

Introducing Karin Loglisci and Tim Eng

Hello.

Karin Loglisci and Tim Eng are strategic partners dedicated to creating innovative and memorable brand experiences based on clear business objectives.

Together we have a combined 30+ years of experience and a vast amount of resources across digital, print, and content development. Working closely together with our clients, we provide strategic design development and support for offline and online brand experiences.

We're hands-on which means less layers that translate to an efficient working relationship with all of our clients.

Some of our clients.

crowell moring

Davis Polk

大成 DENTONS

DLA PIPER

 **FOLEY**
FOLEY & LARDNER LLP

Hogan
Lovells

SIMIER

STROOCK

Weil

We are perfectly positioned to meet your needs.

We have strategic partnerships with industry professionals who bring a wide range of experience and expertise to any project. We tailor each team of professionals to meet your specific project needs, bringing together some of the most seasoned professionals. This also allows us to be to cost effective while delivering high quality services. We not only work side-by-side with them but also with you, integrating with your organization's processes and leadership needs, and interacting with key stakeholders.

Advertising
Animation & Motion Graphics
Brand Identity
Brand Guidelines
Conference, Event & Exhibit Design
Creative Direction
Digital & Web Design
Editorial Design
Environmental Design
Information Graphics
Print Design
Presentation Design
Project Management
Social Media

Our Team

Our Work

Our Team

We've assembled a team of talented and seasoned consultants for this project. Each brings with them vast expertise in their respective field.



Tim Eng
Creative Director

Tim Eng is a visual communications professional with more than 20 years of experience in strategic branding and design. In the last decade, Tim has help launch some of the most notable and well respected global brands in the financial and professional services industry. While working with both internal and external teams from different cultures and countries, he has led creative and visual communications efforts for organizations such as the American Stock Exchange, White & Case, DLA Piper, and Hogan Lovells.



Karin Loglisci
Creative Director

Karin Loglisci specializes in creating and growing brands across visual communications, specifically designing brand identity systems. Karin has 20 years of experience working with established branding agencies including Siegel + Gale, MetaDesign, Futurebrand and Fitch; internal marketing groups; and as an independent consultant.

From print to digital to interior environments, Karin is passionate about creating simple, useful and beautiful designs that deliver meaningful experiences; she believes that design makes a difference in how well we live our lives. Karin has worked on brands across industry sectors including legal, health and wellness, hospitality, finance and media.

Our Team
Our Work

Nextlaw

Nextlaw, a new business unit of the global law firm, Dentons, needed a brand identity that was both distinct from the Dentons master brand yet still connects and stay true to the core values of the master brand. The solution was to expand on the primary Dentons mark and carry through the idea of forward movement to Nextlaw.

BRAND STRATEGY* | LOGO | VISUAL IDENTITY



Core visual elements

Secondary colors

Nextlaw Purple Pantone 2655 C CMYK 100/50/0/0 RGB 100/50/145 HEX #663399	Nextlaw Dark Red Pantone 241 C CMYK 100/0/0/0 RGB 150/0/0 HEX #990000	Nextlaw Dark Grey Pantone 425 C CMYK 30/30/30/30 RGB 80/80/80 HEX #333333	Nextlaw Grey Pantone 434 C CMYK 20/20/20/30 RGB 128/128/128 HEX #808080	Nextlaw Light Grey Pantone 422 C CMYK 10/10/10/10 RGB 200/200/200 HEX #AAAAAA	Nextlaw Dark Light Grey Pantone 620 C CMYK 0/0/0/100 RGB 0/0/0 HEX #333333
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Note: All colors are based on the Pantone color system. For more information, please refer to the Pantone color system website.

Color conversion: All colors are based on the Pantone color system. For more information, please refer to the Pantone color system website.

Nextlaw Global Referral Network visual identity guidelines ©2016

Core visual elements

Logo clear space

Every Nextlaw logo file has clear space built into the margins of the document and is based on the height of the capital N. Make certain to keep any design elements outside of the logo's prescribed clear space.

Nextlaw Global Referral Network visual identity guidelines ©2016

Core visual elements

The Chevron device

The Chevron device is derived from the logo. Its purpose is to frame content as well as make Nextlaw communication materials distinguishable and ornate.

The Chevron device is used in three ways - as a brand transparency, and as a solid. The Chevron device uses the Nextlaw Red, Nextlaw Purple, and Nextlaw Dark Red.

Nextlaw Global Referral Network visual identity guidelines ©2016

Core visual elements

Types of photography

Nextlaw photography consists of three broad categories of images: People, Places and Things.

People images are used for:

- Recruitment communications.
- Internal communications related to people.
- Individual biography head shots.
- Team sheets.

Places images are used for:

- Nextlaw office materials.
- Office, region and country specific communications.
- Event communications at a particular venue.

Things images are used for:

- Sectors and industries that represent our clients' businesses.
- Practices that represent our areas of expertise.
- Objects that are appropriate to an event or specific communication.

