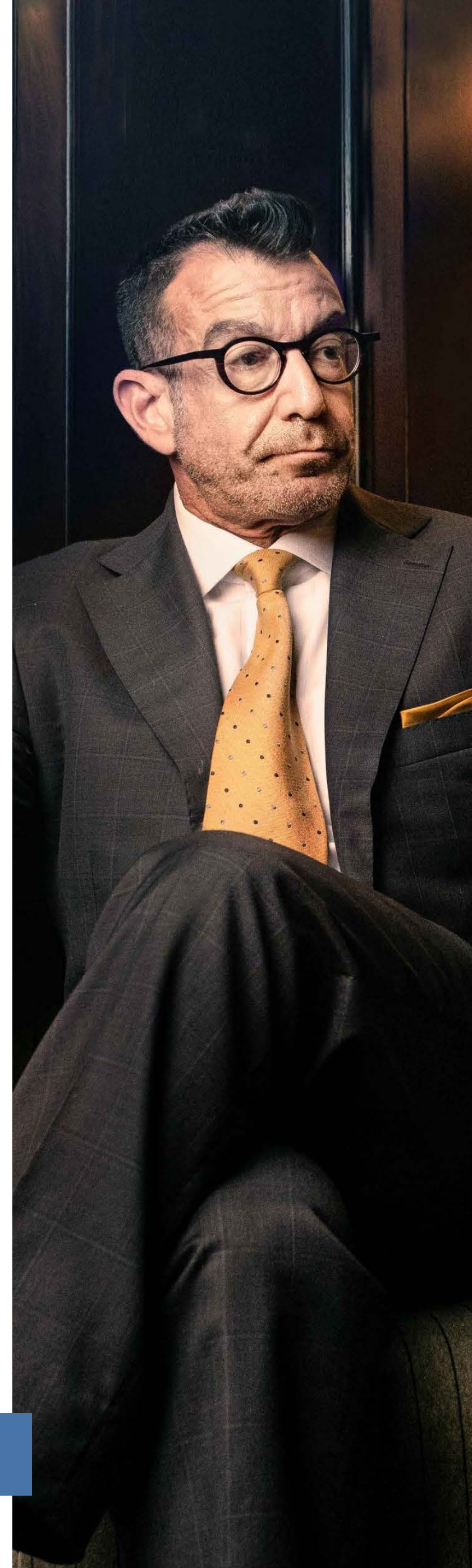


MANEY GORDON
TRIAL LAWYERS



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The Why

We fight to change the
world for the better.

The How

With expert trial lawyers, we fight to achieve just verdicts for those victimized by big corporations, insurance companies and others who have performed negligent acts.

The What

We provide civil legal services in the fields of Medical Malpractice, Personal Injury, and Wrongful Death.

This Document

What is it?

A quick reference guide including brand, voice, tone, type and overall guidelines for visual communications.

Who is it for?

Designers, copywriters, content creators, agencies, and employees who will be creating anything that could potentially be viewed by the public.

Lawyers

Lawyers who will be potentially referring cases to us is our primary audience followed closely by judges and mediators. Establishing ourselves as the top echelon of trial lawyers who are capable of the most challenging, most complex and most intricate cases is paramount.



Secondary Audience

Premiere Public

Those with a higher income and doctoral degrees such as medical professionals, financial brokers and even additional legal professionals like paralegals and law clerks.

Brand Spectrum



The Brand Spectrum is a horizontal line and all our advertising and communication internally and externally such as website, print, commercial video, social media, online vendors, business cards, email signatures, letterheads and everything in between will fall on the spectrum.

Depending on the medium & audience, our Brand Spectrum allows us the opportunity to slide left, right or remain in the middle.

Brand Spectrum Left

Premiere Public

Secondary Audience



MANEY | GORDON Trial Lawyers

Everyone is trying to sell you. But you are not required to be sold.

