

DAVIS WRIGHT TREMAINE

Brand Guidelines

LAST UPDATE: 06/2025



At Davis Wright Tremaine LLP, purpose drives everything we do. Since our founding, we have been guided by three enduring principles: ability, integrity, and service. These values are not just part of our history—they continue to define how we work, how we collaborate, and how we serve our clients and communities in a constantly evolving legal environment.

This brand guidelines document exists to ensure that our identity is communicated with clarity, consistency, and authenticity across every platform and interaction. It is a reflection of who we are as a firm and what we stand for. From our visual style to our tone of voice, each element has been carefully considered to embody the spirit of DWT.

By adhering to these guidelines, we reinforce the strength of our brand and ensure that every touchpoint delivers a unified, professional, and compelling experience. We ask that you honor these standards in all communications—both internal and external—to help maintain the integrity and impact of the DWT brand.

“A brand is not a logo. A brand is a promise, a story, and a shorthand. A brand tells us what to expect the next time we engage with you.”

Seth Godin

AUTHOR AND SPEAKER

VALUES

“Your brand is what someone who knows you says about you to someone that doesn’t know you, when you aren’t in the room.”

Jeff Bezos

FOUNDER OF AMAZON

Our Vision

Davis Wright Tremaine was founded with a simple vision: to provide high-value legal services customized to the specific needs of our clients. This has remained unchanged for decades as the firm expanded to more than 600 attorneys in 11 offices coast-to-coast. Regardless of location, business, or the complexity of issues, we have the experience, flexibility, and industry expertise our clients need.

We aim to be the law firm of choice for entrepreneurial lawyers and staff who are relentlessly committed to delivering exceptional work for our clients – and to a diverse, equitable, and inclusive culture that emphasizes teamwork, the ability to lead rich personal and professional lives, and service to others and our communities.

Guiding Principles

PEOPLE MATTER

Our strength lies in our people. We are committed to the ongoing development of our lawyers, professional staff, and teams to ensure excellence; maintaining national leadership on DEI, pro bono, and social impact; and preserving the ability to achieve both professional success and fulfilling personal lives.

CULTURE MATTERS

Our values drive and guide us. Our long-standing, much-prized culture is a differentiator and a catalyst for our continued growth and success.

TEAMS MATTER

Our clients need a legal team with market-wide expertise and a deep understanding of their industries. We bring a nationally recognized, industry-focused, multi-disciplinary approach to the most critical legal questions.

PURPOSE-DRIVEN GROWTH

We will individually and collectively pursue growth, profitability, excellence, and economic success that enables us to attract and retain exceptional talent, invest in our industry practices, contribute to our communities, and sustain the values of the firm for future generations.

VOICE & MESSAGING

“Every interaction, in any form, is branding.”

Seth Godin

AUTHOR AND SPEAKER

Voice

DIRECT

Honest
Clear
Level-headed

But is never:

Blunt
Irreverent

THOUGHTFUL

Warm
Empathetic
Sincere

But is never:

Delicate
Sentimental

PERSONABLE

Authentic
Down-to-earth
Relatable

But is never:

Loud
Peppy

KNOWLEDGEABLE

Confident
Trustworthy
Competent

But is never:

Formal
Stuffy

Messaging Framework

A clear message builds trust, connection, and action. We use the StoryBrand messaging framework to ensure that all communications are focused, client-centric, and resonant. This approach helps us position our audience as the hero of their story—while we serve as the trusted guide helping them succeed.

THE 7 ELEMENTS OF OUR STORYBRAND MESSAGING FRAMEWORK

THE HERO (OUR CLIENTS)

Our communications begin by identifying the goals and aspirations of our audience. We recognize their challenges and ambitions, clearly demonstrating that we understand who they are and what they want.

THE PROBLEM (THEIR CHALLENGE)

We clearly articulate the external, internal, and philosophical problems faced by our audience—and why these challenges matter.

External: The tangible, surface-level issue

Internal: The emotional struggle or frustration caused by the external problem

Philosophical: The deeper, universal issue at play (i.e., the rapidly changing legal landscape)

THE GUIDE (DWT LAWYERS)

We position ourselves as the guide—not the hero. We demonstrate empathy for the client’s challenges and establish our authority by sharing relevant experience, expertise, or success.

THE PLAN (OUR SOLUTION)

We offer a clear and simple plan to help the hero overcome their challenge.

THE CALL TO ACTION

We make it clear what action we want our audience to take—whether it’s contacting us, signing up, or attending an event. Every touchpoint should include a compelling and specific call to action.

THE STAKES (AVOIDING FAILURE)

We remind our audience of what’s at risk if they do nothing. While fear is not the primary motivator, we acknowledge the potential consequences of inaction.

THE SUCCESS (ACHIEVING THEIR GOAL)

We paint a clear picture of what success looks like with our help. Our messaging should highlight the transformation customers can expect—whether it’s peace of mind, growth, or a new opportunity.

Things to Keep in Mind:

- All communications should recognize that our clients are experts in their subject matters—not just doomed! Our lawyers are here to support, guide, and help them be successful.
- Avoid jargon or overly complex language; clarity is important!
- Focus every message on helping the client win their story—not telling our own.

By following this framework, we ensure our messaging remains client-centered, solution-oriented, and aligned with our brand purpose.

VISUAL IDENTITY

LOGO, COLOR, TYPOGRAPHY, AND IMAGES

Developing a strong visual identity is essential for boosting brand awareness and building trust with clients and potential clients.

“Branding is the art of differentiation”

David Brier

BRAND IDENTITY EXPERT

Logo

Our logo is the visual embodiment of our organization. To maintain brand consistency and integrity our logo should be applied to all firm materials and must be reproduced consistently. The artwork should never be redrawn or modified in any way.

