



BBNA + BLAW STYLEGUIDE

The purpose of these guidelines is to help grow the BLAW and BBNA brands.

To accomplish this it is important that we begin to establish the relationship between both brands while identifying their distinct differences. We have begun to establish a more cohesive and consistent look and feel for both brands. This should help us create a stronger more recognizable brand voice in the market, make it easier to explain the relationship between both brands, and create a stronger brand presence when co-marketing. These guidelines will help us accomplish these goals, while allowing each brand to also maintain their unique qualities.



BBNA + BLAW

**COMMON ELEMENTS
& DIRECTION**

LOGO COLORS/ORIENTATION

Our name stands out, so we should always ensure it's legible, clear and noticeable against any background.

////////////////////
BLAW LOGO

**Bloomberg
LAW**



////////////////////
BBNA LOGO

Preferred logo

**Bloomberg
BNA**



Special circumstances logo

Bloomberg BNA



////////////////////
BLAW AND BBNA TOGETHER

If both brands need to be represented together, use the logo lock up below

**Bloomberg LAW
BNA**



////////////////////
A black logo should only be used with yellow, white and light photographic backgrounds.
A white logo should only be used on black and dark color/photographic backgrounds

////////////////////
NOTE: Neither the Bloomberg BNA logo or the Bloomberg Law logo should ever be placed inside of a holding shape. The box above is for demonstrative purposes only.

LOGO SURROUND SPACE

Always keep adequate space around the logo when shown solely horizontally or vertically.



LOGO USAGE ON BACKGROUNDS

The Bloomberg BNA logo can be placed on top of various backgrounds: solid color, color gradient mesh, and image.

WHITE LOGO



On solid color background

BLACK LOGO



On yellow background

WHITE LOGO



On solid color background

BLACK LOGO



On yellow background



On gradient mesh background



On white background



On gradient mesh background



On white background



On dark image



On light image



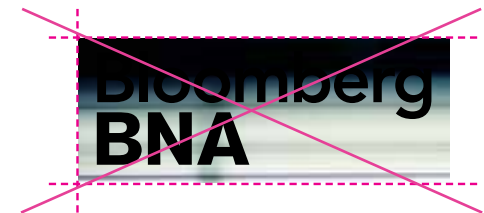
On dark image



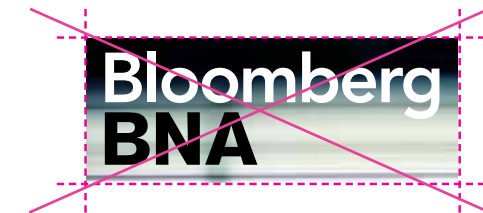
On light image



DO NOT use the white logo on light solid, mesh or photographic background



DO NOT use the black logo on dark solid, mesh or photographic background



DO NOT use white "Bloomberg" with black, gray, blue or yellow "BNA"

Avoid using the white and yellow logos on light backgrounds.

When using on top of the mesh gradient be sure to place the logo in the most legible area

NOTE: Neither Bloomberg BNA nor Bloomberg Law logos should be placed inside of a holding shape. The box above is for demonstrative purposes only.

LOGO POSITIONING

We are proud of our name, so our logo should be prominent wherever we use it. Here are examples of how to position our logo so that it is visible and stands out from any distance.



MINIMUM AND MAXIMUM SCALE

Our logo can be used vertically or horizontally. At its maximum size, our logo can be as wide as the format—at a tangent with the format's edges. Never use our logo at a size smaller than half a format's width vertically or horizontally.

When the Bloomberg BNA logo is positioned vertically, it should always be reading up (i.e., the "g" should always be at the top).

NOTE: Some exceptions to the minimum scale rule exist. Information-heavy communications, such as PowerPoint content pages and sell sheets can use a smaller logo. It also may be necessary to consider a smaller logo when working with irregularly shaped premiums such as pens, coffee cups, notebooks, etc.



PLACEMENT

Our logo placement on a page is flexible as long as it is active, impactful and legible. It can be anchored to type but shouldn't overlap.

COLOR PALETTE

Our color palette is edgy, unexpected and full of personality. Whenever you use our colors, be bold, be bright, be Bloomberg. Use our color palette across all media and communications. BLAW and BBNA essentially share a color palette with two exceptions: Red is only used by BLAW and the dark blue is only used by BBNA.


