Marlowe & Fenn LLP

Brand Guidelines



EDITION 1.0, 2026

Concept build by Kootenay Made Digital

We draft it before you call.

People come to a lawyer in the middle of something hard, like a separation, a death in the family, a house closing or a job that ended. They expect jargon, and a price they hear only once they are committed. Marlowe & Fenn LLP writes its side of the agreement first. Choose a matter and the firm drafts it in writing, naming the lawyer who handles it, the published fee and the BC time limit that applies.

PERSONALITY

Written

The cost, the clock and the lawyer's name go on paper before any work starts.

Patient

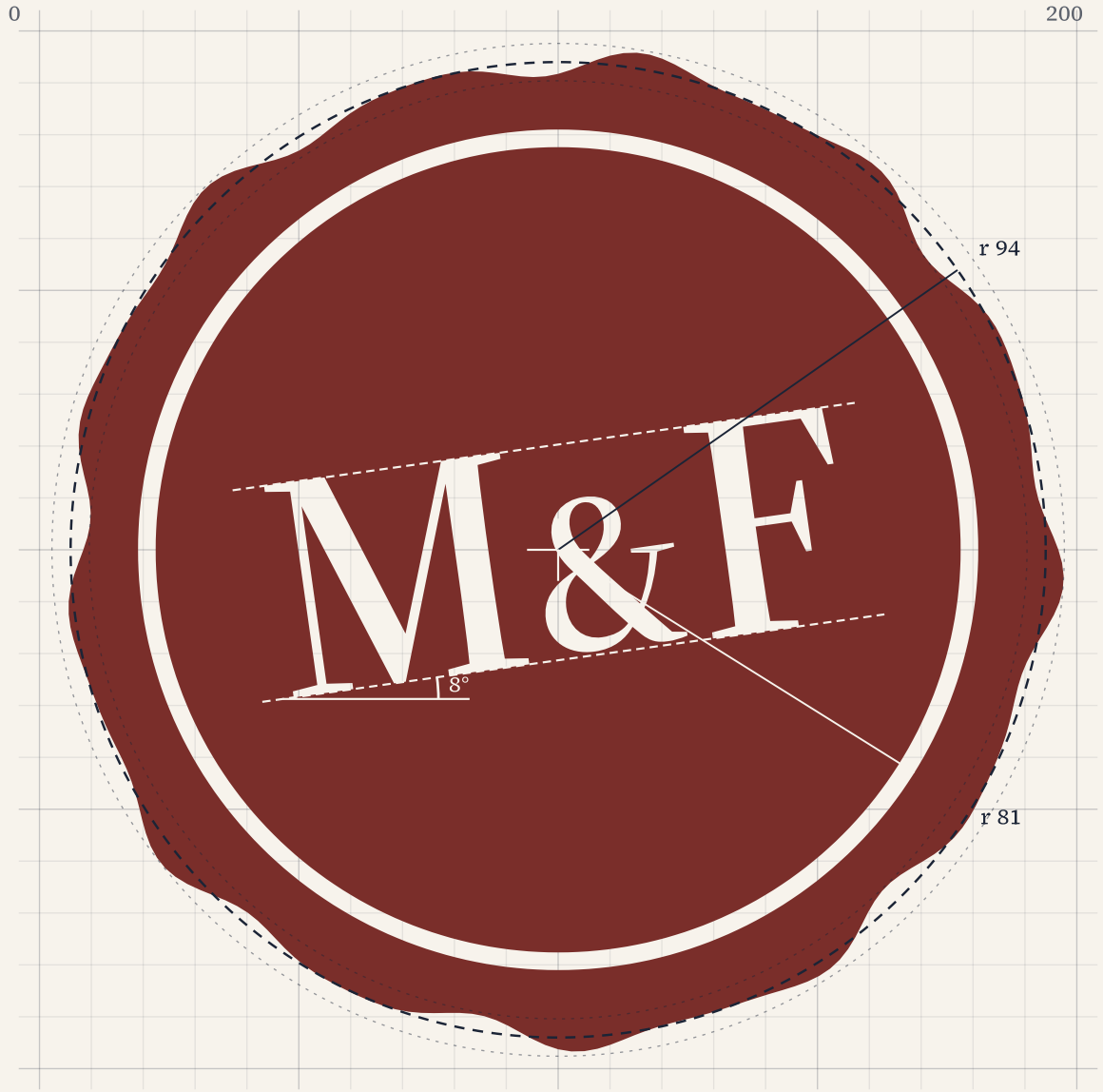
Ask for it again and we explain it again, as many times as it takes.

Answerable

One office on Dominion Avenue, and a lawyer calls you back the same day.

A NAMING NOTE

The firm is a limited liability partnership. Section 100 of BC's Partnership Act puts those words, or the letters LLP, at the end of the firm name. Write Marlowe & Fenn LLP in full on first mention and on anything signed. Marlowe & Fenn is fine after that.



