



STOLL  
KEENON  
OGDEN PLLC

v. 1.0

# Identity Guide

# Introduction

## WHAT IS THIS GUIDE FOR?

Reference this guide when making any materials promoting or involving Stoll Keenon Ogden. The information is simple, and those familiar with the brand will already have an understanding of the elements of this guide.

The trick is to adhere to these guidelines – reference this document often, resist the urge to deviate from what is provided here, and ask questions when you find a situation that forces you to go away from these rules. The result will be a consistent brand aesthetic across the board, creating a lasting impact on those who interact with Stoll Keenon Ogden.

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# Verbal Identity



# Verbal Identity

## INWARD FACING FOUNDATIONS

The way we write on-brand copy. This is how we maintain consistency across the board.

## OUR APPROACH

The very nature of the brand.

# Representation that Matters.

We leverage our extensive experience to provide tailored legal insight and counsel, backed by integrity. We emphasize relationships over short-term outcomes, putting our clients greater needs above legal victories. Partnership is at the center of everything we do. We believe that securing the right attorney makes a world of difference in legal and business pursuits, and we strive to be the perfect fit. Our client’s success is our success.

## TO NE

The specific way in which our brand sounds.

### Professional, but not Dry.

We are a team of professionals, but we are not void of personality.

- Use the first person to show authority without exclusion.
- Use exclamation points sparingly and never use emojis.

### Assured, but not Dismissive.

We are ready to help any client tackle even the smallest of issues. No case is beneath us.

- Write with conviction, but remain clear.
- Be concise where it matters, but not brief. The client may need help understanding more nuanced information.

### Experienced, but not Pretentious.

We are backed by a wealth of knowledge and experience. This demands to be tastefully celebrated.

- Avoid hyperbole while telling success stories. Let the results speak for themselves.
- Be mindful when using industry jargon. Explain in common words.

### Approachable, but not Soft.

We are partners and confidants. Remain direct and honest, while ensuring the process is comfortable.

- A friendly, warm tone is key to connection.
- Opt for positive language, even when discussing negatives.



# Verbal Identity

## INWARD FACING FOUNDATIONS

The way we write on-brand copy. This is how we maintain consistency across the board.

## HEADLINE STRUCTURE

Headlines are external-facing snippets of content intended to guide, inform, and engage the reader. They are aligned with the spirit of the brand and help us maintain consistency across the board.

In contrast to other firms that use long strings of text and filler words, we have chosen a two-part structure that is both refined and modern. SKO is client-driven and focused, and our headlines lean into tailored approachability. This approach is broad and can be translated well into other formats.

## STRUCTURE ONE

Law is what the client makes it. It doesn’t have to be daunting or unapproachable. This structure works best above direct headlines, such as those in Structure Two, but it’s not a rule. These can exist on their own, when applicable. When writing these, ensure they follow proper sentence structure and connect with the information that it precedes.

## STRUCTURE TWO

These headlines are clear and aligned with the following information, guiding readers effectively. They should be either concise and direct (e.g., Services) or informative and confident (e.g., A Proud & Storied History).

## EXAMPLE HEADLINES

The very nature of the brand.

### Structure One

LAW, WITHIN REACH.

LAW, REDEFINED.

LAW, ON YOUR SIDE.

LAW, TOGETHER AS ONE.

### Structure Two

OVER 180 ATTORNEYS.

SERVICES.

A PROUD & STORIED HISTORY.

SOLVING PROBLEMS,  
TOGETHER.



# Logo Use



# Primary Wordmark

The wordmark is Stoll Keenon Ogden’s primary logo. This is the main logo that will be used across primary brand applications.





## Secondary Icon

The secondary icon can be used in place of the primary wordmark when necessary (e.g. if spacing is a concern).





# Logo Best Practices

Resist the urge to deviate from these guides. Making our work appear consistent across mediums will elevate the brand.



## CLEAR SPACE

Ensure there is adequate space around the logo to prevent crowding.



Never less than 1.5"



Never less than 0.5"

## MINIMUM SIZE

Don't go too small, or we lose legibility.

## MISTAKES TO AVOID

Don't stretch, distort, or rotate the wordmark or icon in any way, and avoid using the logo on competing color backgrounds.



**X** Applying Effects



**X** Competing Background



**X** Changing Fonts



**X** Distorting



**X** Rotating



**X** Changing Colors



# Fonts & Colors



# Brand Colors

These colors are the foundational palette for all of Stoll Keenon Ogden’s media.

SKO’s **primary** brand colors are the first choice for application. Use the **secondary** colors to accent the main brand palette— not to replace it.

