



Style Guide

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Michael Best is a forward-looking law firm with deep industry experience. In today's competitive marketplace, it is imperative that our values are conveyed clearly and effectively to clients, prospects, recruits, and the business community at large.

The guidelines that follow will help us communicate the firm's messaging. Our positioning can be captured by the following:

Understanding our clients' business starts with understanding their industry. We see our clients' companies from the outside in. We study the issues, anticipate the trends, then apply the learning to specific business objectives. Whether fighting a business dispute or negotiating a deal, this deep industry focus has a direct bearing on the ultimate outcome. It also, in turn, gives us the perspective to see the industry through their eyes—from the inside out.

For information regarding our firm's branding, including logo requests, direct all inquiries to:

branding@michaelbest.com

For information regarding marketing materials, including promotional items, direct all inquiries to:

marketing@michaelbest.com

Branding

Logo

Typography

Color Palette

Stock Photography

Professional Photography

The logo represents Michael Best's multi-faceted perspective, depth, and integrated approach. The use of a gradation in color evokes a dynamic and forward-thinking personality.

Because of its unique character, never try to recreate the logo. Only use the approved logo digital source files.

The logo should be used in its entirety for all firm correspondence and marketing materials.



The logo is designed to have a minimum exclusionary space or “clear space” around it. The clear space is determined by using the width of the space between the logo icon and the logotype. Clear space should be retained on all sides of the logo.

The minimum size of the logo is 0.75" wide.

Minimum exclusionary space



Minimum size



Co-Branding Applications

Either of our logos can be used for co-branded materials. Each logo, stacked and horizontal, should be paired up with similar orientated/sized logos.



Incorrect Logo Usage

Caution should be taken to ensure the logo is presented properly. When reproducing the logo, the accuracy of both color and detail is critical.

- Do not change the color designations of the logo.
- Do not change the size of the logotype in relation to the background box.
- Do not use the logo as an outline.
- Do not compress or expand the proportions of the logo.
- Do not add drop shadows or other style filters to the logo.
- Do not add elements to the logo.
- Do not change the font of the logotype.
- Do not remove the icon from the logo.



Horizontal

The horizontal logo should be used when the application has limited height allowance. Examples may include landscape banners, advertisements, or stationery envelopes.



Logo icon

Outside of social media, the icon should only be used to support the logo.



Solid color

The solid color logo should only be used for applications where tints or color gradients are not available, such as embossing, varnish, or etching. These logos are available in black or white.



In order to maintain a consistent look and feel, Michael Best only utilizes select typography within its materials.

The type families have been selected for their versatility, legibility, and flexibility. When used effectively, typography adds dimension and distinctiveness to communications. Typeface, type size, and weight can be used to establish a clear hierarchy of information. The consistent use of typography is critical to an effective visual system.

Primary Fonts are used in Adobe applications such as InDesign, Illustrator, Photoshop.

Universal Fonts are used in Microsoft applications such as Word, Excel, Powerpoint, Outlook.

Primary Font

Gotham Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Gotham Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Universal Font

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Type Hierarchy

Hierarchy should be followed when using the respective applications.

Adobe Hierarchy

Heading 1

Heading 2

Heading 3

Body Copy

Microsoft Hierarchy

Heading 1

Heading 2

Heading 3

Body Copy

Michael Best & Friedrich LLP

We are required to include our full legal name on all externally distributed pieces. These are samples of how this can be incorporated.

1. Michael Best & Friedrich LLP | michaelbest.com

2. Michael Best & Friedrich LLP
michaelbest.com



The ability to convert colors across a number of different color spaces will be necessary for the Michael Best brand, since its brand identity elements traverse a wide array of both print and screen applications.

CMYK stands for cyan, magenta, yellow, and black, and is the standard color model used in four-color process printing. Use CMYK values for the primary application of each color. The numbers alongside each letter refer to the percentage of each of the four process colors within the color.

PANTONE® is the proprietary color matching system that uses specific spot color inks during printing to maintain color integrity.

