

Brand Style Guide

November 2021



GOODWIN

Table of Contents

Brand Position

Visual Assets

- Logos
- Colors
- Typography
- Patterns
- Photography
- Icons

Voice + Tone

Questions

Brand Position

Goodwin's branding effort will tell the world who we are and what sets us apart. It begins with a singular idea that captures the spirit of this remarkable firm.

When we partner with
our clients to practice law,
we do so not just with
integrity. But with ingenuity.
Agility. And ambition.

Answering what's never
been seen before
with what's never been
done before.

Because we are
determined not to be the
latest in a long line.
But the first in a new one.



GOODWIN

UNPRECEDENTED

Visual Assets

To tell the story of our unique global firm, we'll need a distinctive set of graphic tools. We'll use them for both external and internal communications.

Logo

The design of the logo reflects the characteristics of our firm—the rounded edges are human and approachable, while the hard corners denote strength and assertiveness.

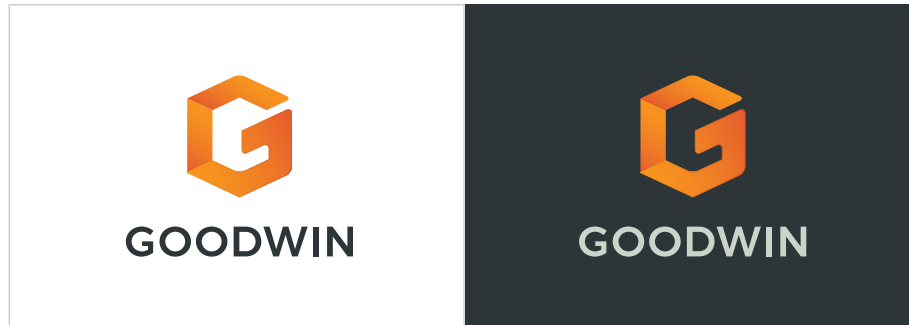
The logo consists of two parts—the Hex G and the Goodwin Wordmark. Whenever possible, these two components should not be used separately, though there may be a few exceptions made depending on the use-case.



Logo: Stacked

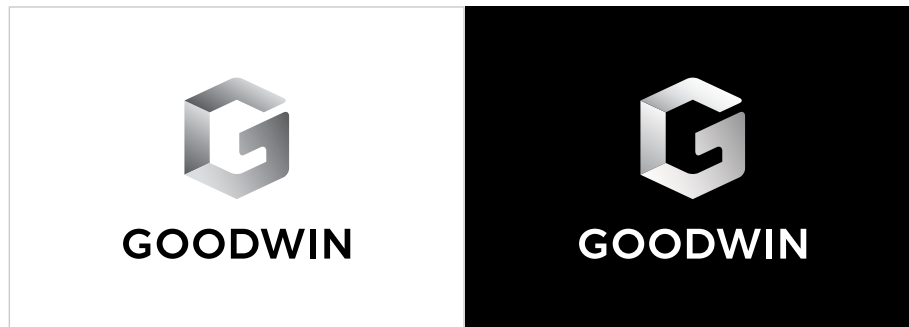
The stacked lockup is the primary version of the Goodwin logo.

All logos can be used on solid color fields as well as over simple imagery.



Color Versions

This color logo is to be used in the majority of cases. There are two color versions of the lockup, one for light backgrounds and one for dark.



Black + White Versions

Similarly, the system includes black and white versions of the lockup designed for light and dark backgrounds.

Logo: Horizontal

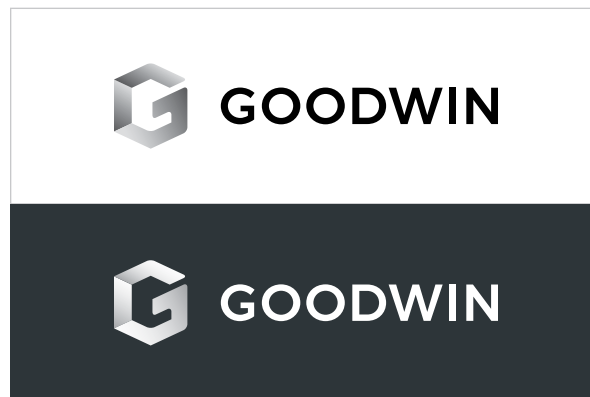
This version may be used in executions that are better suited for a horizontal version of the logo.

All logos can be used on solid color fields as well as over simple imagery.



Color Versions

This color logo is to be used in the majority of cases. There are two color versions of the lockup, one for light backgrounds and one for dark.