BLAW ONLY

					
RED PMS 1788 C C0 M90 Y85 K0 PMS Red 032 U C0 M90 Y100 K0 R234 G40 B57 HTML EA2839	ORANGE PMS 1585 C C0 M60 Y90 K0 PMS Orange 021 U C0 M40 Y100 K0 R255 G109 B34 HTML FF6D22	PURPLE PMS 7442 C C:70 M:100 Y:0 K:0 PMS 7442 U C:60 M:80 Y:0 K:0 R:153 G:51 B:204 HTML #9933CC	GREEN PMS 375 C C50 M0 Y95 K0 PMS 374 U C35 M0 Y85 K0 R129 G221 B0 HTML 81DD00	SEA FOAM GREEN PMS 3395 C C80 M0 Y50 K0 PMS 3395 U C70 M0 Y35 K0 R0 G199 B139 HTML 00C788	LIGHT BLUE PMS Blue 306 C C80 M0 Y5 K0 PMS 306 U C60 M0 Y0 K0 R0 G185 B228 HTML 00B9E4

BBNA ONLY


BBNA BLUE PMS 293 C C100 M57 Y0 K2 R0 G103 B177 HTML 0018AB

ACCENT COLORS

	
YELLOW PMS Yellow C C0 M3 Y100 K0 PMS Yellow U C0 M0 Y100 K0 R254 G223 B0 HTML FEDF00	BLACK PMS 425 C C38 M20 Y21 K63 PMS 425 U C15 M0 Y0 K60 R86 G90 B92 HTML 565A5C

GRADIENT MESHERS

Inspired by the interaction of light and shade within our colorful glass office interiors, these proprietary gradients can be scaled, cropped, flipped and rotated, making them extremely versatile.

SOLIDS

Our palette of vibrant solid colors stands out with an energy that is dynamic, edgy and aggressive.

OUR TYPEFACE

We have a clear, consistent typographic system. Our primary typeface is Berthold Akzidenz Grotesk. It is accessible, all fact and no nonsense. Only two weights should be used: regular and bold. The italic version can be used in body copy, captions and bylines. Avoid using it in headlines and subheads.

Use this font whenever possible for clarity and consistency.

Legibility is key, so make sure you can read all your text clearly, no matter where it's placed on the page—especially for body copy.

PRIMARY FONT

BERTHOLD AKZIDENZ GROTESK BOLD

**ABCDEFGHIJKLMNO
PQRSTUVWXYZ
0123456789
abcdefghijklmnopqr
stuvwxyz**

BERTHOLD AKZIDENZ GROTESK REGULAR

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
0123456789
abcdefghijklmnopqr
stuvwxyz

BERTHOLD AKZIDENZ GROTESK REGULAR

*ABCDEFGHIJKLMNO
PQRSTUVWXYZ
0123456789
abcdefghijklmnopqr
stuvwxyz*

Only use the italic version of our font in body copy, captions or quotes.

SECONDARY FONT

ARIAL BOLD

**ABCDEFGHIJKLMNO
PQRSTUVWXYZ
0123456789
abcdefghijklmnopqr
stuvwxyz**

ARIAL REGULAR

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
0123456789
abcdefghijklmnopqr
stuvwxyz

Our secondary font is Arial, bold and regular. Use this font when a system font is required, such as in PowerPoint, HTML and Word.

USING OUR TYPE

Our typography is clean and accessible. Headlines, subheads and body copy are all specifically determined to create a hierarchy of information that's easy to navigate and understand.



HEADLINE

Headlines should stand out and convey confidence. Make them big and bold. They are always flush left. Bust letters off the page by cropping their edges. Always ensure legibility when cropping. Use hyphens when necessary.

SUBHEAD

Subheadlines delineate further detail in a clean, clear manner. Make them leap off the page by using uppercase bold, while keeping them at a smaller size than headlines. Do not use hyphens.

INTRO COPY

Intro copy introduces the overall information and idea, so start by making an impact. All intro copy should be in regular. Bold is also an alternative.

SOLUTION/PRODUCT LINE

Solution/Product lines should be uppercase bold.

SOLUTION SIGN-OFF LINE

The solution sign-off should be initial uppercase bold.

SECTION HEAD

Section heads call out section breaks in body copy. Use uppercase bold. The type size for section heads is the same as the body copy. Do not use hyphens.

SECTION SUBHEAD

Section subheads headline information within sections of body copy. Use sentence case bold. The type size for section heads is the same as the body copy. Do not use hyphens.

SOLUTION/ PRODUCT LINE

BLOOMBERG
CORPORATIONS

SOLUTION SIGN-OFF LINE

A Bloomberg Professional Service Offering

SECTION HEAD

THIS IS A SECTION HEAD

SECTION SUBHEAD

This is a Section Subhead

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

BODY COPY

CAPTION COPY

This is caption copy. Enibh ex et aliquissi eu feum amet augiam, consetem velis am duisom nonsequis aut nostrud mincipsum aut dunt luptat, vent augiam, quich tatie dolorem dolortie com modit laortio nsendi.

