



Brand Toolkit



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02 Logos

Primary Logo

Primary Logo Colour Variations

Logomark

Logomark Colour Variations

Clear Space

03 Primary Logo

This is the primary logo for Lawson Chase.

This logo needs to be used across all materials created for Lawson Chase, with exceptions made for us of the logomark instead.

No other logo should be used to represent the brand.

There are 4 primary colour variations for the logo and 2 secondary variations as shown on the following page.

The white and the black logo are secondary, as the Oat or Forest colour logos should be used in place of these where possible.

Logos

Colours

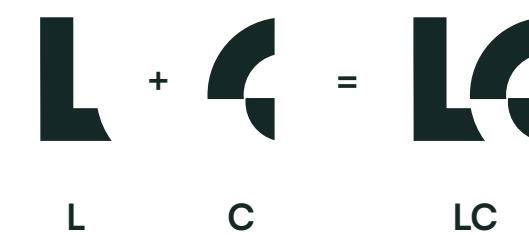
Typography

Graphics

Images

Social Media

Application





05 Logomark

This is the logomark for Lawson Chase.

This logo needs to be used across all materials created for Lawson Chase where the space available is too small/restricting for the primary logo.

No other logomark should be used to represent the brand.

There are 2 primary colour variations for the mark and 2 secondary variations as shown on the following page.

The white and the black marks are secondary, as the Oat or Forest colour marks should be used in place of these where possible.

Logos

Colours

Typography

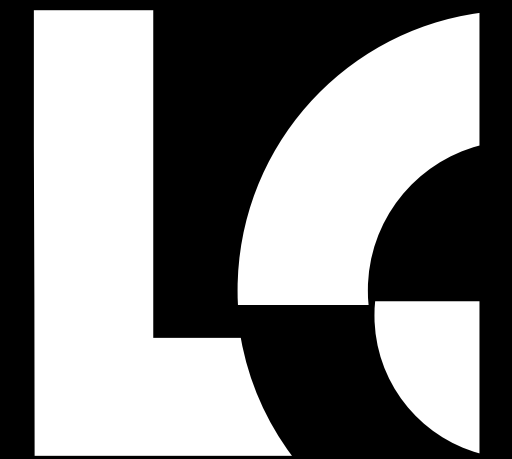
Graphics

Images

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07 Clear Space

Clear space is kept around both the primary logo and the logomark for Lawson Chase. This space is used to ensure there are no objects or text around the logo that will distort it or distract from it.

The space around the primary logo is equal to the height of the 'L' in 'Lawson' of the logo being used.

The space around the logomark is equal to the height of the bottom segment of the 'C' of the logomark being used.

