

BRAND STANDARDS

FIRM MARKETING GUIDE

FAEGRE BAKER
DANIELS

FAEGREBD.COM →



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.

**FAEGRE BAKER
DANIELS**

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

**FAEGRE BAKER
DANIELS**

This logo is emblematic of the firm.

TYPOGRAPHY

GILL SANS

Our branded fonts were selected for their functionality for Faegre Baker Daniels materials.

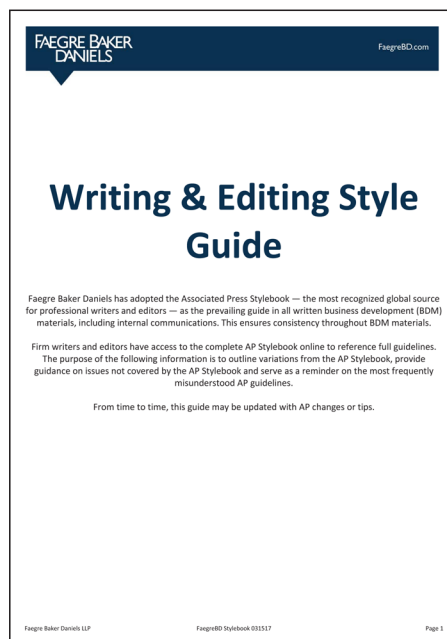
Gills Sans is the typeface for the headline in firm branded materials. The body copy font is Garamond in firm branded materials.

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, found on Benson.

LOGO USE

CONSIDERATIONS FOR USE

- 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

**FAEGRE BAKER
DANIELS**

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.*

OUR LOGO COLOR

**FAEGRE BAKER
DANIELS**

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. These values are the only allowable substitutes when Pantone colors are not available.

Pantone 7463

C: 100
M: 62
Y: 12
K: 62R: 0
G: 49
B: 80

HEX: 003150

SIZE & PROPORTION



Minimum master logo size

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.

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)

LOGO ON WHITE BACKGROUND

**FAEGRE BAKER
DANIELS**

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

**FAEGRE BAKER
DANIELS**

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

LOGO ON COLOR BACKGROUND

**FAEGRE BAKER
DANIELS**

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

FAEGRE BAKER
DANIELS

FAEGREBD.COM →

FAEGREBD.COM →

FAEGRE BAKER
DANIELS

FAEGREBD.COM →

FAEGREBD.COM →

The web address can be used in conjunction with the logo or stand alone. The web address element above (boxed with arrow) should be used whenever possible in lieu of plain text. "BD" only appears in green on dark backgrounds.

SPECIAL USE

PROMOTIONAL ITEMS



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.

VIOLATIONS



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.

PHOTOGRAPHY

COLOR VS. BLACK AND WHITE

In most instances, color photography is preferred unless the materials allow only one color.

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 rights release.

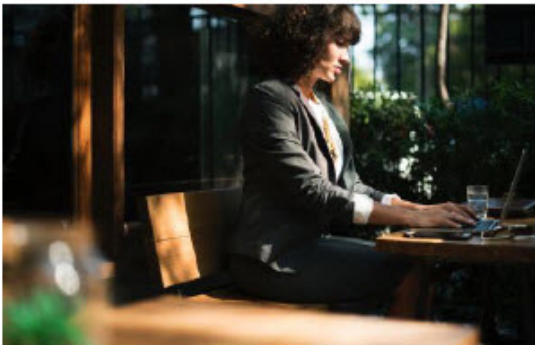
BRAND ALIGNED

- DYNAMIC
- UNIQUE
- CANDID
- HUMAN/CLIENT-FOCUSED
- ORIGINAL PERSPECTIVE
- RELEVANT
- FRESH
- UNIQUELY METAPHORICAL/SYMBOLIC

BRAND MISALIGNED

- STATIC
- DULL AND UNINSPIRED
- CLICHE'
- STAGED
- EXPECTED
- OVERLY METAPHORICAL/SYMBOLIC
- STERILE
- WHIMSICAL

BRAND ALIGNED EXAMPLES










BRAND MISALIGNED EXAMPLES



CORPORATE COLORS

COLOR HIERARCHY

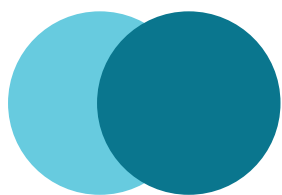


	PMS	CMYK	RGB	HEX
	7463	100 / 62 / 12 / 62	0 / 49 / 80	003150
	549	59 / 8 / 9 / 19	94 / 156 / 174	5E9CAE
	362	78 / 2 / 98 / 9	63 / 156 / 53	3F9C35
	366	31 / 0 / 62 / 0	180 / 239 / 136	B4EF88
	7484	93 / 14 / 70 / 48	0 / 88 / 60	00583C
	Cool Gray 3	0 / 0 / 0 / 30	188 / 190 / 192	BCBEC0
	Black	0 / 0 / 0 / 0	0 / 0 / 0	000000

