

**BRAND AND IDENTITY
GUIDELINES**

August 2015

What we value and how we look.

BEYOND TRADITION



CARBON LAW PARTNERS

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OUR IDENTITY

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OUR PURPOSE

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WHY ARE WE DOING THIS?

Because there's a better way to procure and practise legal services. One that achieves better results for clients and partners.

Because savvy clients want direct access to reputable, talented individuals – and to pay the right price for the right legal support.

Because we believe in a meritocracy. One that recognises traditional values and legal skill, but offers partners with entrepreneurial spirit the opportunity to realise their potential.

Because today's business relationships are based more on personal chemistry than corporate reputation.

WHY ARE WE RELEVANT?

We see ‘traditional’ being turned on its head in the most unexpected places. Uber, the world’s biggest taxi company, owns no vehicles. Airbnb, the world’s biggest accommodation provider, owns no hotels. And Amazon, the world’s biggest bookseller, owns no stores. Carbon Law Partners aims to be the biggest law firm that ‘owns’ no lawyers – nor their ambitions or relationships. We simply provide a means for them to do better business.

In commercial law, the traditional client-law firm relationship is changing. The balance of power is shifting to the astute individual – the business client and their lawyer. It’s a shift that’s gaining momentum, and Carbon Law Partners is already ahead of the game. We’re creating a community of like-minded partners and their clients – all of us ready to embrace more meaningful opportunities together.

WHO DO WE APPEAL TO?

We appeal to the ambitious, the courageous, the successful. But we also appeal to the discerning, the perceptive and the insightful. We appeal to those who appreciate quality and efficiency, and the skill behind the best results.

Whether client or partner, we appeal to those who believe in something better, who expect something more. Those who choose to tread their own path, just as we do.

HOW DO WE WIN?

We provide clients with a short cut to the lawyers who are in tune with their values, their motivations, and their ambitions. To expertise without overheads. To individuals, not institutions. To law without compromise.

We offer partners more choice and opportunity, within a flexible, like-minded community – and better ways to serve their clients. We provide a collaborative platform that gives them the freedom to build practices on personal strengths and aspirations, and around their clients’ preferred ways of working. We present the scope to succeed with us. To fly their own flag, but under one central standard-bearer: Carbon Law Partners.

We stand alongside partners and clients, helping them realise the true value of their relationships.

OUR CHARACTERISTICS, AND WHY THEY COUNT

Who we are informs how we conduct ourselves and how we communicate. And it's all very well saying we're great, but actions will always speak louder than words. So here's what we are, along with why...

ASTUTE

We're breaking ranks, but we've taken the best bits with us, like professionalism, wisdom and tenacity. We maintain the deep-rooted ideologies of law, but we've stripped away the ineffective ways it currently does business. We're the antidote to the out-dated. The cure for broken bureaucracy.

We're stepping up. Taking the initiative. Providing the best legal talent with the resources and support they need, to give their clients what they need: a modern, more efficient approach to the business of law.

CANDID

With clarity and openness, we promote better working methods and relationships. Expect frank, unambiguous conversations between business-minded peers with similar objectives. Straightforward dialogue that lets everyone know where they stand and helps all of us set clearer goals – including clients, who get more direct access to more open relationships with leading legal talent.

ENTERPRISING

We're pioneering a new way of providing and accessing the finest legal skills. We see a future full of opportunities for top legal talent and tuned-in clients, and we're continuously conceiving and creating ways to enhance everyone's experience of the profession.

We stand by the tenets of our profession, but also alongside those who see opportunities beyond traditional law firms. We're making law a meritocracy, where the best practitioners can work to their strengths and get out what they put in.

CARBON LAW PARTNERS IS...

Carbon Law Partners takes law beyond the traditional and provides a better way for lawyers and their clients to do business together. We're a like-minded community seizing opportunities for gifted and entrepreneurial practitioners, and for today's switched-on clients.

Law without compromise.

OUR IDENTITY

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MASTER LOGOTYPE

LOGOTYPE USAGE

There are three versions of our Master Logotype - centred, left aligned and landscape.

When choosing a version, consider the space it is going into, the shape of that space and whether there are other elements it needs to sit alongside. For example, on a rectangular, landscape shaped sign with no other elements you may use the centred version. On a business card where the text is left aligned you may use the left aligned logotype to compliment the layout. On a long digital banner you may use the landscape version to ensure a comfortable fit.