FACT

75% of people recognize a brand by its logo.

logotype



symbol



DWT SYMBOL

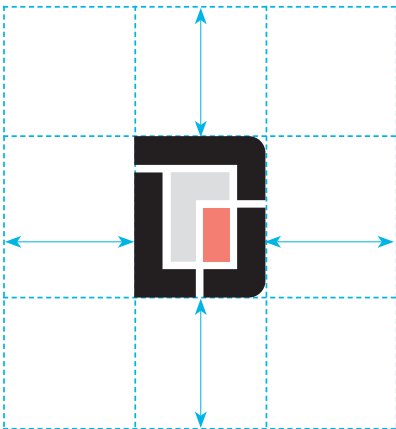
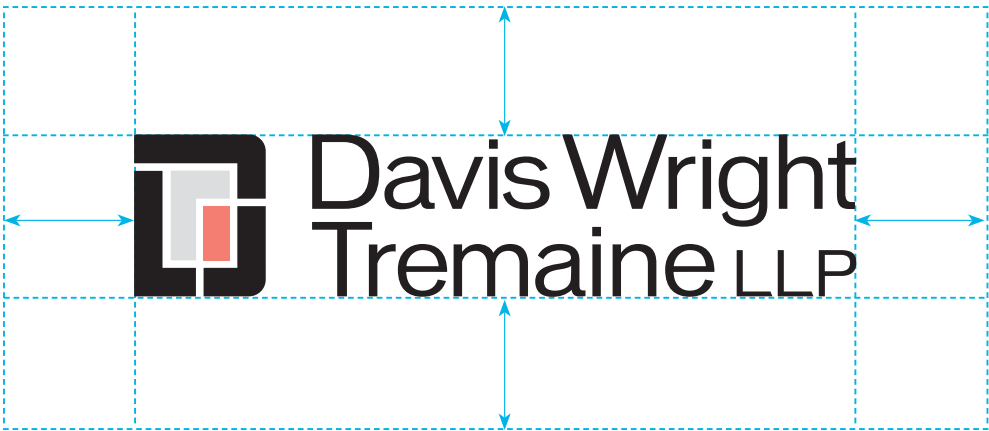
The DWT “D” symbol is most often only used on DWT swag. The symbol should not be used on external documents. If you are unsure if the symbol should be used, please contact the design team at dwt designers@dwt.com.



Just like you, our logo needs personal space!

The area that surrounds the logo is as important as the logo itself. The “clear space” provides breathing room to the logo and eliminates visual clutter (text, graphic elements, or other logos) that can compete with logo legibility, thereby diminishing the effectiveness of the logo.

The amount of clear space around the logo and symbol is variable to the size of the logo and should be determined by factoring the width of the “D” symbol.



Correct Logo Usage

These versions of the Davis Wright Tremaine LLP logo are acceptable:

The color logo is recommended for most applications and must be used on a white or light colored background.

There must be enough contrast between a textured background and the logo.

When it is necessary to use the logo on a dark background, the white logo is preferred.

If use of color is not available, the logo should be 100% black or white.



LGBTQIA+ LOGO

The LGBTQIA+ logo variation is to be used on materials for LGBTQIA-related events and sponsorships.

PRIDE MONTH LOGO

The rainbow “D” is only to be used during Pride Month (June). For use on social media and email marketing.

INTERNAL LOCKUPS

For internal use only, where the full DWT logo is not necessary, we have created lockups with the D and a “pipe” between the symbol and the department name.



Typography

GRAPHIK

Typography, like color, can leave a lasting impression on the viewer. The choice of font size and weight can set the tone of a text piece. For instance, a large, thin font can exude luxury, while a bold one can convey empowerment and confidence.

Our brand typeface is Graphik. Use its different font styles to create functional and aesthetically pleasing compositions that suit their specific purposes.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ

abcdefghijklmnopqrs
tuvwxyz

ABCDEFGHIJKLMNOPS
TUVWXYZ

Color

Color is a powerful tool in our communication arsenal. It can evoke emotions, guide attention, and significantly influence the message we’re trying to convey. Always with the context and audience in mind, we use color to inspire trust and reliability, while also injecting a touch of playfulness and positivity.

Our brand color palette is divided into three tiers:

- Primary:** These are our mainstay colors, which should always be visible in our work.
- Secondary:** These colors can be added to infuse variety and functionality into a design.
- Tertiary:** These colors are used sparingly and deliberately to inject a sense of fun or intrigue into a design. However, a design should never be overwhelmed with too many colors at once.

PRIMARY

PANTONE 289 C

CMYK 100 / 70 / 0 / 65
RGB 30 / 40 / 60
HEX #1E283C

SECONDARY

PANTONE 2152 C

CMYK 92 / 44 / 13 / 22
RGB 21 / 98 / 137
HEX #156289

PANTONE 298 C

CMYK 67 / 2 / 0 / 0
RGB 3 / 158 / 204
HEX #039ECC

PANTONE 2226 C

CMYK 60 / 0 / 23 / 0
RGB 61 / 163 / 163
HEX #3DA3A3

TERTIARY

PANTONE 2029 C

CMYK 0 / 63 / 49 / 0
RGB 224 / 101 / 101
HEX #E06565

PANTONE 7410 C

CMYK 0 / 41 / 59 / 0
RGB 249 / 163 / 106
HEX #F9A36A

PANTONE 298 C

CMYK 0 / 0 / 0 / 10
RGB 230 / 231 / 232
HEX #E6E7E8

PANTONE 2226 C

CMYK 0 / 0 / 0 / 50
RGB 142 / 150 / 151
HEX #8E9697

WEB COLOR ACCESSIBILITY

Ensure strong contrast for typography and user interface components, including buttons. If uncertain, employ an online contrast checker like webaim.org. The shades listed as “approved for large text” should be at least 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger.*

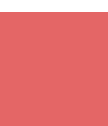
*Source: webaim.org

TEXT ON WHITE BACKGROUND

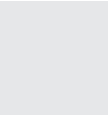
APPROVED

-  HEX #1E283C
-  HEX #156289

APPROVED FOR LARGE TEXT

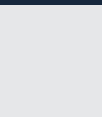
-  HEX #039ECC
-  HEX #3DA3A3
-  HEX #E06565

DO NOT USE

-  HEX #E6E7E8
-  HEX #F9A36A

TEXT ON DARK BLUE BACKGROUND

APPROVED

-  HEX #FFFFFF
-  HEX #E6E7E8
-  HEX #F9A36A
-  HEX #039ECC
-  HEX #3DA3A3

APPROVED FOR LARGE TEXT

-  HEX #E06565

DO NOT USE

-  HEX #156289

EXTENDED PALETTE

Our extended palette is reserved for complex illustrations, such as those used in animations. These shades help create depth and contrast, but should not be used in other design areas like graphic ads.