CORE COLORS

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

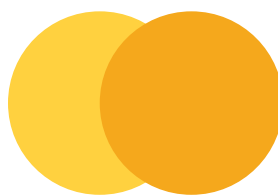
**Note: please use Cool Gray 3 and PMS 366 with caution. Copy may be difficult to read if used to color text.*



PMS: 310
CMYK: 48 / 0 / 9 / 0
RGB: 106 / 209 / 227
HEX: 6AD1E3



PMS: 3145
CMYK: 100 / 10 / 29 / 20
RGB: 0 / 119 / 139
HEX: 00778B



PMS: 122
CMYK: 0 / 11 / 80 / 0
RGB: 254 / 209 / 65
HEX: FED141



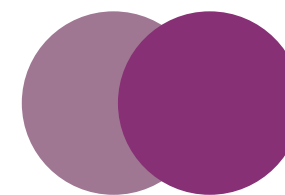
PMS: 130
CMYK: 0 / 32 / 100 / 9
RGB: 242 / 169 / 0
HEX: F2A900



PMS: 1585
CMYK: 0 / 61 / 97 / 0
RGB: 255 / 106 / 19
HEX: FF6A13



PMS: 1795
CMYK: 0 / 96 / 93 / 2
RGB: 210 / 38 / 48
HEX: D22630



PMS: 5145
CMYK: 25 / 51 / 5 / 20
RGB: 155 / 119 / 147
HEX: 9B7793



PMS: 512
CMYK: 53 / 99 / 3 / 18
RGB: 131 / 49 / 119
HEX: 833177

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).

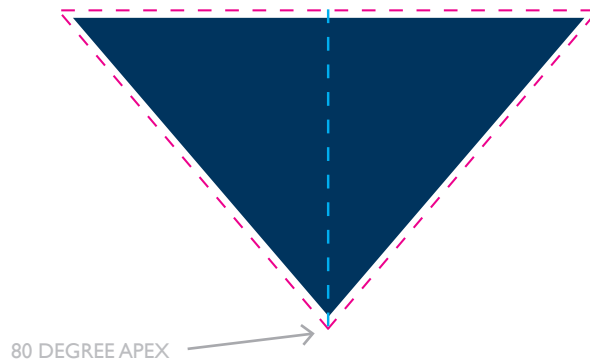
POINTER GRAPHICS



The pointer graphic was created as a graphical element for the Faegre Baker Daniels brand. The pointer should primarily be used inverted as seen above. Alternative uses (shown right) demonstrate how the pointer can be used in non-inverted or as a line.

When the logo and/or logo & web address appear above the pointer, they are centered on the apex (shown bottom right).

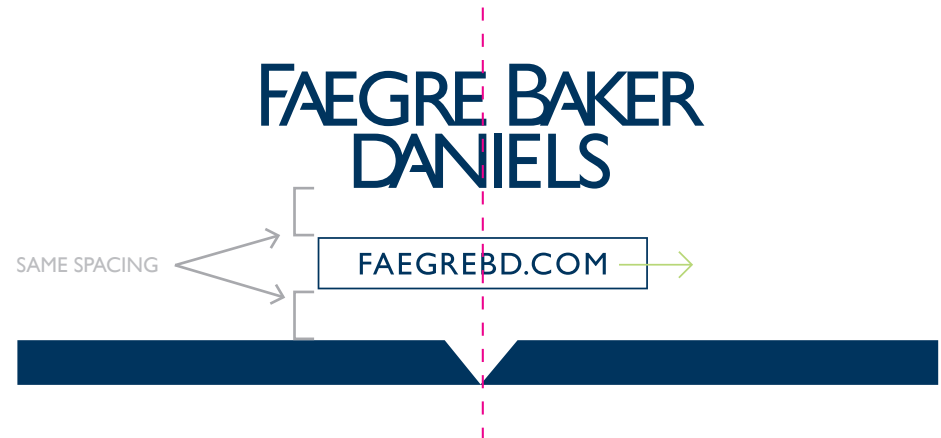
This is an isosceles triangle – two sides are equal. The baseline is slightly longer than the two sides of the triangle. This triangle's apex is approximately 80 degrees.



