

Caytons

Changing
Perceptions

BRAND GUIDELINES

MARCH 2020



THE CAYTONS BRAND

The Caytons brand is our most valuable asset, recognised for our excellent services, honesty and individuality.

The Caytons name and visual identity are vital in sustaining this recognition and must be used with care to protect our reputation and integrity.

Any use of our assets must follow our guidelines and be aligned to our values.

INTRODUCTION

Welcome to the Caytons brand guidelines. This document and its parts illustrate and explain the way we look, feel and sound as a firm.

These guidelines are intended as just that, a guide. The rules and templates have been created to provide a framework and platform to inspire creativity. When used consistently and effectively these guidelines will help our brand to remain, fresh, relevant and impactful across all touchpoints.

To reinforce our position as a unified brand, we only refer to ourselves as Caytons.

It's important we communicate with consistency, and in a way that reflects who we are today and our aspirations.

we are:

Leading

Dynamic

Free-thinking

Experienced

Disciplined

Independent

Open and transparent

Our positioning statement & strapline



An expert team offering legal and claims management solutions. We are trusted, freethinking and dynamic. We are fiercely independent and client-focused, providing straight-forward answers to complex problems through constant innovation and adherence to the highest standards.

We are Caytons. Changing Perceptions.

The logo

Our visual identity is made up of five key elements;
Our logo and strapline, our colour palette, our typefaces, our imagery and
our graphic device called 'the perception angle'.

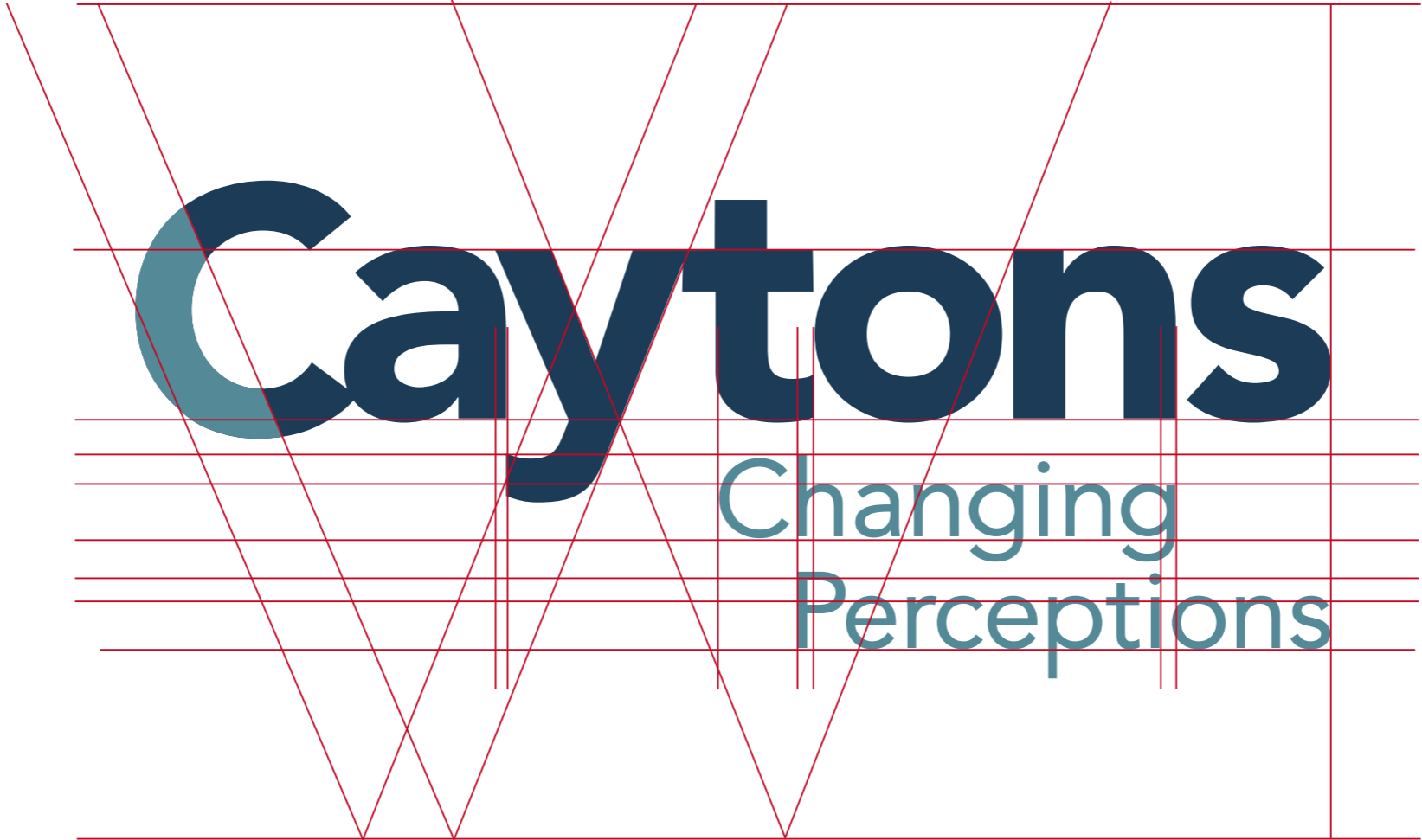
These elements work together to deliver consistent communications.

The full logo is shown below with reversed out and black and white versions.



The logo cont'd

The logo and the strapline have been uniquely created. They must not be replicated or changed in any way.



Fonts

Our main font is

Exo

in these weights:

Extra-Light

Extra-Light Italic

Regular

Regular Italic

Bold

Bold Italic

EXO

Exo is a contemporary geometric sans serif typeface that tries to convey a technological/futuristic feeling while keeping an elegant design. Exo was meant to be a very versatile font, so it has 9 weights (the maximum on the web) each with a true italic version. It works great as a display face but it also works good for small to intermediate size texts.

Exo is a Google font and downloadable for all applications [by clicking this link >](#)

Important note: Standard Arial is the default font when using email and any applications where Exo cannot be used.

Colour palette

The colour palette is clean and modern with a confident use of white space. The core colours are 'Caytons Oxford Blue', 'Caytons Teal' which are supported by a palette of accent colours to complement and soften the visual look and feel.

To allow consistency, tints of only 'Caytons Rock' may be used.

The colour usage ratio diagram demonstrates the proportion of the core and accent colours that should be used on any application.

The use of white space is very important because it conveys a sense of confidence. In proportion to the use of other colours white should form approximately 75 percent of the area covered.

The accent colours should predominantly be used for graphic treatments and should never lead the communication.

