



Brand Guideline

2025

ROUSE

The Brand



Mission, vision and our story

Right from the earliest days of Rouse, when we were little more than one lawyer with a big idea, we have dared to be a different kind of firm.



While others remain hierarchical, we empower and trust our people.

We are one team. While others do things the way they've always been done, we break the mould – we think and act creatively. We're unorthodox and unconventional. We're young in spirit and pioneering in nature.

We encourage our people to think for themselves and take responsibility.

And while others judge themselves by how much money they make, we're more interested in what our clients think of us. That's what makes us special. We've become a major global player and we're extremely proud of our track record in getting results for clients across different geographies and industries. But we still think and act like start-up entrepreneurs.

Whatever their size, we put clients firmly at the heart of our business.

We recognise that without them there would be no Rouse. Our approach is to work collaboratively as an extension of their in-house teams at all times. We pride ourselves on our IP expertise, our professionalism and our tenacity. But we also relish the fact that we retain the same fearlessness and unique ambition that first brought Rouse into being.

Our Philosophy

Rouse is a vibrant, evolving company not afraid to embrace change or explore new ventures.

We dare to be different.

We felt that simple and bold typography represented the ‘corporate’ and ‘established’ side to Rouse and the vibrant mix of ‘internal’ colours represented the personable, open and exciting nature of the people and new ventures

We’re fearless, we’re bold and we challenge convention.

OUR PHILOSOPHY:

WE ARE **NOT THE SAME** AS OTHER FIRMS

WE THINK THAT JUST BECAUSE THINGS HAVE ALWAYS BEEN DONE A CERTAIN WAY, DOESN'T MEAN THAT'S THE WAY THEY SHOULD BE DONE

WE'RE FEARLESS, WE'RE BOLD AND WE CHALLENGE CONVENTION WE THINK AND ACT CREATIVELY. WE DON'T ASK 'WHY'

WE ASK 'WHY NOT'

WE JUDGE OURSELVES BY OUR REPUTATION, **NOT BY THE MONEY WE MAKE**

WE VALUE ONE ANOTHER AND STICK **TOGETHER** ACROSS BOUNDARIES
COLLABORATING
WE ARE ONE TEAM

WE ARE EXPERTS IN IP AND ACT WITH INTEGRITY AND DILIGENCE AND WITH OUR CLIENT'S BEST INTERESTS AT HEART

BUT WE ALSO HAVE A SPIRIT OF ADVENTURE

A SENSE OF FUN
THIS IS WHAT MAKES US UNIQUE

THIS IS THE ROUSE WAY AND **WE ARE PROUD**
WE ARE NO ORDINARY FIRM.

Logo type & typography



Logotype

Rouse logo – 3 variations



Primary logo

Set on a white or light background – use the 3 primary coloured logo



Black & white logo

Set on a black, dark or colourful background - the black & white logo



Fav icon

Suitable to use as a avatar for Rouse channels or browser's icon

Logotype – Rouse Network

Rouse Network entities

Lusheng logo must include strap line “**A strategic partner of Rouse**” in Calibri Regular in the colour hex #007f9c at the bottom.

All Rouse Network logos also have black & white version available, please ask Marketing.

ROUSE **SBD IP**
CONSULTANCY COMPANY

ROUSE **LUSHENG**
AFRICA LAW FIRM 路盛律师事务所

BARANDA **ROUSE**
& ASSOCIATES LEGAL

SURYOMURCITO & co.

Logotype – Rouse Services

 **Miralse**



CHORUS

蔚知 **Nexip**



IP SNYPER

CIELA

Logotype

Incorrect use of logo

1. Do not put the logo at an angle
2. Do not squeeze the logo
3. Do not outline the logo
4. Do not cover the logo
5. Do not stretch the logo
6. Do not add more outline to the logo
7. Do not put the logo on a background that is hard to see
8. Do not change the 3 primary colours of the logo
9. 9. Do not change the logo into a single primary colour
10. 10. Do not integrate the logo with copy

1. 

2. 

3. 

4. 

5. 

6. 

7. 

8. 

9. 

