BRAND GUIDELINES

ONE400 | VERSION 1.0

WELCOME

The following guidelines have been created to ensure that the brand is presented in a consistent and professional manner across all media.

When using the identity it is important that the design should use the color references supplied and that the logo should not be altered or redrawn. The guidelines are an important tool in ensuring that the ONE400 brand is consistent across all applications.

CONTENTS

THE LOGO

The ONE400 mark suggests adaptability and inclusion of value across industry verticals and professions. With this mark, ONE400 interlinks with its clients.

The preferred version of the ONE400 logo is the full configuration (see the full brand mark in Figure 1). Whenever possible, the full version should be used in most applications.

The secondary ONE400 logo (Figure 2) is best used for social media and in instances where the available space is insufficient for the full configuration.

LOGO CONFIGURATIONS
PRIMARY & SECONDARY

ONE400

Fig. 1. Primary Logo

Preferred version

ONE400
A Law Innovation Agency

Fig. 2. Secondary Logo (Tagline)

Used to describe the company and used to differentiate thebrand

ONE
400

Fig. 3. Social Media Logo

For social media use or when space is insufficient for the primary version

SIZES AND CLEAR SPACE

Brand Mark (Fig. 1)

The relative proportions of the symbol and the word marks.

Minimum Clear Space (Fig. 2)

The ONE400 logo should always have an area of clear space equal to the height of the "x". The clear space area is a minimum requirement and should be increased whenever possible.

Minimum Size of Brand Mark (Fig.3)

The minimum size the primary ONE400 logo may be reproduced is 1 inch. This is the width of the ONE400 wordmark. This has been determined to ensure maximum clarity and legibility of small sizes. Use the logo at a larger size whenever possible.

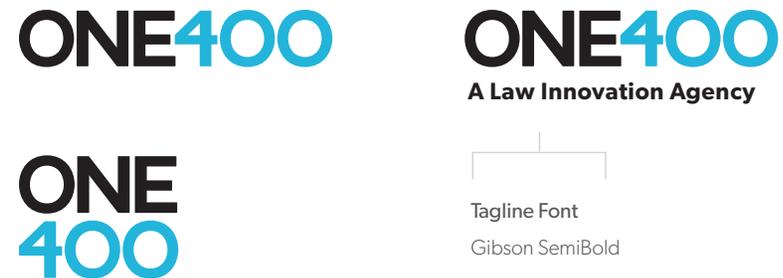**Fig. 1.** Relative proportions of the symbol and the word marks

ONE400

ONE400
A Law Innovation Agency

ONE
400

Tagline Font

Gibson SemiBold

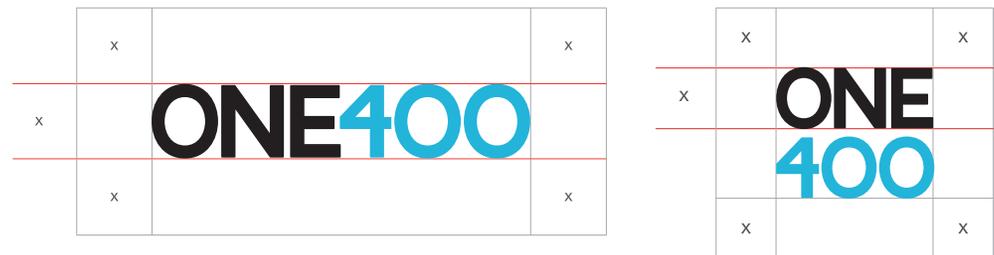**Fig. 2.** Area of clear space equal to the height of "x"

Fig. 3. The minimum size of the primary logo is 1" measured from the "O" of the word ONE to the "0" of 400 and the minimum size of the secondary logo is 1/2" measured from the "O" in ONE to the "E" of ONE

ONE400

1"

ONE
400

1/2"

POSITIONING IN APPLICATIONS

Positioning the full brand mark (Fig. 1)

When positioning the brand mark always try to provide additional space around the minimum clear space area. Ideally there should be an extra «x» of space around the clear space area.

