

Pratt Norman LLP

LOGO DESIGN GUIDELINES

THE BRAND

Pratt Norman LLP is one of the leading boutique entertainment & media law practices in Canada. We represent a wide range of clients throughout North America and abroad, including: Film, television, live theatre and interactive media production companies; Distributors, broadcasters, financiers, animation studios & talent agencies; Producers, musicians, writers, actors, directors, artists, managers, animators, designers, composers, publishers and software/gaming/application developers.

We offer expert legal services in Intellectual Property, Corporate Organization, Development/Financing and Canadian Production.

THE MESSAGE

We are most proud of our artist and business development history. We are not afraid to roll up our sleeves and invest our significant resources into great ideas and great people. We've got you covered.

THE AUDIENCE

Production companies, artists and new media pioneers.

THE PERSONALITY

Pratt Norman LLP is hard-working, smart, modern and stylish.

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BRAND LOGO SYSTEM

LOGO INTRODUCTION

LOGO FAMILY

This concept encapsulates Pratt Norman’s dedication to just and fair legal practices through a carefully crafted logo design. The balance scale serves as a powerful symbol of justice and equality, seamlessly integrating with the refined Athena font to evoke elegance and harmony. The symmetrical arrangement not only conveys the law firm’s steadfast commitment to delivering just and equal legal services but also enhances the overall aesthetic appeal. The choice of a low-saturation yellow color signifies professionalism and stability, while the use of dark gray fonts adds a natural touch, providing a lighter visual impact compared to pure black fonts. Together, these elements form a cohesive and visually compelling representation of Pratt Norman’s values and legal expertise.

CONFIGURATIONS

There are two configurations of the logo: a vertical version and a horizontal version. Both versions are equally acceptable to use – please use the most appropriate for your layout.



PLACEMENT

The Pratt Norman LLP logo should appear in vertical position, as the graph of the balance scale positioned above the text creates a balanced relationship, highlighting the essence of being a law firm.

LOGOS ON BACKGROUNDS

If you are placing the logo on a background, make sure it’s the right coloured logo for the job and that it’s placed in a readable position. The background should be light enough to provide sufficient contrast and a clear enough space to be read properly.



LOGO CONSTRUCTION

RESIZING

The minimum application size for the Pratt Norman LLP logo is .5"/12mm high.



PROPERTIES AND LIMITS

The Pratt Norman LLP logo should occupy its own space. Always maintain a generous “safe” area on all sides of the logo. Note the clearly defined spacing limits in the examples.



LOGO APPLICATION

WORKMARKS • OTHER GRAPHICS

Any specific rules for the usage of any other elements, graphics, etc.

INCORRECT HANDLING OF THE LOGO

- Never attempt to create your own Pratt Norman LLP logo.
- Never reproduce the logo in non-approved colors.
- Never stretch or alter the logo's proportions.
- Never enlarge or reduce the artwork beyond the next size provided.
- Never attach anything to the logo.
- Never use part of the logo; it is an integral unit, always keep it whole.
- Never use the logo as part of a sentence or phrase.
- Never alter the horizontal orientation of the logo.
- Never use the logo in a crowded space.
- Never print on top of the logo.
- Never use the logo as a watermark.

FILES • SHARING

Please use the version of the logo that is best suited for your needs. PNG images are good for placing into Word documents, online documents and other in-house items. These logos can all easily be made smaller but please do not make them larger. Making the logos larger than the file will result in poor quality representation of the image (pixelated or fuzzy-looking images.)

For designers and professional printers, use the eps (vector) versions.

BRAND TYPOGRAPHY

TYPE FAMILY

Pratt Norman LLP expresses strong prose and an active voice in all communication materials directed to both clients and media.

FONTS

The choice of Athena font for Pratt Norman’s logo design stems from its inherent sense of elegance and harmony. Athena’s graceful and sophisticated letterforms mirror the commitment to navigating the intricacies of entertainment law with finesse. By incorporating this font, the company aims to convey a professional and harmonious image that aligns seamlessly with the nuanced legal services it provides.

TYPOGRAPHY USAGE

Type for the wordmark is Athena Regular, 12 pt size.

