

gunnercooke

Brand Guidelines

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01: Our Story

Our brand story

Our brand story sums up our approach, values and feelings in one statement.

The law can only help you if you're in the right hands. But as times change, the traditional models of legal firms have become outdated. Clients and colleagues expect more: as their world changes, they want to trust in a firm that understands change. We need a new way for legal firms to enter the modern world, in a way that is fair, progressive, and works for everyone equally.

gunnercooke is a bold rethinking of how the law can work for all. Using only senior partners, with fair remuneration, flexibility and transparency on fees, and a core of strong values and sense of purpose, we bring peace of mind to clients and quality of life to our people.

Who we are

These statements help others understand where we are and why we work.

Our Positioning

To colleagues and clients, gunnercooke is the only law firm that provides authority, flexibility and transparency thanks to a unique structure and modern mindset, for a values-led and effective experience.

Our Brand Ideal

gunnercooke believes the world would be a better place if we all had the honest advice and helpful support we need for peace of mind.

Our Proposition

A consistent approach towards positive change through upholding strong, modern values.

02: Our Characteristics

4+4+1



Four objectives. Four Values. One Purpose.
It's why we do what we do.

Our 4 Objectives:

- To be the leading M&A, Private Equity and Restructuring legal boutique in the world.
- To be the leading Commercial law group in the UK through brilliant customer service.
- To be a value-led business with a conscience.
- To be the law firm of choice for all senior lawyers.

Our 4 Values:

- Innovation
- Service
- Teamwork
- Nudge

Our Purpose:

We give peace of mind to clients. When they instruct us, they pass us their challenges, issues and problems. We have the skills and authority to reassure them that they are in the best hands, and that we can give them the peace of mind they desire.

Our Why:

We exist to deliver a better legal service to businesses, a better life for lawyers and our people, and a better world than the one we found.

Our values

Our four core values are integral to all our decisions and communications.

Innovation

- We believe in being bold, exciting and disruptive
- We believe in new ways of working for good
- We aim to make our company modern world leaders

Service

- We believe in giving our clients the very best service at all times
- We believe our colleagues deserve the life and rewards they want
- We aim to make our service fair to all who work with us

Teamwork

- We believe in working together in collaborative, creative ways
- We believe in making smarter, faster connections possible
- We aim to combine our talents to make something uniquely powerful

Nudge

- We believe constant self-improvement drives positive change
- We believe becoming better, more experienced individuals gives clients better results
- We aim to create rounded, trusted advisors able to support clients beyond the standard transactions of legal processes

Our personality

Our personality can be summarised in a few simple traits to help you identify our brand.

Daring – we are free thinkers.

We provide a distinctly visionary alternative to tradition. It makes us stand out with a unique personality that provides surprisingly fresh perspectives.

Imaginative - we see a new way forward.

We are modern, and understand that progress is only worth having if it provides a better experience of life for all. This is shown in our pursuit of clear communication and outstanding service delivered in a contemporary way.

Intelligent - we're a safe pair of hands.

We can be different and progressive with confidence, because it's built on the strongest foundation. Experience. We're proud of our authority and expertise, because it helps drive our company forward.

Inspiring – we stand above the fray.

We are true leaders, with stability and experience that stand out as exceptional. This removes us from the race to the bottom, and from the cutthroat and competitive. We are staunchly independent and above the noise of the crowd.

Our tone of voice

This is how our voice really sounds, presenting a consistent and distinctive style.

Confident and clear

We are efficient, jargon-free communicators, speaking with warmth and energy about the difference we can make to people's lives. That means clear, crisp and precise language – staying sharp, in good English, and being to the point.

Authoritative and capable

We convey our expertise and competence by demonstrating our leadership in ideas and actions, providing proof in facts, data and argument. We define, provide references, and give people options.

Personal and helpful

We speak like humans, using personal forms of address and talk about ourselves as a collective of individuals, not a corporate entity. We always invite conversations and questions, learning from others and giving a sense of cooperation and collaboration.

Surprising and bold

We sound exciting, imaginative and daring. We aren't afraid to suggest big ideas. Use new forms. Tear up the rulebook. If it means getting to somewhere better, we go there. It's about articulating challenging, disruptive ideas in a constructive way.

03: Logo

Logo

gunnercooke

Logo & tagline

A literal and sensible copy line that expresses the position of the group as seen by clients: they are relied upon to be experts, with discretion and mastery, able to work for the best interests of the client. They are advisors, in the sense of guiding through sensible, actionable and collaborative thinking.

gunnercooke
Trusted Advisors

Logo colour

gunnercooke
Trusted Advisors

gunnercooke
Trusted Advisors

Clear space

The logo has a clear space measured using the 'o' character added around it. Nothing should enter the minimum clear space area.



Sizing

The logo can be used at different sizes depending on the size of the touchpoint. Here are some useful minimum logo sizes for A size formats.

The logo can be scaled up where more impact is required, but the negative space around the logo must never be encroached upon.

Make sure the logo is never smaller than W30mm (W = width).