Nextlaw Global Referral Network visual identity guidelines ©2016

Core visual elements

Using the Chevron device - Portrait

Rightaligned
The Chevron device can be rightaligned to the right edge of the page.

Vertically Centered
The Chevron device can be vertically centered to the vertical center of the page.

Triangles
The Chevron device can be used as a triangle in a way that represents the brand. The triangle should be placed in the shape of a triangle and the background color should be the same as the background color of the Chevron device.

Nextlaw Global Referral Network visual identity guidelines ©2016

NEXTLAW Global Referral Network 
BY DENTONS

NEXTLAW Security Solutions 
BY DENTONS

NEXTLAW Labs 
BY DENTONS

NEXTLAW Journal 
BY DENTONS

NEXTLAW Staffing Solutions 
BY DENTONS

NEXTLAW Shared Services 
BY DENTONS



Uses a new technology platform that makes it easier and faster to find the right lawyer at the right firm.

their client offering. Unlike other referral networks, member firms can refer their clients to law firms that are the right firms, not the firm that has paid to be the one firm in that location. Other legal referral networks only work for the law firm that paid a fee to be the only provider in a geographic location. Nextlaw Global Referral Network works for clients.

Extends your reach

As a member firm, you instantly gain a global footprint and more referrals, along with the ability to connect your clients to the right talent to fit their needs, in any geographic practice and sector, with all territories being non-exclusive.

Yields reciprocal repeat referrals for your firm

Member firms can increase inbound referrals through a technology platform that promotes reciprocal repeat referrals and leverages the reach of the largest law firm in the world.

Differentiates your brand

Your firm improves its brand profile in your location and beyond, through what will become the world's largest referral network.

Provides comprehensive search results

In addition to your firm name, search results include a description of your law firm, key practices and industry sectors, and major successes and/or awards.

Uses an intuitive and user-friendly technology platform

Your firm benefits from direct access to the most sophisticated technology in the industry. The platform affords an easy, efficient way to provide advice and direction to clients, saving your firm time and money while providing your clients with the highest-quality talent available.

NEXTLAW Global Referral Network
BY DENTONS

You are invited to join the largest legal referral network in the world—regardless of your size or location—completely free of charge.

How does Nextlaw Global Referral Network work?

- 1**

Visit www.nextlawworld.com to complete an online application. All information is strictly confidential.
- 2**

The Nextlaw Global Referral Network team will review your application and assess your eligibility.
- 3**

If your firm is accepted, you will receive an information kit to guide you in communicating your membership to your clients and prospects, informing them that your firm is now part of the most innovative and expansive legal referral network in the world.

Aximus aperire vero te cum dolorum quis et fuga. Nam aut quatinus quinto. Everetern ate volo magnimus endi moluptis maximen. Epta quasperae ped Im simpore volere lat que nonseri ut eum reiternm ilique arcipsam ut aut quo et od quis.

FAQs

Why do the largest law firms in the world want to invest the time and money to build a new global legal referral network?
Core to Dentons' strategy is listening to its clients' needs and acting as a connector. Connecting clients with the top talent in the world—by region, practice and industry sector—benefits all. The legal profession, like every other industry in the world, will eventually be restructured. Dentons is leading the charge because it sees other law firms as collaborators, not competitors. And you are invited to join us.

How is Nextlaw Global Referral Network different from the other networks with which we are already familiar?
Nextlaw Global Referral Network is free, not pay-to-play; it encourages reciprocal referrals; it focuses on quality, and there is no territorial exclusivity.

Current legal referral networks don't work for clients— they work for the law firms that paid a fee to be the exclusive member in each geographic location.
Today, all legal referral networks consist of law firms that are willing to pay significant membership or annual fees. Nextlaw Global Referral Network does not charge a fee for membership. And because it is not territorially exclusive, you can apply to cover any location where you have an office. With free membership, no costs to member firms, the ability to have multiple firms with differing strengths in any city, and a technology platform that promotes reciprocal repeat referrals, Nextlaw Global Referral Network is committed to helping law firms connect clients with the right talent to fit their needs, connecting high-quality firms to opportunities everywhere—all without paying anything.

With many law firms focused on specific areas of expertise, most firms are very good in some things, but often don't do other things. By not limiting the Nextlaw Global Referral Network to one firm in each location, boutique and specialty firms are encouraged to join, bringing further opportunity from around the world and expanding their client offering. Unlike other referral networks, member firms can refer their clients to law firms that are the right firms, not the firm that has paid to be the one firm in that location. Other legal referral networks only work for the law firm that paid a fee to be the only provider in a geographic location. Nextlaw Global Referral Network works for clients.

