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Verbal

1. Brand Position
2. Copy Framework

Brand Position

This section contains the core of what James Crawford Law & Associates stands for. How we aim to occupy a specific place in the minds of our audiences, while distinguishing ourselves from competing organizations.

What We Stand For

Helping good people in tough situations.

We understand that in life's most difficult circumstances people need someone they can trust. Our goal is to be an ally and an advisor – fighting on our client's behalf for justice, freedom, and a return to normal.

Copy Framework

This section contains the foundation we use to tell the JC Law story.

These are the underlying ideas and narrative that will thread through all communications for consistency and clarity.

Tone of Voice

Our tone of voice is:

Confident, not arrogant.

We lead with empathy and speak from the authority we've earned in experience, expertise, and knowledge of self. We know people don't really "want an attorney," they want an ally. At JC Law, we listen, understand, advocate, and communicate clearly so they can breathe and get back to living life.

Company Philosophy

The work we do is not a job, but a mission fueled by passion to help others.

We are servant leaders acting with integrity in everything we do. We are transparent in all our communications, radically truthful, and deeply committed to serving our clients, our culture, and the great people of Maryland.

About Us

Representing the great people of Maryland since 1993.

JC Law provides personalized, professional legal services, helping thousands of clients succeed in their cases. We label ourselves a team for a reason; when you join our team, we take our duty as your lawyer and counsel very seriously. Every effort is made to accommodate you and help improve your situation. Aggressiveness, patience, devotion, and ingenuity are the trademarks at the core of everything we do.

Visual

3. Logo
4. Color
5. Typography
6. Photography
7. Pattern

Logo

The logo is a core element of the JC Law branding system.

Logo Overview

Our logo is a valuable asset and contributes to an overall impression of wisdom, strength, and authority. Its calligraphic form reflects a significance of history, and suggests our underlying nod to letters of importance.

The logo for JC Law is displayed in a dark teal color. It features the letters 'JC' in a large, bold, serif font. A small, four-pointed star symbol is positioned between 'JC' and 'Law'. The word 'Law' is written in a smaller, lowercase serif font.

Logo Clear Space

Our logo is a valuable asset and contributes to an overall impression of wisdom, strength, and authority. Its calligraphic form reflects a significance of history, and suggests our underlying nod to letters of importance.



Logo Sizing

The full-color horizontal JC Law logo should be used whenever possible, unless printing limitations, co-branding, or space requirements dictate otherwise. Should printing limitations or co-branding require a different approach, please use the monochrome version of the logo.

JC♦Law

JC♦Law

JC♦Law

JC♦Law



2.5cm | 1 inch | 90px

Logo Color Use

The color of our logo is important for brand consistency.
Use only colors in our branding system.



The logo 'JC Law' is shown in its standard, upright orientation.

Do not warp, distort, stretch or scale the height or width of the logo disproportionately.

The logo 'JC Law' is shown with the word 'Law' filled with a multi-colored gradient.

Do not apply multiple colors to the logo.

The logo 'JC Law' is shown with a pixelated, low-resolution appearance.

Do not enlarge .jpg files to get a desired size. Always reproduce the logo in the highest quality possible.

Logo Violations

The logo files must only be used as provided. They are not to be modified in any way.

The logo 'JC Law' is shown with the left side of the 'J' and 'C' missing, as if it has been cropped.

Do not crop the logo.

The logo 'JC Law' is shown with a white outline fill over the original text.

Do not use patterned fills.

The logo 'JC Law' is shown with a photographic, textured fill.

Do not use photographic fills.

The logo 'JC Law' is shown with a thin black outline around the letters.

Do not outline the logotype.

The logo 'JC Law' is shown tilted at an angle.

Do not tilt the logo.

Logo Alternates

The Knight and Mogram are supporting elements in the identity system, and are to be used to strengthen the brand's visual presence.



Logo Alternates

The full brand/business name is to be used on corporate communications, and anywhere it is legally required.

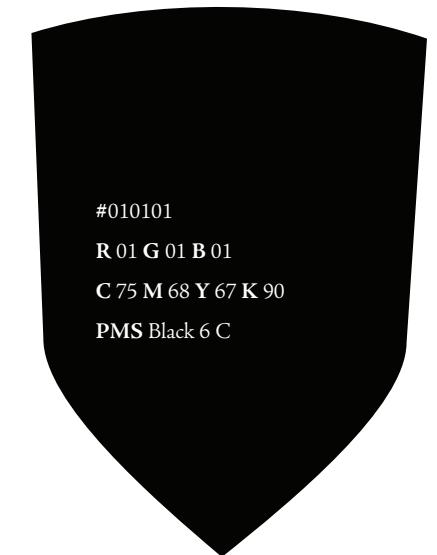
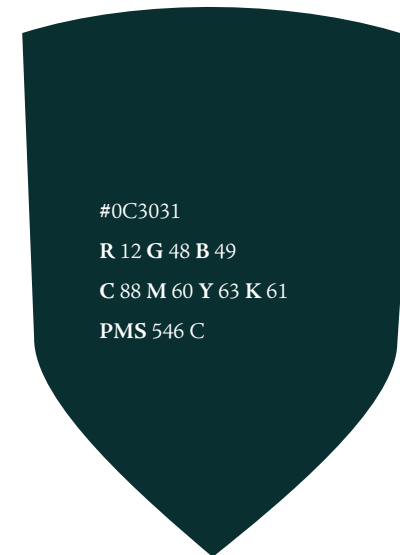
THE LAW OFFICE OF
James E. Crawford, Jr.
& Associates

Color

The brand color palette ensures the necessary consistency of the corporate design. The color palette is designed to be credible, earnest, and sincere. It's warmth conveys nobility without being pretentious.