FOOTER/FOLIO

THIS IS A SAMPLE FOOTER // 02

BODY COPY

Body copy is all about the information the reader needs. Keep it direct with a strong focus on clarity and legibility. All body copy should be in regular.

CAPTION COPY

Caption copy supports a visual element such as an image or a chart, so it should be small while maintaining legibility.

FOOTER/FOLIO

Footers include the document title, the date or both. The folio is separated by two forward slashes. Footers are uppercase bold.

Leading for all uppercase should always be Font Size x 0.8.

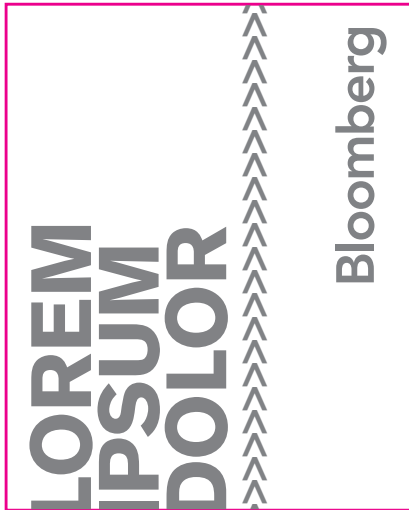
Leading for sentence case should always be Font Size x 1.2.

For kerning with all areas of copy, select "optical" and adjust accordingly when large gaps appear.

All type should always be flush left.

TYPOGRAPHIC SYMBOLS

Typographic symbols are accents for content, and they can be the same size or smaller than their accompanying content, but they are never larger. They are secondary to the information they are accompanying. Designers should use discretion when sizing symbols. They should never overpower a layout.



MOTION

Use typographic symbols to create motion in headlines. Only use one at a time in units of two or more.



TIERING OF INFORMATION

Use typographic symbols to divide and tier information.

They can be the same size or smaller than their accompanying content, but they are never larger.

APPROVED TYPOGRAPHIC SYMBOLS

EN DASHES



COLONS



BRACKETS (backward and forward)



FORWARD SLASHES



DEGREES



EQUALS



PHOTOGRAPHY MOOD AND STYLE

SURPRISE
THE INDUSTRY
LOCATION
CULTURE

EXPECT THE UNEXPECTED

We are telling the story of Bloomberg in financial/world markets, not the story of the markets and how Bloomberg fits in. We do not want to create industry manuals or travel guides. Move away from the obvious when selecting images. Cultural beliefs and local sensitivities can be addressed outside of photography within headlines, copy and color. Think globally. Try to use imagery that does not give away a specific location where you can, some local images can be intermixed but they do not need to be cliché.

CREATE NEW
SUCCESSSES
COOL CATS
DON'T COPY

KEEP IT MOVING

Smart, Bold Open & Dynamic is our personality. If we copy other companies or our own successes we do not demonstrate our intelligence, edginess, accessibility or progressiveness. We need to move forwards and motivate with clever design, look and tone.

DIRECT
BOLD
FOCUS IN

KEEP IT UP CLOSE AND PERSONAL

Invite the viewer in. Make them question, who, where, when, how. Attention to detail, a confident approach, focus on the precise—this is Bloomberg.

IN MOTION
ACTIVE
ALWAYS ON

KEEP IT MOVING

Make it flow. Show the living network, energy, dynamism. Information, data, analytics, news all move fast; so do our people and our ideas.

PERSPECTIVE
UNEXPECTED
POINT OF VIEW

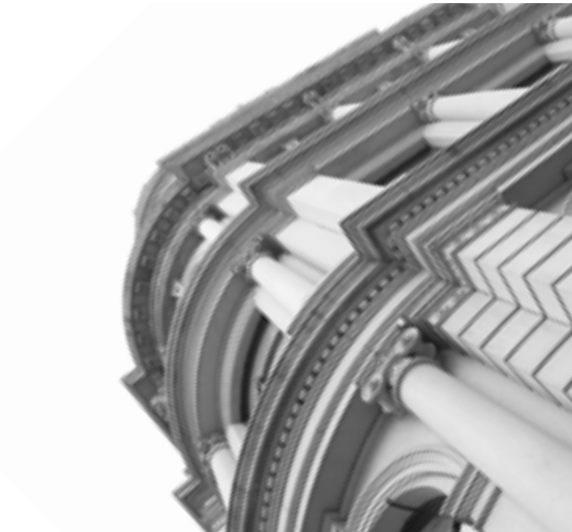
KEEP IT UNUSUAL

Look at life in a different way. Turn things on their heads, their sides, look up, look down, look 360. Look and look again. Every picture tells a thousand stories.

