

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

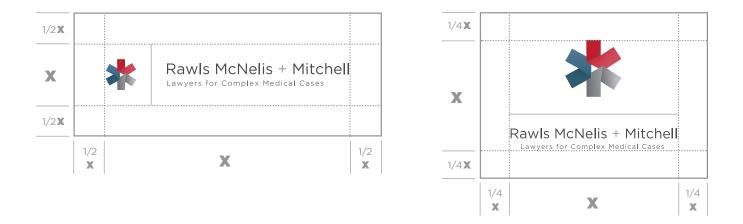
RMM Identity - Horizontal Orientation

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.



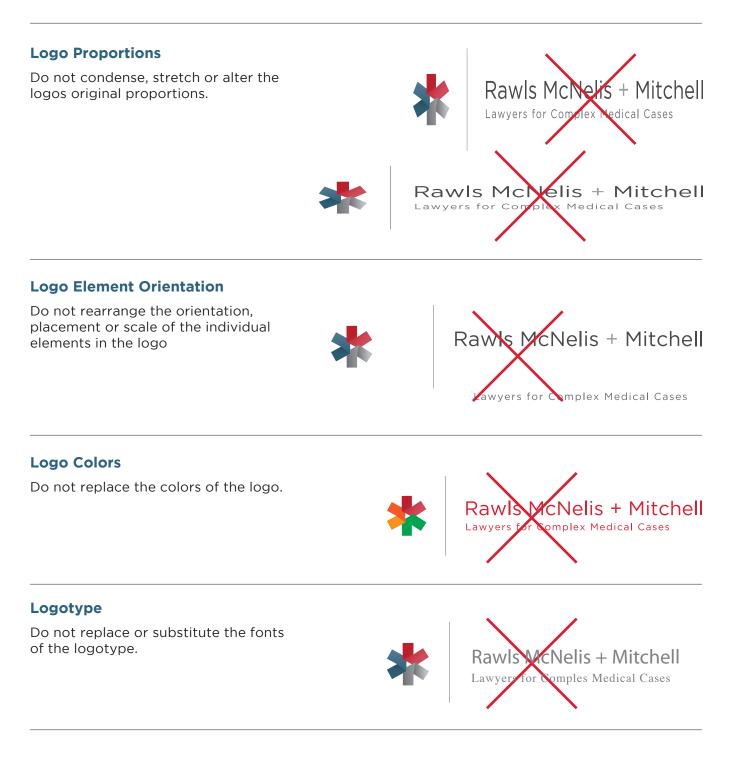
LOGO COLORS

The Rawls McNelis + Mitchell identity colors will be reproduced with PMS or CYMK 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 RED	RMM GRAY
PMS: 5405	PMS: 1797	PMS: 877
СМҮК: С-71, M-30, Y-13, K-41	СМҮК: С-2, M-98, Y-85, K-7	СМҮК: C-51, M-40, Y-38, K-4
RGB: R-68, G-105, B-125	RGB: R-196, G-38, B-46	RGB: R-132, G-136, B-139
HEX: #44697D	HEX: #C4262E	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**.



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.



Rawls McNelis + Mitchell Lawyers for Complex Medical Cases



Rawls McNelis + Mitchell Lawyers for Complex Medical Cases

Dark Backgrounds

The white logo should be used on the dark backgrounds.



Rawls McNelis + Mitchell Lawyers for Complex Medical Cases



Rawls McNelis + Mitchell

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.



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~!@#\$%^&*()_

Muli Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890~!@#\$%^&*()_

Helvetica 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 – 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. Unfortuantely, 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