Create palettes for illustrations by choosing a few swatches from this palette. Create harmonious color combinations, using accent colors sparingly and with intention to guide the eye across the illustration.

BASE

HEX #1E283C

ACCENT

HEX #E06565

HEX #F98A8A

HEX #F9A36A

HEX #039ECC

HEX #63C3E5

HEX #3DA3A3

HEX #B7E5E2

NEUTRAL

HEX #FFFFFF

HEX #E6E7E8

HEX #8E9697

SKIN TONES

For representational illustrations, natural skin tones should be used. Avoid using unnatural colors such as blue and green for depicting skin tones.

HEX #F7DAD2	HEX #F4C1AC	HEX #EFAC95
HEX #F9DCB9	HEX #F4BB8A	HEX #EA995E
HEX #E5B06A	HEX #B77927	HEX #A5560F
HEX #7C3F0D	HEX #4D290E	HEX #331818

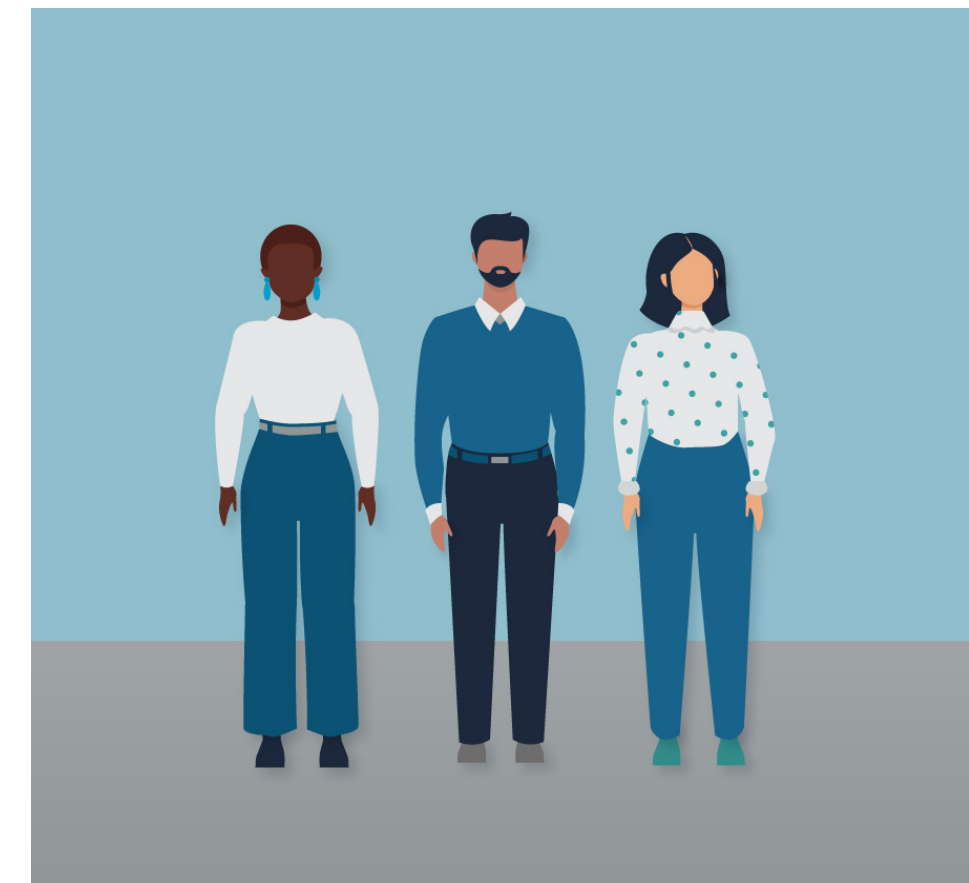
94%

Images increase overall
views by 94%.

Illustration

Primarily, our external illustrations should adopt an abstract style. However, there are times when we need to use representational imagery for specific static or animated graphics. When it comes to creating illustrations that feature people, please follow these guidelines:

- Aim for diversity in the representation of age, skin tone, and gender expression.
- Refrain from using cartoonish elements, such as exaggerated facial expressions and body features.



Icons

Iconography can help simplify complex ideas or translate messages quickly. Every icon should share a similar style and structure to unify our communications and contribute to a consistent brand experience that is unique to DWT.

Icon size and stroke are fixed for each component section, and no customization is allowed. If you need to add a new icon, you can contact dwt designers@dwt.com to create new icons.



