Living

Cripps

Brand implementation: Stationery

Stage 1

02 February 2022

CREATING DIFFERENCE · SINCE 2004 ·

WHAT'S THE BIG IDEA!?

STATIONERY

Stationery: A4 Letterhead

Cripps – Brand Implementation – Stage 1

Cripps

Tunbridge Wells
Number 22
Mount Ephraim
Tunbridge Wells
Kent TN4 8AS

contact@cripps.co.uk
cripps.co.uk

Cripps Pemberton Greenish is a trading name of Cripps LLP, a limited liability partnership registered in England and Wales (number OC311169). Registered office: Number 22, Mount Ephraim, Tunbridge Wells, Kent TN4 8AS Authorised and regulated by the Solicitors Regulation Authority. We use the term 'partner' to refer to a member of the LLP or an employee or consultant who is a solicitor with equivalent standing. A list of the partners and their standing is available on our website or on request. Cripps LLP is a member of the MarcAlliance AISBL, the international network of law and tax firms. 19436967.1

Cripps

London
2nd Floor
80 Victoria Street
London
SW1E 5JL

contact@cripps.co.uk
cripps.co.uk

Cripps Pemberton Greenish is a trading name of Cripps LLP, a limited liability partnership registered in England and Wales (number OC311169). Registered office: Number 22, Mount Ephraim, Tunbridge Wells, Kent TN4 8AS Authorised and regulated by the Solicitors Regulation Authority. We use the term 'partner' to refer to a member of the LLP or an employee or consultant who is a solicitor with equivalent standing. A list of the partners and their standing is available on our website or on request. Cripps LLP is a member of the MarcAlliance AISBL, the international network of law and tax firms. 19436967.1

Stationery: A4 Letterhead

Cripps – Brand Implementation – Stage 1

Cripps

Tunbridge Wells
Number 22
Mount Ephraim
Tunbridge Wells
Kent TN4 8AS

contact@cripps.co.uk
cripps.co.uk

PRIVATE AND CONFIDENTIAL

Mr A B Sample
Sample Street
Sample Town
Sample County AB1 1AB

01 February 2022
Our ref: ACB/ABC.ABC
Your ref: XXXXXX

Dear Sir/Madame

Minum ipsa se voluptat verum haritia ndignimi, santemquas endebit ataeceatem que velland ucimagnia esectem quidusci occuscium quo blatiae nis mincid que ne provid qui doluptatio. Aliqui in re porions equistotas enissim poreicae. Ad quoditatibus quia poriam nemporiaspit dererci imusaest, explani bla dollorem di dere ratatur?

Unt alibus volo maxim seque delis aceptus ut et, quiam, sectate ntotatur, quam lab is et ut inihit inihicit dicimusam dolupis sequi voloremporem fugiam, est, et rem secto minctam con rectem lignis que eventur adit latibus estiae natiorerum fuga. Itatiorporia vit, con resenis nim vid eum hitatis voluptas eossit maios int volorecero test, ad et a que lautendandae nonsequam dolorru mention cus mil ent am et maioreri omnisti beaquam vit, si doluptatur, num rerchilibus dit hit omnisquid quam quidel iliquid enimus si quunt aperae mint et liasi omniti debit officipsa.

Evenim et iur simpore ctatatiis dollaboratum quas doluptatet hari repe recto officidel ea idiaecae voluptatibus aut ium earione eicimus debit faccust empere vid quia nime sunt que ni berupta quam quis ius aut adignim voluptates ipiciliqui volores volore conserrum sunt enihicte niendame volupta eptiatiam hillatis pratemp ossimusam ea quia nimus.

Yours faithfully,

Anna Favre
Partner

Direct +44 (0)20 7591 3318
Email anna.favre@cripps.co.uk
Switchboard +44 (0)1892 515 121
DX 3954 Tunbridge Wells

Cripps Pemberton Greenish is a trading name of Cripps LLP, a limited liability partnership registered in England and Wales (number OC311169). Registered office: Number 22, Mount Ephraim, Tunbridge Wells, Kent TN4 8AS Authorised and regulated by the Solicitors Regulation Authority. We use the term 'partner' to refer to a member of the LLP or an employee or consultant who is a solicitor with equivalent standing. A list of the partners and their standing is available on our website or on request. Cripps LLP is a member of the MarcAlliance AISBL, the international network of law and tax firms. 19436967.1

