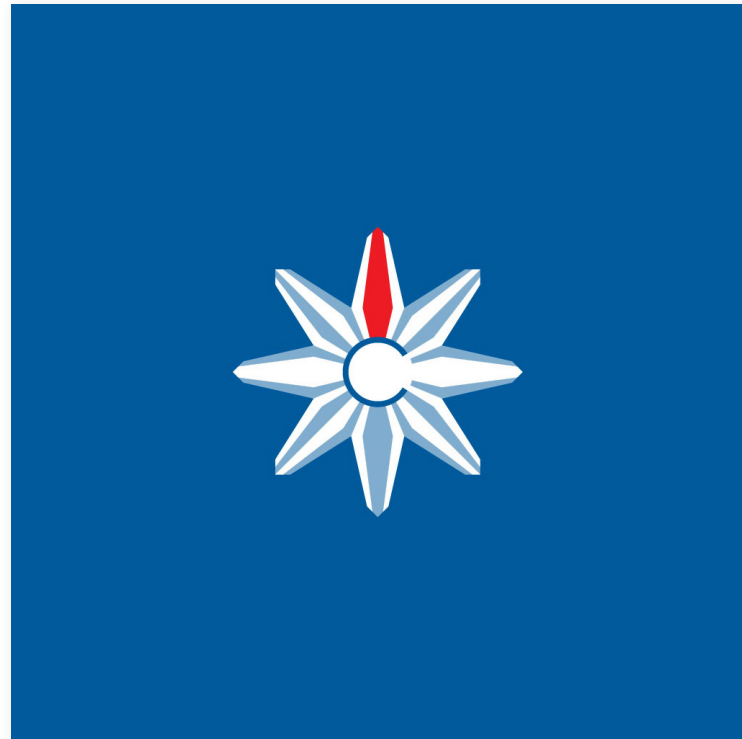
HEX: C8C6C7
R: 200 G: 198 B: 199
C: 21 M: 18 Y: 17 K:0

BRANDING
color variations



PRIMARY

When color print is available, typically used on a white paper or white web background. Not for use on photos.



SECONDARY

When color print is available, typically used on web with blue background or placed over a photo or texture.