10%

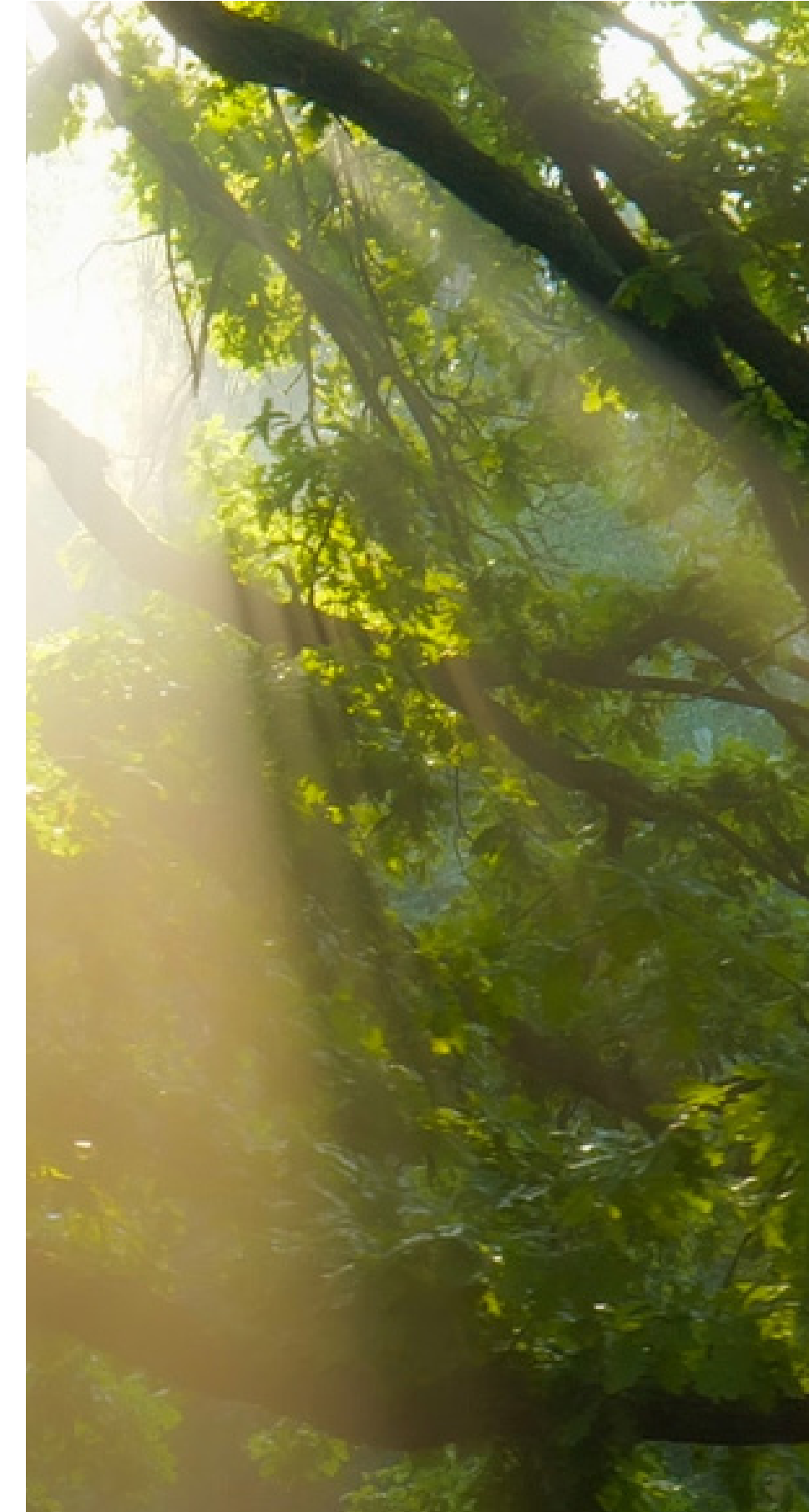
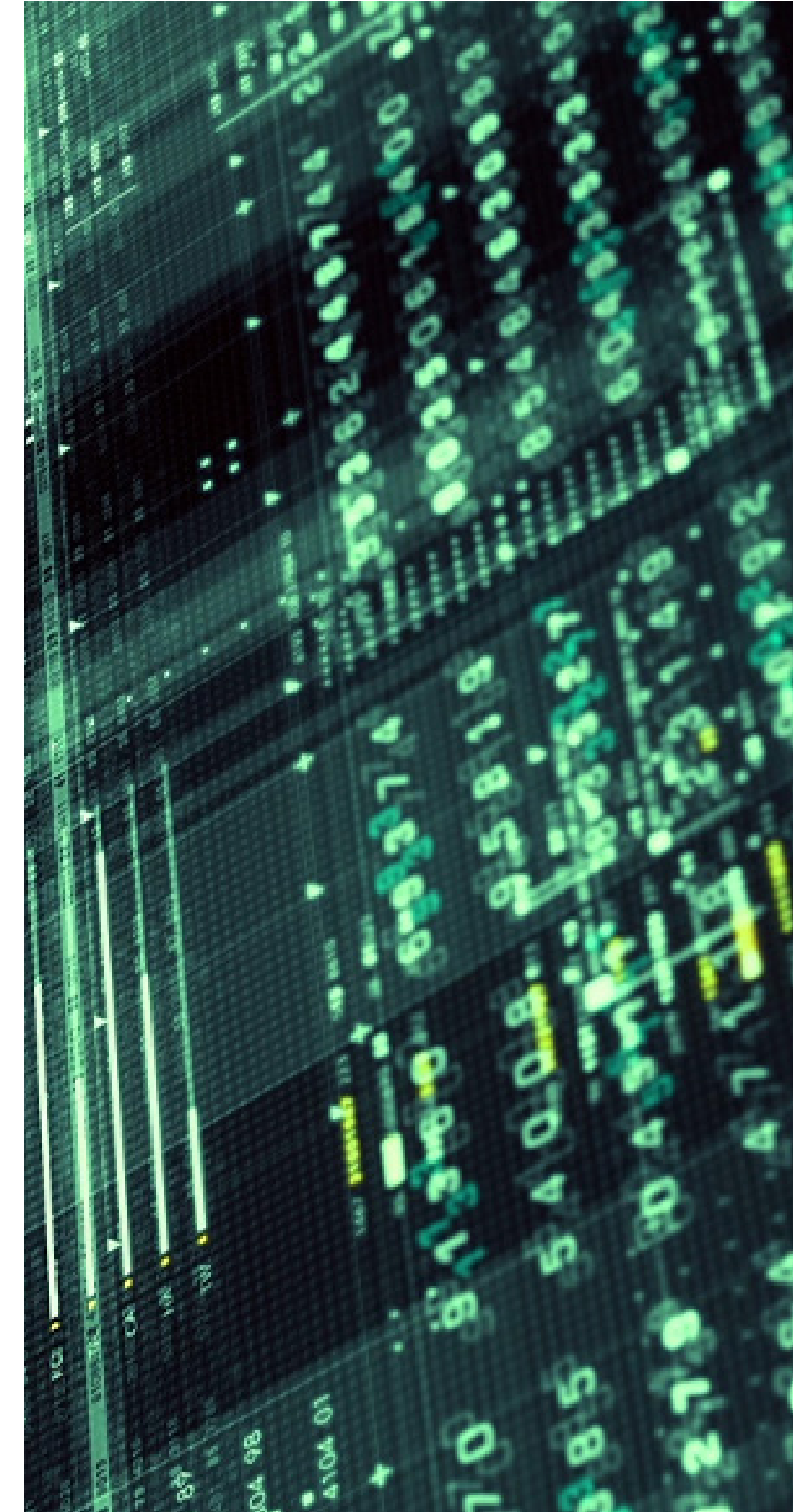
We retain 10% of what we hear or read when an image is not accompanying text.