10. The  logo

Typography

Aa

Calibri

Aa

Aptos

Aa

Tahoma

Aa

Segoe UI

Font, size, spacing, samples, etc.

The brand typeface is **Calibri** and should be used in all print and digital communications.

However, **Aptos** is used for Powerpoint.

Tahoma is the alternative typeface that should be used if Calibri is not available.

Rouse Consultancy*

The brand typeface for Rouse Consultancy is **Segoe UI**, although **Calibri** is also acceptable.

Colours & imagery



Colour Palette

Primary colours

Purple

80%

60%

40%

20%

CMYK: 80-100-5-0

RGB: 91-32-128

Pantone: 2597 C

#5b2080

Green

80%

60%

40%

20%

CMYK: 90-30-80-20

RGB: 9-110-74

Pantone: 349 C

#096e4a

Petrol

80%

60%

40%

20%

CMYK: 85-30-30-10

RGB: 0-127-156

Pantone: 3145 C

#007f9c

Secondary colours

Orange

80%

60%

40%

20%

CMYK: 9-85-93-2

RGB: 215-64-34

Pantone: 7597 C

#d74021

Red

80%

60%

40%

20%

CMYK: 22-100-78-16

RGB: 172-22-44

Pantone: 187 C

#ac162c

Grey

80%

60%

40%

20%

CMYK: 0-0-0-70

RGB: 112-111-111

Pantone: Neutral Black C

#232222

Imagery

Description of preferred images, illustrations, artwork and profile photos, etc.

The brand imagery is an important part of Rouse's visual identity as the images communicate which represents Rouse's unstuffy approach to what they do and how they work.

The images need to reflect the brand purpose. They should be vibrant in colour. They should have an element of geometry (pattern or strong lines).

For main images use well composed zoomed out shots compared to secondary imagery where we focus on detail and texture.



DO: Use imagery related to the subject (alternatively images could be related to the corresponding country)



DO NOT: Use unpurchased images found online

Imagery

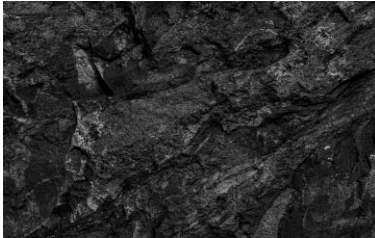


Do

Try to use colourful and significant images, framing the subject in a diverse and evocative way.



Try to capture the moment with vibrant and interesting details instead of going for an obvious representation of the subject.



When using portraits have a natural light and a balanced exposure.



Don't

Be sure to use high res images, especially when zooming into details.



Don't use cliché images of corporate environments/people.



When using portraits avoid artificial light, white backgrounds and over exposed photographs.



Materials



Pitch Document & CVs

Cover Page



RESPONSE TO
REQUEST FOR PROPOSAL

DATE



IAM Patent 1000, 2019

Content Pages & CV

[RFP NAME]

EXECUTIVE SUMMARY

Thank you for inviting Rouse to present our capability and commercial proposal to [COMPANY NAME].

Since the 1990s Rouse has partnered with our clients to launch and grow their businesses in some of the fastest changing and most complex jurisdictions in the world. We are a **versatile combination** of the experience and quality of a developed markets practice paired with deep emerging markets legal expertise, commerciality, and execution capabilities.

Our technology solutions and **strategic consultancy** approach supports our clients in navigating the legal, business and cultural dimensions of the local landscape. Just as EPC has leveraged the creativity and passion of its global team to challenge convention, Rouse has built its unique value proposition around a deep bench of diverse legal and technical talent. This overall proposition is priced competitively when compared to traditional law firms and is often particularly competitive when compared to management and strategic consultancies. We provide **real value for money**.

We are proud to have supported [COMPANY NAME] legal and business teams over the last [NUMBER OF YEARS]. We constantly strive to **meet you where you are**, which has meant adopting flexible fee arrangements, working closely with local marketing and e-commerce teams, and adjusting our talent and experience mix to source the right person at the right time. We very much look forward to continuing to develop our relationship in the ways as set out within this response.