Black + White Versions

Similarly, the system includes black and white versions of the lockup designed for light and dark backgrounds.

Logo: Clearance Area

The top and bottom clearance areas are equal to the height of the G in the wordmark.

The left and right side clearance areas are equal to the width of the G in the wordmark.



Logo: Minimum Size

The logo should not be used at smaller sizes than the minimum sizes noted below.



Logo: Don'ts

The logo **should not** be altered in any way. Here are a few examples of things **not** to do when using the logo. These rules apply to both, the stacked and horizontal versions of our logo.



Do not alter the color of the logo



Do not typeset the wordmark in a different font



Do not stretch or skew the logo in any way



Do not rearrange the logo components



Do not place a drop shadow behind the logo



Do not use the light logo on a light background



Do not use the dark logo on a dark background



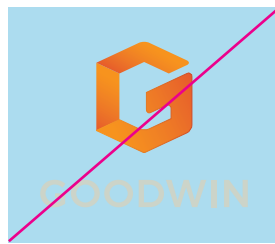
Do not reposition or alter the scale of the logo elements



Do not rotate the logo



Do not place the logo on backgrounds with not enough contrast





Do not place the logo over image areas that are too busy or do not have enough contrast


Colors: Primary Palette

Used in combination for Goodwin communications, the primary palette features warmer colors based around orange and a set of grays ranging from a very light gray to a charcoal gray.

Tints of the grays can be used to create greater depth within the palette.

	C: 0	R: 247
	M: 50	G: 148
	Y: 100	B: 29
	K: 0	
PMS: 1375C		Hex: #f7941d


	C: 0	R: 253
	M: 30	G: 185
	Y: 100	B: 19
	K: 0	
PMS: 123C		Hex: #fbd913


	C: 10	R: 209
	M: 85	G: 73
	Y: 100	B: 37
	K: 5	
PMS: 173C		Hex: #d14925


Use the yellow and red sparingly as supporting accent colors to the orange when needed.

Avoid large swaths of the charcoal gray whenever possible, unless there is a functional need for it.

	C: 5	R: 239
	M: 3	G: 240
	Y: 5	B: 237
	K: 0	
PMS: 7541C		Hex: #eff0ed

	C: 20	R: 204
	M: 10	G: 212
	Y: 20	B: 201
	K: 0	
PMS: 5665C		Hex: #ccd4c9

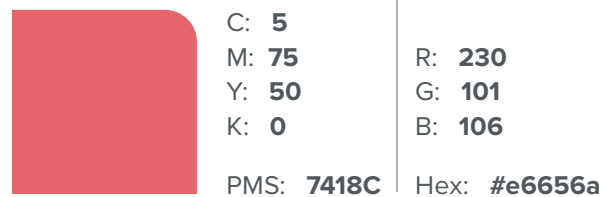
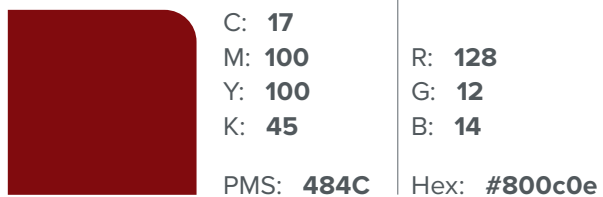
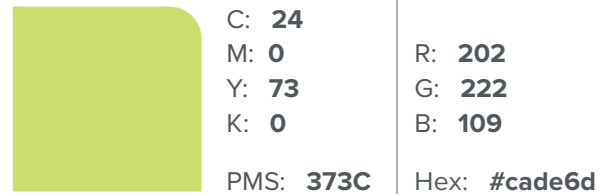
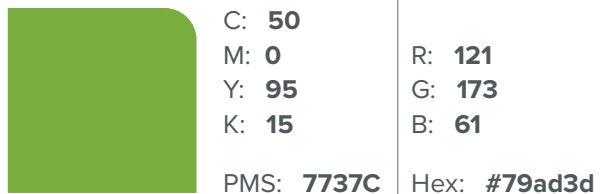
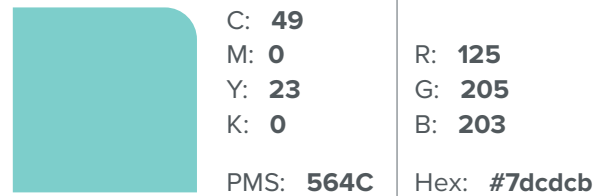
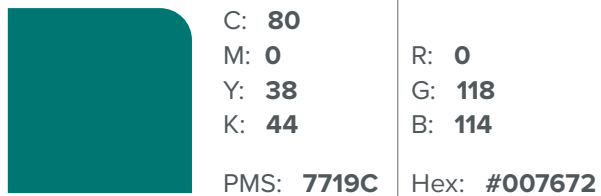
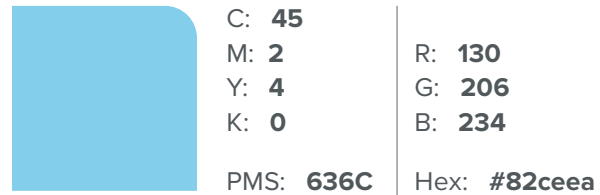
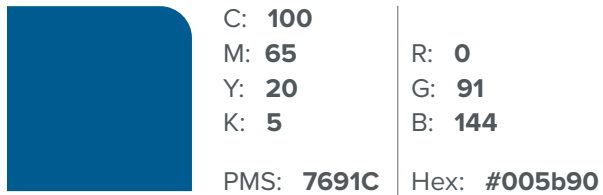
	C: 18	R: 134
	M: 10	G: 141
	Y: 10	B: 145
	K: 42	
PMS: 430C		Hex: #868d91