As customers and clients, we are truly up against a beast called "marketing". This beast is created by experts raking in massive salaries to sell us. The truth is-as customers and clients and patients-we have the power to NOT be sold. We have the power to choose.

We can demand more from our clothing companies that may otherwise use child labor, our food companies that may otherwise use cancerous ingredients, and even our law firms that may use gimmick messages to attract clients.

Don't just turn the tables. FLIP THEM OVER. Use the power to choose those companies which inspire you through better products, better services and better experiences. Those businesses that strive to make this world a better place for all of us. Because that is how we create positive change, and right the wrongs, and improve the quality of life.

So do not be sold. Be inspired.

MANEY | GORDON TRIAL LAWYERS

Tampa, FL 1.866.344.1AWS www.FightNegligence.com

Super Lawyers

Voice attributes: Inspiring, Motivating, Bold, Progressive, Emotion Evoking, Thought Provoking, A light in the Darkness, Low-key Heroic.

We may sound like:

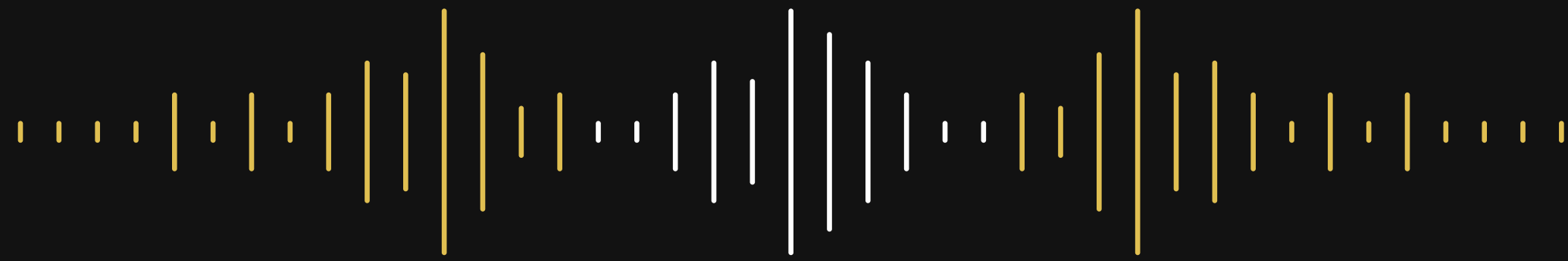
- "Fight for Good. Fight Negligence."
- "We fight for change through the court system. What do you fight for?"
- We do blogs on the first amendment right and why the freedom of speech was so important to our forefathers, how it relates to other countries and how it's needed today as much as ever.

We don't sell representation.
We sell truth, trust and
empowerment.

Brand Spectrum Middle

Lawyers

Primary Audience



Voice attributes: Professional, sophisticated, elegant, modern, clean, classy, respectful, courteous.

We may sound like:

- “Experience, resources and credentials are the most valuable assets in the courtroom.
- “Rated a Best Law Firm in Tampa Bay again for 2024.”
- “MANEY | GORDON Trial Lawyers has become one of the most referred law firms in Medical Malpractice & Wrongful Death by not shying away from the most challenging, most complex, most intricate cases.

We don't attempt to trigger emotions. We focus on details and facts with a journalistic tone.

Brand Spectrum Right

Premiere Public

Secondary Audience



Voice attributes: Bold, No Bullshit, Call it like it is, Challenging, Sarcastic, Funny, The Truth Hurts Sometimes.

We may sound like:

- “Some lawyers rely on slow motion commercials. Others rely on actual courtroom experience.”
- “Some lawyers are big deals in commercials. Others are big deals in courtrooms.”
- “When searching for a lawyer, would you prefer rhyming jingles or National Board Certifications?”

We taunt law firms who sell with cheesy gimmicks, goofy concepts and misleading ads.

