



BRANDING & LOGO USAGE

# PURPOSE

The purpose of this document is to ensure the proper use of Van Valer Law Firm, LLP's name, logo, slogan, color palette, and typography, to maintain a consistent look, feel, and tone for all Van Valer communications.

All communications must be prepared using these guidelines to ensure compliance with the corporate brand.

All communication is a reflection of Van Valer Law Firm's professionalism, capabilities, service, tradition and financial strength. Please take the time to familiarize yourself and adhere to these communication guidelines.

# OUR GOAL

To create a unified, professional, and cohesive approach to all communications that represent Van Valer as a business, employer, and community leader. It is imperative that as we continue to move forward as a company, our brand works to promote and support our efforts.

The enclosed guidelines are meant to assist any persons who will be using Van Valer Law Firm's name, logo, slogan, color palette, and typography for any communication. If there are any questions regarding proper use, please contact Creative Marketing Solutions at 317-636-2131 or [artwork@creativemktsolutions.com](mailto:artwork@creativemktsolutions.com).



## OUR LOGO USAGE

The official logo for Van Valer Law Firm is identified below. The Van Valer Law Firm logo must appear on all external communication documents. Additionally, there may be times where a program or product typography may be used in conjunction with the logo. In these instances, the logo should be prominently identified.

## OUR LOGO



The Van Valer Law Firm logo shown above with slogan, is the preferred format. There will be instances when the logo without the slogan is used due to size restrictions. The logo is also available in single color and reverse options as well as a horizontal format.



## TYPOGRAPHY

The Van Valer logo and slogan typography is Copperplate Light SSi.

Scala Sans is suggested for use on all materials related to the Van Valer brand identity.

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
01234567890"~\$!@#&\*() {}

Verdana may be used if Scala Sans is unavailable.

## SLOGAN USAGE

The official slogan for Van Valer Law Firm is Built On Relationships...Sustained on Success

Note: There is no punctuation included, each first letter is capitalized.

## OUR LOGO COLORS

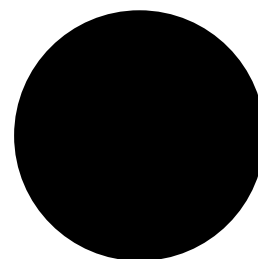
The logo, in its preferred form, is a two-color logo. The Van Valer logo colors are PANTONE MATCHING SYSTEM (PMS) 5753 Green and black.

The logo may also appear as a one-color logo in all black with 70% black as noted in the logo below. No other colors for the logo are allowed.



Examples for usage on dark background.  
All elements will be white, except the “V box”  
will either be pms 5753 or black, whichever is  
best suited to the background color.

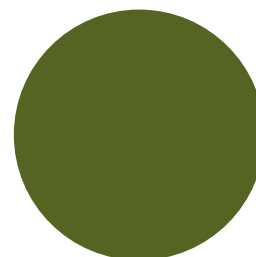
Below are the Van Valer pms colors and their  
CMYK and RGB recipes.



Black

CMYK 0-0-0-100

RGB 0-0-0



PMS 5753

CMYK 61-43-90-30

RGB 91-99-53