



Style Guide

Version 2.0 | Last updated July 2024

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Michael Best is committed to presenting a unified brand identity. We endeavor to maintain brand consistency, ensuring a seamless image that fosters recognition and trust among current and prospective connections. Upholding a uniform message, tone, and visual representation is crucial to fortify the alignment of our brand.

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

Our firm believes in fostering relationships to become a trusted, strategic advisor by leveraging our people's collaborative, creative problem-solving capabilities.

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

Vision Statement:

To be a premier strategic advisor, renowned for gaining clients trust by transforming their challenges into opportunities with our unique collaborative approach.

Voice and Tone:

Collaborative, Curious, Approachable, Respectful, Inclusive

Values that are at the core of building strong lasting relationships:



Collaboration: We champion open, respectful dialogue, fostering a culture of collaboration within our firm, our community, and with our clients. Our aim is to forge enduring partnerships that work together to problem solve and innovate.



Lead with Curiosity: We foster a culture of continuous learning and innovation. We believe in asking insightful questions and seeking new knowledge to drive progress and deliver exceptional service. It's not just about solving problems but creating lasting connections.



Diversity: We work to foster a diverse, inclusive environment. We're dedicated to building a place where everyone feels at home.



Community Engagement: We care deeply about the well-being of our team and the places where we live and work. We champion a balanced life and are committed to giving back to our communities.



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 only. Do not use the solid logo variation in any other colors.



All the logos can be downloaded [here](#).

Please reach out to branding for any additional logo usage questions.

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

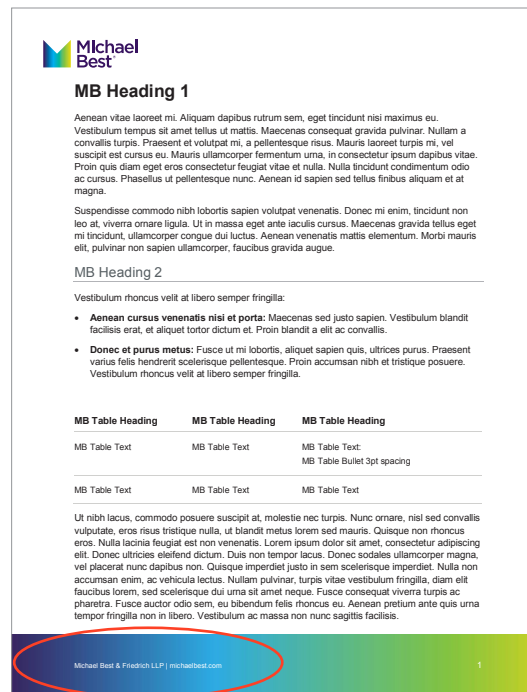
We are required to include our full legal name on all externally distributed pieces. These are samples of how this can be incorporated.

1. Michael Best & Friedrich LLP | michaelbest.com

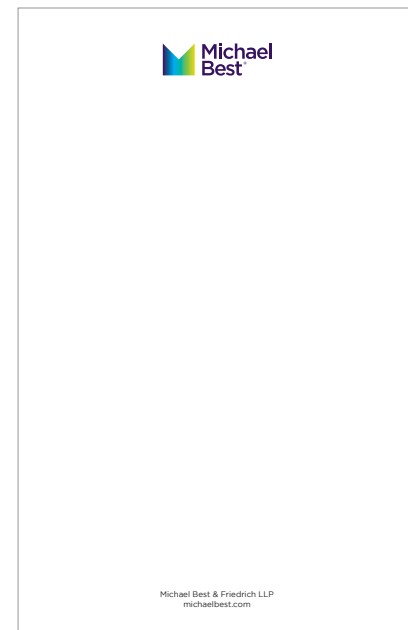
2. Michael Best & Friedrich LLP
michaelbest.com

*All handed out material needs to specific the entity (Michael Best Strategies vs. Michael Best)
– This does not need to be applicable to signage.

1.



2.



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.

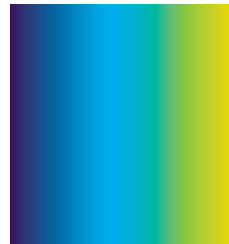
CMYK stands for cyan, magenta, yellow, and black, and is the standard color model used in four-color process printing. Use CMYK values for the primary application of each color. The numbers alongside each letter refer to the percentage of each of the four process colors within the color.

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.



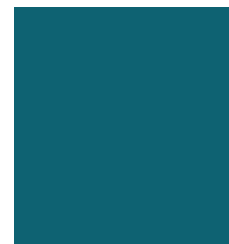
Purple

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



Enigmatic Blue

Pantone 2767 C
Pantone 2767 U
C 75 M 45 Y 0 K 71
R 19 G 41 B 75
HEX 13294b



Ocean Blue

Pantone 3155 C
Pantone 3155 U
C 100 M 14 Y 0 K 55
R 0 G 98 B 114
HEX 006272



Denim Blue

Pantone 7700 C
Pantone 7700 U
C 82 M 26 Y 0 K 51
R 22 G 92 B 125
HEX 165c7d



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

Color Palette

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



Royal Purple
Pantone 526 C
Pantone 526 U
C 19 **M** 66 **Y** 0 **K** 46
R 112 **G** 47 **B** 138
HEX 702f8a

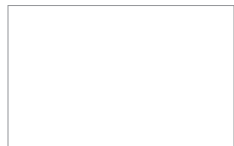


Lime Green
Pantone 14-0452 TCX
Pantone 14-0452
C 18 **M** 0 **Y** 75 **K** 24
R 159 **G** 193 **B** 49
HEX 9fc131



Vibrant Sunflower
Pantone 1235 C
Pantone 1235 U
C 0 **M** 28 **Y** 89 **K** 0
R 255 **G** 184 **B** 28
HEX ffb81c

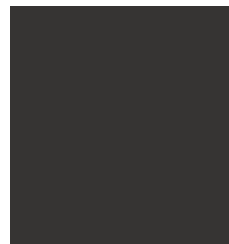
*Process black and white are acceptable to use.



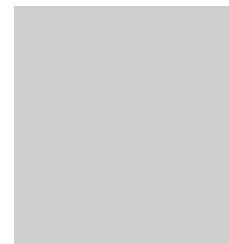
White
Pantone 000C White
Pantone 000C White
C 0 **M** 0 **Y** 0 **K** 0
R 0 **G** 0 **B** 0
HEX 000000



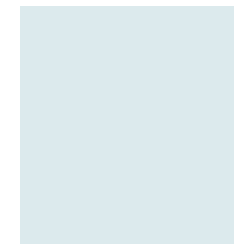
Process Black
Pantone Process Black C
Pantone Process Black U
C 0 **M** 11 **Y** 9 **K** 86
R 35 **G** 31 **B** 32
HEX 231f20



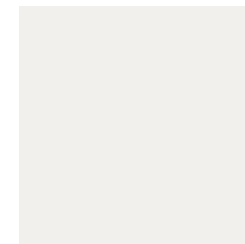
Dark Gray
Pantone 179-15 C
Pantone 179-15 U
C 0 **M** 4 **Y** 4 **K** 79
R 54 **G** 52 **B** 52
HEX 363434



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



Light Blue
Pantone 118-9 C
Pantone 118-9 U
C 7 **M** 1 **Y** 0 **K** 7
R 220 **G** 234 **B** 237
HEX dceaed



Cloud
Pantone 11-4201 TPG
Pantone 11-4201
C 0 **M** 0 **Y** 2 **K** 5
R 241 **G** 240 **B** 236
HEX f1f0ec