Logo

Our logo stands as a cornerstone of our law firm's identity, combining the elegance and sophistication of a serif font featuring the partners' names with the symbolic intricacy of 'Lady Justice'. This fusion not only represents our firm's commitment to justice and integrity, but also serves as a recognizable emblem of our legal expertise and heritage, resonating with both professionalism and purpose.

Black Text Version



White Text Version for use over dark, brand colored backgrounds.



Logos should have plenty of surrounding “white space” for room to breathe and not be placed closely to any other images or type



None of the logos should be distorted in any way, angled, have their colors or hues changed, or be placed on busy backgrounds.

Secondary Logos

These logos offer versatile branding options that adapt seamlessly to various contexts and platforms, ensuring brand visibility and recognition while maintaining a cohesive visual identity across different mediums.



These logos are to be used in matters when space is limited, and the horizontal space available would cause the primary logo to appear too small.



These logos are helpful for favicons and social media as profile pics or appearing in the corner of social images / designs.

Firm Name in Text

Our name should always appear as:

MANEY | GORDON Trial Lawyers

We should never be typed as:



Maney Gordon Trial Lawyers

Maney | Gordon Trial Lawyers

MANEY GORDON TRIAL LAWYERS

MANEY | GORDON TRIAL LAWYERS

Our name should always be used as a singular noun:

MANEY | GORDON Trial Lawyers is known for its unparalleled expertise.

Color

Brand colors play a crucial role in establishing the identity and perception of MANEY | GORDON Trial Lawyers. They serve as a visual representation of the firm's values and professionalism.

Black - #121212

RGB - 18,18,18

CMYK - 0,0,0,93

Gold - #E0BF51

RGB - 224,191,81

CMYK - 0,13,56,12

Blue - #4974A9

RGB - 73,116,169

CMYK - 38,21,0,34

White - #FFFFFF

RGB - 254,254,254

CMYK - 0,0,0,0

It is in color that, when used effectively in branding, we create consistency, recognition and trust.

Secondary Brand Colors

Use these colors to support the brand only when circumstances require it.



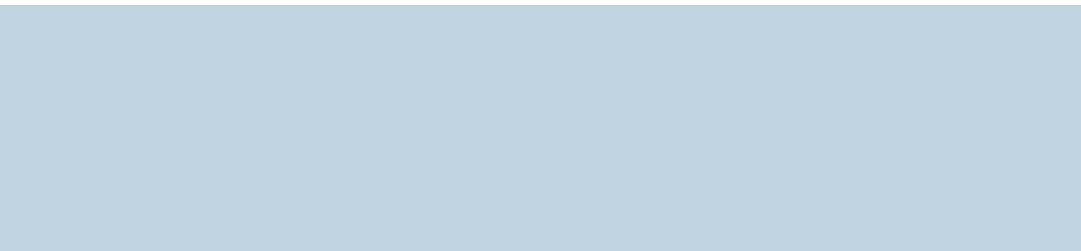
Maroon - #912C2C
RGB - 145, 44, 44
CMYK - 28, 92, 84, 27



Navy - #082D58
RGB - 8, 45, 88
CMYK - 100, 88, 38, 31



Tan - #C4AB80
RGB - 196, 171, 128
CMYK - 24, 30, 55, 0



Lady J Blue - #BFD4E1
RGB - 191, 212, 225
CMYK - 13, 5, 0, 12

Type

Aa

Header - Baskerville

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

Body - Roboto Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



Header copy is utilized to capture attention and convey key messages with impact.

Body copy is employed to provide detailed information and narrative, ensuring a clear and engaging communication hierarchy.

Example of header and body type in a print ad.

Photography & Film

We strive for hi-quality images. Our tone is often moody & real-life.



Photography tones and nuances may shift between the Brand Spectrum, but it should always stay representative of the highest possible quality. More fitting of magazines like Forbes and Time rather than local or unknown.

Stock Photography

Our stock photos have a sense of realism and “cinema” to them that keeps them from being the standard “stock” feel.