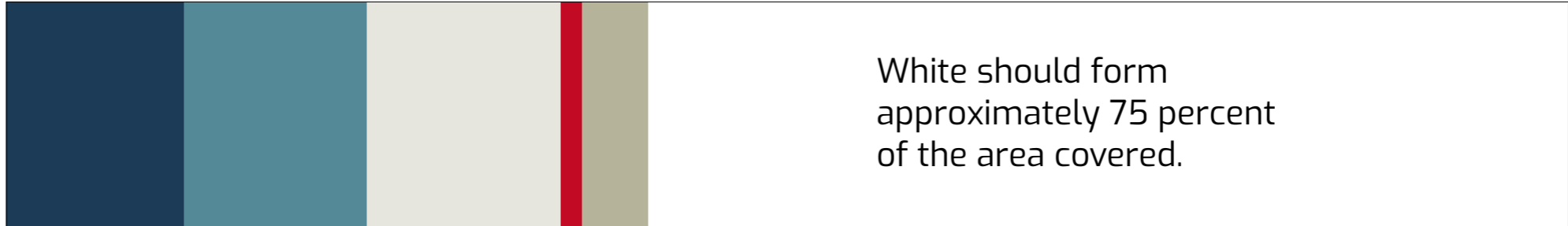
Core colours

Caytons - Oxford Blue Cyan: 100 Magenta: 80 Yellow: 50 Black: 20 <hr/> R: 27 G: 59 B: 87 <hr/> HEX: 1b3b56 <hr/> Pantone: 7463c	Caytons - Teal Cyan: 53 Magenta: 0 Yellow: 11 Black: 43 <hr/> R: 84 G: 138 B: 152 <hr/> HEX: 548a98 <hr/> Pantone: 5483c
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Accent colours

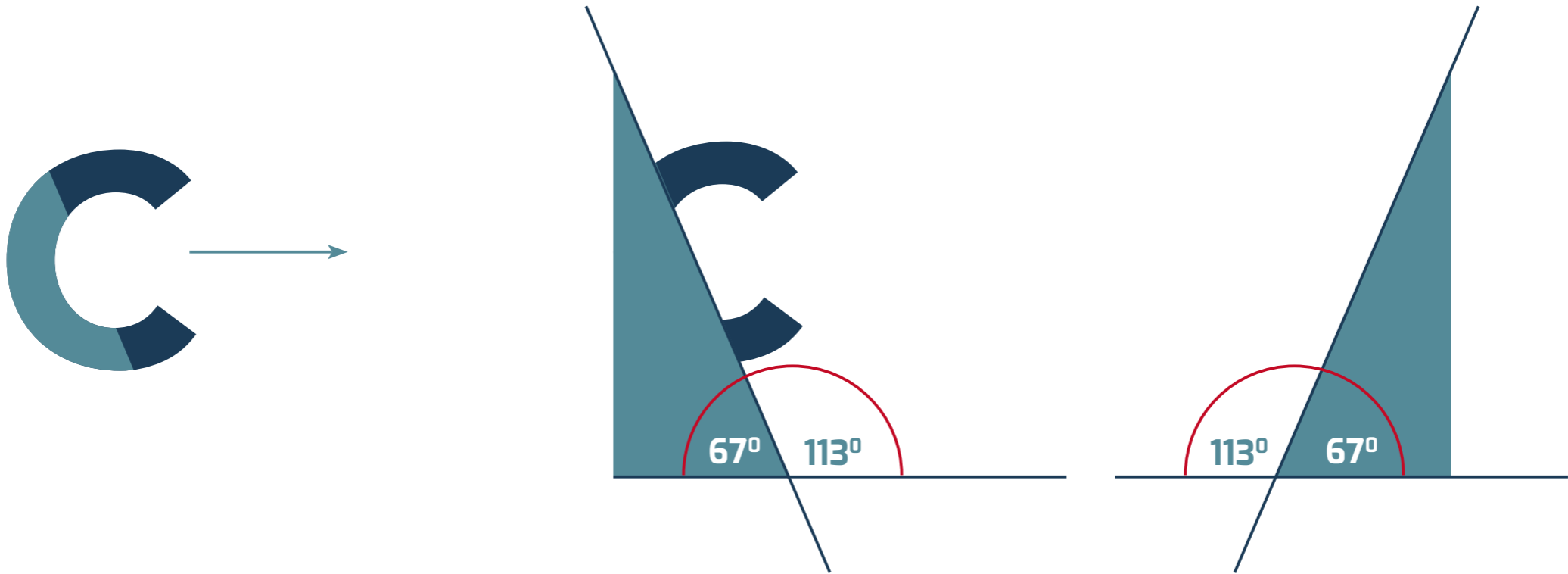
Caytons - Scarlet Cyan: 0 Magenta: 100 Yellow: 81 Black: 19 <hr/> R: 195 G: 10 B: 37 <hr/> HEX: c30a25 <hr/> Pantone: 186c	Caytons - Rock Cyan: 0 Magenta: 0 Yellow: 23 Black: 38 <hr/> R: 182 G: 179 B: 154 <hr/> HEX: b6b39a <hr/> Pantone: 7535c	Caytons - Rock may also be used as a tint
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Colour usage ratio:

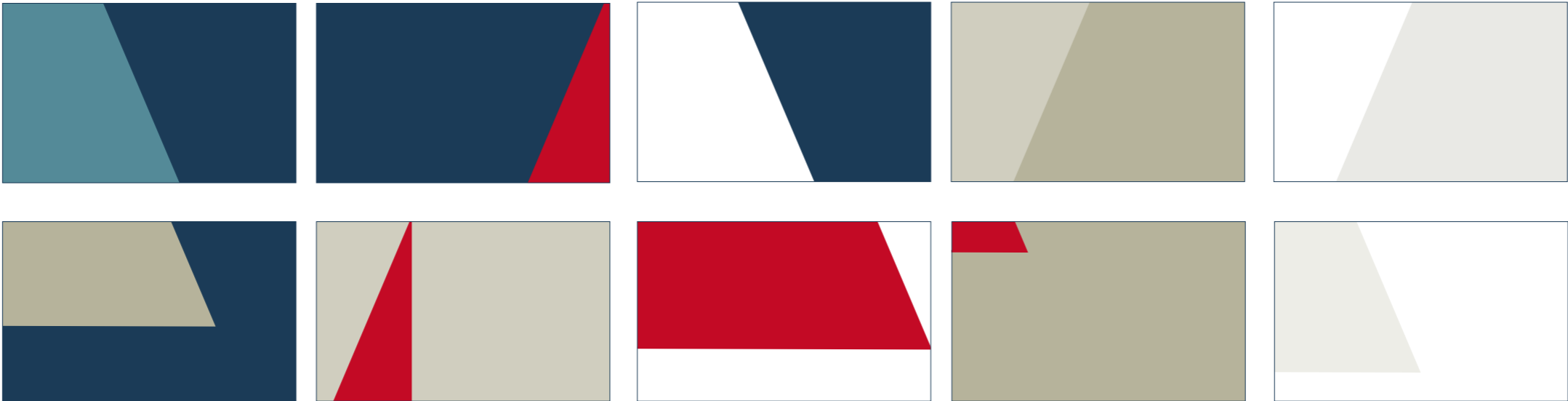


Graphic device: Perception angle

To add interest to backgrounds, shapes and colour blocks you can use our 'perception angle' taken from the Logo as a graphic device - It needs to match the same angle as illustrated to keep consistency. The Angle can be flipped if needed.



Examples:



Imagery

Imagery plays a crucial role in our visual identity. It helps tell the story about who we are as an organisation, and how we communicate and how we portray ourselves.

We are as proud of our people as we are of the clients we help. Our imagery should reflect this pride. It needs to show our colleagues, our clients, our partners and how well we do what we do.

The following pages show examples of best practice imagery. The image content is segmented into three key categories:

People.

Abstracts.

Locations.

