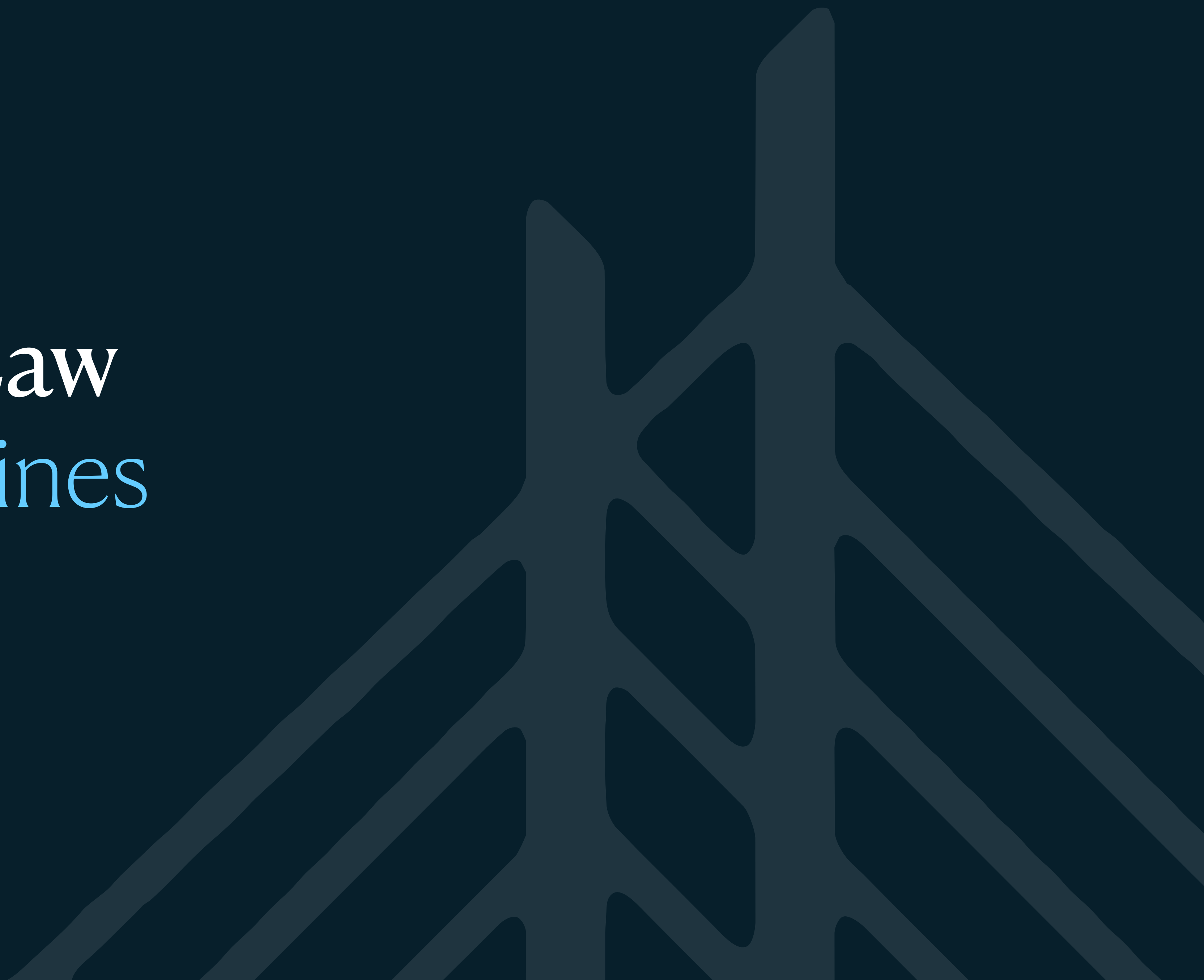


# Bridge City Law

## Brand Guidelines

May 2026



# Building a consistent logo system

The logo is one of Bridge City Law's most important assets. It plays a central role in how the firm is recognized and remembered.