When stock footage is used, it should not look like stock footage. No perfectly planned, highly set decorated or fake looking environments. No people “acting” an emotion. When in doubt, keep it candid.

Headshots for Firm Attorneys & Staff



Acceptable Headshot

Headshots that represent our attorneys & staff should be hi-res, with a background of neutral color or scene. Professional attire should be worn.



Acceptable Headshot



Acceptable Headshot

Headshots with a circle mask will be acceptable in some cases.

Graphic Elements

Lady Justice



The Lady Justice icon serves as a versatile graphic element, adding a touch of sophistication and relevance when used as a subtle, transparent background feature in social media ads, or as an engaging, playful detail positioned in the corner, enhancing our online presence with a blend of tradition and modernity.

Icons



Icons are outlined, thin and should only appear in brand colors.

Angled Column Element



Element may be used to appear behind an opaque emblem like the Best Law Firms’ badge on print ads on unsaturated, dark backgrounds only.

Preferred Emblems

These emblems serve as a visual representation of the firm's accomplishments and credentials to instill trust in the public eye.

These are typically used in a specific order for all content except social media posts. They tend to work in footers or towards the end/ bottom of ads to act as an anchor.



Example of preferred emblems displayed on a commercial ad.



Emblems should be visually sized and spaced, equally. Do not change colors of emblems, but note that NBTA and The Florida Bar emblems are available in one-color and white.

***Please use available up-to-date versions of appropriate emblems.**

Secondary Emblems

These emblems are only used on a specific bases.
Please get written approval before using.

Example of secondary emblem
displayed on a social media post.



Do not change colors of emblems.

***Please use available up-to-date versions of appropriate emblems.**

Brand Voice

Our law firm voice may vary based on which side of brand spectrum it is aiming towards, but it shall always stand the test of time. By understanding first the “why” behind our ads, messages and posts, it will create longevity, consistency and clarity. When in doubt, speak as if this company has been around for hundreds of years and will continue that trajectory.

We are:

Confident

Premiere

Modern

Bold

Clean

Classic

Strong

Low-Key Heroic

We are not:

Stuffy

Arrogant

Cheap

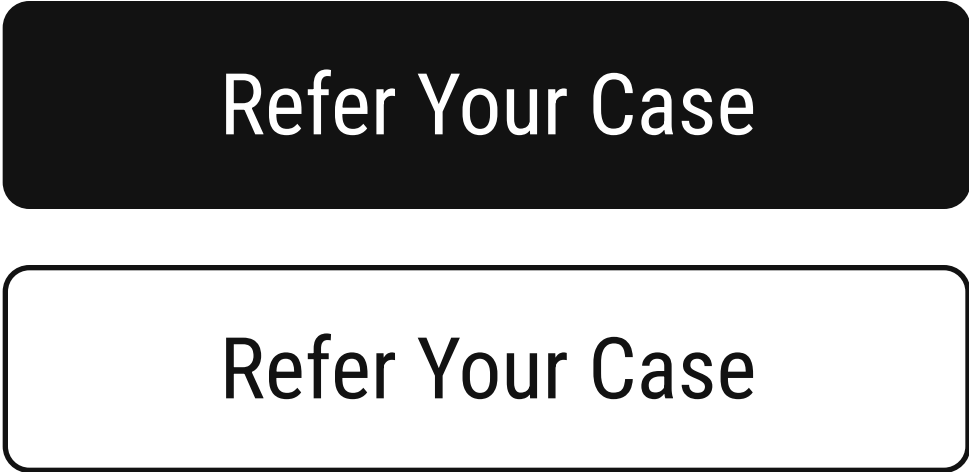
Gimmicky

Flashy

Trendy

Calls to Action

Instead of the standard, basic, over-used CTAs like “Submit” or “Click Here”, we use this as an opportunity to infuse our brand further.



Our CTA buttons should be consistently styled and colored.

