

Branding



2022 Style Guide - Updated
(How Our Stuff Should Look)

Constangy Brand Guidelines | Introduction

What's in a look?

We all know it's a competitive world out there for law firms. Our clients (current and potential) are being extremely careful where they spend limited resources. Formalized RFPs are quickly becoming the norm. And our clients are evaluating us on our advertising and marketing messages from law firms wanting their business.

Ultimately, being great lawyers and providing decision-makers with an outstanding client experience will help to win and keep business. But first impressions do matter. In this environment, we must make the most of every opportunity to showcase our corporate identity consistently and correctly.

The "look" that we unveiled with our 2015 name change is clean, modern and professional – with a dash of creativity. That's the image we want to project.

From advertising and promotional items, to proposals and routine correspondence, we want our look to consistently reflect the high quality of the services that we provide. There are literally hundreds of items that feature our logo and reflect our personality – and there is a correct way to produce every one of them.

Everywhere you look, we want to see Constangy at its best!

"Create your own visual style... let it be unique for yourself and yet identifiable for others."

Osborn Weiers

Constangy Brand Guidelines | Constangy Logo

✓ The logo should look like this:


✗ Don't crop it:


✗ Don't stretch it or squash it (another very technical term):


✗ Don't make it a weird color:


2.1 Logo Standard Use

Our logo is one cohesive unit made up of two integral elements. The first element is a graphic icon presented in a specific red color (PMS 7427). The second element is the name, which is typeset using a customized version of the Trade Gothic font. The name is presented in black in most uses, with the ampersand in red.

- The logo should always be presented as a single unit, and should not be cropped or altered in any way. On occasion, the icon may be used as a stand-alone graphic, subject to marketing department approval.
- The logo should always be presented in correct proportions.
- The colors used in the logo should not be altered in any way other than the approved alternate presentations outlined in section 2.2.

Here's a tip!
When saving images using your mouse, hold down the "shift" key to lock the proportions and avoid "stretching" or "squishing" the image.

Constangy Brand Guidelines | Constangy Logo

✗ We all have colors that don't look good on us:


✗ Leaves are pretty. Busy patterns against our logo are not:


✗ Don't add anything to our logo:


✗ Don't twist things around:


2.4 Incorrect Uses

The Constangy logo should always be used consistently, accurately and with great care. The examples on this page illustrate how misuse of the logo will diminish its impact and reflect unfavorably on the Constangy brand.

- Don't use the logo against unattractive backgrounds. While this is a bit of a judgment call, in general, avoid backgrounds that are busy, or have colors that do not offer an appealing contrast to the "Constangy red."
- Don't turn or rotate the logo in relation to the rest of the printed piece.
- Don't mix our logo with additional graphic elements.

Constangy Brand Guidelines | Brand Elements

✓ Colors to use:

R 151 G 27 B 47	R 0 G 104 B 124	R 198 G 146 B 20	R 77 G 32 B 122
R 118 G 0 B 92	R 37 G 44 B 143	R 0 G 101 B 64	R 80 G 80 B 80

3.1 Color Palette

The "Constangy red" in our logo is a specific shade of dark red. When an additional color is needed for text emphasis, charts or graphics, we have selected additional complementary colors that should be used.

- Teal is the first choice for a complementary color, gold if three colors are needed, and purple if a fourth color is needed. Gray is the choice for text. Magenta, blue and green can be added when additional colors are needed.
- For professional profiles, Pantone® Matching System (PMS) or CMYK

Client: Constangy

As a leader of the firm's 2015 rebrand, I spearheaded the creation of the firm's first-ever brand style guide to be used by all offices. In keeping with the firm's informal, collaborative culture, the tone of this guide was designed to be fun and engaging. When launching the guide, I also created a library of template documents and presentations and oversaw the creation of the firm's first graphic/stock art library.

