



## Logo

MAIN LOGO



BRANDMARK



ALTERNATIVE LOGO



STACKED



WORDMARK



### LOGO USAGE FOR GALLAGHER LAW

Main logo should be used as much as possible  
 Alternative logo should only be used when logo is placed on a busy background (such as an image).  
 Wordmark should be used as little as possible and only when space does not allow for one of the main logos.  
 Brandmark should only be used when the viewer already knows they are looking at a piece from Gallagher Law.  
 For example, at the bottom right corner of stationery that already has the main logo at the top.  
 Stacked logo should only be used when space does not allow for a main logo.

## Colors

### Pickled Bluewood

RGB: 49, 64, 89  
 CMYK: 85, 72, 43, 32  
 HEX: #314059

### Harvest Gold

RGB: 223, 178, 118  
 CMYK: 13, 30, 61, 0  
 HEX: #DFB276

### Wild Sand

RGB: 244, 244, 244  
 CMYK: 3, 2, 2, 0  
 HEX: #F4F4F4

## Fonts

- HEADLINES

### MERRIWEATHER

A B C D E F G H I J  
 K L M N O P Q R S T  
 U V W X Y Z a b c d  
 e f g h i j k l m n o  
 p q r s t u v w x y z  
 0 1 2 3 4 5 6 7 8 9

- BODY

### INTER

A B C D E F G H I J  
 K L M N O P Q R S T  
 U V W X Y Z a b c d  
 e f g h i j k l m n o  
 p q r s t u v w x y z  
 0 1 2 3 4 5 6 7 8 9

**Aa**  
 Merriweather  
 Regular

**Aa**  
 Inter  
 Thin

**Aa**  
 Inter  
 Regular

**Aa**  
 Inter  
 Semi-Bold

Body copy for Gallagher Law should be written in **Inter Thin** or **Regular**.

Headlines or emphasis should be written in **Merriweather Regular** or **Inter SemiBold**