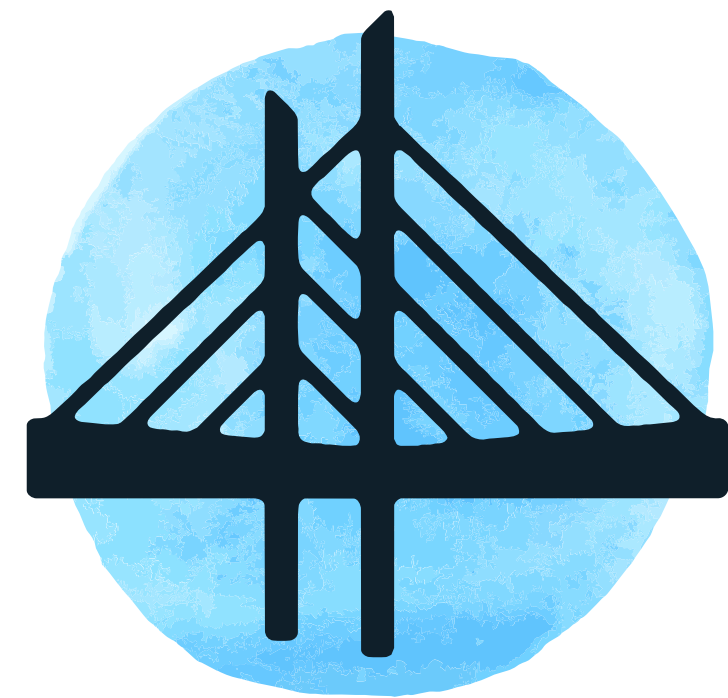
Together, the logo, color palette, and typography form the foundation of the visual identity. When used consistently, these elements create a clear, cohesive presence across every touchpoint.

These guidelines provide the tools needed to apply the identity with clarity and consistency. Following them helps maintain recognition, professionalism, and integrity in every application.

For questions about logo usage, please contact:  
[sayhey@yourthreshold.com](mailto:sayhey@yourthreshold.com)

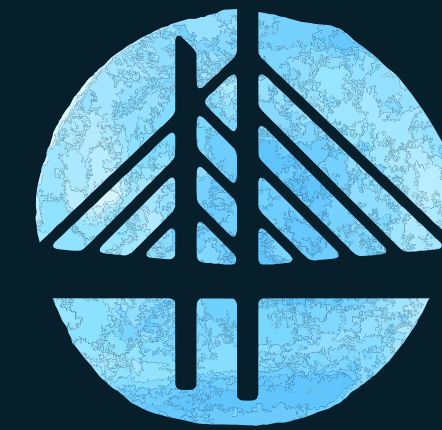
**Bridge City Law Logo**

Primary Version (Stacked)



