

BRAND STYLE GUIDE · V1.0 · 2026



COCHRAN & CHHABRA LAW GROUP

Brand Style Guide.

The marks, the palette, the type, and the voice — in one place.

ANCHORED IN ANNAPOLIS SINCE 1970

CRIMINAL DEFENSE · DUI/DWI · PERSONAL
INJURY · FAMILY LAW

INTERNAL · FOR STAFF & PARTNERS

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This guide is the single source of truth for the Cochran & Chhabra brand — when something isn't covered here, ask Marketing before improvising.

01 The Firm at a Glance

Cochran & Chhabra has represented Annapolis since 1970. The brand should feel the way the firm works — steady, human, and quietly sure of itself.

Who we are. A Maryland trial firm on Cathedral Street in downtown Annapolis, handling the moments that change a person's life: criminal defense, DUI/DWI, personal injury, and family law. Five-plus decades in the same community is the whole point — we are the firm people call when the next decision matters.

The brand idea. Anchored. The anchor is more than a maritime nod to Annapolis; it is the promise. When life takes an unexpected turn, we are the fixed point — experienced, reachable, and calm under pressure.

THE ONE-LINER

“When life takes an unexpected turn, the next decision matters.”

Annapolis trial attorneys since 1970 — criminal defense, DUI, personal injury, and family law.



BRAND AT A GLANCE

MARK

The anchor

Stands in for the ampersand. Pine on light, tan/ivory on dark.

COLOR

Pine & Slate

Deep forest green, harbor slate blue, warm ivory ground.

TYPE

Cormorant + Inter

Editorial serif for display; clean sans for everything else.

VOICE

Steady & human

Plain-spoken, empathetic, experienced. Never slick.

HOME

Annapolis

116 B Cathedral St. Est. 1970. Local to the core.

PRACTICE

Four pillars

Criminal defense, DUI/DWI, personal injury, family law.

02 The Name

Written correctly, every time. The name carries the firm's reputation — treat it with care.

FULL LEGAL NAME

Cochran & Chhabra Law Group

Use in full on first reference, legal documents, letterhead, signatures, and any formal or public-facing context.

SHORT FORM

C&C

Acceptable internally and after first reference in casual or space-limited settings. Always "C&C" — never "CC," "CCC," or "C and C."

THE AMPERSAND & THE ANCHOR

The & is core to the name and the identity. In the logo it becomes the anchor mark. In body copy, always use a true ampersand (&), never the word "and."

Keep the spacing even: one space either side of the ampersand — Cochran & Chhabra.

IN A SENTENCE

"The team at Cochran & Chhabra Law Group has defended Annapolis since 1970. C&C handles criminal, DUI, injury, and family matters."



✓ Write it

- ✓ Cochran & Chhabra Law Group
- ✓ Cochran & Chhabra (after first reference)
- ✓ C&C (informal / tight spaces)
- ✓ "the firm" as a plain-language stand-in

✗ Never

- ✗ Cochran and Chhabra (spell-out)
- ✗ Cochran, Chhabra & Associates
- ✗ CCC / CC Law / C.C.
- ✗ Chhabra & Cochran (order matters)

03 The Marks

One family of marks, each with a job. Use the most complete version the space allows.



Primary wordmark — the default. Use wherever the name should be read in full.



Stacked lockup

Covers, signage, square formats



Anchor · Pine

Favicon, stamp, small accents



Anchor · Tan

On Pine / dark grounds

THE RULE OF THUMB

The anchor is the shorthand — it stands in for the ampersand and works alone once the audience knows the firm. The wordmark is for anyone meeting us for the first time. When in doubt, show the full name.

04 Clear Space & Sizing

Give the mark room to breathe. Crowding it makes the whole firm look rushed.



Clear space = the height of the anchor. Keep at least that much empty space on every side of the wordmark. Nothing — type, photos, edges, other logos — enters the zone (dashed).

MINIMUM SIZES

PRIMARY WORDMARK

Print: 32 mm wide minimum / Digital: 130 px wide minimum. Below this the ampersand detail starts to close up.

ANCHOR MARK

Print: 8 mm tall minimum / Digital: 24 px tall minimum (favicons are the one exception, hand-tuned at 16 px).

WHY IT MATTERS

Consistent spacing and scale are what make a firm look established. The mark should never feel squeezed into a corner.

05 The Mark on Backgrounds

Contrast first. The name must always be effortless to read.



