

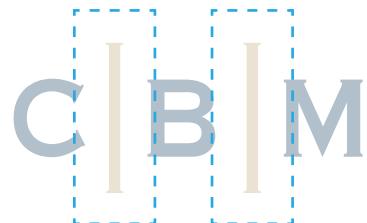


BRAND GUIDE

# LOGO REBRAND

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CURRENT LOGO



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REBRAND



CAROL BAVOUSETT MATTICK, PLLC  
ATTORNEY AT LAW

# LOGO VOCABULARY

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FULL COLOR LOGO



CAROL BAVOUSETT MATTICK, PLLC  
ATTORNEY AT LAW



CAROL BAVOUSETT MATTICK, PLLC  
ATTORNEY AT LAW

# LOGO VOCABULARY

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MONOCHROME LOGO

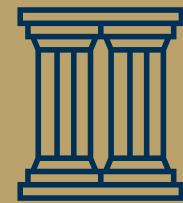


CAROL BAVOUSETT MATTICK, PLLC  
ATTORNEY AT LAW



CAROL BAVOUSETT MATTICK, PLLC  
ATTORNEY AT LAW

# SUBMARK VOCABULARY



# BRAND TYPOGRAPHY

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## TYPEFACE DETAILS

### HEADLINES

# AUDREY

REGULAR WEIGHT - ALL CAPS  
POINTS OF FOCUS SHOULD ALSO USE THIS.

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

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### BODY COPY

# OPEN SANS

REGULAR WEIGHT  
CAN BE USED AS A SUBTITLE (ALL CAPS ONLY)  
USE ITALICS FOR TAG LINE ONLY

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n  
o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

# ABOUT CBM

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The firm is a solo practice with of-counsel and other affiliations which can bring to bear the time and talents of a team of four to five practitioners experienced in the particular areas needed by clients. Ms. Mattick manages the client's deliverables from team members as well as her own.

Carol Bavousett Mattick has been practicing corporate and securities law for over 25 years, working almost exclusively with privately held companies. A substantial part of her practice involves working with company CEOs to put themselves in a position to harvest the value created in their businesses – whether through purchase of equity by key employees, a sale of the business to a third party or a strategic investment in the company by a larger company in the same or complimentary industry.

Carol's assignments for clients have included acting as part-time in-house counsel for a medical device company; working with companies seeking private equity capital; representation of "angel" investors; representation of senior executives with respect to employment and incentive compensation packages as they go from pre- IPO to post-IPO and cashing out those incentive packages; representation of private companies up to \$50 million in annual revenues being acquired; working with companies developing intellectual property assets and/or engaged in product development with a "license out" business model; and other kinds of business transactions and contract drafting.

Her skill sets also include representation of private investment funds; formation and advising of registered investment advisers, particularly with respect to compliance requirements; seeking no-action letter rulings from the SEC; consulting expert witness engagements; representation of persons and companies in investigations by state and federal securities regulators; formation and certification of non-profit entities; and other kinds of business transactions and contracts.



