

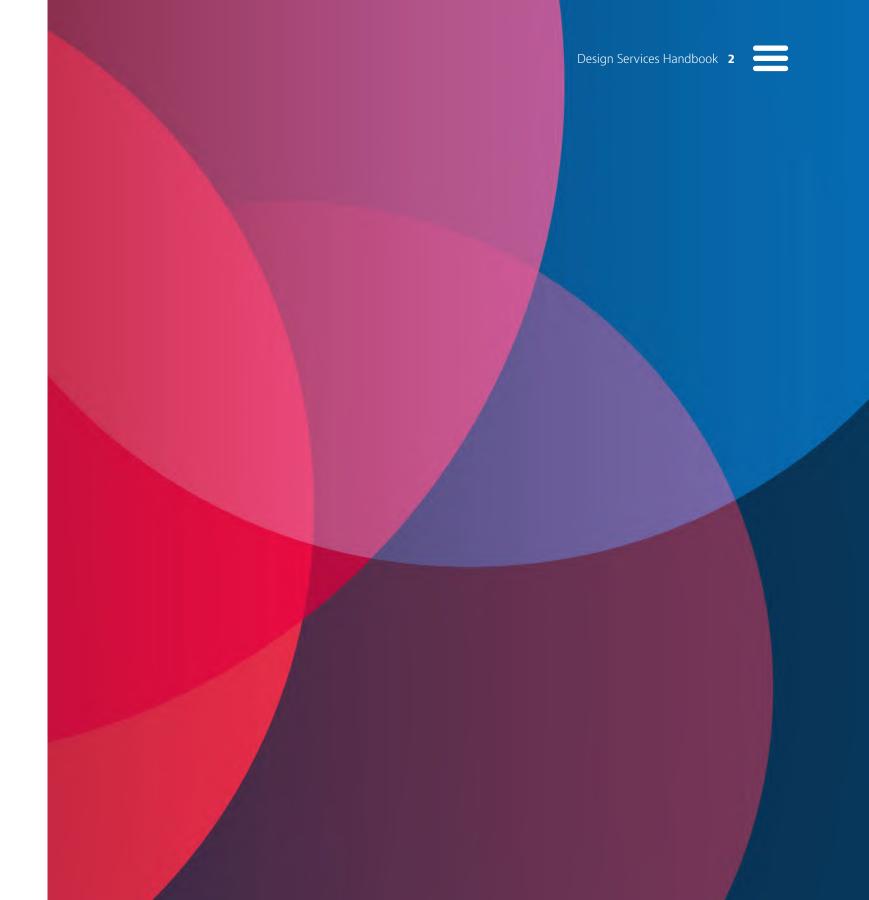
Design Services Handbook

View our scope of services, turnaround times, design examples and additional resources



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O1 Scope of Services

Projects that fall within the scope of Design Services can range anywhere from individual social media graphics to assisting with multi-faceted campaigns. Below is a list of services within this scope:

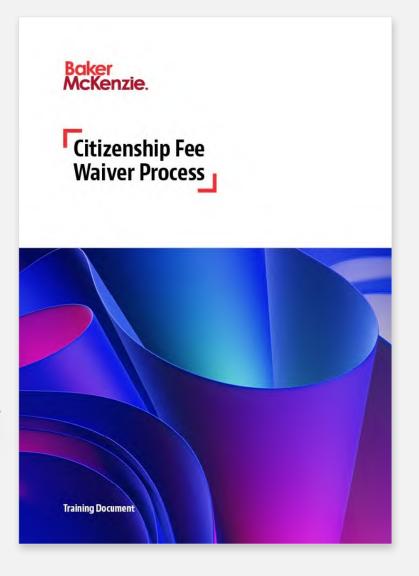
- Advertisements
- Banners
- Bespoke Newsletter Design
- Brand Advisory/consultation
- Branded Merchandise
- Brochures
- Digital Design
- Event Materials
- Headshots
- Flyers

- Icons
- Image sourcing
- Infographics
- Reports
- Social Media Graphics
- Stationery design
- Thought Leadership materials and campaigns
- Webpage design
- Multimedia support

View full list of services here







O2 How to submit a request

All requests must be submitted via our ticketing system, ServiceNow. The ServiceNow platform can be accessed via the PBS portal on BakerWorld.