Logos

Colours

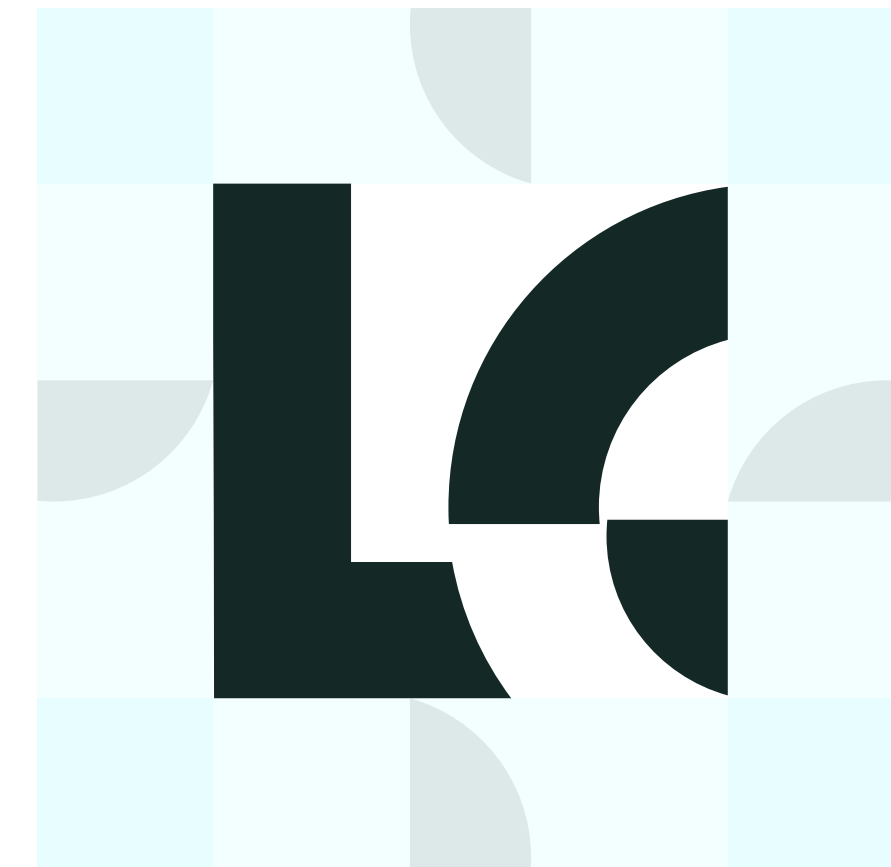
Typography

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08 Colours

Colour Palette

Colour Palette Shades

09 Colour Palette

There are 3 core colours that make up the Lawson Chase colour palette. The 3 colours have different priority/usage levels as shown by the numbers below.

All colours can be used for all purposes, however, Field should not be used as heavily for backgrounds as Forest and Oat.

Forest and Oat are best used for text and backgrounds, Field is best used for graphics.