Note: Gold had different values prior to the development of this guide. Ensure that new collateral where gold is used references the values found here, and do not rely on legacy materials for accuracy.

## PRIMARY

Cotton	Gold	Black
RGB255, 255, 255	RGB200, 155, 88	RGB0, 0, 0
CMYK0, 0, 0, 0	CMYK24, 35, 74, 1	CMYK40, 40, 40, 100
HEXFFFFFF	HEXC89B58	HEX00000
Pantone000C White	Pantone7407 C	PantoneBlack C
	Note: Only print this Pantone on coated paper stocks.	

## SECONDARY

Nickel	Pewter	Graphene
RGB216, 216, 216	RGB149, 153, 155	RGB96, 96, 96
CMYK14, 11, 11, 0	CMYK44, 34, 34, 1	CMYK6, 3, 0, 64
HEXD8D8D8	HEX95999B	HEX606060
Pantone427 C	PantoneCool Gray 7 CP	Pantone425 C



# Brand Fonts

Adherence to these typefaces ensures consistency across all Stoll Keenon Ogden collateral. Refer to the following application page for example typeface usage.

## HEADINGS

For titles and large headings. Doesn’t work at small sizes.

DM Serif Display  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ?!@#%&

## SUBHEADINGS

Use sparingly, as subcategory labels or accents. Not meant for large text.

ALBERT SANS BOLD  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 ?!@#%&

## BODY & PARAGRAPH

Use for all general typed content.

Albert Sans (All Weights)  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ?!@#%&

## SYSTEM ALTERNATIVES

Only use when the preferred fonts are not available. Ex. A powerpoint or memo.

### Headings

Times New Roman Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ?!@#%&

### Subheadings

HELVETICA/ARIAL BOLD  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 ?!@#%&

### Body & Paragraph

Helvetica / Arial (All Weights)  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ?!@#%&



# Photography & Imagery



# Photography

SKO has an extensive body of photography completed in the Fall of 2023, captured at various SKO locations.

Defining characteristics of SKO photography

- Soft shadows
- Good contrast
- Focus on attorneys, with little secondary subject matter
- Neutral tones, doesn't lean too cool or too warm

## How to Use

The SKO brand *always* uses rounded corners on images where possible. This is the only hard and fast rule for SKO photo use.





# Illustration

These are not *literal* illustrations, but they have an illustrative quality. The term distinguishes these images from the Attorney imagery on the previous page.

SKO Illustrations take scenes of the Central South US (where SKO is primarily located) and portrays them through stark hatching at the same angle as the SKO logo lines.

This is easy to replicate, should we make more.

## How to Use

Use them as a background element, with text overlaid. Always lay them across an expanse of black.