Overall our images should be:

**Clean and vibrant,
intriguing and powerful.**



Imagery

People

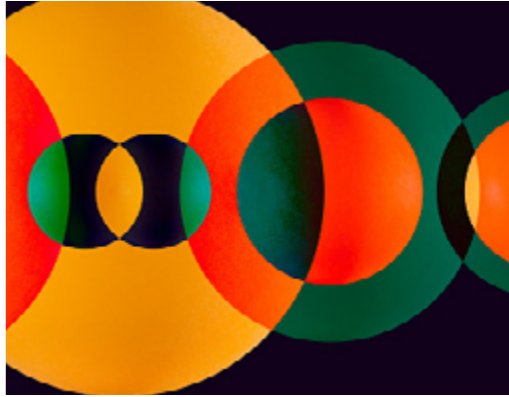
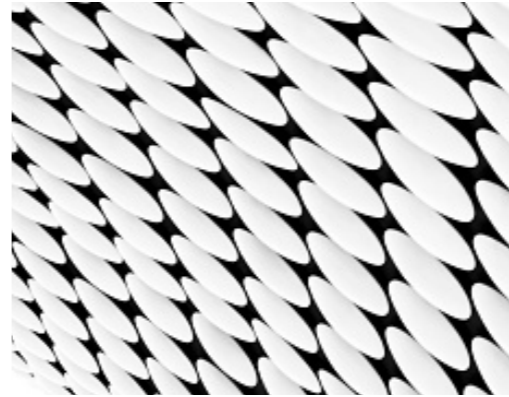
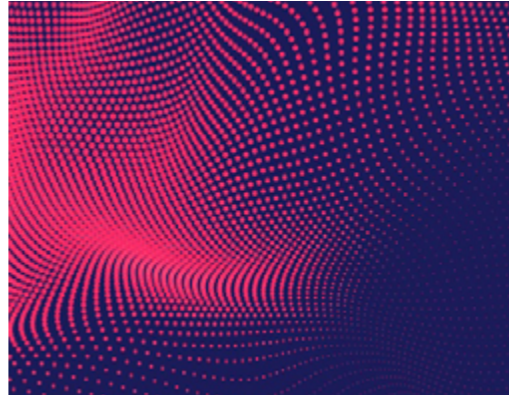
Always create interest by using abstraction, multiple exposure or reflections. This emphasises our strapline 'Changing Perceptions'. It gives a feel of our constant need to evolve and reflects the inspirational people we work with.



Imagery

Abstracts

Representing texture and depth, detail and shape. Abstracts will add context to symbolic and figurative subject matter, create metaphors and illustrate difficult to describe subjects.



Imagery

Locations

Creating context to where we work and how we effect the environment we all share.



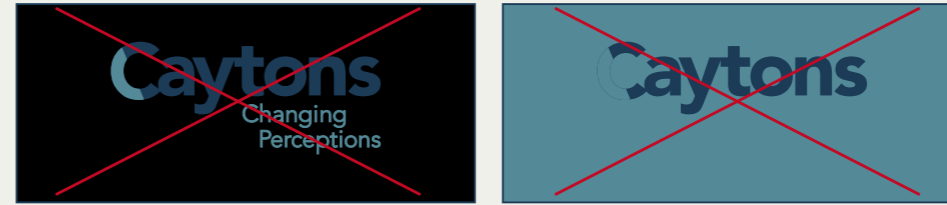
Incorrect logo use

The Caytons logo is the most recognisable element of our brand. As such, every effort must be taken to ensure it is presented in the best possible way.

Our logo has been carefully crafted, so no alteration to the logo artwork is permitted of any kind. Examples of incorrect usage are shown here. *Please note: Patterned backgrounds should not be used in any circumstance.*



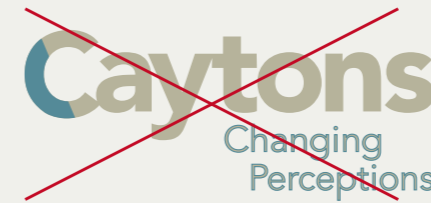
Do not distort the logo



Do not place the full colour logo on backgrounds where it cannot be read. There are white out versions for use.



Do not distort the strapline or alter in any way



Do not reproduce the logo in any colour other than the corporate colours specified earlier in this document



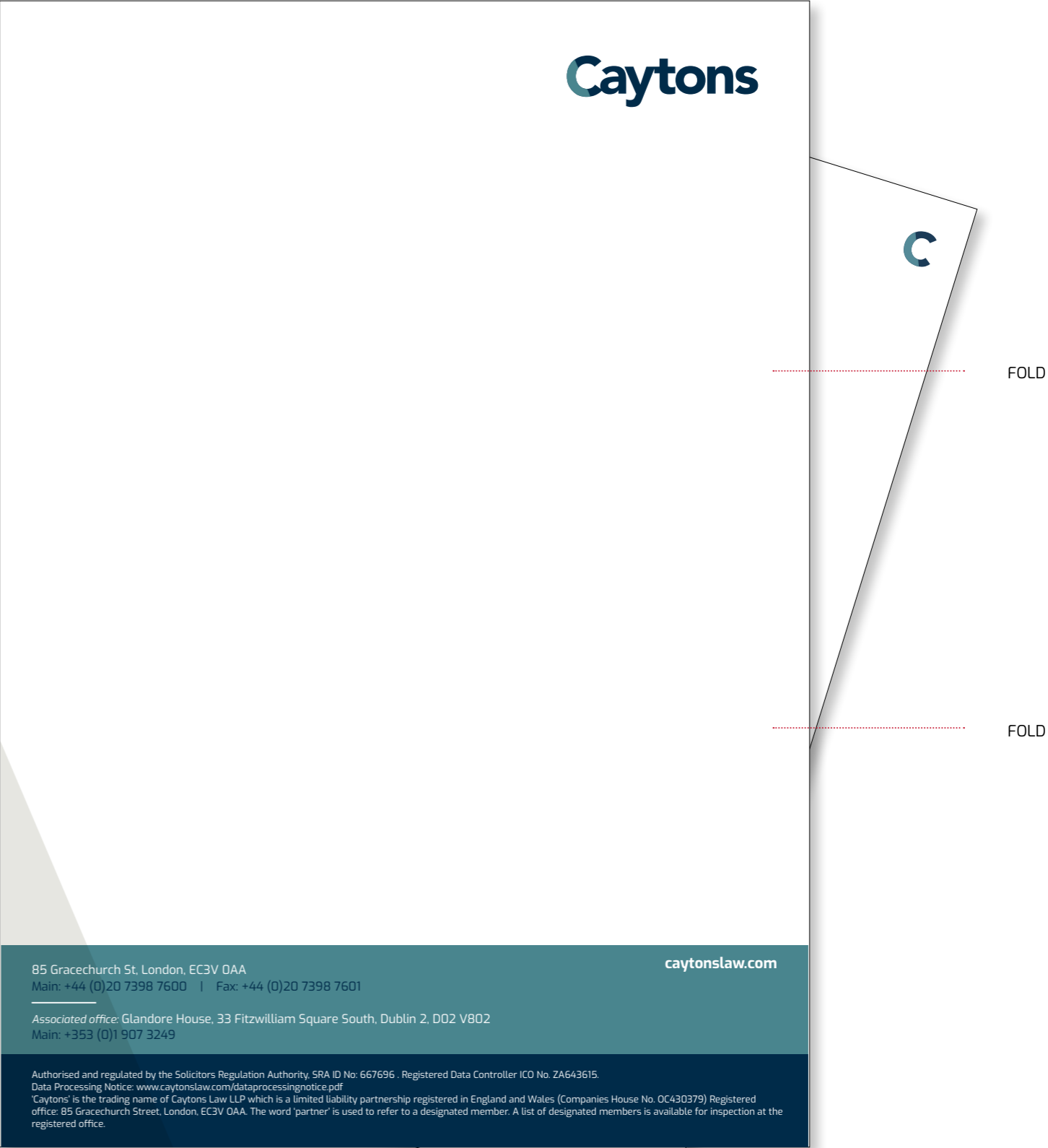
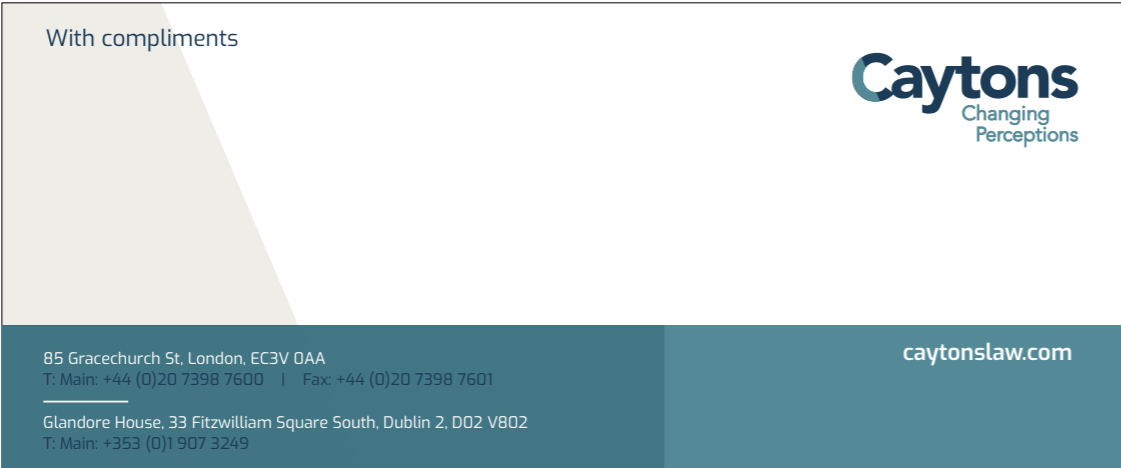
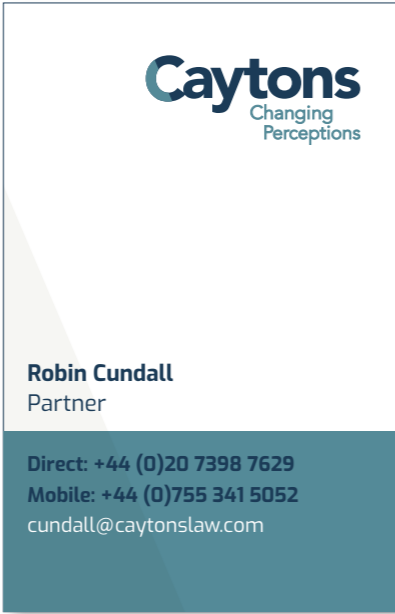
Do not reproduce the logotype on a patterned or photographic background that inhibits legibility