ALTERNATE



SPACING WITH LOGO



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.

D: +1 xxx xxx xxxx (Direct Office Telephone)

M: +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.*

TYPOGRAPHY

Gill Sans

Garamond

Cardo

Arial

GILL SANS

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

GARAMOND

Garamond is our firm's font for body copy.

CARDO

Cardo is for website use only.

ARIAL

Arial is the alternate font to Gill Sans, and should only be used when Gill Sans is not available.

Gill Sans

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

Arial

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

Garamond

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

Cardo

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

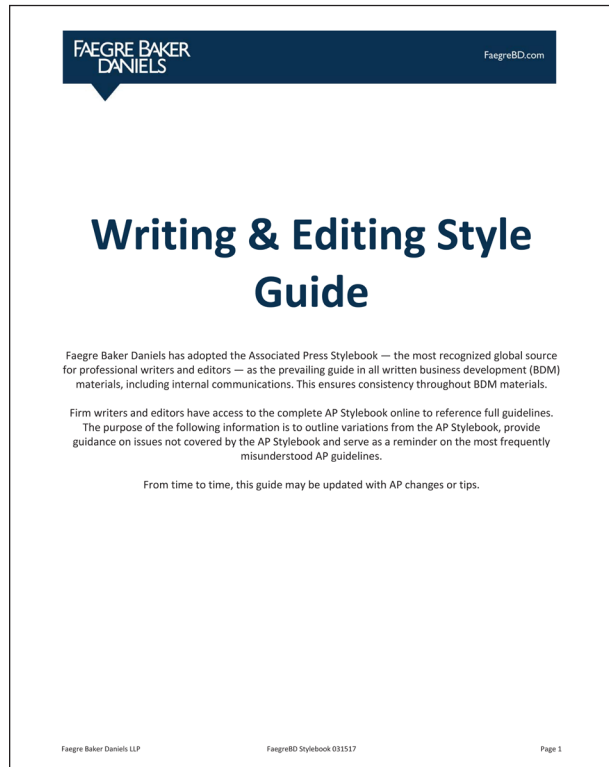
abcdefghijklmnopqrstuvwxyz 1234567890,.?!@#%&*()

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

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 found on Benson.

FAEGRE BAKER DANIELS CONSULTING

Faegre Baker Daniels has adopted the following approved text to describe the firm's consulting division.