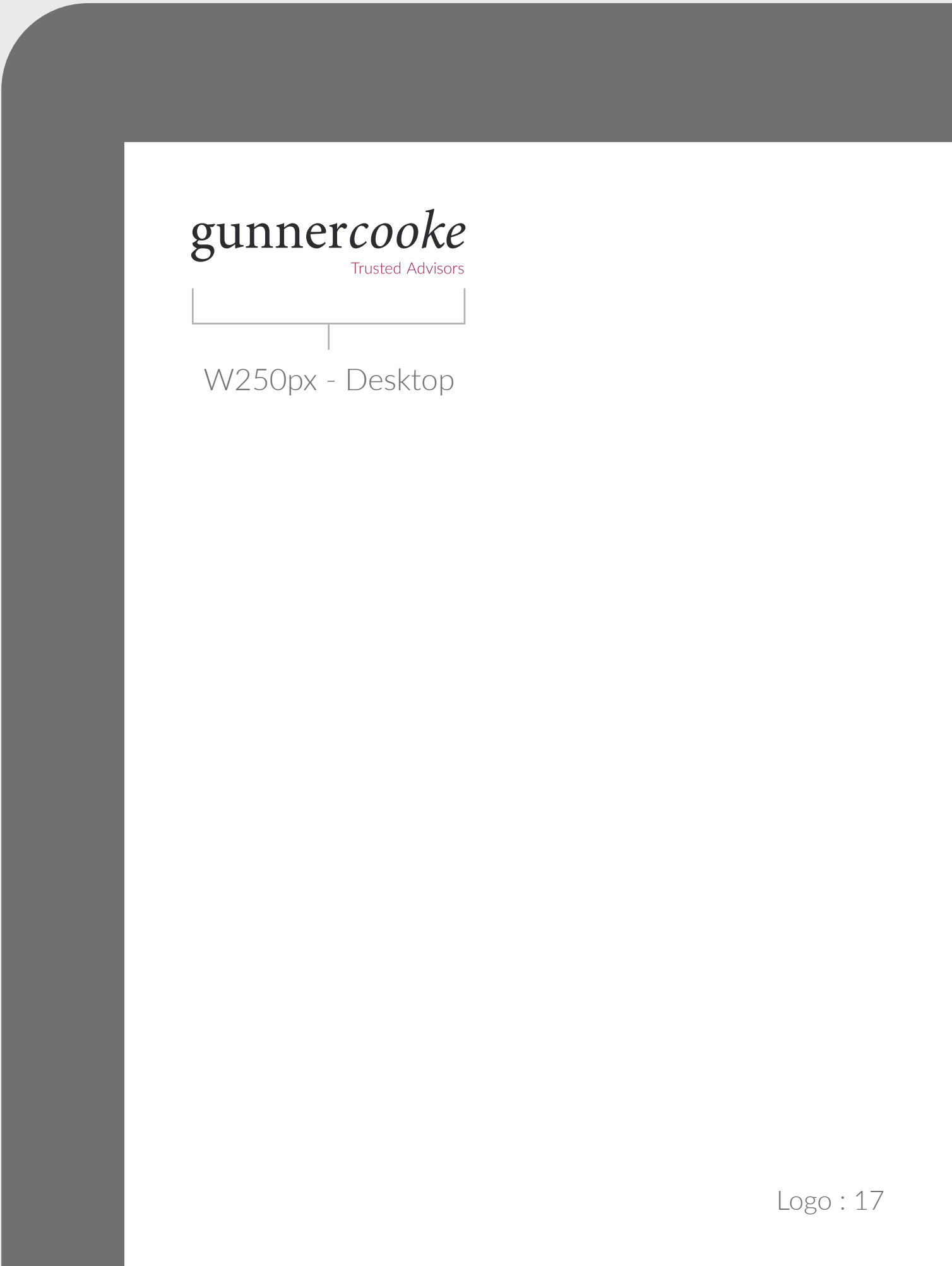
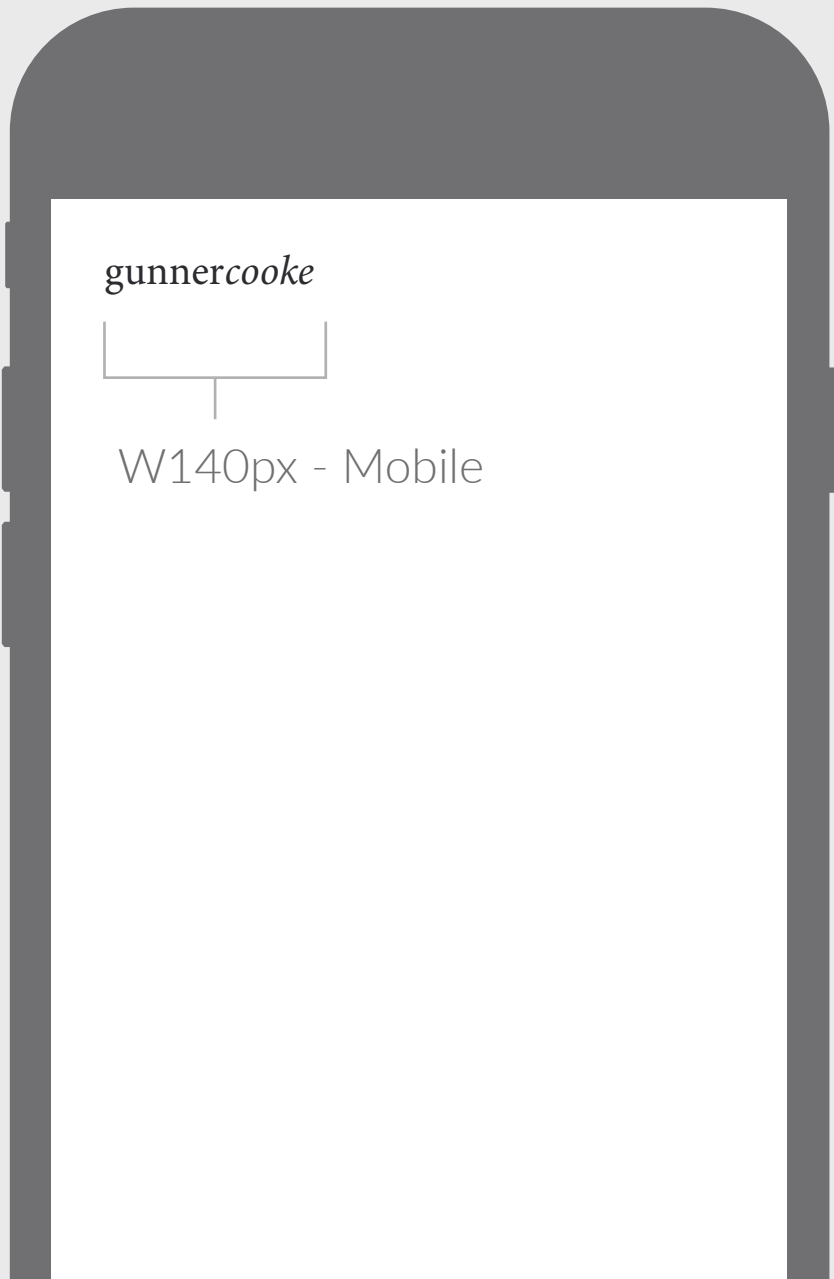
For usage below W50mm the tagline should be removed.

	W30mm - Minimum
	W40mm - A5
	W50mm - A4
	W70mm - A3
	W100mm - A2
	W140mm - A1

Digital sizing

There are two sizes for digital devices, mobile and desktop.

For usage on mobile the tagline should be removed.



