



MEDIA KIT & BRANDING.

Lowndes, Drosdick, Doster, Kantor & Reed, P.A.



ABOUT THE FIRM

Founded in Orlando, Florida in 1969, Lowndes, Drosdick, Doster, Kantor & Reed, P.A., is a multi-discipline business law firm.

Our attorneys represent corporate, entrepreneurial and individual clients across a myriad of industries locally, nationally and beyond our borders, from offices in Orlando, Mount Dora, and Melbourne, and through Meritas, an established global alliance of independent law firms offering local insight, local rates, and world-class client service.

LOCAL ROOTS. BROAD REACH.SM | www.lowndes-law.com

FAST FACTS

Founded in 1969

Four offices (Orlando(2), Melbourne, and Mount Dora)

Approximately 85 attorneys

Approximately 110 total employees

Founding member of Meritas, a global alliance of more than 7,000 experienced lawyers in over 180 full-service law firms - all rigorously qualified, independent and collaborative.

Services & Industries: lowndes-law.com/services

Attorney Bios: lowndes-law.com/professionals

News & Knowledge: lowndes-law.com/news-center

AWARDS

Chambers USA

Land use/zoning and real estate

The Legal 500 United States

Real estate and construction - land use/zoning

Best Law Firms

U.S. News & World Report

Best Lawyers in America®

Florida Super Lawyers

Legal Elite

Florida Trend Magazine

Top Pro Bono Law Firm

Orlando Business Journal

Top 100 Companies for Working Families

The Orlando Sentinel

SOCIAL MEDIA

Facebook

@lowndes.law

Twitter

@lowndeslaw

LinkedIn

Lowndes, Drosdick, Doster,
Kantor & Reed, P.A.

Instagram

@lowndeslaw

MEDIA CONTACT

To obtain more information or to set up interviews, journalists can contact:



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Lowndes

Lowndes logo usage

The Lowndes logo is comprised of a symbol and the word “Lowndes” in a combination of “signature green” and black (see pg. 3 for specific color details) whenever possible. Black and white, grayscale, reverse, and knock-out are the only other options.

The logo should have a minimum of clear space around it as outlined in the clear space section of these guidelines. Its proportions must never be altered or modified in any way.

The logo has been set with a customized version of the font: Arcon.



Full color

Black & White



Grayscale

Reverse



Knock-out*

A note about a knock-out version:

The Lowndes logo may be reproduced in white in cases where it appears on a color background.

Abbreviated logo (symbol only) usage

Using the Lowndes logo symbol (also called the “abbreviated” logo,) alone is acceptable only if the full name appears elsewhere on the material.

Full name must appear as:
Lowndes, Drosdick, Doster, Kantor & Reed, P.A.

The abbreviated logo must be used as pictured below. It cannot be distorted, cropped, pulled apart or altered in any way. The images below are correct use of the abbreviated logo.



Clear space guides

A clear space tolerance has been established around the Lowndes logo to protect its integrity. The clear space also ensures that the logo is never visually dominated by other elements. The defined space should be kept clear of all type, elements and imagery.

The clear space is an equal size all around the full logo.



Minimum size

The main requirement is that it can be clearly seen.

Under no circumstances should the full or abbreviated logo be reproduced smaller than 0.15” in height.

Maximum size

There is no maximum size for the logo, other than it must be kept proportional.

Typeface

The branded typeface, or fonts for design and copy are Arcon (headers) and Aileron (body copy).

In instances where these typefaces cannot be used, Arial, Calibri, or an open sans serif typeface should be used in its place.

As a general rule, headlines are typically in Arcon (or an open sans serif) and subheads and body copy are in Aileron (or an open sans serif).

Note: The Lowndes logo uses a modified version of the Arcon typeface. This is exclusive to the logo and is not recommended for use in other communications.