Michael Best®

Style Guide

Version 1.5 | Last updated June 2023

Message from the Chief Growth Officer

**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

Logo

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.

Logo Usage

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

Logo clear space

Minimum size

0.75″

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.

Business Logo

Business Logo

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.

Logo Variations

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.

Typography: Fonts

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

Color Palette

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).
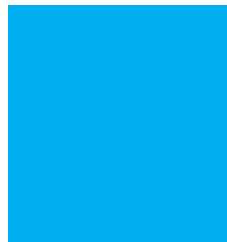
Primary Color Palette
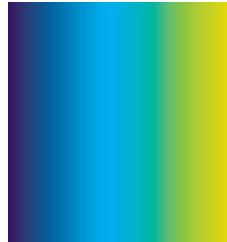
Spectrum

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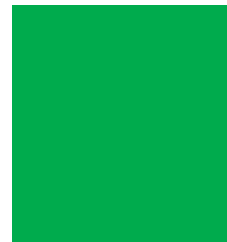
Purple

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

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
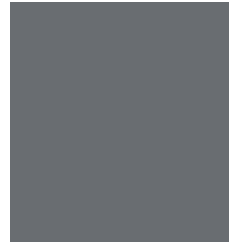
Dark Gray
Pantone Cool Gray 10 C
Pantone Cool Gray 10 U
C 23 **M** 16 **Y** 13 **K** 56
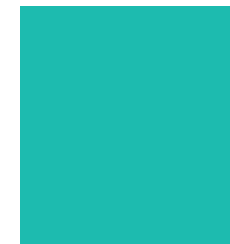**R** 86 **G** 94 **B** 98
HEX 565E62
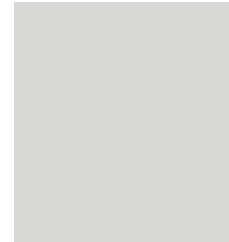
Light Gray
Pantone Cool Gray 2 C
Pantone Cool Gray 2 U
C 5 **M** 3 **Y** 5 **K** 11
R 208 **G** 208 **B** 206
HEX D0D0CE

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

Other Brands

Overview
Venture Best
Michael Best Strategies LLC
Best Workplace Solutions

Michael Best®

Michael Best Strategies®

Michael Best Consulting®

Venture Best®

Best Workplace Solutions®

Venture Best®

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 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.