NIGH GOLDENBERG
RASO & VAUGHN

Brand Guidelines

January 2023

Version 01-00



nighgoldenberg.com

Our Brand at a Glance

Primary Logo

NGRV NIGH GOLDENBERG RASO & VAUGHN

Icon

NGRV

Typeface

DM Sans Regular

DM Sans Medium

DM Sans Bold

Core Brand Colours

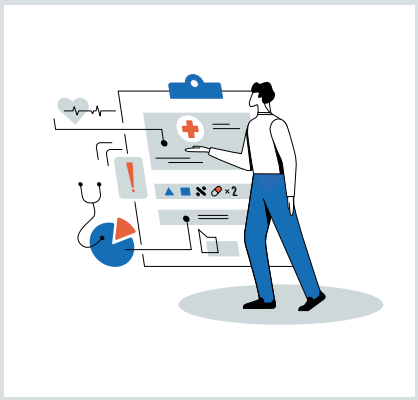
Photography



Iconography



Illustration



Merchandise



Primary - Full Colour

Primary Logo



Icon



Secondary - Monochrome

Mono Logo





Mono Icon





Logo - Overview

The primary logo is the preferred version of the logo and should be used wherever possible.

X = Height of brand icon







Logo Clear Space Area

The NGRV logo must stand out clearly from its surroundings.

A clear space area has been created to ensure our logo is always prominent and clearly visible across all forms of communication.

The clear space area is equal to the height of the NGRV icon.

1. Do use the primary logo against approved colour palette backgrounds.
2. Do not rotate the logo.
3. Do not add elements to the logo.
4. Do not use unapproved logo colours.
5. Do not use the logo against unapproved backgrounds.
6. Do not distort the logo.
7. Do not place elements in the clear space zone.
8. Do not alter the proportions of the logo

Dos



Don’ts















Protecting the Logo - Dos and Don’ts

These instructions will help you avoid disturbing the integrity of our logo.

The NGRV logo should never be placed inside a holding shape. The box shown is for demonstrative purposes only.

Follow the cheat-sheet supplied with the NGRV logo files in order to locate the recommended file types for each touchpoint.

Teal

CMYK	79/36/38/5
RGB	54/128/142
PMS	2222C | 2222U
HEX	36808e

Navy

CMYK	100/77/34/20
RGB	13/64/104
PMS	7694C | 7694U
HEX	0d4068

Yellow

CMYK	0/24/76/0
RGB	255/197/87
PMS	141C | 1215U
HEX	ffc557

Coral

CMYK	5/76/83/0
RGB	230/98/62
PMS	7416C | 7416U
HEX	e6623e

Light Blue

CMYK	27/9/9/0
RGB	169/209/ 219
PMS	552C | 552U
HEX	a9d1db

Royal Blue

CMYK	80/59/7/0
RGB	38/107/178
PMS	7683C | 7683U
HEX	266bb2

Turquoise

CMYK	64/7/34/0
RGB	68/177/166
PMS	7472C | 7472U
HEX	44b1a6

CMYK: The CMYK colour model, often referred to as process colour, is a subtractive colour model, used in printing. CMYK refers to the four inks used in the most colour printing: cyan, magenta, yellow and key (black).

Pantone: Pantone Matching System is a propriety full tone colour space used in a variety of industries, primarily printing, though sometimes in the manufacture of coloured paint, fabric and plastics. When it is possible to control the print process, printing using our Pantone colour values achieves the most vibrant and closest match to digital values.

RGB: the RGB colour model is an additional colour model in which red, green and blue light are added together to reproduce a broad range of colours. The defined RGB colours should be used for the RGB documents that can also be printed e.g. Microsoft Word, Powerpoint and Excel.

Hex: Is a 6-digit, 24 bit, hexadecimal number that represents Red, Green, and blue. Predominantly used with RGB reproduction.

Primary Colour Palette

Colour influences our mood and sends out specific signals to our audience. The NGRV colour palette has been carefully selected to exude our personality.