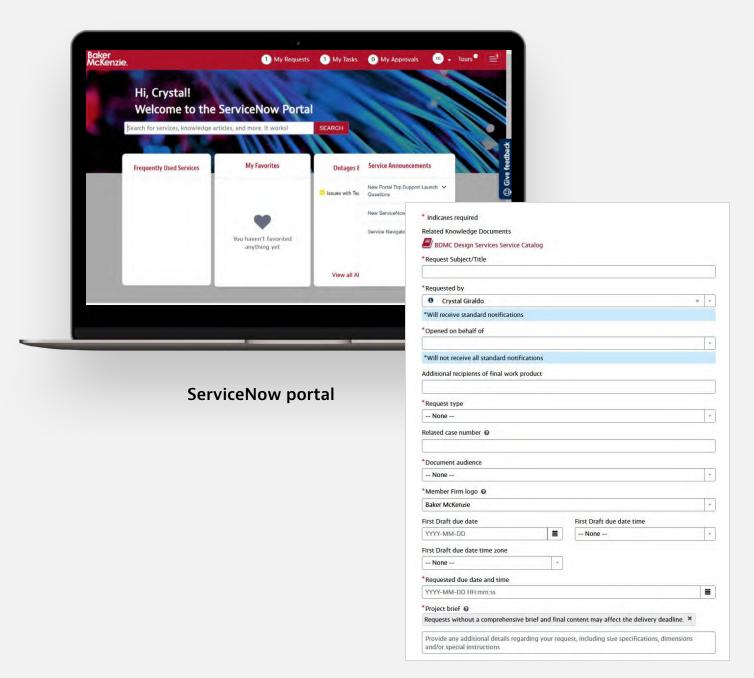
Accessing the ServiceNow request form via the PBS Portal

- From Global BakerWorld homepage > Select the 'Business Professionals' drop down menu > Underneath the 'Technology' tab Select 'ServiceNow' button
- The 'ServiceNow' button will lead you to the PBS portal > Search and select 'Design Services'
- Fill out ServiceNow request form

Go directly to Design Services request form here

Why are we using ServiceNow?

ServiceNow centralizes information, ensuring seamless transitions and access to the latest case details, while also allowing efficient management of designers' workloads. Additionally, it logs all comments, attachments, and changes, preventing common errors associated with email or chat communication.



Request form

03 Workflow



Submit request form

- **Provide the final content** that you would like to have on your design.
- Attach any reference/relevant files directly onto the ticket.
- If you are requesting updates on a previous case, please provide any previous case numbers. This will allow us to locate the original working files for this project.

Assess & Assign

- Please allow four hours for your case to be assessed and to receive confirmation that your case has been received. Allow 24 hours for the case to be assigned.
- A Design Services team member will reach out with any further questions or comments about the request.
- Cases with incomplete content will not be assigned until the final content is provided. The typical turnaround time begins once your ticket has been assigned to a designer.

Design, Revise & Finalize

- Deliverables will be sent via the ServiceNow ticket by the agreed upon due date.
- Edits can be submitted using PDF notes or any editable files (these can be attached to the case), handwritten changes will not be accepted.
- All communication should be kept within the case comments.
- Please confirm with designer if no further edits are required so they may close the case.
- Once a case is closed, it cannot be re-opened.
 However, all cases are archived for two years and can be referenced for future projects.

04 Frequently Asked Questions

What is the output format that Design Services provides?

We provide non-editable documents such PDFs, JPEGs, PNGs, Ceros campaign, etc.

What is the best format to provide content?

It is standard practice to provide content in an editable format (e.g. MSWord), so that we can easily copy the content and paste it into our design software. This to ensure we do not introduce any typos/continuity errors by manually typing the content.

Can I submit a case before having all of my content ready?

We recommend submitting a case once you have all your content ready. Please keep in mind that your case will not be assigned to a designer until you have provided all of the content.

Why is my PDF document locked?

It is best practice to share locked documents in order to be able to archive the latest files for future edits as well as to ensure compliance with the Firm's branding guidelines. However, we will gladly assist with making any necessary amendments when needed.

Is it possible to re-open closed cases?

No, once a case has been completed and closed, we are not able to open it again. If you would like to make edits to any previous work, you will need to submit a new request and provide any previous case numbers.

How many assets is acceptable to submit per ticket?