Cripps

London
2nd Floor
80 Victoria Street
London
SW1E 5JL

contact@cripps.co.uk
cripps.co.uk

PRIVATE AND CONFIDENTIAL

Mr A B Sample
Sample Street
Sample Town
Sample County AB1 1AB

01 February 2022
Our ref: ACB/ABC.ABC
Your ref: XXXXXX

Dear Sir/Madame

Minum ipsa se voluptat verum haritia ndignimi, santemquas endebit ataeceatem que velland ucimagnia esectem quidusci occuscium quo blatiae nis mincid que ne provid qui doluptatio. Aliqui in re porions equistotas enissim poreicae. Ad quoditatibus quia poriam nemporiaspit dererci imusaest, explani bla dollorem di dere ratatur?

Unt alibus volo maxim seque delis aceptus ut et, quiam, sectate ntotatur, quam lab is et ut inihit inihicit dicimusam dolupis sequi voloremporem fugiam, est, et rem secto minctam con rectem lignis que eventur adit latibus estiae natiorerum fuga. Itatiorporia vit, con resenis nim vid eum hitatis voluptas eossit maios int volorecero test, ad et a que lautendandae nonsequam dolorru mention cus mil ent am et maioreri omnisti beaquam vit, si doluptatur, num rerchilibus dit hit omnisquid quam quidel iliquid enimus si quunt aperae mint et liasi omniti debit officipsa.

Evenim et iur simpore ctatatiis dollaboratum quas doluptatet hari repe recto officidel ea idiaecae voluptatibus aut ium earione eicimus debit faccust empere vid quia nime sunt que ni berupta quam quis ius aut adignim voluptates ipiciliqui volores volore conserrum sunt enihicte niendame volupta eptiatiam hillatis pratemp ossimusam ea quia nimus.

Yours faithfully,

Anna Favre
Partner

Direct +44 (0)20 7591 3318
Email anna.favre@cripps.co.uk
Switchboard +44 (0)1892 515 121
DX 3954 Tunbridge Wells

Cripps Pemberton Greenish is a trading name of Cripps LLP, a limited liability partnership registered in England and Wales (number OC311169). Registered office: Number 22, Mount Ephraim, Tunbridge Wells, Kent TN4 8AS Authorised and regulated by the Solicitors Regulation Authority. We use the term 'partner' to refer to a member of the LLP or an employee or consultant who is a solicitor with equivalent standing. A list of the partners and their standing is available on our website or on request. Cripps LLP is a member of the MarcAlliance AISBL, the international network of law and tax firms. 19436967.1