RGB stands for red, green, and blue, and is the color space used to display colors in light-based media such as computer monitors and plasma displays. The numbers alongside each letter refer to the amount or intensity of each of the three colors within the color. RGB should be used for electronic/digital mediums such as electronic announcements, electronic invitations, and Web.

HEX or Hexadecimal, is a color code based on RGB values used in HTML documents to specify the color display in web environments. The six digits are three pairs of numbers specifying the red, green, and blue values (#RRGGBB).

Primary Color Palette



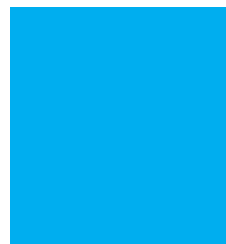
Spectrum

The unique gradation of color used requires that CMYK or RGB designations be used as a standard for logo reproduction.



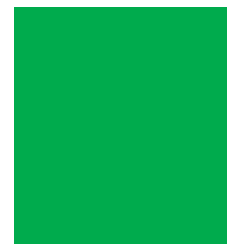
Purple

Pantone 2627 C
Pantone 2627 U
C 85 M 100 Y 6 K 38
R 60 G 16 B 83
HEX 3C1053



Cyan

Pantone Process Cyan C
Pantone Process Cyan U
C 100 M 0 Y 0 K 0
R 0 G 159 B 223
HEX 009FDF



Green

Pantone 355 C
Pantone 355 U
C 91 M 0 Y 100 K 0
R 0 G 150 B 57
HEX 009639



Chartreuse

Pantone 376 C
Pantone 376 U
C 54 M 0 Y 100 K 0
R 132 G 189 B 0
HEX 84BD00

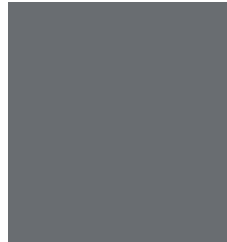


Yellow

Pantone 605 C
Pantone 605 U
C 0 M 2 Y 100 K 9
R 225 G 205 B 0
HEX E1CD00

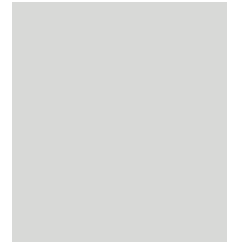
The secondary color palette is used as a support for the primary palette. The vibrant colors represent the energy and contemporary personality of the Michael Best brand.

Secondary Color Palette



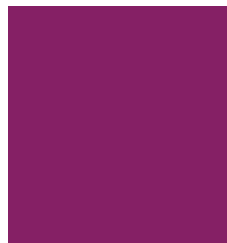
Dark Gray

Pantone Cool Gray 10 C
Pantone Cool Gray 10 U
C 23 **M** 16 **Y** 13 **K** 56
R 86 **G** 94 **B** 98
HEX 565E62



Light Gray

Pantone Cool Gray 2 C
Pantone Cool Gray 2 U
C 5 **M** 3 **Y** 5 **K** 11
R 208 **G** 208 **B** 206
HEX D0D0CE



Magenta

Pantone 2425 C
Pantone 2425 U
C 40 **M** 100 **Y** 10 **K** 26
R 131 **G** 0 **B** 101
HEX 830065



Emerald

Pantone 3308 C
Pantone 3308 U
C 94 **M** 28 **Y** 74 **K** 73
R 3 **G** 70 **B** 56
HEX 034638



Turquoise

Pantone 3265 C
Pantone 3265 U
C 66 **M** 0 **Y** 39 **K** 0
R 0 **G** 199 **B** 177
HEX 00C7B1