Our response demonstrates our **geographic spread and depth of expertise**. We believe we can **support** [COMPANY NAME] in its growth plans for each of our markets and welcome the opportunity to continue to discuss with you how we may adapt to suit your needs.

If you have any questions, please feel free to reach out.

Kind Regards


[GCM NAME]
[JOB TITLE]

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Doug Clark CV



Doug is a Principal and Global Head of Dispute Resolution. He has practiced in Asia for over 25 years.

Doug is a widely respected litigator and arbitrator with more than a quarter of a century experience handling IP litigation and arbitration in East Asia as well as coordinating global cases.

Doug has handled the entire gamut of contentious IP cases including raiding factories in China (in the early part of his career); obtaining civil search and seizure (Anton Piller) orders and freezing (Mareva) injunctions; establishing new law in relation to anti-circumvention technologies; and, running complex multi-jurisdictional patent litigation.

His non-contentious experience includes advising on technology transfer; conducting patent and other intellectual property audits; and freedom to operate analyses.

Doug, who is originally from Australia, studied on an exchange at high school in Japan and at university in China. He speaks, reads and writes, both Japanese and Chinese.

Doug began his career in IP in Hong Kong in 1993 with a large international law firm. In 2000, he moved to Shanghai where, in 2003, he established and was Managing Partner of that firm's Shanghai office while also serving in the firm's worldwide partnership council.

In Shanghai, Doug was ranked as a top tier IP lawyer by all the key directories with one of them describing him as "the best IP lawyer practicing in China".

From 2011 to 2019, Doug practiced as an intellectual property barrister in Hong Kong appearing as an advocate in all levels of courts, including in the Hong Kong Court of Final Appeal. He has also been appointed as an arbitrator, mediator, and counsel in numerous high technology arbitrations and mediations. He is also a member of the Hong Kong Inland Revenue Board of Review.

Doug is an adjunct professor at the University of Hong Kong where he teaches a masters course in IP. He is the author numerous articles on IP and of three legal texts: Patent Litigation in China, Hong Kong Intellectual Property and Civil Litigation in Hong Kong.

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Premium Content

Cover Page



Intellectual Property Enforcement Guide: Hong Kong





Content Pages

Customs

C&E conducts random inspections on goods coming into Hong Kong. Because of the close geographical connection between Hong Kong and China, C&E constantly seizes counterfeit goods at the Hong Kong/China border.

Hong Kong has no formal Customs recordal system, but it is possible for trade mark owners to make complaints to C&E in respect of copyright and trade mark infringements happening in Hong Kong. Where infringing goods are being imported into Hong Kong it may be possible to make complaints to C&E and have the goods seized or detained.

In order to make the complaint, the trade mark owners must locate a competent examiner who has the requisite knowledge to distinguish counterfeit goods from genuine ones. That examiner must also undertake that he/she is willing to testify in Court if necessary. No bond is necessary.



05


Introduction to IP Enforcement in Vietnam

As Vietnam joins the WTO, IP enforcement measures under the TRIPS Agreement are comprised of:

- Civil remedies including judicial procedures, evidence rules, injunctions, damages, information to rights holder, and rights of indemnifications to defendants, as well as provisional measures (preliminary injunctions and search and seizure orders);
- Customs interceptions of infringements;
- Criminal remedies, at least for wilful trade mark counterfeiting or copyright piracy on a commercial scale;
- Administrative remedies for handling administrative offences

A primary feature of Vietnam's IP protection is the use of an administrative enforcement system. Legal complaints are filed to a government department that inspects, investigates, and forms a decision on disputes. Although administrative proceedings are popular in Vietnam, we notice that IPR holders are increasingly using civil litigation to seek preliminary injunctions, damages, or a public apology from infringers. Court avenue is also increasingly chosen by trade mark owners against cyber-squatting cases.

