Martin, Harding & Mazzotti LLP®

PERSONAL INJURY ATTORNEYS

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 width of the "M" in the logotype (defined as X in the examples).

- As the logo increases or decreases in size, so should the clear space.

MHM LOGO & COLORS

X = M

PMS/CMYK

PMS 2935
100C 68M 0Y 2K

PMS 2347
3C 95M 95Y 0K

RGB

#0053a3
0R 83G 163B

#e50000
229R 0G 0B

LOGO FONTS

The logo should appear in Trajan Pro Bold for "Martin, Harding & Mazzotti" and Galvji Bold for "Personal Injury Attorneys" and "LLP®."

FONT SPECIFICATIONS

TRAJAN PRO BOLD

GALVJI BOLD

MHM LOGO

The corporate identity for MHM is expressed in 2 horizontal formats shown here.

- MHM Logo
- MHM Logo with website address

MHM LOGO ON WHITE

COLOR VARIATION

The corporate identity for MHM is expressed in 2 horizontal formats shown here.

- White Logo – for use on dark or colored backgrounds, silk screening, etching, etc.
- Grayscale Logo – for use in single color situations such as newspaper print ads.
- Black Logo – for use in single color situations or to apply the logo to media other than paper (e.g., fabric, wood, metal, glass, etc.) by silk-screening, etching, engraving, etc.

MHM LOGO on Colored Background

MHM LOGO - GRAYSCALE

MHM LOGO - BLACK

LOGO USAGE DON'TS

- Don't change the logo's variation.
- Don't bevel the logo.
- Don't place the logo on a busy background.
- Don't change the logo colors.
- Don't crop the logo in any way.
- Don't present the logo on a vibrating background.
- Don't present the logo in "outline" fashion.
- Don't place the logo on a similarly-colored background.
- Don't put a white box behind the logo when placed on a dark/busy background.
- Don't stretch or squeeze the logo to distort its proportion.

MHM FONT USAGE

HEADLINES

Playfair Display Regular

SUBHEADS

PLAYFAIR DISPLAY REGULAR – ALL CAPS
WITH GENEROUS LETTERSPACING

BODYCOPY

Hind Regular, Hind Bold

SMALL COPY, LEGAL FOOTNOTES

Helvetica Neue Font Family