Black

CMYK	0/0/0/100
RGB	0/0/0
PMS	Black
HEX	000000

Grey 1

CMYK	0/0/0/90
RGB	60/60/59
PMS	Black 7C | Black 7U
HEX	3c3c3b

Grey 2

CMYK	0/0/0/70
RGB	112/111/111
PMS	Cool Grey 11C & U
HEX	706f6f

Grey 3

CMYK	0/0/0/40
RGB	178/178/178
PMS	Cool Grey 5C & U
HEX	b2b2b2

Grey 4

CMYK	14/7/8/0
RGB	217/224/226
PMS	7541C | 7541U
HEX	d9e0e2

White

CMYK	0/0/0/0
RGB	255/255/255
PMS	White
HEX	ffffff

Neutral Colour Palette

The neutral colour palette complements the primary colour palette, imagery and graphic elements. Their main purpose is to allow other visual elements to dominate.





Primary Palette Background and Logo Control

In order to give the NGRV brand as much flexibility as possible, we have created two logo colours that can be used in different situations on different backgrounds.

Aa

DM Sans Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789!@£$%^&*()_+{}

Aa

DM Sans Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789!@£$%^&*()_+{}

Aa

DM Sans Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789!@£$%^&*()_+{}

Primary Typeface – DM Sans

Our primary typeface is DM Sans owing to its modern aesthetic based on simplicity and clarity, working seamlessly in a variety of media.

A variety of weights have been selected to create hierarchy.

DM Sans is freely available for download:

https://fonts.google.com/specimen/DM+Sans

Aa

Bahnschrift Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789!@£$%^&*()_+{}

Aa

Bahnschrift Semi-Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789!@£$%^&*()_+{}

Aa

Bahnschrift Sans Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789!@£$%^&*()_+{}

Secondary Typeface – Bahnschrift

When DM Sans is not available, our substitute typeface is Bahnschrift. This is freely available for download:

https://freefontsfamily.com/bahnschrift-font-free-download

Typeface Usage

Titles and large headers	Lorem ipsum is placeholder text	DM Sans Bold
Sub-headers and small headers	Lorem ipsum is placeholder text commonly used in the graphic industry	DM Sans Bold
Introductions	Lorem ipsum is placeholder text commonly used in the graphic, print, and publishing industries	DM Sans Medium
Body Copy	Lorem ipsum is placeholder text commonly used in the graphic and publishing industries for previewing layouts	DM Sans Medium
Bold Body Copy	**Lorem ipsum is placeholder text commonly used in the graphic and publishing industries for previewing layouts**	DM Sans Medium
Pull-Out Quotes	Lorem ipsum is placeholder text commonly used in the graphic for previewing layouts	DM Sans Medium
Captions	Lorem ipsum is placeholder text commonly used in the graphic, print, and publishing industries for previewing layouts and visual mockups	DM Sans Regular

Formatting

- Paragraphs should always be left-aligned across all applications.
- 70 characters or less for headlines.
- 50-75 characters per line for paragraphs.
- Sentence case reduces strain on the eyes, is easy to read and looks visually cleaner. The first letter is capitalized along with any proper nouns.
- Avoid abbreviations – these should only be used when you are certain that an individual customer understands them.

Spacing

Space between paragraphs and sections will vary between materials. Use a full return between sections. If a smaller space between paragraphs is desired, the space can be a few points smaller than the leading. Sections should be spaced out in such a way that it makes the information very accessible to the reader. Use double spacing between sentences.

Rags

When creating a block of unjustified text with a left alignment, be sure to keep the rag (the right uneven side) balanced without any sudden holes or awkward shapes. This paragraph is an example of a good rag.

This is a paragraph with poor rags, containing distracting shapes of irregular white space. A poor rag can be unsettling to the eye and distract the reader.

