

BRAND GUIDELINES



Foley Ignite Brand
Identity System Elements



LOGO

FOLEY IGNITE LOGO

This is our brand's visual representation and call out to our main company Foley & Lardner LLP. Our main logo is the stack version but if need be the horizontal version can be used in its place.

The logo may be resized but please ensure it is not warped or distorted. It should never be redrawn or modified in any way. Foley Ignite should always be accompanied by its mark but the mark can be used separately as a graphical element.

The width of the logo should not be smaller 72px in width.

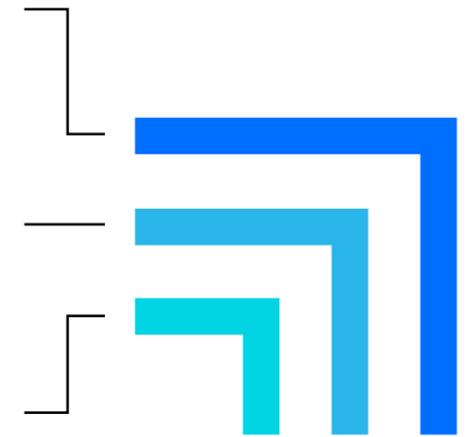
Variations of logos will be provided and if there is any other variation needed please contact Christine Abrego whose information is on the final slide.