# Sample Applications



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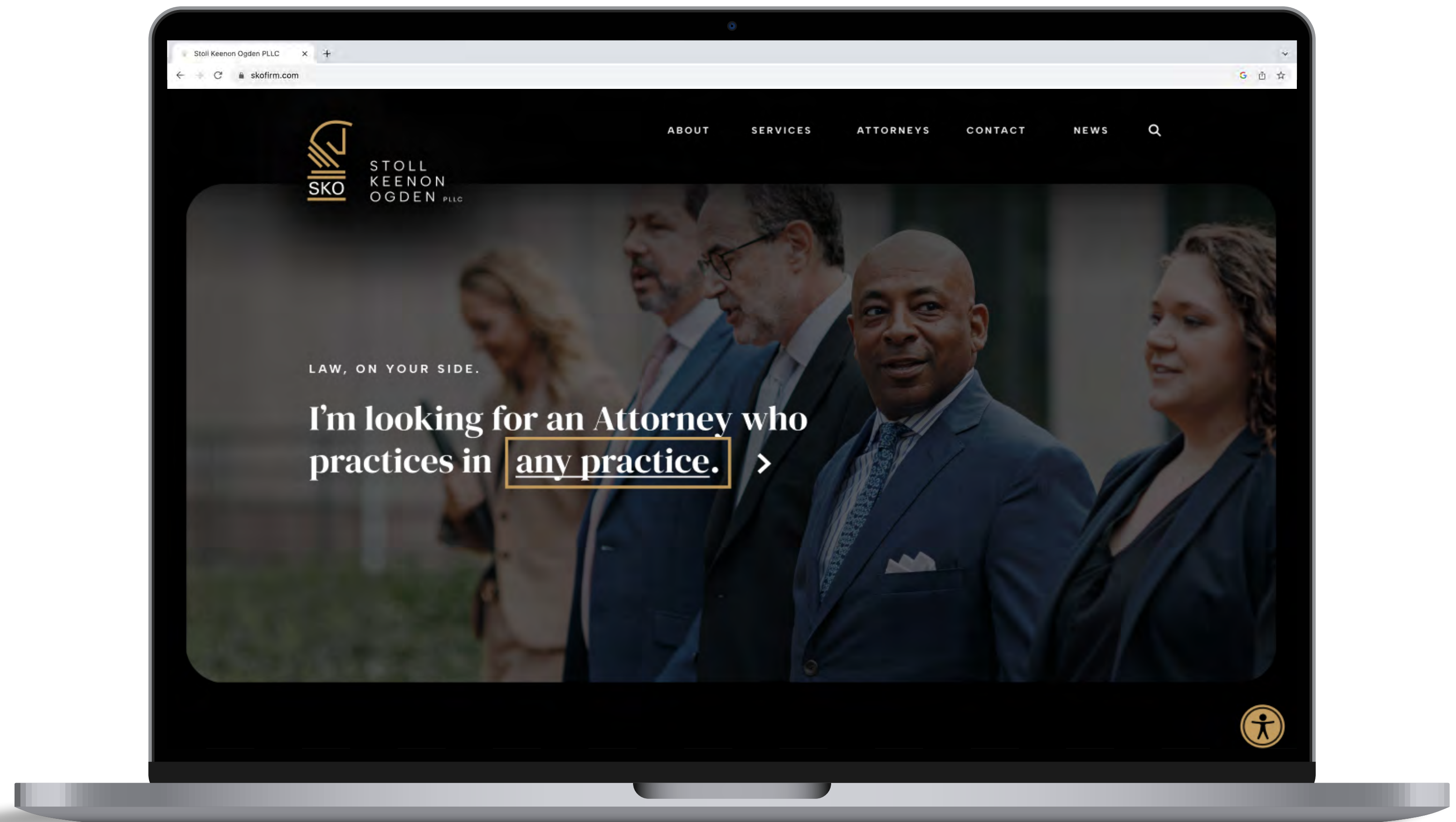
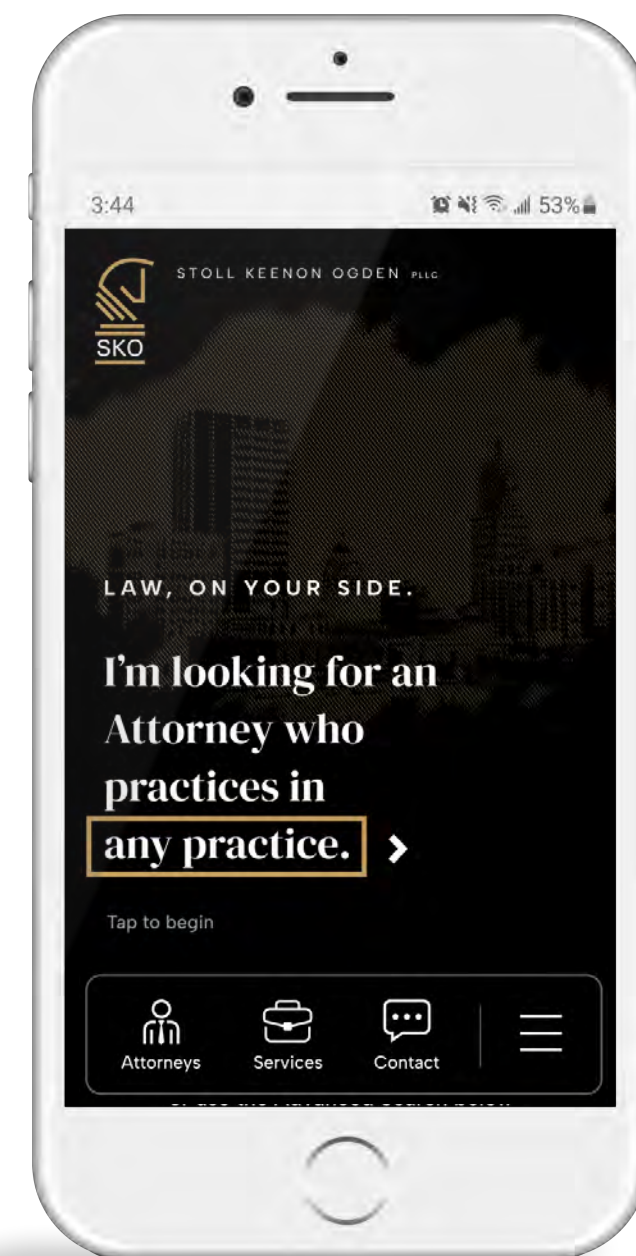


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# Support

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