Do not use logo as holding shape.

Putting it all together

Stationery



Putting it all together

Email Signatures



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Email Template



March 2020

Caytons converts to LLP status and launches new website as part of rebrand

Caytons Law has converted to a limited liability partnership meaning that Caytons Law ceased as a practice on Saturday, 29 February and Caytons Law LLP trading as Caytons began practising, as successor practice to Caytons Law, on Sunday, 1 March. Caytons Law LLP trading as Caytons is registered in England and Wales (Companies House No: OC43039) and the registered office is 85 Gracechurch Street, London EC3V 0AA. All the partners of Caytons Law are designated members of Caytons Law LLP trading as Caytons which is also regulated and authorised by the Solicitors Regulation Authority (SRA No: 667696).

[FIND OUT MORE](#)




Message from our senior partner
This has been a very exciting year for us at Caytons! Last month marked the 15th anniversary of our formation and we have certainly seen a lot of changes over those 15 years. [Read More >](#)

Non-party costs orders the travelers v xyz supreme court decision
The English Supreme Court decision handed down in *Travelers v XYZ* [2019] UKSC 48 provides helpful and welcome guidance. [Read More >](#)

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April 2020

- Cyber attacks
- HS2 the problem
- Claims Locum services
- Professional indemnity hot list


Managing Organic growth and enable workflow

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Professional Indemnity hot list
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cundall@caytonslaw.com