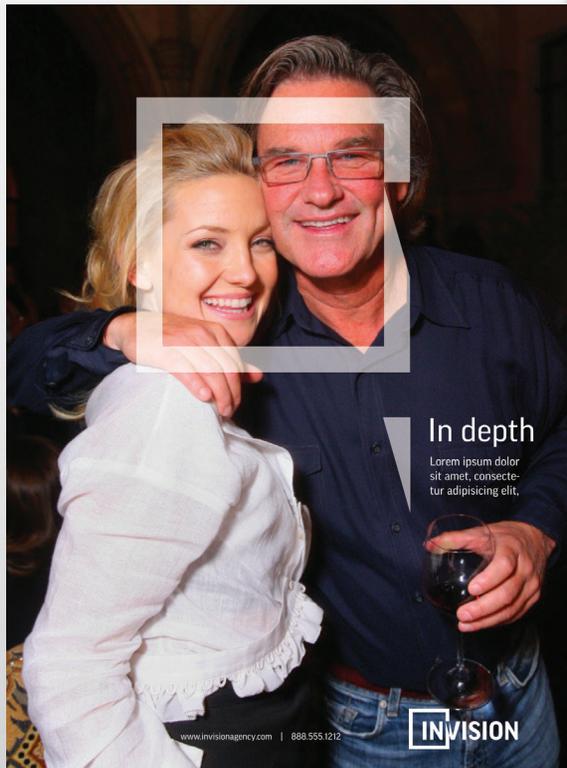
Given that Nextlaw Global Referral Network is associated with Dentons, how can I trust that you won't use my Network referrals as an opportunity to "poach" my clients?
As part of our agreement with member firms, we adhere to the highest ethical principles and respect our member firm's relationships with their clients. Our success depends on our commitment to dealing fairly and transparently with Network member firms. All parties to the Nextlaw Global Referral Network—the Network itself and its member firms, including Dentons—will be subject to a clear, written Membership Agreement that reviews the applicable legal and ethical obligations of the parties and appropriate restrictions on sharing information. In addition to the contractual obligations, the Network is a collaborative enterprise, which will succeed only if the members are satisfied.

Although there are ethical restrictions in many jurisdictions that preclude legal professionals from disclosing their clients, the Network exists to ensure that its members are able to better serve their clients through trusted relationships with other network members. Accordingly, all members must abide by these obligations (lest they be expelled from the Network) and any member who is dissatisfied will be able to voluntarily withdraw without penalty at

Invision

Owned by The Associated Press, Invision represents the world's most high-profile entertainment and celebrity photographers who capture today's hottest personalities. As a new venture, Invision was seeking a brand identity. The solution: an identity that communicates the talent of Invision's photographers who capture unique images from the inside. The idea of focusing in on a subject matter is suggested by the frame. The notch cut away from the frame is used as a navigational device to prompt messages in communications.

BRAND STRATEGY* | LOGO | VISUAL IDENTITY | WEB



Ad campaign

* In partnership with Clarity Group Consulting

INVISION

BRAND GUIDELINES

2 CORE SIGNATURE

The Invision core signature is the main visual identifier for the brand. It embodies the brand traits and helps to position the business uniquely among the competitive set.

The core signature includes several elements:

The typeface: the all uppercase letters that make up the Invision typeface are set in bold Condor TypeFace, the AP's proprietary typeface.

The frame: the box graphic surrounding the "IV" in Invision helps to communicate the brand's global perspective. The frame also emphasizes the "inside access" aspect of the business.

DON'TS

Do not use without the frame.

Do not use in the AP red or any unapproved color.

Do not use in more than one color.

Do not use outlines.



2.2 CLEAR SPACE

The logo must always be protected by a minimum area of clear space known as the clear space requirement. The clear space requirement is equal to or greater than the height of one character in the logo. While this is the minimum requirement, it is generally best to leave larger amounts of clear space around the logo.

The distance is an equal portion of "IV" and helps the visual relationship between the logo and the descriptor.

by The Associated Press

2.3 LOGO COLORS

The logo is always used in a single color.

- 296 Deep Blue is the PREFERRED logo
- 2925 Bright Blue is an ALTERNATE to use against dark backgrounds.
- Black is used for B&W applications.
- White is the alternative to black for knockout in B&W applications.

When using the logo with descriptor, "The Associated Press" is always in B&W. Black or knocked out to white when the entire logo is white.

The logo is never used as a gradient.

Deep Blue is Preferred logo.

Black is used in B&W applications.

White is used knocked out in B&W applications.

Bright Blue is Alternate Logo to use against dark backgrounds.

by The Associated Press

Signature is B&W Black

2.4 USING THE FRAME

The frame is used as a "mark" to identify Invision and as a cropping device overlaying photography.

70% White is the preferred color for the frame as it best complements the colors in a photograph.

The frame may be used in 296 Deep Blue or 2925 Bright Blue when on a solid background, not on a photograph.

A photo is never cropped within the frame, rather the frame overlays a full image.

