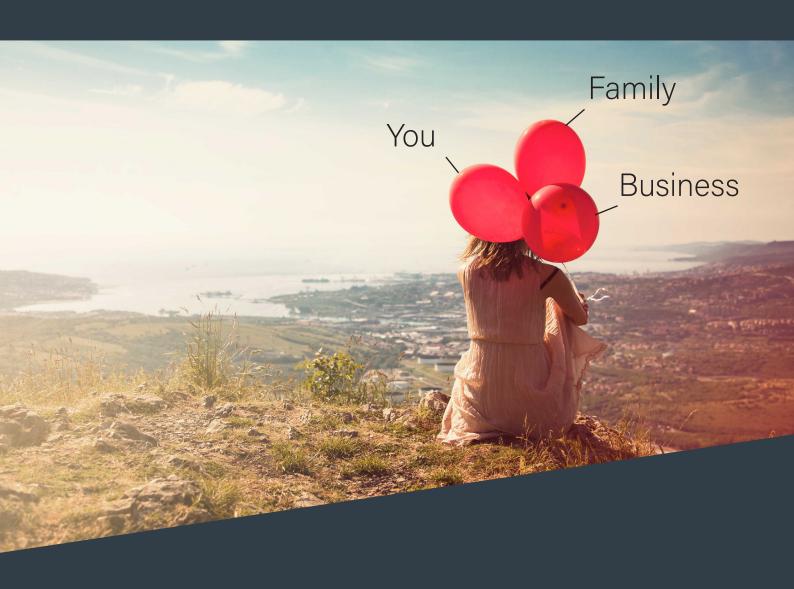


# **Our Brand**

Supporting you, your family and business worldwide



## **Our Fonts**

Acumin Pro has been chosen as our corporate font for its variation, for the body text use regular type, for the headers (depending on size of type) use Bold or Semi bold. The lighter styles of text can be useful for quotations etc. For any system fonts or cases where Acumin Pro isn't available, use **Calibri.** 

#### Acumin Pro - Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890,;;&!?\$%

#### Acumin Pro - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890.;;:&!?\$%

#### Acumin Pro - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890.,;:&!?\$%

#### Acumin Pro - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890.,;:&!?\$%

#### Acumin Pro - Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890.,;:&!?\$%

#### Acumin Pro - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890.,;:&!?\$%

# **Colours**

### Pantone

185C	431C	432C

# **CMYK**

C:0 M:100 Y:80 K:0	C:64 M:47 Y:40 K:28	C:79 M:61 Y:49 K:50

## **RGB**

R:228 G:3 B:46	R:91 G:102 B:112	R:50 G:62 B:72

## Web

#e4032e	#5b6670	#323e48

For all the uncoated papers, Letterheads, billing paper etc we have used Pantone 032U red as this gave a better colour match to the coated paper prints.

<sup>\*</sup> **Printer notes** - For all coated paper – Silk, Gloss etc we used the original pantone 1788C. This goes for Digitally printed collateral as well - the digital press does a really good job of converting the Pantone into a CMYK derivative.

# **Our logo**

In most cases the Herrington Carmichael logo is supported by a natural white border and it should always support the word solicitors. When bordering other objects or logos we would like at least a 5mm gap from the outer border of our logo. When using backgrounds for literature we ask that we use the darker grey to bring contrast or red.

### Our Logo



#### Borders



### Backgrounds





# Website