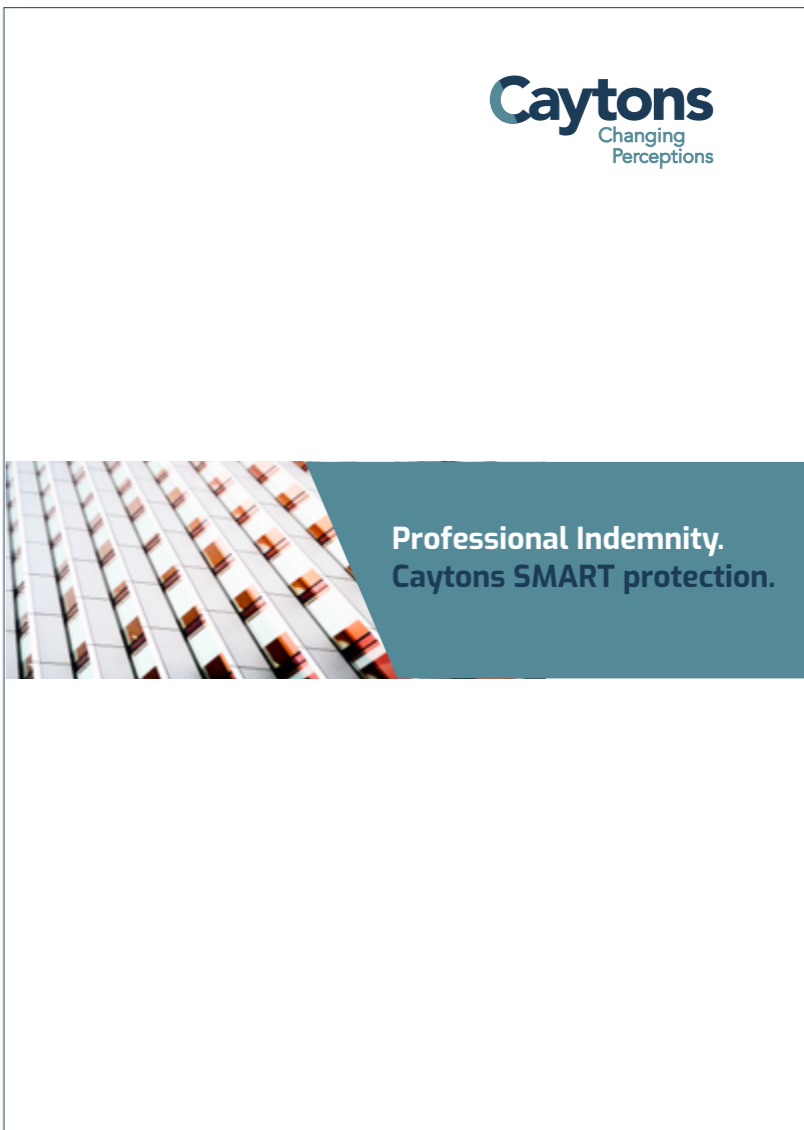


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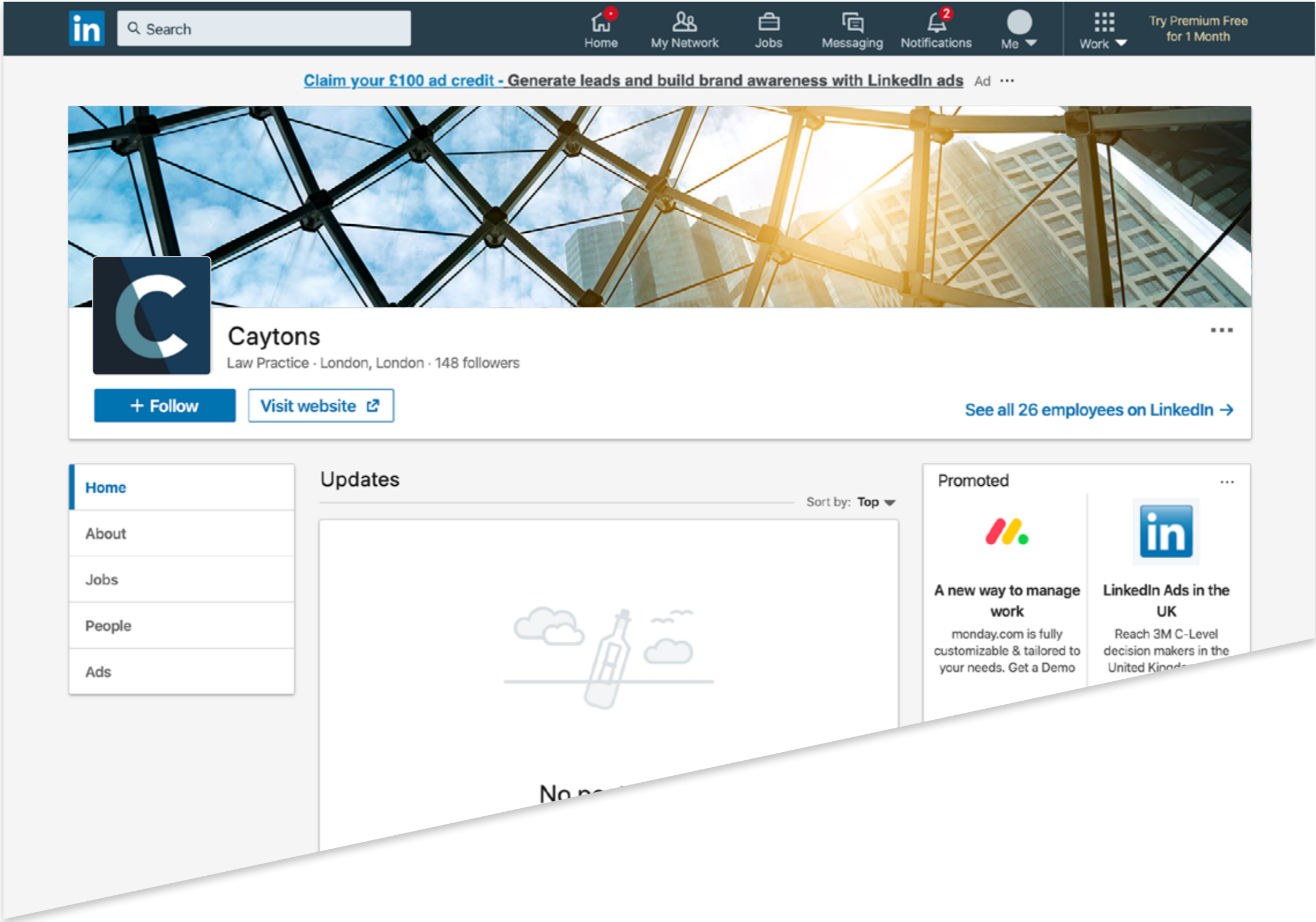
Putting it all together

Documents



Putting it all together

LinkedIn



Putting it all together

Presentation style

Holding on to privilege
Increasing the risk of exposure through honest self-scrutiny

Caytons
Changing Perceptions




Robin Cundell
15-02-2020

What is Legal Professional Privilege?

First Instance Decision
SFO v ENRC

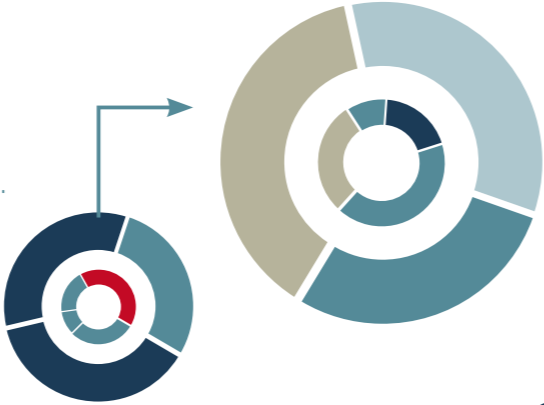
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- Drovid esequae magnatem alitat occum qui.
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What is Legal Professional Privilege?

Commercial property & casualty market outlook

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What is Legal Professional Privilege?

Despite experiencing five of the 15 costliest global catastrophes in the past two years, coupled with multiple large wildfires and other major loss events, which collectively caused in excess of \$125 billion in total insured damages, the P&C industry remained stable in 2018, resisting significat.



Putting it all together

Website (Landing page)

Caytons
Changing Perceptions

Based in the City of London and Dublin, our associated offices provide legal and claims management services to the insurance industry and to professional practices. We also provide other consultancy and software development services connected to the insurance industry in conjunction with our sister company Caytons Cyber Limited.

VISIT CAYTONS UK >

UK Address:
85 Gracechurch Street,
London,
EC3V 0AA
Phone: +44 (0)20 7398 7600

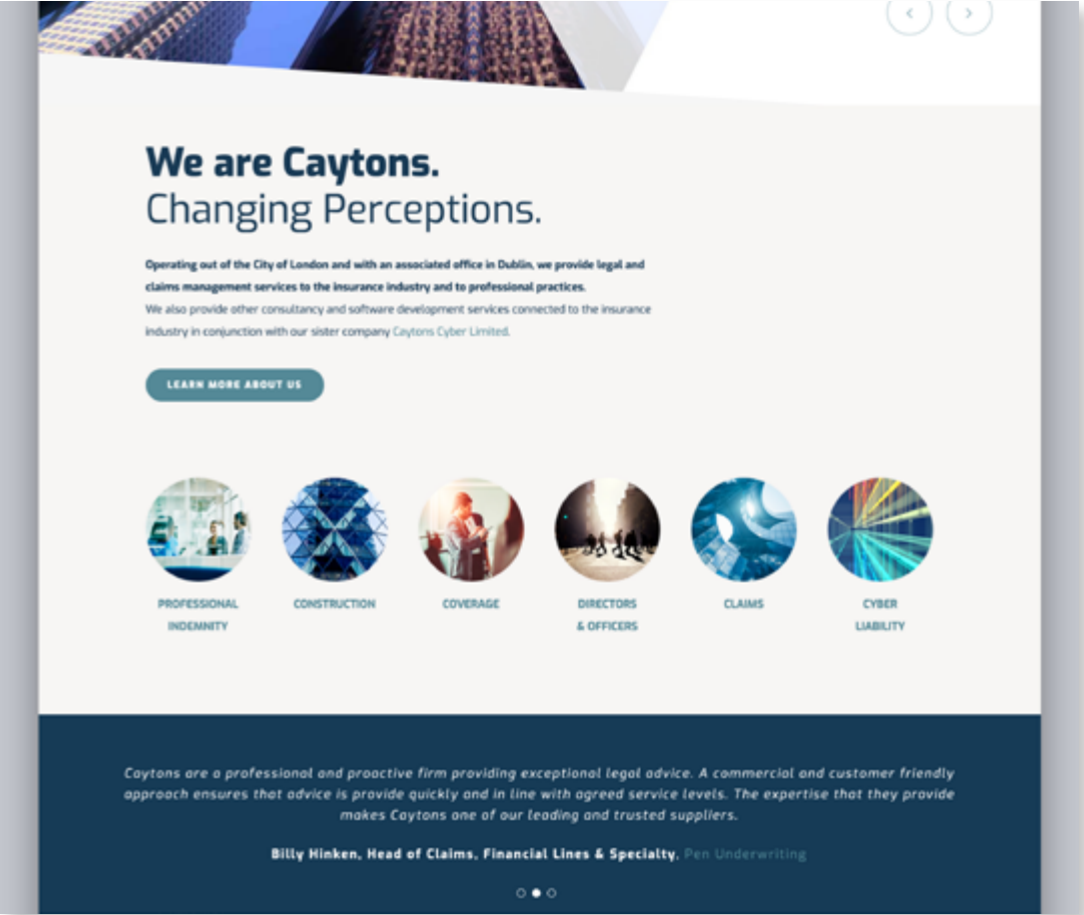
VISIT CAYTONS IRELAND >

Ireland Address:
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33 Fitzwilliam Square South,
Dublin 2,
D02 V802
Phone: +353 (0)1 907 3249