HEX: #006eff
RGB: 0, 110, 255
PMS: 2727 C

HEX: #29b5e8
RGB: 41, 181, 232
PMS: 298 C

HEX: #00D4E2
RGB: 0, 212, 226
PMS: 311 C



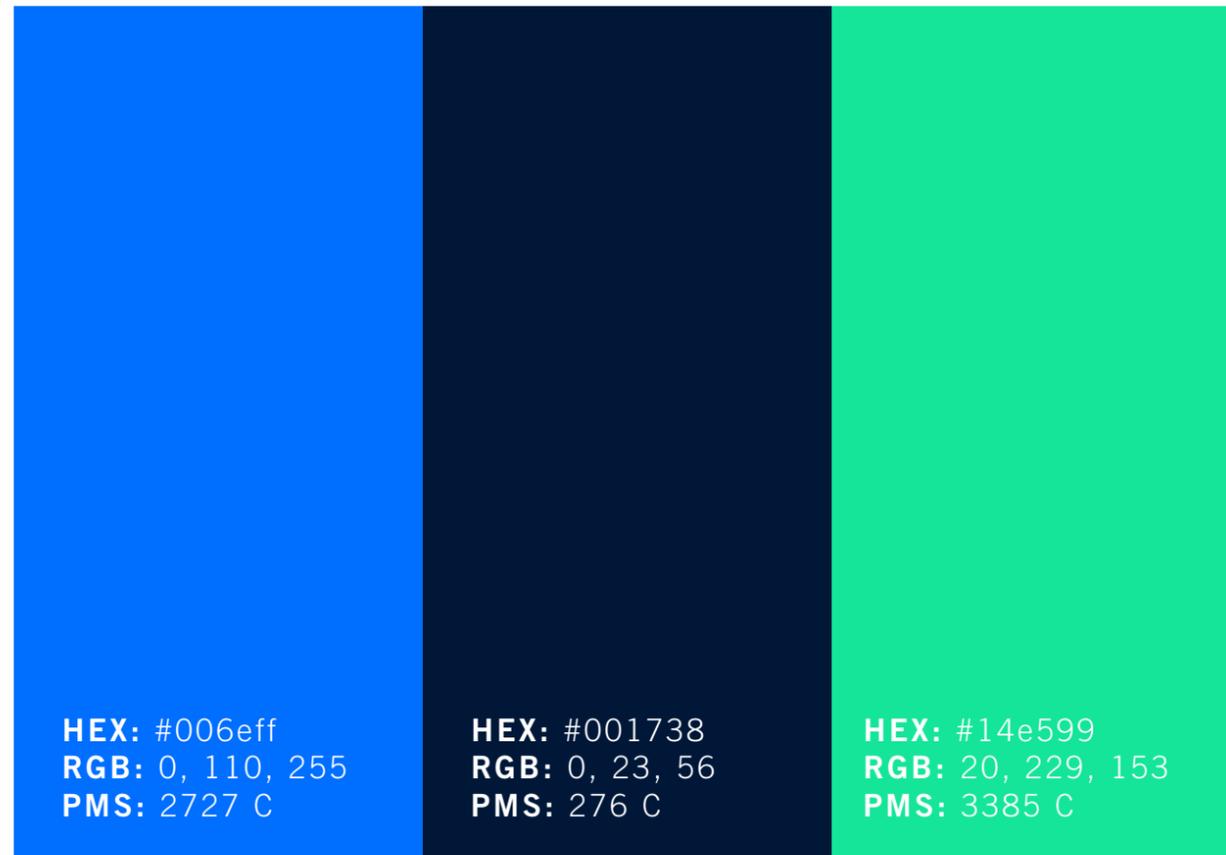
HEX: #001738
RGB: 0, 23, 56
PMS: 276 C

HEX: #14e599
RGB: 20, 229, 153
PMS: 3385 C

COLOR PALETTE

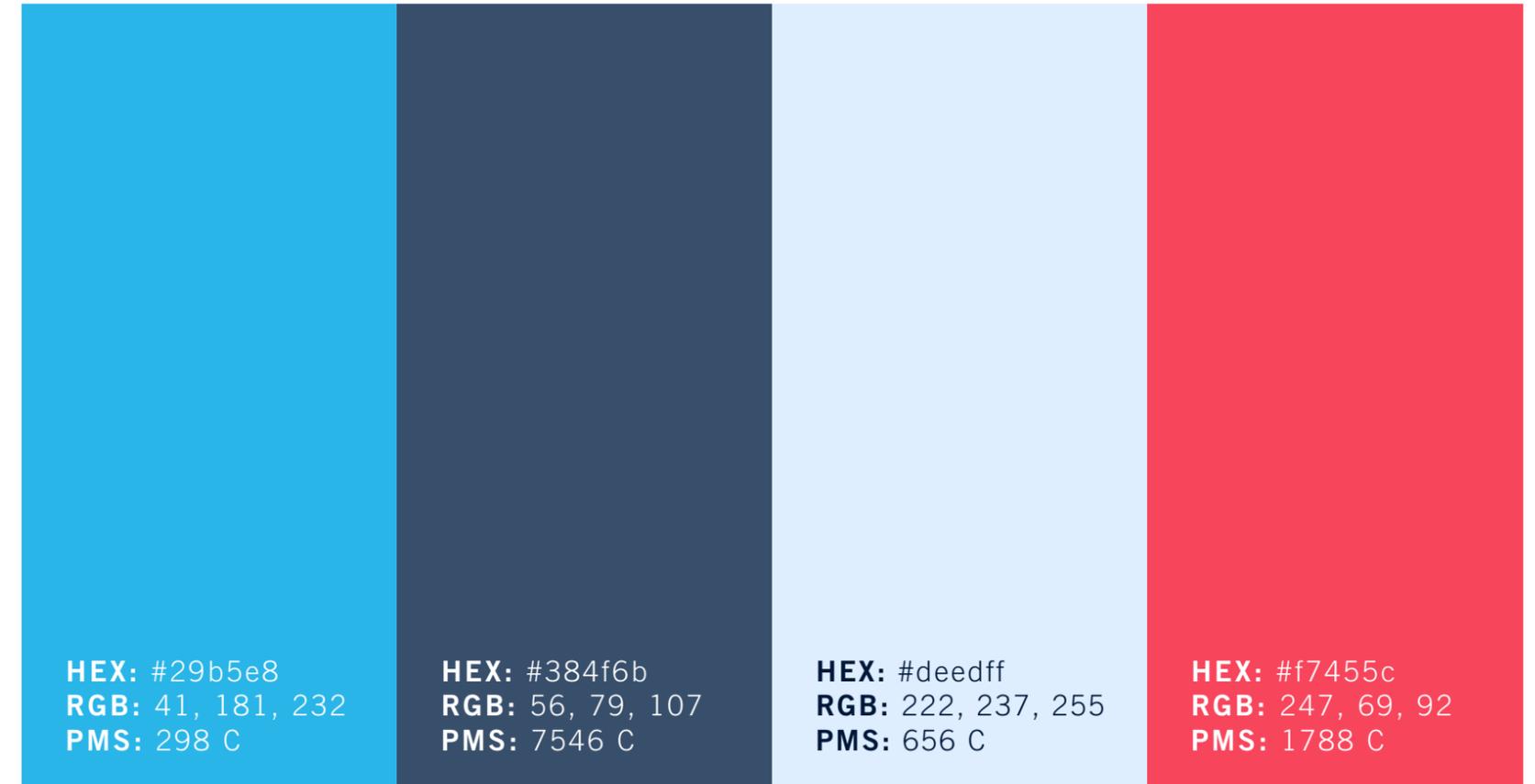
PRIMARY

The color palette are the dominate colors to be used. The contrast between the dark navy blue between the blue and green is the style we are looking for.



SECONDARY

The secondary palette colors should be used as small accents through out the site. The gray can be a background color, where the red can be a call to action button. Dark grey could be used for the outline color of a box.



HOW TO USE MARK

USING THE MARK

The mark can be used to overlay over images in our white variation at **90% transparency**. The mark can also be used to be beside a call out or quote.

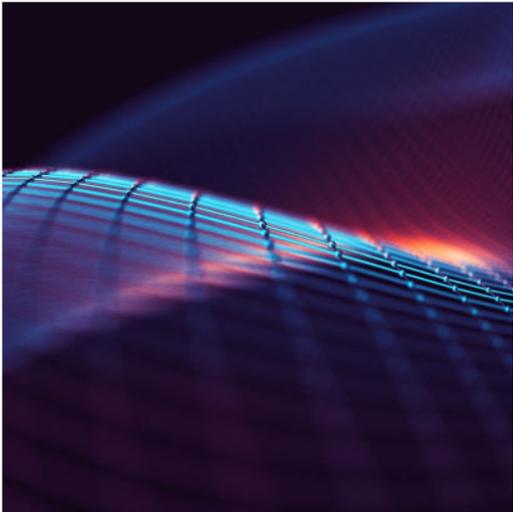


PHOTOGRAPHY

OUR VISION

The images we use should either be illustrative of technology, a cityscape of Silicon Valley or San Francisco, or a visual representation of the work setting without showing too much of a person's face.

Image colors should be within a cool tone that would complement our color palette.



PHOTOGRAPHY

TRADE GOTHIC LT STD

H1: This is used in the hero image. (Light - 60 pt)

H2: Title font through our the website (Light - 32pt)

H3: SUB HEADER (Bold No. 2 - 28pt)

H4: Inner paragraph title (Bold No. 2 - 18 pt)

P: Paragraph Font Size (Light - 16pt)

If the computer does not support **Trade Gothic LT STD** then **Arial** can be used in its place.

H3: NAME OF PAGE/TOPIC

H1: Title of page.

H2: Title of a Section.

P: Paragraph Font Size (16pt)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, do eimod tempor incididunt ut labore et dolore magna aliqa.

H4: Inner paragraph title (18 pt)

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Further Help

The Foley & Lardner LLP corporate communications and marketing department is the coordinator of the graphic guidelines system. If you need further assistance with project concepts, graphic applications or design please contact:

Christine Abrego
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cabrego@foley.com