Logos

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Forest

R20 G41 B37
#142925
C89.12 M53.98 Y67.06 K73.67

01

Oat

R223 G223 B213
#DFDFD5
C15.28 M9.63 Y18.34 K0

02

Field

R74 G139 B116
#4A8B74
C78.57 M22.01 Y62.02 K5.73

03

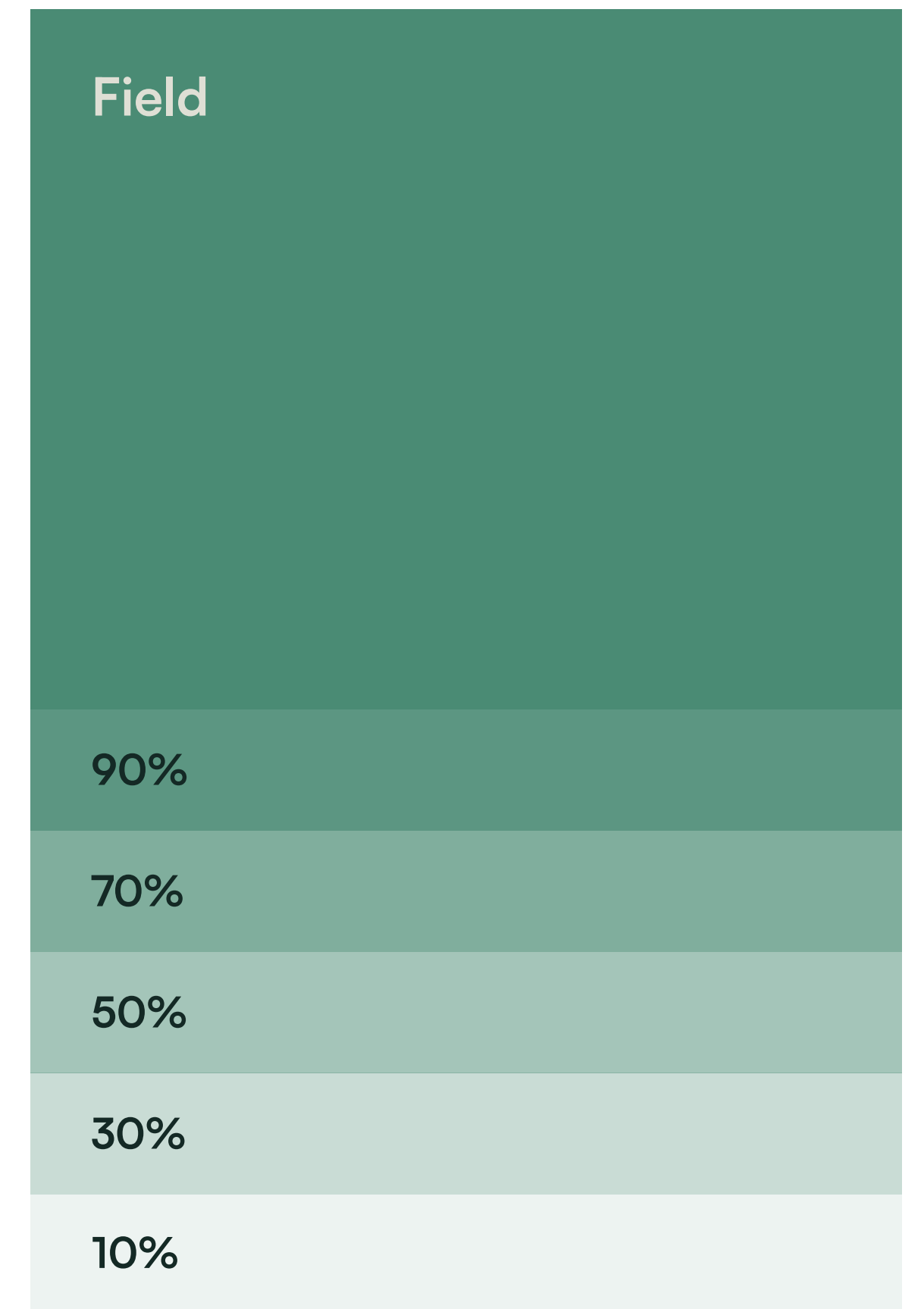
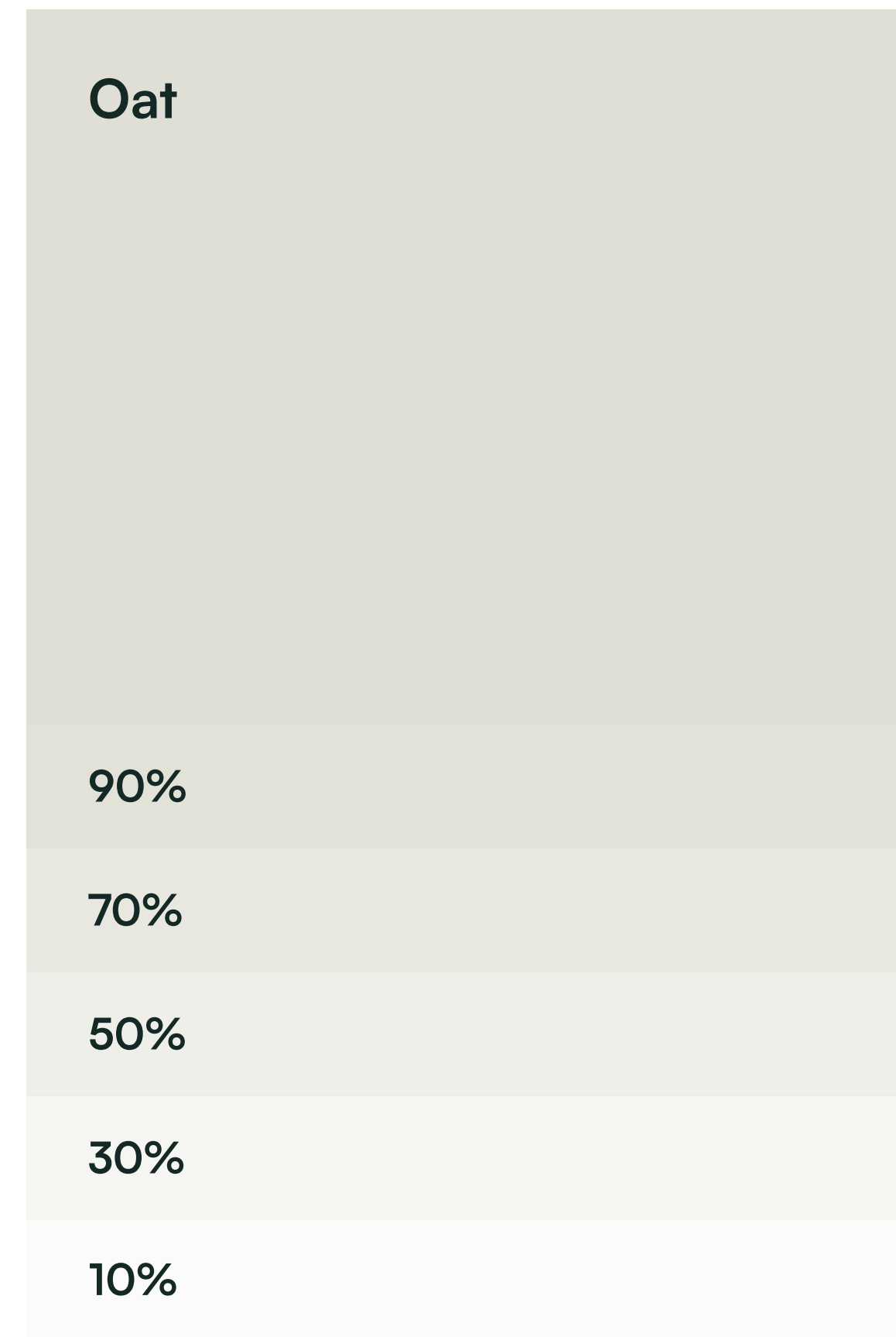
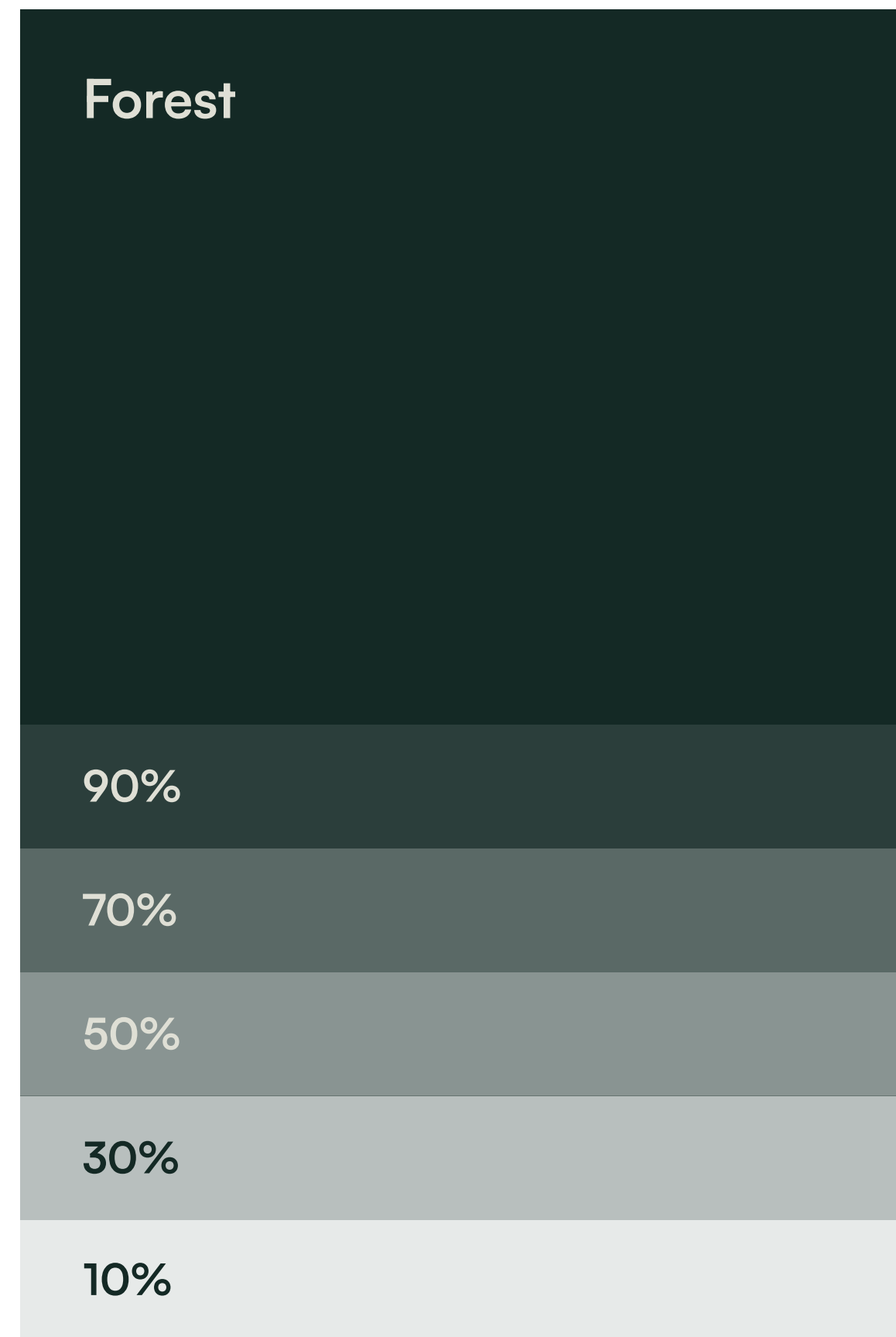
10 Colour Palette Shades

