



MCPHERSON
LEGAL LLC

Brand Standards Guide

LOGO VARIATIONS



MCPHERSON
LEGAL LLC

STACKED
FULL COLOR



MCPHERSON
LEGAL LLC

HORIZONTAL
FULL COLOR



LOGO MARK
FULL COLOR



MCPHERSON
LEGAL LLC

STACKED
BLACK



MCPHERSON
LEGAL LLC

HORIZONTAL
BLACK



LOGO MARK
BLACK



MCPHERSON
LEGAL LLC

STACKED
WHITE



MCPHERSON
LEGAL LLC

HORIZONTAL
WHITE



LOGO MARK
WHITE

COLOR PALETTE



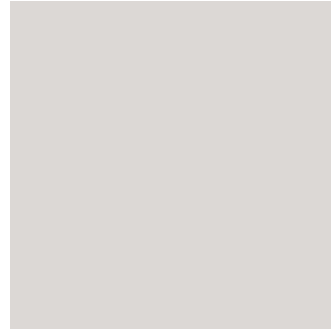
BLUE SLATE

RGB: 65, 84, 100
CMYK: 77, 60, 44, 25
HEX: 415464
PMS: 7545C



GOLD DUST

RGB: 208, 196, 147
CMYK: 20, 18, 48, 0
HEX: d0c493
PMS: 4535C



CONCRETE

RGB: 218, 217, 215
CMYK: 13, 10, 12, 0
HEX: dad9d7
PMS: Cool Gray 1C

TYPOGRAPHY

SPECIALTY/LOGO

MATRIX II OT BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,?!

HEADLINE

NOTO SERIF

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,?!

BODY

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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1234567890.,?!

Lato Bold

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BringInsight.com | office@bringinsight.com