INVISION IMAGE ARCHIVE
A Selection of Our Photographers

2.5 USING THE WEDGE

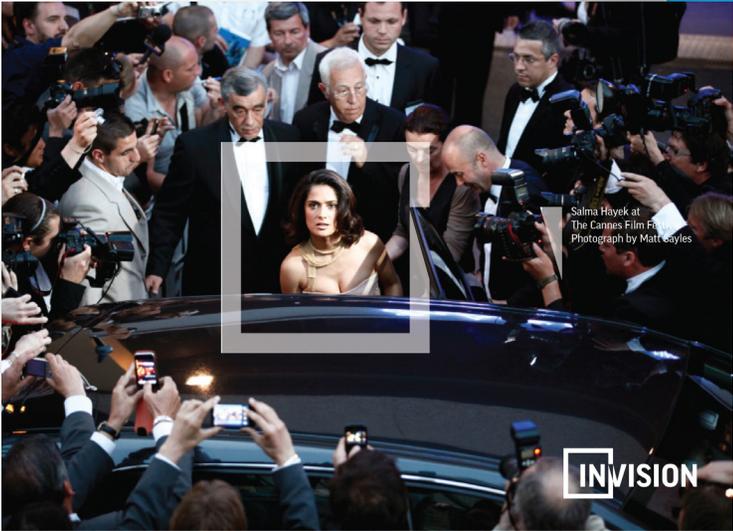
The Wedge is a graphical device used to denote information or detail in a device. It can also be used as a navigational device. For example, the Wedge can be used to link an image to the photographer's name.

The Wedge must always be scaled in the same proportion to the frame. It must also be perfectly aligned either horizontally or vertically with the space it occupies within the frame.

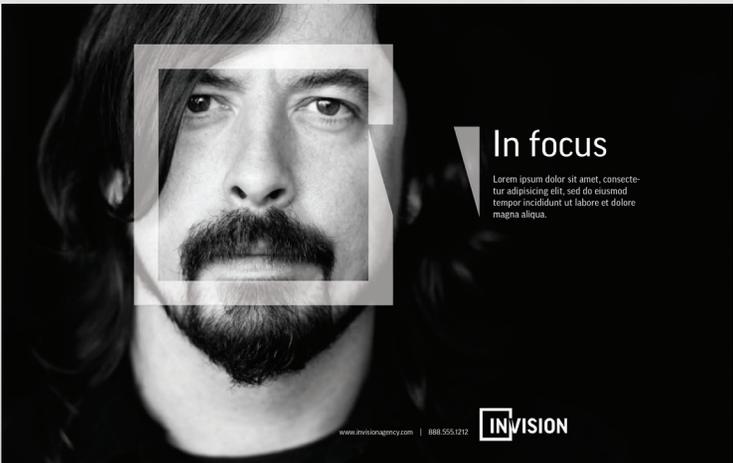
INVISION

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Los Angeles, CA 90010



Salma Hayek at
The Cannes Film Festival
Photograph by Matt Coyle



In focus

Lorem ipsum dolor sit amet, consetetur
 adipiscing elit, sed do eiusmod
 tempor incididunt ut labore et dolore
 magna aliqua.

www.invisionagency.com | 888.555.1212



Ad campaign



Prince
Photograph
Name Last Name

ANNUAL REPORT

INVISION

INVISION

Empire Square Group

Empire Square Group LLC, a boutique private equity firm focused on investments in real estate and high growth companies in the United States, was ready for a new brand identity across all print and digital communications. The identity was inspired by Empire's business offering: the key to your world of direct real estate investments.

LOGO | VISUAL IDENTITY | WEB



Quarterly report

Empire Square Group Brand Identity Guidelines 2017



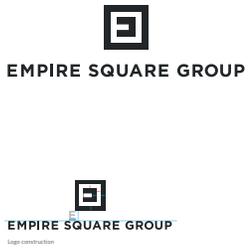
Logo

The Empire Square Group logo is the main visual identifier for the brand. It embodies the brand values and traits and helps to position the business uniquely among the competitive set. The logo was inspired by the concept of the business offer being "the key to your world of direct real estate investments."

The logo is rendered in the sans serif typeface, Gotham, that celebrates the attractive and unassuming lettering of New York City. In New York we see many hand-made sans serifs that share a common underlying structure, an engineer's idea of "basic lettering" that possesses both the characteristics of their materials and the mannerisms of their makers. These are the cast bronze numbers that give office doorways their authority, and the markings on concrete whose neutral and equitable style defines the passage of time. These letters are straightforward and non-negotiable, yet possessed of great personality, and often secretly made.

Gotham is that rarest of designs, a typeface that feels somehow familiar, it inherited an honest tone that's assertive but never imposing, friendly but never folksy, confident but never aloof.

The logo itself is carefully crafted and evenly spaced between characters. The mark is centered above the name with a comfortable amount of space that is equal to the letter E.



Brochure cover 2

Brochure covers have been created for printed marketing materials.



EMPIRE SQUARE GROUP



Color

The Empire Square Group brand identity uses the following colors:

Almost Black

Used for the logo and body copy.