Positioning

The logo should only be placed in the top left corner so that it is the first thing to be seen on any page. In cases where the logo is the only item on the page it can then be moved to the centre.

When using the logo on photography, place it in the clearest and calmest area of the image to ensure maximum impact.



gunnercooke
Trusted Advisors

gunnercooke
Trusted Advisors

Our group

gunnercooke is the parent of several companies within our group. Each brand in the group shares our clear, direct and refreshing approach, and so when working with these companies, please apply the same rules.

Our group logos should take lead from the core company with the following.

Logo Colour

All uses of 100% black should be changed to our dark grey

Clear Space

Respected clear space should be applied to all group logos

Positioning

The brand should be placed top left corner, so that it is the first thing to be seen on any page.

gunnercookeOP

gunnercookeCoaching

gunnercooke|associates

gcTrustees

inspire★



C: 70 M: 22 Y: 24 K: 3
R: 74 G: 155 B: 179
#4a9bb3



C: 85 M: 70 Y: 0 K: 10
R: 60 G: 78 B: 149
#3c4e95



C: 0 M: 57 Y: 61 K: 0
R: 253 G: 138 B: 96
#fd8a60



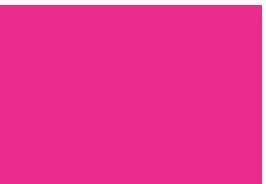
C: 9 M: 0 Y: 89 K: 0
R: 246 G: 233 B: 14
#f6e90e



C: 0 M: 20 Y: 93 K: 0
R: 255 G: 205 B: 0
#ffcd00



C: 54 M: 96 Y: 11 K: 2
R: 140 G: 41 B: 123
#8c297b



C: 1 M: 90 Y: 0 K: 0
R:234 G: 45 B: 141
#ea2d8d



C: 82 M: 76 Y: 34 K: 24
R:66 G: 63 B: 100
#423f64

Logo don'ts

- Don't use any other colour for the logo from those stated
- Don't alter, rotate, or modify the logo.
- Don't animate the logo
- Don't surround the logo with other logos
- Don't overemphasize the logo.
- Don't encroach the logos clear space.

04: Colour

Core colours

Our brand is clean, clear and minimal.
To achieve this, it's important to include generous white space in designs.

The black to white core colours of our brand provide a neutral platform. We are predominantly white with uses of grey to direct the eye and divide information.

Black

#FFFFFF

R: 0
G: 0
B: 0

C: 100
M: 100
Y: 100
K: 100

Dark Grey

#2C2C30

R: 44
G: 44
B: 48

C: 74
M: 65
Y: 55
K: 67

Mid Grey

#707073

R: 112
G: 112
B: 115

C: 54
M: 44
Y: 41
K: 26

Light Grey

#B1B1B4

R: 177
G: 177
B: 180

C: 33
M: 25
Y: 24
K: 4

Off White

#EAEAE8

R: 234
G: 234
B: 235

C: 10
M: 7
Y: 7
K: 0

White

#000000

R: 255
G: 255
B: 255

C: 0
M: 0
Y: 0
K: 0

Secondary colours

Our secondary colours are used sparingly but effectively. Our Raspberry colour is for headlines whilst Plum and Mustard help with infographics.

Raspberry

#AA1D47

R: 170
G: 29
B: 71

C: 23
M: 98
Y: 52
K: 17

Plum

#363264

R: 54
G: 50
B: 100

C: 92
M: 88
Y: 29
K: 20

Mustard

#A87530

R: 168
G: 117
B: 48

C: 27
M: 50
Y: 86
K: 20

Colour don'ts

- Don't over use any colour
- Don't use secondary colours as background colours
- Don't alter any colour
- Don't use secondary colours for other group companies
- Don't overlay colour onto photography

05: Typography

Preferred typeface

Our typeface is Lato. It is used in its Light weight. When Lato is unavailable, please use Arial.

Lato has an open font license and can be downloaded at:

fonts.google.com/specimen/Lato

Lato - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890

Hierarchy and colour

Different colours and sizes are used to create hierarchy in all communications.

Line height is set at 20% looser than the default setting.

1. Large headline - Raspberry #AA1D47
2. Sub-headline - Dark grey #2C2C30
3. Body copy - Dark grey #2C2C30
4. Quotes & captions - Raspberry #AA1D47
5. Figures - Raspberry #AA1D47

Emotive headline

This is sub-headline copy. An introduction before the main body of the text.

Body copy will help readers develop a greater understanding of the headline and subject matter. This is where in-depth detail and explanations are given to the reader.

“Quotes and captions can be pulled out within body copy”

80% - 100%

Alternative typeface

When there are font limitations, Arial can be substituted for Lato. Use the same the same rules as before for colour and hierarchy.

1

Emotive headline

2

This is sub-headline copy. An introduction before the main body of the text.

3

Body copy will help readers develop a greater understanding of the headline and subject matter. This is where in-depth detail and explanations are given to the reader.

4

“Quotes and captions can be pulled out within body copy”

5

80% - 100%

Typography don'ts

- Don't use any other font than those mentioned
- Don't use any other weight than those stated
- Don't use our old font Georgia
- Don't mix Lato and Arial together
- Don't use any colour other than the ones stated
- Don't overcrowd type
- Don't leave line height set to default, Line height should be set at 20% looser
- Don't stretch or warp type

06: Photography

Overview



Lifestyle principles

With our focus on the people of gunnercooke. Use the rules below to make our photography distinctive and ownable.

01 - Focus

Clear emphasis on people with plenty of clear space around them.

02 - Colour

Natural and authentic colours. Nothing too vibrant, poppy or brash.

03 - Expression

Talent should be captured in the moment with real expressions and authentic poses.

04 - Background

The backgrounds should be clean and clear so that typography can be placed over the top if needed.

05 - End result

Overall the photography is naturally soft, warm and positive in tone.

06- Stock photography

If stock photography is required please align to the above rules



Enviroment principles

When we photograph our environment, objects or buildings, the following rule apply.

01 - Focus

A candid style, understated, with a snapshot approach.

02 - Colour

Natural and authentic colours. Nothing too vibrant, poppy or brash.

03 - Depth of field

Differentiation between the foreground and background environment can add an abstract quality if needed.

04 - Background

The backgrounds should be clean and clear so that typography can be placed over the top if needed.