Constangy Brand Guidelines | Brand Elements

✓ Choose interesting, appealing photos with bold colors:


✗ The marketing department frowns when you use cheesy clip art:


✗ Whatever you do, don't just pull an image off Google:


3.3 Imagery

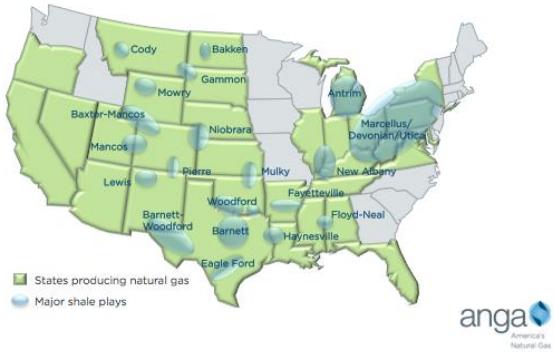
It's true that a picture can be worth a thousand words – if it's the right picture. Images are great to illustrate a point, connect with the reader or add interest to a page of text.

- Use professional, appropriate images, preferably in colors that complement the Constangy palette.
- Copyright is very important. Either choose royalty-free stock art images, or gain permission from the image source and provide credit information as requested.
- Avoid "clip art" illustrations that look dated and unprofessional.
- Avoid the overly "staged" photos of people that are often found in stock art libraries, especially when illustrating workplace situations.
- We often use images of lenses to visualize our logo. Our image library has several to choose from.
- In addition to the images in our library, there are thousands of photos and illustrations available in the stock art library on the firm's Intranet, you can visit www.stock.adobe.com to find images. Note the image number and the marketing department will purchase it for you.

Here's a tip!
You can find a library of approved stock art in the marketing section of the firm's Intranet.

Branding & Executive Communications

Made-In-America Energy



Client: America's Natural Gas Alliance

I led the effort to create brand standards and compile a materials library for the new association. These are from a set of more than 100 interchangeable slides (with script points) I created for use in presentations by ANGA staff and member company executives when talking about natural gas opportunities to business, political and stakeholder groups. I also led the development of talking points, handouts, and other materials to help the organizations internal and external leadership carry the group's messages.

Impact on the U.S. Economy

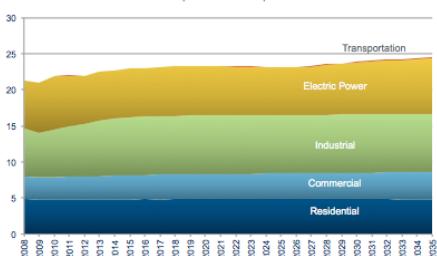
	Direct	Indirect	Induced	Total
Employment				
2008	622,411	723,102	1,482,801	2,828,314
2007	586,501	693,957	1,412,401	2,682,499
2006	517,233	620,061	1,282,248	2,419,542
Labor Income (billions of dollars)				
2008	69.9	48.9	62.5	181.2
2007	66.1	47.0	59.5	172.6
2006	60.1	42.6	54.0	156.7
Value Added (billions of dollars)				
2008	172.1	92.5	120.1	384.7
2007	161.9	88.8	113.8	364.4
2006	146.6	81.1	103.3	330.9

Source: IHS Global Insight, 2009

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America's
Natural Gas
Alliance

Room for Growth

Natural Gas Consumption By End-Use Sector



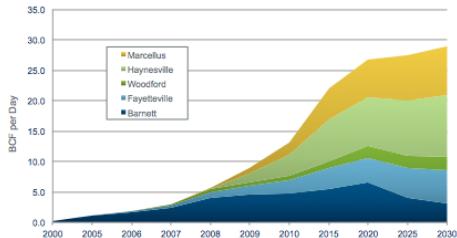
Source: EIA Annual Energy Outlook 2011

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Shale Play Potentials

Potential Production Rates from Major Shale Plays

(Using January 2010 Drilling Rates and Mean Resource Estimates)