Stationery: Business card examples

Cripps – Brand Implementation – Stage 1



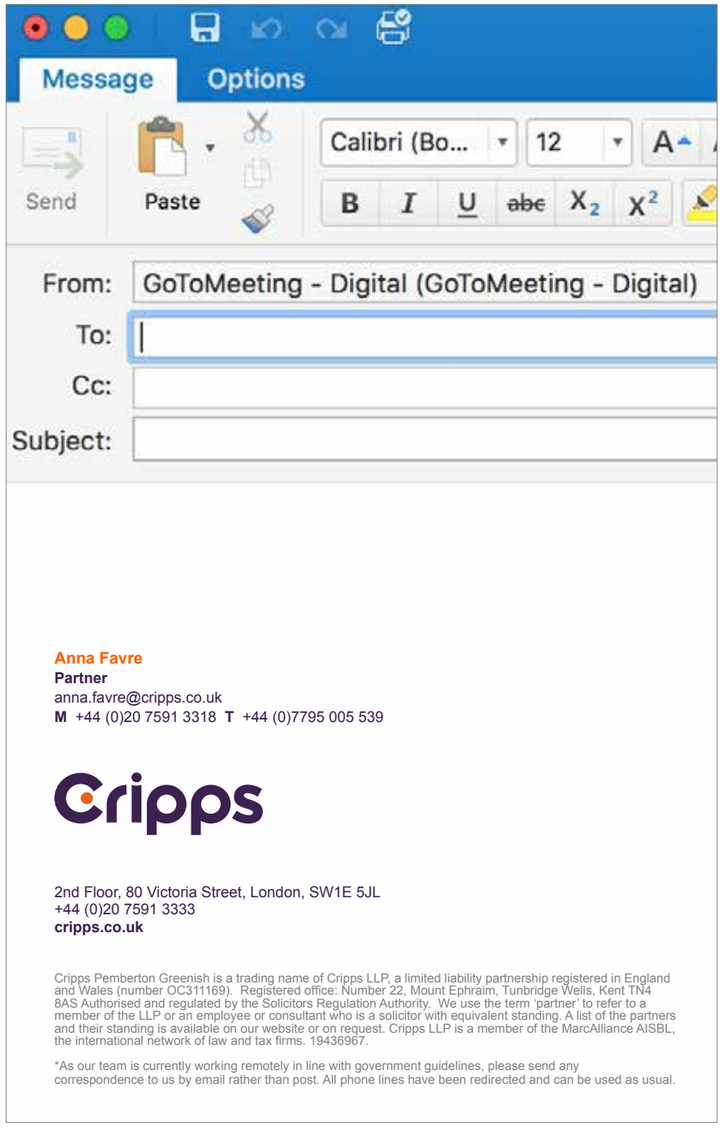


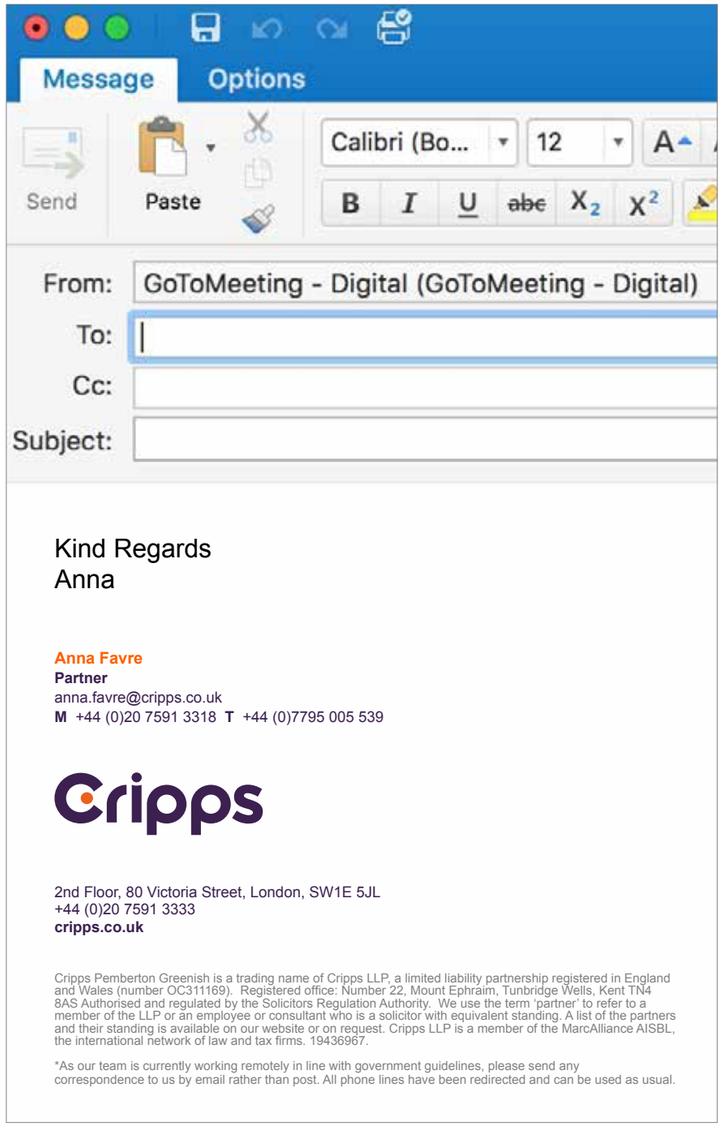




Email Signature

Cripps – Brand Implementation – Stage 1





THANK YOU!

CREATING DIFFERENCE · SINCE 2004 ·

APPENDIX

Final logo

Cripps

Cripps

Logo rationale:

- Wraparound support (for our teams, clients and environment)
- Placing our client at the heart of everything we do
- Embracing change and challenges
- Taking personal responsibility so we can achieve more
- A collaborative, caring, curious and confident firm.