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Putting it all together

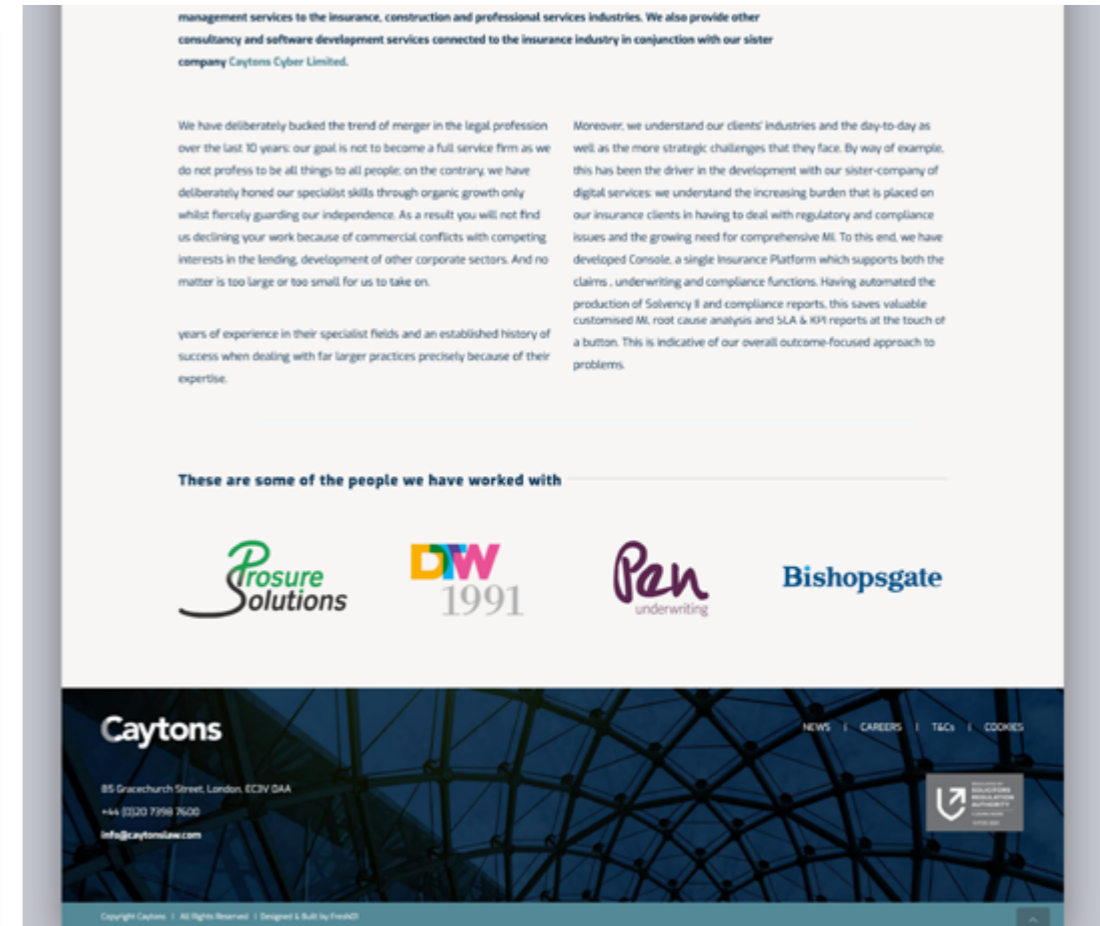
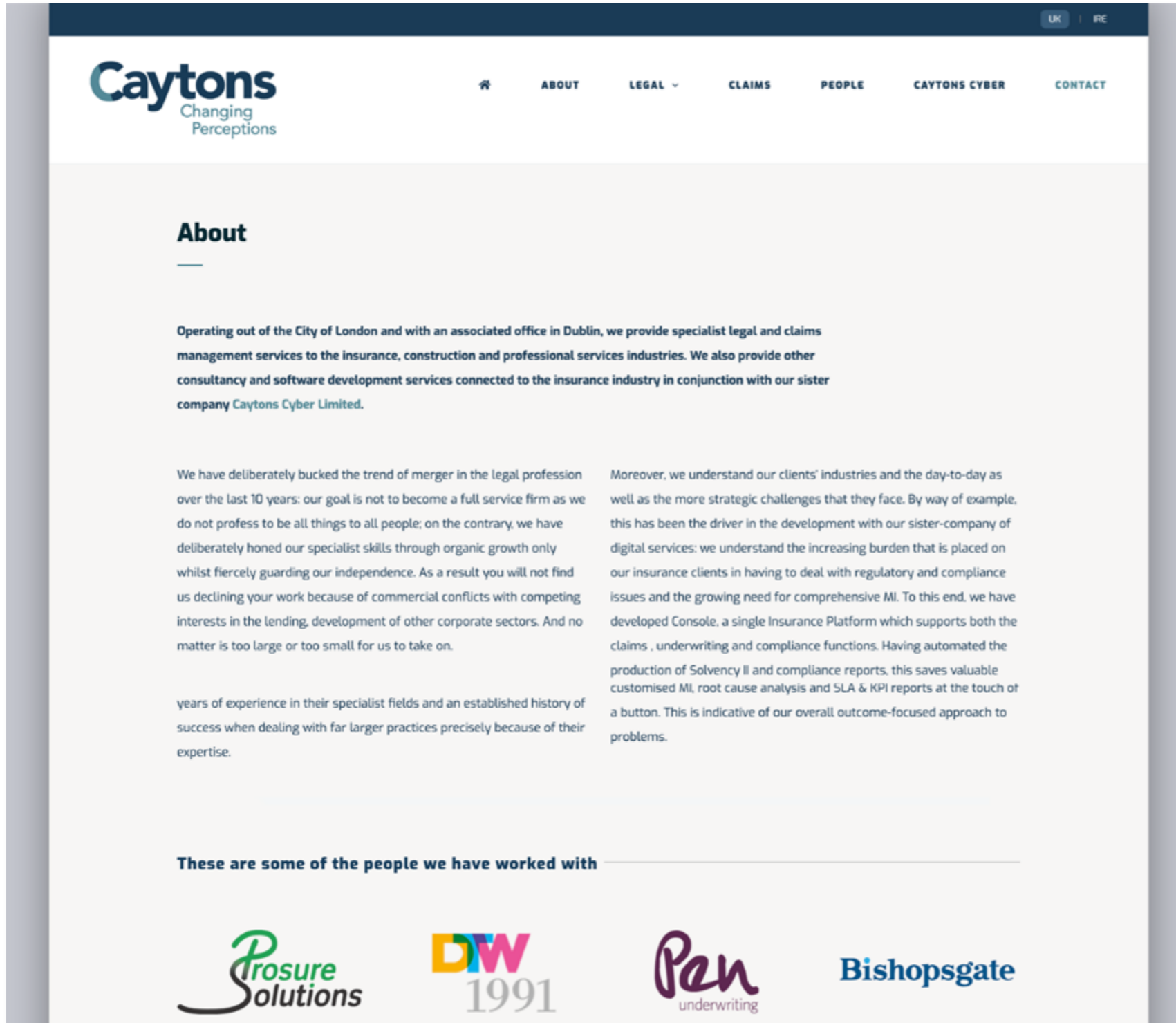
Website (homepage)



