



BRAND STANDARDS GUIDE



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Our Mission and Values

Our mission is to deliver innovative and effective legal solutions through dedicated and caring professionals. Since 1953, Icard Merrill has served Florida’s Suncoast, offering clients comprehensive legal experience in multiple practice areas.

The cornerstone of our firm is an enduring commitment to our values:

- **Commitment** - We maintain superior standards of quality and achievement. We do what we say we will do.
- **Excellence** - We engage our best efforts for the success of the organization.
- **Integrity** - We adhere to ethical principles and strive to be free from bias and injustice.
- **The Golden Rule** - We embrace a hopeful and constructive mindset and treat others the way we want to be treated.
- **Teamwork** - We work together in our development, problem solving, and achievement to accomplish a shared purpose.
- **Community Service** - We give back and fulfill community needs and expectations.



OUR MISSION

Icard Merrill delivers
INNOVATIVE and **EFFECTIVE** legal solutions
 through **DEDICATED** and **CARING** professionals.



OUR VALUES

<p>Commitment</p>  <p>We maintain superior standards of quality and achievement. We do what we say we will do.</p>	<p>Excellence</p>  <p>We engage our best efforts for the success of the organization.</p>	<p>Integrity</p>  <p>We adhere to ethical principles and strive to be free from bias and injustice.</p>
<p>The Golden Rule</p>  <p>We embrace a hopeful and constructive mindset and treat others the way we want to be treated.</p>	<p>Teamwork</p>  <p>We work together in our development, problem solving, and achievement to accomplish a shared purpose.</p>	<p>Community Service</p>  <p>We give back and fulfill community needs and expectations.</p>



Brand Identity

This guide defines and governs the firm’s brand standards to strengthen our brand image and credibility by allowing us to communicate in a consistent way across all teams and channels.

We have created a cohesive brand to give a uniformed look and voice throughout all of our brand assets and to help our audience grow familiar with who we are and what we represent.

Our brand is not simply a logo, a type style, or a set of colors. It is the consistent use of all of these elements in every communication, repeated over time, which develops a memorable image in the minds of current and prospective clients. Our goal is to keep our brand identity consistent and recognizable so that consumers make a connection between our logo, our services, and our mission.





LOGO

Primary Logo

The Icard Merrill logo is our strongest visual asset. It is crucial to branding.

The full-color horizontal logo is our standard, primary logo and should be used in most instances and whenever possible.

The full-color vertical (stacked) logo should only be used when space is limited and a square version is needed.

The IM icon is not a stand-alone brand, and should never be used by itself unless expressed written permission is granted by marketing.

PRIMARY LOGO - HORIZONTAL



PRIMARY LOGO - VERTICAL



ICON





LOGO

Approved Variations

In the event that the logo cannot be reproduced in full color, a one-color version in black or white is acceptable.

The reverse logo can be used on a dark background.

WHITE LOGO



BLACK LOGO



REVERSE LOGO





LOGO

Incorrect Usage

The one-color logo can be put on a color background such as for a sponsored event (i.e. an event flyer, event tote bag, etc.), but the logo itself cannot be presented in any other colors.

ALL PROMOTIONAL PRODUCTS AND MATERIALS MUST INCLUDE OUR CORRECT LOGO. Requests for the firm logo should be sent to marketing to ensure correct usage and placement.

ACCEPTABLE



UNACCEPTABLE





LOGO

Unacceptable Usage

These logos are no longer in use by the firm and should not be used in any instance. This includes all print and digital communications and materials including:

- marketing materials
- collateral
- promotional items
- business cards
- email signatures
- letterhead
- note cards
- envelopes
- invoices
- presentations
- folders
- RFPs
- campaigns
- signage



THIS LOGO LOOKS VERY SIMILAR TO OUR PRIMARY LOGO, BUT ALL OF THE LETTERS IN "ICARD MERRILL" ARE THE SAME SIZE. THIS IS INCORRECT.





GRAPHIC ELEMENTS

Supplemental Components

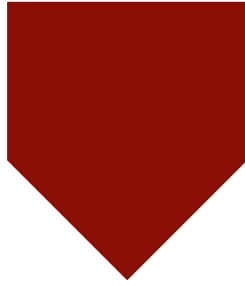
These optional elements are used in advertisements, collateral, and on the website. They are not part of the logo and should not be used independently or without permission from marketing.



