



Rawls McNelis + Mitchell

Lawyers for Complex Medical Cases

Rawls McNelis + Mitchell Brand Guide

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MAINTAINING AND STRENGTHENING THE NEW IDENTITY

Now that Rawls McNelis + Mitchell has a new logo, it is crucial to maintain consistent and proper usage of this image moving forward. This will serve to strengthen the firm's identity, image and recognition.

This document will outline the proper usage and implementation of the Rawls McNelis + Mitchell identity with the goal of obtaining the identity's full value.



Rawls McNelis + Mitchell
Lawyers for Complex Medical Cases

RMM Identity - Vertical Orientation



Rawls McNelis + Mitchell
Lawyers for Complex Medical Cases

RMM Identity - Horizontal Orientation

LOGO SIZE RECOMMENDATIONS

Format	Horizontal Orientation Minimum Width	Vertical Orientation Minimum Width
Business Graphics	1.5" wide	1.25" wide
Advertisements	2" wide	1.50" wide
General Print Use	2" wide	1.50" wide
Screen Use	225 pixels wide	160 pixels wide

LOGO CLEAR AREA

When using the Rawls McNelis + Mitchell identity, there should be a clear area around the logo to ensure optimal visibility. The following is an outline for determining the minimum clear space around the logo.



LOGO COLORS

The Rawls McNelis + Mitchell identity colors will be reproduced with PMS or CMYK colors for print or RGB or HEX colors for screen applications. The following is a breakdown of the proper builds and numbers for each application. These colors should not be altered or substituted.



RMM BLUE

PMS:
5405

CMYK:
C-71, M-30, Y-13, K-41

RGB:
R-68, G-105, B-125

HEX:
#44697D



RMM RED

PMS:
1797

CMYK:
C-2, M-98, Y-85, K-7

RGB:
R-196, G-38, B-46

HEX:
#C4262E



RMM GRAY

PMS:
877

CMYK:
C-51, M-40, Y-38, K-4

RGB:
R-132, G-136, B-139

HEX:
#84888B

IMPROPER USE OF THE LOGO

The Rawls McNelis + Mitchell logo should not be altered or misused in any way. The following is an outline of improper uses of the logo and should be **avoided**.

Logo Proportions

Do not condense, stretch or alter the logos original proportions.



Logo Element Orientation

Do not rearrange the orientation, placement or scale of the individual elements in the logo



Logo Colors

Do not replace the colors of the logo.



Logotype

Do not replace or substitute the fonts of the logotype.



MAXIMIZING LOGO LEGIBILITY

When using the Rawls McNelis + Mitchell identity on different background colors or patterns, it is important to choose the correct logo to maximize legibility. The following guidelines are recommended uses for the different occasions.

White And Neutral Solid Backgrounds

The full color logo should be used whenever possible on all light color backgrounds that do not compete with the logo’s three colors.

PREFERRED



Dark Backgrounds

The white logo should be used on the dark backgrounds.



TYPOGRAPHY

Consistent type and font use is just as important to building a strong campaign identity as consistent use of the logos. The following is an outline of fonts used in the logotype, fonts that should be used along with the logo, and substitute fonts when the preferred fonts are unavailable.



Rawls McNelis + Mitchell

Lawyers for Complex Medical Cases

Gotham Book Regular

Preferred Fonts

Gotham Book Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890~!@#%&*()_

Gotham Bold Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890~!@#%&*()_

Acceptable Substitute Fonts

In some cases, *Gotham* may not be available. For example, at the time of this writing, *Gotham* is not currently licensed for web use. In the case of the website *Muli* was used as a substitute. *Muli* is available for free at <http://www.google.com/webfonts/specimen/Muli>

Muli Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890~!@#%&*()_

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890~!@#%&*()_

Muli Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890~!@#%&*()_

Arial Regular




ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890~!@#%&*()_

SUPPLIED LOGOS VERSIONS AND FILE FORMATS

The Rawls McNelis + Mitchell logo has been provided in full color and reverse (white) versions. There are multiple file formats for each version of the logo. The following is an outline of the versions and formats that have been supplied as well as when it is appropriate to use each file format.

		.EPS	.JPG	.PNG
	Rawls McNelis + Mitchell Lawyers for Complex Medical Cases	PREFERRED ✓	✓	✓
	Rawls McNelis + Mitchell Lawyers for Complex Medical Cases	✓		✓
	Rawls McNelis + Mitchell Lawyers for Complex Medical Cases	✓	✓	✓

EPS – Encapsulated PostScript.

RECOMMENDED FOR PRINT AND LARGE SCALE USE

A vector based image format commonly used for logos. It is scalable to any size, unlike raster based graphic formats. EPS files do not have a background color. Background colors are shown above for display purposes. Specialty graphics programs like Adobe Illustrator are required for opening EPS files. EPS files should be provided for design and printing whenever possible.

JPG or JPEG – Joint Photographic Experts Group.

RECOMMENDED FOR SCREEN & GENERAL PURPOSE USE

JPG (pronounced jay-peg) is a raster graphic format primarily used for photos on the internet and other screen applications. The provided high resolution JPEG files can be presented at 1500 pixels wide, and the low resolution JPEG files can be presented at 500 pixels wide without image quality degradation.

PNG – Portable Network Graphics.

RECOMMENDED FOR SCREEN USE, PARTICULARLY WHEN A TRANSPARENT BACKGROUND IS NEEDED

PNG files are similar to JPGs except they can support transparent backgrounds. These files are for use on screen when a transparent background is needed, and not recommended for print use. Also, be advised that some older internet browsers and other software do not support the PNG format.

EMAIL SIGNATURES

Email signatures should be consistent across the entire firm. Unfortunately, because of differences in email readers, images and uncommon fonts are not recommended. The following is the recommended email signature:

Brewster S. Rawls

————— ARIAL REGULAR 12PT

Rawls McNelis + Mitchell

————— ARIAL BOLD 10PT

The name of the firm is written with a “+” instead of “&”

1111 East Main Street

Suite 1701

Richmond, VA 23219

————— ARIAL REGULAR 10PT

804-782-0607 direct

804-347-0926 cell

804-782-0133 fax

————— ARIAL REGULAR 10PT

Include no more than 3 phone numbers.

Direct numbers are recommended.

www.rawlsmcnelis.com

————— ARIAL REGULAR 10PT

Always include the website URL.

QUESTIONS?

If you have any questions regarding the best practices when using the Rawls McNelis + Mitchell brand, contact RedShift: info@redshiftagency.com or (804) 814-9308