

B · A · L

BERRY APPLEMAN & LEIDEN

BAL Brand Guide 2017



INTRODUCING THE BRAND

As we compete with top firms around the world, our brand must express what is different and special about us.

As our work expands across the globe, so must our brand.

But a brand isn't just a logo, a name, or even a website. It is an identity that is the simplest and truest expression of the values we hold.

A brand is what we stand for, why we matter, how we make people feel and the experience we deliver.

With our new brand, we embody what makes BAL different in our pursuit of the exceptional in immigration.





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WHY A BRAND BOOK?

This brand book articulates the most important aspects of our global brand.

It is the synthesis of all our research and analysis, and the most important tool to inspire understanding of the global BAL brand. It provides the attributes that define, guide and unite us, as well as the artistic design that visually represents our firm to the world.

Let this book serve as an indispensable reference guide for the many adventures we will create together at BAL.

Why should the brand matter to you?

It's our collective ability to consistently represent our brand that will define our firm-wide success.

THE BAL STORY

Today, BAL is a well-respected global immigration firm, but we are pursuing something even larger: to redefine what a global immigration firm can do.



BAL is on the cusp of a massive opportunity for our firm, for our people, and for the companies we serve.

In the era of the global economy and the global enterprise, effective immigration programs will only become more important. They will be competitive necessities for every company with a substantial international business. This means new opportunities to expand our roster of clients around the world and to have a larger and more profound impact on our clients.

Today, we deliver more knowledge and expertise with greater efficiency than ever before. We design and implement comprehensive programs – real solutions to real challenges – by meshing our expertise with our rich, proprietary technology platform.

Our corporate clients have responded enthusiastically: We make their work easier, and we make them more effective. We give them, and the talent they employ, more confidence and less anxiety. We help our clients take care of their people and pursue their global missions.

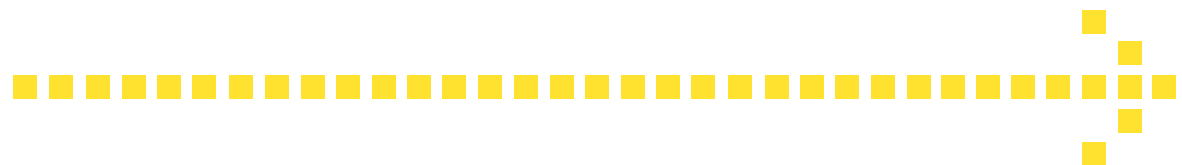
We believe that real growth, and real and lasting success, does not necessarily mean being the largest firm or having the most offices.

Success means being the platinum standard for immigration programs, counsel, expertise, and strategy. We want the world's mobility professionals to think of BAL the second they have a question, a need, issue, or concern. We want mobile professionals to feel confident simply knowing that BAL is managing their cases. We want C-suite executives to believe that BAL is the best firm – the only firm – for the job.

All of the narratives that have shaped BAL to date will help us realize this vision of our future. Enhancing our global presence. Building on our knowledge and our ability to share that knowledge with clients. Improving processes and programs along with the technologies that enable them. And investing in our people to further unite our team and strengthen our culture.



**BRAND STORY,
CONTINUED**



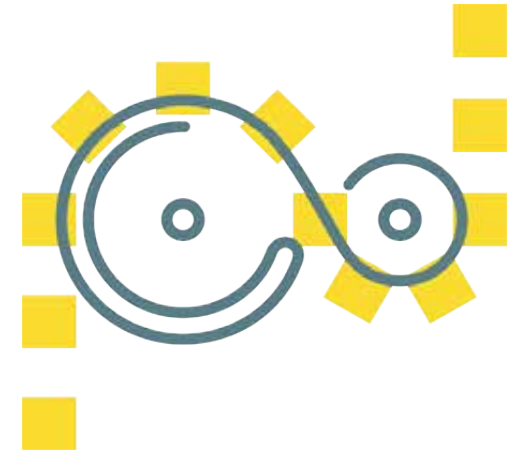
We are confident about our future for more than 700 reasons:

The people of this firm.

It's our people who are driven by a single question every day: How can we help?

We help our corporate clients by delivering solutions that make it easier for them do their jobs, build their businesses, and treat their people well. We help their employees by making a complex, bureaucratic, and stressful situation into something simpler and less onerous. We help everyone we touch by the relentless pursuit of operational excellence and precision. And we help each other by working together as a seamless, unified team and treating each other with mutual respect.