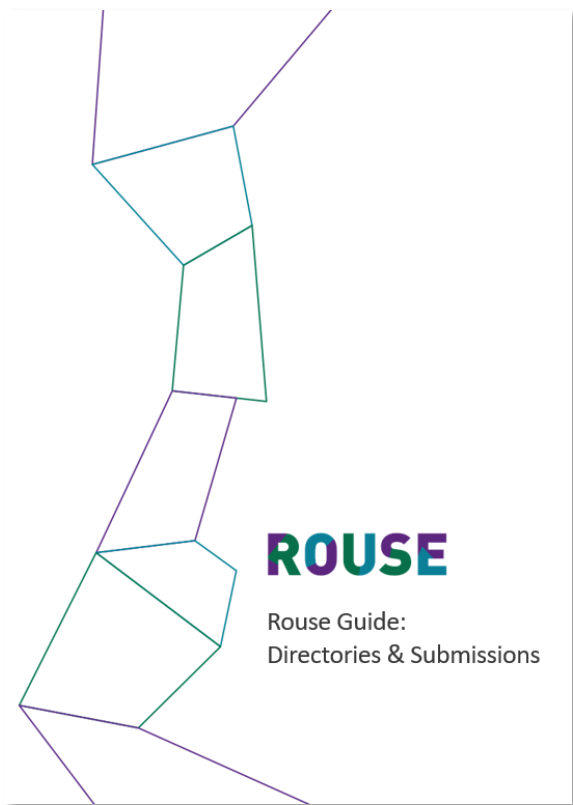
Vietnam's laws and regulations on IP protection are currently under review and expected to be amended in accordance with the EU-Vietnam Free Trade Agreement (EVFTA) of which Vietnam is a signatory. It has an IP chapter and mandates Vietnam to provide greater IP protection to right holders. Also, given the increasing number of online infringement cases, Vietnam will shift its focus towards developing its legal framework and practical mechanisms to tackle IP infringement in the contemporary digital environment. With additional higher requirements for IP standards under the CPTPP and EVFTA, the laws are expected to be further amended.



02

General Documents

Cover Page and TOC



ROUSE	
Directories & Submissions Guide	
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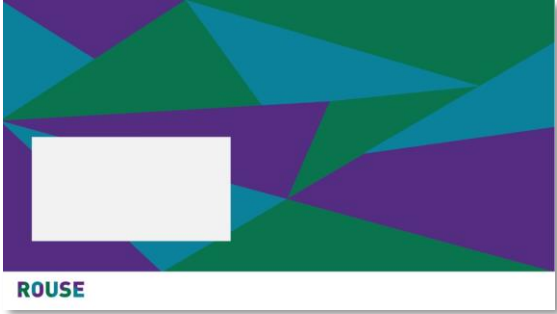
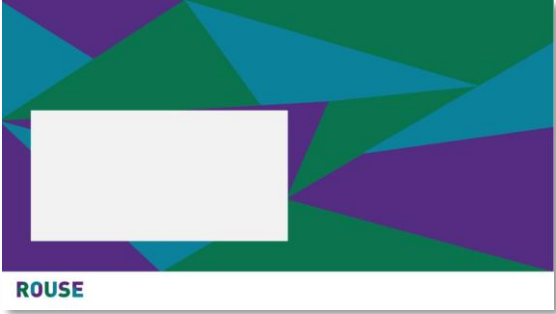
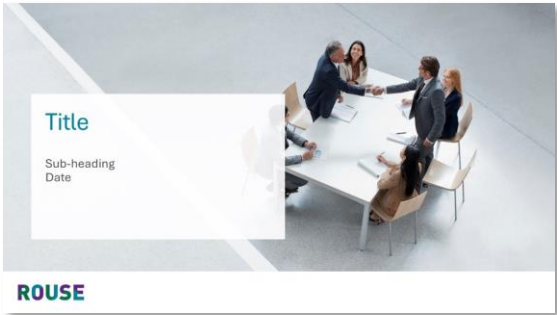
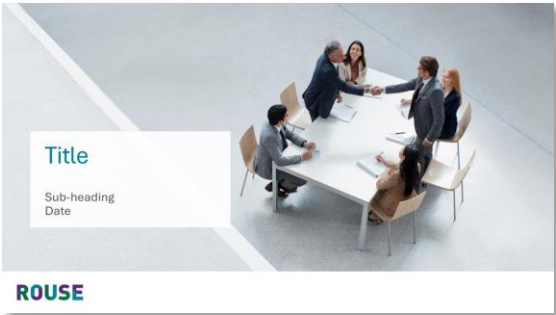
Content Pages

