

**LSC**

**LYONS  
SNYDER  
COLLIN**

**TRIAL ATTORNEYS**

### LSCpms.eps

- PANTONE
- PMS 282
  - 100% cyan

### LSCcmyk.eps

- CMYK
- 100% C 87.11% M 42.17% Y 57.83 K
  - 100% cyan



TRIAL ATTORNEYS



TRIAL ATTORNEYS

### LSCrgb.eps

- RGB
- 9R 31G 62B
  - 0R 173G 239B

### LSCweb.eps

- WebSafe
- 091F3E
  - 00ADEF



TRIAL ATTORNEYS



TRIAL ATTORNEYS

### LSCk.eps

- Black Logo
- 100% K

### LSCrevs.eps

- Reverse Logo
- Reverse



TRIAL ATTORNEYS



TRIAL ATTORNEYS

## Logo Colors

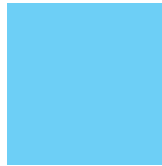
The colors of the Pantone logo should not be changed or transposed in any way.

Please Note: Colors shown on this page are not accurate for color match-ing. Please refer to the current Pantone Color Formula Guide to ensure that color reproduction is accurate. The colors shown have not been evaluated by Pantone, Inc. for accuracy (Pantone® is a registered trademark of Pantone, Inc.).

50% PMS 282



50% cyan



50% Black



PMS 282



100% cyan



100% Black

## Practice Area Palette

---



Personal Injury

C51 M43 Y43 K7  
R129 G129 B129  
#818181



Criminal Defense

C51 M27 Y30 K1  
R133 G162 B169  
#85a2a9



Family Law

C69 M57 Y26 K5  
R95 G108 B143  
#5f6c8f

## Color Palette

---

There are two core colors in the LSC identity system: PMS 282, cyan and black. The secondary color are 50% PMS 282, 50% cyan and 50% black. The LSC identity relies heavily upon these colors, and therefore they should be the main colors used in all graphic design pieces created for LSC. In addition we've created a palette for each of the practice areas of the firm.



**Logo Size**



Clear space is the area that surrounds the signature and is free of visual distraction. The minimum required clear space is X, as shown in the example. (X equals the center of the “LSC Square Frame”). Always provide the minimum clear space around all sides of the signature.

Logo should never be smaller than .5" wide



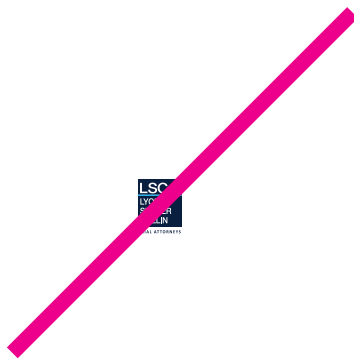
**Logo Reverse**

---



The reverse logo must be used only on a color or black solid background.

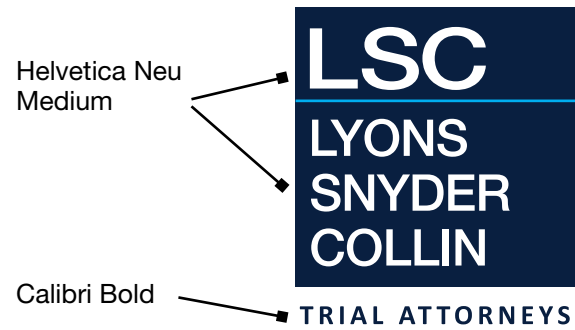
It can also be used over pictures.



### Logo Variations

The logo should not be treated in any manner that would obscure or diminish its visibility. The examples above illustrate violations to the logo. These violations apply to all versions and formats of the logos.





**Headlines** **Helvetica Neue 95 Black**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 123456789**

**Headlines/Subheading** **Helvetica Neue 85 Heavy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 123456789**

**Body Copy** **Helvetica Neue 65 Medium**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 123456789**

**For emphasis or for proper convention** *Helvetica Neue 85 Heavy*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 123456789*

**Type Family**

---

The LSC typeface is Helvetica Neu and Calibri. This typeface is used to format text in all designed materials. Only weights displayed in this manual may be used.



### **Kerning**

The preferred kerning of headlines is 0.  
The preferred kerning of body copy is 0.

The kerning of particular lines can be tightened slightly to avoid hyphens or widow. Maintain a sense of visual consistency in the tracking.

### **Leading**

The preferred leading is usually 1.5 to 3 points larger than the body copy size.

### **Hyphens**

Avoid the use of hyphens.  
Avoid breaking words across lines if possible.

### **Punctuation**

Hang punctuation if possible.  
Create inch marks and quote marks correctly.  
Inch (") Feet (') Quotes (“) Apostrophe (’)

### **Text alignment**

The copy should always be aligned to the left (flush left, ragged right).

### **Text color**

Body copy is generally set in black.

## **Type Treatment**

---

Type treatment and setting for Helvetica Neue font family.





**HOMEPAGE**



What other attorneys wear to work.



What we wear to work.

**CRIMINAL DEFENSE**



How the prosecution sees your case.

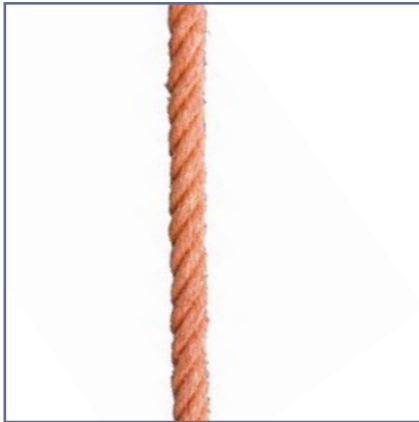


How we see it.

**FAMILY LAW**



Remember the day you tied the knot?



We'll help you forget it.

**PERSONAL INJURY**




How insurance companies see your injury.



We feel your pain.

**Practice Areas**

 Criminal Defense

 Family Law

 Personal Injury

Above are the practice areas of the firm with visual and copy concepts. In addition we've included the color of each of the practice areas to be use to describe each.

**LSC**  
LYONS  
SNYDER  
COLLIN

TRIAL ATTORNEYS

312 S.E. 17th Street, 3rd Floor, Fort Lauderdale, FL 33316.