Brand Guidelines

2019

Davis Wright Tremaine LLP

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NARRATIVE

Brand is the foundation of all communication and experiences you create. It is a promise that defines what we stand for, why we're relevant, and how we're distinct.

Creating practical solutions that amplify your success.

PRACTICAL
show what's next

We provide actionable guidance so our clients have clear choices and options every step of the way.

INSIGHTFUL
share fresh perspectives

We have extensive experience and expertise that allows us to see things in new ways, discover new strategies and create new solutions.

EFFORTLESS
make it easier

Our goal is always to make the process simpler, clearer and more straightforward, instilling confidence in our work with every interaction.

ENTHUSIASTIC
champion the client

When our clients win, we win. We work to achieve their goals and priorities, always with honesty and trust.

Logo **Specifications**

DWT LOGO

Our logo is the visual embodiment of our organization. To maintain brand consistency and integrity, our logo should be applied to all firm materials and must be reproduced consistently. The artwork should never be redrawn or modified in any way.

Electronic Applications

For Microsoft Office applications such as PowerPoint, Word, and Excel we recommend using a PNG logo file. For any other electronic format use a JPEG file.

PNG (Portable Networks Graphic) is a file type that does not lose quality when saved. This format can also be compressed—like TIFF files.

JPEG (Joint Photographic Experts Group) is a compressed file format optimized for photographs. These can be used in CMYK for full-color printed materials and RGB for on-screen viewing and the Web. The drawback of JPEGs is that the file will degrade in quality each time it is edited or saved. This is the best format for posting on the Web.

Print Applications

EPS (Encapsulated PostScript) is a standard file format for importing and exporting PostScript files. An EPS file can contain any combination of text, graphics, and images. It is one of the most versatile file formats. Logos are often saved in this format. EPS files as well as TIFF files are recommended for production of printed materials.

TIFF (Tagged Image File Format) is an uncompressed format that is often used for working with and editing image files. Because it is uncompressed, you will not lose quality with each save. However, because of this, the file size is much larger than other formats. TIFF files as well as EPS files are recommended for production of printed materials.

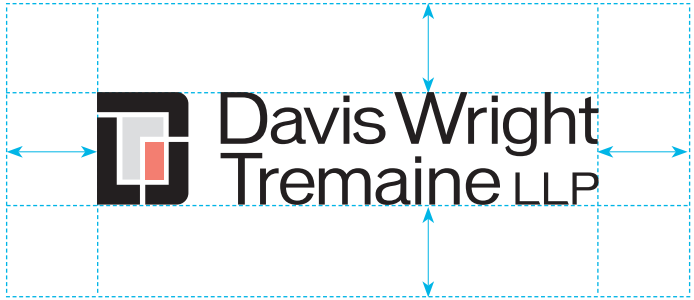
Electronic and print formats of the DWT logo are available upon request and approval.

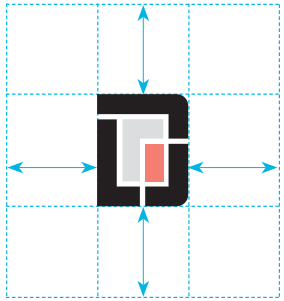
Please contact the design team at dwtdesigners@dwt.com.

Just like you do, our logo needs personal space!

The area that surrounds the logo is as important as the logo itself. The "clear space" provides breathing room to the logo and eliminates visual clutter (text, graphic elements or other logos) that can compete with logo legibility – thereby diminishing the effectiveness of the logo.

The amount of clear space around the logo and symbol is variable to the size of the logo and should be determined by factoring the width of the "D" symbol.





1.25" wide (340px)

Davis Wright Tremaine LLP

MINIMUM SIZE

The smallest that the Davis Wright Tremaine logo should be represented is 1.25" wide or 340px wide.

Placement of the logo is flexible!

The DWT logo can be positioned in any corner and can also be centered within the document.

On an 8.5”x11” sheet the logo should be displayed approximately 1.75” wide.

The amount of clear space around the logo and symbol is variable to the size of the logo and should be determined by factoring the width of the “D” symbol.

Use your best judgment to allow for clear space if the amount of negative space is limited.

Correct Logo Usage

These versions of the **Davis Wright Tremaine** logo are acceptable

01. FULL COLOR

The color logo is recommended for most applications and must be used on a white or light colored background.

