

# Perkins Coie Logo Specifications

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2-color logo



Grayscale logo

## PREFERRED LOGOS 2-COLOR AND GRAYSCALE LOGOS

When the firm's logo colors are unavailable or limited, the 1-color or the reversed-out logo can be used.

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1-color black logo



Reversed-out logo

## 1-COLOR AND REVERSED-OUT LOGOS

Use the 1-color or reversed-out logo when the firm's logo colors are unavailable or the logo is placed on a color or photographic background.



1-color black logo



Reversed-out logo

While not recommended, in certain situations when a third party has requested the logo to be placed over imagery, this is how the 1-color and reversed-out logo should be implemented.

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1.25"



1.25"

## MINIMUM PRINT SIZE

In order to maintain legibility, the logo should not be smaller than 1.25" in width.

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144 px



144 px

## MINIMUM ELECTRONIC SIZE

The logo should not be smaller than 144 pixels in width to maintain optimum readability.

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Please reach out to Jessie Caruso at [jcaruso@perkinscoie.com](mailto:jcaruso@perkinscoie.com), if you have any questions regarding logo specifications.

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# Logo Incorrect Usage

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PERKINScoie



PERKINScoie  
COUNSEL TO GREAT COMPANIES

Never change the color designations of the logo.



PERKINScoie



PERKINScoie

Never compress or stretch the proportions of the logo.

## INCORRECT USAGE

Never try to build your own version of the logo. Use only the approved logo digital files. Any deviations from the provided logo or explained usage is considered incorrect.



PERKINScoie

Never add anything other than the dot on the "i."



PerkinsCoie

Never try to create or change the font of the logotype.



PERKINS  
coie

Never stack the logo.



PERKINScoie  
*Clean Technology Group*



PERKINScoie  
*COUNSEL TO GREAT COMPANIES*

Never make the ancillary group logo lock-ups or the tagline in the logo with italicized text.



PERKINScoie

Never angle the logo to any degree.



PERKINScoie



PERKINScoie



PERKINScoie



PERKINScoie

Never place the 2-color logo or grayscale logo over colored or photographic backgrounds.

Please reach out to Jessie Caruso at [jcaruso@perkinscoie.com](mailto:jcaruso@perkinscoie.com), if you have any questions regarding logo specifications.