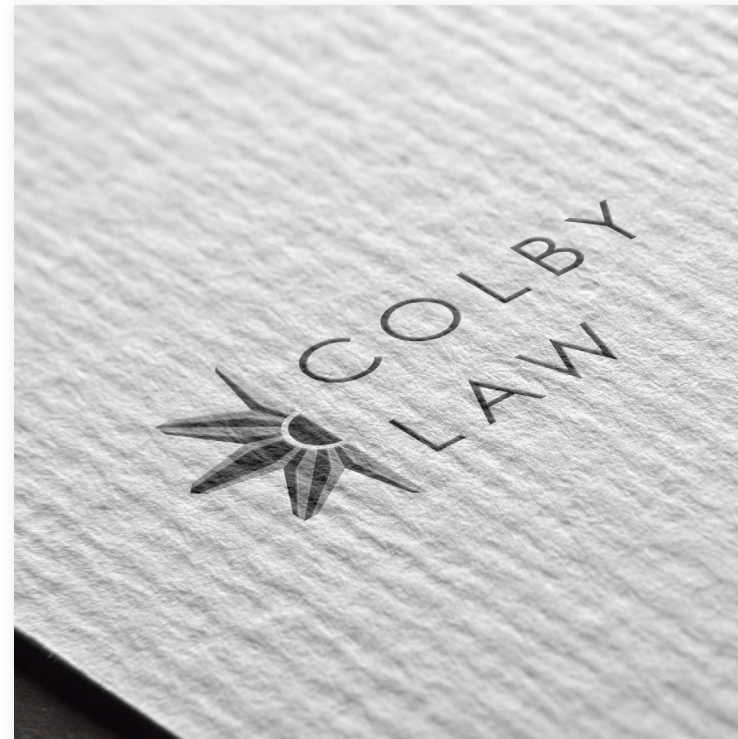
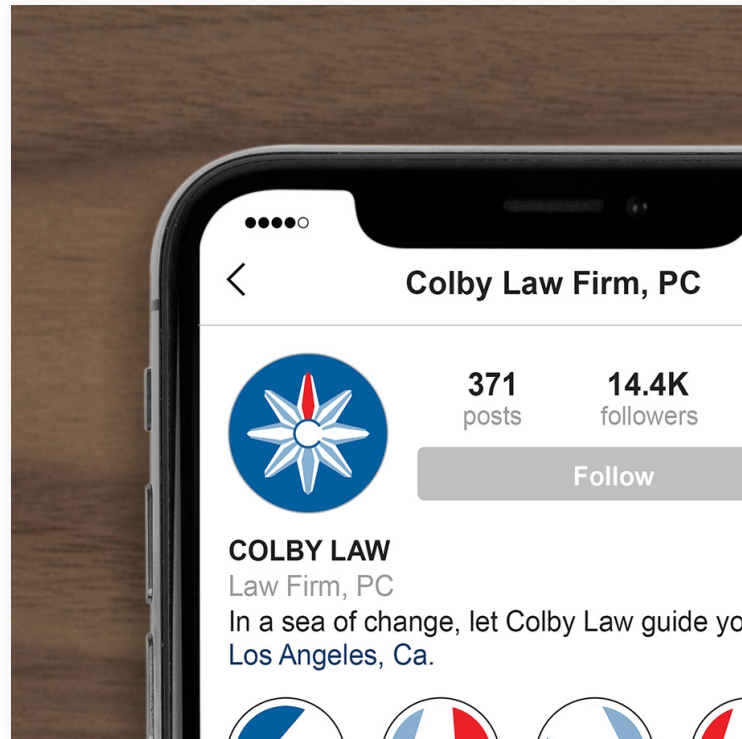
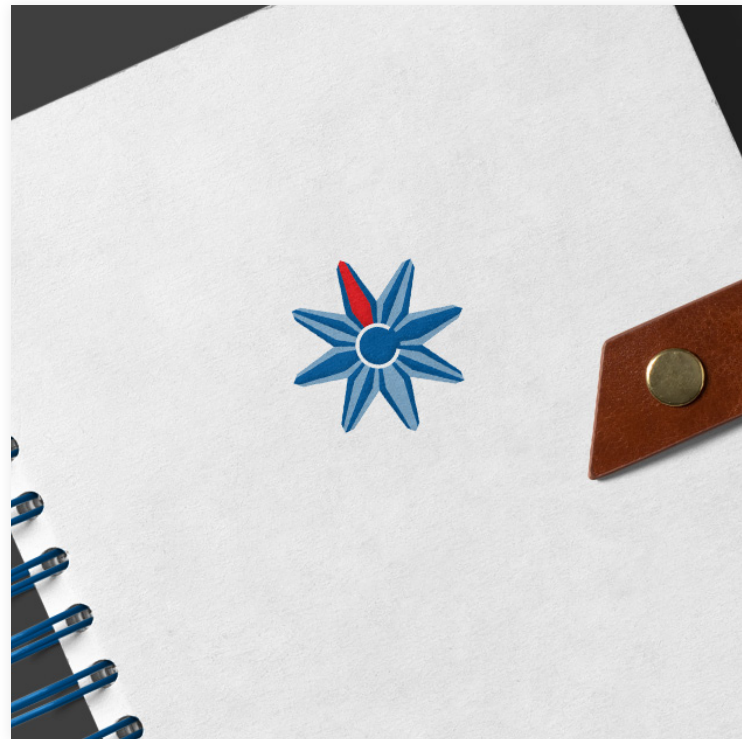
BLACK ONLY

When color print is unavailable, or for functional print use in watermarks, embossing, or one color ink stamps.



WHITE ONLY

When color print is unavailable, or for use as window vinyl, glass etching, or when atop a natural backdrop.



BRANDING

mark mechanics

Practical use and scale

In any case, the logo must not lie outside of its intended use, or lie too close to any type, image, or other content.

The mark is to remain at least one Colby "C" away from any other content or in general, at least half an inch separation.

Icon

The icon is used as an accent to a greater piece that already shows the company name. This happens in envelope prints, reverse sides of business cards, embossing or watermarking. It can also be a great way to accent a marketing piece, merchandise, or office supplies.

In print, web, or any branded projects, the Icon can live within a grid system that leaves the mark in an appropriately spaced corner, or centered above a typographic statement or other content. The Icon is never to be placed to the right or left of the company name or any titling statement.

Logo

The Logo is a combo of the Icon and the Wordmark to create one brief memorable mark that represents the company. It's used for print pieces and collateral that are a part of the company portfolio, or in any case where the basic name of the company needs to be represented.