The BAL notion of help can be summarized with a single word: service. But it's a word that is overused. So we need to go beyond and deliver something more powerful and valuable: the exceptional.



Going forward, we make this promise to ourselves, to our clients, and to their employees:

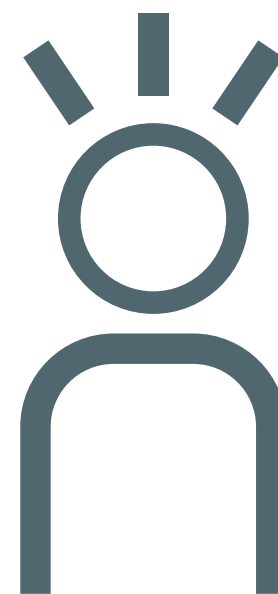
Pursuing the exceptional in global immigration.

“Pursuing...” because we are striving and the effort is ongoing. There is always room to improve. “The exceptional...” because we are not going to be satisfied with mere competence or excellence. We will provide the kind of advice and guidance that gives clients confidence.

By pursuing the exceptional, we will strengthen our position as a leader in global immigration and, in turn, we will spur our own growth.

By realizing this promise, BAL will help clients realize the incredible value of global immigration – getting the right people to the right locations in the right way.

When we fulfill our promise, BAL will not just change the way people think about global immigration – we will change the way people feel about global immigration and about BAL. Our clients will feel the sense of trust, satisfaction, and confidence that comes from being thoroughly understood and superbly supported by a firm that leads the way.







**PURSUE
THE
EXCEPTIONAL**

BAL TAGLINE

BAL's tagline is Pursue the Exceptional. The tagline is set in a unique directional font whose clarity of style and color again speak to our brand truths of direct and skillful execution.

“Pursue...” because we are striving and the effort is ongoing. There is always room to improve.

“The exceptional...” because we are not going to be satisfied with mere competence or excellence. We will provide the kind of advice and guidance that gives clients confidence. By pursuing the exceptional, we will strengthen our position as a leader in global immigration and, in turn, we will spur our own growth.

The tagline is mainly used in external-facing marketing applications, such as the front of the BAL folder, on posters, in advertising or the cover of a PowerPoint presentation.

USAGE TIP: *The tagline is always set in the Directional Typography style as shown here. It should never be locked up with the BAL logo, and should remain a separate brand entity.*

BRAND PROMISE

“Pursuing the exceptional in global immigration.”

By realizing this promise, BAL will help clients realize the incredible value of global immigration – getting the right people to the right locations in the right way.

When we fulfill our promise, BAL will not just change the way people think about global immigration – we will change the way people feel about global immigration and about BAL.

Our clients will feel the sense of trust, satisfaction, and confidence that comes from being thoroughly understood and superbly supported by a firm that leads the way.





BRAND TRUTHS



We transcend service.

Every firm talks about exceptional client service, but to us that's a given – we deliver something much more powerful and much more valuable. We aspire to, and deliver something, more profound.

We are more than just immigration advisors.

We offer more capabilities than a traditional law firm. We build real partnerships with our clients and solve real challenges.

We are in this together.

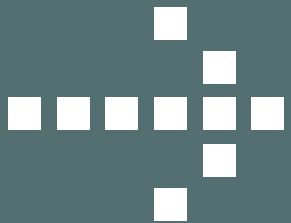
Teamwork, teamwork, teamwork. Teamwork solves clients' needs and makes this a great place to work.

Technology fuels the journey.

We have developed the right technology platform to make our work easier and our clients happier. It's a huge source of advantage in the marketplace

Truly global.

We don't mean just offices that cover the world... we are one firm with offices that work together to help clients get things done. We are truly one BAL.



OUR LOGO & ITS USES



The BAL logo is the single most important asset of our brand system. It represents the company and everything that it stands for.

The BAL logo is a simple logotype with square bullets separating the letters, signaling to the reader the proper pronunciation of the firm's name – 3 initials. These initials convey an elegance that the new logo embodies in sleek and stylish type with square bullets separating the letters and plenty of space surrounding each element. The bullets encourage the pronunciation of “B-A-L” and the overall design projects confidence and surety.

