

AN OPEN-ENDED SERIES FROM
EMU DESIGN STUDIO



Short Stories

Strellis & Field
Law Offices



ABOUT THIS SERIES

Each book in the *Short Stories* series is a brief overview of what Emu has accomplished with one of our clients. We hope you will give us a call so we can add your story to the series.

For more than 30 years, the attorneys of Strellis & Field have handled some of the most complex personal injury and wrongful death cases in a diverse areas including: construction injuries, product liability, trucking accidents, medical mistakes, aviation and nursing home neglect. When it was time for a complete overhaul of their corporate identity, they turned to Emu.

They had a clear idea of how they wanted to look; professional, crisp, and memorable... like a perfectly tailored suit. We worked very closely with key members of the S&F team to bring that vision to life.

To date, projects include: Logo & Identity, Stationery System, Brand Guidelines, Environmental Graphics, and Apparel.





Extended stationery system

Logo (above) & business card (below)

Primary Logo

The Primary logo is the most common form applied on corporate materials for both internal and external audiences, like Stationery, Newsletters, Brochures, Ads, Website, etc.

Whenever possible, the Primary logo should print as two-color PMS:
PMS 284 - 58F Blue
PMS 418 - 58F Gray

The logo should always be given proper clearance. Other images, text or graphic elements should not infringe on the Logo.

Primary Logo



Minimum Clearance



Color Palette

The use of a distinctive color palette is an important aspect of any identity.

The Primary color palette should be used to reinforce the brand in a consistently across all materials.

The Secondary color palette should be used to create a hierarchy of information, differentiate between various services, and lend visual depth to the identity.

Screens (tint) of the Secondary colors can be used as light backgrounds for pages, call-out boxes or other elements to lend visual interest in a subtle fashion.

Primary



PMS 284
CMYK 50/18/0/0
RGB 122/111/122
Web: 7A4DEE



PMS 418
CMYK 50/11/7/5
RGB 51/52/78
Web: 5C5C9F

Secondary



PMS 5403
CMYK 58/13/0/48
RGB 60/86/22
Web: 49531A



PMS 1793
CMYK 5/94/100/0
RGB 249/6/0
Web: 3F2421



PMS 7527
CMYK 102/6/7
RGB 238/237/194
Web: 9299CF



PMS 284 W 12%
CMYK 70/50/0
RGB 228/136/248
Web: 434378



Brand guidelines

Office door graphics

emu*design studio*

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about emu

Emu Design is a leading strategic branding and communication firm. We help companies communicate through effective, creative, and innovative solutions that allow you to differentiate yourself from the competition and achieve your strategic objectives.

our capabilities

Logo & Identity Development, Naming, Sales & Marketing Collateral, Advertising Campaigns, Tradeshow Materials, Direct Mail, and Website Development.