Primary Colors

Our system allows for color combinations to alter the visual tone of the design. For example, the dark green (#0C3031) may be paired with white or gold type for a more serious or dramatic presence.



Secondary Colors

The use of secondary colors should not be greater in proportion to the use of primary colors. These tones work great to highlight information or provide a subtle backdrop.



Typography

Typography is a major component of the JC Law brand and remains a crucial part of brand recognition.

Primary Typeface

Adobe Jenson Pro is our primary typeface and is used for all of our applications. It is a historical revival with strength and beauty, and pays tribute to classic literature and scholarship. It's an elegant typeface suitable for a broad spectrum of applications.

Aa

Adobe Jenson Pro: Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Substitute Typefaces

In instances where a system typeface is necessary or required, use Garamond. Georgia is an acceptable system font substitution, but should only be used if Adobe Jenson Pro (or Garamond) is not readily available.

Aa

Garamond

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Aa

Georgia

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Photography

Photography is an integral part of the JC law identity, as it provides brand expression, consistency, and added points of interest to all collateral.

Contextual Photography

Allyship, teamwork, and integrity – we embrace images that communicate this view. Photos can show industry visual cues that speak directly to everyday business, or suggest broader themes relating to liberty, justice, and freedom.



Textural Photography

Our work involves deeply personal, and often times, highly emotional legal resolution. Our clients are seeking refuge, strength, and calm unwavering confidence. In photography we can extend this idea through natural elements and textures such as stone slabs and chiseled rock formations.



People Photography

Our work brings us together with a diverse group of people. In addition to representing that diversity it's important to show situations that reflect real life. Lighting should be evocative and project a mood fitting with the content – often joyful, sometimes serious, but never dour.

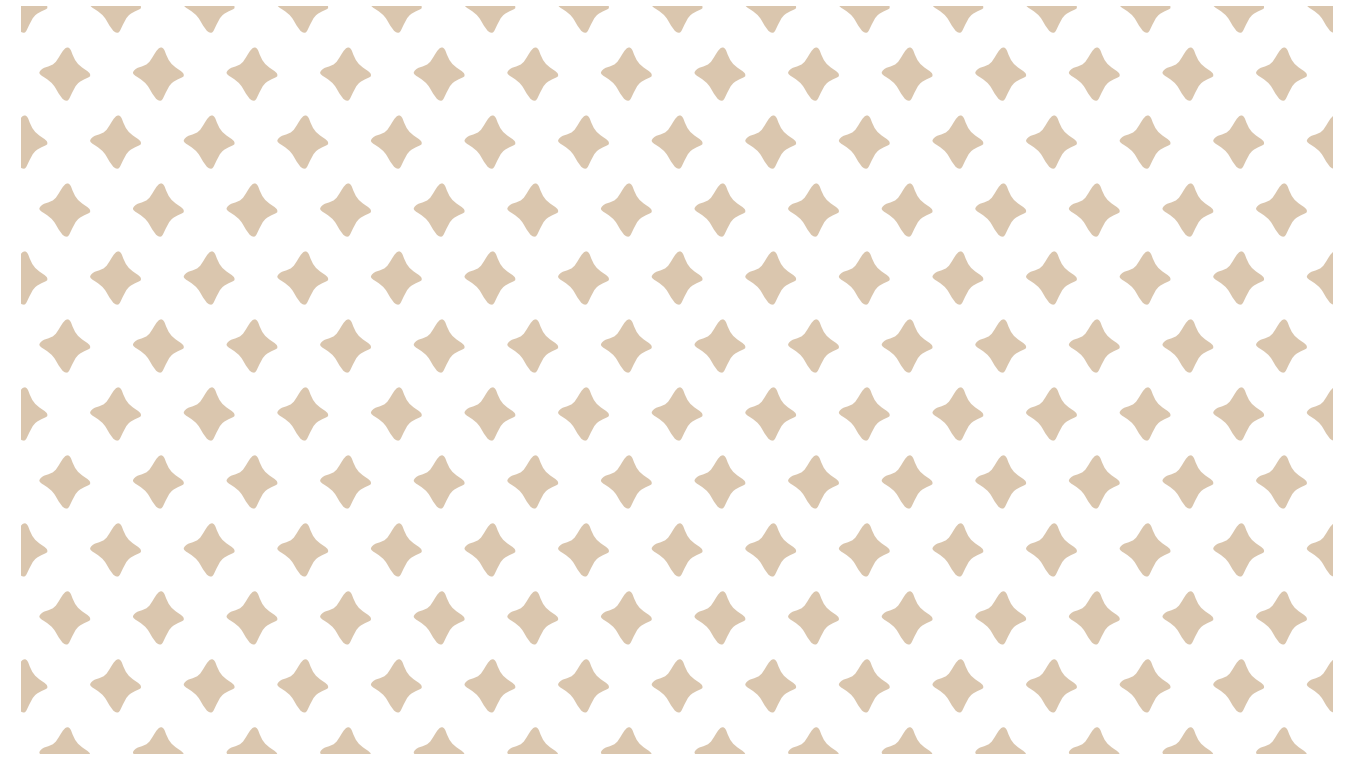


Pattern

Patterns add a level of visual interest and can infuse the brand into larger spaces. Using it in a consistent manner creates a stronger brand that plays an important role in supporting our message.

Brand Pattern

Our primary pattern is created using diacritic decimal from our logotype. This pattern may be used to create bold statements and movement. Alternatively, use it with more subtle color values or as a tone on tone to create depth and movement with a quieter presence.



Contact

Contact us with any questions about these JC Law guidelines or access to brand assets via hello@jamescrawfordlaw.com.