USAGE TIP: *Because the logo is a highly visible brand asset, it is critical that we apply it consistently. The logo should never be distorted or redrawn in any applications. Only use logo artwork as provided. Never change any details of the logo, like the size of the square bullets or the spacing between the letters.*

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BAL COLOR



Color plays a vital role in the brand, and when used properly provides a dynamic visual expression.

BAL's primary color palette consists of two colors: BAL Yellow and BAL Gray. These bold colors differentiate us with their unique contrast and are far removed from the muted hues of our competitors. This contrast speaks to the distinguished and unique nature of our services.

These should be used predominantly to ensure a consistent and recognizable look and feel across a variety of materials and communications and should be used consistently and appropriately.

BAL YELLOW

PMS 108U
CMYK 1 7 90 0
RGB 255 226 74
HEX FFE24A

BAL GRAY

PMS 2214U
CMYK 69 44 47 17
RGB 80 103 111
HEX 50676F

BRAND ILLUSTRATIONS & ICONS



To further differentiate ourselves from the competition, we use the brand illustrations in our print and digital media, and the BAL website to create striking visuals that will resonate both domestically and internationally.



Resources



About



News



People



Services



Careers



BAL TYPOGRAPHY



Typography may seem subtle but it plays a significant role projecting the image of the BAL brand and gives our words a distinctive look and feel even before someone reads the text. The look and feel of the BAL brand is also carried through our fonts.

Primary Typeface – FOR MARKETING AND DESIGN USE

The primary typeface is DIN and is most commonly used for BAL's branded materials. You will see this font used in Marketing collateral, on official forms, and on the BAL website. It is not intended for general use.

Secondary Typeface – ALL OTHER USES

For instances where we anticipate that not all viewers/users will have DIN installed in their computer, Arial font should be used. These instances are most common in shared documents like Microsoft Word and PowerPoint files, as well as digital experiences such as email. When in doubt, follow one simple rule: unless you work in Marketing or in a Design role, please use Arial font.

BAL PHOTOGRAPHY



Photography is also one of the most important assets of the BAL brand. Since the logo is quite simple and there is no secondary graphic language, a unique photography style adds visual interest and helps distinguish the brand.

BAL is an international law firm and, as such, it serves diverse communities by providing sophisticated solutions to complex immigration problems. The photos evoke calm in a hectic world and unlike our competitors, our clean and composed look expresses that we are in control of the often-complicated immigration process, putting our clients at ease.

For example, some brand photography represents BAL's global reach by depicting the different cities and countries the firm serves.

Some brand photography is also a celebration of global diversity, using an up close view of people as they go through their daily routine: heading to work, walking to meetings, taking a break to catch up on emails.