ROUSE	
Directories & Submissions Guide	
ROUSE GUIDE: DIRECTORIES & SUBMISSIONS	
As a firm, we draft a <u>large number</u> of submissions for a number of directories. There are a lot on the market that we could participate in, but the ones listed in this guide have the best reputations and are generally quite longstanding. They are:	
<ul style="list-style-type: none">• Chambers & Partners• Managing Intellectual Property: IP Stars• The Legal 500• World Trade mark Review 1000• Who's Who Legal	
For the most part all directories are seeking the same information: key matters from the previous 12 months, starters and leavers, key attorneys, feedback on previous editions and the <u>all important</u> referees. The tips shared below are applicable to all directories participated in.	
GET TO THE POINT	
General tips regarding submissions:	
<ol style="list-style-type: none">1. The directories we participate in are due at different times, so <u>don't</u> wait until the last minute until you need to pull your directory submissions together! Best practice is to capture and share your notable matters and client successes as time goes, so you <u>don't</u> stuck battling deadlines. Build a bank of examples and case studies – this will be helpful for not just directories, but all pitches/decks/marketing materials.2. It will also help, for all directories, to proactively engage in media relations/PR opportunities for the relevant notable matters. This will help make your submission more compelling, not to mention the positive impact the PR coverage has on your firm's profile throughout the year. <u>Don't</u> forget to include these external publications when submitting cases.3. Make all the relevant people aware of the deadlines and set your own for matter examples, drafts and referee names. If necessary, create a false final deadline to give yourself some breathing space!4. Have a lead Principal who will help you confirm the cases submitted are a true reflection of the practice, and to also "encourage" other fee earners to submit their information on time. The leading Principal should have the final say on the <u>submission and</u> will need to have a good overview of the entire practice area.5. Your submission is one of many the researcher will be reading. Lots of text will not help. Think about ways you can make it stand out – put an emphasis on big matters, the facts and figures, household names, impact of our work. Ultimately, all information included should contribute to why the firm should be ranked higher. <u>Don't</u> give more matters than what has been requested as researchers will not have the time and key matters could be overlooked.<ul style="list-style-type: none">- Tip: Avoid punchy marketing statement and generic brochure text. Share facts.	