Blue Gray

Used for backgrounds and emphasized text to add color.

Yellow

Used in small amounts to highlight information, navigation and to add a burst of color.

Dark Gray

Used for body copy for a lighter look and feel.

Medium Gray

Used for data in charts and graphs.

Light Gray

Used for backgrounds and applied to the pattern.



Icons & graphic devices

An icon system has been created for information graphics and dynamic content.

A "corner" graphic device is used to highlight information. This can be used with any color from the palette, knocked out to white or as a watermark.

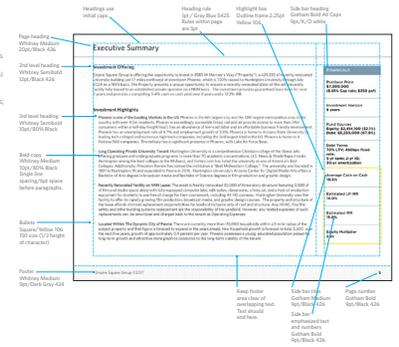


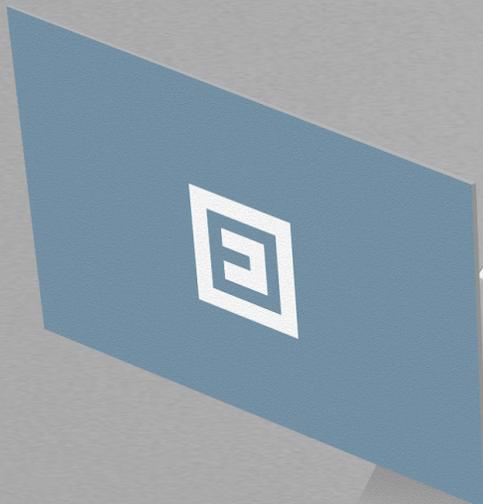
Corner device for navigation, callouts and page numbers

IM report: grid structure

IM reports for clients have been created in Power Point as a landscape template. This template may also be used for presentations and internal use. The template uses set measurements for margins, columns, headers and footers; it also uses specified font styles and sizes.

The following pages show examples of the IM report template.





Business cards

Quarterly report



EMPIRE SQUARE GROUP

Why Empire?

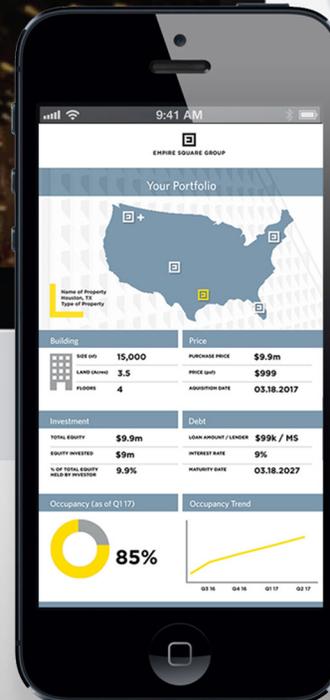
The key to your world of direct real estate investments

ACCESS CODE

Over the past five years Empire Square Group have earned members an average 10.7% annual cash yield and a 22% IRR



Website & mobile portal



Infographics

* In partnership with Permanent ADG

Simier

Simier Partners, an executive coaching and strategic consulting firm with international reach, partners with organizations, C-suite executives, and boards to develop global talent while offering industry insights, business acumen, and cross-cultural expertise.

We created a full identity system including logo, imagery style, colors, and typography which was applied to marketing and communications materials for both digital and print. We also designed and produced a new Wordpress-based website with the ability to accommodate a vast range of content that would also engage audiences across various devices including mobile.

LOGO | VISUAL IDENTITY | WEB

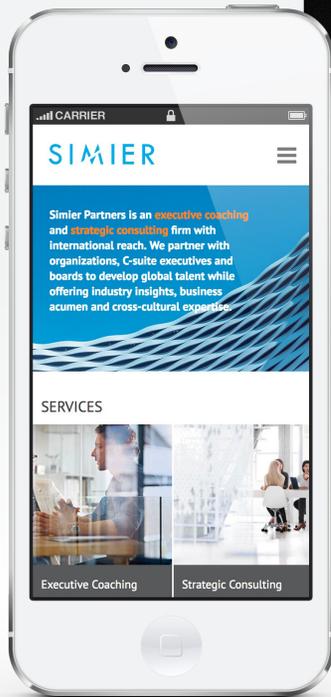
SIMIER



Stationery system

Simier Partners is an **executive coaching** and **strategic consulting** firm with international reach. We partner with organizations, C-suite executives and boards to develop global talent while offering industry insights, business acumen and cross-cultural expertise.