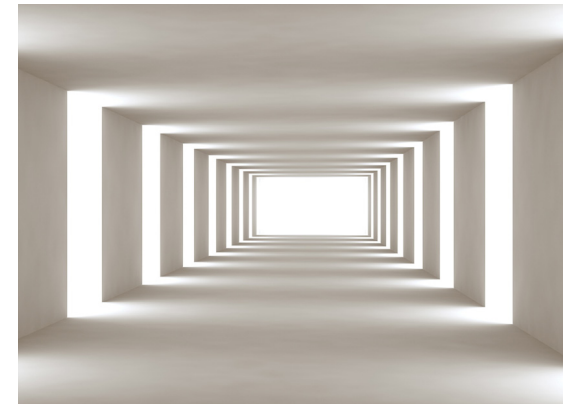
Tangerine

Pantone 1495 C
Pantone 1495 U
C 0 **M** 46 **Y** 78 **K** 0
R 255 **G** 143 **B** 28
HEX FF8F1C

Stock Photography

Branding

Imagery is an important component of our brand. Only a certain look and feel should be used in accordance with our firm's branding style. Contact branding with any inquiries.



Professional Photography

Individuals with a published bio on our website will be offered a professional portrait. These are formatted in two different sizes.

Retina

Used for online bios and presentations, and cropped at the hips.



Headshot

Used for online profiles, announcements, and invitations.

Printed Applications

Stationery
Signage
Promotional

Stationery

Printed Applications

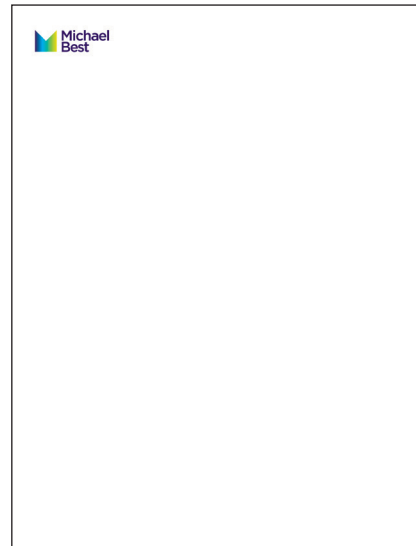
Samples of our printed stationery include:

- Letterhead / #10 envelope
- Notecard / A2 envelope
- Notepad
- Folder

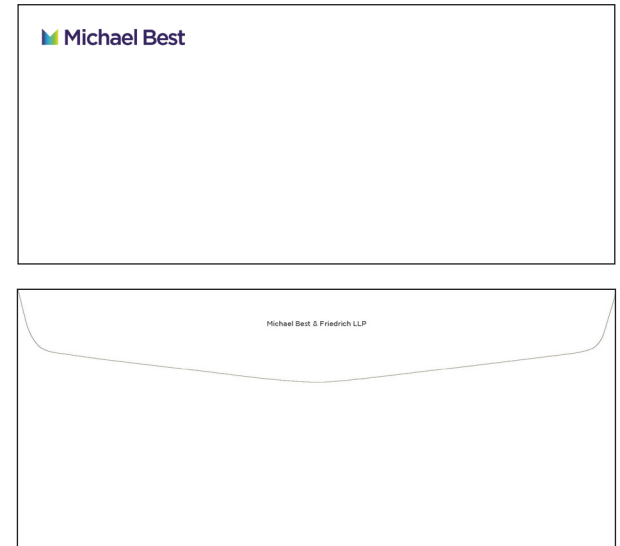
Folder



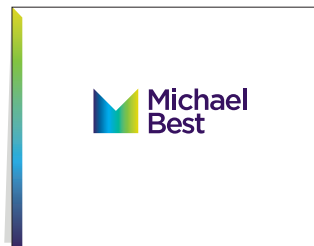
Letterhead



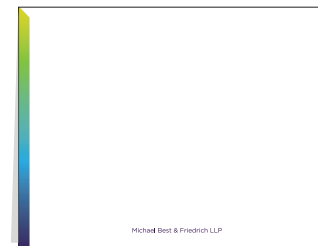
#10



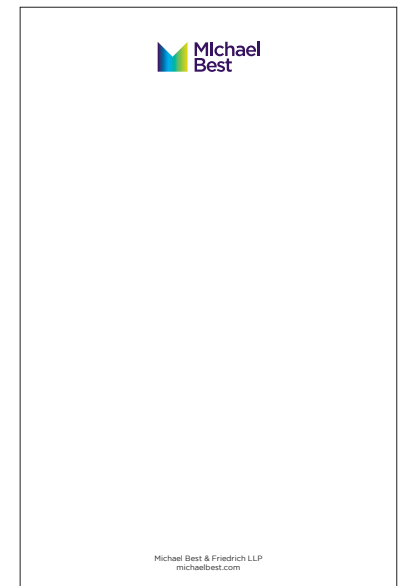
Notecard



A2












Notepad



Business Cards

There are four different styles of business cards available:

1. Standard
2. Dual address
3. ELA member
4. Dual language

1.	 <p>Michael Best A LexMundi Member</p> <p>First M. Last Name Title 1 E email@michaelbest.com T xxx.xxx.xxxx M xxx.xxx.xxxx F xxx.xxx.xxxx</p> <p>601 Pennsylvania Avenue NW Suite 700 South Washington, D.C. 20004</p>	 <p>Michael Best & Friedrich LLP michaelbest.com</p>
2.	 <p>Michael Best A LexMundi Member</p> <p>First M. Last Name Title 1 E email@michaelbest.com T xxx.xxx.xxxx M xxx.xxx.xxxx F xxx.xxx.xxxx</p> <p>One South Pinckney Street Suite 700 Madison, WI 53703 601 Pennsylvania Avenue NW Suite 700 South Washington, D.C. 20004</p>	 <p>Michael Best & Friedrich LLP michaelbest.com</p>
3.	 <p>Michael Best</p> <p>First M. Last Name Title 1 E email@michaelbest.com T xxx.xxx.xxxx M xxx.xxx.xxxx F xxx.xxx.xxxx</p> <p>601 Pennsylvania Avenue NW Suite 700 South Washington, D.C. 20004</p>	<p>A LexMundi Member</p>   <p>Michael Best & Friedrich LLP michaelbest.com</p>
4.	 <p>Michael Best A LexMundi Member</p> <p>First M. Last Name Title 1 E email@michaelbest.com T xxx.xxx.xxxx M xxx.xxx.xxxx F xxx.xxx.xxxx</p> <p>Michael Best & Friedrich LLP 601 Pennsylvania Avenue NW Suite 700 South Washington, D.C. 20004</p>	 <p>Michael Best A LexMundi Member</p> <p>如今很多面排版 如今, 很多面排版件以及网页 微 email@michaelbest.com 今 xxx.xxx.xxxx 及 xxx.xxx.xxxx 面 xxx.xxx.xxxx</p> <p>Michael Best & Friedrich LLP 601 Pennsylvania Avenue NW Suite 700 South Washington, D.C. 20004</p>