Fig. 1. When positioning the brand mark always try to provide additional space around the minimum clear space area.

COLOR SPECIFICATIONS

ONE400 has its own distinctive set of brand colors. These primary colors act as an important identifier to help distinguish the ONE400 brand.

Use these colors to guide your designs and layouts, both online and off, to ensure you're staying consistent with the ONE400 brand.

LOGO COLORS

BLACK
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000

ONE400 BLUE
CMYK: 70, 7, 9, 0
RGB: 28, 179, 217
HEX: #1CB3DA

WHITE
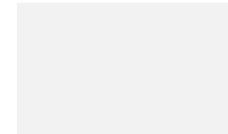CMYK: 0, 0, 0, 0
RGB: 225, 225, 225
HEX: #FFFFFF

SUPPORTING COLORS

BLUE
CMYK: 83, 40, 7, 0
RGB: 24, 30, 86
HEX: #1882BA

NAVY
CMYK: 95, 58, 37, 16
RGB: 24, 30, 186
HEX: #005B77

LIGHT GRAY
CMYK: 0, 0, 0, 5
RGB: 242, 242, 242
HEX: #f2f2f2

COLORWAYS

In special cases these alternate versions of the ONE400 logo may be used in one of the defined brand mark colors.

There will be times when a mono or a reversed mono color version is needed. The logo should always appear on a white background when possible.

PRIMARY

ONE400

NEGATIVE/WHITE

ONE400

WHITE & ONE400 BLUE

BLACK & WHITE

TYPEFACES

The ONE400 font system is used to strengthen recognition of the ONE400 brand. The ONE400 font family has a healthy mix of both modern fonts, and sophisticated, reliable system fonts.

AaBb**Cc***1234*

Gibson

AaBbCc1234

Freight Text Pro

Aa*Bb***Cc**1234

Open Sans

AaBbCc**1234**

Tahoma

Gibson
Gibson is to be used for both print and digital collateral. Gibson is also the font used for the ONE400 tagline "A Law Innovation Agency".

Freight Text Pro
Freight Text Pro is to be used for body copy in print and digital collateral and other elements in the ONE400 website.

Open Sans
Open Sans is the fall back font that should be used as a replacement font when the font Gibson is not available. Use Open Sans on both print and digital collateral as needed.

Tahoma (default)
Tahoma is the operating system default font when Open Sans is unavailable and is to be used for content in legal documents such as emails, email signatures and draft documents.

LOGO BEST PRACTICES

For all permitted uses of the ONE400 brand mark, you may NOT:

- alter the logo in any way
- use/mix colors that are not part of the brand color
- rearrange the position of the logo components
- tilt, twist, stretch or bend the logo
- recreate the font in another typeface

Key things to remember:

The ONE400 logo in its entirety is art, and must be used as it is provided to you — it is our brand identity. Here are some examples of incorrect usage.

EMAIL SIGNATURE

Every email that comes from ONE400 reflects upon the firm. Using one branded email signature across the firm strengthens the ONE400 visual identity. Follow these guidelines to ensure the best formatting and best usage of your email signature.

Brand Mark

Do not resize the logo image generated for your signature in your email client.

Signature Content

The font used in the signature is Tahoma Bold and Tahoma Regular. Do not add anything to the signature file, such as quotes or additional graphics.

Signature Use

You do not need to use a signature on every email you send. Be sure to add it to any email going to external audiences, but it's not necessary on everyday communications with your colleagues.

Tahoma 8pt

Info is for placement only

Allen Rodriguez
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www.one-400.com | 626-578-5040

Fig. 1. Primary Logo

Preferred version

Featured in Forbes, LA Daily News, Law360
Winner of LegalTech News Best Marketing Firm in 2015

Tahoma 8pt

Info is for placement only

Links

Forbes, LA Daily News, Law360
LegalTech News should link you to the articles

CONTACT INFORMATION

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QUESTIONS?

For questions regarding ONE400 or the brand guidelines, please contact info@one-400.com