FIRM REFERENCE, IF CONSULTING ONLY

FIRST REFERENCE: Faegre Baker Daniels Consulting

SECOND REFERENCE & BEYOND: FaegreBD Consulting

FIRM REFERENCE, IF LAW AND CONSULTING COMBINED

FIRST REFERENCE: Faegre Baker Daniels and Faegre Baker Daniels Consulting

SECOND REFERENCE & BEYOND: FaegreBD

FIRM REFERENCE, IF LAW ONLY

FIRST REFERENCE: Faegre Baker Daniels

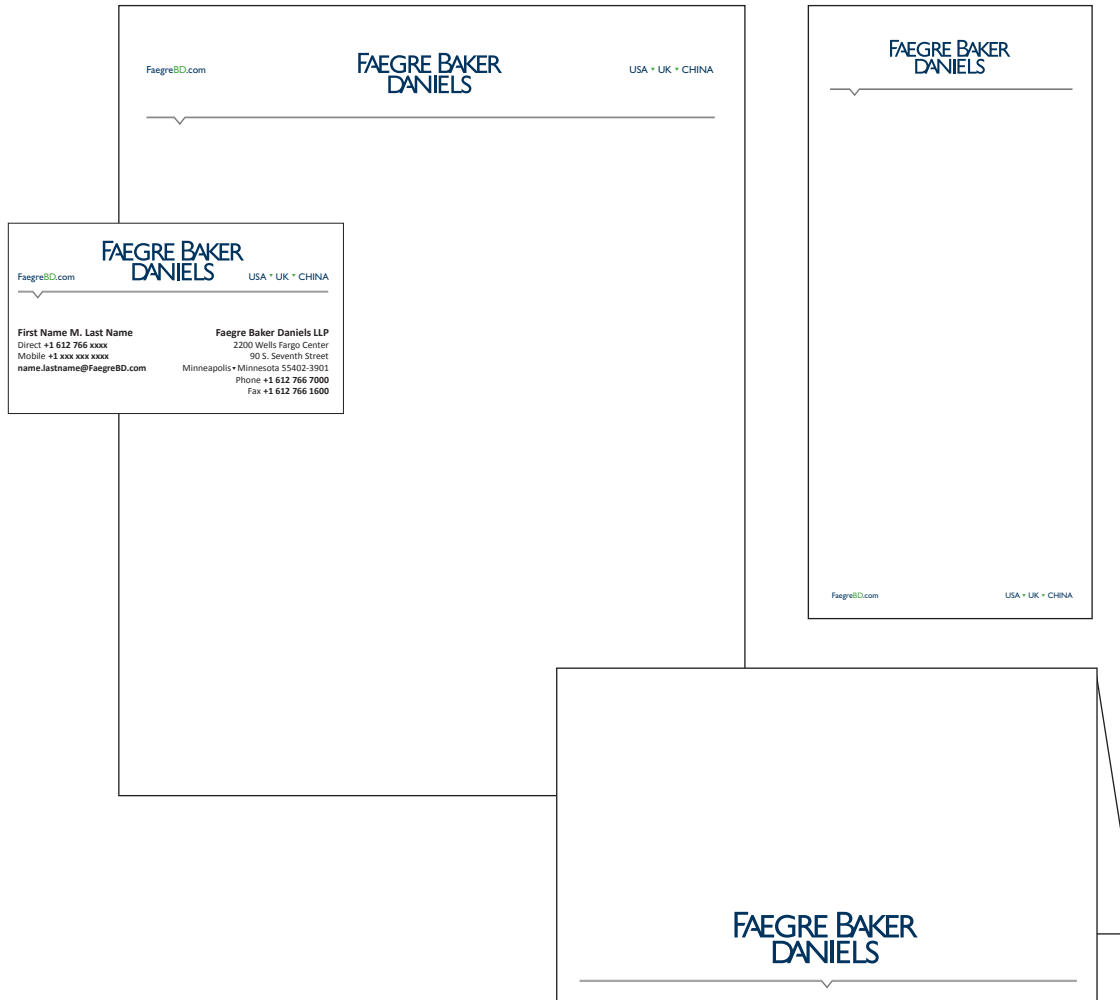
SECOND REFERENCE & BEYOND: FaegreBD

APPLICATIONS

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



STATIONERY

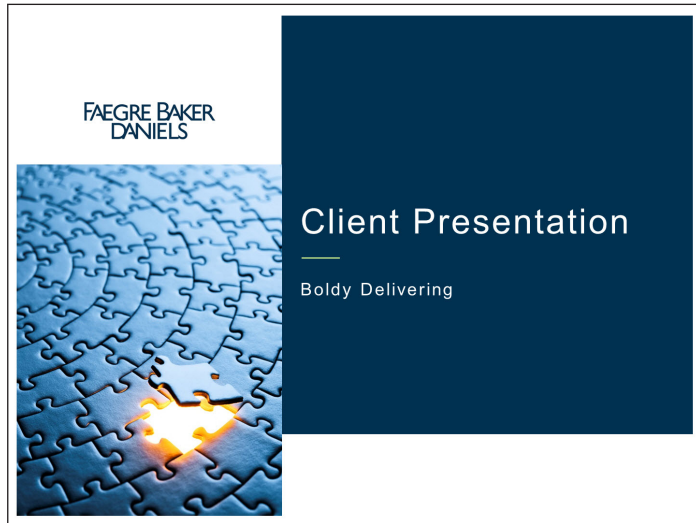


To the left is a sampling of some of the approved firm branded stationery.

→ A business development and marketing representative can assist with requests for firm branded stationery.

POWERPOINT PRESENTATIONS

COVER PAGE



INTERIOR PAGES



When a presentation requires the use of the firm logo, it must be in the approved format (s). PowerPoint templates have been developed for general use, firmwide.