	C: 35	R: 45
	M: 20	G: 53
	Y: 20	B: 57
	K: 85	
PMS: 447C		Hex: #2d3539

Colors: Secondary Palette

The secondary palette should be used sparingly and only as an accent color in the use cases listed below:

Thought leadership series collateral | Lengthy campaign level surveys/reports
Infographics/Date Visualization | Instagram post graphics | Co-branded series/events



Typography: Proxima Nova

The Proxima Nova font family should be used in all Goodwin branded materials.

When needed for emphasis or for grammatical accuracy, an italic version of each font weight below can be used.

Proxima Nova Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Proxima Nova Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Proxima Nova Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Proxima Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Proxima Nova Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography: Arial

To establish consistency across everyday communications such as letters or correspondence with clients, Arial should be used.

Arial Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Arial Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Arial Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Typography: Using the Font Family

The different weights of Proxima Nova let you create a visual hierarchy to help guide the reader. Here are a few points to keep in mind when setting type:

- Use different combinations of the Proxima Nova font weights to create visual interest and hierarchy.
- Limit use of the black weight font to short lines of headline or subhead text only. Tracking should be set to +10.
- Avoid setting type, including headlines and subheads, in all caps to ensure the text is legible and inviting.
- Generally, use the charcoal gray from the primary color palette when setting type on a light background.
- If using the charcoal gray for headlines and subheads, they should be set to 100%.
- Body text should be set to 80% of the charcoal gray color.
- Body text should not be set in colors other than the grays in the primary palette.
- Body text should be set in light or regular weight. Thin weight should be reserved for larger headlines as it is difficult to read at smaller sizes.

Headline Copy Example

Lorem Ipsum Dolor

Month Year

Subhead Example Lorem Ipsum

Liquiscim sed ut eaque pla sinullabor ad ea deliti officte occatio. Ovit omni inis eum ipsum raessint maximolesti doluptae offic tenimet ex exces eos nis eum qui aut alitati onsediti cum ute nihilis qui qui odi dolores repe voluptatur? Quialem liquiscim sed ut eaque pla sinullabor ad ea deliti officte occatio.

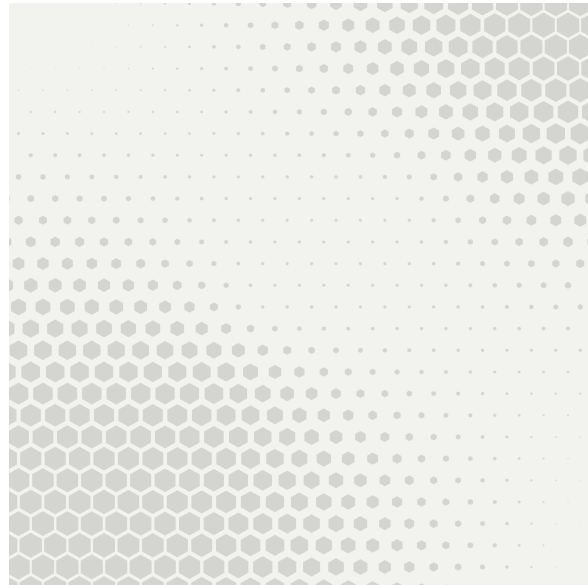
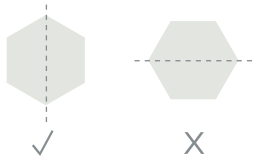
Liquiscim sed ut eaque pla sinullabor ad ea deliti officte occatio. Ovit omni inis eum ipsum raessint maximolesti doluptae offic tenimet ex exces eos nis eum qui aut alitati onsediti cum ute nihilis qui qui odi dolores repe voluptatur? Quialem liquiscim sed ut eaque pla sinullabor ad ea deliti officte occatio.