Orphans

The term 'Orphan' refers to the first line of a new paragraph occurring at the end of a column or page. While it is arguably not as disruptive to the reader to break the flow of text when a paragraph has only begun, rather than right before it ends, it is still an undesired interruption, and orphans also contribute to an untidy appearance.

Widows

A widow is paragraph-ending line that falls at the beginning of the following page or column, thus separated from the rest of the text. An example of this can be found

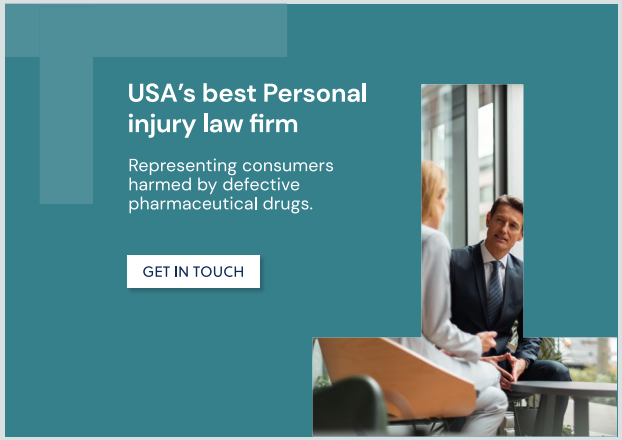
in this sentence and should be avoided.

Typography – Dos and Don'ts

Following these best typography practices will allow our written content to be easily digested by our audience.





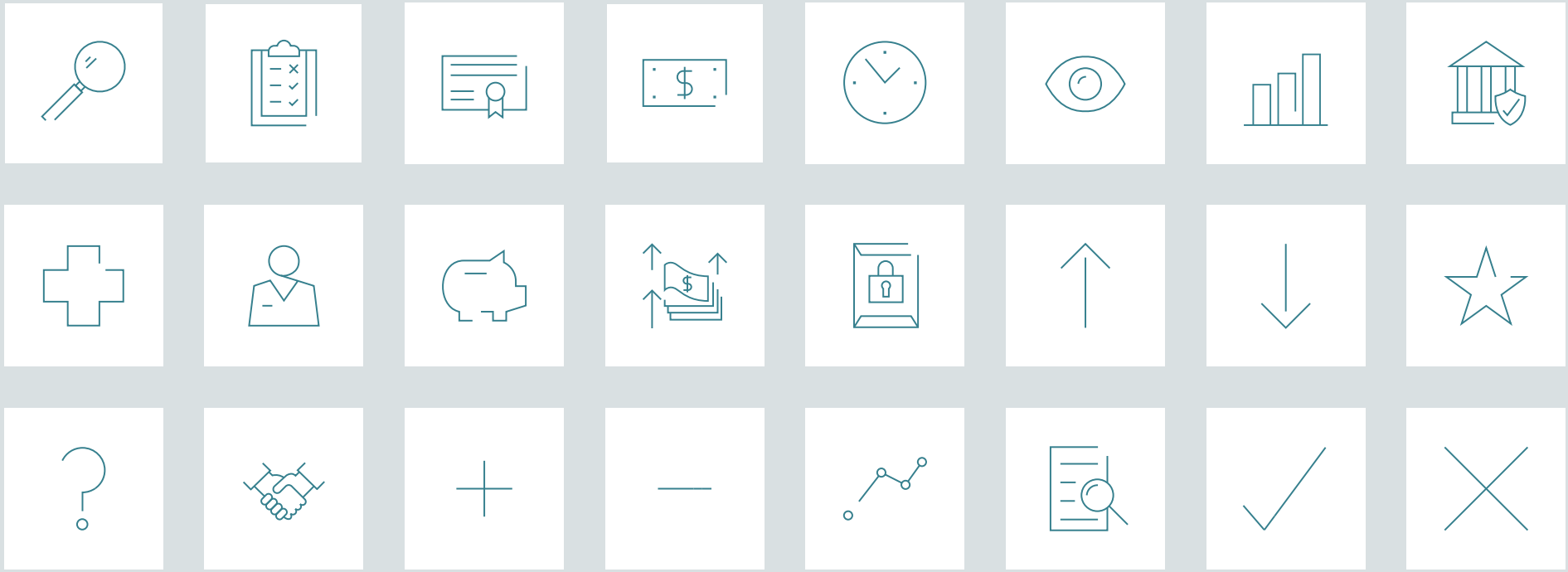




Pattern Overview

Our pattern is influenced by the ligatures within our brand icon.

