

# MURPHY ENRIGHT GILBRETH & BIZZIERI LTD.

## Logo & Brand Usage Guide

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### 1. Introduction

This guide provides approved specifications for the proper use of the Murphy Enright Gilbreth & Bizzieri Ltd. ("MEGB") logo and brand assets.

It is intended solely for MEGB partners, sponsors, and approved collaborators who have received explicit authorization to display the firm's branding for co-branded materials, sponsorship listings, or event marketing.

The MEGB logo is a protected brand asset. Use of the logo without prior written permission from MEGB is strictly prohibited. Unauthorized modification, reproduction, or distribution of any brand assets is not permitted.

### 2. Approved Logo Files

MEGB provides PNG files only, in both standard and transparent-background formats. Two versions are available:

- Primary Logo
- Primary Logo + Phone Number

These are the only approved digital assets for external use. SVG, EPS, JPG, Photoshop, Illustrator, and other editable formats are not provided or authorized.

Logos may not be recreated, redrawn, color-altered, stretched, cropped, or modified in any way.

### 3. Logo Usage Guidelines

#### 3.1 Permitted Use

The logo may be used only for the following purposes, and only with prior written approval from MEGB:

- Partner listings
- Sponsorship materials
- Co-branded marketing

- Event programs and acknowledgments
- Press or media mentions (with written authorization)

### 3.2 Prohibited Use

The following are strictly prohibited:

- Altering logo colors, proportions, fonts, or layout
- Adding effects such as shadows, strokes, glows, filters, or embossing
- Placing the logo on visually complex backgrounds that reduce legibility
- Cropping or extracting individual elements from the logo
- Combining the logo with other graphics to create a new mark
- Using the logo in any context that implies an attorney-client relationship, endorsement, or affiliation not expressly approved by MEGB
- Using the logo for merchandise, advertising, or digital campaigns without written permission

## 4. Typography

The following typefaces are used exclusively within the official MEGB logo. They are provided for reference only and must not be recreated, repurposed, or redistributed by partners or vendors.

Logo Element	Typeface
MURPHY ENRIGHT	Trajan Bold
GILBRETH BIZZIERI	Newsreader Regular
ATTORNEYS AT LAW	Söhne Book Italic (Buch Kursiv)

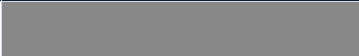
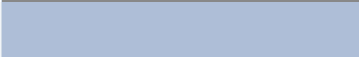



**Note:** These fonts are not licensed for redistribution. Do not attempt to typeset or rebuild the logo using these typefaces.

## 5. Color Specifications

### 5.1 Primary Logo — Light Background

The following hex values represent the approved digital colors for use on light backgrounds:

Element	Hex Code	Swatch
Logo background	#0f1a2f	

Element	Hex Code	Swatch
"Murphy Enright"	#f9f7f4	
"Gilbreth Bizzieri"	#aebed7	
"ATTORNEYS AT LAW"	#3c88c9	
Horizontal rule	#3c88c9	
Vertical bar (   )	#3c88c9	

## 5.2 Primary Logo — Dark Background

When the logo is placed on a dark background, only the following color adjustments are approved. All other elements remain unchanged.

Element	Hex Code	Swatch
"Murphy Enright"	#0f1a2f	
"Gilbreth Bizzieri"	#62738c	

**Note:** These are the only approved alternative colorations. Additional variations are not permitted.

## 5.3 Print Colors (PMS)

For printed applications such as stationery or sponsorship placements, the approved Pantone values are:

- PMS 296 — Dark Blue
- PMS 278 — Light Blue

## 6. Backgrounds & Placement

Always use high-contrast backgrounds that maintain full legibility. The logo should never appear on busy photography, patterned textures, or backgrounds that visually compete with the mark.

When in doubt, contact MEGB for placement guidance before use.

## 7. File Integrity & Distribution

Only MEGB's Marketing and Communications representative may distribute logo assets. Partners and vendors must not:

- Request alternate versions not covered by this guide
- Modify logo files in any way
- Extract components from logo files
- Re-save the logo in alternate formats

If additional configurations are required (such as a horizontal layout, monochrome version, or print-specific file), a formal request must be submitted to MEGB for review and approval.

## **8. Contact for Approvals**

For logo requests, usage approvals, or sponsorship asset inquiries, please contact:

**MEGB Marketing & Communications**

[info@murphyenrightlaw.com](mailto:info@murphyenrightlaw.com)