BRAND DESIGN GUIDE

MARTIN, HARDING & MAZZOTTI, LLP® A T T O R N E Y S A T L A W

- BRAND DESIGN GUIDE —

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



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

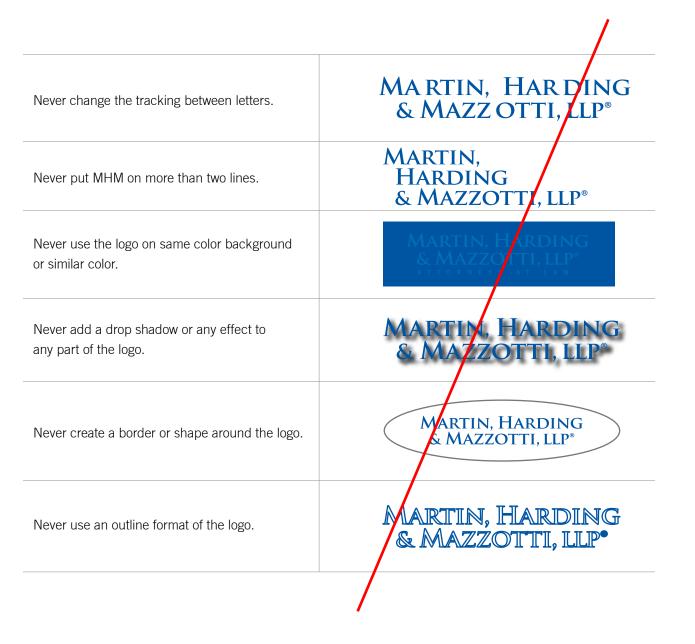
MARTIN, HARDING & MAZZOTTI, LLP®

MARTIN, HARDING & MAZZOTTI, LLP[®] A T T O R N E Y S A T L A W

MARTIN, HARDING & MAZZOTTI, LLP[®]

www.1800LAW1010.com®

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.



Never break the horizontal alignment of the letters.	MARTIN, HARDING & MAZZOTT ^I , LIP [®]
Never skew the logo.	MARTIN, HARDING & MAZZOTTI, LLP®
Never alter the colors of the logo.	Martin, Harding & Mazzotti, llp®
Never resize the logo disproportionately.	MARTIN HARDING & MAZZOTTI, LLP®
Never resize the logo disproportionately.	Martin, Harding & Mazzotti, llp®
Never use logo over an image that creates bad contrast.	MARDIN, HARDING 6. MAZZOTTI, LLP®

MHM LOGO:

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 WHITE

MARTIN, HARDING & MAZZOTTI, LLP[®]

MARTIN, HARDING & MAZZOTTI, LLP[®]

ATTORNEYS AT LAW

MARTIN, HARDING & MAZZOTTI, LLP[®]

www.1800LAW1010.com®

FONTS

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