CTA voice may be split up according to our Brand Spectrum

Primary Audience	Secondary Audience	Secondary Audience
Refer Your Case	Let’s Fight Negligence	Free Consultation
Refer Your Case	Let’s Fight Negligence	Free Consultation



Who We're Not

Stay away from generic, stale, boring and cheesy copy/messages that rely on gimmicks, “catchy” slogans, rhyming, jingles, etc.

Our voice is not...

Injured on the job? In a car accident? Call me on my cell!
Fender Bender? Call Jerry Kender! Motorcycle injury? I ride too!
Merry Christmas from our law firm! God Bless the United States!
Jack has your back! Don't drink and drive if you want to end up alive.
(Bald eagle on your arm)



Visual Strategy

When we take everything we know about our brand voice, our target audience, our core values and all of the parts that make up who MANEY | GORDON Trial Lawyers is as a brand, we can communicate that visually.

A visual strategy is a system of visual elements that express your brand's purpose, values, ambitions, characteristics, and promise.

The personas below are examples of our primary and secondary audiences. Combining what we know about them with our visual strategy will give us better opportunities to effectively target them.

Seeking Co-Counsel



Attorney Alex Gray

54 Years Old

Juris Doctorate

Tampa, FL

Married with 3 Children

Attorney

"Law has become more nuanced and specialized over the years. So if I receive a case that doesn't fit within my specialty, but I still have the desire to help, then I seek out the best lawyer for that case. I look at things like past experience, resources and credentials to ensure I'm teaming up with someone who is qualified to take the case to verdict if necessary."

LOOKING FOR IN ANOTHER LAW FIRM:

Expert Resources

High-End Credentials

Real Courtroom Experience

Track Record of Successful Verdicts

Alex is less swayed by marketing fluff or messaging that doesn't mention credentials and past experiences. He is more interested in SuperLawyers standings, U.S. New & World Report badges and the behind-the-scenes, legal industry chatter that are only earned by a track record of successful cases. **Primarily middle of the brand spectrum.**

Seeking Representation for Medical Malpractice



Amy Worthington

44 Years Old

Masters

St. Petersburg, FL

Married with 2 Children

Finance Manager

"When I went in for a routine surgery, I was still told there were risks. That's something we all sign up for. I get it. But what I didn't sign up for is someone making a known mistake that led to severe pain and suffering down the road in decreased quality of life, sky-high medical bills and a whirlwind of emotions because now I realize I'll never have my life back the way it was."

GOALS:

Hope

Justice

Fair Compensation

A Knowledgeable & Expert Guide

Amy is more influenced by emotional marketing centered around fighting the powers that be and doing the right thing. By being the victim of negligence, she feels powerless and will relate more to rhetoric, empathy, google reviews and overall appearance and feel of a law firm. **Primarily left and right of the brand spectrum.**

Website - to be re-designed in 2024 so rely more on the brand guide and less on this frame

Visitors to our site are looking for proof of source, experience, credentials, recommendations and the overall feeling that they are in good hands when choosing us as co-counsel or representation.

Our site stays on brand with brand colors, type, and voice.