The pattern is best used to frame copy or graphic elements. It can also be used as an anchor to create alignments for other copy or graphic elements. The human eye is commonly looking for alignments and patterns in design, whether it's consciously or subconsciously. Anchoring is a way to build structure within a composition through aligning elements together.

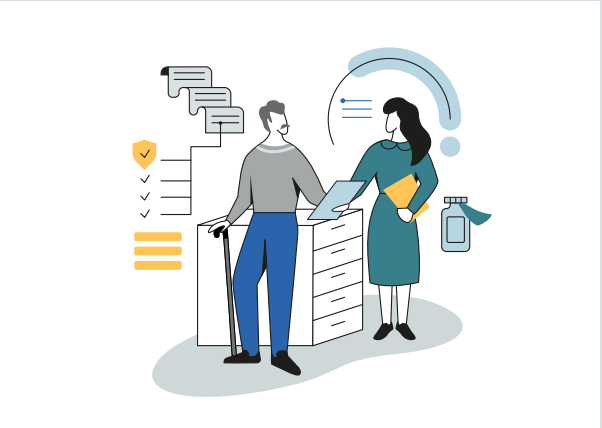


Iconography Overview

Icons guide a reader through our content or highlights specific information. Our icons should be instantly recognisable, without unnecessary details.



Medical Expertise In-House



Partnerships with Customers



Winning Compensation



Defective Pharma drugs, devices etc



Qualified

Illustration Overview

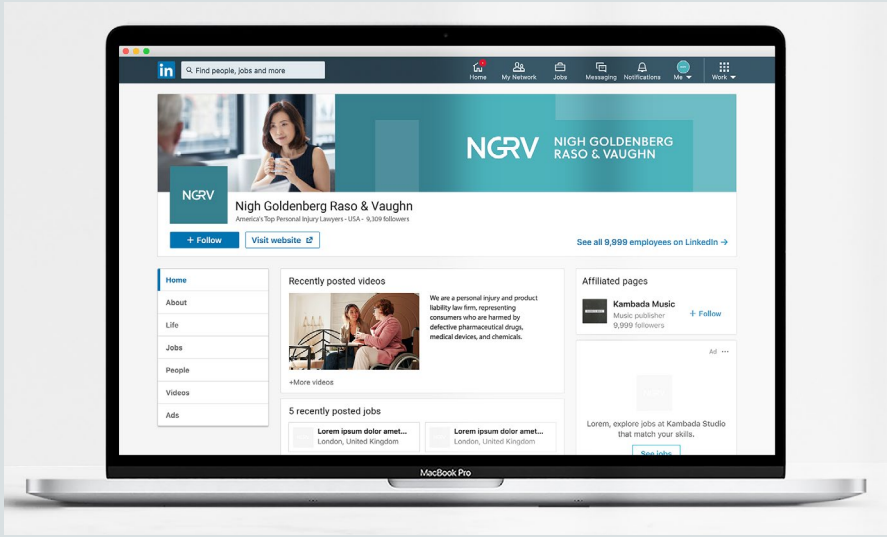
Illustrations play an important part in making NGRV a recognisable brand. As a communication aids, they need to be descriptive and visually engaging.