Signage

Printed Applications

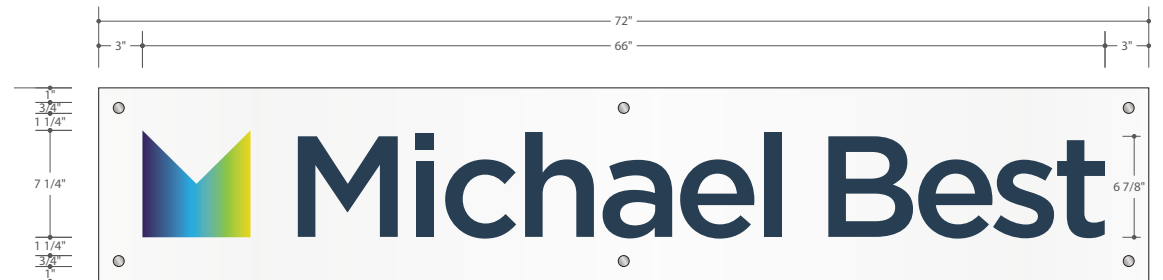
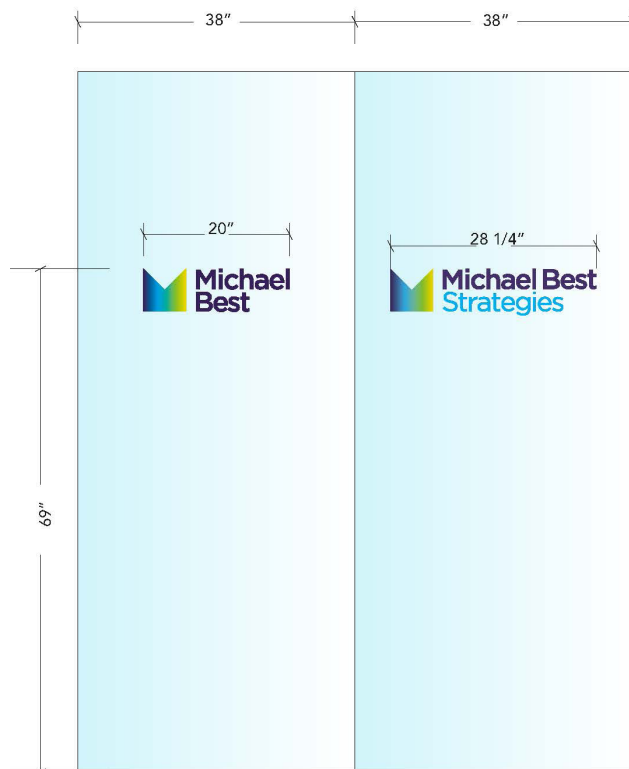
Event Signage

The firm offers a number of different options for signage. Contact our events team with inquiries.



Building Signage

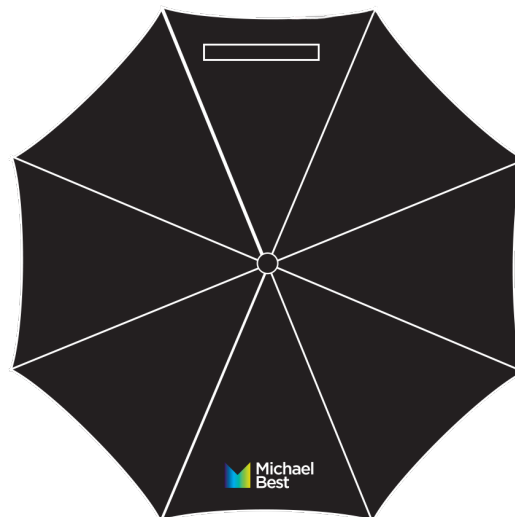
Throughout each of the firm's offices, there are a number of different treatments offered for signage. Contact branding with inquiries.



Promotional

Printed Applications

The firm offers a wide variety of branded promotional items. Contact marketing with inquiries.

