



FINCH CRIMINAL LAW

Brand Guidelines

INTRODUCTION



The guidelines provided offer a comprehensive framework for understanding the visual identity of the Finch Criminal Law brand and its application across various touchpoints and media. These guidelines are designed to support and enable the creativity of all individuals working with the brand, ensuring that they have the tools and knowledge necessary to create consistent, professional, and engaging representations of the brand.

LOGO SPACING

The light blue area indicates clear space.

The light blue area must be kept free of all graphical and visual elements. The minimum required clear space is defined by the measurement 'X' which equates to the height of the logo typography.

Clear space helps our wordmark stand out and ensures it's not compromised by other elements or brands.



LOGO USAGE

The full-colour version of the logo is the preferred choice for reproduction, as it best represents the brand's visual identity with its distinctive colour palette. This version allows the logo to stand out and create a recognisable presence across various applications. However, in certain situations where the use of the full-colour logo may not be practical or optimal, an inverted version of the logo can be utilised.



Application of the Inverted Logo

- **Dark Backgrounds:** The inverted logo is designed to be used on dark or coloured backgrounds where the full-colour logo may not be clearly visible or legible. In these instances, the logo is typically presented in white or a light colour to provide sufficient contrast.
- **Design Consistency:** The inverted logo can help maintain a consistent design aesthetic when the overall visual theme features a dark or coloured background. This approach ensures that the logo integrates seamlessly with the surrounding elements without clashing.
- **Specialty Printing:** In scenarios such as embossing, engraving, or other specialty printing techniques where colours may be limited or not possible, the inverted logo can be a suitable alternative. It allows for a clear, concise representation of the brand while accommodating the constraints of the medium.
- **Minimalistic Design:** The inverted logo can be used to achieve a minimalistic and modern look, aligning with the aesthetic of certain design projects. This version simplifies the logo's appearance while retaining its distinctiveness.
- **Accessibility and Legibility:** The use of the inverted logo can enhance accessibility by providing better visibility and legibility for individuals with visual impairments. The high contrast of the inverted logo against dark backgrounds aids in distinguishing the brand mark.



FONTS

USE FOR : SUB HEADINGS, ACCENTS [ALL CAPS APPLICATION]

Montserrat

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

AVAILABLE VIA; [FONTS.GOOGLE.COM](https://fonts.google.com)

FONTS

USE FOR : HEADINGS AND BASE TEXT

Montserrat

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

AVAILABLE VIA; [FONTS.GOOGLE.COM](https://fonts.google.com)

A Heading Like This.

A SUB HEADING LIKE THIS

Nulla venenatis, tortor in rutrum facilisis, purus quam bibendum eros, id fermentum lacus mauris quis ante. Duis tempor vehicula eros, vitae suscipit tortor elementum ut. Praesent magna enim, pharetra quis augue sed, pharetra sodales ante. Sed id pretium sapien. Quisque tristique tellus non neque commodo, id ullamcorper mi ultricies. Sed ultricies magna sed ex gravida pellentesque. Sed dapibus sem a fringilla blandit.

Nulla venenatis, tortor in rutrum facilisis, purus quam bibendum eros, id fermentum lacus mauris quis ante. Duis tempor vehicula eros, vitae suscipit tortor elementum ut. Praesent magna enim, pharetra quis augue sed, pharetra sodales ante. Sed id pretium sapien. Quisque tristique tellus non neque commodo, id ullamcorper mi ultricies. Sed ultricies magna sed ex gravida pellentesque. Sed dapibus sem a fringilla blandit.