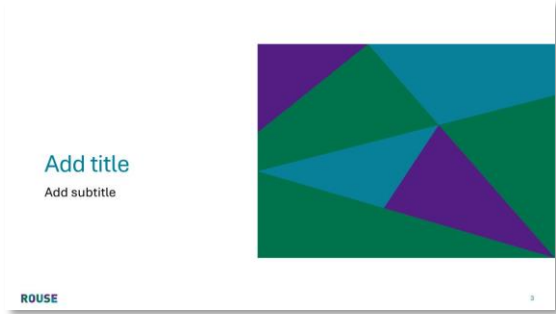
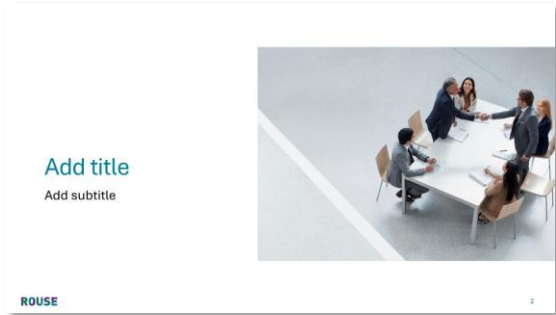
ROUSE	
Directories & Submissions Guide	
WHO'S WHO LEGAL	
The WWL research process is based on recommendations and feedback from eminent private practitioners in the sector or industry in question as well as from corporate counsel or other clients who have worked closely with the nominees. They do not request, or accept, written submissions of work highlights as part of their research process.	
The compiled preliminary nomination list is then distributed to all nominated practitioners, requesting their comments via an online or written <u>survey</u> and inviting them to submit the details of client referees to support their inclusion. All feedback received is <u>taken into account</u> when deciding the listings.	
Who's Who Legal does not give out rankings, <u>bands</u> or tiers. Instead, nominated practitioners are given one of the four designations:	
<ol style="list-style-type: none">1. Global Elite Thought Leader: These practitioners are the best of the best across <u>all</u> of our practice areas according to our research. Only those listed practitioners who obtained the highest number of nominations from peers, corporate counsel and other market sources in their practice area are selected. Entry into our guides, is, of itself, no easy feat, with fewer than half of those nominated obtaining a listing. The bar to be considered a Global Elite Thought Leader is even higher. <u>Typically</u> no more than five per cent of practitioners in any WWL global practice area guide are selected as Global Elite Thought Leaders.2. Thought Leader: Thought Leaders are individuals who have performed especially well in their <u>particular</u>, practice area or national research. Although they may not have received quite as many recommendations as Global Elite Thought Leaders, they are nevertheless frequently mentioned in the first breath by respondents to our research as eminent names in their field. <u>Typically</u> around 25-30 per cent of practitioners selected for inclusion in a guide are selected as Thought Leaders.3. Recommended: Anyone who is included in a WWL guide is recommended by us and can deservedly be considered a leading name in their profession. Fewer than half of those nominated for inclusion in WWL guides are selected for inclusion, with our preliminary nomination list itself only making up a small proportion of all lawyers or experts in any given practice area.4. Future Leader: Future Leaders are practitioners who are already doing outstanding work in their practice area or industry, despite their relatively young age, and are likely to be the pre-eminent names of the next generation. They need not be partners, or even counsel - each of our Future Leaders chapters has listings for both partners and non-partners.	
Tips regarding referees:	
<ol style="list-style-type: none">1. Nominated practitioners can have up to <u>five</u> referees.	
Tips regarding interviews:	
We subsequently conduct telephone and face-to-face interviews with a selection of nominated practitioners to gain further insight into the market and to collect additional feedback on the preliminary nomination list.	

PowerPoint

Cover Page & TOC



Page break



PowerPoint

Back page

Thank you



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Contact us




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Contact us

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Thank you

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Khanh Nguyen
Principal
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Who we are
A market leading IP services business, bound together by a distinct, collaborative culture

Culture & Strategy
Our clients appreciate our collaborative nature and bold strategy to innovate and deliver the best outcomes

IP Leader
We are consistently recognised as one of the world's leading IP firms
Yet we strive to deliver more by deploying technology and data as well as increasing investment in people and services

In markets that matter
We are on the ground, where remote is not good enough
We deploy local knowledge to make better decisions whilst operating at speed

Simplicity and trust
Easy to work with us, we deliver practical solutions to complex issues
This makes us long-term trusted advisors to the world's leading companies

Integrated services
Our integrated services, combine skills and geographical coverage to address all IP needs
Global Client Managers ensure clients can access the expertise they need, when they need to

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Visualisation (examples)
With charts

GDP growth
Country A's GDP has grown steadily over the past 3 years.

Country A GDP, 2020 - 2022

Year	GDP (million USD)
2020	1.2
2021	1.36
2022	1.45

Sector Focus
The country is now focusing more on tourism and banking services. Manufacturing and construction declined because of the rising concerns of environment.

Country A Economy by Sector, 2022

Sector	Percentage
Service	79
Manufacturing	14
Construction	4
Mining	2

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Text and table
Most of the teams have made good progress or have completed the assignment.