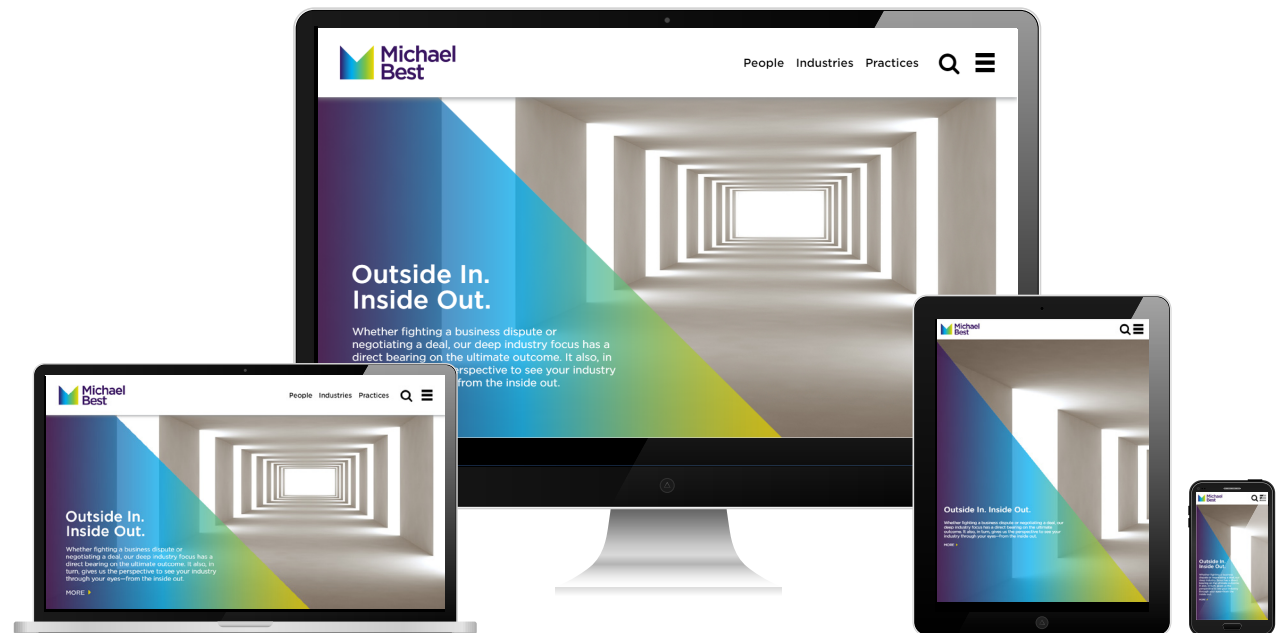


Digital Applications

Website
Social Media
Email Signatures
Presentations

Our website is a door to who we are as a firm and what we represent from the inside out. Our design focuses on adaptability across all devices and centers on our firm wide mission:

Outside In. Inside Out.



Our brand can be seen cohesively across all our social media channels. Each header includes our logo and our eye-catching gradient.



The firm offers a few options for email signatures:

1. Individual with an online bio
2. Individual without an online bio
3. Standard reply

1.

First M. Last Name

Title

E firstmlast@michaelbest.com

T 000.000.0000 | M 000.000.0000 | F 000.000.0000

 **Michael Best** A LexMundi Member
Michael Best & Friedrich LLP my bio | our firm | vCard

2.

First M. Last Name

Title

E firstmlast@michaelbest.com

T 000.000.0000 | F 000.000.0000 | michaelbest.com

 **Michael Best** A LexMundi Member
Michael Best & Friedrich LLP

3.

First M. Last Name

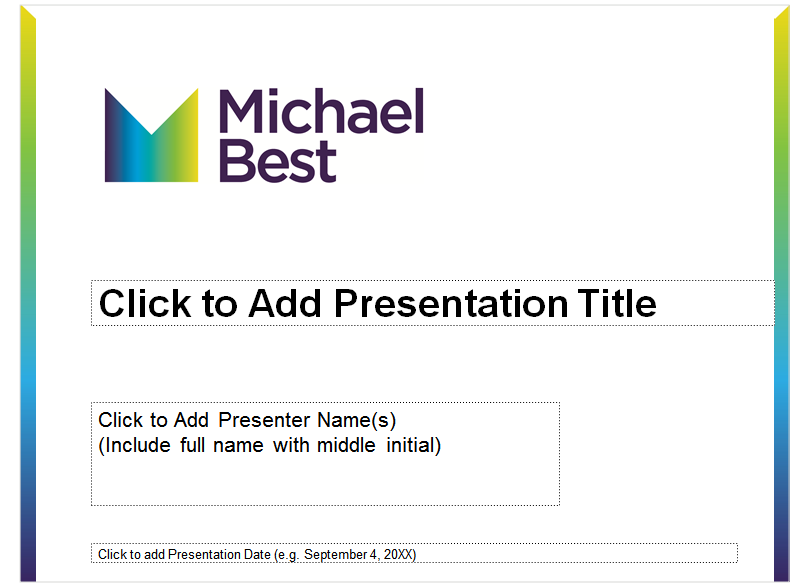
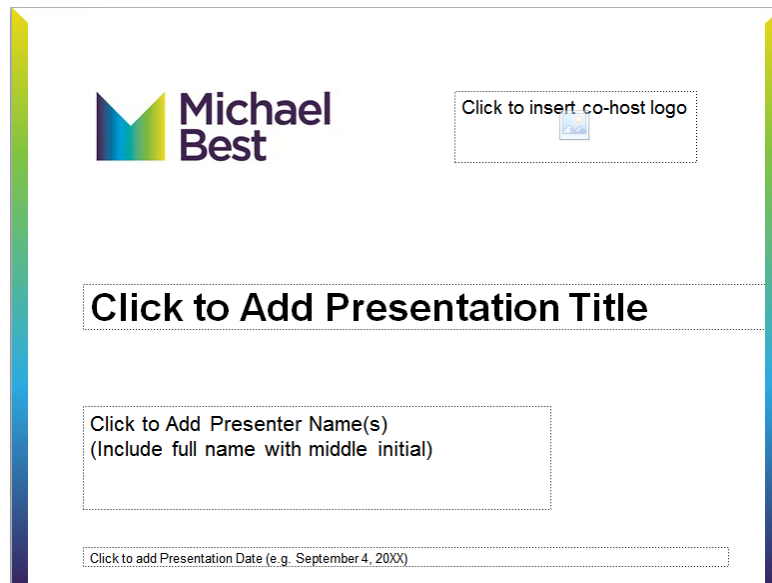
Title