BRAND GUIDELINES

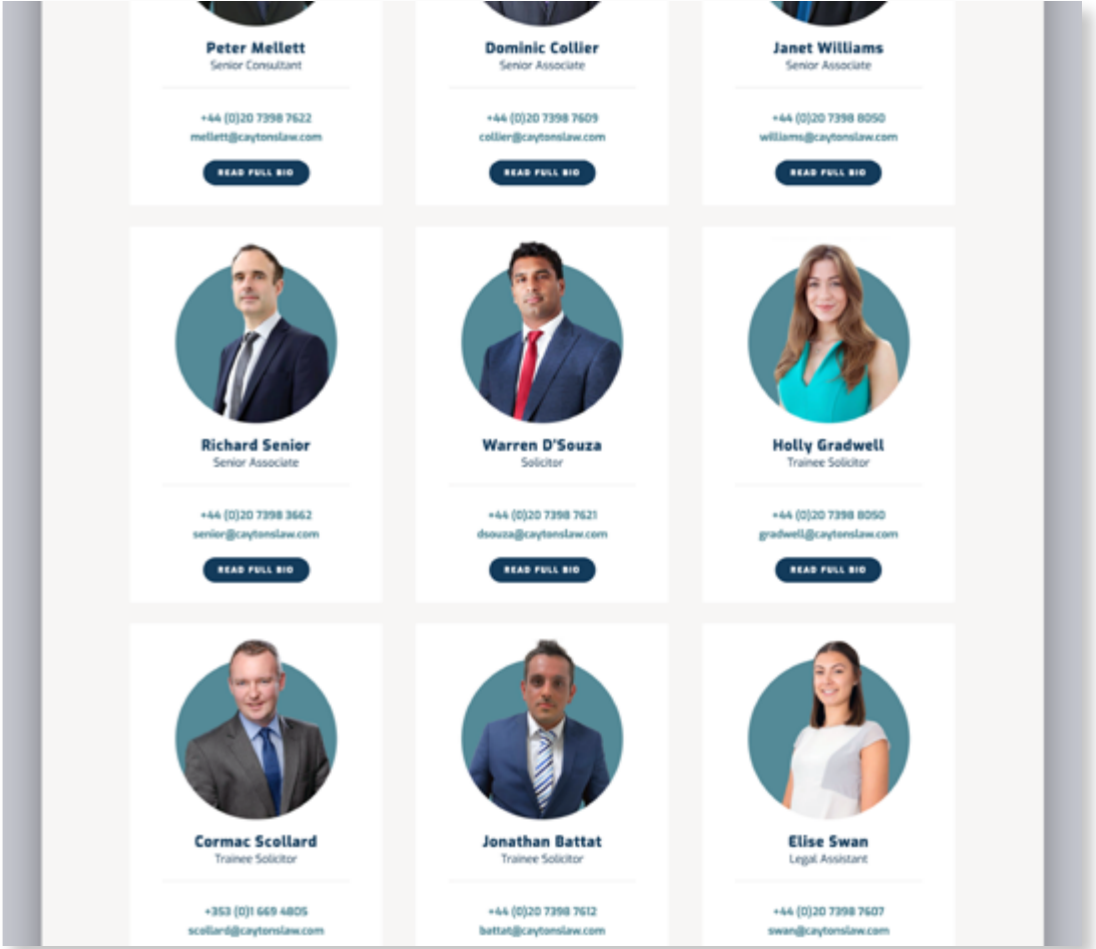
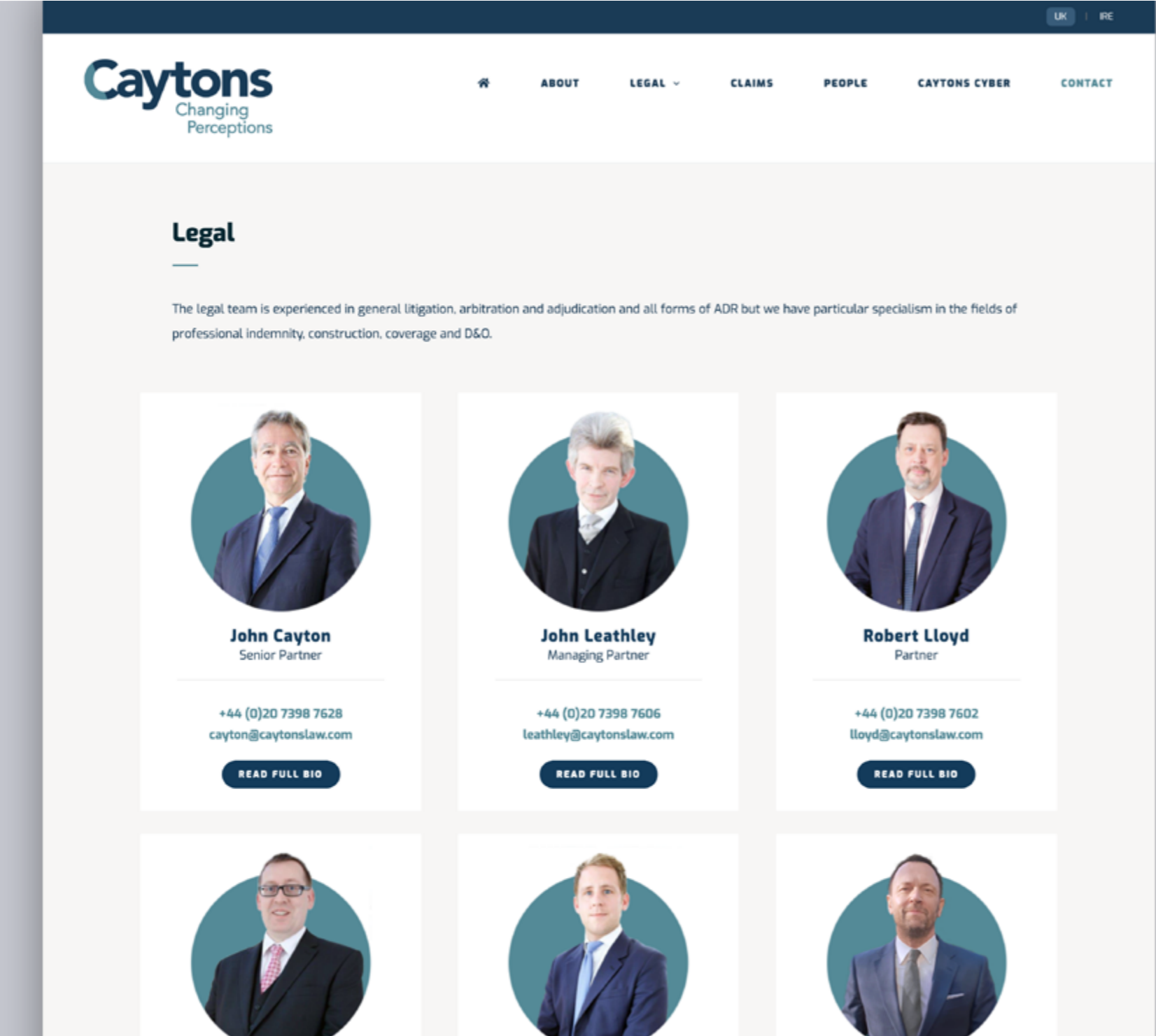
Putting it all together