The reversed version of the logotype may be used when applied to dark backgrounds. There are reversed versions of the logotype available for centred, left aligned and landscape use.

LOGOTYPE COLOURS

Our logotype should always and wherever possible be reproduced in our two primary colours - Carbon Primary Grey and Pink. The reversed version should be used white out of a dark background colour.



Logotype - Centred



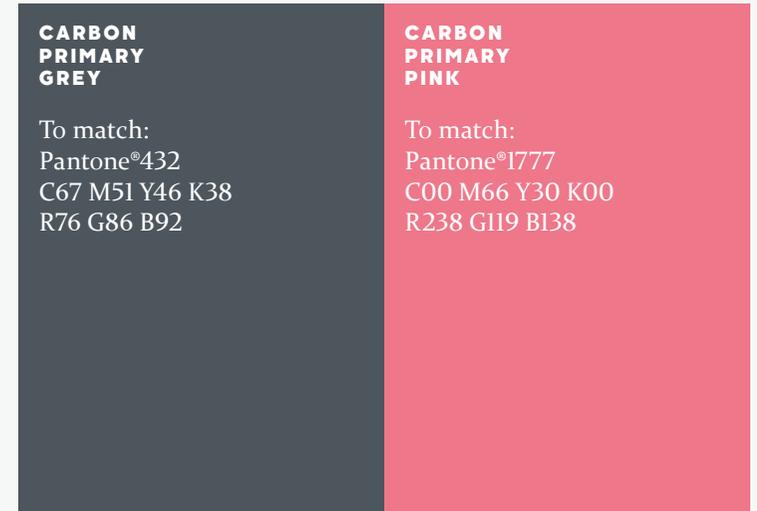
Logotype - Left Aligned



Logotype - Landscape



Logotype - Reversed



Logotype - Colours

MASTER LOGOTYPE

EXCLUSION ZONE

When reproducing our Master Logotype you must ensure it is positioned away from other elements. This will ensure our logotype is visible without any compromise.

As a guide, no other element must appear inside the exclusion zone area. This is indicated opposite by the solid line surrounding the logotype.

The exclusion zone for each version of the logotype can easily be calculated by taking the central circle from the logotype symbol and placed around the outer edges as indicated opposite.



Logotype - Exclusion Zone

TYPOGRAPHY

PRIMARY TYPEFACES

Our Primary Typefaces are Kaleko 105 Heavy and Constantia. Kaleko should only be used for headings, titles, impactful captions, quotes or when emphasis is required. Character spacing should be adjusted manually to open up the letters and achieve a more elegant look. Constantia should be used for body text, bullet points, and captions where more subtle impact is required.

KALEKO 105 HEAVY.
A MODERN TYPEFACE WHICH
GIVES EMPHASIS TO OUR WORDS.

Constantia Regular, *Italic*, **Bold**, ***Bold Italic***.

A classic typeface family chosen to compliment **KALEKO 105 HEAVY**. Both typefaces when used together create a feel of modern elegance.

Primary Typefaces

SECONDARY TYPEFACES

Our Primary Typefaces should be used at all times and wherever possible. If this is not possible, you may use secondary typefaces which are more widely available. Arial Black may be used as an alternative for Kaleko and Palatino may be used instead of Constantia. Permission must be sought if secondary typefaces are to be used.

ARIAL BLACK

Palatino Regular, *Italic*, **Bold**, ***Bold Italic***.

Secondary Typefaces

COLOUR PALETTE

PRIMARY PALETTE

Our Primary colours consist of Carbon Primary Black, Carbon Primary Grey and Carbon Primary Pink.

Black is used predominantly - combined with our typography and imagery it helps to present our brand in an elegant way. It also compliments our Master Logotype.

Grey and Pink are used sparingly throughout our visual identity. The use of these colours should not detract from the presence of our Master Logotype.

Tints of the Grey can be used but not of the Pink.



COLOUR PALETTE

PARTNER JEWELS

Our Partners have their own colours. We call these colours ‘jewels’. Partner colours should be used sparingly when used in the context of the Carbon Law Partners brand.

The colours can be used for highlighting or navigation when used with the brand.

Opposite are the current selection of jewels as of August 2015.

