

## Firm Name

capital M, G, W

# McGuireWoods LLP

no space

The full legal name McGuireWoods LLP must be used once on all marketing materials.

McGuireWoods London LLP is the legal name for our London office and should be used on collateral that describes the services offered by attorneys practicing in Europe.

McGuireWoods is one word with no space between the two names. There is no comma before or periods within "LLP." Do not separate the name or split on two lines.

### Incorrect Usage

McGuire Woods

- SPACE BETWEEN McGUIREWOODS

McGuireWoods, LLP

- COMMA AFTER McGUIREWOODS

McGuireWoods L.L.P.

- PERIODS IN LLP

McGuire  
Woods

- McGUIREWOODS ON TWO LINES

## McGuireWoods Logo

# McGuireWoods

The McGuireWoods logo is the most immediate representation of our firm, our people and our brand to the world. It is a valuable asset that must be used consistently in the proper approved forms.

### LOGO USAGE

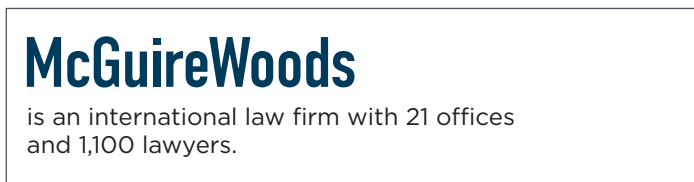
*Please call the McGuireWoods Marketing helpline at 704.343.2217 or email DesignCenter@mcguirewoods.com if you have any questions regarding the use of the firm logo.*

1. The logo should not be modified in any way. The color may not be changed; only navy blue (#003a5d for web, PMS 302C for spot printing) or black on a white or light-colored background, white on a dark background, or in some very specific design center authorized instances, cyan blue (#29abe2 for web, PMS 299C for spot printing) are approved for use.

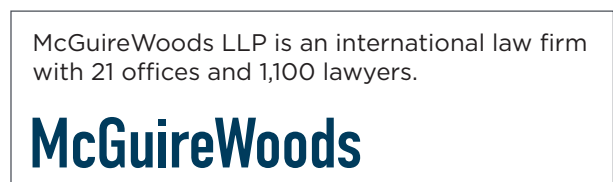
2. There should be a minimum of 1/4" (.25") perimeter around the logo at all times. No text, image or other element should infringe upon the McGuireWoods logo.



3. The McGuireWoods logo should not be used in place of the firm name or as part of a sentence.



INCORRECT



CORRECT

4. The firm website address **www.mcguirewoods.com** and/or the tagline **21 offices | 1,100 lawyers** may be used in conjunction with the logo. This tagline should be 1/4" distance from the bottom of the logo and in a bold font.

## McGuireWoods

1,100 lawyers | 21 offices | [www.mcguirewoods.com](http://www.mcguirewoods.com)

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## LOGO GUIDELINES

### Do's:

- Do include the logo on all collateral and internal and external communications.
- Do use the navy or black logo on a light background.
- Do use the white logo on a dark background.
- Do include a minimum of 1/4" space around the logo.

### Don'ts:

- Don't alter the color of the logo.
- Don't apply any effects.
- Don't add a tagline.
- Don't rotate the logo or skew it in any way.
- Don't make a pattern or texture out of the logo.
- Don't combine the logo with any other elements such as other logos, words, graphics, photos, slogans or symbols.

## USING THE LOGO ON A BACKGROUND

*The logo used against a dark-colored background should be white.*



*The logo used against a light-colored background should be navy blue or black for black & white printing.*



### Incorrect Usage

**McGuireWoods**

- STRETCHED

**McGuireWoods**

- SQUISHED

**McGuireWoods**

- ROTATED



- NAVY OR BLACK LOGO ON DARK BACKGROUND



- WHITE LOGO ON LIGHT BACKGROUND

the quick brown fox jumped  
over the lazy old dog.

**McGuireWoods**

- TEXT TOO CLOSE TO LOGO