Website (Internal page)



Putting it all together

Website (Internal page)



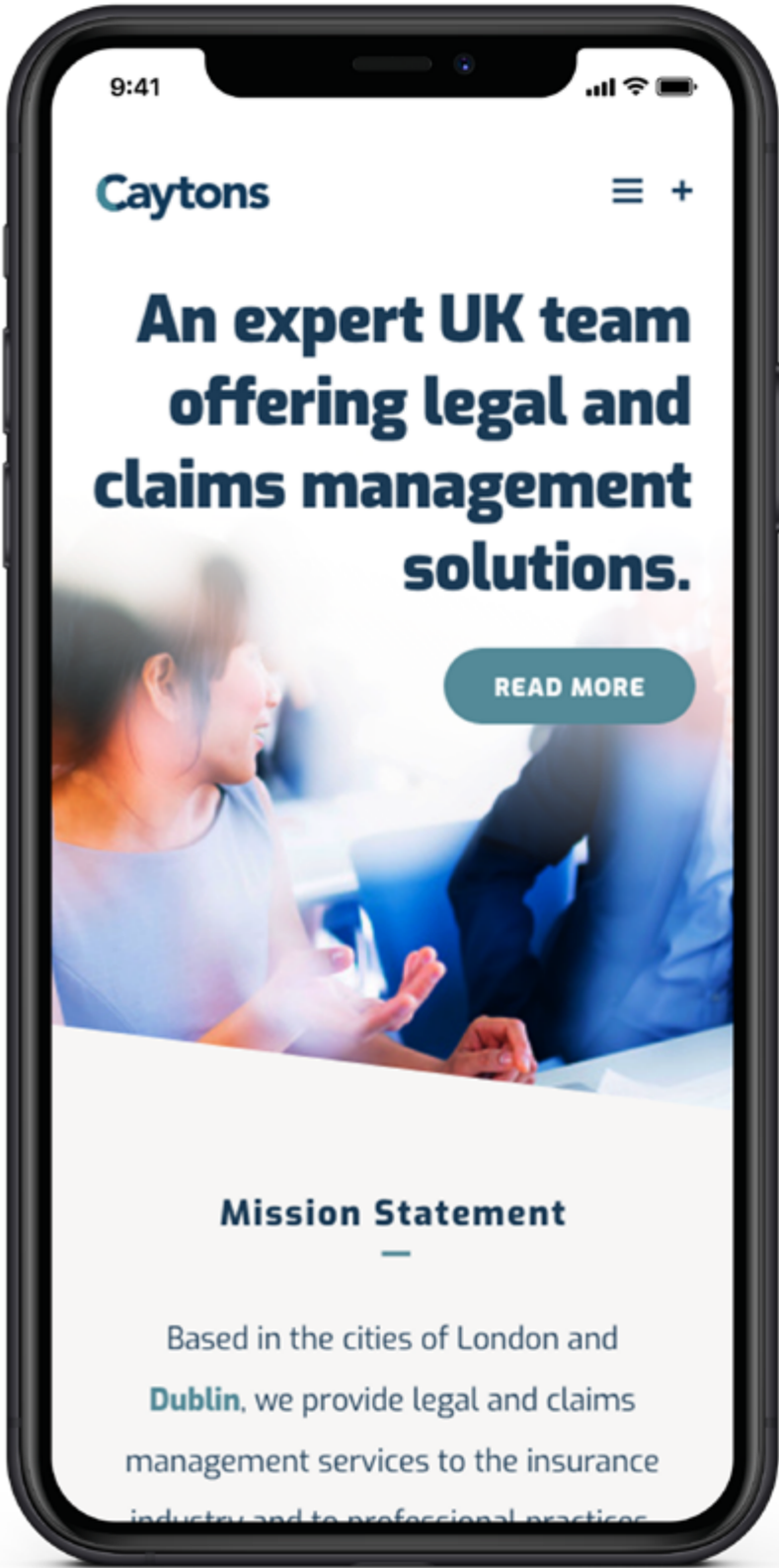
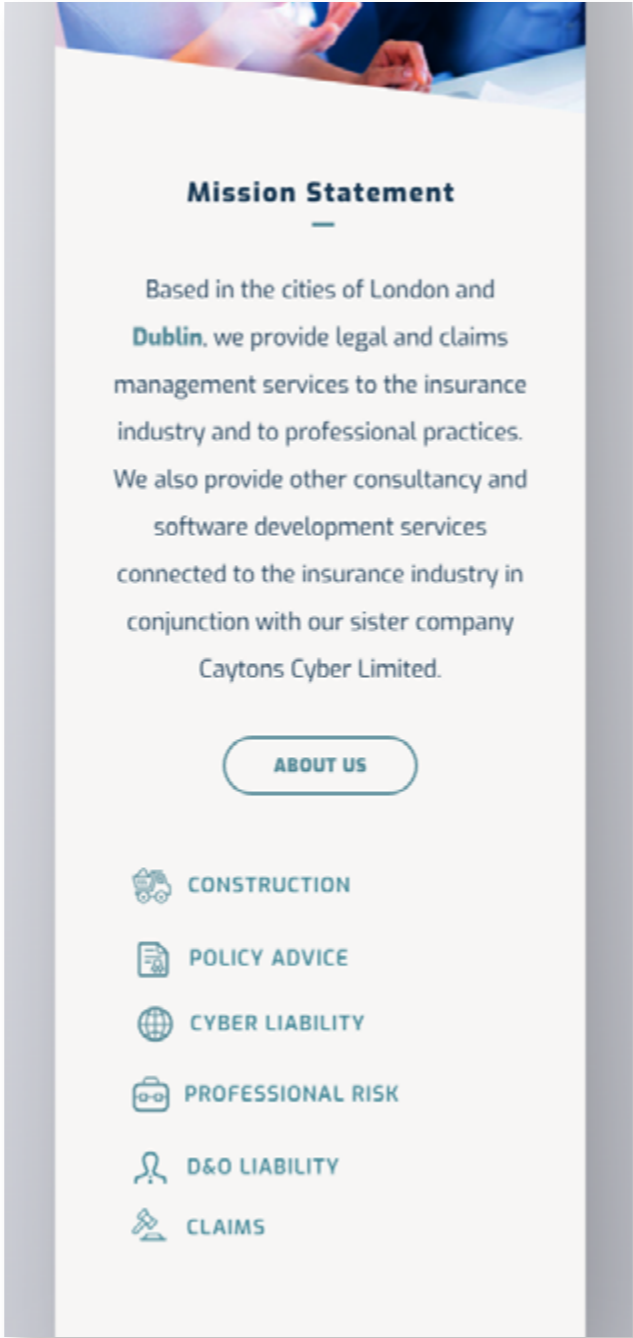
Putting it all together

Website - mockup (homepage)



Putting it all together

Website - mobile example (homepage)




BRAND GUIDELINES








Asset Downloads


All your assets and downloads in one handy place:

www.caytonslaw.com/brand



BRAND GUIDELINES & ASSET PORTAL

 CAYTONS-Brand guidelines v2.PDF 28.3MB >	 CAYTONS-Brand BW-MASTER LOGO.jpg 2.3MB >
 CAYTONS-Brand CMYK-MASTER LOGO.eps 2.3MB >	 CAYTONS-Brand BW-MASTER LOGO.eps 2.3MB >
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Contact: chris@fresh01.com for more information

BRAND GUIDELINES