Typography Description

Athena, crafted by Ellen Luff, is an exquisite typeface characterized by its captivating contrast. This elegant font presents a contemporary interpretation of the classic didone genre, skillfully navigating the realms of bold strokes and delicate curves while shedding traditional serifs, firmly anchoring it in modern design aesthetics. The creation of Athena represents a meticulous collaboration, seamlessly blending beauty with functionality.

Athena Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()+/?

Pratt Norman
Entertainment & Media Law Firm

BRAND COLOR SYSTEM

COLOUR PALETTE

This color system has been developed to provide a chromatic range for a recognizable brand personality. This color palette is being used across all visual media including corporate communications, collateral, marketing materials, social media and online tools.

Consistent use of the color palette helps build and reinforce brand recognition by creating a strong, recognizable look for Pratt Norman LLP.

The strategic choice of light yellow for the balance scale in the logo symbolizes professionalism and stability through its low-saturation hue. This color imparts a sense of reliability and trust, aligning with the firm's commitment to legal excellence. Complementing this, the use of dark gray for the wordmark not only enhances readability but also achieves a natural and lighter appearance compared to pure black, adding a touch of sophistication to our overall brand identity.

Our colour palette consists of colours selected from the Pantone Matching System® (PMS)*. Colours are also shown with a CMYK breakdown for four-colour printing and an RGB breakdown for electronic media or web use.



PMS - 727C
RGB - 207 177 140
CMYK - C=20 M=29 Y=48 K=0
HTML# - #f1b18c

PMS - 7540C
RGB - 76 76 76
CMYK - C=65 M=58 Y=57 K=38
HTML# - #4c4c4c

PMS - 421C
RGB - 185 184 185
CMYK - C=28 M=22 Y=23 K=0
HTML# - #b9b8b9

COLOR TONES
10% | 25% | 50% | 75% | 100%

COLOR TONES
10% | 25% | 50% | 75% | 100%

COLOR TONES
10% | 25% | 50% | 75% | 100%



COLOR APPLICATION

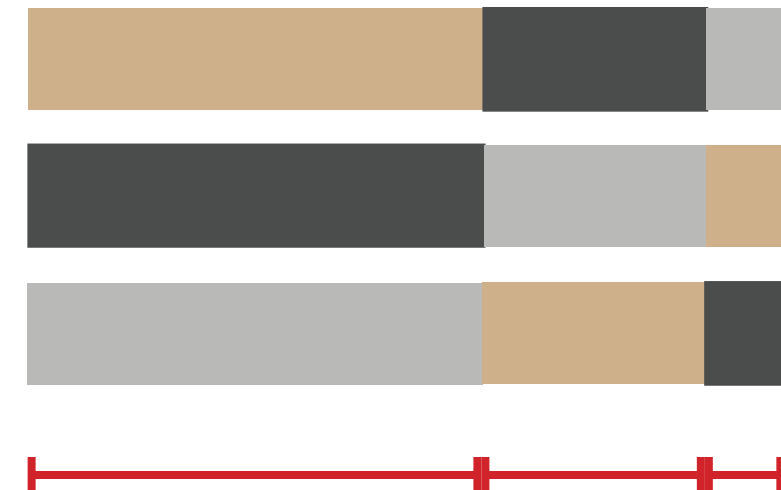
THE COLOR RULE 60 | 30 | 10

When using the brand colour palette, employ the following proportions to ensure any given layout is not being overwhelmed by a single brand colour.

10% of the design should be one brand colour

30% of the design should be another brand colour

60% of the design should utilize a neutral color and/or a third brand colour



We have worked incredibly hard to create a unique identity that sets us apart in our industry, so it is crucial that we both strive to protect and maintain it. This standards guide contains important information that you will need to know to communicate using our brand, including documents, artwork, logo and communication directives and examples of proper and improper applications.

DEVELOPMENT

This brand identity was developed and designed by

Huanxi Zhang

IDM210 Identity Design 1 | graphic@torontofilmschool.ca

COMPLIANCE

All external and internal communications and promotional materials must comply with the brand standards. In addition, all external communications must be approved by the person(s) listed below.

Pratt Norman LLP

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