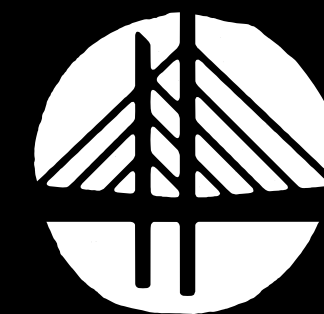
**BRIDGE CITY  
LAW**

Reversed



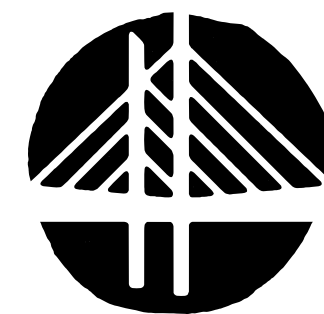
**BRIDGE CITY  
LAW**

White



**BRIDGE CITY  
LAW**

Black



**BRIDGE CITY  
LAW**

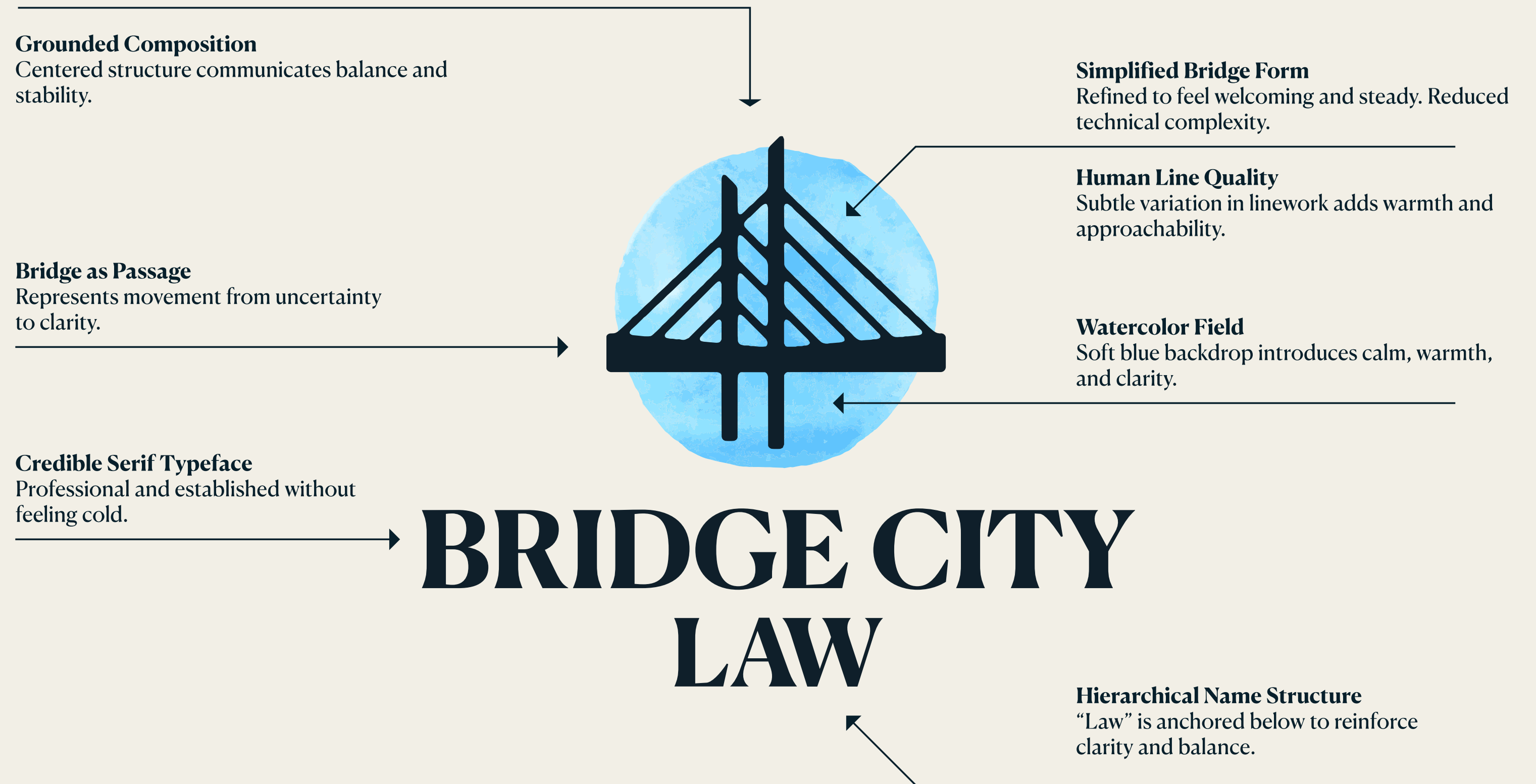
## Bridge City Law Logo

### About the design

The Bridge City Law logo is designed to reflect clarity, stability, and approachability.

Each element works together to create a mark that feels both professional and human. They balance structure with warmth.

The result is a clear and confident identity that reinforces the firm's role as steady guidance during uncertain moments.



**Bridge City Law Logo**  
Secondary Version (Horizontal)



Reversed



White



Black



## Bridge City Law Logo

### Clear space

Maintaining clear space around the logo ensures it remains visible, legible, and effective across all applications.

Avoid placing other graphic elements (such as text, images, or patterns) too close to the logo.

As a general rule, clear space should be equal to the height of the "LAW" letterforms on all sides of the logo. For horizontal lockups, use the circle element as a spatial reference.

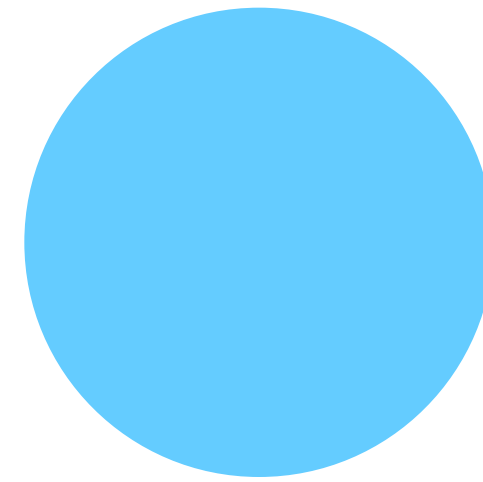
In limited cases (such as small-scale or constrained digital formats), use discretion while prioritizing legibility and clarity.