Image Setup

Dimensions: 400px x 400px

Resolution: 72ppi



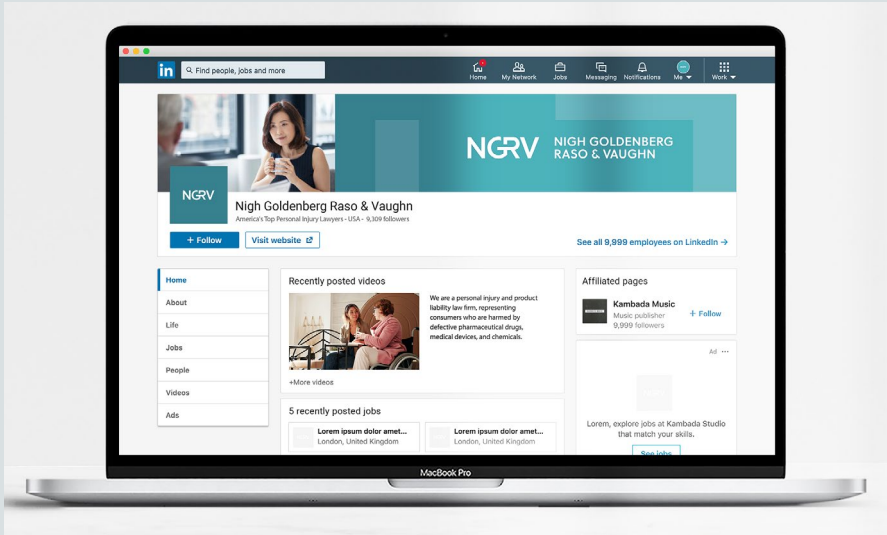
Social Media Company Profile Photo

The NGRV icon is used for Social Media Profile Photos owing to its legibility at small sizes.

They serve as simple, distinctive ‘badges’ that signify our ownership of the web page.



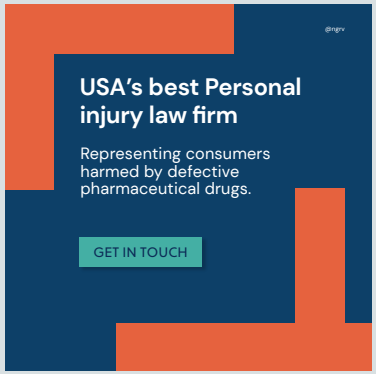
Examples based on Linkedin dimensions

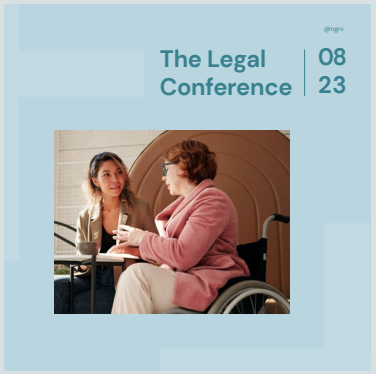


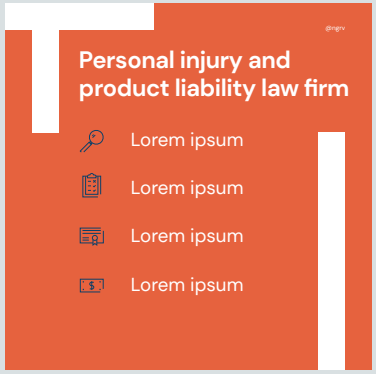
Social Media Cover Images

Wherever our brand appears in social media, it is important that we display a consistent online brand presence.

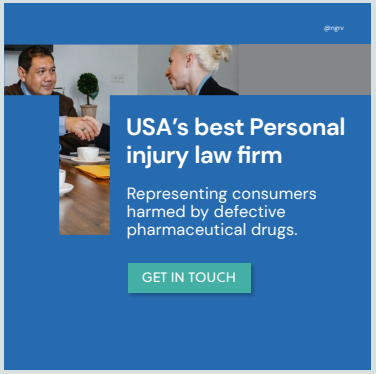












Social Media Posts Overview

All images used on Social Media must adhere to our brand guidelines, to communicate our professionalism. All images posted must also be sized correctly to meet each site's particular image specifications.