Pine on Ivory · preferred



Pine on White · yes



Pine on Parchment · yes



On Pine · use tan/ivory art



Pine on Slate · ok, large only



Anchor on deep Pine · yes

ON PHOTOGRAPHY

Only place the mark over calm, low-detail areas of an image. If the photo is busy, add a Pine scrim (70–90% opacity) or a solid band behind the mark. Legibility wins every time.

QUICK TEST

Squint at it. If the name isn't instantly readable, change the background or switch the mark color. There is no in-between.

06 Logo Misuse

Eight ways to instantly cheapen the mark. Don't.



Don't stretch, condense, or distort. Scale proportionally only.



Don't rotate or set on an angle. The mark sits level.



Don't recolor off-palette or place on clashing color.



Don't put Pine art on a low-contrast or loud ground.



Don't add shadows, glows, bevels, or outlines.



Don't fade or lower opacity as a "watermark" over text.

Cochran and
Chhabra

Don't re-typeset the name. Only use approved art.



Don't rebuild lockups or rearrange the elements.

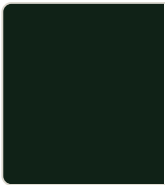
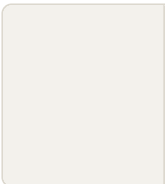


Don't crowd the edges — respect the clear space (04).

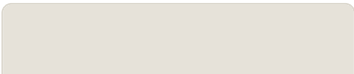
07 Color Palette

Deep Pine, harbor Slate, and warm neutrals. Restraint is the look.

CORE

	Pine Primary — wordmark, type, dark grounds HEX #102217 RGB 16·34·23 CMYK 53·0·32·87
	Harbor Slate Accent — buttons, highlights, rules (“the blue”) HEX #A9BAC0 RGB 169·186·192 CMYK 12·3·0·25
	Ivory Light background — the warm ground HEX #F3F1EC RGB 243·241·236 CMYK 0·1·3·5
	Graphite Body text on light HEX #3A3A3A RGB 58·58·58 CMYK 0·0·0·77

SUPPORTING

 Parchment Cards, tags, tints #E6E2D9 RGB 230·226·217 · CMYK 0·2·6·10	 Slate Deep Slate text on light #5F7780 RGB 95·119·128 · CMYK 26·7·0·50	 Mist Captions, fine print #7E8E9B RGB 126·142·155 · CMYK 19·8·0·39
 Pine Deep Depth, dark sections #0B1610 RGB 11·22·16 · CMYK 50·0·27·91	 Line Hairlines, borders #DCD8CE RGB 220·216·206 · CMYK 0·2·6·14	 Terracotta Alerts only — not decoration #D9A08F RGB 217·160·143 · CMYK 0·26·34·15

CMYK values are reference conversions for coated stock — confirm against a proof with your printer before a production run. For any signage or merchandise, request a Pantone match to Pine from Marketing.

08 Color in Use

Mostly quiet, with Pine doing the work and Slate as the one bright note.

PROPORTION — THE 70 / 20 / 10 BALANCE



Warm neutral ground, Pine for type and structure, Slate for the occasional highlight or button. Parchment and Line fill in as quiet surfaces and dividers. Terracotta appears only for alerts — never as decoration.

CONTRAST & LEGIBILITY (WCAG)

TEXT COLOR	ON BACKGROUND	USE FOR	AA
Pine	Ivory / White / Parchment	Headlines & body	Pass
Graphite	Ivory / White	Body copy	Pass
Ivory / White	Pine / Pine Deep	Reversed text	Pass
Harbor Slate	Pine / Pine Deep	Labels, accents	Pass
Slate Deep	Ivory / White	Labels & captions (13px+)	Large only
Mist	Ivory / White	Fine print, captions	Large only
Harbor Slate	Ivory / White	Body text	Fail

Rule: never set small body text in Harbor Slate, Mist, or Terracotta on a light ground. For text on light, use Pine or Graphite; reserve Slate for accents and reversed-out labels.

09 Typography

Two typefaces, clear division of labor. An editorial serif for feeling, a neutral sans for facts.

Aa Bb Cc — 1970

Cormorant Garamond

Display · 400 / 500 / 600 + italics

Fallback: Georgia, serif

The voice of the brand. Use for headlines, the wordmark, pull quotes, and large numbers. Set it big and let it breathe; italics carry sub-lines and quotes. Never use Cormorant for long body copy or anything under ~13 pt — it's built to be seen, not squinted at.