goodwinlaw.com

Patterns

The dynamic gradient hex and random hex patterns incorporate variations in color, size and/or scale to evoke a sense of motion and depth. The use of hexagons in the patterns was inspired by the Hex G, tying them in closely with our logo. These patterns can be used to create interesting and ownable visual elements within brand communications.

- The gradient hex patterns exist in five different origin points.
- The random hex pattern exists in light and dark versions.
- The patterns can be used in different opacities and/or multiplied over other color fields to create depth and variety.
- The patterns should only be used as a tone-on-tone element as shown in the examples on the following pages.
- The patterns should always be used with the hexagon point facing up, not sideways.

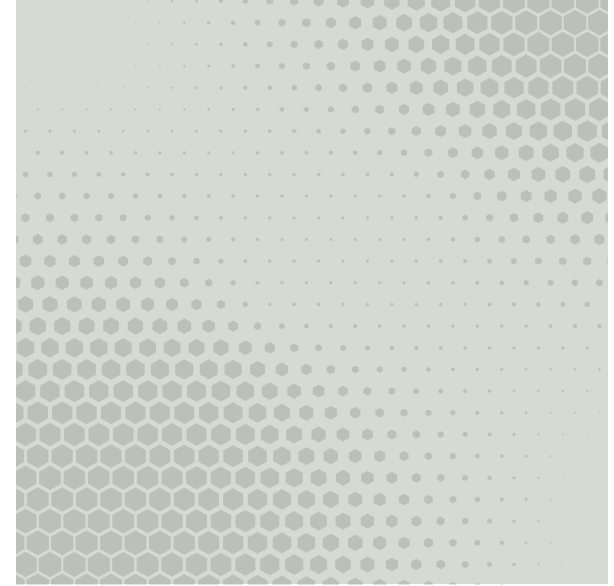
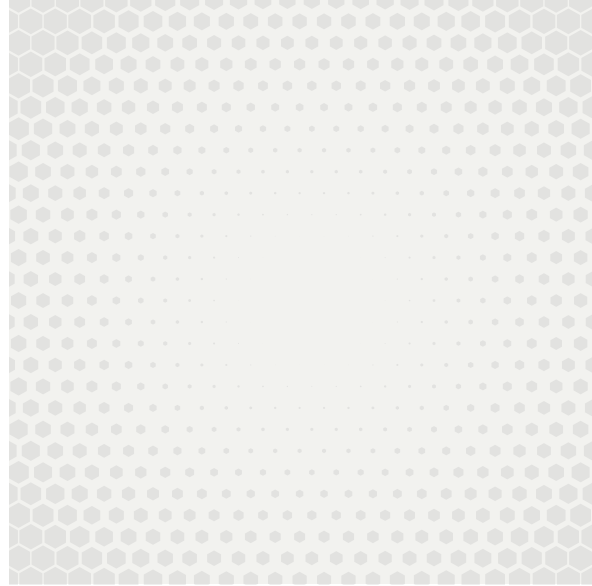
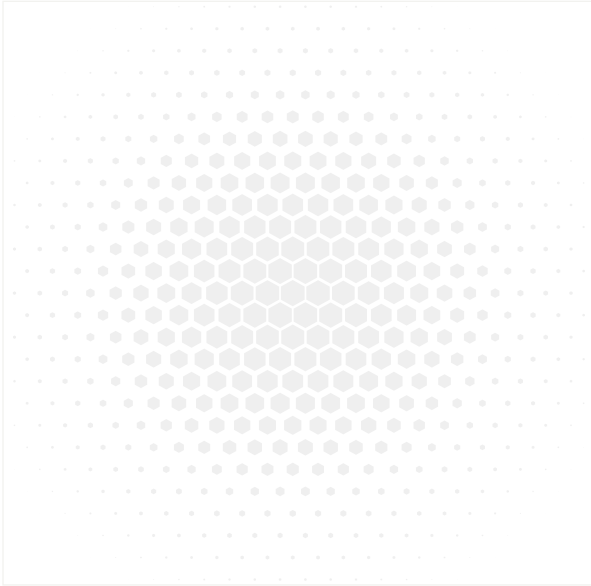