Avatar/Favicon



© Living Group | Private & Confidential

Final logo

Cripps – Brand Implementation – Stage 1

Full colour



Mono – White-out



Colour reverse



Mono – Black



Colour palette

Cripps – Brand Implementation – Stage 1

Primary colours: Premium, corporate, serious, bold, fresh, imaginative, energy, distinctive.

Purple

C89 M100 Y34 K31
R58 G32 B80
Pantone 2627C

Orange

C0 M74 Y100 K0
Pantone Bright OrangeC

Orange

R255 G95 B0

White

Usage: Primary external facing marketing material; reports, brochures, proposals, website, email newsletters, social media tiles.

Secondary colours: Caring, human, friendly, professional, sustainable.

Violet

C60 M85 Y0 K0
Pantone 2592C

Violet

R119 G61 B189

Blue

C80 M2 Y11 K0
R0 G172 B216
Pantone 638C

Soft grey

C47 M36 Y34 K15
R137 G138 B141
Pantone Cool Grey 8C

Cranberry

C23 M100 Y59 K18
R168 G18 B62
Pantone 7426C

Evergreen

C93 M36 Y53 K33
R0 G92 B93
Pantone 7721C

Green

C73 M0 Y100 K0
R69 G172 B52
Pantone 361C

Yellow

C0 M39 100 K0
R245 G168 B0
Pantone 130C

Usage: Data, infographics, shape overlays, internal spreads, internal posters, social media tiles.

Primary typeface
CocoGothicPro

We’re lawyers for business and life. Solving your problems and championing your ambitions to make a positive and lasting difference.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijlkmnopqrstuvwxyz
0123456789?!£$%@

How it should be used:
Headlines, subheadlines and bodycopy.

Where it should be used:
- External agency / In-house design team produced collateral e.g. created in InDesign, Illustrator and Photoshop
- Print-based marketing material: brochures, leaflets, stationery, reports, bespoke external produced pitch documents, seasonal cards, folders, merchandise
- Website, microsites, social media channels and animations
- Non-editable social media tiles.

Secondary typeface
Arial

We’re lawyers for business and life. Solving your problems and championing your ambitions to make a positive and lasting difference.