Source: MIT "The Future of Natural Gas" Interim Report, July 2010

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Made in the USA



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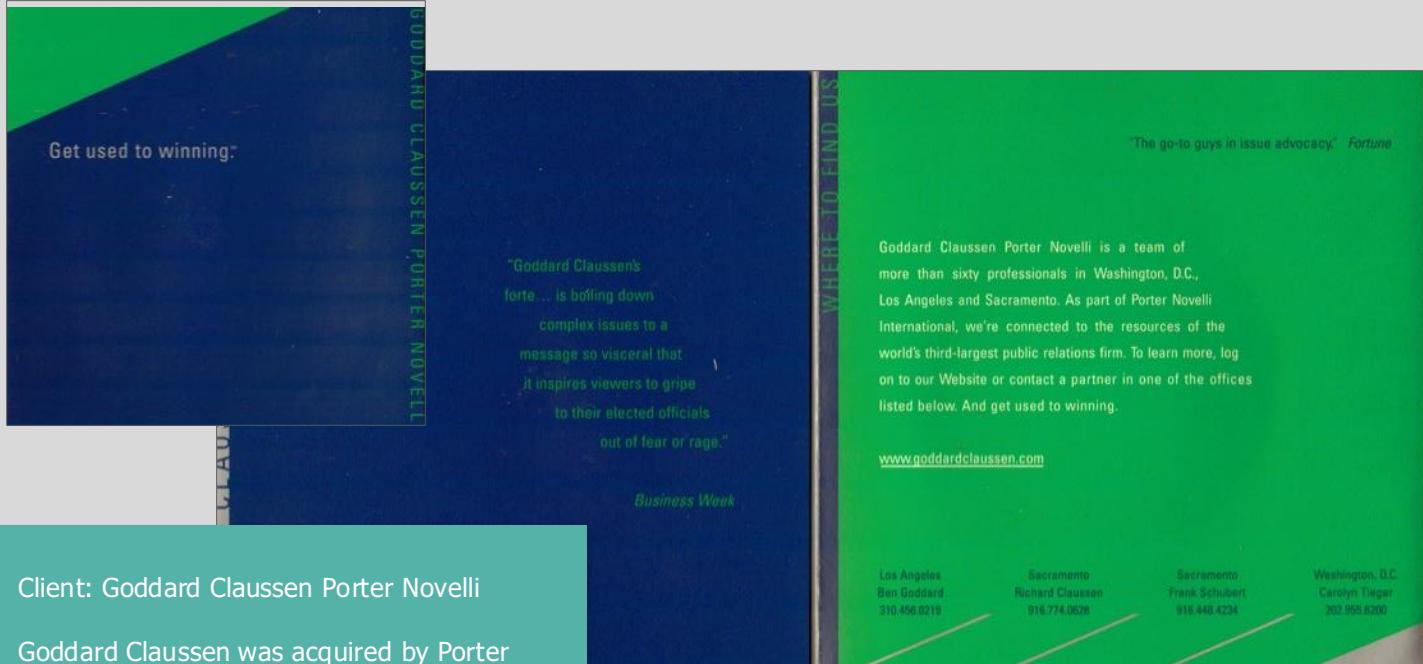
Branding



Client: Porter Novelli

I led development of this brochure for the new public affairs practice, writing all copy and coordinating with the design team on layout and image selection.

Branding



Client: Goddard Claussen Porter Novelli

Goddard Claussen was acquired by Porter Novelli in a four-year buyout. Over the transition period, we worked to rebrand the new entity as Goddard Claussen Porter Novelli, then as Porter Novelli Public Affairs. I led the development of this brochure, which accompanied a mini-CD with a flash presentation and sample television commercials.

January 27, 2000: Goddard Claussen kicks off a new Washington, D.C. print ad campaign on behalf of BRT and the Business Coalition for U.S.-China Trade

March 1, 2000: Goddard Claussen provides BRT with support in producing 50 state trade studies covering the impact of each state's trading potential with China. The reports, along with press releases and talking points, are distributed on Capitol Hill and throughout the *goTRADE* network.

March
conduc

address on FWTW with China, providing the White House press corps with reactions from the business community.

for Easter recess, Goddard Claussen launches a print ad campaign for Motorola reaching 57 congressional districts in eight states.

How do you turn 535 legislators into 1.3 billion consumers?

Ask Goddard Claussen Porter Novelli.

March 5, 2000: Goddard Claussen debuts "Engagement," a BRT television ad, in more than 100 congressional districts and on national cable.

begins distribution of video to illustrate the value of business sectors – from agriculture to

March 20, 2000: Goddard Claussen debuts a new "inside-the-Beltway" print campaign for the Business Coalition for U.S.-China Trade.

April 19, 2000: Goddard Claussen rolls out a major BRT television radio and print campaign in Washington, D.C. and more than 60 congressional districts. The coordinated campaign includes the debut of the "Working Americans" television ad, along with new radio ads in English and Spanish.