If the materials fall within the same campaign or category of your request title, we don't expect you to submit separate tickets for each one. Designers take cases based on the capacity they have at the moment. As long as there is communication between you and the designer about deadlines and whether or not a new ticket should be submitted for additional assets, it should be okay.

How to proceed if you have an urgent request?

1. Submit the request in ServiceNow

If possible, include the word URGENT in the title o the workflow coordinator can mark it as urgent.

2. Send an email to *GLB - Design Services Workflow including the following information

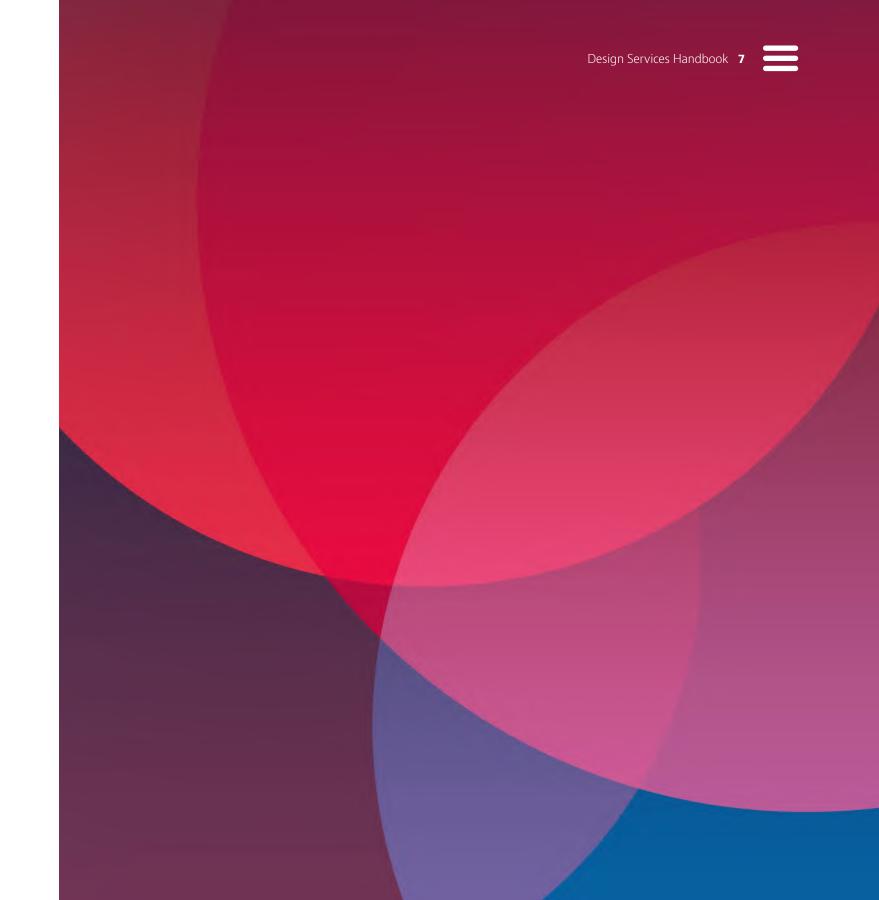
- CASE ID
- Point of Contact (we might need to ask questions or negotiate due dates)
- Final content
- Due date (when is the very latest that you can receive the final output)

3. Wait for us to confirm if we can work on the request

After proper assessment and checking the team workflow, we will let you know if we can deliver the output by the requested due date.

Keep in mind that if you ask for additional edits afterwards, we might need to postpone the due date.

Design Examples



Advertisements

Increase brand awareness and attract partnerships with captivating graphics.

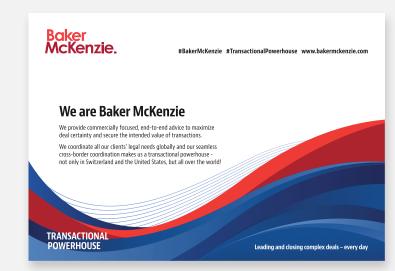
Typical turnaround time: 1 to 3 business days

Type: online, print

Best Practice

Please provide the exact copy that you would like to include in the ad; we do not provide content for ads.





Baker McKenzie.

Helping clients overcome the challenges of competing in the global economy through a new type of thinking and a different mindset.