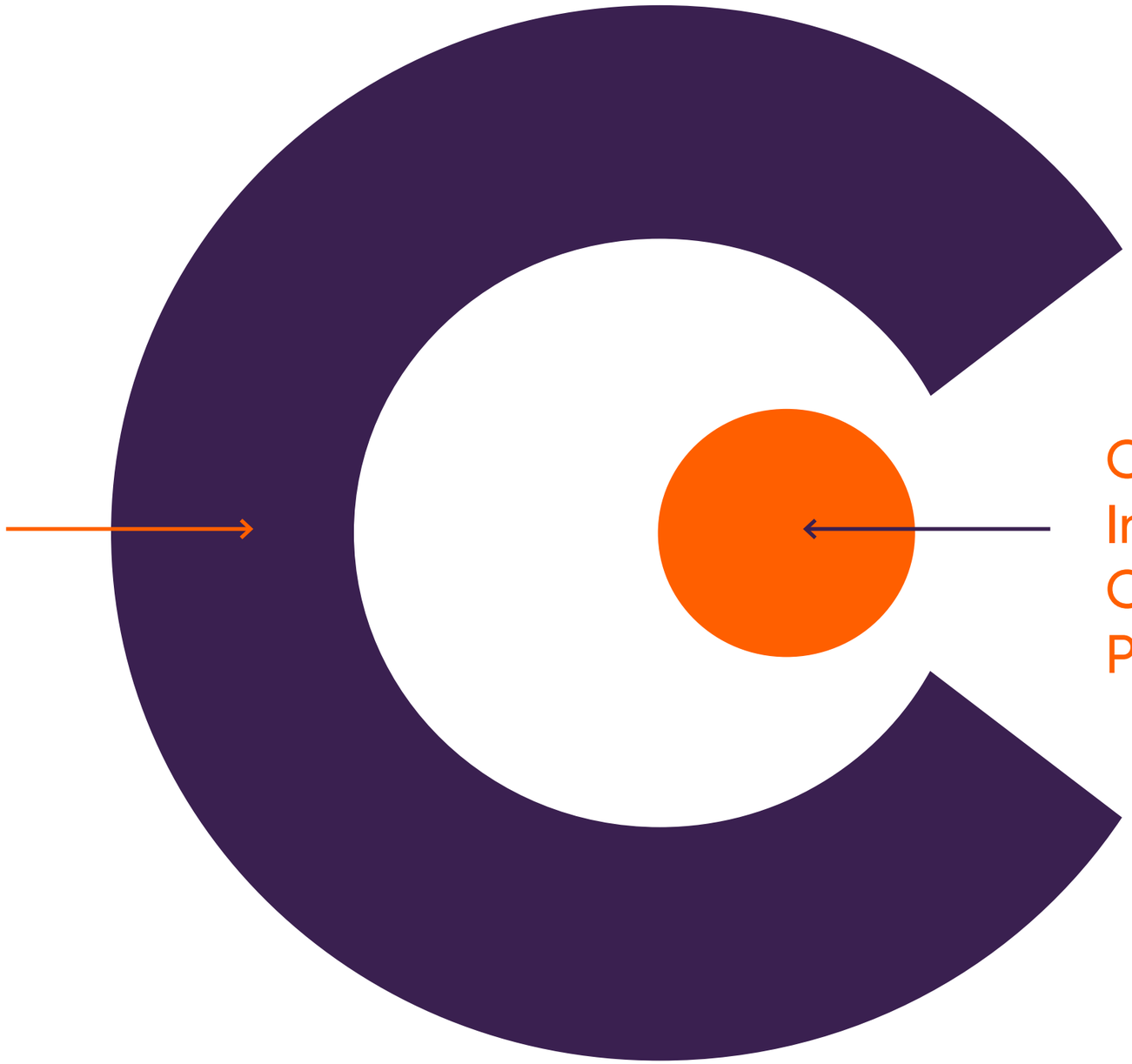
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijlkmnopqrstuvwxyz
0123456789?!£$%@

How it should be used:
Headlines, subheadlines and bodycopy in Word and PowerPoint e.g. Microsoft Office templates.

Where it should be used:
- Internal produced marketing material – pitch documents, proposals, reports
- Email templates
- Editable social media tiles
- Automated documentation.