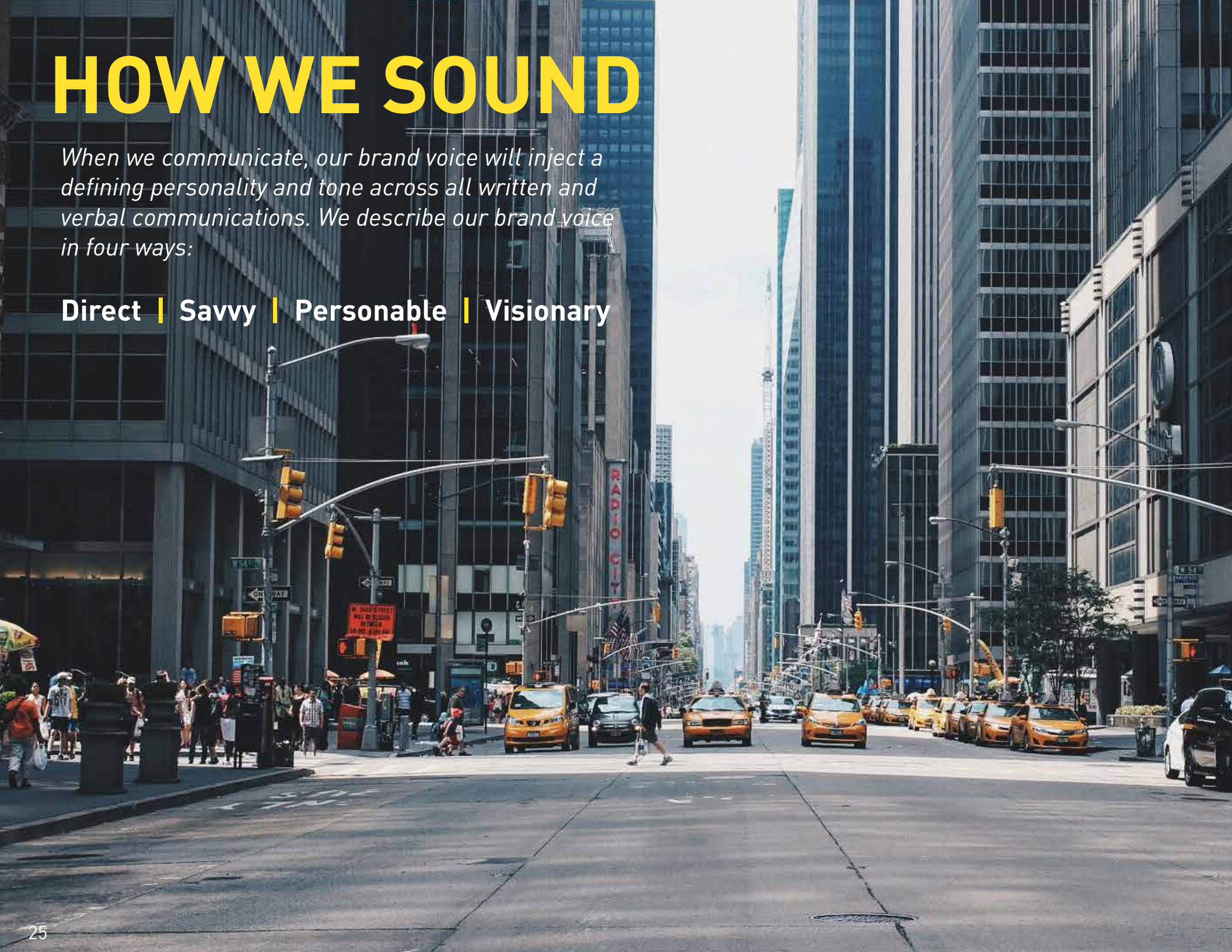
Even employee portraits on the BAL website tell our story. Our employees look natural, relaxed and approachable.



HOW WE SOUND

When we communicate, our brand voice will inject a defining personality and tone across all written and verbal communications. We describe our brand voice in four ways:

Direct | Savvy | Personable | Visionary



HOW DOES DIRECT SOUND?

A direct voice is strong, confident, and consistent. It shows that we are prepared, and that we have great command of our expertise. We are thorough and detailed, but don't overcomplicate things.

SO OUR VOICE IS: Open, straightforward, candid

WE ARE NOT: Dismissive, blunt, authoritative

HOW DOES SAVVY SOUND?

A savvy voice is wise and insightful, and adjusts well to any situation. It demonstrates our experience and understanding, but never comes off as condescending. Our savvy voice establishes credibility and confidence.

SO OUR VOICE IS: Insightful, sophisticated, wise

WE ARE NOT: Arrogant, cerebral, elitist, pretentious

HOW DOES PERSONABLE SOUND?

A personable voice doesn't feel rehearsed or formal; it puts clients at ease. We love what we do and our voice indicates our enjoyment and our commitment. Our language is engaging and conversational, and is the foundation of our exceptional client service.

SO OUR VOICE IS: Helpful, authentic, warm

WE ARE NOT: overly casual, intimate, chatty

HOW DOES VISIONARY SOUND?

Our language is action-oriented and purposeful. We are positive, confident, and spirited leaders. Our visionary voice reveals our wisdom and commands people's attention and respect.

SO OUR VOICE IS: Leading, enterprising, compelling

WE ARE NOT: Bossy, starry-eyed, grandiose

ONWARD



It is important that we all understand exactly who BAL is, which is why we've built this guide.

Please remember it's the responsibility of each of us to consistently use the guidelines set forth in the previous pages.

A rebrand isn't just a new logo or a website. Although these elements are essential, the true change comes from within the firm and from the people who work there every day.

Each of you is an ambassador for the BAL brand and by boldly expressing our existing values we orient and uncover what our work is really about, striving to be the best in our field and never settling for anything less than the exceptional.



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AUSTIN
BOSTON
DALLAS
GENEVA

HOUSTON
LONDON
MAPUTO
MCLEAN, VA.

MELBOURNE
RIO DE JANEIRO
SAN FRANCISCO
SÃO PAULO

SHANGHAI
SINGAPORE
SYDNEY
WASHINGTON D.C.