Gradient Hex Pattern

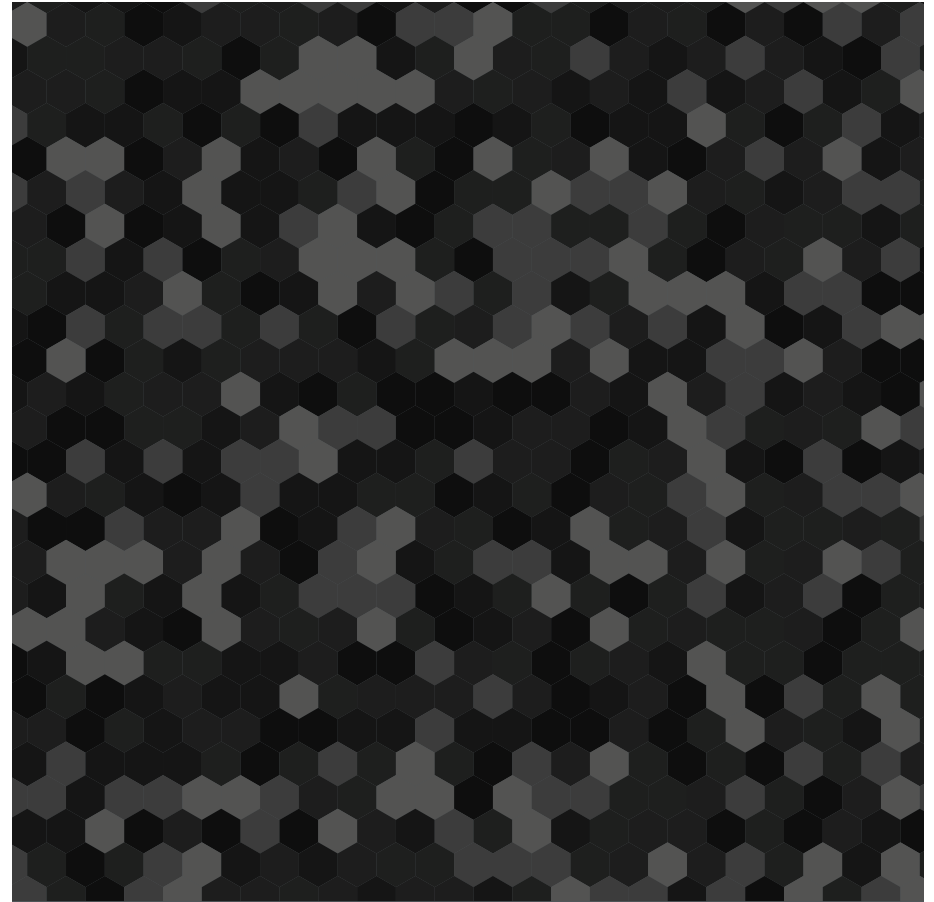
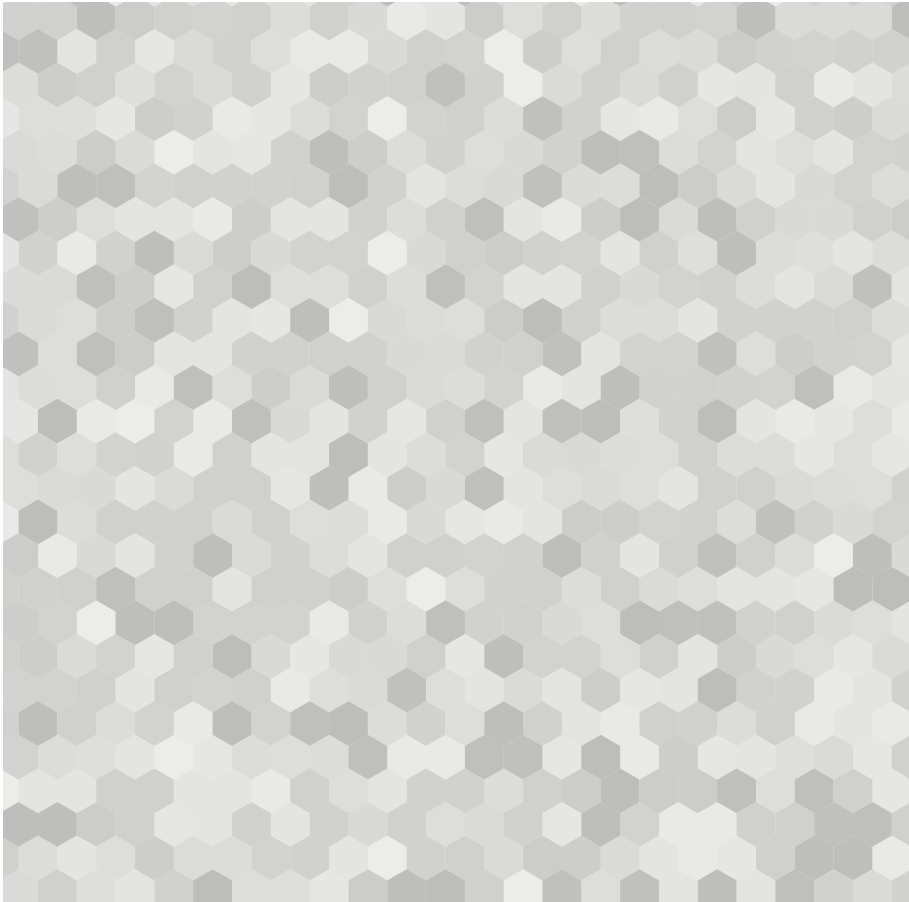