02. ON COLORED BACKGROUND

When it is necessary to use the logo on a dark background, the white logo is preferred.

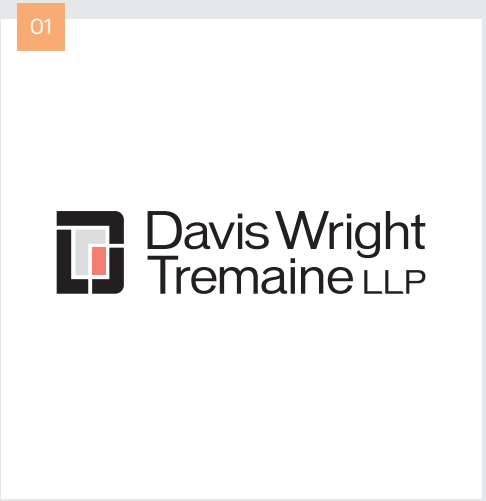
03. BUSY BACKGROUND

There must be enough contrast between a textured background and the logo.

04. GRAY SCALE / B&W

If use of color and tints is not available, the logo should be 100% black or white.

01


Davis Wright
Tremaine LLP

02

Davis Wright
Tremaine LLP

03

Davis Wright
Tremaine LLP

04

Davis Wright
Tremaine LLP

Incorrect Logo Usage

These versions of the **Davis Wright Tremaine** logo are against our brand.

01. INCORRECT PROPORTIONS

Never compress or expand the proportions of the logo.

02. ON COLORED BACKGROUND

The logo may only be white or black when placed on top of approved colors.

03. LOW CONTRAST

The logo needs an acceptable amount of contrast to ensure 100% legibility.

04. LOGOTYPE

Never use the logotype alone.

01

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02

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03

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Tremaine LLP

04

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DWT "D" SYMBOL

The DWT "D" symbol is most often used to brand firmwide communications. Departments and office initiatives will often use this "lock-up" in e-marketing and on the portal.

When creating a lock-up using the “D” symbol please keep the following in mind:

Please ensure equal distance between symbol, line and title.

Depending on line length, the title can be stacked or on a single line.

The title color is typically set to black and the font preference is Graphik Light with 50 tracking. Calibri Light can be used as a font substitute to Graphik Light.

The DWT “D” symbol can also be used as a graphic element in marketing collateral and on websites.

Color **Palette**

PRIMARY COLORS

Dark Blue

CMYK
100 70 0 65

RGB
30 40 60

HEX
#1E283C

PANTONE
289 C

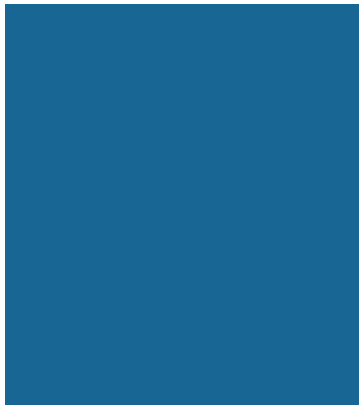
Medium Blue

CMYK
92 44 13 22

RGB
21 98 137

HEX
#156289
#0C5273
(slightly darker for small type only)

PANTONE
2152 C



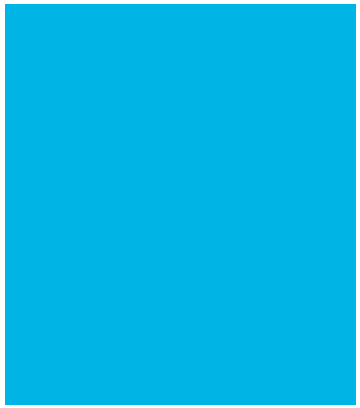
Cyan

CMYK
67 2 0 0

RGB
3 158 204

HEX
#039ECC
#048DB6
(slightly darker for small type only)

PANTONE
298 C



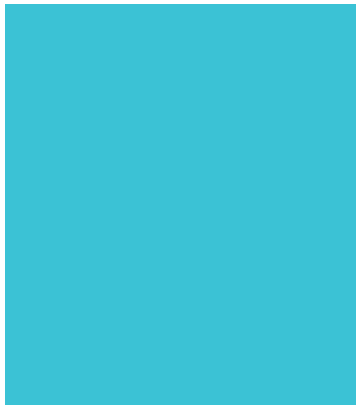
Teal

CMYK
60 0 23 0

RGB
61 163 163

HEX
#3DA3A3
#318C89
(slightly darker for small type only)