05 - End result

Overall the photography feels naturally soft, warm, and positive in tone.

06- Stock photography

If stock photography is required please align to the above rules



Headlines on imagery

Type should be placed on the clearest and calmest area of the image to ensure maximum clarity. This can be the top, bottom, corner or centre, but will vary across each image.

Always choose the area that will provide optimum legibility.

Allow generous clear space between headline text and the person in an image.



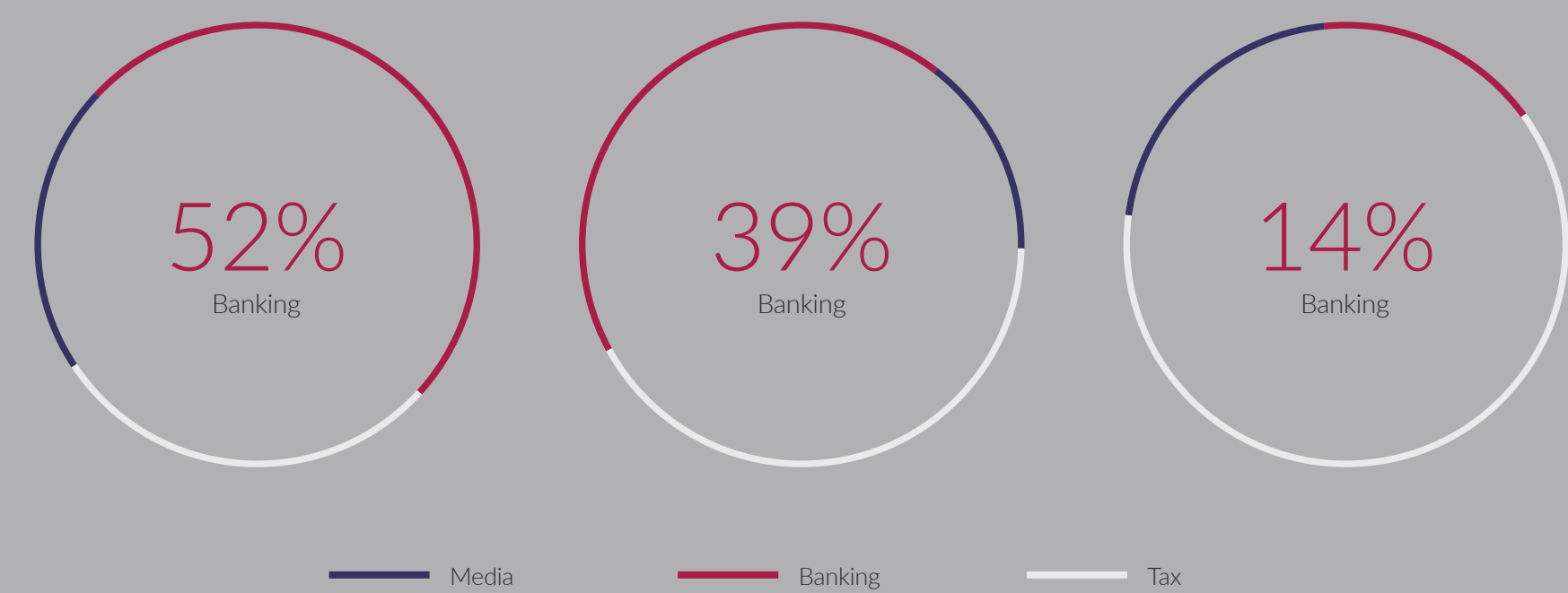
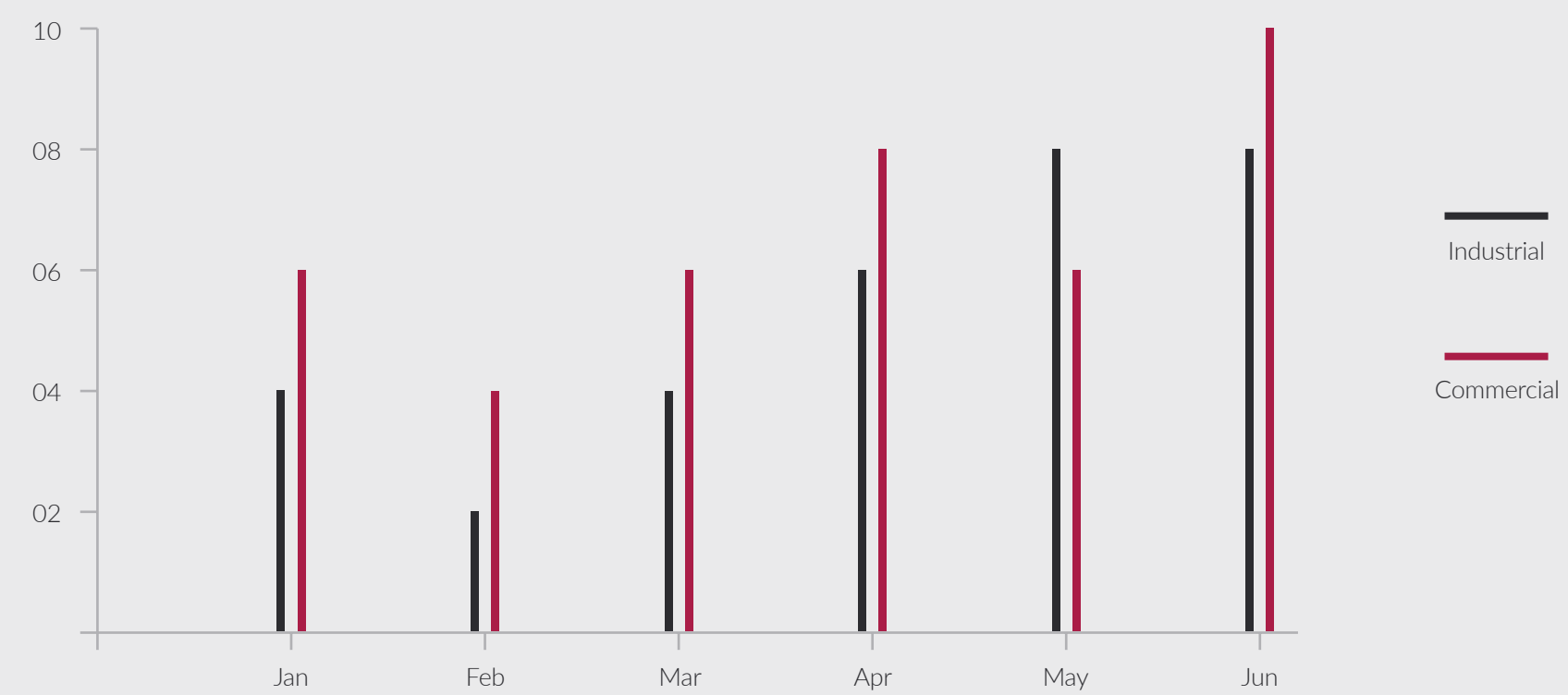
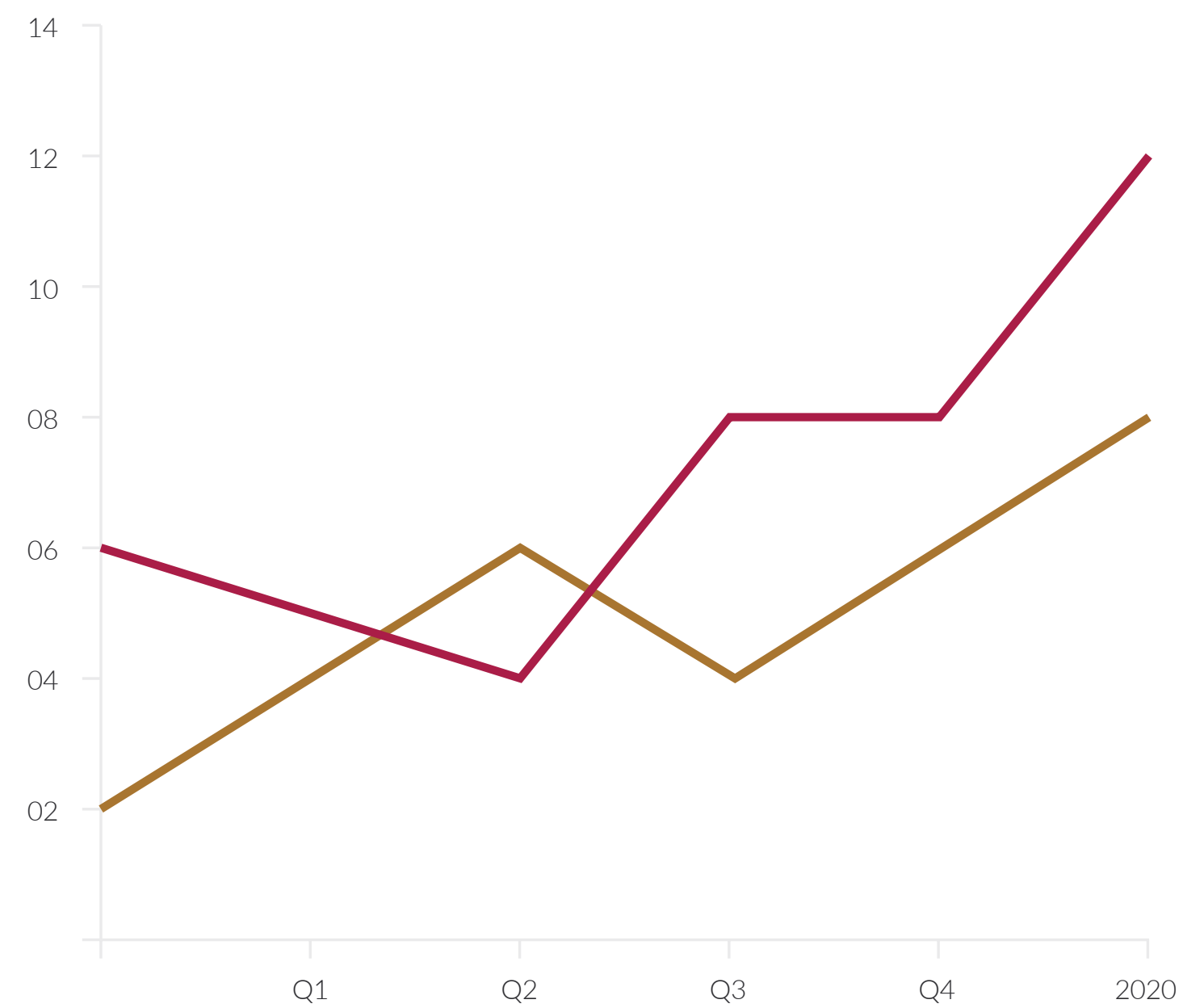
Photography don'ts

