Working With Our Brand

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A Brand Is More Than a Logo

Brand evolves in the minds of viewers through exposure to a variety of elements.

Some important elements of brand include:

- Logo
- Distinctive visual elements
- Typography
- Photography
- Grammar, punctuation and style

As these elements become synonymous with the attributes (or perceived attributes) of the product, service, or company, a brand identity is built.

With brand identity established, logos and other distinctive brand elements will mean something to the targeted audience. If the branding process is effective, these elements will evoke the desired feelings and assumptions.

Why Consistency Is Essential

Consistency in a law firm’s brand—as seen in proposals, email communications, advertising, invitations, marketing collateral and seminar handouts—conveys stability and helps engender trust.

Using elements of our brand consistently lets our audience know we communicate firmwide about our standards—and that our lawyers and staff are in agreement about how such elements should be used.
Understanding Our Brand

In developing communications, we must ensure that the visual and nonvisual aspects of each message are aligned with our firm’s vision, commitments, culture and values.

Core Values

Faegre Baker Daniels will focus on client service and results, with the following Core Values paramount and guiding us in all that we do:

- Honesty and Integrity
- Excellence
- Hard Work
- Teamwork and Collaboration
- Mutual Respect and Firm Mindedness
- Diversity and Inclusion
- Service to our Communities
About Our Key Brand Elements

Logo

This logo is emblematic of the firm.
Photography

Photographic images for our advertising, website and practice-related marketing collateral are crisp and business-focused. They complement our other brand elements, portraying ideas such as expertise and experience, as well as the support, service, dependability, problem-solving and teamwork we deliver to clients.

Grammar, Punctuation and Style

Like other brand elements, our standards for grammar, punctuation and style should be consistently applied. Detailed information about these standards, which primarily concern advertising, marketing and website text, are provided in the Faegre Baker Daniels Writing and Editing Style Guide.
Brand Elements: Logo

Considerations for using our logo:
- Master logos
- Horizontal logo
- Logo colors
- Corporate colors
- Size and proportion
- Logo clearspace
- On white and color backgrounds
- Web address
- Country listings
- Special uses
- Violations

Master Logos

Our firm logo links all communications. The master versions of the Faegre Baker Daniels logo as they appear here, are stacked rather than horizontal.

As the preferred logo, the Faegre Baker Daniels logo should generally be used in all firm collateral and marketing communications.
Horizontal Logo*

**Faegre Baker Daniels**

This variation of the master logo is for limited use on items that cannot accommodate the standard logo.

*Use of this horizontal logo must be authorized by the business development and marketing department.*
Logo Colors

Our logo colors use Dark Blue, Pantone 7463. To help ensure color consistency, it is best to use the Pantone colors for printing.

CMYK values can be used for printing purposes when using Pantone 7463 is not possible, as can the web and RGB or HTML values as seen to the right. These values are the only allowable substitutes when Pantone colors are not available.
Size and Proportion

The minimum logo size is 5/8” or .625.” At sizes smaller than this, the master stacked logo is difficult to read and distinguish.

The logo can be used at any size as long as it is larger than the minimum size. It should be proportionate to other design elements.

Logo Clearspace

To ensure proper presentation of the Faegre Baker Daniels logo, the zone surrounding it must be free and clear of any elements, such as type, images, graphics or other logos.

The formula for determining the proper staging area is shown above. The zone surrounding the logo should measure no less than the .5x where x is the height of the logo. (.5x = the uppercase E in the Faegre Baker Daniels logo)
On White and Color Backgrounds

**Logo on White Background**

When the Faegre Baker Daniels logo is placed on a white background, use the dark blue approved option whenever possible.

When only one color is available, the Faegre Baker Daniels logo may be reproduced in approved dark blue or black or white.

**Logo on Black Background**

The Faegre Baker Daniels white logo may be printed on a black background in approved white for the FaegreBD logo.

**Logo on Color Background**

The Faegre Baker Daniel logo may be placed on various background colors. The primary goal is to have a high contrast between the background and the logo.
Web Address

FaegreBD.com

When the web address is used in firm branded materials, the approved font is Gil Sans.

Faegre Baker Daniels website URL:

FaegreBD.com

Country Listings

USA
USA ▼ UK ▼ CHINA

UK
UK ▼ USA ▼ CHINA

CHINA
CHINA ▼ USA ▼ UK

The only permitted geographic designations are the countries in which the firm has offices. (City or state designations are not permitted.)

Countries are to be listed in a specific order based on the office for which the materials are created.

The font is Gil Sans, and there is one space before and after each “▼” triangle. The text should be dark blue or black and “▼” triangle should match the text color or may be green.
The Faegre Baker Daniels logo may be silk screened, embroidered or used in applications other than offset printing.

Ideally, the logo should appear in the dark blue approved color, either on a light or white background. The logo may also reverse out in white from the approved dark blue. The one-color logo may be used in black, navy or white.