The 3 colours of Lawson Chase come with 5 extra shades, created by lowering the opacity of the original.

These shades are not necessary for use, but they are made available for when an extra colour is needed for elements.

When colours outside of the 3 colours are needed they can be used for specific purposes, such as holiday-themed colours or dual-branded materials. However, a new colour should not be used in a way that it becomes part of the core Lawson Chase brand colours.

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11 Typography

Typeface
Font Use

12 Typeface

The typeface used for Lawson Chase is Satoshi. This should always be used. This is available to download from Fontshare fontshare.com/fonts/satoshi.

There are 5 font weights in this family, not including the 5 italics also available. The way to use these font weights are shown on the following page.

In situations where custom fonts are not available for upload there are two alternatives: Plus Jakarta Sans or Arial.

Logos

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Light

abcdefghijklmnopqstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Regular

abcdefghijklmnopqstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Medium

abcdefghijklmnopqstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bold

**abcdefghijklmnopqstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Black

**abcdefghijklmnopqstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Aa Satoshi

13 Font Use

The guideline on this page of how to use the font weights from Satoshi needs to be followed across all materials.

There is flexibility on using Bold and Medium in tertiary headings and buttons.

Logos

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Primary Heading
Satoshi Bold

Talent knows no borders

Kicker
Satoshi Black

Who we are

Secondary Heading
Satoshi Bold

Specialising In Vertical Markets

Opening/Emphasised Text
Satoshi Medium

Lawson Chase is a global search firm, working mainly on mid-senior level appointments across six specialist practice areas on an international scale.

Regular Body Text
Satoshi Regular

We are traditional headhunters, driven by passion, ambition and an unwavering commitment to excellence. We are the search firm of choice for a diverse range of companies, ranging from some of the most prestigious financial services firms, management consultancy firms, accounting firms and law firms through to specialist boutiques that you may have never heard of, as well as household-name multinationals.

Buttons
Satoshi Bold

→ Find out more

14 Graphics

Oversized Mark
Boxes

15

Oversized Mark

The Lawson Chase logomark plays a key part in the overall visuals of the brand. The mark is the primary graphic for Lawson Chase, being used in different ways to the logo use.

The mark must always be oversized; going over the edges and borders.

The mark can be used as a whole or just one letter.

The mark can be both filled or outlined. When using an outlined mark it can be placed on top of a filled one with an offset position.

Logos

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16 Boxes

Materials produced for Lawson Chase must keep a minimal appearance, staying up-to-date with current trends on clear design. To compliment this boxes are used to house text and images, avoiding illegible text or messy presentations.

Spacing is important with the boxes, as there should always be space around the boxes i.e. never touching an edge. The layout of the pages within these guidelines can be taken as an example of how to use space and sectioning.