The seal

An agreement is executed under seal, and every one the firm signs ends with this one. It is drawn from the same Source Serif 4 outlines as the wordmark, so the mark and the type are one hand.

The wax

A pressed-wax edge on radius 94, given a slow swell by three fixed waves so it never reads as a stamped circle. It runs from 90.4 to 97.6.

The ring

An engraved ring from radius 77.6 to 81, a line of 3.4.

M&F

M and F in Source Serif 4 Display Semibold at 62, the ampersand at 43, the monogram turned 8° anticlockwise, the way a hand presses a seal.

One evenodd path on a 200-unit square, so it prints in one ink anywhere. Measured from the master SVG. Redraw from these numbers, never by eye.

ON PAPER

Full colour

MARLOWE & FENN

BARRISTERS AND SOLICITORS · BELLWOOD, BRITISH COLUMBIA

Wordmark, with the letterhead rule and subline

M&F MARLOWE & FENN

Lockup, as the site header



The seal, and the full seal for large uses



The ampersand seal, favicon and app icon

ON INK

Reversed, Light Oxblood ampersand

MARLOWE & FENN

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M&F MARLOWE & FENN





ONE COLOUR

Ink only, for stamps and faxes

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M&F MARLOWE & FENN





ON PHOTOGRAPHY

Paper on a 70% Ink scrim

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M&F MARLOWE & FENN





CLEAR SPACE



Clear space is x on every side, where x is the height of the capital M in the wordmark. Nothing enters it, whether a rule, a photo edge or a fold.

MINIMUM SIZES, SHOWN AT PRINT SIZE

MARLOWE & FENN

Lockup: 40 mm in print, 160 px on screen. The site header holds it at 200 px.

The seal: 8 mm, 24 px. Below that, use the ampersand seal.

The full seal: 25 mm, 96 px, so the rim lettering stays readable.

MARLOWE & FENN

BARRISTERS AND SOLICITORS · BELLWOOD, BRITISH COLUMBIA

Wordmark with its subline: 65 mm, 400 px, where the subline's capitals are 1 mm tall.

The ampersand seal holds at 16 px, the favicon.

SIX DON'TS



✕ Don't stretch the seal.



✕ Don't recolour the ampersand.



✕ Don't straighten the monogram.



✕ Don't retype the name.



✕ Don't set it on a busy photo.



✕ Don't add effects.

Paper

#F7F3EC
RGB 247, 243, 236
CMYK 0 2 4 3*

The page. Every surface starts here.

Ledger Paper

#EAE1D0
RGB 234, 225, 208
CMYK 0 4 11 8*

Fields, schedules and the second ground.

Ink

#1B2436
RGB 27, 36, 54
CMYK 50 33 0 79*

Type, rules and the dark ground.

Ink Soft

#4C5468
RGB 76, 84, 104
CMYK 27 19 0 59*

Captions, secondary text and the address line.

Oxblood

#7A2E2A
RGB 122, 46, 42
CMYK 0 62 66 52*

The seal and the ampersand. One accent per surface.

Light Oxblood

#D7A39C
RGB 215, 163, 156
CMYK 0 24 27 16*

The ampersand and focus ring on Ink.

PROPORTION



Paper 70 · Ink 15 · Ledger Paper 10 · Ink Soft 3 · Oxblood 1.5 · Light Oxblood 0.5. Oxblood is the wax: one seal or one ampersand to a surface.

* CMYK is computed from RGB and is approximate. Confirm every print colour against the printer's proof.

PAIRS, MEASURED TO WCAG 2.2 AA (4.5:1 FOR BODY TEXT)

Aa — 14.04:1 — Ink on Paper

Aa — 6.84:1 — Ink Soft on Paper

Aa — 4.81:1 — Ink Faint on Paper

Aa — 8.43:1 — Oxblood on Paper

Aa — 11.97:1 — Ink on Ledger Paper

Aa — 14.04:1 — Paper on Ink

Aa — 7.11:1 — Light Oxblood on Ink

Aa — 7.16:1 — Faint on Ink on Ink

Aa — 8.43:1 — Paper on Oxblood

Aa *Aa*

Source Serif 4

Display and text, one family. Optical sizes 8 to 60. SIL Open Font License, Adobe.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
SMALL CAPITALS, TRUE FROM THE FONT
0123456789 0123456789

Light 300 · Regular 400 · Semibold 600 · Italic 400

IBM Plex Mono M&F 2026-0147

Matter numbers and dates in meta rows. Nothing else. SIL Open Font License, IBM.