PANTONE
2226 C



SECONDARY COLORS

Coral

CMYK
0 63 49 0

RGB
224 101 101

HEX
#E06565
#C95555
(slightly darker for small type only)

PANTONE
2029 C

Cantaloupe

CMYK
0 41 59 0

RGB
249 163 106

HEX
#F9A36A
Do not use for digital type on white

PANTONE
7410 C

Light Grey

CMYK
0 0 0 10

RGB
230 231 232

HEX
#E6E7E8
Do not use for digital type on white

Medium Gray

CMYK
0 0 0 50

RGB
142 150 151

HEX
#8E9697
#7C7F7F
(slightly darker for small type only)

Typeface

TYPEFACE

Graphik family as main font

AaBbCc**DdEe**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

LORN ISPEUM SOLUPTAS IPIDUNDEBIS

Soluptas ipidundebis pre, expligenduci omniae nus archillent ipiendisque volorru ptaqui dolorron.

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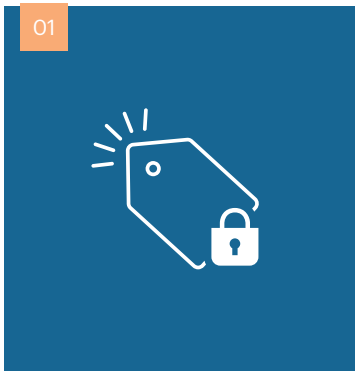
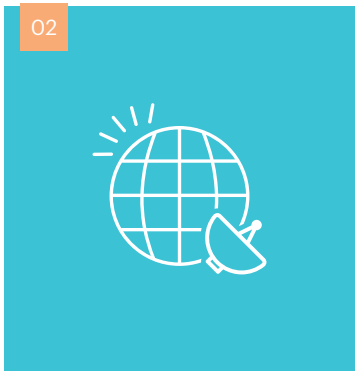
Iconography & **Photography**

ICONOGRAPHY

When choosing vector art from DWT's preferred stock photography website: gettyimages.com, search for a UI "flat" or a monoline illustration style. Always be considerate and inclusive of diversity, and adjust the colors to match the DWT color palette whenever possible.