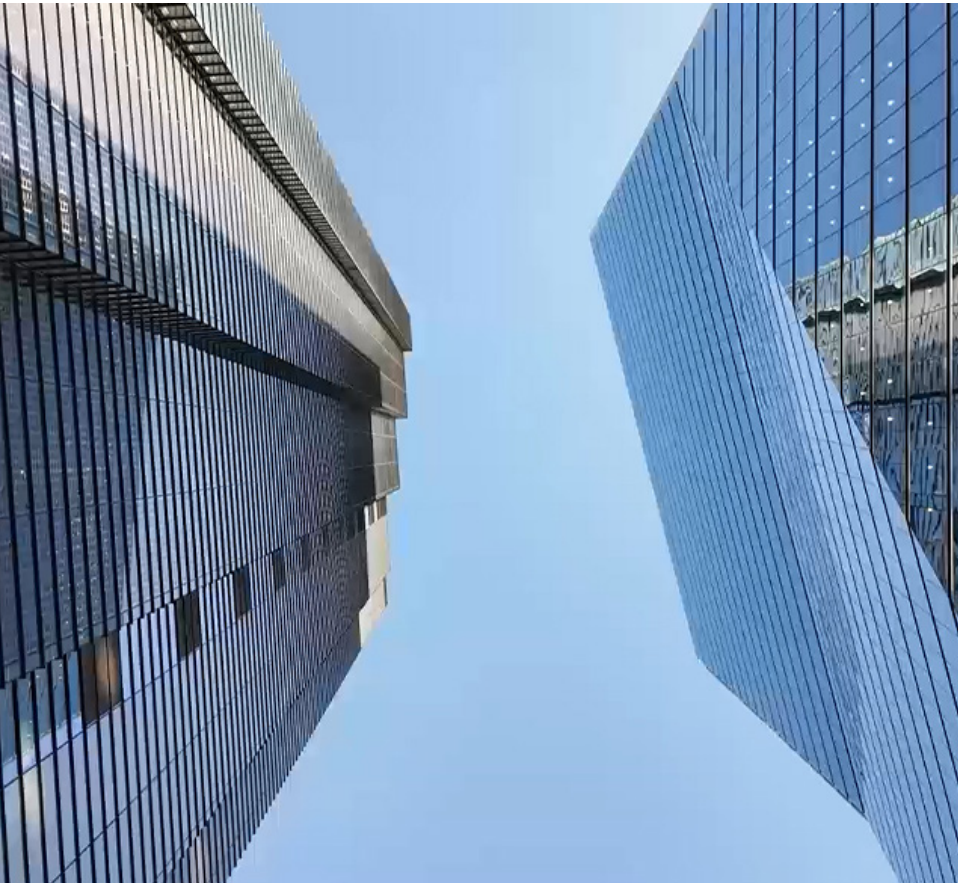
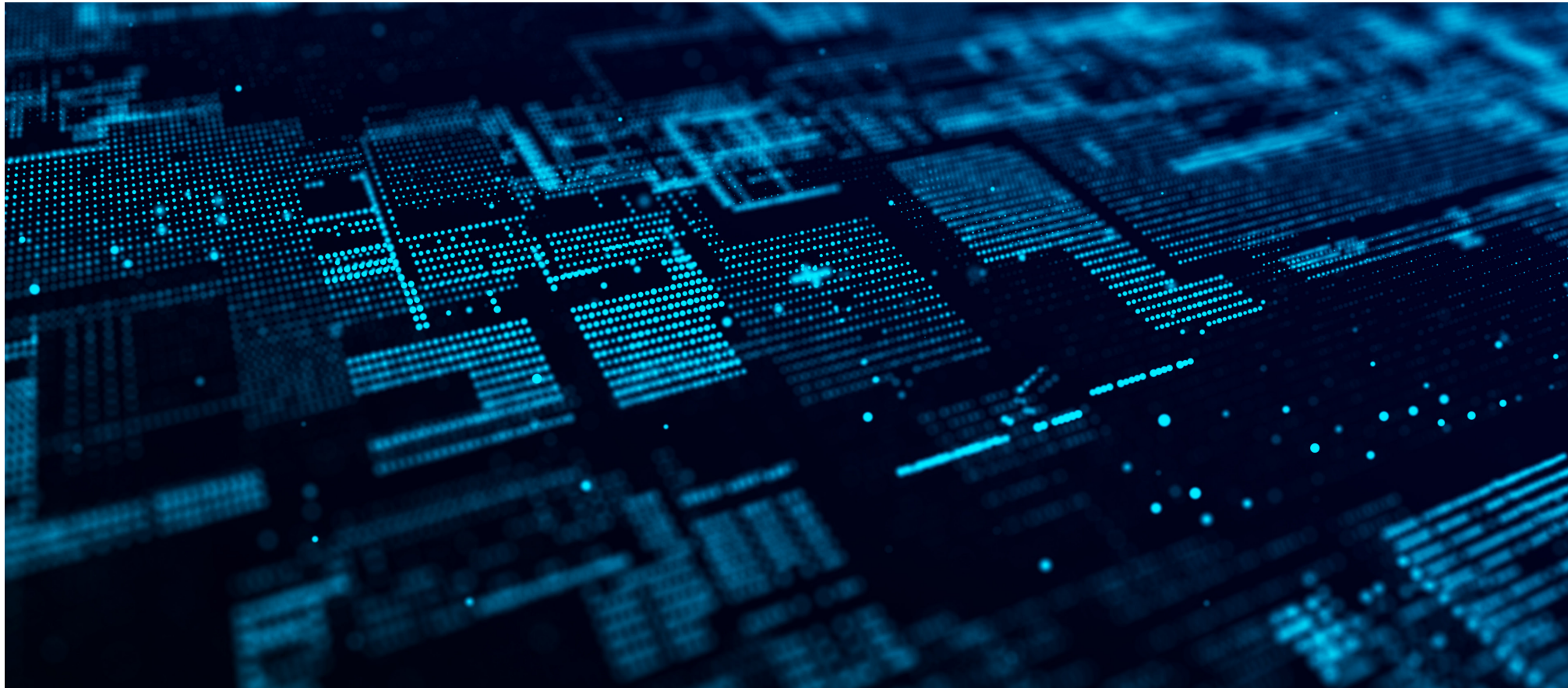
Photography

