

MARTIN, HARDING
& MAZZOTTI, LLP®
ATTORNEYS AT LAW

SCALING THE GRAPHIC:

When scaling, pay close attention to the end result. NEVER distort the graphic. The MHM logo is designed to work at varying sizes, but appropriate proportions must always be used.

CLEAR SPACE:

- The area around the logo should remain clean and uncluttered
- Type, images and other graphics should always be kept out of the defined clear space.
- The minimum size of the clear space is based off the height of the “M” in the logo type (defined as X in the examples).
- As the logo increases or decreases in size, so should the clear space.

HORIZONTAL

X=↕ M



CMYK



PMS 293 = 100C 68M 0Y 2K

RGB



HEX #0053a3 = 0R 83G 163B

MHM LOGO -VERSION 2


The corporate identity for MHM is expressed in 3 horizontal formats shown here.

- MHM Logo
- MHM Logo with Attorneys at Law
- MHM Logo with website address

MHM LOGO ON COLORED BACKGROUND



Correct MHM logo usage is essential to the integrity of the brand image. The logo should ALWAYS appear exactly as they are supplied in the approved artwork form. Correct application is necessary for a consistent brand image. The following are some examples of incorrect logo usage and are not intended to be a complete list. Never apply these examples.

<p>Never change the tracking between letters.</p>	 <p>MARTIN, HARDING & MAZZOTTI, LLP®</p>
<p>Never put MHM on more than two lines.</p>	 <p>MARTIN, HARDING & MAZZOTTI, LLP®</p>
<p>Never use the logo on same color background or similar color.</p>	 <p>MARTIN, HARDING & MAZZOTTI, LLP® ATTORNEYS AT LAW</p>
<p>Never add a drop shadow or any effect to any part of the logo.</p>	 <p>MARTIN, HARDING & MAZZOTTI, LLP®</p>
<p>Never create a border or shape around the logo.</p>	 <p>MARTIN, HARDING & MAZZOTTI, LLP®</p>
<p>Never use an outline format of the logo.</p>	 <p>MARTIN, HARDING & MAZZOTTI, LLP®</p>



<p>Never break the horizontal alignment of the letters.</p>	<p>MARTIN, HARDING & MAZZOTTI, LLP®</p>
<p>Never skew the logo.</p>	<p><i>MARTIN, HARDING & MAZZOTTI, LLP®</i></p>
<p>Never alter the colors of the logo.</p>	<p>MARTIN, HARDING & MAZZOTTI, LLP®</p>
<p>Never resize the logo disproportionately.</p>	<p>MARTIN, HARDING & MAZZOTTI, LLP®</p>
<p>Never resize the logo disproportionately.</p>	<p>MARTIN, HARDING & MAZZOTTI, LLP®</p>
<p>Never use logo over an image that creates bad contrast.</p>	



MHM LOGO:

The corporate identity for MHM is expressed in 3 horizontal formats shown here.

- MHM Logo
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- MHM Logo with website address

MHM LOGO ON WHITE

MARTIN, HARDING
& MAZZOTTI, LLP®

MARTIN, HARDING
& MAZZOTTI, LLP®
ATTORNEYS AT LAW

MARTIN, HARDING
& MAZZOTTI, LLP®

www.1800LAW1010.com®

MHM FONT USAGE:

For Print:

Trajan Pro

TRAJAN PRO
TRAJAN PRO BOLD

Trade Gothic

Trade Gothic Light
Trade Gothic Bold

Google fonts for the MHM website:

Playfair Display Regular
Playfair Display Italic
Playfair Display Bold

Playfair Display
PLAYFAIR DISPLAY

Hind Regular
Hind Bold

Hind Regular
Hind Bold