We are The New Lawyers.

Banking & Finance | Corporate - M&A | Data & Technology | Dispute Resolution Litigation | Employment Law | Intellectual Property | Funds & Asset Management | Private Equity and Wealth Management Real Estate | Tax & Transfer Pricing





Luxembourg 2450 Tel: + 352 26 18 44 1 Fax: + 352 26 18 44 99

bakermckenzie.com/en/locations/ emea/luxembourg

Banners

Digital banners can be designed in a variety of sizes for several different platforms.

Typical turnaround time: Up to 4 hours, may vary if you are requesting more than one banner.

Type: BakerXchange, Newsletter, Website, Virtual backgrounds

Best Practice

Please provide the platform where the banner will go and/or the dimensions of the banner.



Newsletter June 2020

Al-Alert

Dear Friends

Iquas plaborem int. At et alit enim a aciist est eriossitate quam si rerenc eos ut aut quatem sus. Em vel im e perepudi nis et ventio con nis archiPay Transparency Directive: Why employers should take action now

Aliquati verio. Ut et exerspe liquiatia viditat autat dolorro dolum la ium vendis aut veriae nobit eicip aboratia conseque volupti blateniscium facepuda mil maior aligenihic teces endae. vendis aut veria nobit eicipsu vendis aut veriae nobit eicipsu vendis aut veriae nobit eicipsu.

UAE: The Validity and Enforcement of Unilateral Jurisdiction Clauses under DIFC Law

Optatur, aut aut ullaut rerem. Olorum rerionest, c cor alit parum et, am voleceperum sit rectemporum

Kind regards



Name Surname Title

Title name@bakermckenzie.com

Optatur, aut aut ullaut rerem voleceperum sit rectemporum est.

Register Here

Bespoke Newsletter Design

This kind of bespoke design is best suited for newsletters, articles, and other text dominant and/or recurring publications

Typical turnaround time: 2 to 3 business days

Type: online, print





incement on Product Tracking System ations of Medical Devices That Will Not Be ed By The Manufacturer In Accordance With ew Medical Device Regulation (MDR)

As of 76 May 2024, progressive singular product movement notifications (manufacturing notification, import notification, delivery notification, delivery to consumer notification, etc.) should not be made to the singular product stocks in the Product Tracking System (UTS) of products that do not benefit from the relevant





Our Team/Ekibimiz



















Branded Merchandise

Boost company culture and brand awareness with some fun and practical promotional merchandise. Design Services assists with the creation of mockups and providing the appropriate logo files for production.

Typical turnaround time: 1 to 2 business days

Type: varies

Best Practice

Please note we do not contact or recommend third-party printers or vendors. It is also important that you agree on the due date with the printer for receiving artwork as soon as possible.









Brochures

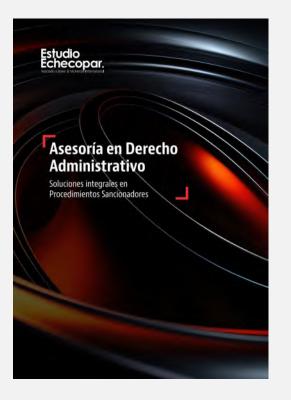
Use a visually appealing brochure to promote, inform or advertise a product, service or event. Brochures typically have more content than a flyer but are shorter and more concise than reports.

Typical turnaround time: 2 to 6 business days

Type: online, print

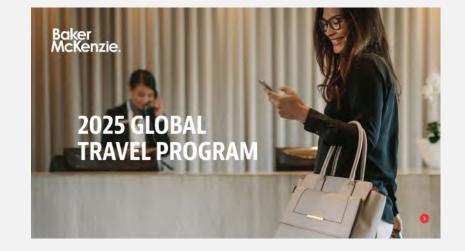
Best Practice

When compiling content for your brochure, let us know which areas you would like to draw attention to with a visual element, such as a pull quote or chart.