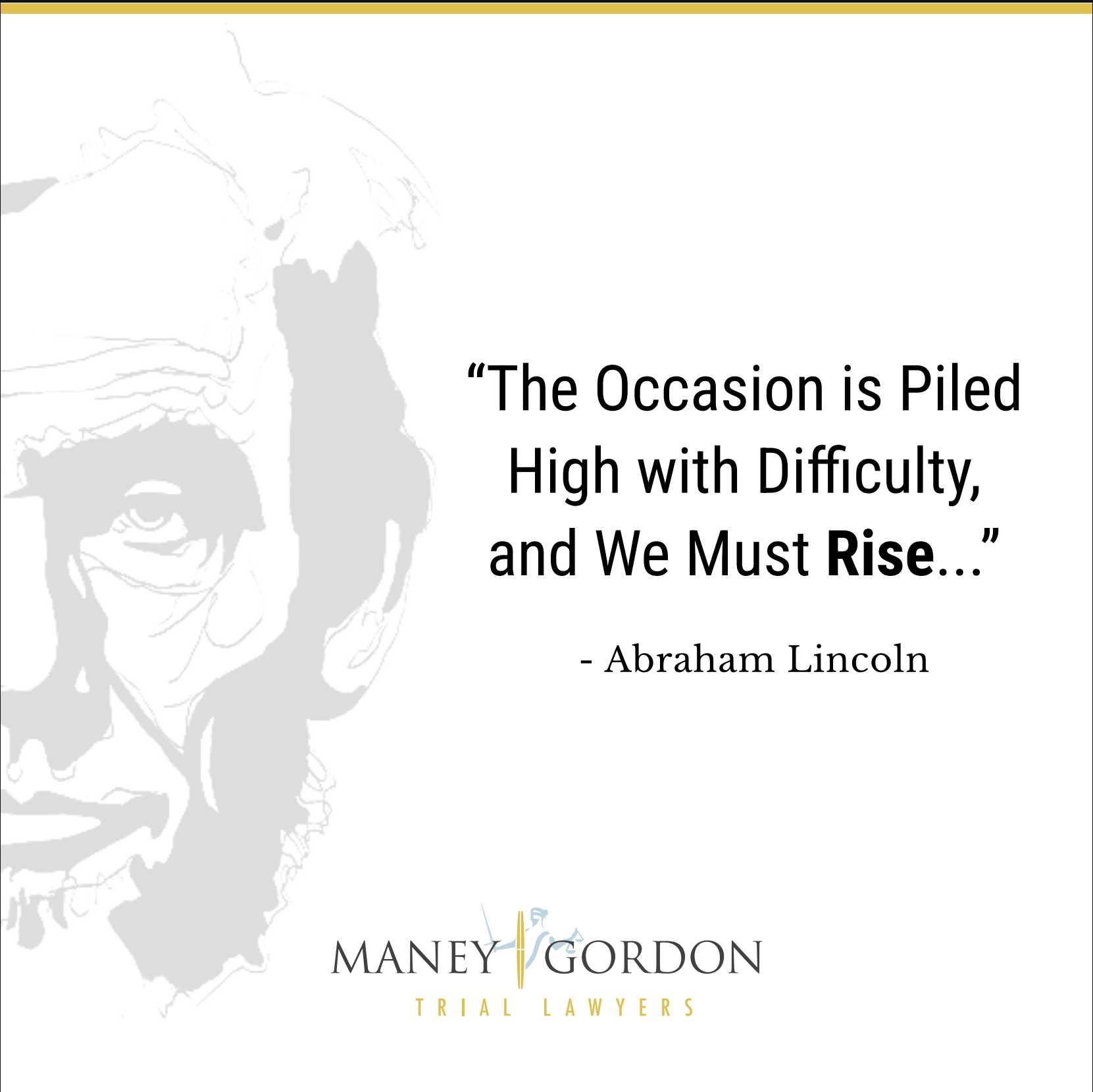
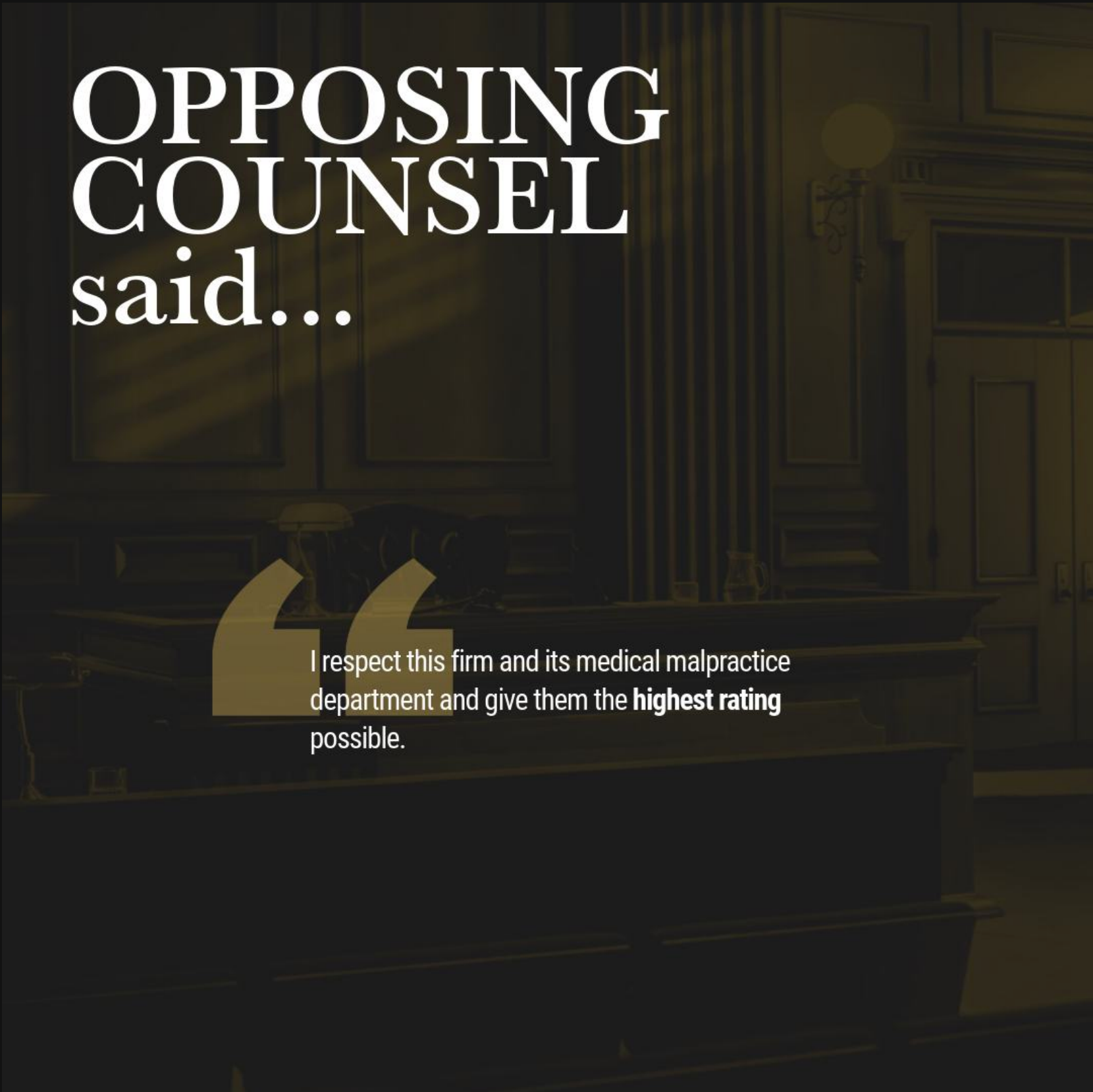
Hero sliders may include photography, emblems and/or strong typography.



Contact options and strong CTA's leads the visitor to easy communication options and information.

Social Media

Our posts, tone and message can vary based on the audience and brand spectrum directions.



We often use the face of our company, Jack Gordon in our posts.

Posts should be informative or relatable to cause interaction or interest.

Posts can often be expanded into a series to increase content.

Law Firm & Lawyer Platforms

When posting to online platforms, we must be meticulous of our branding.
These are often a first impression for many potential clients.

Super Lawyers®

FindLaw®

Best Lawyers®

Avvo



THE FLORIDA BAR



Lawyers.com™



Martindale

LawInfo®



Expertise



Thank You

For brand questions or guidance,
please contact Taylor Girard at
t.girard@maneygordon.com.

Brand Guidelines 2024

[Download Assets](#)