HIERARCHY IN USE

Label · small caps 400 · 13 px · tracking 9%

PRACTICE AREAS

Heading · 400 · 34 px · leading 1.15

3.2 Real Estate & Conveyancing

Body · 400 · 17 px · leading 1.55 · 66 characters a line

Purchases, sales, and refinances at a flat fee you see before you commit to anything.

Fee · tabular lining figures, never animated

Residential purchase $1,200 to $1,500

Margin note · italic 400 · 15 px · Ink Soft

- *Plus disbursements and taxes. We list them before you sign anything.*

Matter number · Plex Mono 400 · 13 px

M&F 2026-0147

The drafted document

Every surface is set like a page of the firm's agreement. Four parts make the device, and they travel together.

1.2 You will know the cost before we begin.

- *A number, in writing, before any clock starts. Our fee schedule is public.*

1. **The double rule.** A heavy rule over a hairline at 55 percent, under every letterhead and heading block. Scale it with the wordmark, never redraw it.
2. **Numbered clauses.** Sections and clauses run 1, 1.1, 1.2 with a hanging indent, the way an agreement is drafted.
3. **The margin note.** An oxblood mark beside a clause opens an italic note that says what the clause means.
4. **Defined terms.** Set in true small caps, with the meaning one tap away.

Photography

Plates, never backgrounds. Each photo sits in a hairline frame at 3:2, or 3:4 for a portrait, with a plate number and a caption. **One grade**, warm and archival, with a paper wash so the set reads as one bound volume. **The work itself**: deed bundles, title plans, the fee ledger, the stair to the office. Gavels, scales, columns and skylines stay out. **People as themselves**: the four lawyers in their own portraits, at the office.



Plate I DOMINION AVENUE, EIGHT IN THE MORNING



Plate II THE SCHEDULE, KEPT IN INK



Plate XIII AN ESTATE BUNDLE, TIED



ELEANOR MARLOWE, AT THE OFFICE







LETTERHEAD

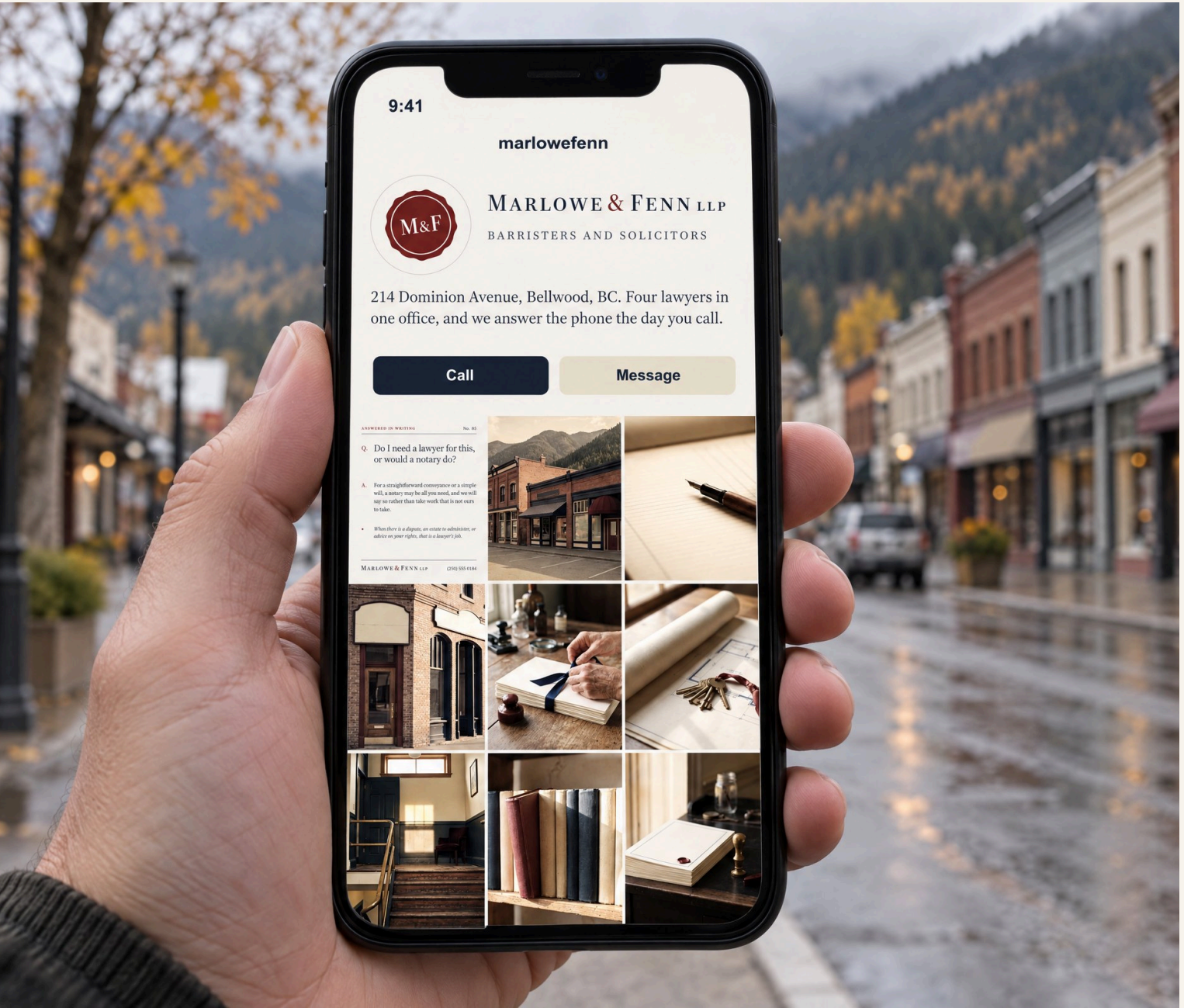
US letter. The wordmark centred over the double rule, the address in small caps, the four lawyers named at the foot. Printed in Ink and Oxblood on a warm white laid stock.