Digital Design

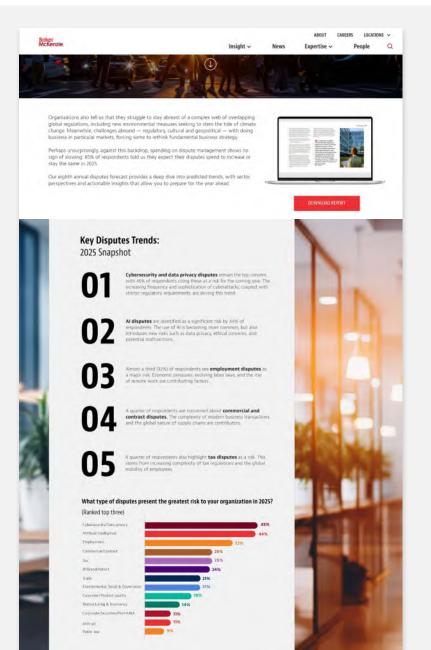
Ceros is a bespoke, limited use platforms that we reserve for global thought leadership campaigns, high-value internal communications reports and other key client facing projects. We would be happy to review your request and assess the suitability of the content for these digital platforms.

Typical turnaround time: Depends on complexity and agreement with requester | **Type:** Digital; Ceros pages cannot be converted to PDFs

View example Ceros pages below:

- The Year Ahead 2025
- Looking Ahead: Business Impact of a New US Administration
- Whistleblowing Trend Watch
- Our Pro Bono Priorities
- Workforce Redesign in the Age of Transparency





Event Materials

We can assist with creating unique, branded graphics for any Firm related event, such as for webinars, conferences and meetings.

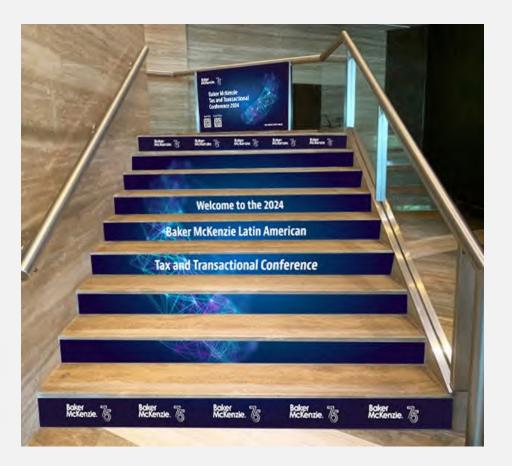
Typical turnaround time: 2 to 5 business days | **Type:** invitations, programs, banners, flyers, etc. (print and online)



Postcard







Agenda Pull-up banners Stair graphics

Headshots

We are responsible for formatting headshots and uploading them to BakerWorld and Outlook. However, we will share the formatted headshot for you to upload to MS Teams.

Typical turnaround time: Up to 4 hours to edit the headshot but 24-48 hours for the headshot to process across accounts

Type: digital platforms, CV and editorial

View headshot repository here



Use a plain and consistently colored background and pose with your body slightly angled to the camera, but with your face looking directly at the camera.













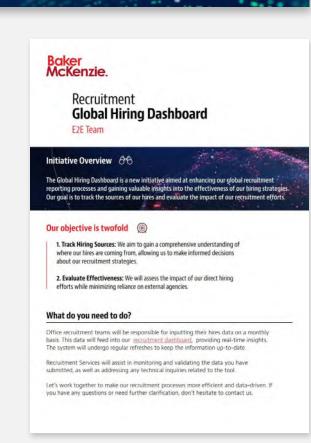
Flyers

Flyers are a great way to capture your audience's attention and inspire a desired action in an efficient manner. They are usually one to two pages long.

Typical turnaround time: 2 to 6 business days

Type: online, print





Baker McKenzie. Implementation of Judicial Reform in Mexico

Despite all the challenges in course and the controversy that it has causes, the Judicial Reform in Mexico is now a reality.

An example of this is the publication of the Judicial Career Law (LCJ) in the Federal Official Gazette on

This new law is part of the package of secondary laws for the implementation of the reform and affects, for better or worse, those who are currently judges at the federal level and those who seek



The LCJ provides for the following relevant points:

- · Regulates the operation and rules applicable to the judicial career, including the administration, oversight and discipline of the Judicial Branch
- . It provides for competitive examinations, both schooled and non-schooled, as a requirement to enter the judicial career and apply for promotions within it.
- . It contemplates the creation of a Unique Registry of Public Servants of the Judicial Career and the Federal School of Judicial Training.
- Incorporates the gender perspective as a criterion for the judicial career, promoting equal opportunities between women and men.