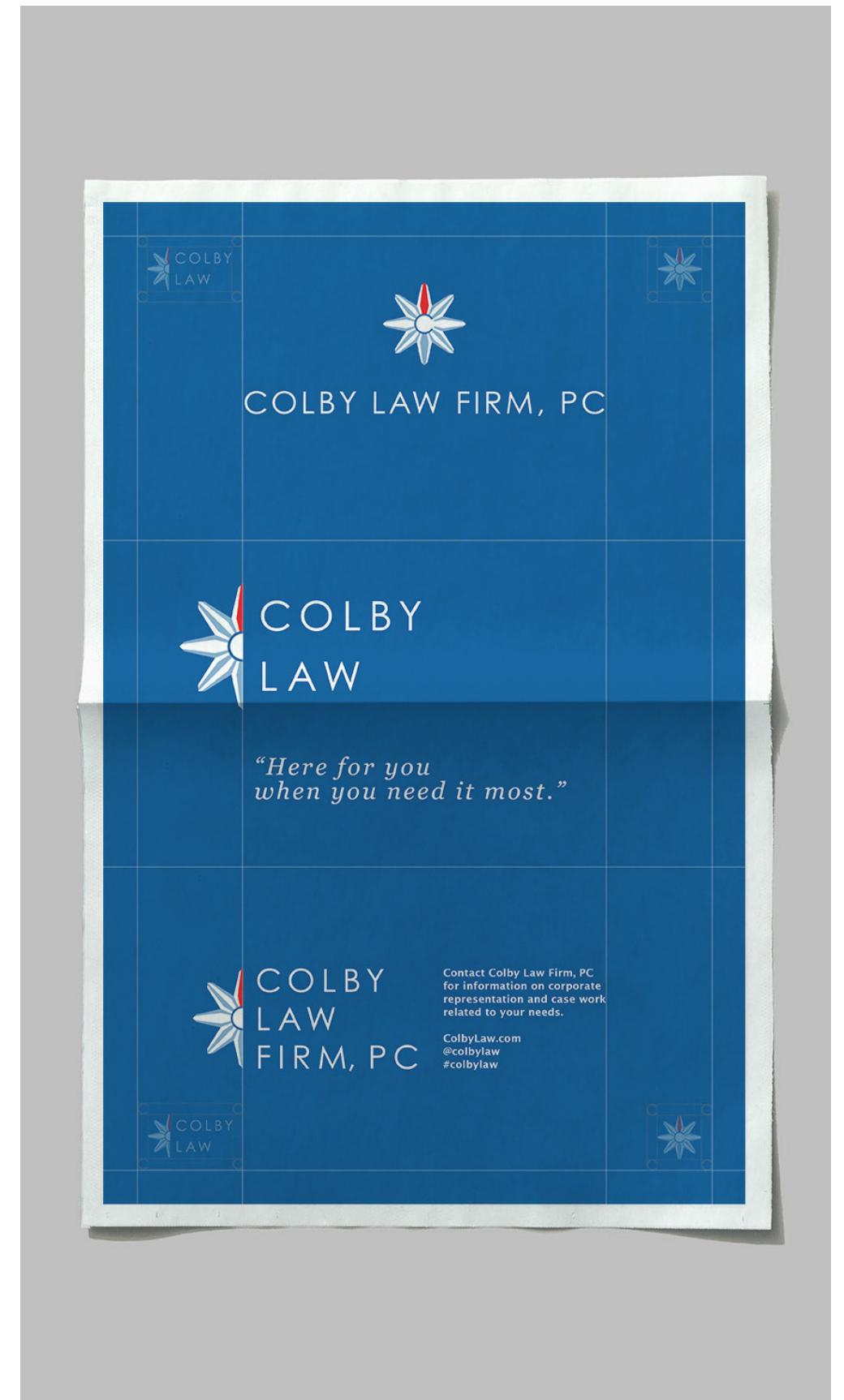
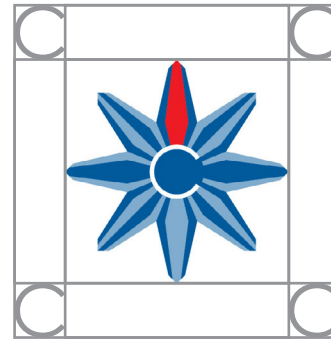
In print, web, or any branded projects, the Logo can live within a grid system that leaves the mark in an appropriately spaced left aligned corner, or to the left of the center of a typographic statement or other content. Notice how the mark never lies on the right side of a piece. This is to keep any piece balanced visually, and to align all copy, imagery, or content along the left aligned margin as the branding shows here.