COLOURS

PRIMARY / FONT BASE



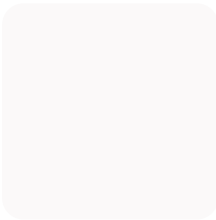
RGB 9 28 42
CMYK 79 33 0 84
Hex# 091C2A

SECONDARY



RGB 95 25 32
CMYK 0 74 66 63
Hex# 5F1920

NEUTRAL BG / ACCENT



RGB 251 250 249
CMYK 0 0 1 2
Hex# FBFAF9

GRADIENT

RGB 12 39 58
CMYK 79 33 0 77
Hex# 0C273A



RGB 6 19 29
CMYK 79 34 0 89
Hex# 06131D

LIVE EXAMPLE



LIVE EXAMPLE





Dear Mr. Smith,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec orci purus, luctus vitae dignissim eu, iaculis sed purus. Vivamus faucibus, ipsum nec aliquet viverra, leo mauris condimentum ligula, sit amet sagittis enim ligula quis arcu. Nam egestas tortor id nisi porttitor mattis. In tortor ante, ultricies in suscipit a, tempus non massa. Vivamus et auctor mi. Fusce vel massa nulla.

Donec malesuada orci vitae nulla accumsan porta a id massa. Quisque accumsan iaculis magna sit amet fringilla. Maecenas consequat, magna eget tincidunt semper, odio nibh rutrum mi, id feugiat ante nisi eu risus.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium.

