

Our Brand

Supporting you, your family
and business worldwide



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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
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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
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RGB

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

#e4032e	#5b6670	#323e48
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*** 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.

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.

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