- Don't use dark imagery
- Don't over crowd images
- Don't place body copy over images
- Don't overlay line work on images
- Don't overlay colour on images

07: Charts and statistics

Charts

Chart data is displayed using light keylines and different colours from our colour palette. Design should be as simple and possible to give maximum clarity of the information.



Statistics

Statistical data is represented using light keylines and minimal colour. Columns and tables should be given clear space and organised clearly without overloading information.

	2018	2019
Infrastructure	37.7%	37.7%
Construction	22.3%	22.3%
Property	17.6%	17.6%
Resources	13.1%	13.1%
Employment	8.3%	8.3%

52%

Banking

Praesent finibus ex massa, sit amet accum ex vehicula id. Nullam sed erat mauris. Ut varius mi eulure nibh ultricies egestas suspendisse eget velit sit amet sapien accumsan sagittis nec dolor.

52%

Healthcare

Nullam sed erat mauris finibus ex massa, sit amet accum ex vehicula id. Ut varius eulure nibh ultricies egestas suspendisse eget velit sit amet sapien accumsan sagittis.

52%

Family Law

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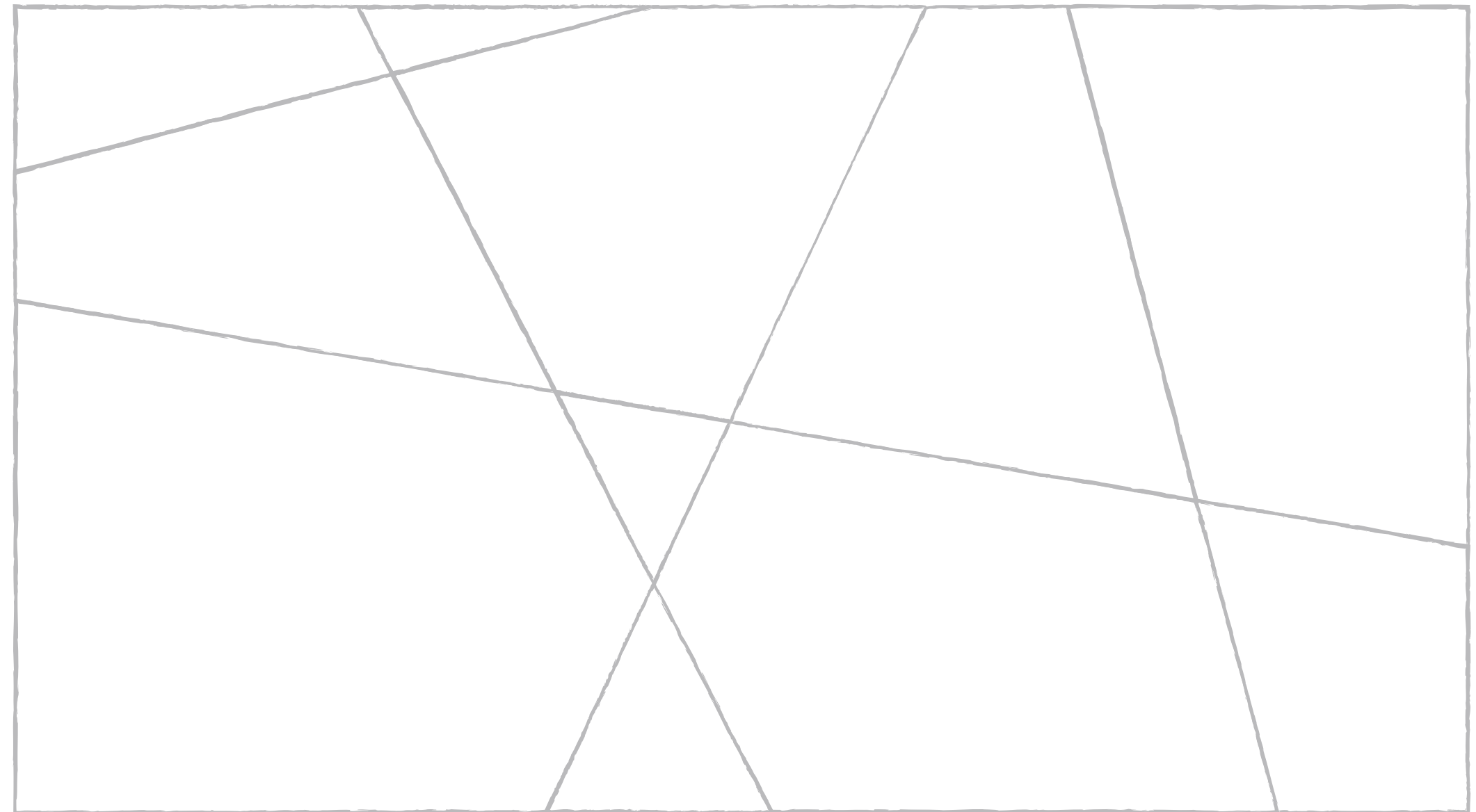
Sector	Growth	Stage-1	Stage-2	Total
Consumer	6.4%	1340.5	1481.2	2823.7
Energy	5.2%	2030.2	2065.3	4332.9
Technology	4.7%	1804.3	1963	3248.7
Health care	4.5%	907.6	1076.8	2034.3
Industry	3.9%	1203.1	1217.9	2456.1
Telecoms	3.2%	809.4	885.8	1793.3
Utilities	2.2%	665.2	742.5	1432.4
Finance	1.6%	1029.3	1201.6	2045.2
Construction	0.9%	943.7	952.1	1765.9

08: Shape

Overview

gunnercooke is a company where many different facets work together, bringing their own expertise and abilities. We are built from different partners, different services, each with different stories.

Our shape devices articulate this bold idea. They come together to form distinct blocks. We can either use individual parts of this block, or subtle line work, to create a sense of dynamism and collaboration.



Shapes with imagery

Our layouts can benefit from large images framed within our bold shapes. These simple layouts create a dynamic look on the page.



Line work

Subtle line work can be used on applications without imagery for particular needs.

Keylines should follow these rules:

- Width <1mm
- Colour light grey
- Overlay effect
- 50% opacity



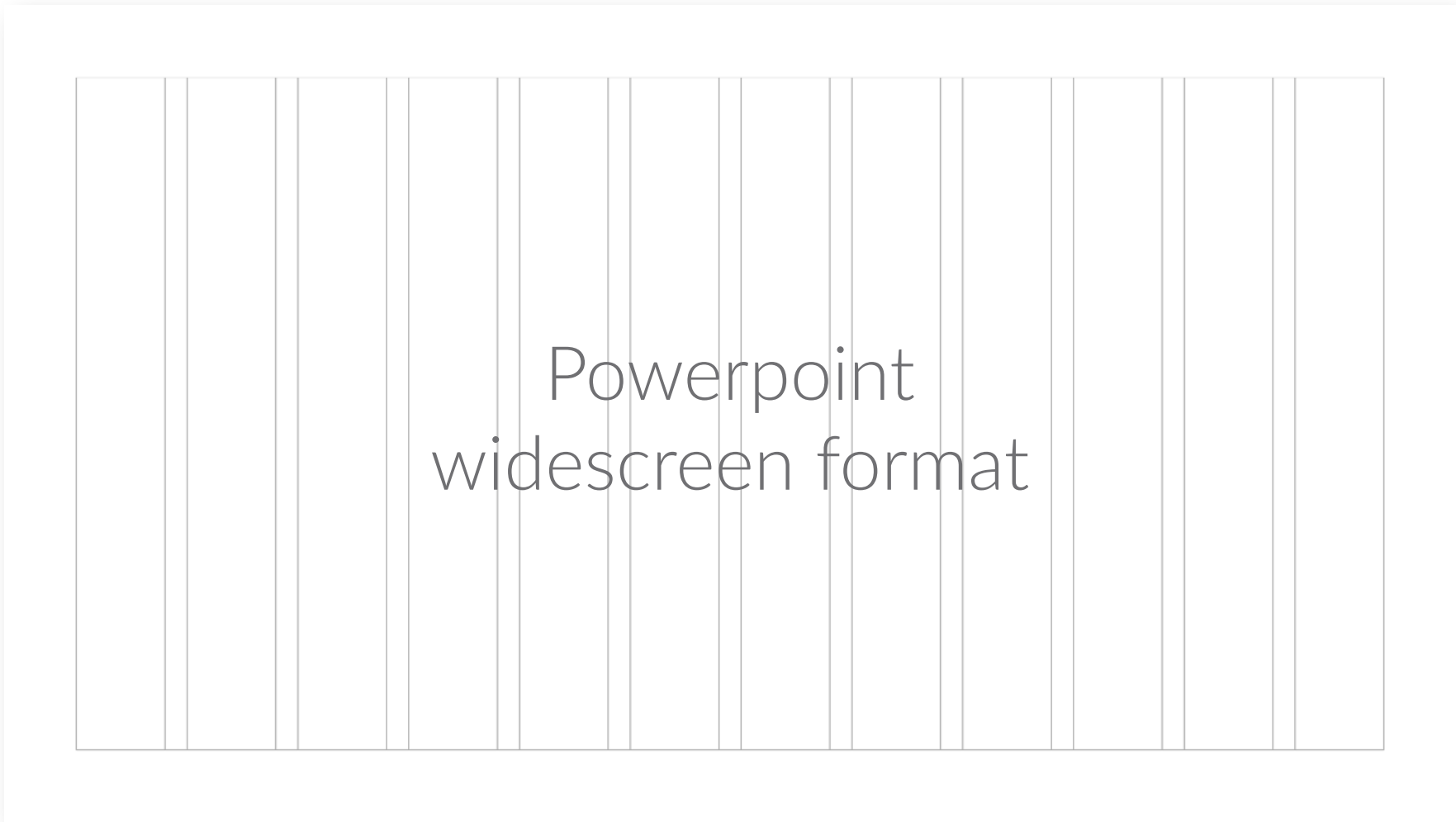
Shape don'ts

- Don't over use line work
- Don't use different colour lines
- Don't make line work too complicated
- Don't use line work over images
- Don't framed images and non framed images together

09: Grids

The grid

Our layout grid ensures we have consistent structure across all applications. Follow these simple steps to create layout grids for Powerpoint and A4 formats



Margin = 80px

Columns = 12

Gutter = 24px



Margin = 24mm

Columns = 8

Gutter = 6mm

Using the grid - Powerpoint

Our grid provides flexibility when positioning type and imagery. Different columns can be used to help with pace in the document.

Tax and business investigation

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Tax and business investigation

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	2018	2019
Infrastructure	37.7%	37.7%
Construction	22.3%	22.3%
Property	17.6%	17.6%
Resources	13.1%	13.1%
Employment	8.3%	8.3%

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Using the grid - Print

With high volumes of text and information, less is more when it comes to graphics and imagery. Give clear space to text and infographics using the grid as a guide.

Tax and business investigation

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Tax and business investigation