Random Hex Pattern

Patterns: Gradient Hex



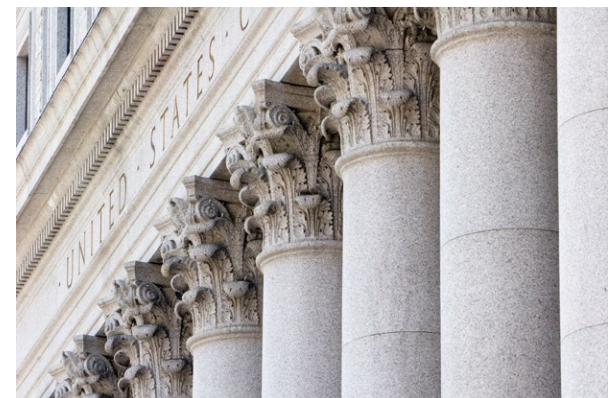
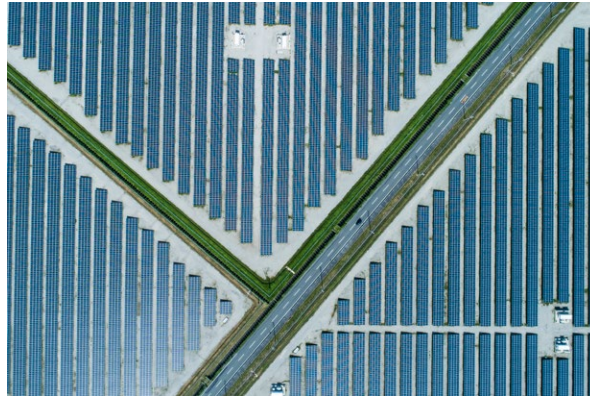
Patterns: Random Hex



Photography

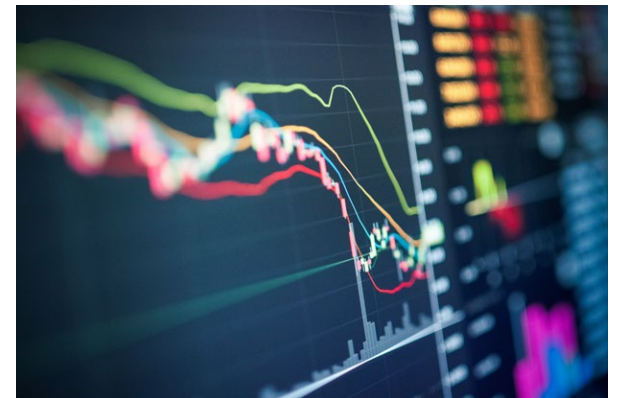
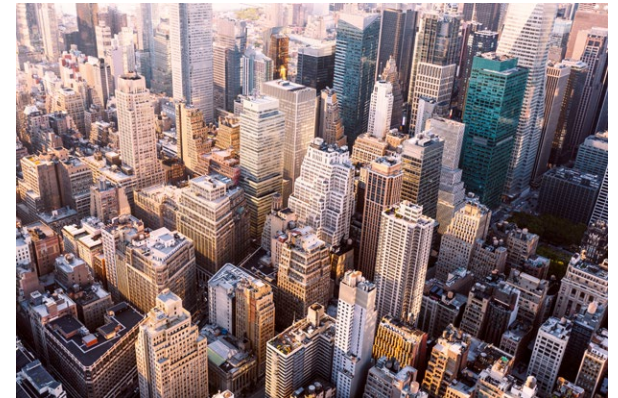
It's important to extend the Goodwin brand position of Unprecedented into our use of photography.