A generous margin around the border will allow the content to breathe.

Impactful imagery can be included to add visual appeal and promote a message. The main subject of a photo can be cut out using Adobe Photoshop or online software.

Email Signature

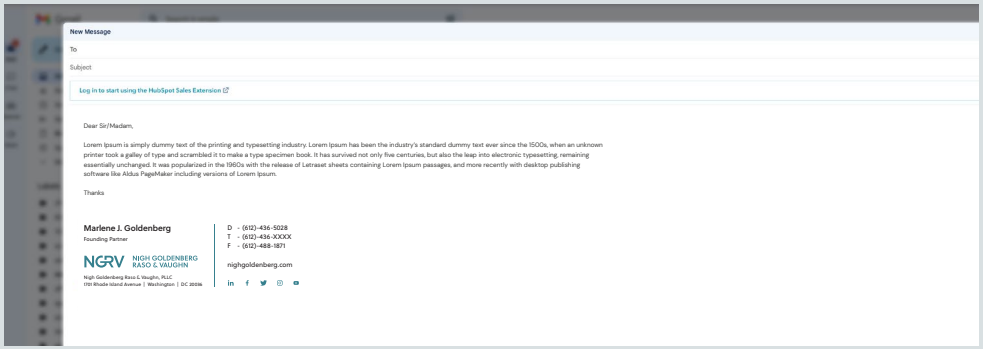
Marlene J. Goldenberg
Founding Partner

NIGH GOLDENBERG RASO & VAUGHN

Nigh Goldenberg Raso & Vaughn, PLLC
1701 Rhode Island Avenue | Washington | DC 20036

D - (612)-436-5028
T - (612)-436-XXXX
F - (612)-488-1871

nighgoldenberg.com



Email Signature and banner

Marlene J. Goldenberg
Founding Partner

NIGH GOLDENBERG RASO & VAUGHN

Nigh Goldenberg Raso & Vaughn, PLLC
1701 Rhode Island Avenue | Washington | DC 20036

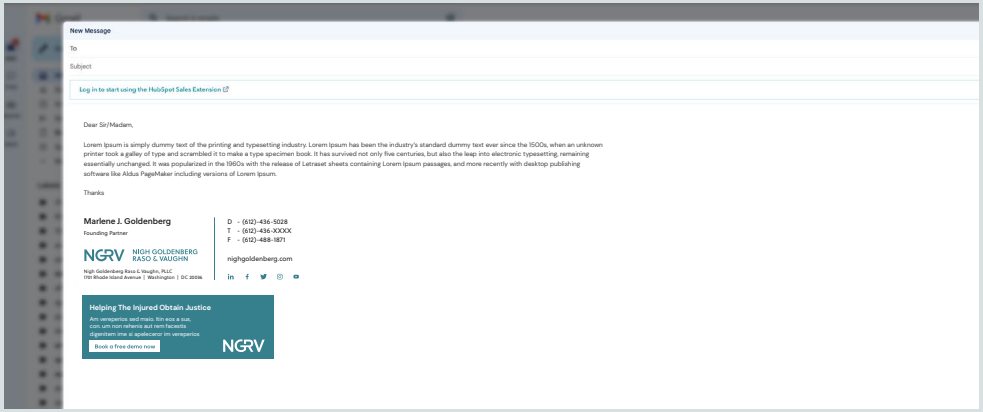
D - (612)-436-5028
T - (612)-436-XXXX
F - (612)-488-1871

nighgoldenberg.com

Helping The Injured Obtain Justice
Am vereperios sed maio. Itin eos a sus, con. um non rehenis aut rem facestis digenitem ime si apeleceror im vereperios sed maio. Itin eos a sus,

Book a free demo now

NGRV



Email Signature

An email signature template has been created to maintain consistency.

Banner designs must be on-brand, with only one banner allowed per email, positioned under the email signature. The file size of a banner should not exceed 100kb.

