

BRAND ONE SHEET

August 1, 2024 | Version 1.2

Mission

We are dedicated to achieving justice for each client to improve lives and our communities.

Values

- Fearlessness**
 - For Individual and Community Justice
 - To Hold the Harmful Accountable
- Excellence**
 - In Professionalism
 - In Knowledge
 - In Results and Continuous Improvement
- Collaboration**
 - With Clients
 - With Each Other
 - With Empathy, Compassion, Respect, and Integrity

Main Logo



The full color lockup should be used on solid, light backgrounds on print and digital collateral where the tagline is completely legible.

Logo Variants



The full white lockup should be used on solid, dark backgrounds on print and digital collateral where the tagline is completely legible.



The full gray lockup should be used on solid, light backgrounds on grayscale collateral where the tagline is completely legible.

Colors



CMYK (full color in print)
C:86 M:80 Y:42 K:37
RGB (full color on screen)
R:47 G:51 B:81
Pantone (spot color in print)
534 C
Hex (full color on web)
#2F3351



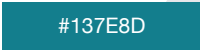
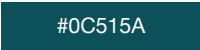
CMYK (full color in print)
C:81 M:62 Y:0 K:0
RGB (full color on screen)
R:66 G:103 B:176
Pantone (spot color in print)
7455 C
Hex (full color on web)
#4267B0



CMYK (full color in print)
C:4 M:47 Y:100 K:0
RGB (full color on screen)
R:238 G:151 B:33
Pantone (spot color in print)
7408 U
Hex (full color on web)
#EE9721



CMYK (full color in print)
C:0 M:0 Y:0 K:0
RGB (full color on screen)
R:255 G:255 B:255
Pantone (spot color in print)
000 C
Hex (full color on web)
#FFFFFF



Typography

Noto Serif is used for main headers (h1, h2).
Helvetica Neue is for subheaders (h3, h4, etc.) and body copy (p), including in email correspondence.

Collateral

All print and online collateral, such as fliers and pitch presentations, should use the official brand. If you need a template or have a question, email aimee@singletonschreiber.com. The brand should also appear in your email signature. A sample of how it should look is to the right.



Aimee Lastrella
Singleton Schreiber | Senior Marketing Manager
alastrella@singletonschreiber.com | (619) 880-8653
591 Camino de la Reina, Suite 1025
San Diego, CA 92108



IMPORTANT: The contents of this email and any attachments are confidential. They are intended for the named recipient(s) only. If you have received this email by mistake, please notify the sender immediately and do not disclose the contents to anyone or make copies thereof.