Logos

Colours

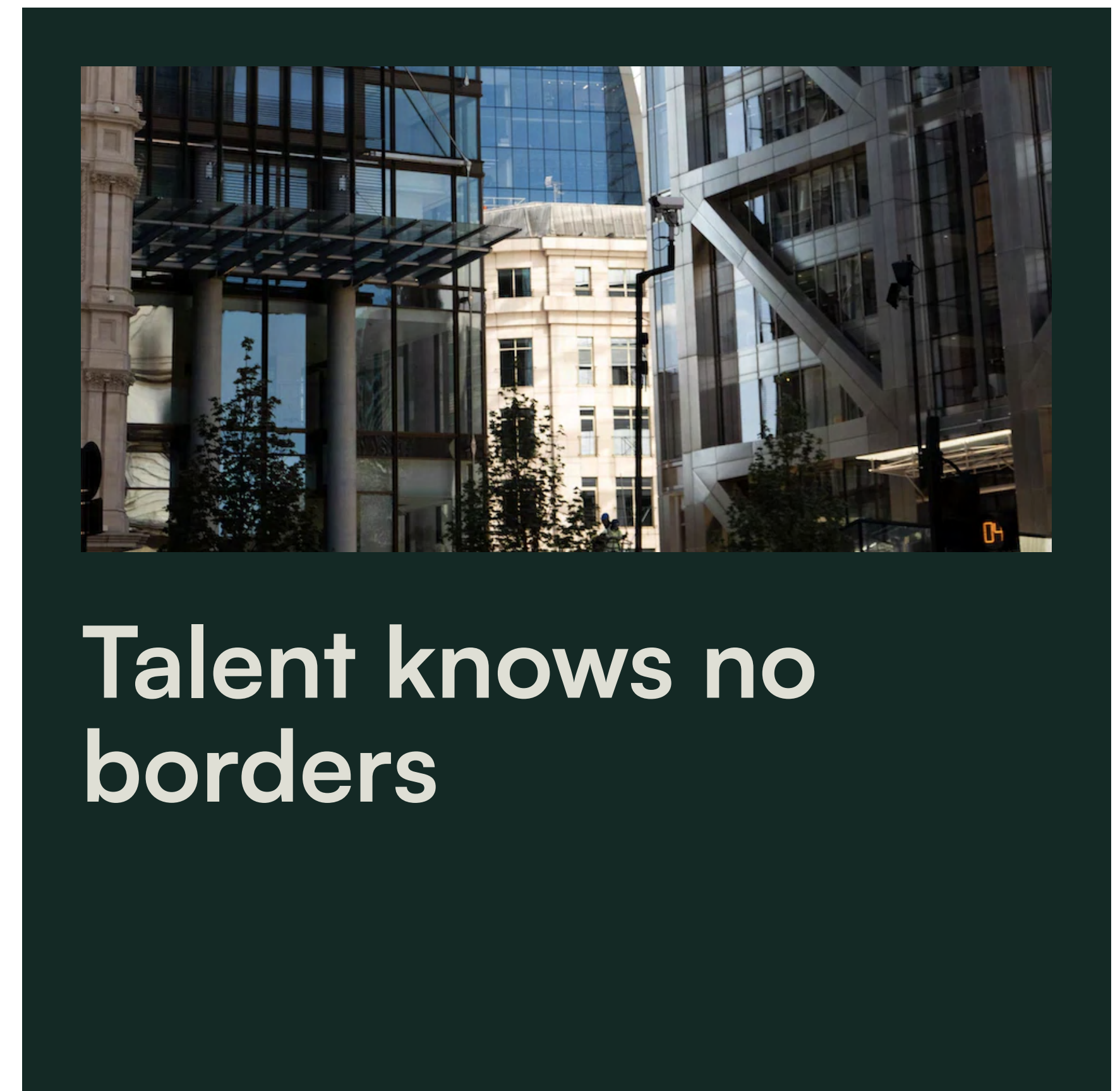
Typography

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17 Images

Image Style