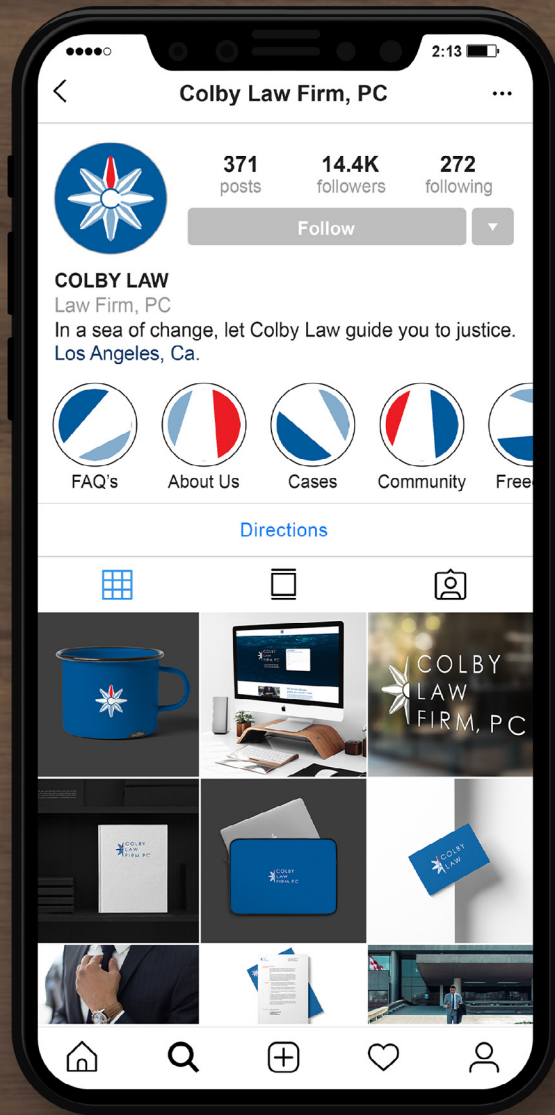
Wordmark

The Wordmark represents the company's full official name. It's used for invoices, case files, and informational paperwork that moves outside of the company office.

Like the Logo, the Wordmark is to be placed in an appropriately spaced left aligned corners, left of center, or centered above of a typographic statement or other content. It is not to be right aligned.

***PLEASE NOTE: no branding mark is to be stretched, squished, slanted, drop-shadowed, recolored, or otherwise modified from their original state.**







To whome it may concern,
Colby Law Firm, PC
1436 NE Los Angeles Way

*General Notes
to the deffence*

Dear Partner,

This is a section to show how Paragraph rules will apply in future print pieces. most letterhead formatting has a larger left and right margins as to center the cody copy and to avoid sentaces getting to lengthy from left to right. This page in particular has a page margin of 1.75 inches on the left and right, but a much shorter header margin of only .5 inches. The footer of the page should lie no smaller than atleast 1 inch margin.

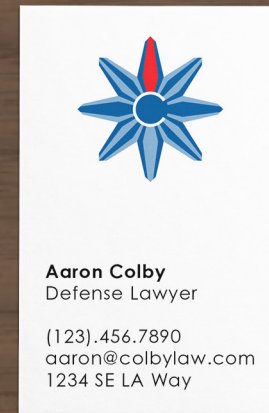
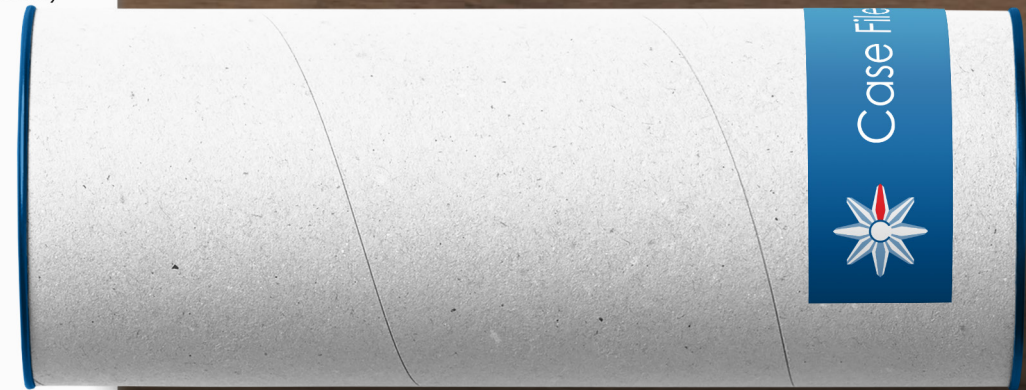
To reiterate page formatting preferences, this body paragraph is formatted in Lucida Sans Regular at 10 point size. This size remains readable in print and web PDF's, and is prefered to the usual 12 point sie that most programs default to.