PHOTOGRAPHY EXAMPLES

The BLAW+BBNA photography should always be in B&W and with light feel, a lot of white space and sharp/alternative perspectives are ideal.

ARCHITECTURE



PEOPLE



PHOTO TREATMENT AND CROPPING

As the photos on BHIVE are provided in color it is important to understand how to turn them into B&W.

As the photos are in B&W, the focus here is on FORM and SHAPE. Make the contrast strong so that you see defined shapes, and not large expanse of greyness.



Cropping



sky turned white

the building's shape is emphasized by making it darker and consequently, increasing the contrast between its form and the sky

bring the contrast higher, to emphasize the beautiful shapes of the classical ornaments.



Photo edited and cropped

In Photoshop, use Black and White adjustment layers, as well as Dodge and Burn tool, to bring the right contrast

✘ AVOID simply turning it into greyscale

COLLATERAL RELATIONSHIPS

BLAW



BBNA





BLAW

SPECIFIC ELEMENTS

BLAW COLLATERAL STRUCTURE

Two tiers of collateral have been identified depending on content type, and collateral usage. Elements of Level 1 are power statements, brand photography, bold color. Level 2 should be presented in a more straightforward manner.

SPECIFIC AUDIENCE



OVERVIEW BROCHURE

e.g. Corporate counsel,
Law students, etc

PRACTICE AREA



PRACTICE AREA GUIDE

e.g. Labor&Employment, Health,
Securities, Bankruptcy, etc...

PRODUCT FEATURE

LEVEL 1

- Tells a story to engage the reader
- Broader overview of the benefits

LEVEL 2

- Helps customers understand what their experience with us will be like
- Shows the product



USER GUIDE

e.g. Content guide



SELL SHEETS

e.g. Dockets, Patents

BLAW BROCHURE OVERVIEW

Audience specific overview

- Law schools
- Corporate counsel
- C-level



PRACTICE CENTER GUIDES

Please see Practice Center Styleguide MACS 51210985 for more direction on specific colors and photography for this area



Examples of other practice center guides



Practice Center brochure guides should always have people on the cover. Use the overlay system developed on the styleguide.

SELL SHEETS / USER GUIDES



Practice Center user guides should be mainly white with dynamic, but not overpowering details of architecture to break the color banner that carries our logo.



Sell sheets will use gradient on the headline and simple layout. No image is to be used, unless in a instructional manner.




POSTER SERIES



FACEBOOK

facebook Search for people, places and things Home

REDEFINING LEGAL RESEARCH FOR TODAY'S PRACTITIONER



Bloomberg Law
595 likes - 28 talking about this

Like Message

Website
Sign on to Bloomberg Law: <http://www.bloomberglaw.com/>


595

About Photos Likes

Highlights

Bloomberg Law
15 hours ago via HoodSuite

Pennsylvania's voter photo-ID law was upheld and the Obama campaign challenged Ohio's pre-election voting timetables <http://bit.ly/MAtEav>








Pennsylvania Voter ID Challengers Lose Bid to Block Law - Bloomberg Law
bit.ly

Pennsylvania's voter photo-ID law was upheld and the Obama campaign challenged Ohio's pre-election voting timetables, in two of a series of...


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Education [Like](#)
-  **ABA Journal**
Media/News/Publishing [Like](#)
-  **Duke Law School**
University [Like](#)
-  **Business Week**
Interest [Like](#)
-  **Bloomberg Businessweek**
3 friends also likes this [Like](#)

MOUSEMAT





**BBNA
SPECIFIC
PIECES**

PEOPLE PHOTO- GRAPHY

PEOPLE

Use black and white photography for all silhouettes.
Avoid full body crops unless absolutely necessary.
Instead, use interesting, bold, crops.



BBNA collateral shares the photo library with BLAW.



Interior spreads

PRODUCT BRANDS

eLearning and Convergence are our two of our product brands. Product brands are designated with a unique logo because they have either acquired equity that needs to be maintained, or they function

////////////////////////////////////
eLEARNING

// eLearning



////////////////////////////////////
CONVERGENCE

// Convergence



////////////////////////////////////
When these two product brands are referred to in copy, please treat them in type. Do not use the logos. The logos can be used in advertising and other applications where they are not referenced in the body copy.

NOTE: Do not use the Bloomberg BNA logo in a lock up with the eLearning and/or convergence marks