# Bridge City Law Logo

## Color

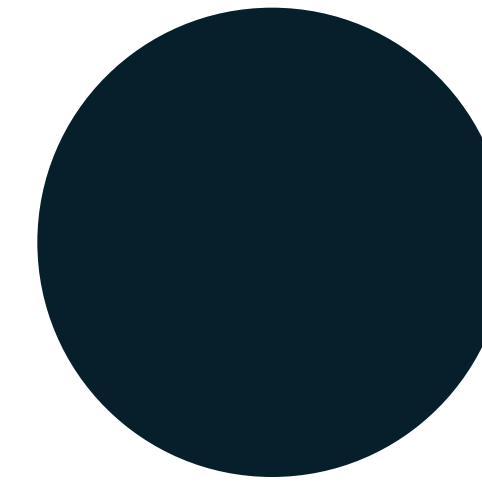
The color palette is grounded, clear, and quietly distinctive. A balance of strong ink, approachable blue, and warm neutrals creates a system that feels both professional and human, reinforcing Bridge City Law's role as steady guidance during uncertain moments.



### River Blue

The primary brand color. Bright, clear, and approachable, derived from the watercolor element and used to signal clarity and openness.

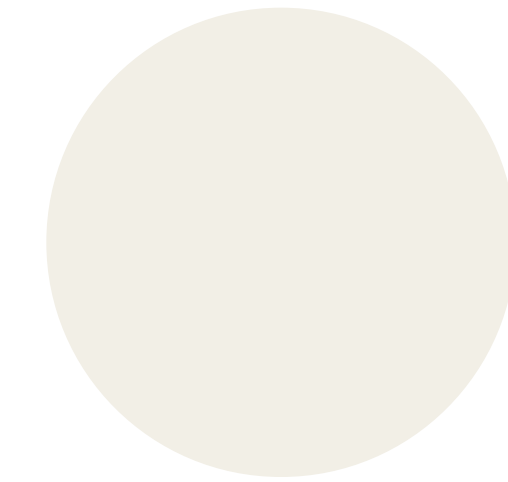
HEX **64CCFF**  
CMYK **60/10/0/0**



### Ink Black

The core anchor. A near-black navy that brings authority, contrast, and professionalism across all applications.

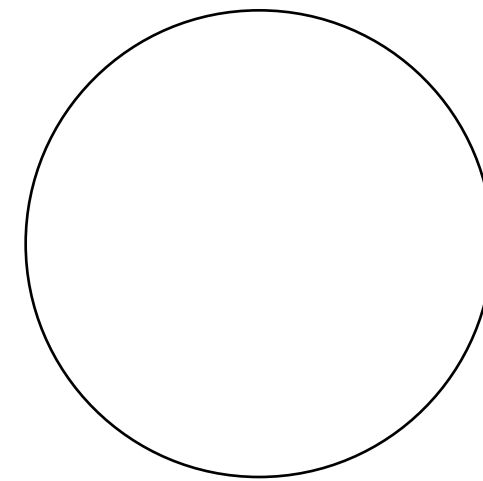
HEX **071F2C**  
CMYK **70/25/20/85**



### Stone

A warm neutral that softens the system. Used for backgrounds and negative space to create a calm, grounded feel.

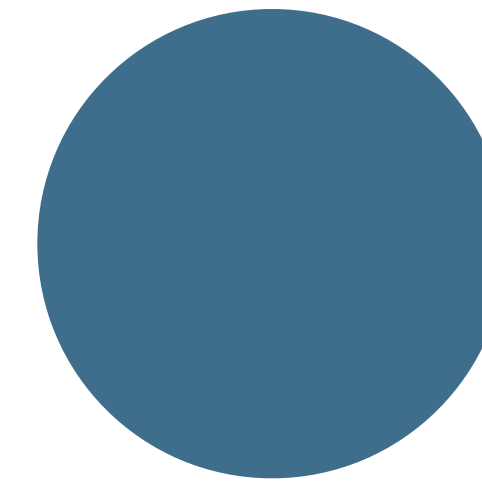
HEX **F3EFE6**  
CMYK **4/4/8/0**



### Clear Space White

Neutral, open, and essential. Used for clarity and breathing room.