Project	Status	Assignment	Description
Team A	Complete	Lorem ipsum dolor sit amet.	Aut inventore asperiores ab consequatur galisum sit nemo consequat qui debitis vero hic illum quos est error alias.
Team B	In progress	Cum fugiat asperiores qui autem expedita ex esse delenti.	Est excepturi quam est facere modi eos excepturi rerum aut cupiditate delectus aut enim repellendus qui dolorem adipisci.
Team C	In progress	Lorem ipsum dolor sit amet.	Aut inventore asperiores ab consequatur galisum sit nemo consequat qui debitis vero hic illum quos est error alias.
Team D	Overdue	Cum fugiat asperiores qui autem expedita ex esse delenti.	Est excepturi quam est facere modi eos excepturi rerum aut cupiditate delectus aut enim repellendus qui dolorem adipisci.
Team E	Complete	Lorem ipsum dolor sit amet.	Aut inventore asperiores ab consequatur galisum sit nemo consequat qui debitis vero hic illum quos est error alias.
Team F	In progress	Cum fugiat asperiores qui autem expedita ex esse delenti.	Est excepturi quam est facere modi eos excepturi rerum aut cupiditate delectus aut enim repellendus qui dolorem adipisci.

ROUSE

Rouse aims to provide an inclusive and supportive workplace
This is a key strategic priority of senior management

The Rouse approach
Rouse's Board of Directors and senior management are actively working to ensure that the company offers an inclusive workplace where our people can thrive.
The review carried out in 2022 by the ESG consultancy Sustainable Advantage, recognised Rouse's commitment to diversity, as embodied in our Diversity Policy and reflected in the organisation-wide metrics.
In addition, this review identified the work Rouse has done to enhance employees mental and physical wellbeing. Rouse currently offers flexible working policies across all offices, as well as mental health support via Employee Assistance Programmes, psychology counselling and counselling courses.
The review carried out in 2022 by the ESG consultancy Sustainable Advantage, recognised Rouse's commitment to diversity, as embodied in our Diversity Policy and reflected in the.

72%
of total employees are women

72%
of management teams are women

72%
of promotions last year belong to women

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Lorem Ipsum

Subtitle
Nam sagittis nec leo non tincidunt.

Subtitle
Nam sagittis nec leo non tincidunt.

Subtitle
Nam sagittis nec leo non tincidunt.

Subtitle
Nam sagittis nec leo non tincidunt.

Suspendisse consectetur justo eget convallis malesuada. Nam sagittis nec leo non tincidunt.

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Case study: selling counterfeit products

Counterfeit product

Real product

Case background
An online shop shoes sold fake shoes with our client's logo on it

Our solution

- Investigation - located warehouse and verified inventory information
- Developing unfair competition argument: gathered evidence of customer comments to prove that the online shops were causing consumer confusion
- Filing complaint to administrative authorities

Result and impact

- Administrative authorities confirmed that the target copied and imitated the design of the client's product and accepted the case.
- Following an inspection by the administrative authorities, the target ceased the infringement.

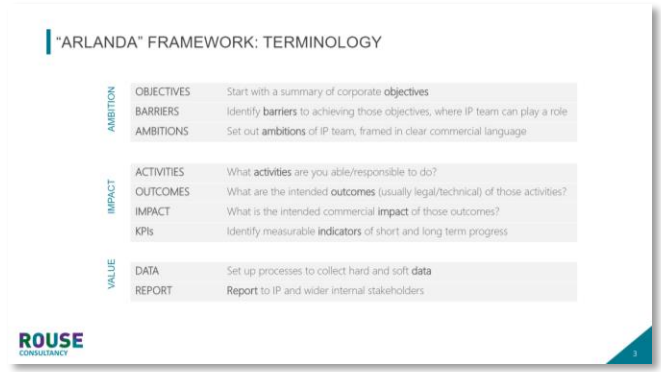
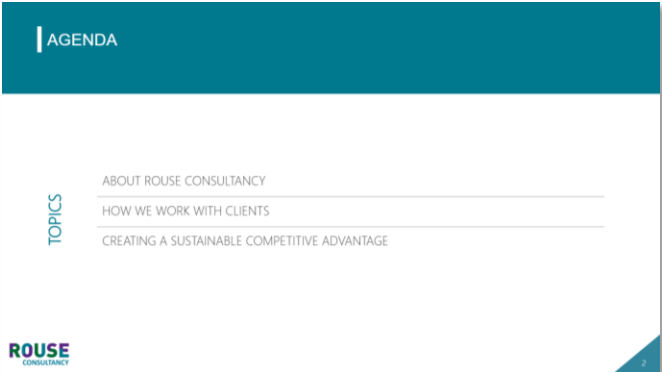
ROUSE