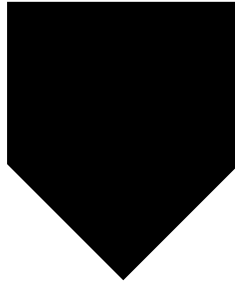


COLOR PALETTE

Primary Color Palette



HEX 8B0E04
R139 G14 B4
C0 M90 Y97 K45
PANTONE 1815

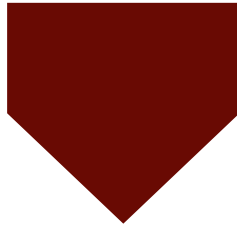


HEX 000000
R0 G0 B0
C75 M68 Y67 K90
PANTONE BLACK



COLOR PALETTE

Secondary Color Palette



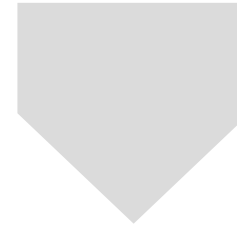
HEX 690A03
R105 G10 B3
C0 M90 Y97 K59



HEX 526580
R82 G101 B128
C36 M21 Y0 K50



HEX B5AC9D
R181 G172 B157
C0 M5 Y13 K29



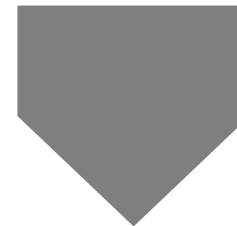
HEX DBDBDB
R219 G219 B219
C0 M0 Y0 K14



HEX 374457
R55 G68 B87
C37 M22 Y0 K66



HEX 736855
R115 G104 B85
C0 M10 Y26 K55



HEX 7F7F7F
R127 G127 B127
C0 M0 Y0 K50



Fonts

The following examples are the brand typefaces used on the website and in marketing and communication materials.

In cases where it is impossible to match the brand corporate typefaces, similar alternative typefaces may be used.

FONT

USAGE

AaBbCc123

Yanone Kaffeesatz

Website headlines

AaBbCc123

PT Sans

Website text

AaBbCc123

BenchNine

Advertising/collateral headlines

AaBbCc123

Raleway

Advertising/collateral copy

AaBbCc123

Palatino

Business cards and letterhead



Email Signature

There are two approved email signatures for individuals with Icard Merrill email. Everyone with firm email should use one of these two formats.

Email signature #1 is a standard text signature with the firm logo.

Email signature #2 will be created by marketing for each individual. It is inserted as a picture and includes two logos of professional organizations. It links to the attorney's bio on the firm website or the website home page. Those using this email signature should be aware that the picture may not show up on some email servers.

With approval, customizations can be made for certifications, calendars, etc.

Disclaimers can be customized to include verbiage that is pertinent and/or required for each area of law.

EMAIL SIGNATURE #1

- Ruth E. Farmer** → Palatino Linotype 12pt bold black
- Director of Administration* → Palatino Linotype 12pt italic black
- 2033 Main Street, Suite 600 → Palatino Linotype 12pt black
- Sarasota, FL 34237
- P: 941.366.8100 | F: 941.366.6384
- rfarmer@icardmerrill.com → Palatino Linotype 12pt
- icardmerrill.com → #8b0e04 / underline / link



EMAIL SIGNATURE #2

ICARD MERRILL
ATTORNEYS & COUNSELORS

2033 Main Street
Suite 600
Sarasota, FL 34237
941.366.8100
Fax: 941.366.6384
icardmerrill.com

Jaime L. Wallace
jwallace@icardmerrill.com



Business Card

Everyone with firm business cards should have the standard design with the current logo.

Specialized business cards can also be ordered with approval and must have the current firm logo.

All business cards are 3.5" x 2".

STANDARD BUSINESS CARD



IM ICARD MERRILL
ATTORNEYS & COUNSELORS

2033 Main Street
Suite 600
Sarasota, FL 34237
941.366.8100
Fax: 941.366.6384
icardmerrill.com

Jaime L. Wallace
jwallace@icardmerrill.com

SPECIALIZED BUSINESS CARD SAMPLE



 **IM ICARD MERRILL**
ATTORNEYS & COUNSELORS

2033 Main Street
Suite 600
Sarasota, FL 34237
941.366.8100
Fax: 941.366.6384
icardmerrill.com

G. Matthew Brockway
Shareholder
Board Certified in Real Estate Law
mbrockway@icardmerrill.com



COMMUNICATION MATERIALS

Letterhead

Our standard letterhead with the current logo should be used by all employees.

