

Bryan Cave Brand Quick Reference

This quick reference document provides an easy-to-use reference to ensure consistent use of our graphic identity for both internal and external applications. It demonstrates acceptable use of our logo, tagline, fonts and colors. If you have questions regarding an application that has not been outlined in this document or need further clarification, please contact Robyn Tompkins at 314-259-2032.

Contact Information

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Logo

The logo for Bryan Cave is shown to the right (a). It consists of a blue rectangle, the words BRYAN CAVE and a "horizon" going through the rectangle, forming the crossbar in the letters A and E. These elements have been carefully arranged to create a readable, balanced logo. They must not be reconfigured or altered in any way. This logo should be used firmwide to present a unified, consistent image for Bryan Cave. The colors of the logo are as follows: the rectangle is PMS 281; the words BRYAN CAVE are white; the horizon is PMS Cool Gray 4. (Please see page 3 for a complete color palette.) Subbranding is not recommended or encouraged.

There should be an area of isolation around the logo equaled to at least half the height of the "B" in Bryan. Except for the tag line, no other elements should fall within this area. See example at right (b). The logo should not be placed next to distracting or complex elements that compete visually with the logo.

The preferred background color for the logo is white or gray (50% or less). If the logo is on a blue (PMS 281) background it should have a white rectangle around it. See example to the right (c). The logo should not be placed over a pattern or image without the assistance of Creative Services.

For one-color applications, the logo should appear in PMS 281 or black.

The logo should always be at least 1" wide.

In *some* cases, it is appropriate for the logo to be accompanied by the tag line. The logo with the tagline is shown to the right (d). The tagline is placed in a specific spot under the logo and should not be typed in manually.

If you need a logo file, please visit <http://www.bryancave.com/mediainquiries/logocenter/> or email robyn.tompkins@bryancave.com to make sure you get the correct file and format for your needs.



A Broader PerspectiveSM

Incorrect Logo Placement



Do not remove the horizon from the logo.



Do not alter or redraw the horizon.



Do not outline the logo.



Do not change the type face.



Do not substitute colors beyond what has been approved.



Do not stylize or change the proportions of the logo.



Do not reverse the logo (make it white).



Do not place logo on a patterned background or an image without guidance from Creative Services.



Do not use old versions of the logo.



Do not outline the logo.



Do not put the logo on a competing shade of blue.

Logo For Signage

The logo to the right (e), without a bounding box, is used only for office lobby and elevator and exterior signage. The signs may be a polished or brushed chrome/silver metal material. A gold metal may be acceptable in some cases. Please call Robyn Tompkins for guidance (314-259-2032).



Color Palette

The Bryan Cave Color Palette is shown on the right. When using color, the primary palette should be considered first. The secondary palette should be used when additional colors are needed to complement the primary colors. The colors shown are from the PANTONE Matching System (PMS). The CMYK, RGB and web-safe values are given below.

PMS 281 C100 M85 Y5 K20 | R0 G38 B100 | Web-safe: 002664

PMS Cool Gray 4 C12 M7 Y6 K17 | R188 G189 B188 | Web-safe: BCBDBC

PMS 139 C5 M46 Y100 K21 | R176 G111 B0 | Web-safe: B06F00

PMS 1405 C14 M49 Y100 K66 | R106 G73 B28 | Web-safe: 6A491C

PMS 371 C53 M14 Y89 K56 | R83 G104 B43 | Web-safe: 53682B

PMS 1815 C13 M96 Y81 K54 | R120 G35 B39 | Web-safe: 782327

Tints (shades) of these colors may be used.

Primary Palette



All shades of PANTONE Cool Gray may be used as part of the secondary palette.

Secondary Palette



Fonts

The primary Bryan Cave fonts are Univers and Adobe Garamond. Various weights and styles of these fonts may be used, including, but not limited to those shown here.

The secondary fonts are Times New Roman, Arial and Arial Narrow. These should be used when Univers and Adobe Garamond are not available.

Primary Fonts

Univers Roman (55)

Univers Light (45)

Univers Bold (65)

Univers Condensed (57)

Univers Condensed Light (47)

Univers Condensed Bold (67)

Adobe Garamond Regular

Adobe Garamond Italic

Adobe Garamond Bold

Adobe Garamond Bold

Secondary Fonts

Times New Roman

TNR Bold

TNR Italic

TNR Bold Italic

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

Arial Black

Arial Narrow Regular

Arial Narrow Italic

Arial Narrow Bold

Arial Narrow Bold Italic