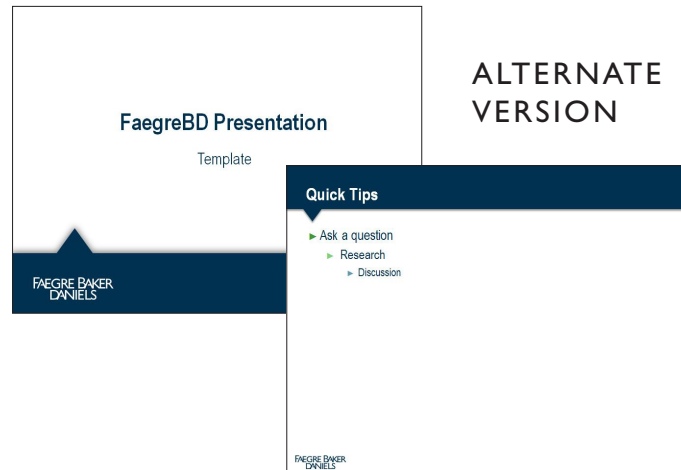
→ The templates are available for download on Benson.

FONT OPTIONS

Arial

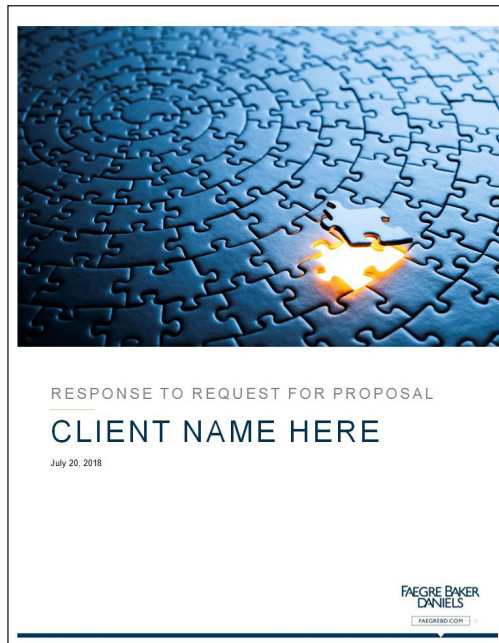
Garamond

ALTERNATE VERSION

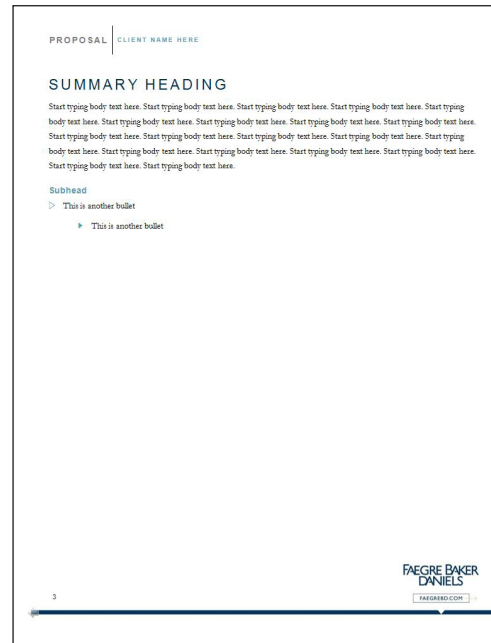


RFP PROPOSAL TEMPLATES

FRONT COVER



INTERIOR PAGE



The proposal template exists in MS Word and includes a table of contents, formatting for section and paragraph headings, as well as mini-bios.

→ A business development and marketing representative can assistance with the writing and assembly of your proposal. Simply make a request through the MRC (Marketing Request Center) on Benson and someone will contact you to walk through the process.

HANDOUTS

PHOTO OPTION



ERISA LITIGATION
EXPERIENCE ON YOUR SIDE

BODY COPY WITH LIST

Faegre Baker Daniels has sophisticated and comprehensive experience in ERISA litigation. That's important. It takes specialized skills to represent clients effectively in litigation involving employee benefits. Benefit plans are highly regulated, their terms are often complicated, and the disputes that arise under them are subject to unique substantive and procedural rules.