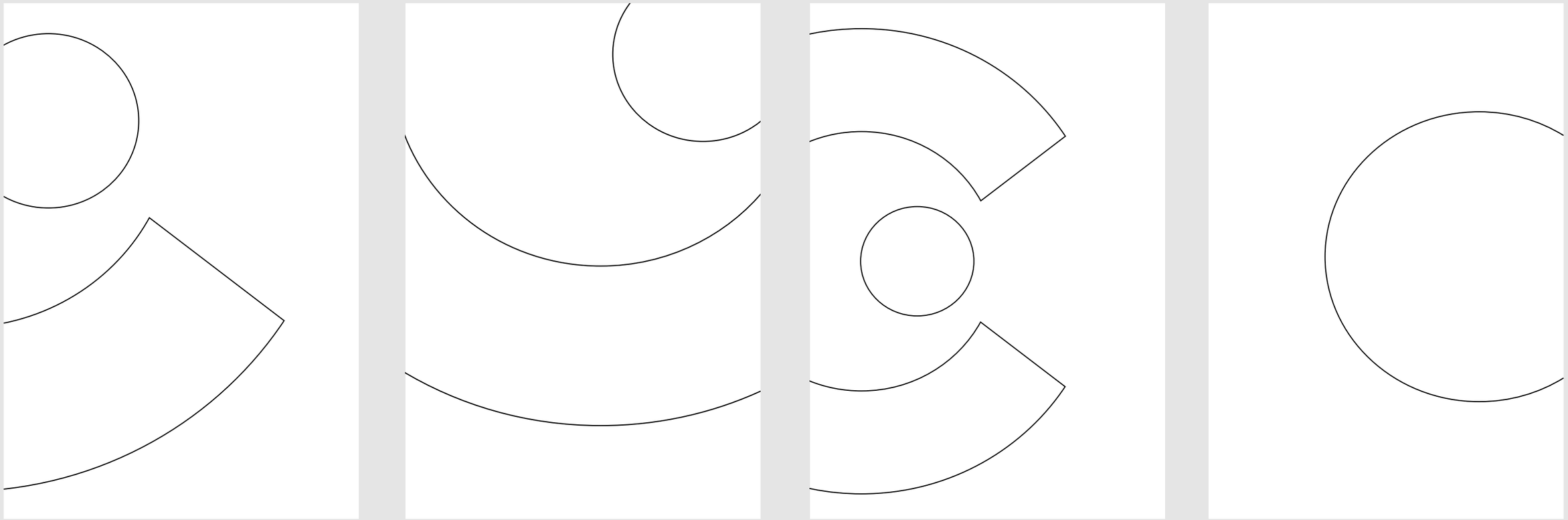
Always together

Cripps
Collaboration
Global
Business



Client
Individual
Core
Personal

C• graphic portrait crops

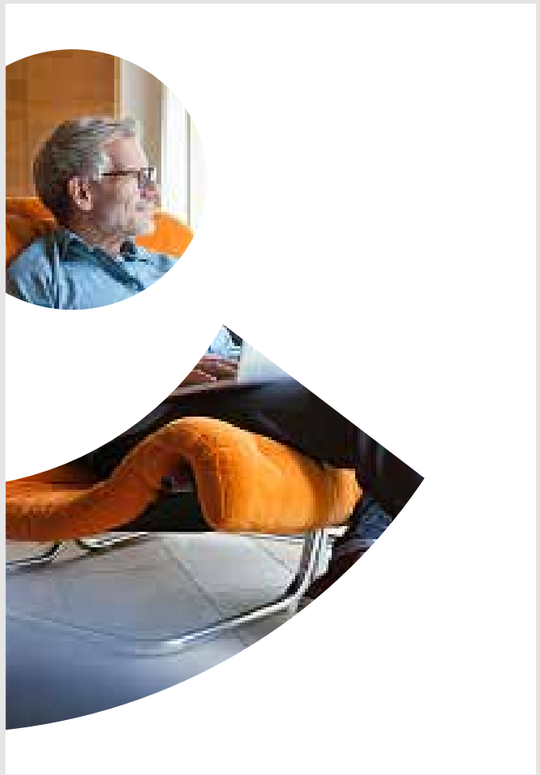


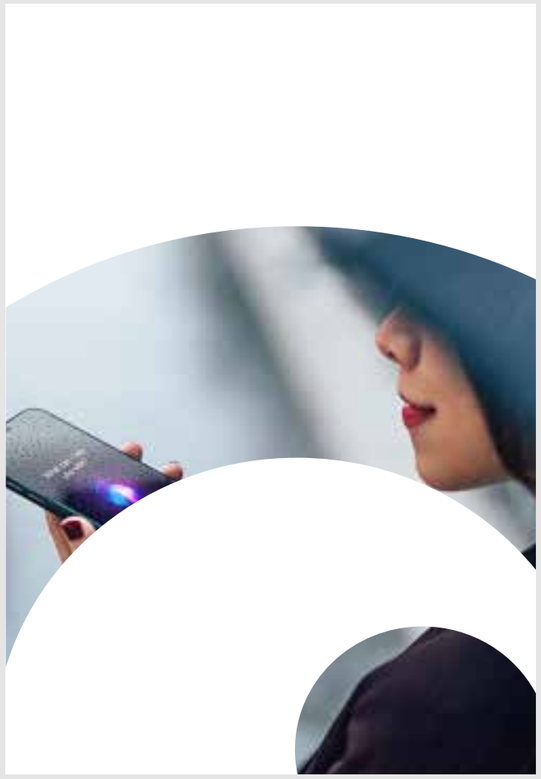
C• graphic portrait crops: Bold primary palette – Cripps world



Usage: Primary external facing marketing material; reports, brochures, proposals (e.g. Word, PPT and InDesign), website, email newsletters, social media tiles.