Photography should be vibrant, modern, and fresh. Whenever possible, photos should be cropped to show textural and abstract appearance.

FACT

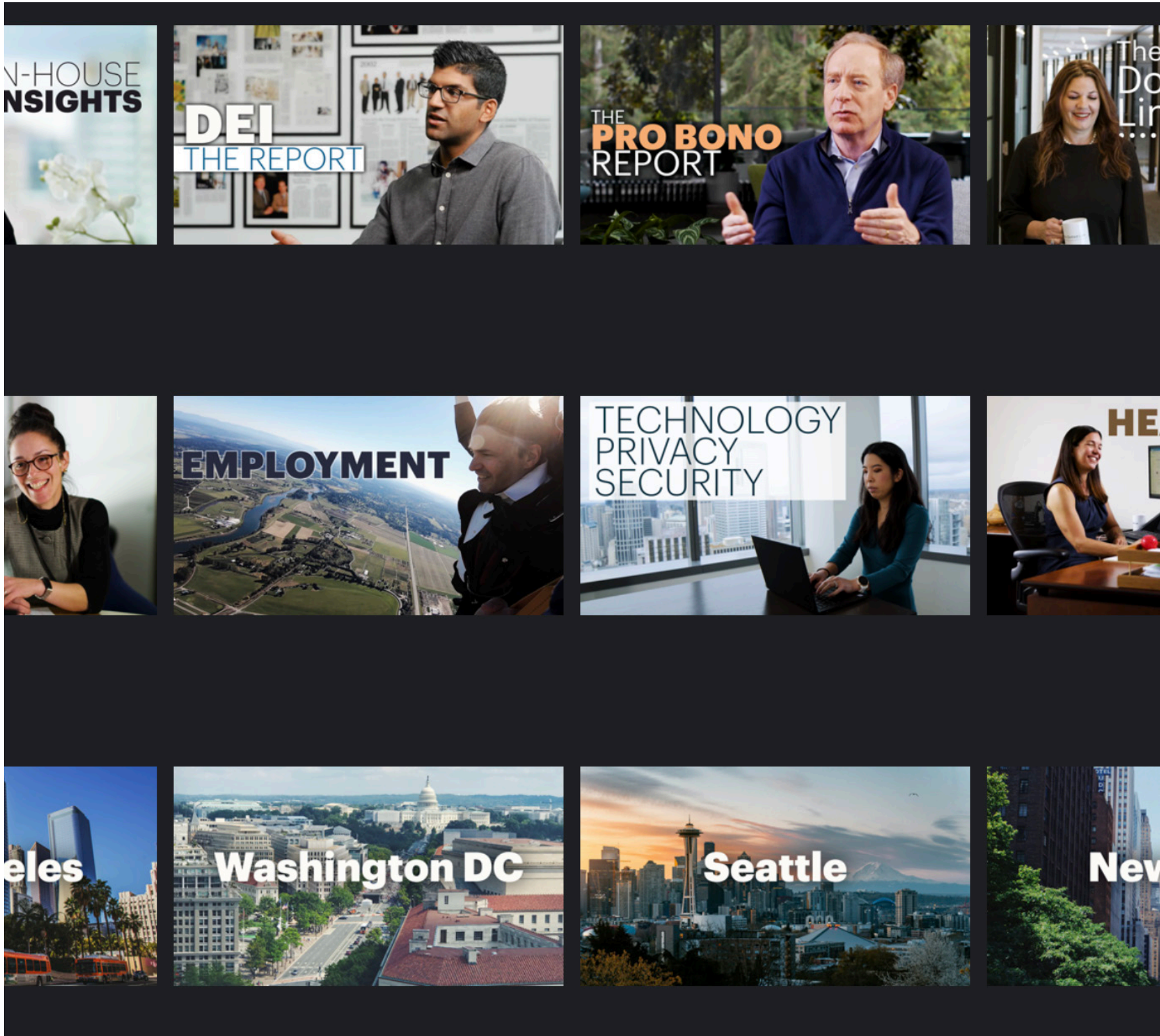
Images are processed 600,000 times faster than words, and 90% of the information transmitted to the brain is visual.