To provide clients with better advocacy in ERISA cases, we bring a team of lawyers dedicated to this specialty. Collectively, our professionals have not only extensive litigation experience but, just as important, a sophisticated understanding of employee benefit plans. We represent:

- Employers (including privately-held companies, publicly-traded companies, ESOP-owned companies, churches, not-for-profit organizations and governmental entities such as state retirement systems, public school corporations, and public colleges and universities)
- Plans (including defined benefit, defined contribution and hybrid retirement plans; welfare plans such as life, medical, disability and severance plans; and all forms of executive, equity and deferred compensation arrangements)
- Fiduciaries (including plan administrators, trustees and investment advisors)
- Service providers (including third-party administrators)
- Individual executives and board members
- Insurers (as fiduciary liability carriers, service providers, claim administrators, benefit handlers and regulated entities before state departments of insurance)

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FÆGRE BAKER DANIELS
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TEXT ONLY OPTION



EXTENSIVE LITIGATION KNOWLEDGE
EXPERIENCE ON YOUR SIDE

WHAT WE DO

Faegre Baker Daniels has sophisticated and comprehensive experience in ERISA litigation. That's important. It takes specialized skills to represent clients effectively in litigation involving employee benefits. Benefit plans are highly regulated, their terms are often complicated, and the disputes that arise under them are subject to unique substantive and procedural rules.

To provide clients with first rate advocacy in ERISA cases, we bring a team of lawyers dedicated to this specialty. Collectively, our professionals have not only extensive litigation experience but, just as important, a sophisticated understanding of employee benefit plans. We represent:

- Employers (including privately-held companies, publicly-traded companies, ESOP-owned companies, churches, not-for-profit organizations and governmental entities such as state retirement systems, public school corporations, and public colleges and universities)
- Plans (including defined benefit, defined contribution and hybrid retirement plans; welfare plans such as life, medical, disability and severance plans; and all forms of executive, equity and deferred compensation arrangements)
- Fiduciaries (including plan administrators, trustees and investment advisors)
- Service providers (including third-party administrators)

HOW WE DO IT

From governmental investigations to class action lawsuits, we have represented clients in all types of benefits-related litigation, including:

- Breach of fiduciary duty (including ESOP and "stock-drip" claims, claims for imprudent investment of plan assets, and claims for misrepresentation)
- Prohibited transactions under ERISA and the Internal Revenue Code
- ERISA's statutory non-compliance penalties
- Claims for benefits from all varieties of retirement, welfare, and executive and incentive compensation plans
- Fiduciary liability insurance coverage

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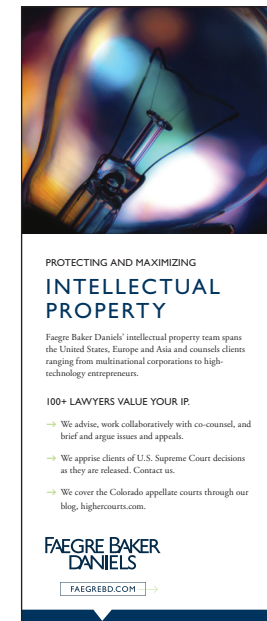
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FÆGRE BAKER DANIELS
FAEGREBD.COM

TEASER CARDS

FRONT



PROTECTING AND MAXIMIZING INTELLECTUAL PROPERTY


Faegre Baker Daniels' intellectual property team spans the United States, Europe and Asia and counsels clients ranging from multinational corporations to high-technology entrepreneurs.

100+ LAWYERS VALUE YOUR IP.

- We advise, work collaboratively with co-counsel, and brief and argue issues and appeals.
- We apprise clients of U.S. Supreme Court decisions as they are released. Contact us.
- We cover the Colorado appellate courts through our blog, highercourts.com.

FÆGRE BAKER DANIELS
FAEGREBD.COM

BACK



CLIENT SERVICE

We help clients at every stage of litigation where legal strategy and advocacy can matter, from dispositive motions to class certification to jury instructions — and of course on appeal.

WHAT WE DO

We count more than 70 appellate clerks on our team, from the U.S. Supreme Court, 12 of the 13 federal courts of appeal, and state appellate courts nationwide.

→ We argue cases across the United States at every level of state and federal courts.

OUR EXPERIENCE

- We advise, work collaboratively with co-counsel, and brief and argue issues and appeals.
- We apprise clients of U.S. Supreme Court decisions as they are released. Contact us to subscribe.

MEET THE TEAM

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FÆGRE BAKER DANIELS
FAEGREBD.COM

The handout template has been designed to market industry teams or practice groups.

Teaser card templates have been designed for use in marketing industry teams or practice groups at upcoming events and conferences.