SERVICES

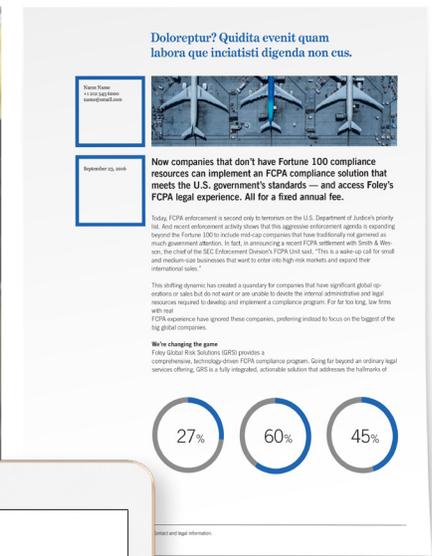
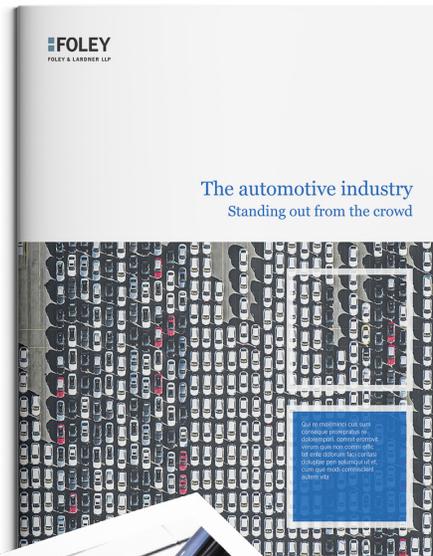


Website

Foley

Foley was ready for a visual identity refresh but was not sure how far and in what direction. We worked with their internal teams to better understand and explore Foley's needs and determined that a refresh, simplification, and reorganization of their visual identity was the best approach. We updated and simplified their visual assets, created the "frames", and set visual standards that did not previously exist.

BRAND STRATEGY* | VISUAL IDENTITY | WEB DESIGN



Practice brochure
Pitch cover
One sheet
Thought leadership

* In partnership with Clarity Group Consulting



Find an Attorney | Find a Service
Search Attorney Name

Events

28 SEPTEMBER 2018 / CHICAGO, IL

Foley's 14th Annual IP Conference

Get practical insights from your peers and continue the dialogue on recent legal developments and trends at Foley's 14th Annual IP Conference "Proving and Guarding the Real Economic Value of IP." This conference is a thought leadership forum for IP, legal, and business leaders on IP development, protection, litigation, and transactions.

[View All](#)

10 OCTOBER 2018

Foley Gardere Sponsors 2018 U.S.-Mexico Bar Association Conference in Mexico City

15-16 NOVEMBER 2018 / LAS VEGAS, NV

Moss Adams 2018 Health Care Conference

News

30 MARCH 2018

Foley & Lardner LLP and Gardere Wynne Sewell LLP Complete Combination

Foley & Lardner LLP and Gardere Wynne Sewell LLP today announced the successful combination of the two firms, effective April 1, 2018.

[View All](#)

29 JUNE 2018

Foley Guides Hilton in \$175M Hotel Deal

21 JUNE 2018

Foley Is Co-Counsel in U.S. Supreme Court Tax Victory for Canadian National Railway

Intelligence

INTELLIGENCE | BLOGS

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Experience

Solutions for your

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Framing the conversation.

At Foley, we encourage lively debates and exchanges on the topics that matter to you and to our clients. Come join the conversation with us.

For more information about Foley, please contact:
First Last Name in our City Name office at contactname@foley.com.

FOLEY.COM

BOSTON | BRUSSELS | CHICAGO | DETROIT | JACKSONVILLE | LOS ANGELES | MADISON | MIAMI | MILWAUKEE
NEW YORK | ORLANDOSACRAMENTO | SAN DIEGO | SAN FRANCISCO | SHANGHAI | SILICON VALLEY | TALLAHASSEE
TAMPA | TOKYO | WASHINGTON, D.C.

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Framing the conversation.

We are driven to understand all aspects of your business — your industry, your opportunities, your priorities, your values — to provide the most tailored, creative, and actionable solutions to advance your business success.

For more information about Foley, please contact:
First Last Name in our City Name office at contactname@foley.com.

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Ad campaign



Framing the conversation.

As a pioneering leader in cancer research, we salute the Children's Hospital of Wisconsin as it has led the conversation for a cure more than 75 years.

For more information about **Foley**, please contact:
First Last Name in our City Name office at contactname@foley.com.

FOLEY.COM

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SACRAMENTO | SAN DIEGO | SAN FRANCISCO | SHANGHAI | SILICON VALLEY | TALLAHASSEE | TAMPA | TOKYO | WASHINGTON, D.C.