Aa Bb Cc — 1970

Inter

Text & UI · 300 / 400 / 500 / 600

Fallback: Helvetica Neue, Arial

Everything else: body copy, navigation, buttons, labels, forms, and fine print. Light (300) is the house default for an airy, premium feel; step up to 500–600 for emphasis and eyebrows. Keep line length comfortable (60–80 characters) and leading generous.

10 Type Scale & Setting

A simple, repeatable scale. Consistency reads as competence.

DISPLAY / H1	Anchored in Annapolis	Cormorant 500 40–56pt · lh 1.05
HEADING / H2	The next decision matters	Cormorant 500 24–30pt · lh 1.1
SUBHEAD / H3	<i>Criminal defense & DUI</i>	Cormorant italic 14–18pt
EYEBROW / LABEL	INTERNAL · FOR STAFF	Inter 600 · caps 7–9pt · +.2em
BODY	Steady, plain-spoken counsel since 1970.	Inter 300/400 9.5–11pt · lh 1.6
CAPTION / FINE	Attorney advertising. Prior results don't guarantee outcomes.	Inter 400 7–8pt · Mist

CASE

Sentence case for headlines. ALL-CAPS only for short eyebrows — never full sentences.

NUMBERS & DATES

Dates as 00.00.00. Phone as 410.268.5515. Est. 1970, not '70.

EMPHASIS

Italic Cormorant or Inter 600 — not underlines, not bold-italic stacks.

11 Voice & Tone

We talk to people on the worst day of their year. Sound like a calm, capable human — never a billboard.

“When life takes an unexpected turn, the next decision matters.”

STEADY

EMPATHETIC

PLAIN-SPOKEN

EXPERIENCED

HUMAN



TONE SHIFTS BY WHO’S READING

A FRIGHTENED NEW CLIENT

Reassuring and concrete. Short sentences. Lead with “here’s what happens next,” not credentials.

A REFERRAL PARTNER

Confident and collegial. Precise about outcomes and process; respect their time.

SOCIAL & COMMUNITY

Warm and local. Annapolis-proud, never boastful. We show up; we don’t shout.

LEGAL & FORMAL

Exact and restrained. No slang, no drama — the facts, cleanly stated.

✓ Words we use

steady, experienced, trusted
“here’s what to expect”
Annapolis, since 1970, local
straightforward, honest counsel
“we’ll walk you through it”

✗ Words we avoid

aggressive, ruthless, “bulldog”
guarantees or promises of results
hype: “#1,” “best,” “unbeatable”
jargon & legalese where plain words work
fear-mongering or pressure



“Our AGGRESSIVE attorneys FIGHT to WIN and get you the MAXIMUM payout you deserve!!”



“A DUI charge is frightening. We’ve handled thousands in Annapolis since 1970 — and we’ll walk you through exactly what comes next.”

Note: as attorney advertising, avoid anything that reads as a guarantee. “Experienced” and “trusted” are earned; “best” and “guaranteed” are liabilities.

12 Messaging & Boilerplate

Approved copy blocks. Paste as-is, or trim to fit — don't rewrite the substance.

TAGLINE

Anchored in Annapolis since 1970.

ONE-LINER

When life takes an unexpected turn, the next decision matters. Cochran & Chhabra has represented Annapolis since 1970.

SHORT BIO — ~30 WORDS

Cochran & Chhabra Law Group is an Annapolis trial firm practicing criminal defense, DUI/DWI, personal injury, and family law — steady, experienced counsel for the moments that matter, since 1970.

BOILERPLATE — ~70 WORDS

Cochran & Chhabra Law Group has defended and counseled the people of Annapolis and Anne Arundel County since 1970. From its office on Cathedral Street, the firm handles criminal defense, DUI/DWI, personal injury, and family law — the cases that change lives. Clients come for the experience of a five-decade practice and stay for a team that treats them like neighbors: plain-spoken, reachable, and steady when it counts most.

PRACTICE-AREA LINES

CRIMINAL DEFENSE

Level-headed defense when the stakes are your record, your job, and your freedom.

DUI / DWI

A charge isn't a conviction. We know Maryland's DUI process — and how to protect your license and future.

PERSONAL INJURY

Hurt because of someone else? We handle the claim so you can focus on getting well.

FAMILY LAW

Divorce, custody, and support — guided with care, clarity, and a steady hand.