<p>PARTNER JEWEL PINK</p>	<p>PARTNER JEWEL BLUE</p>	<p>PARTNER JEWEL GREEN</p>	<p>PARTNER JEWEL PURPLE</p>	<p>PARTNER JEWEL ORANGE</p>
<p>To match: Pantone®1777 C00 M66 Y30 K00 R238 G119 B138</p>	<p>To match: Pantone®2985 C63 M00 Y12 K00 R84 G193 B220</p>	<p>To match: Pantone®564 C49 M00 Y28 K00 R142 G204 B196</p>	<p>To match: Pantone®258 C46 M72 Y00 K00 R157 G92 B162</p>	<p>To match: Pantone®142 C00 M27 Y76 K00 R252 G192 B79</p>
				
<p>PARTNER JEWEL WINE RED</p>	<p>PARTNER JEWEL LILAC BLUE</p>	<p>PARTNER JEWEL BURNT ORANGE</p>	<p>PARTNER JEWEL DEEP PINK</p>	<p>PARTNER JEWEL MUSTARD</p>
<p>To match: Pantone®7432 C8 M73 Y9 K15 R181 G97 B131</p>	<p>To match: Pantone®659 C61 M29 Y00 K00 R111 G154 B211</p>	<p>To match: Pantone®144 C00 M52 Y90 K00 R255 G144 B18</p>	<p>To match: Pantone®212 C00 M80 Y5 K00 R246 G80 B151</p>	<p>To match: Pantone®611 C7 M00 Y89 K12 R213 G200 B51</p>
				

IMAGERY

STORYTELLING

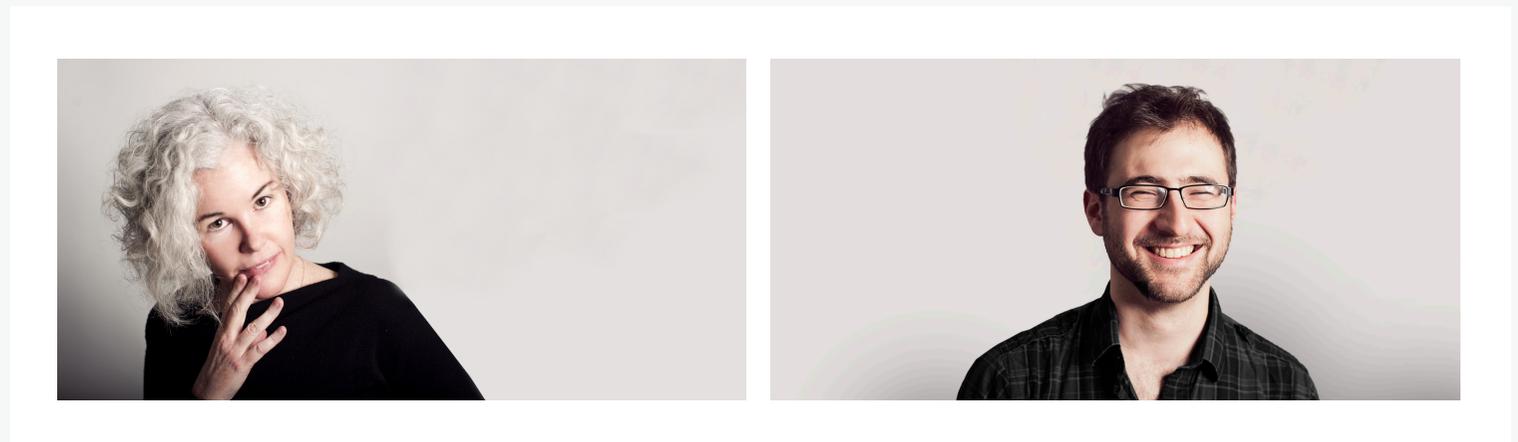
We use imagery to tell stories or present our messages in an engaging way. We use imagery to make a point or grab attention in a direct and straightforward way. We do this with absolute clarity and a twist of humour. Imagery should always be simple, graphic and black and white. Opposite are examples of how we do this.



Storytelling

PEOPLE

When presenting people - our partners, our clients or our team, we do this in a very human way. We want everyone to see us as real, modern and good to work with. Our style is colour with a saturated monotone feel, set in a simple uncluttered environment. The person should be captured in a relaxed, intimate way where you get a sense of their style and personality.



People

OUR IDENTITY

BEYOND TRADITION

OUR STYLE

Our style, both visually and verbally should be straightforward, candid, inspiring and surprising. Opposite is a snapshot of our visual identity and this attitude in action.

This is just the beginning, the start of an amazing journey where everyone is invited to be part of our story - partners, clients and our people.

Now its over to you.



Identity overview

CONTACTS

For further guidance please contact
the Carbon Law Partners Brand Team.

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