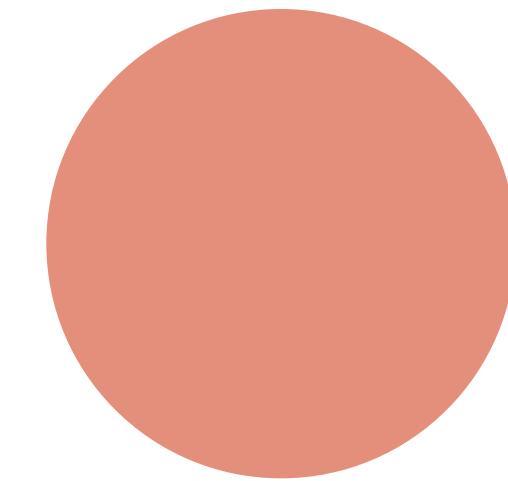
HEX **FFFFFF**  
CMYK **0/0/0/0**



### Muted Blue

A supporting blue that adds depth and balance. Used for secondary elements, subheads, and moments that require a more restrained tone.

HEX **3F6F8C**  
CMYK **65/25/20/5**



### Signal Coral

A limited-use digital accent color. Best used sparingly for interactive elements, highlights, and moments that require additional visual emphasis.

HEX **E58F7C**  
CMYK **5/50/45/0**

## Bridge City Law Logo

### Typography

The typography balances expression and clarity. Canela brings a refined, human tone to headlines and brand moments, while Inter provides a clean, highly legible system for everyday communication. Together, they create a voice that feels both professional and approachable. Clear without being clinical.

#### Canela

Used for headlines and key brand moments, Canela brings a refined, human quality to the identity. Its soft contrast and distinctive forms create a sense of clarity and confidence—adding character without feeling overly traditional or formal.

AaBbCcDdEeFfGgHh

#### Georgia (Canela Back-up)

A warm, highly readable serif used as a fallback for Canela when the primary typeface is unavailable

AaBbCcDdEeFfGgH

#### Inter Variable

Used for body copy and supporting content, Inter provides a clean, highly legible foundation. Its versatility and clarity ensure consistency across digital and print applications, making information easy to read and understand at every scale.

AaBbCcDdEeFfGgHh

#### Helvetica (Inter Back-up)

A clean, widely supported sans-serif used as a fallback for Inter, ensuring clarity and consistency across all applications.

AaBbCcDdEeFfGgHh

## Bridge City Law Logo

### Water Color Background element

The watercolor element introduces warmth and depth to the visual system. Inspired by the brand's core blue, it adds a human, organic quality that contrasts the precision of the logo and typography.

Used as a background or framing device, the watercolor helps create a sense of calm and openness. It supports the brand's role as steady guidance during uncertain moments.

When using the watercolor element:

- Allow the texture to breathe. Avoid overcrowding with text or competing graphics
- Maintain sufficient contrast to ensure legibility of all content
- Favor more subtle, restrained use in smaller or content-heavy layouts

The watercolor should enhance the composition, not overpower it. It serves as a quiet, recognizable layer of the brand.



# A steady voice in a loud category

A bridge depends on alignment. Every part has to work together in order for people to move safely from one place to another. This concept mirrors the role Bridge City Law plays for clients as they navigate injury claims, insurance systems, treatment decisions, and uncertainty about what comes next.

The firm helps people and medical professionals move from confusion to clarity; away from stress toward understanding; and from reaction to a more manageable path forward.

This philosophy distinguishes Bridge City Law within the region's changing personal injury landscape. While other firms move toward louder forms of marketing and communication, Bridge City Law remains grounded in an approach that appeals to real people.

The firm does not define itself through spectacle, intimidation, or exaggerated promises. Instead, it places value on steadiness, responsiveness, honesty, and education.

That difference is key. After all, personal injury law is, at its core, deeply human work.

When people contact an attorney, they aren't looking for theatrics. They want guidance. They look for legal professionals who will listen carefully, answer questions directly, explain things clearly, and help them feel more stable inside a difficult situation.

This is how Bridge City Law operates: aligned with the people we represent.