Do not alter the positioning of information, font size or color, or add any information or other elements to the email signature.

Front



Back



Business Card 3.5″ x 2″

Document Margins

Top: 0.2″

Bottom: 0.2″

Left: 0.2″

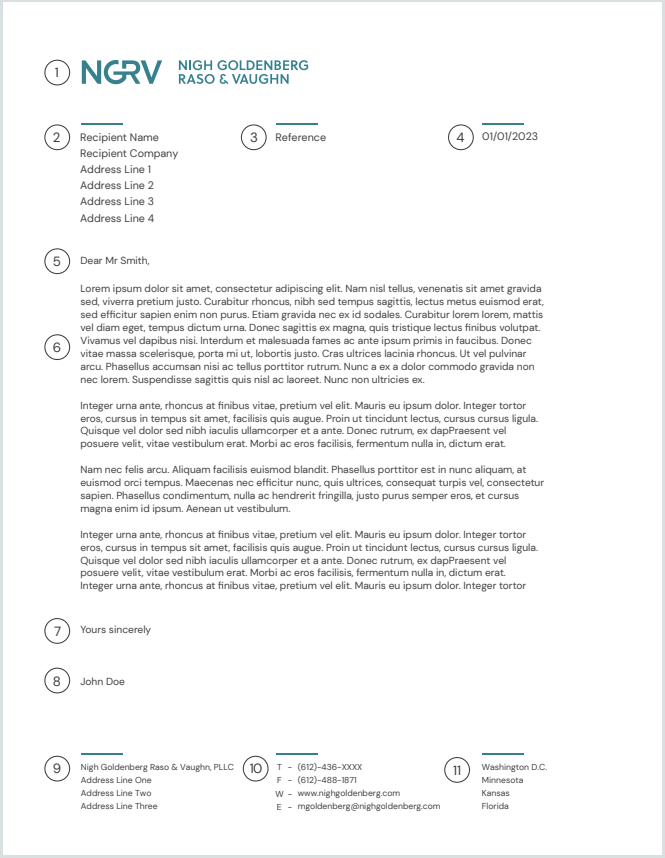
Right: 0.2″

1. Logo 1.95″ wide
2. 6pt DM Sans Regular
3. 9pt DM Sans Bold
4. 7pt/11pt DM Sans Regular
5. 7pt/9pt DM Sans Regular
6. Logo 0.85″ wide
7. 7pt/12pt DM Sans Regular
8. 7pt/12pt DM Sans Regular
9. 7pt/10pt DM Sans Regular



Business Cards

Templates have been created to help ensure branding consistency and speed the process when creating business cards.



US Letterhead
8.5” x 11”

Document Margins

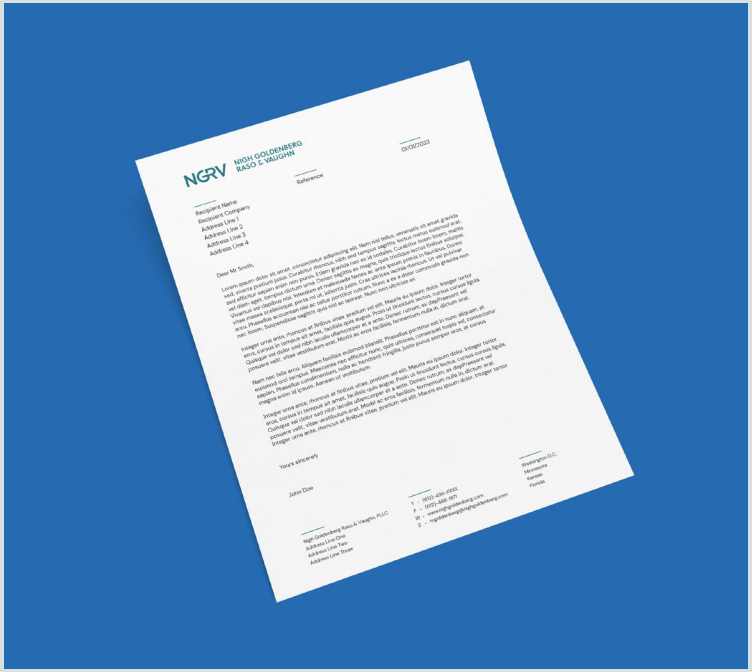
Top: 0.75”