OFFICIAL CONTACT BLOCK (KEEP CONSISTENT EVERYWHERE — NAP)

Cochran & Chhabra Law Group

116 B Cathedral Street, Annapolis, MD 21401

Office 410.268.5515 · Fax 443.782.2845 · cclaw.group

Marketing & brand: candice@ccc-law.com · candi@tobefrankli.com

Consistency matters: this exact name, address, and phone should appear identically on the website, Google Business Profile, directories, and every signature. Mismatches quietly hurt local search.

13 Photography & Imagery

Real, local, and human. The opposite of stock-photo law.

DIRECTION

People, not props. Real attorneys and staff, real Annapolis. Natural light, warm and slightly muted — not glossy or over-retouched.

Place. Annapolis anchors the imagery: the harbor, historic brick, the water, downtown. The maritime thread ties back to the anchor mark.

Feel. Calm, capable, approachable. A client should look at an image and think “these are people I could sit across from.”

TREATMENT

For duotones and overlays, tint toward Pine. Keep contrast gentle. A subtle Pine gradient at the base anchors type and improves legibility.

COMPOSITION

Leave quiet space for the wordmark or a headline. Eye-level, honest framing — no dramatic low angles or courtroom clichés.

✓ Yes

- ✓ Real team & office; genuine expressions
- ✓ Annapolis: harbor, brick, water, downtown
- ✓ Warm natural light, muted tones
- ✓ Generous negative space for type

✗ No

- ✗ Gavels, scales, columns, stock handshakes
- ✗ Cold blue corporate stock photography
- ✗ Heavy filters or fake-looking retouching
- ✗ Busy frames with nowhere for the mark

14 Applications

How the system comes together across the pieces the firm uses most.

LETTERHEAD

Print & digital

Wordmark top-left (~40 mm), Pine.
Address block in Inter 8 pt Mist. Generous
20 mm margins. A thin Slate rule under the
header is optional.

BUSINESS CARD

3.5 × 2 in

Front: Pine ground, ivory anchor centered.
Back: ivory, name in Cormorant, title/
contact in Inter, one Slate rule.

EMAIL SIGNATURE

Firm-wide

Name in Cormorant, role & contact in Inter,
Slate divider. Use the ready-made
signatures in the Marketing Dock → Email
Signatures.

SOCIAL TEMPLATES

Square & story

Pine or Ivory grounds, Cormorant headline,
anchor watermark. One idea per post; lots
of air. Slate for the single accent.

DIGITAL ADS

Display & paid

Short Cormorant hook, Inter subline, one
Slate button. Never crowd; never more than
one message.

SIGNAGE & PRINT

Office & collateral

Request a Pantone match to Pine. Keep
clear space; let the mark sit alone against a
calm ground.

ONE PLACE FOR EVERYTHING

Logos, this guide, signatures, and the request form all live in the Marketing Dock. Need an
asset or a new piece? Submit a request there — don't rebuild from scratch.

15 Do's & Don'ts

The whole guide, boiled down to one page.

✓ Do

- ✓ Write "Cochran & Chhabra Law Group" with a true ampersand
- ✓ Lead with the full wordmark; use the anchor as shorthand
- ✓ Keep clear space equal to the anchor's height
- ✓ Set Pine or Graphite type on Ivory / White
- ✓ Use Cormorant big, Inter for everything else
- ✓ Keep the palette quiet — ~70/20/10 Ivory/Pine/Slate
- ✓ Sound steady, human, and plain-spoken
- ✓ Pull copy & assets from the Marketing Dock

✗ Don't

- ✗ Spell out "and" or write CCC / CC Law
- ✗ Stretch, rotate, recolor, or shadow the mark
- ✗ Set small body text in Slate, Mist, or Terracotta
- ✗ Use Terracotta as decoration (alerts only)
- ✗ Re-typeset the name or rebuild lockups
- ✗ Reach for gavel/scales/handshake stock photos
- ✗ Promise results or use hype ("#1," "guaranteed")
- ✗ Improvise — ask Marketing when unsure

16 Quick Reference

The cheat sheet — and where to find everything.

Color

-  Pine #102217
-  Harbor Slate #A9BAC0
-  Ivory #F3F1EC
-  Parchment #E6E2D9
-  Graphite #3A3A3A
-  Mist #7E8E9B

Words

TAGLINE

Anchored in Annapolis since 1970.

NAME

Cochran & Chhabra Law Group · “C&C”

VOICE

Steady · empathetic · plain-spoken · experienced · human

Where the files live

Everything is in the **Marketing Dock** (staff hub): the full logo suite (PNG), this style guide (PDF), ready-made email signatures



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Notes.