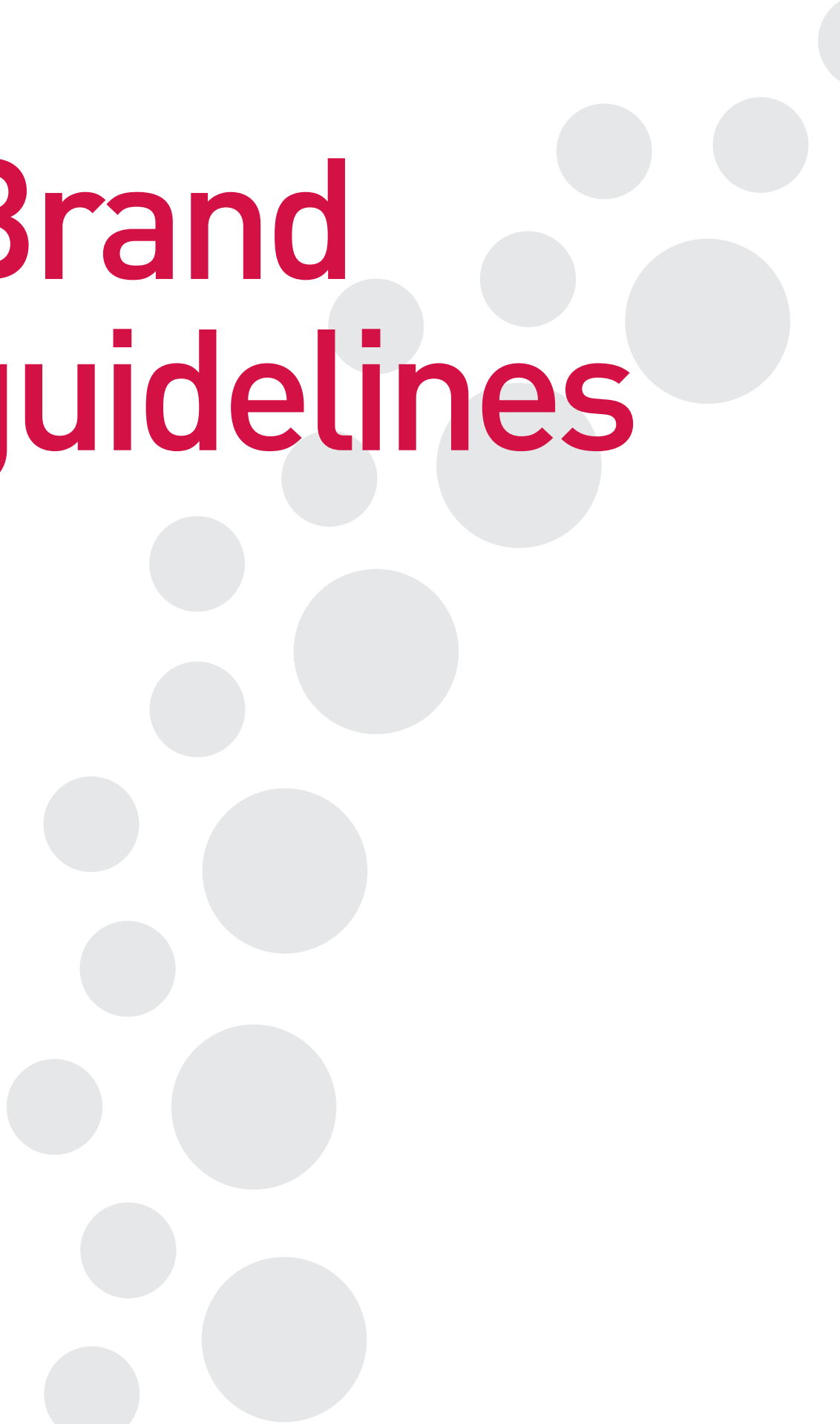




Association
of Costs
Lawyers

Brand guidelines



01 An overview

Welcome to The Association of Costs Lawyers (ACL) guidelines. This document has been produced to ensure the ACL brand is applied consistently wherever it appears.

We've tried to keep these guidelines simple and clear, whilst containing enough detail that will ensure consistency and encourage creativity.

The majority of the guide is aimed at design agencies, printers and production companies.

If you are unsure of any aspect of the application of the ACL brand please contact ACL.

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Using these guidelines

This document has been produced with the intention of guiding you in the correct use of the brand elements and to ensure you get the most out of the brand. When used as intended it should be an aid to creativity, rather than a restriction.

By following these guidelines in detail you can be sure you have created something that is really on brand.

Questions?

Please contact
Diane Pattenden, ACL
T: 0203 174 0967
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02 Logo overview

The logo is the cornerstone of the ACL brand. The logo is made up of two distinct elements; a marque and word marque.

These elements work together to create a symbol that truly represents ACL. Brand recognition depends on it being used consistently and correctly in all situations.

03 Exclusion zone

To ensure legibility and stand out it is important to leave adequate clear space around the logo.

The size of the clear space margin is calculated as a proportion of the width of the logo. This means that the amount of space to leave will vary with each unique application.

Clear Space Rule

Take the width measurement of the letter 'A' as the minimum clear space zone around the logo.

When the reversed version logo is placed onto a photograph, this guide is used to ensure the entire area within the zone is free from any visual clutter in the image.



Full Colour Logo: Spot / CMYK / RGB



Single Colour Logo: Spot



Mono



White Out

04 Logo formats

Whenever possible, the full colour version of the logo must be used. If production methods restrict the use of full colour, the single colour version of the logo can be used instead.

Sometimes it may be necessary to place the logo on an image or coloured background. In these situations the reversed logo may be used.

Versions of the logo are supplied in PMS and CMYK for use in printed applications, and in RGB for screen use. Always use the original digital graphic files.

Full Colour Logo

This version must always be used on a white background. Supplied as PMS and CMYK for printed applications and RGB for screen use.

Single Colour Logo

For use only when production methods do not allow printing in full colour. This version must always be used on a white background.

Supplied as PMS not to be used on screen (colour restrictions do not apply for screen so the RGB full colour version should always be used).

Mono Logo

For use in greyscale documents.

White Out

For use on solid dark backgrounds or imagery. Please always ensure legibility if placing over an image.

188C
C0 M97 Y100 K50
R139 G15 B4

187C
C0 M100 Y79 K20
R196 G18 B48

200C
C0 M100 Y63 K12
R211 G30 B70



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430C
C5 M0 Y0 K45
R147 G155 B161

431C
C0 M100 Y79 K20
R106 G115 B123

BLACK
C0 M0 Y0 K100
R44 G42 B41

05 ACL colour palette

A red and grey colour palette forms the basis of our visual language.

It is important that our colours are consistent across all applications. To ensure this consistency, always use the breakdowns specified on this page.

Using colour

Colour within communication can play an important role. As a general rule red 200C should be used for headlines and highlighting text. Black or Grey 431 should be used for body copy.