*Important Notice
to the deffence*

“This is an example of how to use a pull quote, it stands out against the rest of the copy, reads clear, but should be used spairingly.”

This is a section to show how Paragraph rules will apply in future print pieces. most letterhead formatting has a larger left and right margins as to center the cody copy and to avoid sentaces getting to lengthy from left to right. This page in particular has a page margin of 1.75 inches on the left and right, but a much shorter header margin of only .5 inches. The footer of the page should lie no smaller than atleast 1 inch margin.

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Hand-off Assets

what you'll have to work with

Digital files

These files are formatted in RGB color and have transparent backgrounds as to use them in digital platforms. RGB color is best used on screens only and not for print purposes. These files will be given to you in these formats:

Colby_Law_Primary_Digital_icon.png
Colby_Law_Primary_Digital_logo.png
Colby_Law_Primary_Digital_wordmark.png

Colby_Law_Secondary_Digital-icon.png
Colby_Law_Secondary_Digital-logo.png
Colby_Law_Secondary_Digital-wordmark.png

Colby_Law_Secondary_Digital_transparent-icon.png
Colby_Law_Secondary_Digital_transparent-logo.png
Colby_Law_Secondary_Digital_transparent-wordmark.png

Colby_Law_Black_Digital-icon.png
Colby_Law_Black_Digital-logo.png
Colby_Law_Black_Digital-wordmark.png

Colby_Law_White_Digital-icon.png
Colby_Law_White_Digital-logo.png
Colby_Law_White_Digital-wordmark.png

Colby_Law_White_Digital_Transparent-icon.png
Colby_Law_White_Digital_Transparent-logo.png
Colby_Law_White_Digital_Transparent-wordmark.png

Print files

These files are formatted in CMYK color and have flattened backgrounds as to use the in print platforms. CMYK color is best used in print only and not for digital purposes. These files will be given to you in these formats:

Colby_Law_Primary_Print-icon.jpg
Colby_Law_Primary_Print-logo.jpg
Colby_Law_Primary_Print-wordmark.jpg

Colby_Law_Secondary_Print-icon.jpg
Colby_Law_Secondary_Print-logo.jpg
Colby_Law_Secondary_Print-wordmark.jpg

Colby_Law_Black_Print-icon.jpg
Colby_Law_Black_Print-logo.jpg
Colby_Law_Black_Print-wordmark.jpg

Colby_Law_White_Print-icon.jpg
Colby_Law_White_Print-logo.jpg
Colby_Law_White_Print-wordmark.jpg

Working files

These working files are formatted to be usable for printers for large format printing or when production files are needed. Web developers may need these formats like SVG's in order to keep our branding flexible between web formats. These files will be given to you in these formats:

Colby_Law_Primary_Working.ai
Colby_Law_Primary_working.pdf
Colby_Law_Primary_icon.svg
Colby_Law_Primary_logo.svg
Colby_Law_Primary_wordmark.svg

Colby_Law_Secondary_working.ai
Colby_Law_Secondary_working.pdf
Colby_Law_Secondary_icon.svg
Colby_Law_Secondary_logo.svg
Colby_Law_Secondary_wordmark.svg

Colby_Law_Black_working.ai
Colby_Law_Black_working.pdf
Colby_Law_Black_icon.svg
Colby_Law_Black_logo.svg
Colby_Law_Black_wordmark.svg

Colby_Law_White_working.ai
Colby_Law_White_working.pdf
Colby_Law_White_working-icon.svg
Colby_Law_White_working-logo.svg
Colby_Law_White_working-wordmark.svg

Thank You

October 9, 2020