In certain circumstances, where the goal is to be subtle with the logo, such as embroidery on clothing, it may be applied tone-on-tone.

When space is very limited, the horizontal logo may be used (e.g., pencils, legal pads). The same color hierarchy that applies for the master stacked logo applies for the horizontal logo.

Purchasing these types of items is handled through the business development and marketing department.

Use of the firm logo in any unapproved form is prohibited. Violations with respect to use of our logo may include, but are not limited to:

- Stretching the proportion
- Allowing copy or graphics to impede in the exclusion zone
- Using unapproved colors
- Failing to provide enough contrast between the logo and background
- Removing or adjusting pieces of the logo

If you have any questions regarding the use of the Faegre Baker Daniels logo, please contact a member of the business development and marketing department.
The pointer graphic was created as a graphical element for the Faegre Baker Daniels brand. Above are examples of acceptable uses of the pointer graphic.

To the right is an example of the triangle used in the pointer arrow. This is an isosceles triangle – two sides are equal. The baseline is slightly longer than the two sides of the triangle. This triangle’s angle at the top is approximately 80 degrees.
BRAND ELEMENTS: COLOR

Corporate Colors

<table>
<thead>
<tr>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>7463</td>
<td>100 / 62 / 12 / 62</td>
<td>0 / 49 / 80</td>
<td>003150</td>
</tr>
<tr>
<td>362</td>
<td>78 / 2 / 98 / 9</td>
<td>63 / 156 / 53</td>
<td>3FPC35</td>
</tr>
<tr>
<td>Cool Gray 3</td>
<td>0 / 0 / 0 / 30</td>
<td>188 / 190 / 192</td>
<td>BCBEC0</td>
</tr>
<tr>
<td>549</td>
<td>59 / 8 / 9 / 19</td>
<td>94 / 156 / 174</td>
<td>5E9CAE</td>
</tr>
<tr>
<td>7484</td>
<td>93 / 14 / 70 / 48</td>
<td>0 / 88 / 60</td>
<td>00583C</td>
</tr>
</tbody>
</table>

Core Colors

Color plays a vital role in Faegre Baker Daniels’ visual identity. The five core colors above are used to reinforce our firm’s brand. The core colors are utilized in Faegre Baker Daniels’ marketing materials.
Extended Color Palette

The extended color palette was designed to complement the core colors. When more color options are needed, use the extended color palette for firm branded materials (e.g., dashboards and infographics).
Brand Elements:
Typography

Gill Sans

Calibri

Times New Roman

Preferred Fonts

Gill Sans is our firm’s primary font. Gill Sans should be the first choice for the headline typeface.

Gill Sans is a sans-serif typeface designed by Eric Gill. The original design appeared in 1926 when Douglas Cleverdon opened a bookshop in his home town of Bristol, where Eric Gill painted the fascia over the window in sans-serif capitals that would later be known as Gill Sans. In addition, Gill had sketched a design for Cleverdon, intended as a guide for him to make future notices and announcements.

Calibri is our firm’s font for body copy.
Calibri is a humanist sans-serif typeface family under the Microsoft ClearType Font Collection. In Microsoft Office 2007, it replaced Times New Roman as the default typeface in Word and replaced Arial as the default in PowerPoint, Excel, Outlook, and WordPad. It continued to be the default typeface in Microsoft Office 2010 applications. The font features subtly rounded stems and corners that are visible at larger sizes.

Times New Roman is our firm’s alternative typeface.

Times New Roman is a serif typeface commissioned by the British newspaper The Times in 1931, created by Victor Lardent at the English branch of Monotype. It was commissioned after Stanley Morison had written an article criticizing The Times for being badly printed and typographically antiquated. The font was supervised by Morison and drawn by Victor Lardent, an artist from the advertising department of The Times. Morison used an older font named Plantin as the basis for his design, but made revisions for legibility and economy of space.

*The above information pertaining to fonts is derived from Wikipedia.org.*
**Gill Sans**

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890,.?!@#$%&*()

Italic

ABCDEFGHIJKLMNOPQRSTUVWXZ
abcdefghijklmnopqrstuvwxyz 1234567890,.?!@#$%&*()

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890,.?!@#$%&*()

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890,.?!@#$%&*()

---

**Calibri**

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890,.?!@#$%&*()

Italic

ABCDEFGHIJKLMNOPQRSTUVWXZ
abcdefghijklmnopqrstuvwxyz 1234567890,.?!@#$%&*()

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890,.?!@#$%&*()

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890,.?!@#$%&*()

---

**Alternate Typeface**

**Times New Roman**

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890,.?!@#$%&*()

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890,.?!@#$%&*()

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890,.?!@#$%&*()
Brand Elements: Photography

Considerations for Using Photography

- Color vs. black and white
- Business-focused images
- Copyright & image license
- Web use
- Types of images to avoid

Color vs. Black and White
In most instances, color photography is preferred unless the materials allow only one color.