Image Application

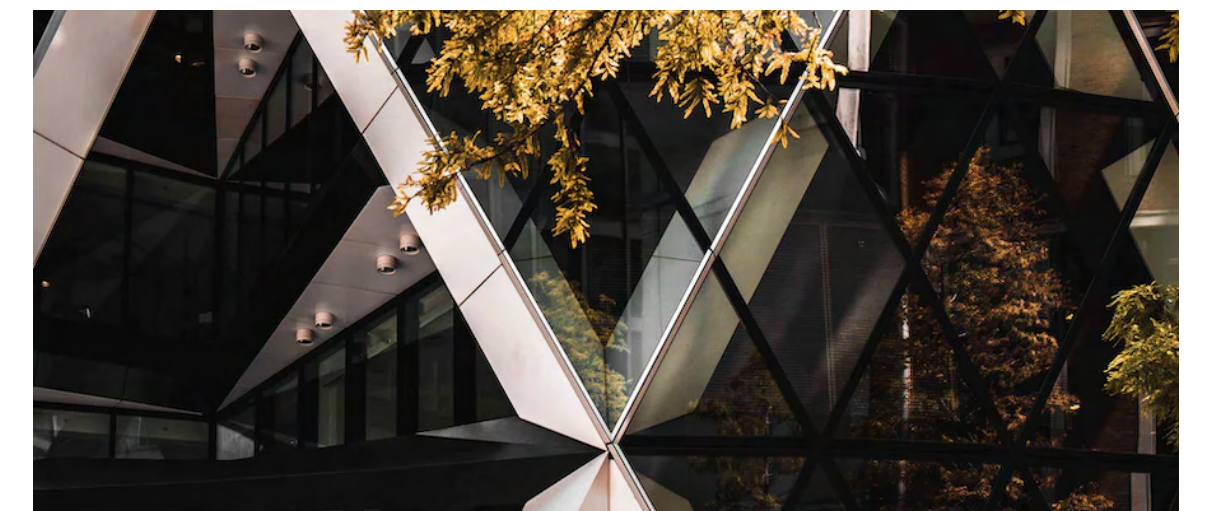
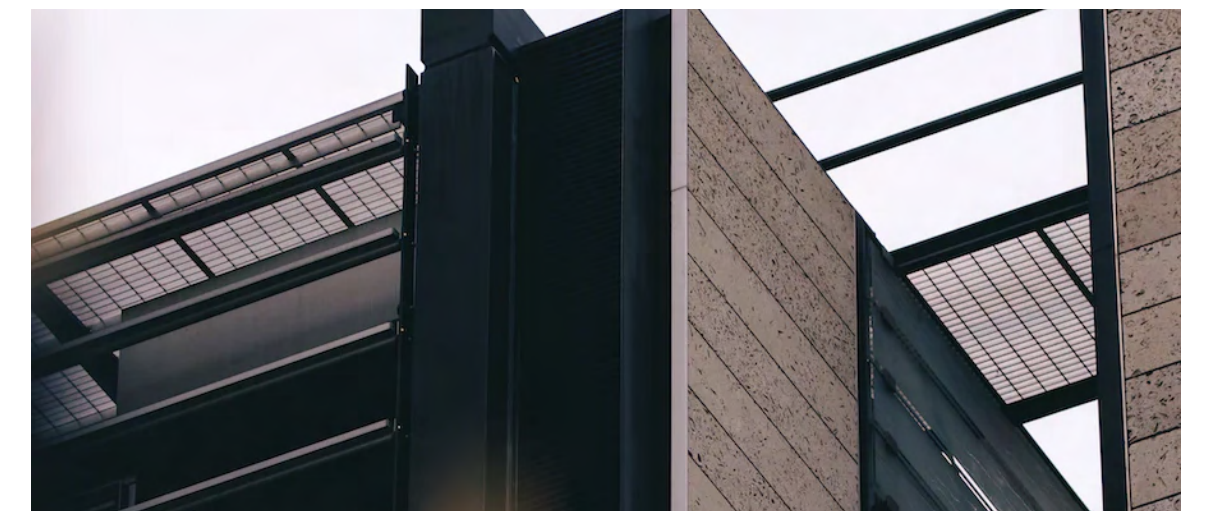
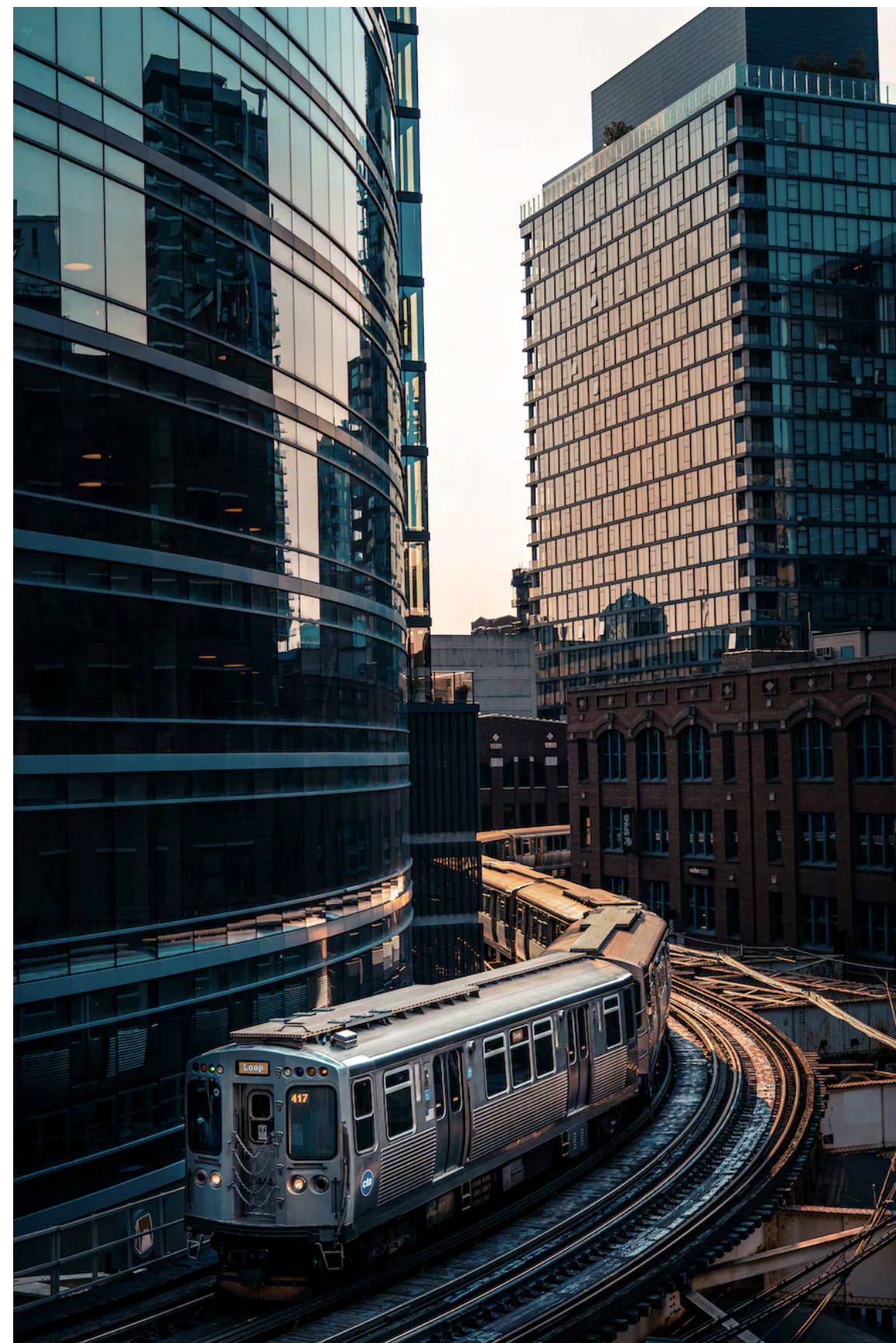
18 Image Style