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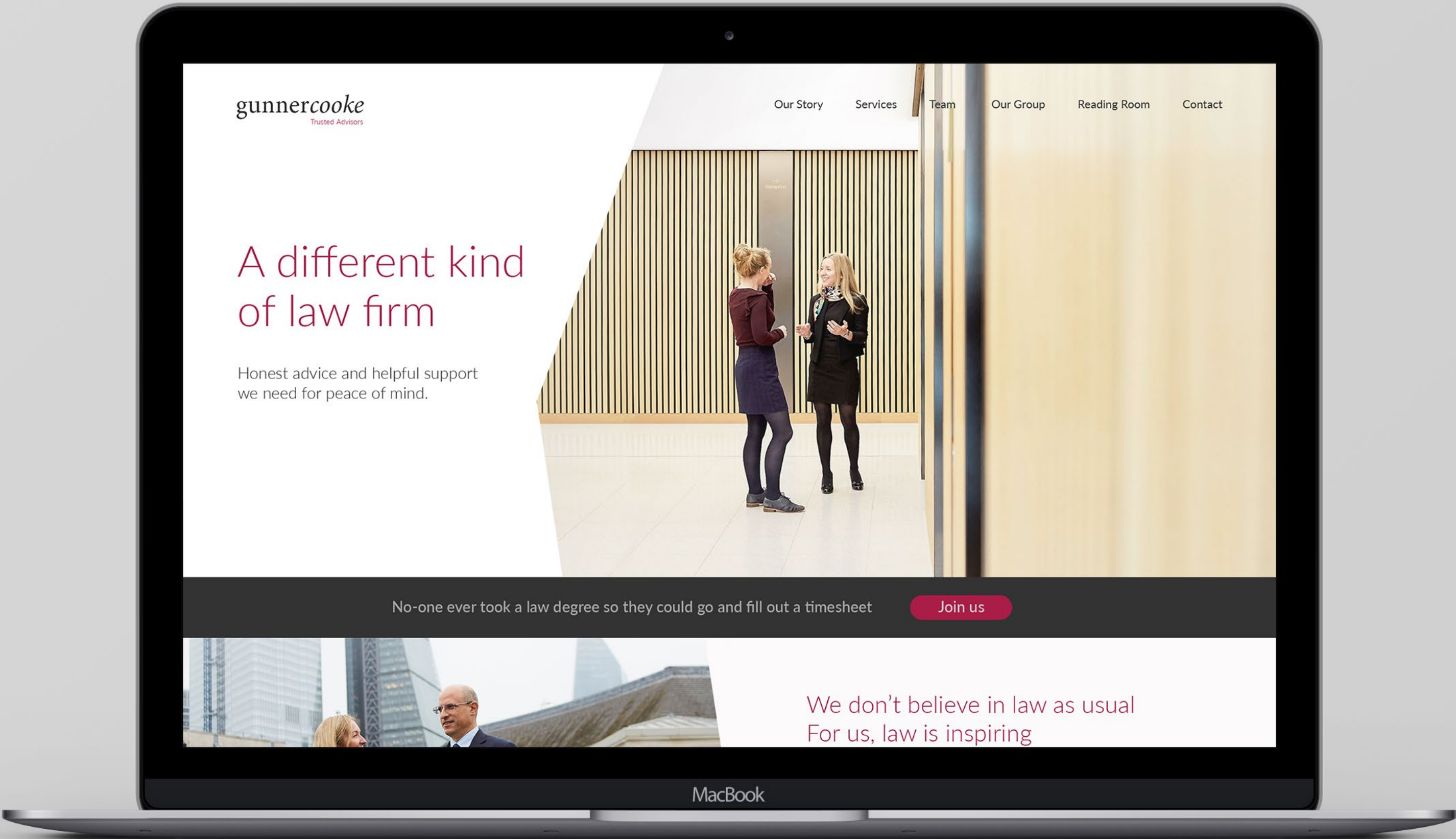
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Property		17.6%	17.6%	
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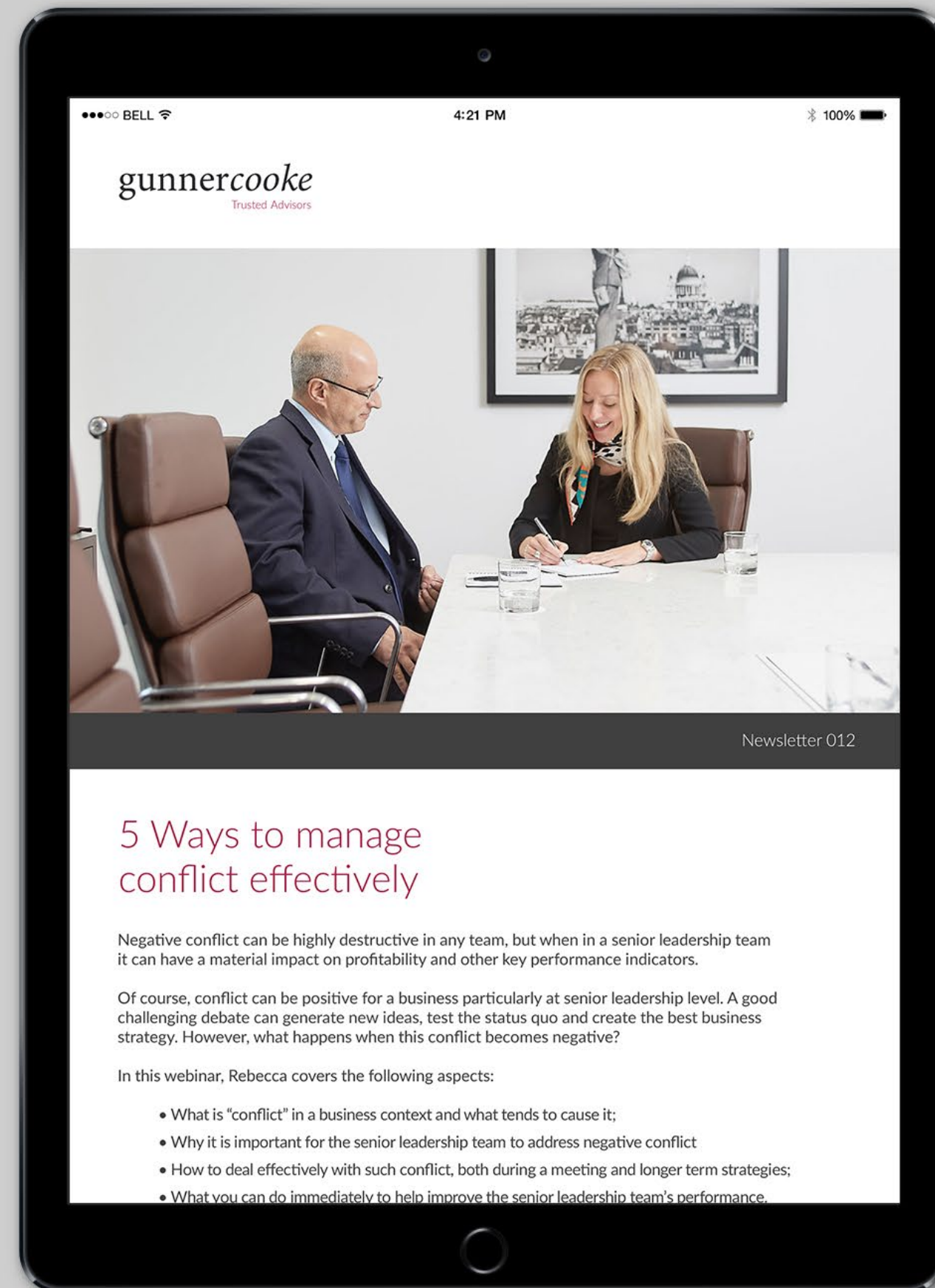
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10: Example applications

Website



Email newsletter



Powerpoint

Data Protection and Information

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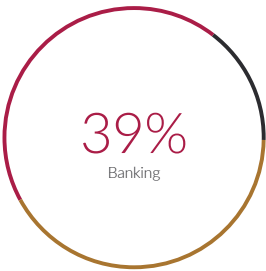
Intellectual Property

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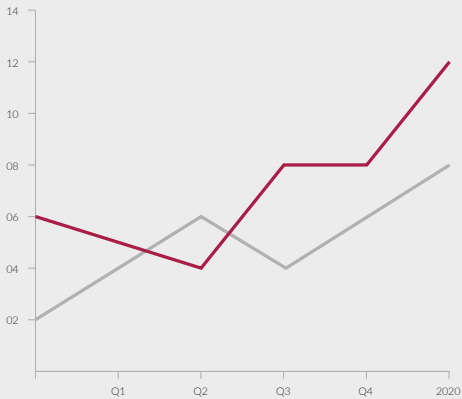
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Civil Fraud and Asset Tracing

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Sale and Purchase of Comerical Properties

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Family law

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Tax and business investigation

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Sector	Growth	Stage 1	Stage 2	Total
Consumer	6.4%	1340.5	1481.2	2821.7
Energy	5.2%	2030.2	2065.3	4332.9
Technology	4.7%	1804.3	1963	3248.7
Health care	4.5%	907.6	1076.8	2034.3
Industry	3.9%	1203.1	1217.9	2456.1
Telecoms	3.2%	809.4	885.8	1793.3
Utilities	2.2%	665.2	742.5	1432.4
Finance	1.6%	1029.3	1201.6	2045.2
Construction	0.9%	943.7	952.1	1765.9

Brochure



Stationery

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11: Support

Contact details

If you have any questions about how the brand should be used, please get in touch.

Marketing Team

E: marketing@gunnercooke.com

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