Video

Video Usage Guidelines for
Social Media and Website



LOWER THIRDS



For lower thirds, our D symbol is used. The typography should occupy the vertical space of the height of our D symbol.

First name

- Font: Graphik Extralight
- Case: All caps
- Tracking: 20
- Optical kerning

Last name

- Font: Graphik Black
- Case: All caps
- Tracking: 20
- Optical kerning

Title

- Font: Graphik Light
- Case: All caps
- Tracking: 20
- Optical kerning



DWT lower third



Client lower third

POSTING AND EMBEDDING VIDEOS

Videos should always be posted and embedded using the Vimeo platform. This ensures:

Seamless updates: Any changes or new versions of videos are automatically reflected across all platforms.

Consistent quality: Vimeo preserves the high-quality standards of our videos, ensuring a professional appearance.

Reliable tracking: By using Vimeo, we can maintain comprehensive analytics that help us understand video performance without additional effort from your side.

HOW TO IMPLEMENT

- Use the sharing options available on Vimeo for posting videos to social media platforms.
- When adding videos to webpages, blogs, or other digital platforms, always use Vimeo's embed codes.

EDITING AND MODIFYING VIDEOS

The Video Communications team is exclusively responsible for editing any premium HD video content. This is critical because:

Quality control: Our team follows strict standards for video and audio quality, ensuring that all edits align with the company's branding and messaging.

Storytelling integrity: We craft and maintain a consistent narrative that aligns with the company's objectives.

Legal and ethical obligations: Our team ensures that all edits comply with agreements related to individuals featured in the videos.

HOW TO IMPLEMENT

- If you require changes to a video, submit an edit request at: studiodwt.com/request.
- Avoid making any edits to videos independently; instead, rely on the expertise of the Video Communications team.

CONTENT CONSISTENCY AND BRAND INTEGRITY

It is essential that all video content used on social media and websites aligns with the company’s branding guidelines. This includes:

Maintaining consistency: Videos should reinforce the company’s values, mission, and visual identity.

Quality assurance: Only videos that meet the company’s standards should be used, ensuring a professional and polished public image.

HOW TO IMPLEMENT

- Consult with the Video Communications team if you are uncertain whether a video meets brand guidelines.
- Ensure all content is reviewed and approved before it is published to maintain brand integrity.

APPROVAL AND CONTENT DEPLOYMENT

To ensure consistency and compliance with company standards, all video content must go through an approval process before being deployed on social media or the website. This ensures:

Brand alignment: All content reflects the company’s strategic goals and messaging.

Compliance: Videos adhere to all necessary legal, ethical, and quality standards.

HOW TO IMPLEMENT

- Obtain the necessary approvals from the Video Communications team before posting or embedding videos.
- Coordinate content deployment plans with the Video Communications team to ensure strategic timing and consistency.

INITIATIVES & EVENTS

Many of our initiatives and marquee events have their own sub-brand that reflects their distinct personality and audience.

“Your brand is a story unfolding across all customer touchpoints.”

Jonah Sachs

CO-FOUNDER OF FREE RANGE STUDIOS

Project W

HELPING WOMEN SUCCEED

At Davis Wright Tremaine, we are passionate about seeing women succeed. Project W is our commitment to helping women build great companies, advance their careers, and achieve parity in the workplace.



BASE COLOR



HEX #1E283C

ACCENT COLORS



HEX #D6001C



HEX #FF6900

Download

DIGITAL TECH CONFERENCE

A marquee event for our Media & Entertainment practice group, DOWNLOAD is hosted twice each year, Los Angeles in the spring and New York in the fall. The conference attracts in-house counsel from across the media, entertainment, and technology industries.



Farm to Label

FOOD & BEVERAGE SUMMIT

Farm to Label is hosted by our Food & Beverage industry group and is held every other year in Portland, Oregon. The event brings people together from F+B companies large and small to discuss topics ranging from branding and labeling to employment and regulatory issues.