Sincerely,
Allen Carter

(912) 555-1234
hello@graphicburger.com

315 Flatbush Ave
Brooklyn, NY 11217, US



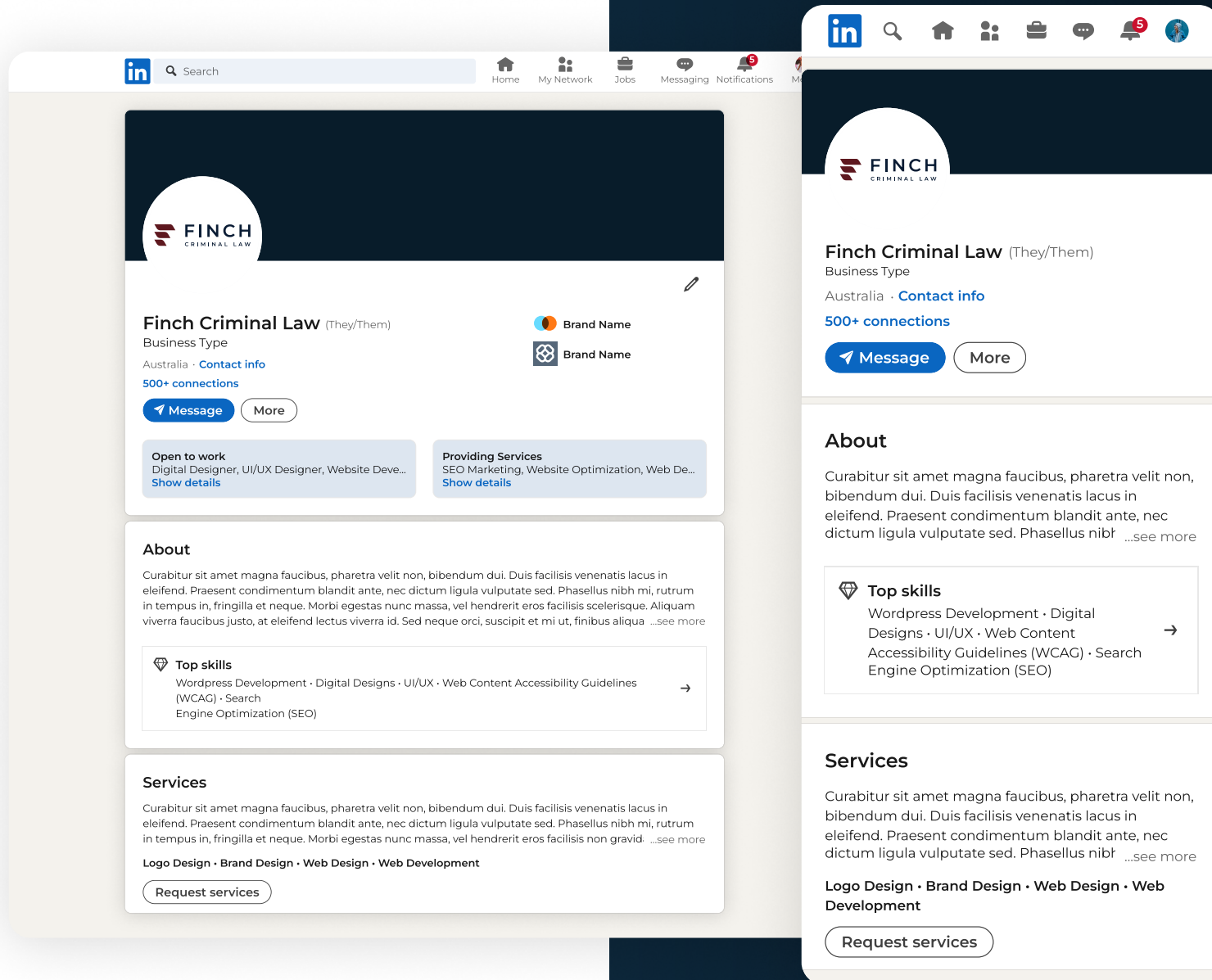
ALLEN CARTER
co-founder

(912) 555-1234 | hello@graphicburger.com
315 Flatbush Ave, Brooklyn, NY 11217, US

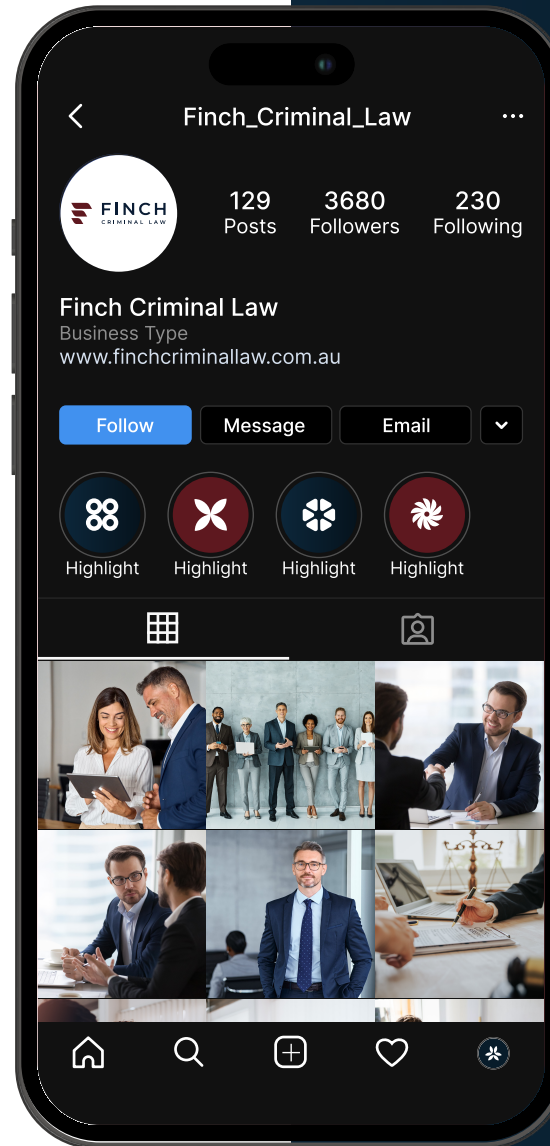
LIVE EXAMPLE



SOCIAL MEDIA DIRECTION



SOCIAL MEDIA DIRECTION



SOCIAL MEDIA DIRECTION



VISUAL DIRECTION

Imagery

Brand imagery should feel clean, modern, and professional, reflecting clarity, structure, and trust. Use natural lighting, neutral tones, and balanced compositions to create a calm and approachable look.

Focus on authentic business moments rather than overly staged visuals. Subtle use of brand colours is encouraged, but should remain minimal. Overall, imagery should be consistent, refined, and supportive of the brand, enhancing the identity without overpowering it.





Thank You