Bottom: 0.6”

Left: 1”

Right: 0.6”

1. Logo 2.9” wide
2. 10pt/15pt DM Sans Regular
3. 10pt DM Sans Regular
4. 10pt DM Sans Regular
5. 9.5pt DM Sans Regular
6. 9.5pt/12pt DM Sans Regular
7. 9.5pt DM Sans Regular
8. 9.5pt DM Sans Regular
9. 8pt/12pt DM Sans Regular
10. 8pt/12pt DM Sans Regular
11. 8pt/12pt DM Sans Regular



Letterheads

Templates have been created to help ensure branding consistency and speed the process when creating letterheads.













Merchandise Branding Methods

Various branding techniques can be applied such as embroidery embossing and laser engraving whilst maintaining the quality, legibility and visibility of the NGRV branding. Subtle tone-on-tone branding is permitted on rare occasions and must be approved by the NGRV Brand Team.













Merchandise Branding Overview

Branded merchandise and giveaways are an excellent way to promote the NGRV brand and can help leave a lasting impression on our audience.

Products and branding should maintain a clean, stylish and desirable look.

Select products that have a clear purpose for the audience and multiple uses. Ideally these products will be sustainable and ethically sourced.



Photography - Styling

The overall theme for photo selection should be natural, engaging and relevant.

It should appear that the subject of the shot is unaware of the photographer's presence. This will prevent a staged and unnatural feeling.

Colour can be manipulated to feel brighter and natural, without over-saturation.



1. Natural: Our approach is genuine and realistic, allowing users to gain trust in who we are and what we do.
2. Unstaged: The subject of the shot is often unaware of the photographer's presence. Without looking deliberately staged.
3. Compositions: Compositions can vary from a single subject in open space to a busy close-up. The compositions should not be obvious or contrived.
4. Content: We focus on a combination of our team working to solve customer problems and separately images of satisfied customers.
5. People: We display the diversity within our team and audience. Our team members should be presented with business attire.
6. Creating Space: The subject can be positioned in the middle of the composition or off-centre, creating space and aesthetically pleasing compositions. Having areas of space around the subject also helps when positioning text on imagery.
7. Depth of Field: Focusing on the subject whilst having foreground and/or background areas out of focus draws the eye towards the subject and creates a natural feel to images.
8. Lighting: Our photography is influenced by light, ideally with natural light creating bright and natural tones. However, fully lit shots can appear flat. If the subject matter is outside, select images that are not affected by harsh sunlight or have high contrast.
9. Cropping: Cropping out unnecessary elements adds emphasis to the subject.
10. Saturation: Colour can be manipulated to feel bright and natural, without over-saturation.

Photography Principles

Photography is an important part of our visual communications.

We have suggested styles and techniques to help capture the essence of our brand.





1. Background: Portraits should be in a real and relevant working environment. The environment should be light and open.
2. Dress Code: Business attire with no bright colours. Jewelry should be understated.
3. Composition: We intentionally shoot further back to reveal more body language and/or props, just above waist height. We also champion the subject by shooting slightly below eye-level.
4. Body Language: Smiling or reassuring expression looking at the camera, standing in front of the camera or slightly to the side. Subjects can hold relevant props such as a notebook or an up-to-date tech device. People engaging with the camera should be as natural as possible and be comfortable with their post.

Photography – Portraits

People are at the heart of the work NGRV does. To ensure that our photographic style remains accurate, the rules above must always be followed.

For questions about art direction or our branding, get in touch with the branding team:

Brand feedback:

mgoldenberg@nighgoldenberg.com

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