BASE COLOR



HEX #285DAB

ACCENT COLORS



HEX #4B9FD8 HEX #52BFE1

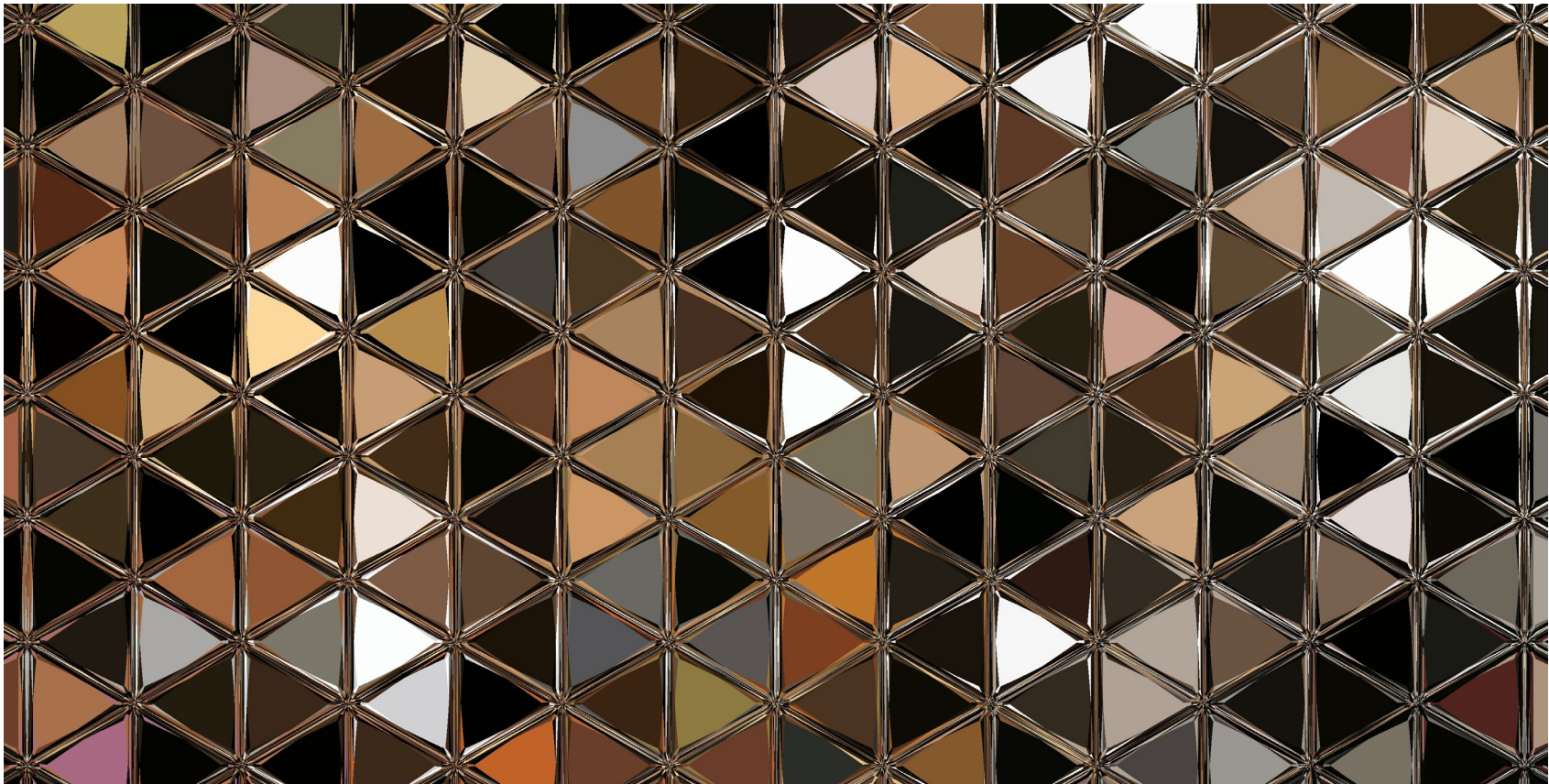
Recruiting



Pro Bono & Social Impact



Diversity, Equity & Inclusion



RESOURCES

“It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you’ll do things differently.”

Warren Buffett

AMERICAN BUSINESSMAN AND PHILANTHROPIST

CORPORATE IDENTITY

A corporate identity is the overall image of a corporation, firm, or business held in the minds of diverse publics, such as customers, investors, and employees. It is a primary task of the company communications department to build and maintain this identity to support business objectives.

IDENTITY MANUAL

A formal reference document establishing technical and creative standards for a visual identity system. Typical standards include descriptions and specifications for reproducing the logo or logotype stationery system, common print and web applications and examples of use on merchandise.

LOGO

A logo is a graphic mark or emblem commonly used by commercial enterprises, organizations and even individuals to aid and promote instant public recognition. Logos are either purely graphic (symbols/icons) or are composed of the name of the organization (a logotype or wordmark).

TYPEFACE/FONT FAMILY

In typography, a typeface (also known as font family) is a set of one or more fonts each composed of glyphs that share common design features. Each font of a typeface has a specific weight, style, condensation, width, slant, italicization, ornamentation, and designer or foundry. There are thousands of different typefaces in existence, with new ones being developed constantly.

STATIONERY

Stationery has historically pertained to a wide gamut of materials: paper and office supplies, writing implements, greeting cards, glue, pencil cases and other similar items.

TEMPLATE

A pre-developed page layout in electronic or paper media used to make new pages with a similar design, pattern, or style.

BRAND

A mix of tangible and intangible attributes, symbolized in a trademark that can be managed to create value for organizations and customers. It is the physical representation of a company’s offerings and values but can exist subjectively in a person’s mind. This is chiefly influenced by a person’s comparison of the brand promise offered versus their perception, experience, and interaction with an organization, product or service.

GRAPHIC STYLE

A consistent theme of the graphic elements of a brand’s overall visual appearance. Graphic style is recognizable by the visual traits of an overall parent brand and can vary slightly but is overall consistent among the sub-brands.

PANTONE

The Pantone Color Matching System (PMS) is a standardized color reproduction system used for print. When a printer has this option available, brands can request their specific color codes to get an exact match of their brand colors.

CMYK

The CMYK color model (process color, four color) is a subtractive color model, used in color printing, and is also used to describe the printing process itself. CMYK refers to the four inks used in some color printing: cyan, magenta, yellow, and key (black). The “K” in CMYK stands for key because in four-color printing, cyan, magenta, and yellow printing plates are carefully keyed, or aligned, with the key of the black key plate.

RGB

The RGB color model is an additive color model in which red, green, and blue light are added together in various ways to reproduce a broad array of colors. The name of the model comes from the initials of the three additive primary colors, red, green, and blue.

PNG

(Portable Networks Graphic) is a file type that does not lose quality when saved. This format can also be compressed—like TIFF files.

JPEG

(Joint Photographic Experts Group) is a compressed file format optimized for photographs. These can be used in CMYK for full-color printed materials and RGB for on-screen viewing and the Web. The drawback of JPEGs is that the file will degrade in quality each time it is edited or saved. This is the best format for posting on the Web.

EPS

(Encapsulated PostScript) is a standard file format for importing and exporting PostScript files. An EPS file can contain any combination of text, graphics, and images. It is one of the most versatile file formats. Logos are often saved in this format. EPS files as well as TIFF files are recommended for production of printed materials.

PDF

(Portable Document Format) is a versatile file format created by Adobe that gives people an easy, reliable way to present and exchange documents regardless of the software, hardware, or operating systems being used by anyone who views the document.

Our website <https://dwt.design/resources/> also contains additional resources and information that we think you will find useful.

For additional information please contact the brand office at dwtdesigners@dwt.com