Images sourced for Lawson Chase are location based, specifically locations in which Lawson Chase operate and have job openings.

Images can be abstract or clear architectural/landscape photography.

The cityscapes should be more interesting than the usual birds-eye or skyline images, they should invoke feeling and show signs of life and vibrancy.

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Image Application

Images can be applied in different ways using overlays and clipping masks. All these application styles are optional, images can be left in their original visual state.

The oversized logomark is used as an image container for images that do not need to be displayed as whole and can be used more for decoration.

The overlays that can be applied to images use the 3 Lawson Chase core colours. The examples on this page show the first image having a Forest overlay on 30% opacity. The third image on this page has been converted to black & white, followed by an Oat overlay using the 'Multiply' blend mode.

Logos

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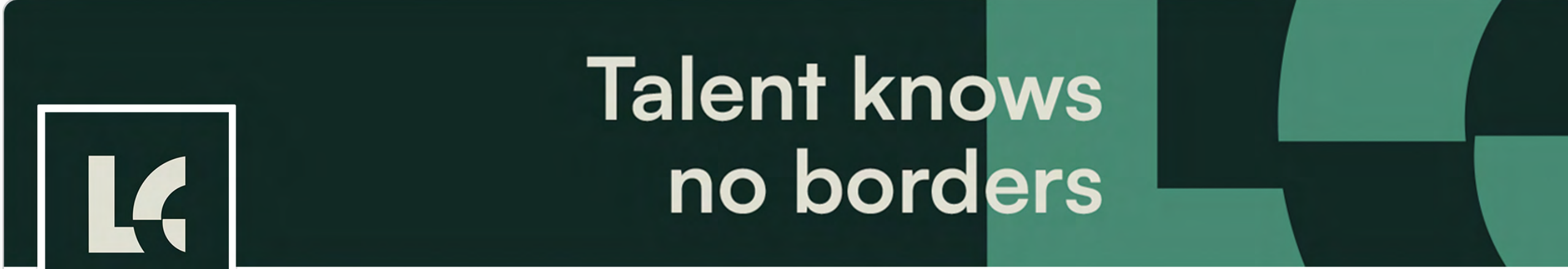


20 Social Media

Social Media Posts

Social Media Banners






Lawson Chase - Executive Search, Recruitment & Interim Talent Solutions
We're an Executive Search & Recruitment firm that helps ambitious organisations to hire exceptional people worldwide.
Staffing and Recruiting London 32,773 followers

See all 16 employees on LinkedIn

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23 Application

Billboard

Outdoor Sign

Mug

Office Sign

Event Flags

Train Station Poster

Lanyard

T-Shirt

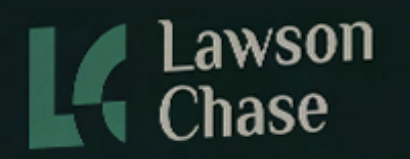
Business Card



**Talent knows
no borders**

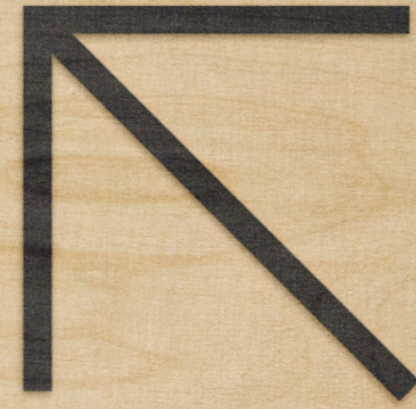


Talent knows
no borders



Unearthing candidates in every
corner of the world, connecting
ambition with opportunity.





Lawson Chase
HQ Office



Lawson
Chase





9

destinazione destination

treno train partenza departure

informazioni information



Talent knows no borders

Our search mantra takes us globally, unearthing candidates in every corner of the world, connecting ambition with opportunity.



10



Ben Kinley

Group Managing Director



Ben Kinley

Group Managing Director





Talent knows
no borders



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Thank You