- Use imagery that has a unique perspective and/or showcases unique subject matter.
- Use imagery that represents subject matter in conceptual, innovative and interesting ways.
- Use imagery that features natural lighting and organic, natural settings.
- If using imagery of people or groups, feature them in candid moments.
- When featuring people, use imagery that focuses on their actions, and not on their faces.
- Use imagery that incorporates variations in depth of field and interesting compositions and crops.



Photography

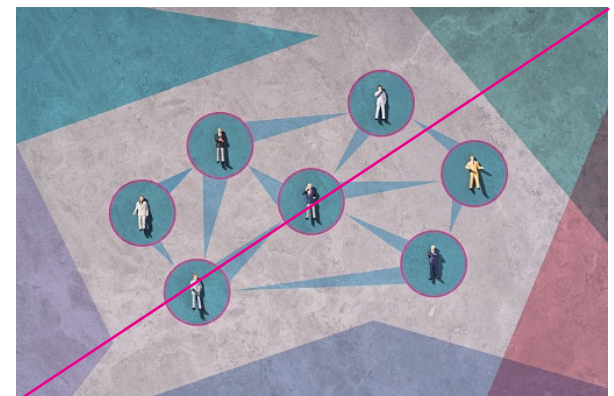
It's important to extend the Goodwin brand position of Unprecedented into our use of photography.



Photography: Don'ts

Below are examples of photography that **do not** support our Unprecedented brand positioning.

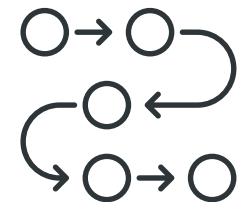
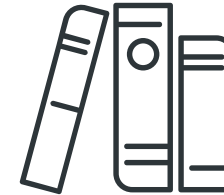
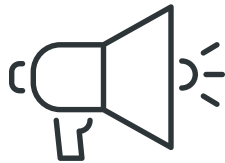
- Avoid overly posed, generic-stock-looking, on-the-nose, imagery of the corporate and legal worlds.
- Avoid imagery that is clearly manipulated and/or unrealistic.
- Avoid imagery that is over-exposed and/or has an obvious filter effect on it.
- Avoid imagery that focuses directly on an individual stock person's face whenever possible.
- Avoid using stock illustrated assets and illustration/photo composites.



Icons

We have a set of custom Goodwin icons for use in specific instances including infographics and presentations when they help visually enhance the content. Icons **should not** be used as “decorative” elements and should always have a purpose when included.

These icons include hard and soft edges as a tie-in to our Hex G. The lines are also open-ended in different portions to evoke a sense of movement/flow around each icon. Below are a few examples of the icons in our set:



Voice + Tone

Goodwin is not your typical law firm that talks in circles—we get straight to the point. We know our clients don't have time for run-on sentences or beat-around-the-bush language, so we make it easy for them. Our legal services are intricate by nature, but the way we communicate about them is clear, direct and impactful.

Here's the really **good news.**

Our competitors—those other global law firms—sound an awful lot alike in their communications. Think *verbal clones*.

Setting Goodwin apart in that crowd is simple. All we have to do is stay true to the firm's unprecedented core.

Writing Guidelines

Whenever possible, frame what you have to say as an unprecedented accomplishment or initiative. It could be a historic judgment won by the firm. Or a lifesaving product introduced by a client.

And always lead with the business benefit of your message. For example, how might your reader solve a problem or reach a goal using Goodwin's unprecedented capabilities?

Of course, Goodwin communications take many forms (from case studies to press releases to blog posts), and they're aimed at lots of different audiences (clients, prospects, the communities where we work).

Across all of those writing tasks, a few style notes will keep all of us connected to Goodwin's unprecedented brand.

Be Direct

Brevity is a good thing, and it respects the reader's busy schedule. Clearly communicate the "what's in it for me" aspect followed by a call to action.

Be Single-Minded

Leave the reader with one memorable, provocative idea.

Be Approachable

Steer clear of specialized, formal language wherever you can.

Be Surprising

Charm the reader with a light-hearted comment. Tastefully, of course.

Be Readable

Shorter paragraphs are easier to scan, especially online. The same goes for bulleted or numbered lists.

Be Evergreen

Craft content that is broadly applicable to avoid the risk of distributing stale information.

Editorial Style Guidelines

We're shaping the world of law from offices across the globe, serving both innovators and investors in the technology, life sciences, real estate, private equity, and financial industries.