BUSINESS CARD

3.5 by 2 in. The front is Ink, with the seal and wordmark in Paper. The back gives the lawyer's name, their practice and the firm's one phone number, with the seal in Oxblood.

DOOR PLAQUE

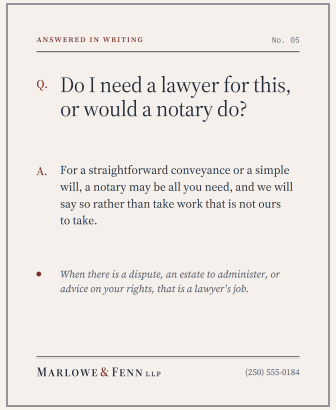
11.5 by 5 in vitreous enamel on the office door at the top of the stairs, second floor of the Aldous Block. It carries the seal, the wordmark and the office hours.



Digital

PROFILE IMAGE

The Oxblood seal on Paper, 1080 by 1080, sized to sit inside the circle crop.



THE QUESTION POST

1080 by 1350. One question clients ask, answered in writing: the question, the answer and a margin note, numbered like a clause.

ON A PHONE

The profile on a main street in late October: the seal, the wordmark, the address and a grid of plates and question posts. Handle: marlowefenn.

Voice and tone

The firm writes as “we”, the way the four lawyers talk across their own desk. A lawyer’s own letters are written as “I” and signed in full.

THE RULES BEHIND THIS PAGE

The Law Society of BC’s Code of Professional Conduct, rule 4.2-5, bars marketing that is false, inaccurate, unverifiable or misleading, and its commentary names any unjustified expectation about results. Rule 4.3-1 bars the title “specialist” and any similar designation of special status unless the Law Society authorizes it.

So the firm’s copy promises no outcome, and it introduces each lawyer by name, practice and year of call. Checked against the published Code on October 29, 2026.

WE SAY	✕ WE DON’T SAY
A retainer sits in our trust account and stays your money until we bill it.	*Transparent pricing you can trust.*
Daniel Fenn handles your conveyance himself, from the offer to the keys.	*A dedicated team of experienced professionals.*
Kate Moreau reviews a severance package for a flat $900.	*Our employment law specialists get you results.*
Most claims in BC carry a two-year limitation period. Our deadlines page checks yours by date.	*Don’t wait! Protect your rights today.*
For a simple will, a notary may be all you need, and we will say so.	*We fight for the outcome you deserve.*

Quick reference



THE MARK

The seal: wax on r 94, ring 77.6 to 81, M&F turned 8°. One ink.

Clear space x on every side, x the height of the wordmark's M.

Minimum: lockup 40 mm or 160 px, seal 8 mm or 24 px, ampersand seal at 16 px.

On Ink and on photos the marks go Paper, the ampersand Light Oxblood.

TYPE

Source Serif 4 for everything, true small caps for labels and defined terms, italic for margin notes. Plex Mono sets matter numbers and nothing else.

COLOUR

- Paper #F7F3EC
- Ledger Paper #EAE1D0
- Ink #1B2436
- Ink Soft #4C5468
- Oxblood #7A2E2A
- Light Oxblood #D7A39C

Paper 70, Ink 15, one Oxblood accent to a surface. Every text pair at 4.5:1 or better.

THE LOOK

The double rule, numbered clauses, the margin note and small-caps defined terms.

PHOTOGRAPHY

Plates in hairline frames with a number and caption, one warm grade, the work itself. Gavels, scales, columns and skylines stay out.

VOICE

The firm speaks as we. It is written, patient and answerable. Outcomes are never promised. Lawyers go by name, practice and year of call.



Concept build by Kootenay Made Digital

kootenaymade.ca

Marlowe & Fenn LLP, Bellwood, its four lawyers and every fee here are fictional.