PowerPoint – Rouse Consultancy

Cover Pages & TOC



Page Break & Content



Email Signature

Krystle Saw

Assistant Marketing Manager

ROUSE

Rouse & Co. International (Overseas) Limited

18th Floor | Golden Centre | 188 Des Voeux Road Central |

Hong Kong | www.rouse.com

Phone +852 3412 4068 | Fax +852 27366266 | ksaw@rouse.com

- Name: Tahoma Bold, size 11 pt, hex #007f9c
- Title: Tahoma Bold, size 9 pt, hex #706F6F
- Logo: 150 px (W) x 35 px (H)
- Entity Name: Tahoma Bold, size 8 pt, hex #706F6F
- Address, etc. : Tahoma Regular, size 8 pt, hex #706F6F

**Logo size may vary for Network firms*

***Tahoma is used for email signatures as Calibri is not fully supported by Outlook.*

**** Addition of other images/text are permissible (e.g. Award logos, Rouse products/tools, etc.)*

Business Cards

Business Cards - 85cm (W) x 55cm (H)

Front



Reverse



- Name: Calibri Bold, size 9.5 pt, hex #007f9c
- Title: Calibri Regular, size 7 pt, hex #222222
- Entity Name: Calibri Bold, size 6, hex #007f9c
- Address, etc. : Calibri Regular, size 6 pt

Business Cards - Bilingual

Front



Reverse

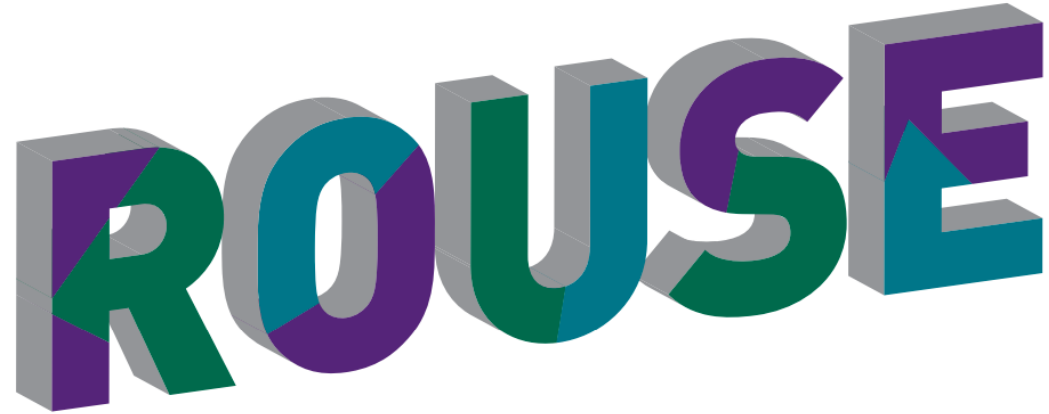


- Name: Calibri Bold, size 9.5 pt, hex #007f9c
- Title: Calibri Regular, size 7 pt, hex #222222
- Entity Name: Calibri Bold, size 6, hex #007f9c
- Address, etc. : Calibri Regular, size 6 pt

Signage

Physical Signage at front desk

- Use molded metal letters with a plain finish to the sides and the logo colours applied to the front
- Depth of sign: 5cm (hollow letters)
- Recommended minimum size: 750mm wide
- Recommended maximum size: 1000mm wide



Others



Others

Link to other Rouse guides on:

- [Co-branding](#)
- [Tone of Voice](#)
- [Editorial Style](#)
- [Social Media](#)
- [Instant Messaging Policies](#)
- [Profile photos](#)
- [Directory & Submissions](#)

Useful folders to find up to date marketing materials:

- [Marketing Library](#)
- [Image Library](#)
- [Marketing Collateral](#)
 - PPT, Word templates
 - Letterheads, TOBs, etc.
- [Principal CV and CV templates](#)

Thank
you

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