

# Murphy Carter Gilbreth & Enright Ltd.

## Logo Usage & Basic Style Guide

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### 1. Introduction

This guide provides approved specifications for the proper use of the Murphy Carter Gilbreth & Enright Ltd. (“MCGE”) logo.

It is intended **solely for MCGE 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 MCGE logo is a protected brand asset. **Use of the logo without prior written permission from MCGE is strictly prohibited.**

Unauthorized modification, reproduction, or distribution of any brand assets is not permitted.

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### 2. Approved Logo Files

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

1. **Primary Logo**
2. **Primary Logo + Phone Number**

These are the *only* approved digital assets for external use.

**SVG, EPS, JPG, Photoshop, Illustrator, or other editable formats are not provided or authorized.**

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

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### 3. Logo Usage Guidelines

#### 3.1 Permitted Use

The logo may be used only for the following purposes **with prior approval** from MCGE:

- Partner listings
- Sponsorship materials
- Co-branded marketing
- Event programs and acknowledgments
- Press or media mentions (with written authorization)

### 3.2 Prohibited Use

Do **not**:

- Alter logo colors, proportions, fonts, or layout
- Add effects (shadows, strokes, glows, filters, embossing)
- Place the logo on visually complex backgrounds that reduce legibility
- Crop or extract elements from the logo
- Combine the logo with other graphics to create a new mark
- Use the logo in any context that implies attorney-client relationship, endorsement, or affiliation not expressly approved by MCGE
- Use the logo for merchandise, advertising, or digital campaigns without written permission

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## 4. Typography

These fonts are used exclusively within the official MCGE logo.

**They must not be recreated by partners or vendors.**

Typography is provided for reference only.

### Font Guide

- *MURPHY CARTER*: **Trajan Bold**
- *GILBRETH ENRIGHT*: **Newsreader Regular**
- *ATTORNEYS AT LAW*: **Söhne Book Italic (Buch Kursiv)**

These fonts are **not** licensed for redistribution. Do not attempt to typeset or rebuild the logo.

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## 5. Color Specifications

### 5.1 Primary Logo Colors

These hex codes represent the digital colors used in the primary logo on a light background:

Element	Color
Background	<b>#0f1a2f</b>
“Murphy Carter”	<b>#f9f7f4</b>
“Gilbreth Enright”	<b>#aebcd7</b>
“ATTORNEYS AT LAW”	<b>#3c88c9</b>
Horizontal line	<b>#3c88c9</b>
Vertical bar (   )	<b>#3c88c9</b>

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### 5.2 Primary Logo on a Dark Background

When the logo is used on dark backgrounds, the following color adjustments are approved:

Element	Color
“Murphy Carter”	<b>#0f1a2f</b>
“Gilbreth Enright”	<b>#62738c</b>

All other elements **Remain unchanged**

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

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### 5.3 Print Colors (PMS Values)

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

- **PMS 296** – Dark Blue

- **PMS 278** – Light Blue
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## **6. Backgrounds & Placement**

- Use high-contrast backgrounds that maintain full readability.
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## **7. File Integrity & Distribution**

Only MCGE's Marketing/Communications representative may distribute logo assets.

Do **not**:

- Request alternate versions
- Modify the logo files
- Extract any components
- Re-save the logo in alternate formats

If additional configurations are required (horizontal layout, monochrome, print-specific files), a formal request must be submitted to MCGE for review and approval.

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## **8. Contact for Approvals**

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

**MCGE Marketing & Communications**

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