STANDARD LETTERHEAD

IM ICARD MERRILL
ATTORNEYS & COUNSELORS

2033 Main Street
Suite 600
Sarasota, FL 34237
941.366.8100
Fax: 941.366.6384
icardmerrill.com

◀

Charles J. Bartlett
G. Matthew Brockway
Kelly Pflugner Causey
W. Andrew Clayton, Jr.
Natalie G. Coldiron
Robert "Tad" Drean
Mark C. Dungan
Bradley J. Ellis
Jessica M. Farrelly
Michael L. Foreman
Michael J. Furen
Worth S. Graham
Steven R. Greenberg
Thomas F. Icard, Jr.
Todd D. Kaplan
Jason A. Lessinger
David M. Levin, L.L.M.
Robert G. Lyons
Anthony J. Manganiello, III
Mark Martella
Telese Brown McKay
William W. Merrill, III
Lindsey A. Meshberger
Robert E. Messick
Alyssa M. Nohren
J. Geoffrey Pflugner
Nicole M. Price
Stephen D. Rees, Jr.
Jordan J. Riccardi
Jaime L. Wallace
John J. Waskom
Richard S. Webb, IV

Icard, Merrill, Cullis, Timm, Furen & Ginsburg, P.A.
Offices in Sarasota, Manatee, and Charlotte Counties
Established 1953



Specialized Letterhead

Specialized letterhead can be ordered with approval and must have the current firm logo.

A digital version of firm letterhead for individual attorneys can be created upon request to marketing.

SPECIALIZED LETTERHEAD SAMPLE

The sample letterhead features the ICARD MERRILL logo at the top, followed by a horizontal line. Below the line is the Florida Board of Real Estate logo. The text identifies G. Matthew Brockway as a Board Certified Real Estate Attorney, providing his address at 2033 Main Street, Suite 600, Sarasota, FL 34237, along with phone, fax, and email information. The website icardmerrill.com is listed at the bottom. A footer at the very bottom identifies the firm as Icard, Merrill, Cullis, Timm, Furen & Ginsburg, P.A., with offices in Sarasota, Manatee, and Charlotte Counties, established in 1953.



COMMUNICATION MATERIALS

Note Card

Note cards with the current logo should be used.





Presentations

For presentations, the branded firm PowerPoint template should be used.

See template for specifications.



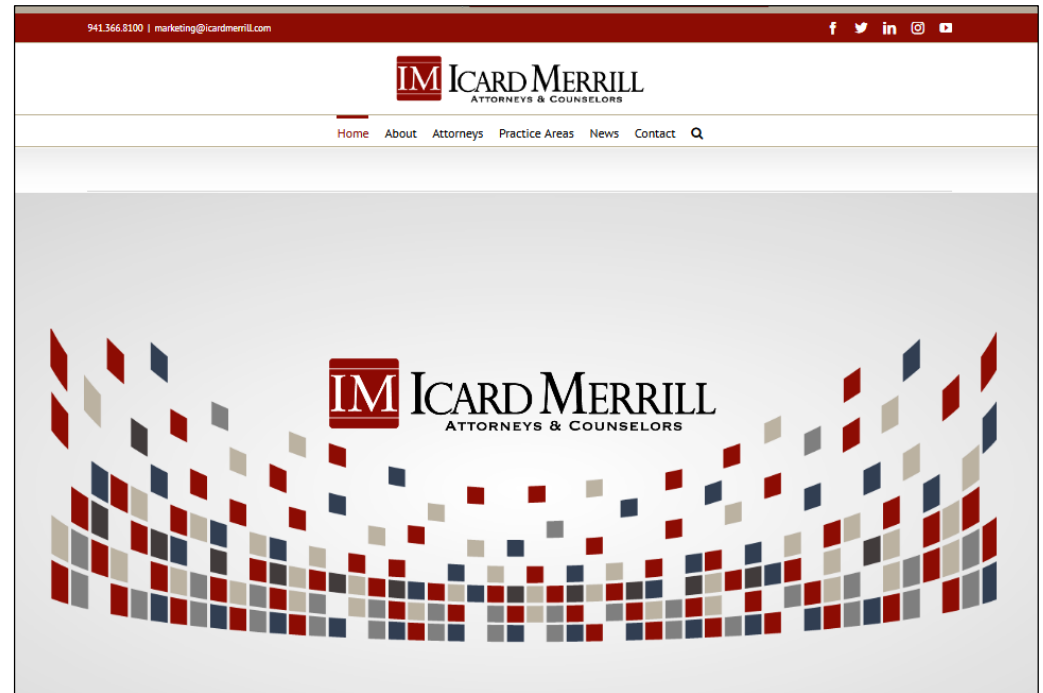


Websites

The only official website for the firm and all attorneys at the firm is icardmerrill.com.