Office Locations

The firm's New York office address should always include "The New York Times Building" above the street address.

All California offices, with the exception of the Silicon Valley office in Redwood City, should include the floor number after the street address.

Use two-letter abbreviations for states.

Access our full [editorial style guide](#) for comprehensive formatting rules.

Boston

100 Northern Avenue
Boston, MA 02210

Cambridge

50-60 Station Road
Cambridge CB1 2JH
United Kingdom

Frankfurt

TaunusTurm
Taunustor 1
Frankfurt am Main
Germany 60310

Hong Kong

Suite 2801
One Exchange Square
8 Connaught Place
Central, Hong Kong

London

100 Cheapside
London EC2V 6DY
United Kingdom

Los Angeles

601 South Figueroa Street
41st Floor
Los Angeles, CA 90017

Luxembourg

36-42 Avenue Monterey
L-2163
Luxembourg

Silicon Valley

601 Marshall Street
Redwood City, CA 94063

New York City

The New York Times Building
620 Eighth Avenue
New York, NY 10018

Paris

12 rue d'Astorg
75008 Paris, France

San Francisco

Three Embarcadero Center, 28th Floor
San Francisco, CA 94111

Santa Monica

520 Broadway Suite #500
Santa Monica, CA 90401

Washington, DC

1900 N Street NW
Washington, DC 20036

Editorial Style Guidelines

Adhering to editorial parameters allows us to maintain a clear and consistent brand image, whether discussing our business law experience or in-court success. Intentional language is not only key to building new relationships externally, but also to maintaining and enforcing our network internally.

ampersand. An ampersand (“&”) is used for in-text references to the firm’s groups and practice areas: The Complex Litigation & Dispute Resolution group is hosting an event in January. An ampersand should not otherwise be used in place of “and” in sentences.

and, ampersand, +. In marketing materials, the firm uses a plus sign (“+”) as part of the graphic identity for the names of different groups and practices (e.g., in website headers, banners used in marketing collateral, etc.). The plus sign should not be used in sentences or in body copy. A plus (“+”) is used only in Headers and Subheaders to replace ‘and’ and ‘&’.

attorney, lawyer. In common usage within the United States, the words are interchangeable. Technically, however, an attorney is someone (usually, but not necessarily, a lawyer) empowered to act for another. A lawyer is a person admitted to practice in a court system. Such a person is occasionally called an attorney at law (no hyphens). Additionally, there are regional distinctions that affect usage outside the U.S. To ensure consistency and avoid confusion across all external communications, use lawyer instead of attorney when referring generally to a lawyer.

firm. The word firm (when used for referring to Goodwin) should always be lowercase.

Goodwin Procter LLP. In general external use, the firm should be referred to as, “Goodwin.” In firm disclaimers, addresses and legal documents, the firm name should be referred to as Goodwin Procter LLP. No comma between “Procter” and “LLP.” Note: “LLP” must follow the full, legal name: “Goodwin Procter LLP” (“Goodwin LLP” is incorrect and should not be used).

mergers and acquisitions, M&A. Plural when using as a noun; singular when using as an adjective. M&A is an acceptable substitute for both noun and adjective form. M+A is only acceptable to use in Headers and Subheaders.

Practices. Use group when referring to Goodwin’s business units externally (Example: Financial Industry group, Technology & Life Sciences group); use practice when referring the legal practice areas that comprise these groups (Example: “Banking practice” and “Life Sciences practice”). Always use an ampersand (“&”) in place of “and” when it is part of the title of any group and/or practice (Example: “Complex Litigation & Dispute Resolution”). A plus (“+”) should only be used in place of an ampersand (“&”) when practices or groups are used in titles.

United Kingdom, UK. Use United Kingdom when referring to as a noun. Use UK when it is an adjective. Do not use periods after each letter. (Example: I live in the United Kingdom).

United States, U.S. Use United States when referring to the country as a noun. Use U.S. when it is an adjective. Always use periods after each letter. (Example: I live in the United States).

Washington, D.C.; Washington DC. In running text, use a comma in between “Washington” and “D.C.” and include periods with “D.C.” If including in a list of Goodwin offices, no comma or periods.

Commonly used words spelled as one, not two: Capitalize word only if referring to the Goodwin practice (i.e., Goodwin’s Fintech practice) but not when referring to the industry in general (i.e., the fintech industry).

fintech | proptech | propsci | healthcare | lifecycle | startup

Access our full [editorial style guide](#) for comprehensive formatting rules.

Questions?

For more information about the Goodwin brand, please contact
DG-Marketing@goodwinlaw.com.