DASHBOARDS

FRONT



BACK

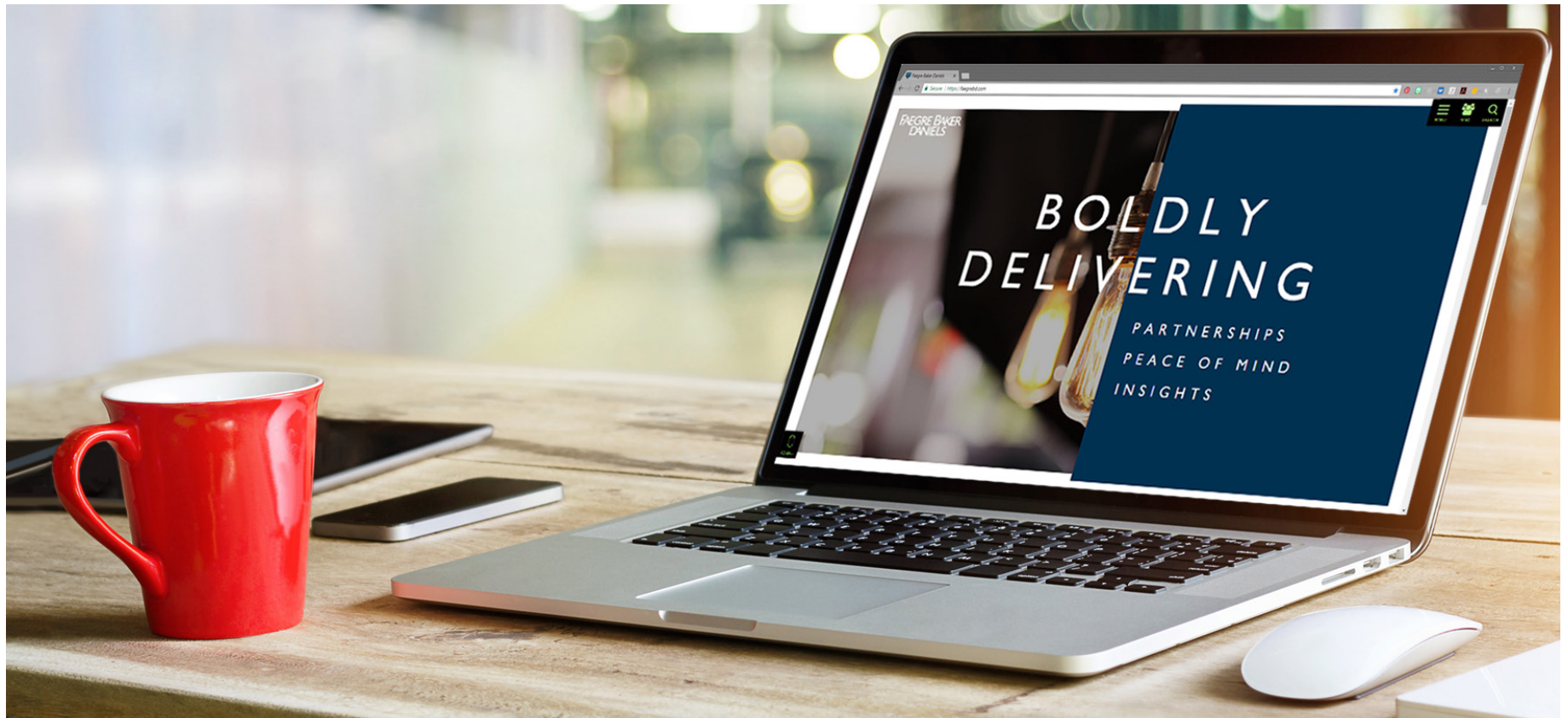


Dashboards are a visual marketing tool for external and internal client presentations. They focus on informational graphics to convey messages and simplify complex processes. There are specific guidelines to follow in creating these pieces.

→ For assistance with the writing and production of your handouts, teaser cards or dashboards, make a request through the MRC (Marketing Request Center) on Benson and someone will contact you in a timely manner.