# COLOR MODELS

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## PRIMARY COLORS



**PMS 4515 C**  
**C30 M31 Y69 K2**  
**R182 G162 B105**  
**#B6A269**



**PMS 540 C**  
**C100 M80 Y39 K37**  
**R0 G48 B86**  
**#003056**



**PMS N/A (WHITE)**  
**C0 M0 Y0 K0**  
**R255 G255 B255**  
**#FFFFFF**

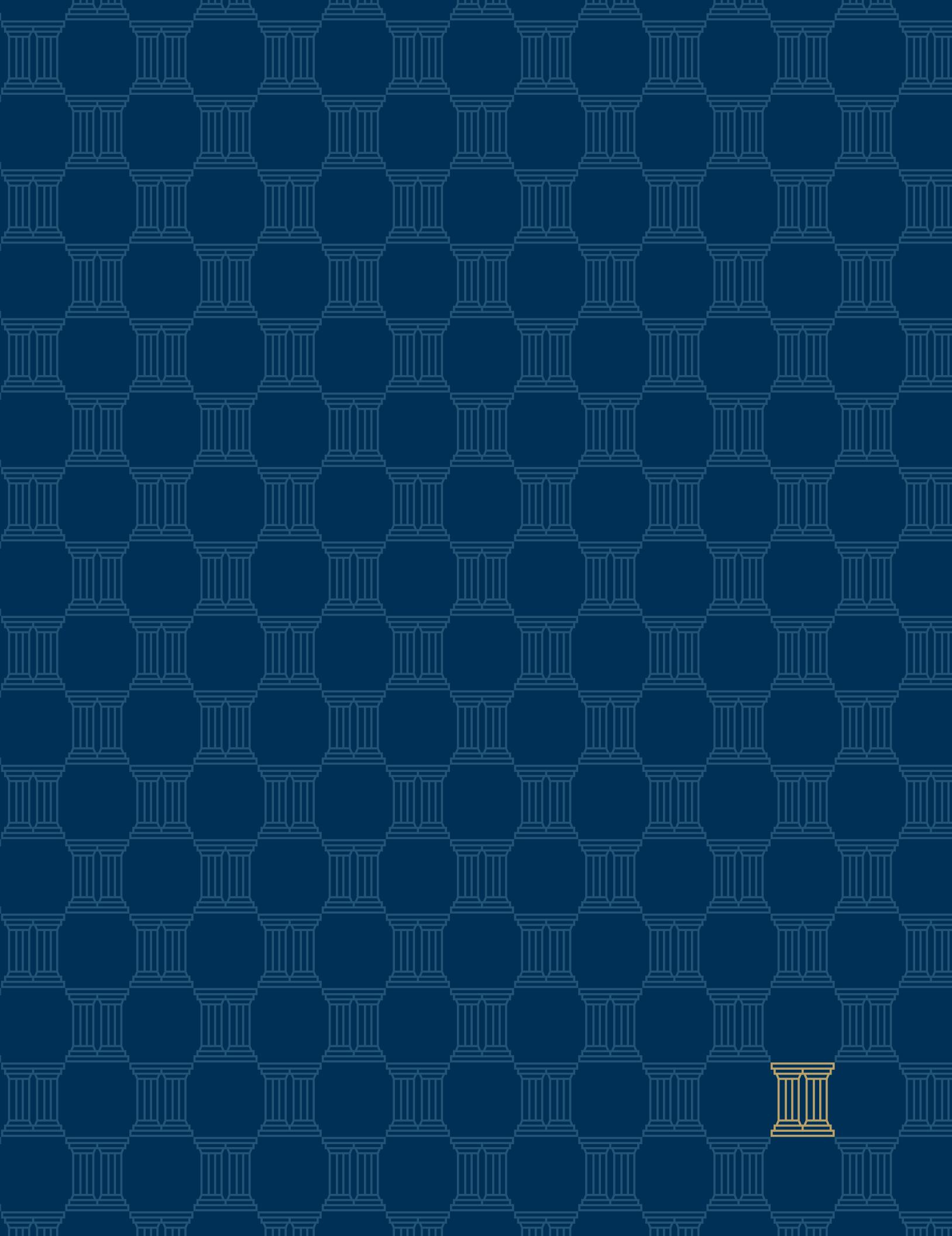
## SECONDARY TINTS



**PMS 4515 C / 40%**  
**C30 M31 Y69 K2**  
**R182 G162 B105**  
**#B6A269**



**PMS 540 C / 80%**  
**C100 M80 Y39 K37**  
**R0 G48 B86**  
**#003056**



# COLLATERAL CONCEPTS

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BUSINESS CARD

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32PT SILK  
GOLD FOIL FRONT  
COLORED EDGE



## AUSTIN

919 Congress Ave.  
Ste 919 / 78701

512-328-2278

## SAN ANTONIO

110 Broadway  
Ste 690 / 78205

210-272-1860

CAROL@CBMATTICK.COM

*corporate and securities law for growing companies*

# COLLATERAL CONCEPTS

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CONTINUED

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#10 ENVELOPE

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ATTORNEY AT LAW  
110 Broadway, Ste 690 | San Antonio, TX 78205



# COLLATERAL CONCEPTS

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CONTINUED

EMAIL SIGNATURE

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## CAROL BAVOUSETT MATTICK, PLLC

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512-328-2278

110 Broadway, Ste 690  
San Antonio, TX 78205  
210-272-1860

**Carol Mattick**

To: David Lopez Cc: Alexander Hilmy, Josh Castillo  
Re: Branding and Identity 1st Deliverable

November 20, 2016 at 10:34 PM

CM

David, et. al. –

I was at a conference at the end of last week. Let me know what your schedule is for this next week (and the next) so I can come in and talk to you about the designs.

