



one big idea
told simply

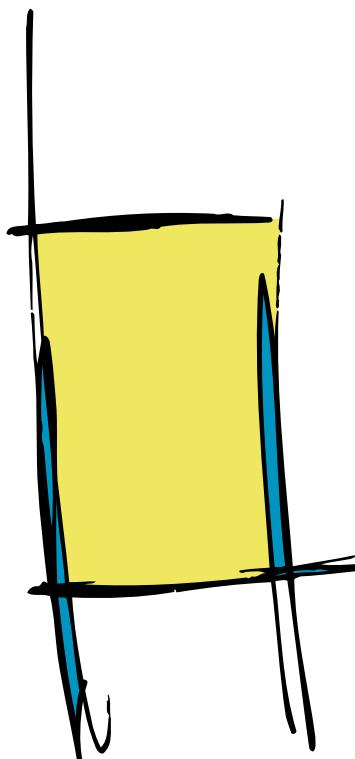
-

Case study

Woodford Stauffer

Rebrand and collateral refresh May–July 2017

Original



Woodford Stauffer

Solicitors

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the contracts,



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the rest!

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From 1st JUNE 2007 Government legislation will place a duty on home-owners who wish to SELL their house to prepare a Home Information Pack.

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with a friend?



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You may need legal protection!

Contact William Healing
01252 375376
or email healingw@woodfordstauffer.co.uk

Original branding C. 2001.

Created by Nic Cowper while Creative Director at Oyster Marketing and Design Ltd.

New

Talk to a good lawyer

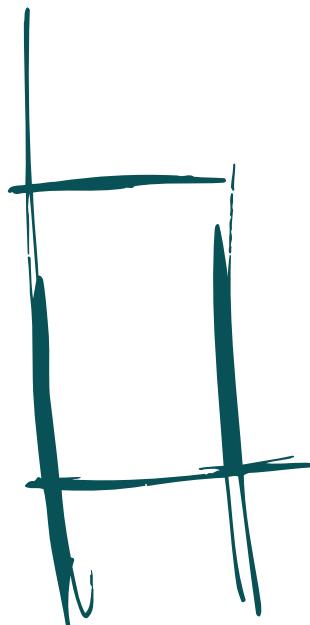
Starting with the
positioning statement

Woodford Stauffer are very good lawyers, easy to talk to, offering a wide spectrum of work.

We need our customers to recognise our *intangible value* as:
Professional
Approachable
Effective.

In order to achieve this our brand essence tells customers those things in a non-salesy, calm way.

The brand essence has been carefully written to promote and maintain this status.



woodford
stauffer

Redrawn brand mark, careful type development and new colours: June 2017

Talk to a good lawyer

1b. Brand essence

We must talk about what we are about, as a company.

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tone of voice and point of difference.

It is essential, therefore, that this strapline is used in public facing communications always, to help us become recognised as the approachable centre of excellence in our profession.



Visual guidelines



2c. Geometry

Safe area

To provide maximum legibility a safe area is set within which no live matter must be placed.
When placing the lockup in a box this is the minimum area allowed.



Boxing up

If the logo must be boxed, simply use the safe area drawn above (boxed logos are available as a supplied asset).

The logo benefits from a good deal of space. Use a boxed version on difficult backgrounds only, and use the default fixed lockup described on p.08.

Woodford Stauffer branding guidelines

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2d. Alternative size relationships

When challenged on space or available shape, create size relationships to optimise legibility and Always maintain the relationship between the far right hand arm of the brand mark and the lower case 'f' as shown.

The default lockup on page xx is set as the **minimum size of the brand mark relative to the type**.

Roboto Slab Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNPQRSTUVWXYZ
1234567890

Roboto light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNPQRSTUVWXYZ
1234567890

Roboto Slab Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNPQRSTUVWXYZ
1234567890

Roboto Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNPQRSTUVWXYZ
1234567890

Roboto Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNPQRSTUVWXYZ
1234567890

5. Typefaces

Roboto &
Roboto Slab

Open.
Modern.
Traditional.
Confident.

Almost before we knew it, we had left the ground. A shining crescent far beneath the flying vessel.

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source.

Lorem Ipsum comes from sections 1.10.32 and 1.10.33 of 'de Finibus Bonorum et Malorum' (The Extremes of Good and Evil) by Cicero, written in 45 BC. This book is a treatise on the theory of ethics, very popular during the Renaissance.

The first line of Lorem Ipsum, "Lorem ipsum dolor sit amet..", comes from a line in section 1.10.32.

I watched the storm, so beautiful yet terrific.

Woodford Stauffer branding guidelines

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**woodford
stauffer**
the annexe

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told simply

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Get in touch

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advice and support.

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