WEBSITE

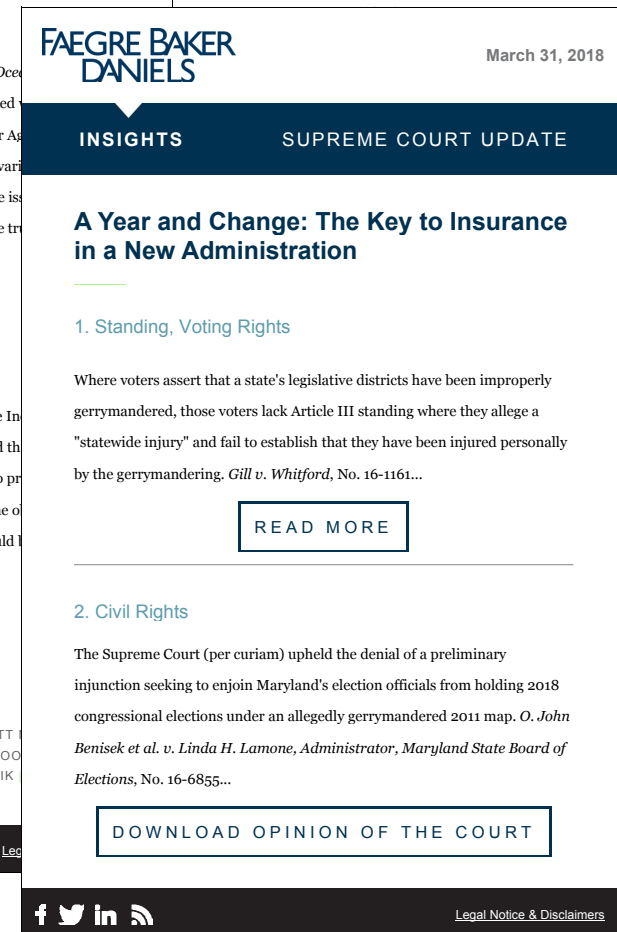
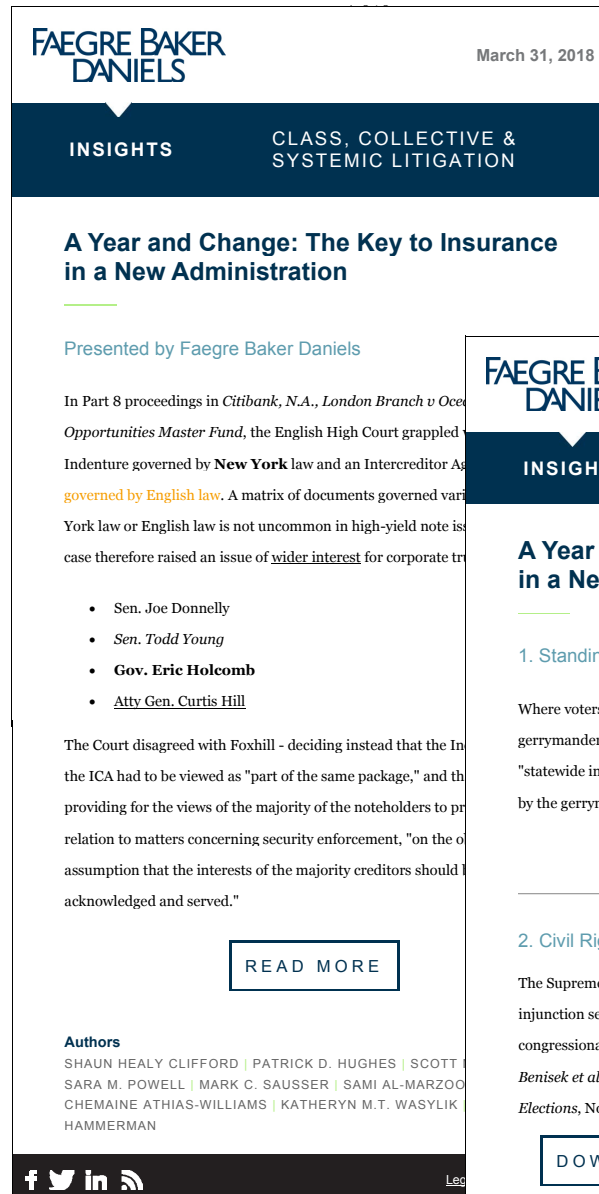
This is the home page for Faegre Baker Daniels' website, FaegreBD.com.



UPDATES

Shown here are examples of Faegre Baker Daniels email updates created for a consistent firm branded look.

→ Work with the business development and marketing team for inquiries about FaegreBD branded emails.



APPROVALS

- All design, print and production of materials or goods (*whether in physical, electronic or otherwise*) using the firm logo or any version thereof should be arranged through Aaron Reiter, Director of Brand and Marketing Technology at aaron.reiter@FaegreBD.com or +1 317 237 1060.