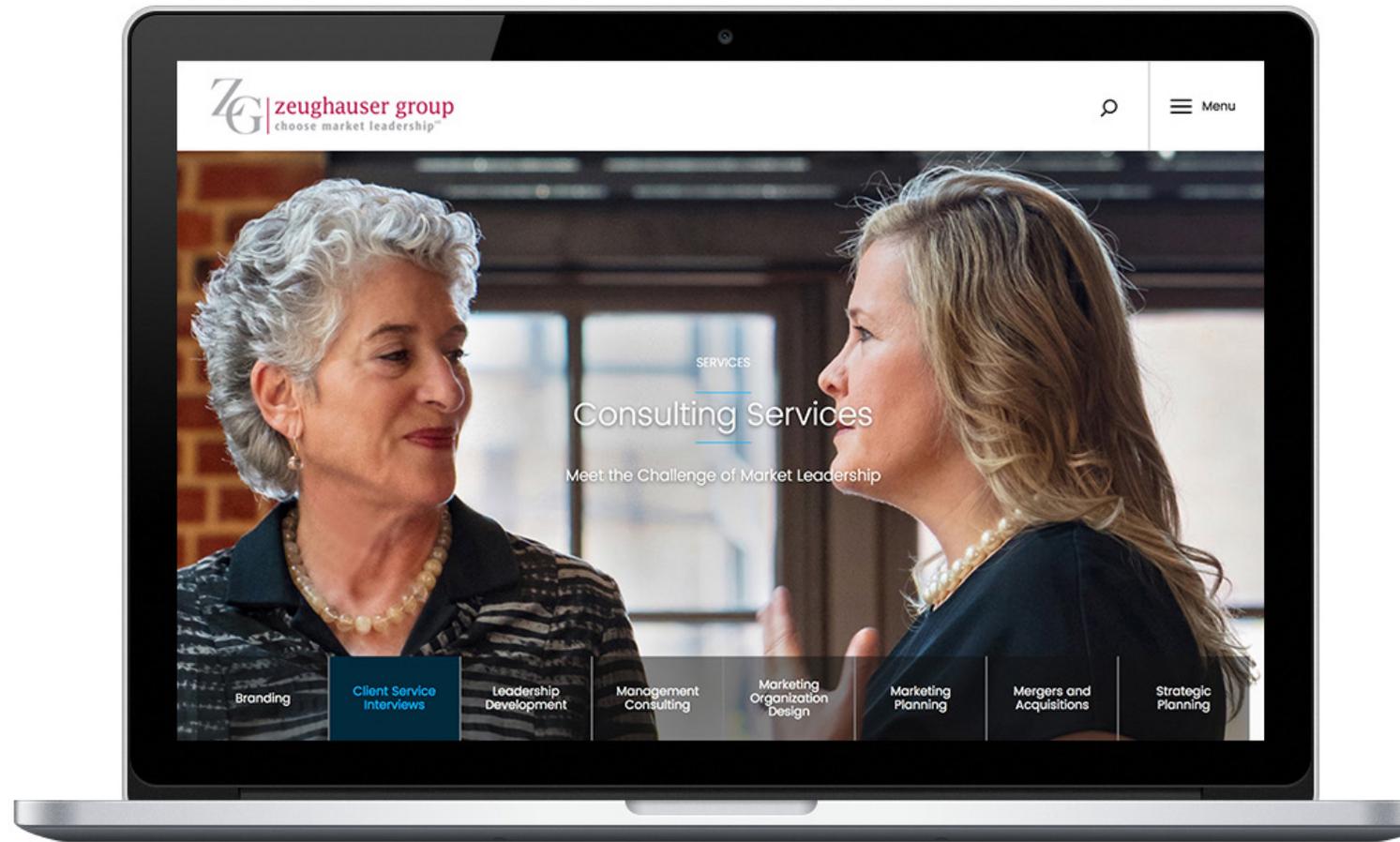
FOLEY
FOLEY & LARDNER LLP

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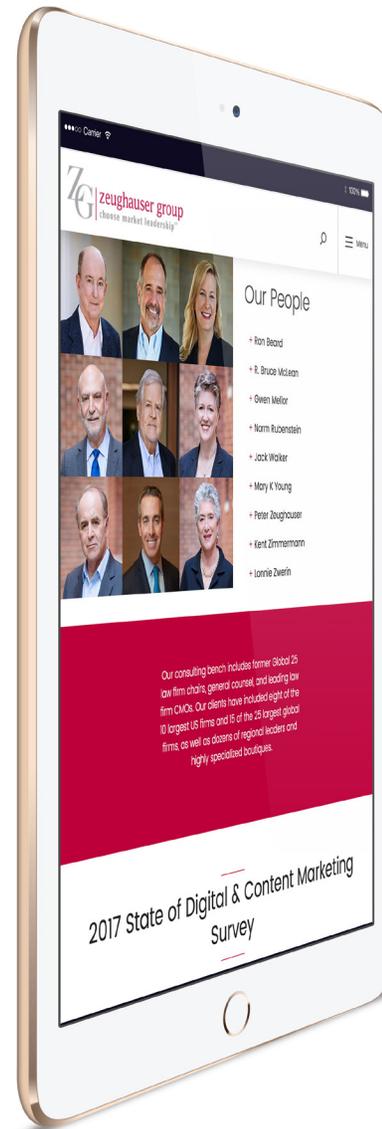
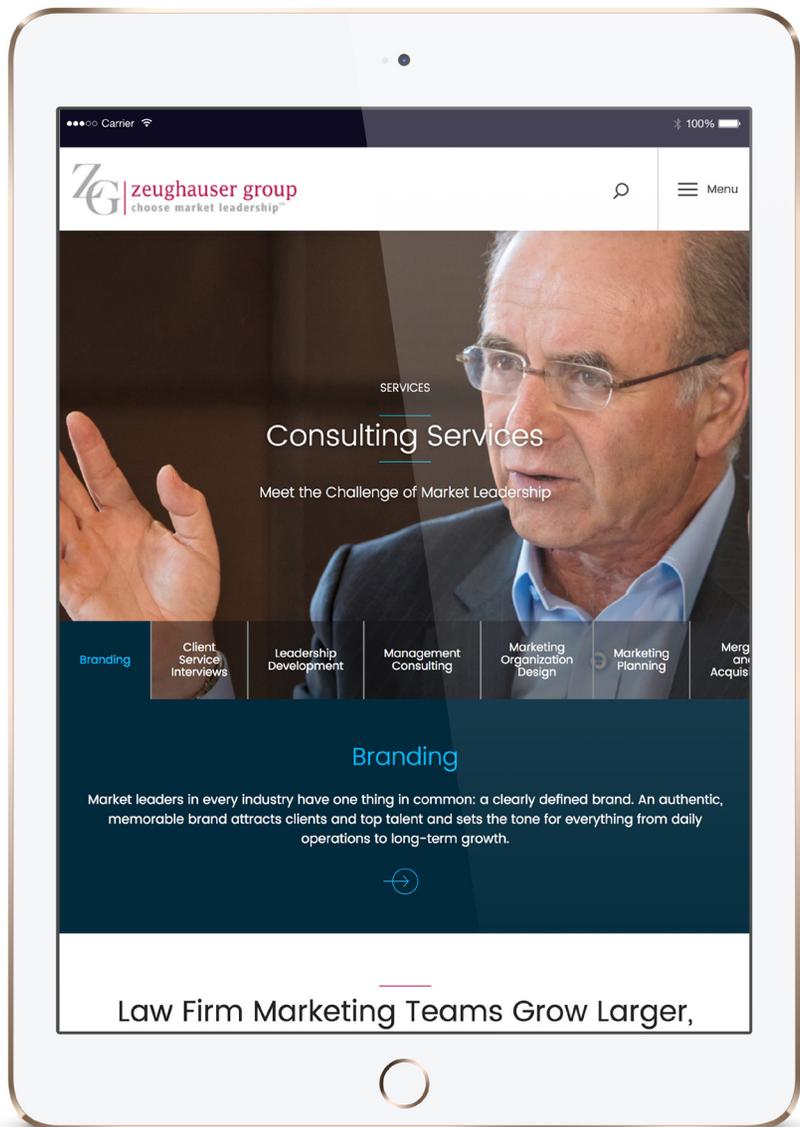
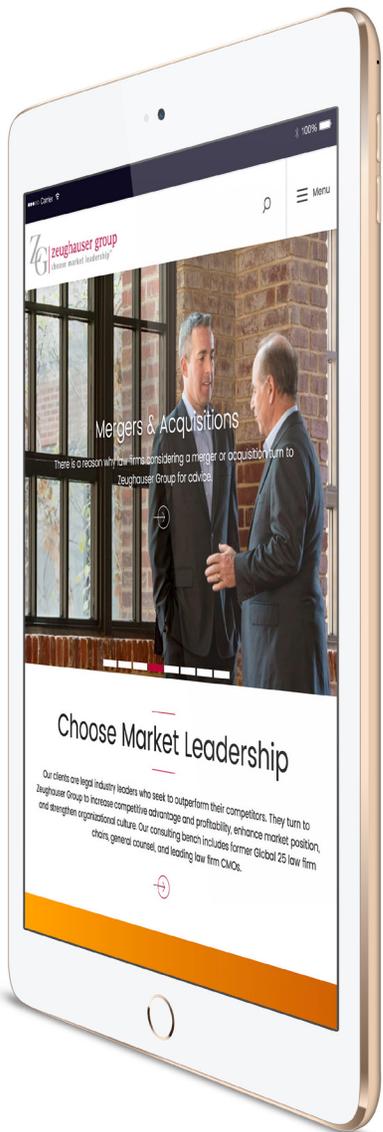
Zeughauser Group

Zeughauser Group turned to us when they needed a new site that reflected their market leadership. Working along side their partners, Clarity Group Consulting, and Reflexions, we successfully launched a new responsive site this year.

CONTENT STRATEGY* | WEB DESIGN | DEVELOPMENT**



* In partnership with Clarity Group Consulting
** In partnership with Reflexions



Thank You.

Contact Us

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