Acceptable Iconography Style

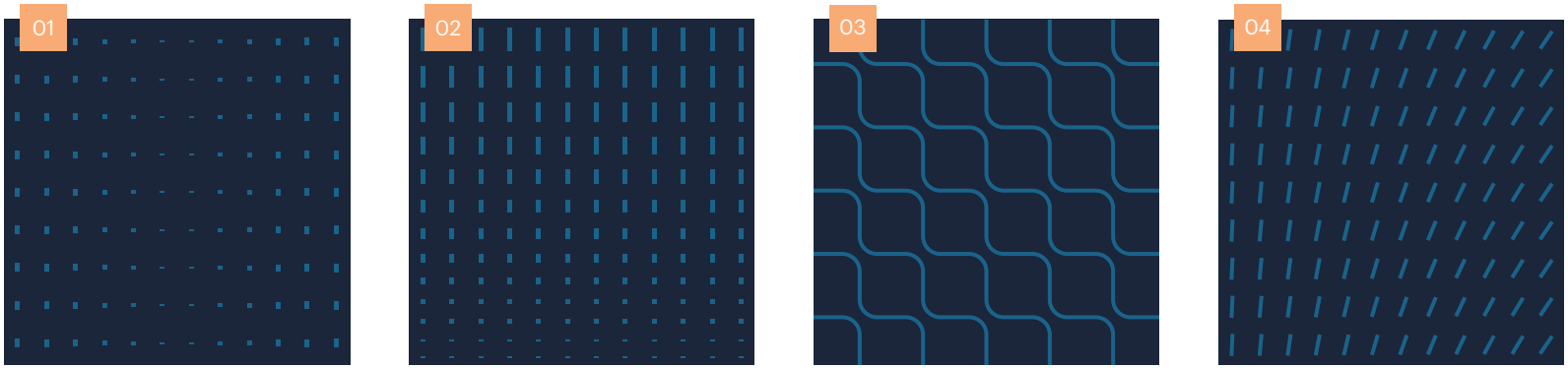




Unacceptable Iconography Style

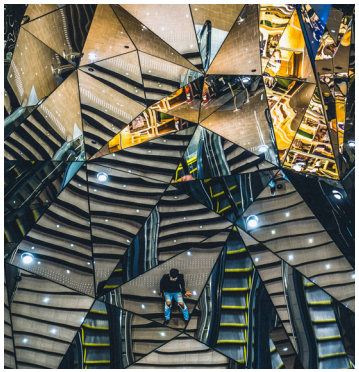
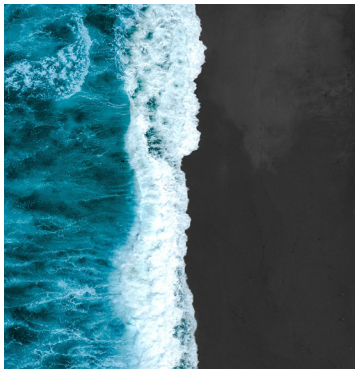
TEXTURE

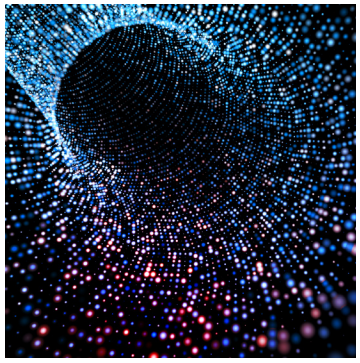
Textures add interest and are most often used in DWT sponsorship ads. Due to the complexity of layers required to achieve this rendering, the color blue may vary dependent on output of medium or material.

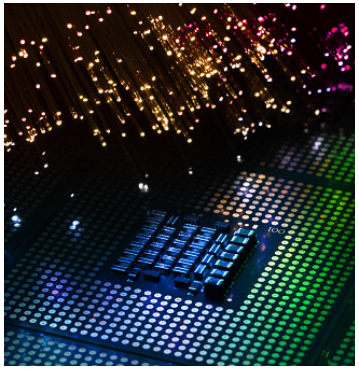
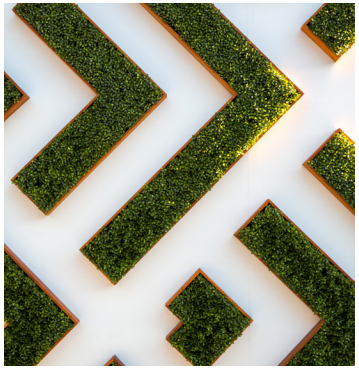
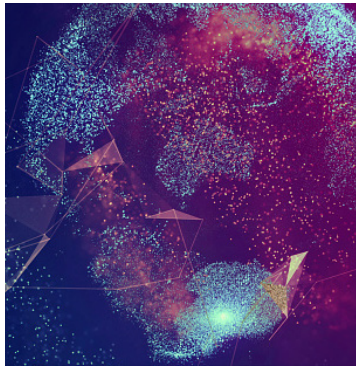
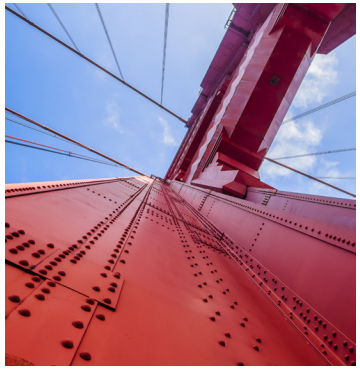
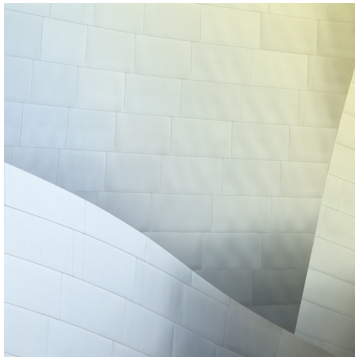
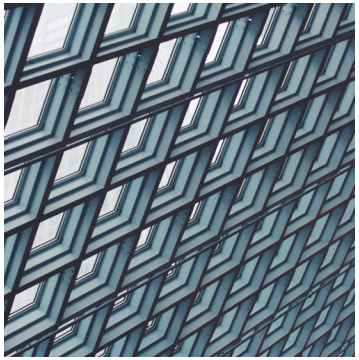


PHOTOGRAPHY

Photography should be vibrant, modern and fresh and, whenever possible, cropped to show textural and abstract appearance.



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