



THE LIGATURE

Leader in Print Communication

4909 Alcoa Avenue Los Angeles, California 90058-3022 Telephone: 323.585.6000 Fax: 323.923.2320 Website: theligature.com

Basic Elements

- Artwork (*Mac Preferred*)
 - InDesign, Illustrator, Quark
- Firm Logo
- Tagline

Corporate ID Guidelines

- Logo Placement/Variations
- Logotype Placement/Variations
- Logo/Logotype Incorrect Usage
- Brand Color System (PMS Numbers)
- Typeface Family
- Supporting Typefaces

Business Stationery

- Firm Letterhead (Personalized)
- Second Sheet Letterhead
- #10 Envelopes
- Business Cards – Executives/Attorneys
- Business Cards – Staff/Administration
- Announcements & Envelopes
- Note Cards & Envelopes
- Compliment Cards
- Mailing Labels
- Assorted Size Window Envelopes
- Custom Security Envelopes
- Large Format Envelopes
- Invitations & Envelopes
- CD Labels
- International Firm Letterhead
- International Second Sheets Letterhead
- DL Envelopes

Digital Media

- Website
- Intranet/Extranet
- Email Signature/HTML
- Power Point

Signage

- External
- Internal

Forms

- Credit Applications
- Purchase Orders
- Invoices
- Shipping Forms
- Fax Electronic Template
- Memo Templates
- Letter Templates

Exhibits

- Trade Show Booth
- Banners
- Signage
- Name Tags

Marketing Materials

- Pocket Folders
- Media Kits
- Report Covers –
Vertical/Horizontal
- Window Report Covers –
Vertical/Horizontal
- Brochures
- Information Sheets
- Biographies
- Direct Mail
- News Release
- Post Cards
- Presentation
- Shipping Materials
- Print Advertisement

Promotional Materials

- Apparel (Shirts, Jackets, T's)
- Hats
- Mugs
- Portfolios
- Briefcases/Bags
- Pens
- Golf Balls
- Mouse Pads
- Post-it Note Pads
- Umbrellas