Business-Focused Images
Business-focused images need not always depict a business setting. They should, however, directly tie to the types of legal services Faegre Baker Daniels delivers, the value we provide, or the clients we serve. The photography should reflect the concept of the services we offer rather than a literal image of the service.

Copyright & Image License
The proper licenses are required for a photograph before it is utilized for any of Faegre Baker Daniels materials. Any use of an outside logo must have the proper licensing or terms of use and also requires rights.

Web Use
For uses on our website, photographic images must be cropped to fit the format and to add interest.

Types of Images to Avoid
When possible, avoid using photography that contains the following:

- Superimposed words
- Cliché images
- Negative, disturbing or unattractive images (unless there is a compelling reason)
- Collages of photographs (multiple overlapping images)
Brand Elements:
Grammar, Punctuation and Style

Faegre Baker Daniels has adopted the guidelines set by the Associated Press Stylebook.

Detailed information about these standards, which primarily concern advertising, marketing and website text, are provided in the Faegre Baker Daniels Writing and Editing Style Guide.
Applications

In this section, guidelines for applying these brand standards to frequently used marketing collateral are provided.

Phone Numbers

Faegre Baker Daniels has an approved style of phone numbers for the U.S. offices, U.K. offices and Chinese offices. Below are the approved formats for phone numbers.

U.S. Offices
+1 xxx xxx xxxx
For example, the approved style for the Minneapolis main office phone line is: +1 612 766 7000

UK Offices
+44 (0) xx xxxx xxxx
For example, the approved style for the London main office phone line is: +44 (0) 20 7450 4500

Chinese Offices
+86 xx xxxx xxxx
For example, the approved style for the Shanghai main office phone line is: +86 21 6171 6500

Abbreviations:
Abbreviations is the standard format for number listings.
M: +1 xxx xxx xxxx (Main Office Telephone)
D: +1 xxx xxx xxxx (Direct Office Telephone)
C: +1 xxx xxx xxxx (Cell Phone/Mobile)
F: +1 xxx xxx xxxx (Fax)

Spelled Out:
Spelled Out is the secondary format for number listings.
Direct: +1 000 000 0000 (Office Telephone)
Mobile: +1 000 000 0000 (Cell Phone/Mobile)
Fax: +1 000 000 0000 (Fax)

*Numbers should be consistent with approved formats as seen to the left.
To the left is a sampling of some of the approved firm branded stationery.

Please contact your business development and marketing representative to request firm branded stationery.
When a presentation calls for the use of the firm logo, it must be in the approved format. PowerPoint templates have been developed for general use. These templates are available for download on Benson.

**Font options:**
- Arial Narrow
- Arial
- Times New Roman
Dashboards

Front

A QUICK LOOK AT FaegreBD FOR Code42

750 PROFESSIONALS

13 USA, UK & CHINA LOCATIONS

3 GUIDING PRINCIPLES

7 CORE VALUES

Go TO LAWFIRM

100 RANKINGS

Interested in the top 10 national law firms for client service? (BTI Consulting Group, 2014)

70 lawyers recognized as "Leaders in their Field" (Chambers USA, 2013)

10 lawyers ranked among the top 10 national law firms for client service (BTI Consulting Group, 2014)

177 lawyers named "The Best Lawyers in America" (The Best Lawyers in America, 2014)

31 clients ranked in the top 10 national law firms for client service (BTI Consulting Group, 2014)

Honest & Integrity

Client Focused

Go ToLawfirms

Back

CODE42 PRESENTING TEAM

Capital Markets

Capital Markets

Clients

Experience

DASHBOARDS

Dashboards are a visual marketing tool for external and internal clients. They focus on informational graphics to convey messages. There are specific guidelines with creating these pieces.

Contact your business development and marketing representative with inquiries about dashboards.
The fact sheet template has been designed to market your industry team or practice group.

Please contact your business development and marketing representative for assistance with the writing and production of your fact sheet.

This teaser card template has been designed to use for upcoming events and conferences to market your industry team or practice group.

Contact your business development and marketing representative for assistance with the writing and production of your teaser cards.
The proposal template is based in MS Word and includes a table of contents, as well as formatting for section and paragraph headings and mini-bios.

Contact your business development and marketing representative for assistance with the writing and assembly of your proposal.
Website

This is the homepage for Faegre Baker Daniels’ website.
Above are examples of Faegre Baker Daniels emails created for a consistent firm branded look: an alert and invitation.

Contact your business development and marketing representative for inquiries about FaegreBD branded emails.
All design, printing and production of materials or goods (whether in physical or electronic form or otherwise) using the firm logo or any version thereof should be arranged through Aaron Reiter, Director of Strategic Marketing at aaron.reiter@FaegreBD.com or +1 317 237 1060.