C• graphic portrait crops: With images – a window into the client's world



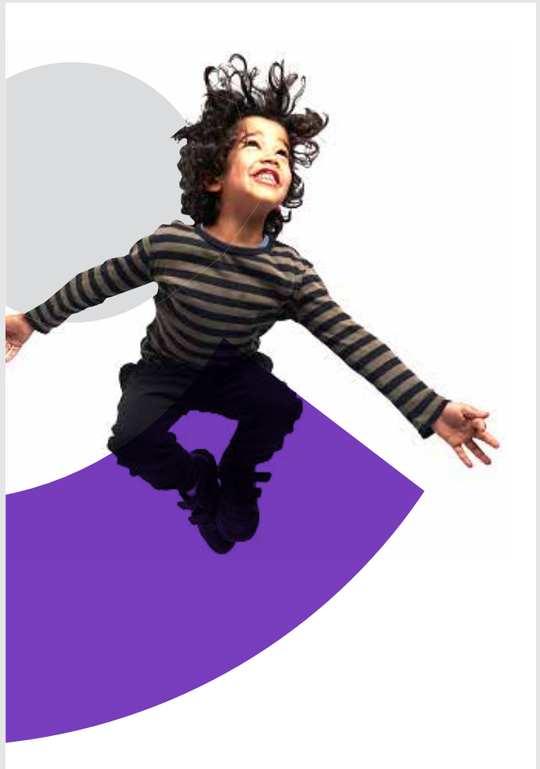






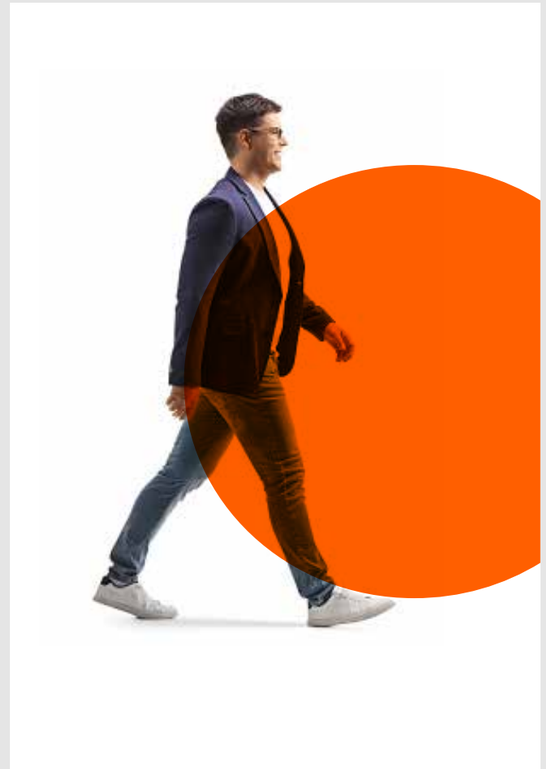
Usage: Primary external facing marketing material; reports, brochures, proposals (e.g. Word, PPT and InDesign), website, email newsletters, social media tiles.