NO OTHER WEBSITES OR URL'S FOR INDIVIDUAL ATTORNEYS OR PRACTICE GROUPS ARE ALLOWED AND WILL NOT BE AUTHORIZED.

Supplemental information for individual attorneys or practice areas can be added to the current official website by marketing in order that all content adheres to our branding and marketing standards.





Digital Advertising

All digital marketing should be created following the Icard Merrill brand guidelines. All advertising, newsletters, social media, etc. should have the firm colors, logo, contact information, etc.



OUR MOST ASKED LEGAL QUESTIONS ABOUT **Employment**

- 01 Are non-compete agreements always enforceable?
- 02 What if my employer retaliates against me for filing a discrimination claim?
- 03 If I am pregnant, can I be fired for poor performance?

LEARN MORE ABOUT OUR EMPLOYMENT LAW GROUP AND HOW TO PROTECT YOUR COMPANY, MANAGERS & EMPLOYEES

IM ICARD MERRILL
ATTORNEYS & COUNSELORS

941.366.8100 | ICARDMERRILL.COM

SARASOTA | LAKEWOOD RANCH | PORT CHARLOTTE | ST PETERSBURG

IM ICARD MERRILL
ATTORNEYS & COUNSELORS

Do I have a claim if I lost money in the stock market?

▶ Our most asked legal questions about Securities

SARASOTA | LAKEWOOD RANCH | PORT CHARLOTTE | ST PETERSBURG 941.366.8100

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ATTORNEYS & COUNSELORS

941.366.8100
ICARDMERRILL.COM

SERVING THE *Suncoast* SINCE 1953



PRINT MARKETING

Printed Collateral & Advertising

All printed material should be created following the Icard Merrill brand guidelines. All advertising, newsletters, brochures, etc. should have the firm colors, logo, contact information, etc.



WE AIM FOR
EXCELLENCE

At Icard Merrill, we're not just a legal office. We're a dedicated group of professionals delivering innovative and effective legal solutions.

We aim for **excellence**.
We engage our best efforts for the success of the organization.

These are our firm's values which we strive to uphold:

- ★ COMMITMENT
- ★ EXCELLENCE
- ★ INTEGRITY
- ★ THE GOLDEN RULE
- ★ TEAMWORK
- ★ COMMUNITY SERVICE

IM ICARD MERRILL
ATTORNEYS & COUNSELORS

SARASOTA • LAKEWOOD RANCH • PORT CHARLOTTE • ST PETERSBURG

SERVING THE *Suncoast* SINCE 1953

941.366.8100 ■ ICARDMERRILL.COM

IM ICARD MERRILL
ATTORNEYS & COUNSELORS

SERVING THE SUNCOAST SINCE 1953

IM ICARD MERRILL
ATTORNEYS & COUNSELORS

Icard Merrill provides comprehensive legal services focusing on all issues surrounding the general business of association corporations, as well as residential development and construction.

- Assessment Collection and Foreclosure
- Drafting Et Amending Governing Documents
- Negotiation of Contracts
- Preparation for and Attendance at Meetings
- Covenant Enforcement Mediation and Litigation
- Interpretation of Federal and Florida laws
- Creation of Employment Policies and Manuals
- Resolution of Land Use and Permitting Matters

Telese Brown McKay, Esq.
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Nicole M. Price, Esq.
nprice@icardmerrill.com

SARASOTA | LAKEWOOD RANCH | PORT CHARLOTTE | ST PETERSBURG
941.366.8100 | ICARDMERRILL.COM



CONTACT INFORMATION

Marketing & Branding

These guidelines have been developed to support everyone's efforts in using Icard Merrill's brand identity. Not all instances can be covered. Contact marketing for further questions regarding this guide or:

- Branding
- Logo usage
- Logo in different formats
- Marketing
- Advertising
- Website
- Specialized templates

Requests for the firm logo should be sent to marketing to ensure correct usage and placement.

Jan Oglesby
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