Best,

CAROL BAVOUSETT MATTICK, PLLC  
ATTORNEY AT LAW  
*corporate and securities law for growing companies*  
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Austin, TX 78701      San Antonio, TX 78205  
512-328-2278      210-272-1860

# COLLATERAL CONCEPTS

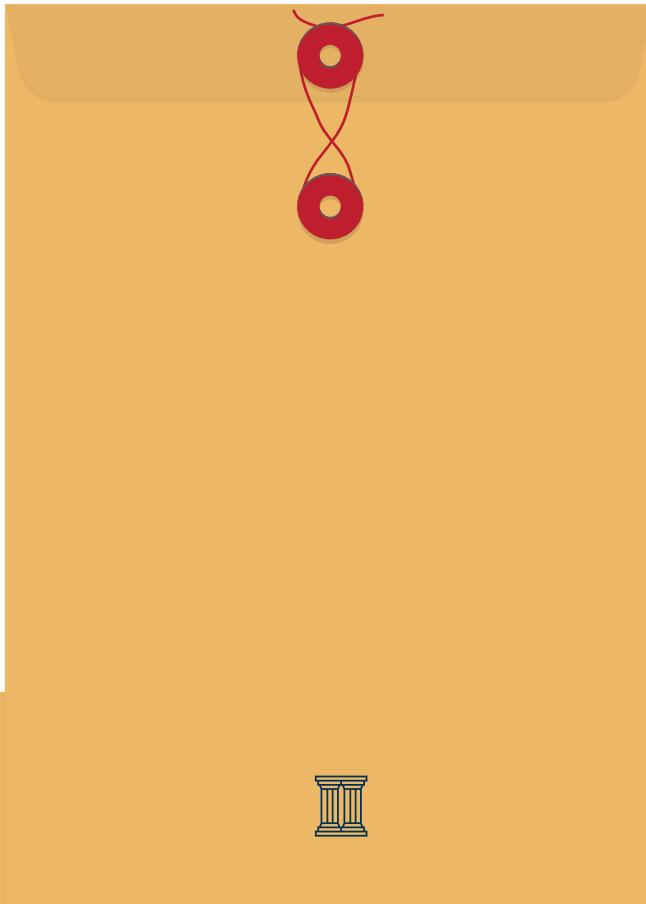
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CONTINUED

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LEGAL ENVELOPE

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CAROL BAVOUSETT MATTICK, PLLC  
ATTORNEY AT LAW  
110 Broadway, Ste 690 | San Antonio, TX 78205



Hilmy Productions  
310 W. Josephine  
San Antonio, TX 78212

# COLLATERAL CONCEPTS



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*Sed vel rhoncus erat. Pellentesque eu aliquam lorem. Donec justo convallis sed porttitor et, pulvinar dictum enim. Proin elementum accumsan dolor sit amet tincidunt. Morbi interdum ante in lorem iaculis, eu ultricies diam suscipit. In quam velit, malesuada sed enim non, pulvinar condimentum sed, tempor nec lectus. Etiam dapibus, placerat sit amet elementum sed, tempor nec lectus. Quisque laoreet bibendum blandit. Nunc ac fermentum suscipit. Cras ultricies quam et sapien venenatis tempus. Proin maleficentia efficitur tempus. Lorem ipsum dolor sit amet, consectetur adipiscing elit.*

*Vestibulum volutpat justo lorem, vitae bibendum magna commodo eget. Cras et leo gravida, lacinia felis vel, suscipit sem. Aliquam vel iaculis dolor. Fusce volutpat lacus vitae sem rutrum, sed semper ante sodales. Nullam rutrum nisi mollis bibendum blandit. Suspendisse quis condimentum eros, laoreet consequat velit. Nunc ac fermentum felis, nec molestie ante. Quisque laoreet bibendum urna. In hendrerit dapibus eros at molestie. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.*

Sincerely,

CAROL BAVOUSETT MATTICK

919 Congress Ave. Ste 919 • Austin, TX 78701 | 110 Broadway Ste 690 • San Antonio, TX 78205

# COLLATERAL CONCEPTS

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CONTINUED

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3x5 NOTE CARD

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HILMY

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