C• graphic portrait crops: As integrated shape overlays



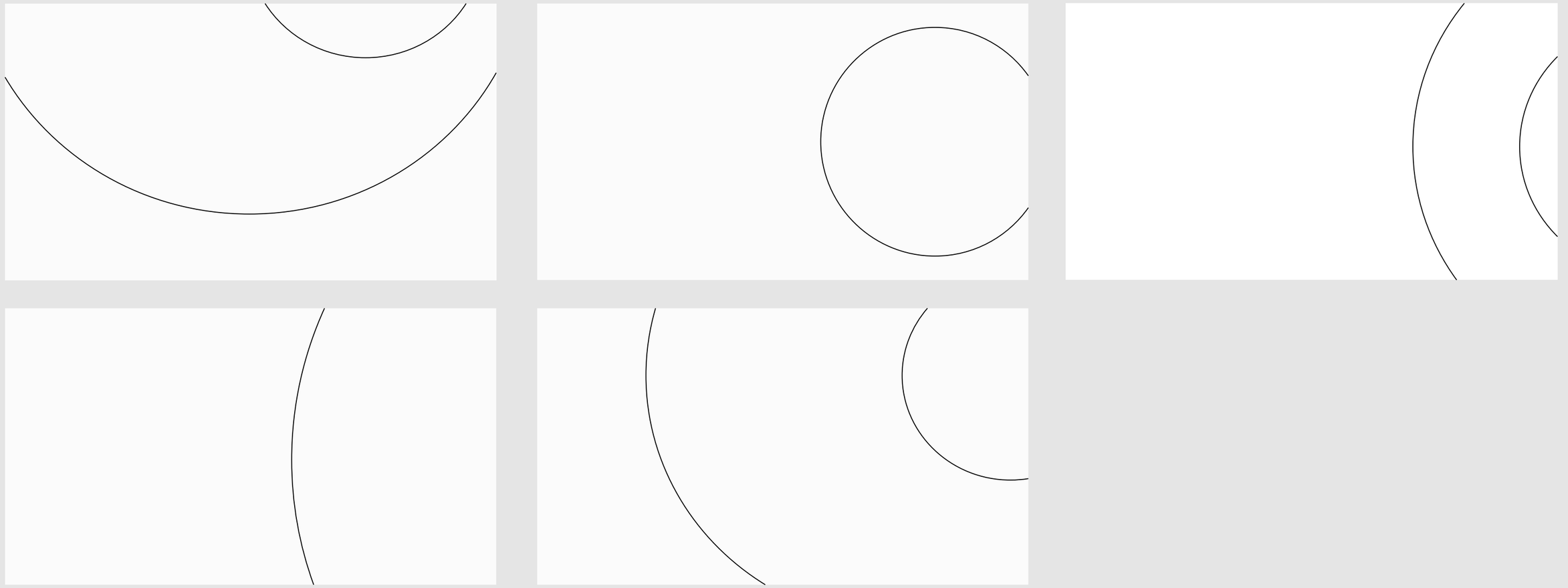






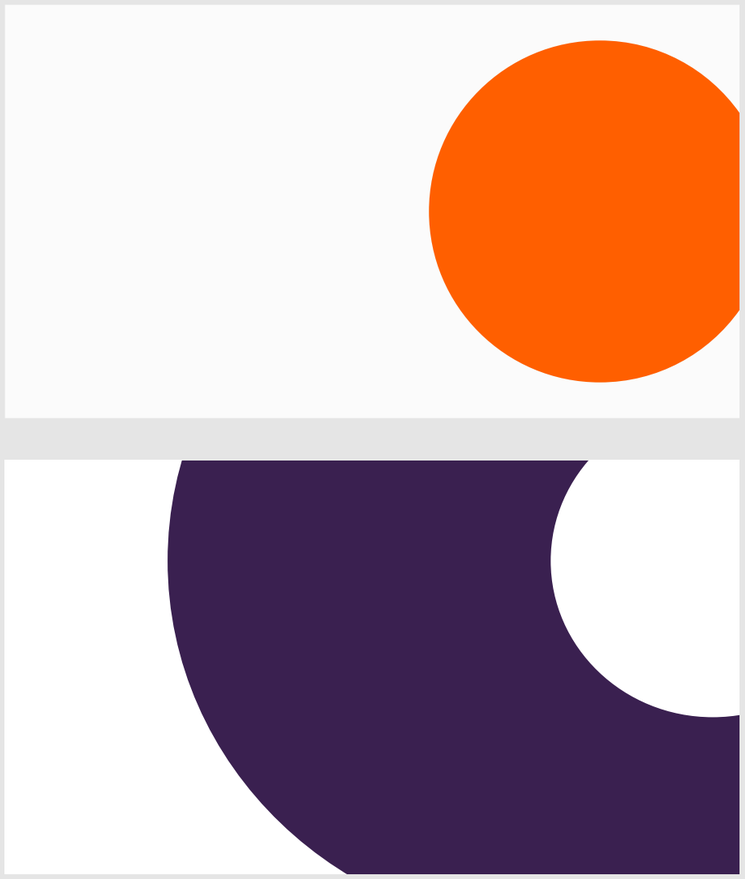
Usage: Campaigns, social media tiles, internal communications.

C• graphic landscape crops



C• graphic landscape crops: Bold primary palette – Cripps world







Usage: Primary external facing marketing material; reports, brochures, proposals (e.g. Word, PPT and InDesign), website, email newsletters, social media tiles.

C• graphic landscape crops: With images – a window into the client's world











Usage: Primary external facing marketing material; reports, brochures, proposals (e.g. Word, PPT and InDesign), website, email newsletters, social media tiles.

C• graphic landscape crops: As integrated shape overlays





Usage: Campaigns, social media tiles, internal communications.