# Brand voice

In personal injury law, language tends to fall toward extremes. It either leans aggressive (win, fight, make them pay, etc.) or it leans sterile (decades of experience, millions recovered, results-driven representation, etc.)

Neither of those extremes capture what's happening inside of Bridge City Law. Bridge City Law's voice reminds clients that your firm is a steady presence during an unstable moment. Your attorneys and staff understand that the work begins before representation. You value full disclosure, loyalty, and clarity as much as strategy. You care more about effectiveness than efficiency. The focus and promise: to help people understand what's happening to them.

When someone is injured in Portland, they are rarely thinking, "How do I maximize my leverage?" They are thinking, "Am I going to be okay?" "How do I pay for treatment?" "What if I don't want to look like I'm gaming the system?" "Will this cost me money to even ask?"

Since Portland has a different temperament than cities saturated with hyper-aggressive legal advertising, the brand voice must reflect this same cultural reality. Portlanders value integrity, understatement, and businesses that feel human rather than corporate.

# We are statements

The “We Are...” framework create internal alignment. These short statements anchor and codify the ethos that already exists in the firm’s stories. They point the way toward long-form language that articulates how you practice and support people.

## **We are steady**

When injury disrupts life, we provide grounded guidance that helps people move forward with clarity, without noise, pressure, or unnecessary escalation.

- *We aren’t reactive, theatrical, or driven by spectacle.*

## **We are available to educate**

We believe people deserve clear information about their rights, options, and risks before they ever sign a retainer agreement.

- *We aren’t gatekeepers who withhold information behind contact forms.*

## **We are approachable**

We write and speak in plain language (English and Spanish), return phone calls, and make it safe to ask questions without feeling intimidated or judged.

- *We aren’t distant, legalistic, or condescending.*

## **We are effective**

We focus on thoughtful strategy and meaningful outcomes, not speed for its own sake or volume for its own growth.

- *We aren’t obsessed with efficiency at the expense of care.*

## **We are community-rooted**

Our work reflects how Portlanders live, commute, recover, and rebuild in this city we call home.

- *We aren’t parachuting in with a national template.*

## **We are collaborative**

We support healthcare providers, families, and clients to ensure recovery and fair treatment are aligned.

- *We aren’t operating in isolation or guarding information.*

## **We are honest**

We tell clients the truth about their case, even when it’s not what they hoped to hear.

- *We aren’t promising unrealistic outcomes to win business.*

## **We are loyal**

Our duty is to provide full disclosure and unwavering focus on what serves our clients best.

- *We aren’t loyal to ego, metrics, or optics.*

## **We are a bridge**

We help people move from confusion to clarity, from injury to stability, from stress to understanding.

- *We aren’t another obstacle in an already complicated system.*

# Long form narrative

Bridge City Law exists for moments that feel uncertain. We don't believe in loud promises or chest-beating. We lean toward clarity, counsel, and helping people understand what's happening before they decide what to do next.

In a changing personal injury landscape, we choose calm, education, and thoughtful strategy as we serve clients and support healthcare providers with professionalism, transparency, and respect.

The work of personal injury law begins in disruption. There might be a collision, a fall, a dog bite, or any other type of moment where normal life fractures. When that happens, people aren't looking for spectacle, but for clarity. Bridge City Law remains anchored in this promise: to provide steady guidance and support during a difficult or tricky passage.

Our role begins before representation. We see education as a responsibility, not part of a marketing funnel. We provide information freely because informed people make better decision.

This philosophy extends beyond clients. Nearly half of the firm's work is connected to healthcare providers who treat injured patients, including chiropractors, physical therapists, acupuncturists, and MDs who face insurance barriers that complicate care. Bridge City Law provides them with guidance, seminars, chart documentation insight, and direct counsel because good recovery depends on good information.

Internally, we operate on principles that rarely show up on billboards. We believe in: full and frank disclosure, keeping regular contact, returning phone calls, answering questions, and being effective in our practice areas.

The bridge in our firm's name is not ornamental. It represents passage from confusion to clarity, from stress to stability, and from isolation to support.



**BRIDGE CITY  
LAW**

These logo guidelines were created by Threshold to ensure clarity, consistency, and confidence in every application.

For questions or additional support,  
contact: [sayhey@yourthreshold.com](mailto:sayhey@yourthreshold.com)

Visit us at: [www.yourthreshold.com](http://www.yourthreshold.com)