T 000.000.0000 | michaelbest.com

 **Michael Best**
Michael Best & Friedrich LLP

All firm presentations must utilize our branded PowerPoint templates and comply with our imagery guidelines. For access to these resources, contact marketing.

We are often asked to present on behalf of our clients or co-present with another organization. Our branded template has options to accommodate either of these.



Other Brands

Overview

Venture Best®

Michael Best Strategies LLC

Best Safety Compliance

Best Workplace Solutions



Venture Best®

Venture Best, an affiliate of Michael Best & Friedrich LLP, works closely with entrepreneurs and their venture capital and angel investors, to help new high-growth companies find financial backing and establish their businesses.

They represent start-ups and emerging technology companies in many different industries, including biotechnology, information technology and software, clean tech, pharmaceuticals, medical devices, electronics, and other high-technology sectors. Members of the Venture Best team have been venture-backed entrepreneurs themselves, as well as angel and venture capital investors, giving them great depth of insight on both the legal and business sides of the start-up environment.



Michael Best Strategies (Strategies)

Strategies is driven by a highly qualified team of professionals who work closely with businesses to achieve their strategic business objectives. They work with their clients to identify opportunities for engagement with government, industry partners, and communities to achieve each client's objectives through strategic planning, pragmatic guidance on public policy development, and strategic governmental relations. Strategies provides a full range of services across four primary lines of business: Governmental Affairs, Public Affairs, Shared Value Business Consulting, and cultivating Strategic Political Relationships.



Best Safety Compliance

Employers are facing increased OSHA penalties, mandatory audits, and expanded reporting obligations. With all that, plus regulatory uncertainty on the horizon, a strong safety compliance program is even more imperative than ever. Best Safety Compliance, a division of Michael Best Consulting LLC, can help employers build and maintain a good safety culture, identify and control risks, and swiftly respond to safety incidents.

Best Safety Compliance often collaborates with OSHA attorneys from Michael Best, offering clients comprehensive service that covers safety compliance programs, training, accident response, agency enforcement actions, litigation, employment law issues, and much more. They also work with industry groups to develop comments in support of, or in opposition to, proposals for regulatory changes.



Best Workplace Solutions

These days, employers need Human Resources talent that goes beyond the traditional HR function. They need strategic advisors who help the organization achieve business goals, including support for business strategies that contribute to your organization's financial performance.

Best Workplace Solutions can help take your HR function to the next level. Whether you need a “soup to nuts” overhaul of HR policies and practices, or strategic alignment of your people strategies with your company's growth strategies, we provide cost-effective solutions that help define your organization's culture and actively support growth plans.

