



FARZAN LAW

Brand Guidelines

Presented by Madeleine Wiklund
For Farzan Law Office



TAGLINE

A Quality Over Quantity Law Firm

TAGLINE

FARZAN LAW

TYPOGRAPHY

PRIMARY FONT:
CASLON

SECONDARY FONT:
MONTSERRAT



TYPOGRAPHY

HERE IS YOUR SAMPLE HEADING

Subheadlines look like this.

The typefaces above are as follows; headings are in Caslon, and subheadings will be in font Montserrat. Body copy is always Arial. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin tristique laoreet sapien, in varius enim tempus eu. Morbi libero enim, congue nec dignissim at, rhoncus quis lectus.

BRAND COLORS

Color Palette

Primary Colors In this palette are Sandstone, Deep Navy Blue, and Sky Blue. The Golden Color is used as an accent color when needed.

#F5F1E8

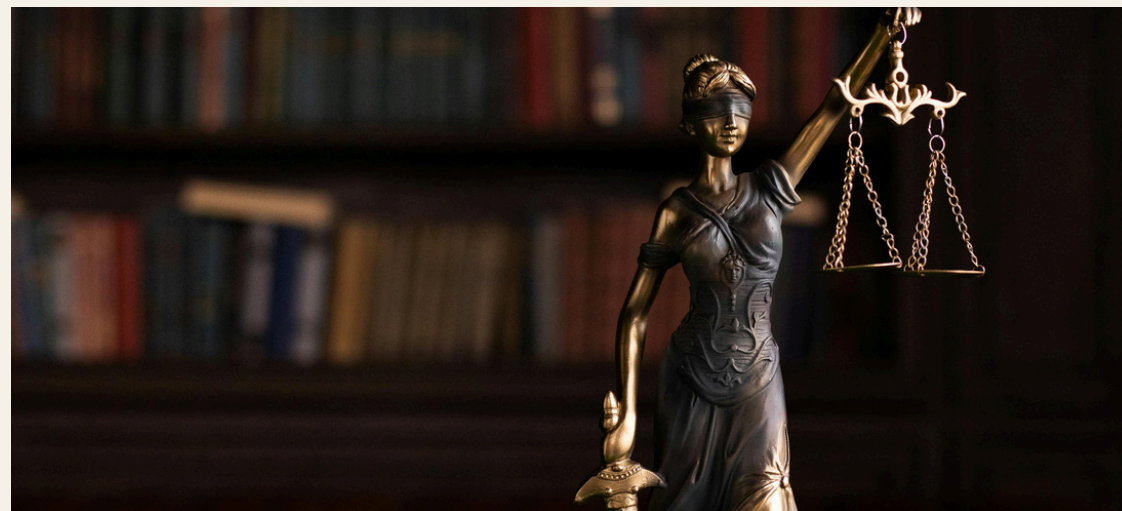
#101038

#89C7E9

#CEB433

BRAND IMAGERY

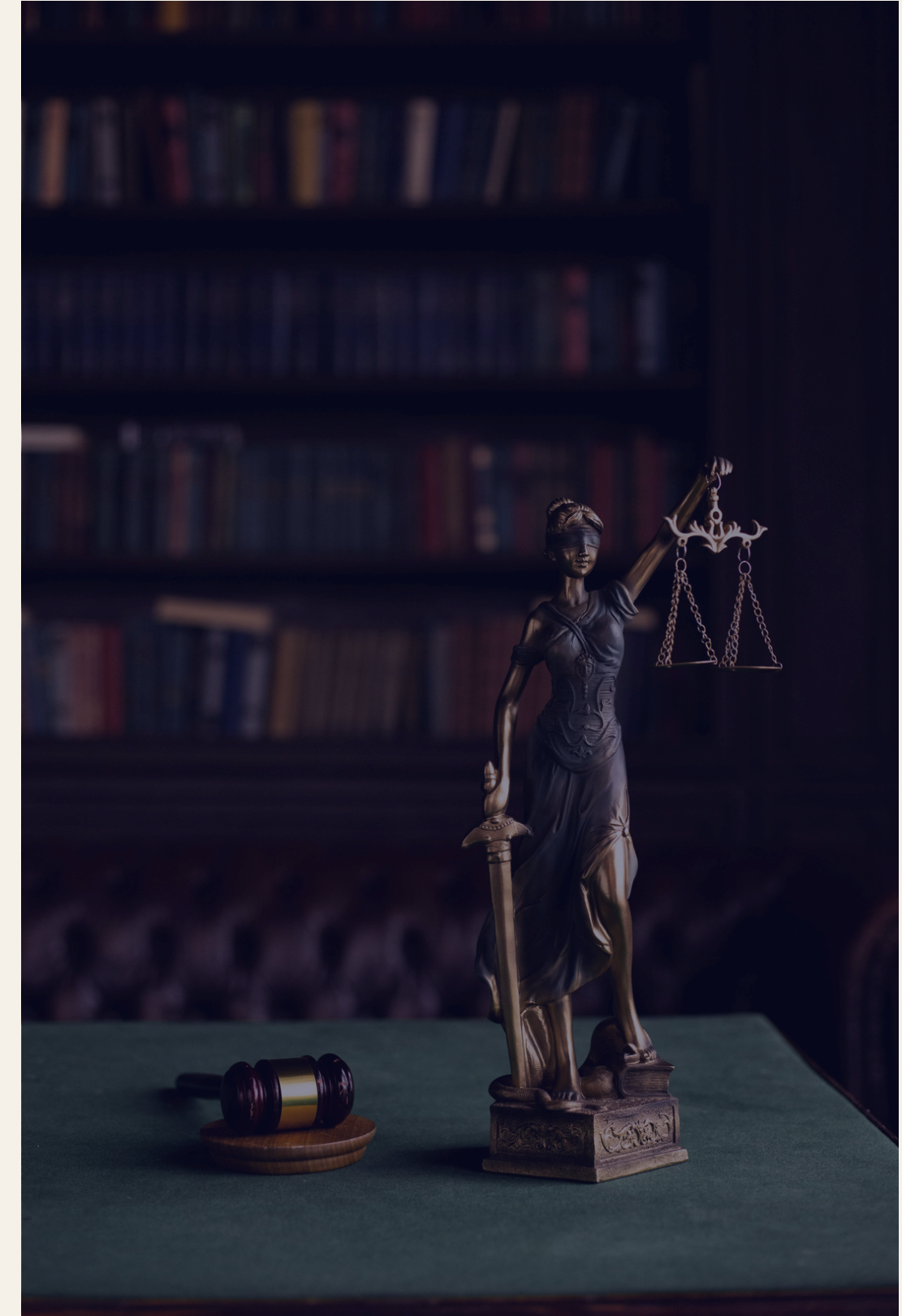
For our brand photography, we intentionally stay away from generic, stock-style images. No stock models in random office settings. Instead, we will feature professional headshots of the Farzan Law team, along with refined, aesthetically aligned visuals that reflect the legal profession, such as Lady Justice and her scales, classical columns, law books, and other relevant imagery.



BRAND IMAGERY

In certain cases, a color overlay will be applied to imagery to improve text readability and ensure brand consistency.

To achieve a cohesive look, some images may be converted to black and white before overlays are added. All overlays will use colors from the brand palette and will be applied at either 50% or 75% opacity.



BRAND LOGO

Primary Logo

MW NOTE: We will be exploring new logo options, we will explore logo mark, and new logo lockup layouts and variations.