In summary, the LCJ is aimed at refreshing the profile of judges in Mexico at the federal level, establishing clear rules to become one and to comply with the standards established for that purpose

It is difficult to predict at this time whether these new rules will have a positive or negative impact on the quality of the administration of justice in Mexico, as it will depend on several factors, such as the degree of intervention that the government may have or the personality of the people who become judges

The reality is that we will not know the effects of this new law until a few months after the appointment. of the new judges, that is, at the end of 2025. In principle, the administration of justice in disputes between private entities should not be affected



In the meantime, below are some actions I advise you to take:

- Review the rules applicable to jurisdiction between federal and local courts to opt for the latter when initiating or settling a dispute, while the LCI rules are implemented in the federal courts.
- b. Analyze in depth the selection rules for new judges and the topics and subjects to be taught at the Federal Judicial Training School, in order to have a better idea of the profile of future judges.

Fremain at your disposal for any comments you may have on this matter and I wish you a very happy new year's eve-



We remain at your disposal for any comments you may have.

Icons

You can now search and download icons on our Digital Asset Library. If you need any custom icons made, please submit a request.

Typical turnaround time: 2 to 5 business days

Type: online

View icon library <u>here</u>

























Image Sourcing

Search through our image library here for all of your photography needs. In the library you will find images within our four visual categories: abstract, location, industry and people. If you need to source more specific imagery, please submit a request.

Typical turnaround time: Up to 4 hours, may vary if you are requesting more than one image.

View image guidelines here

Best Practice

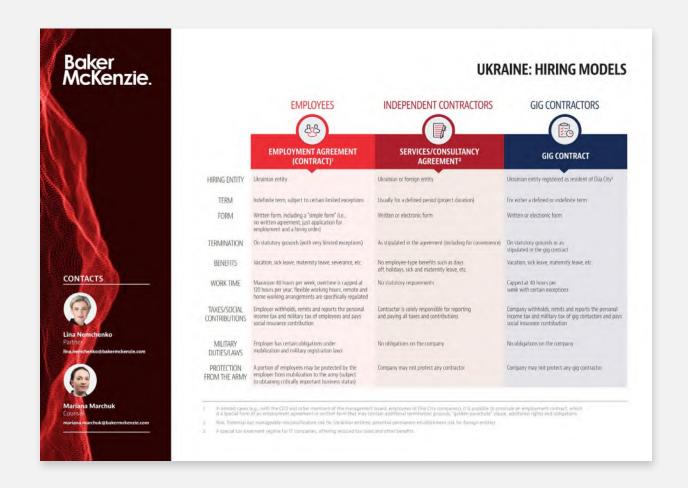
Before submitting a ServiceNow request for images, please check if there are any suitable images in the Brand Asset Library

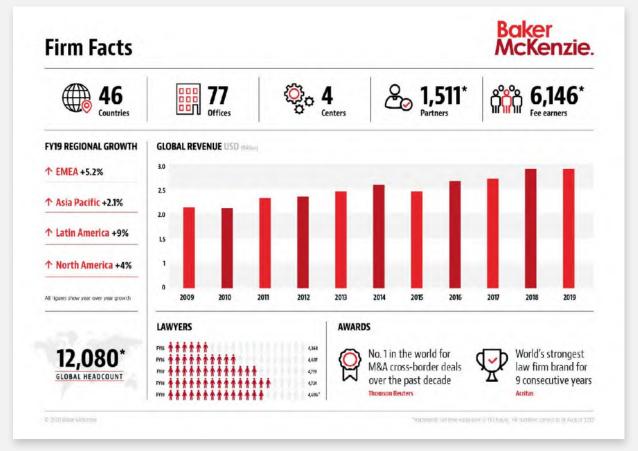


Infographics

Infographics are an effective and eye-catching way to communicate dynamic information, such as processes and statistics, in a visual and clear manner.

Typical turnaround time: 1 to 3 business days | **Type:** online, print





Invitations

Announce your next event with a visually engaging invite.

Typical turnaround time: 1 to 3 business days

Type: online, print



Baker McKenzie.

Unveiling opportunities in M&A, Private Equity and Asset Management in Latin America

Session & Happy Hour

Join us as lawyers from across Baker McKenzie North and South American offices share insights on trends in M&A, capital markets, private equity and asset management.

We'll discuss the latest on deals from private equity to rare earths, opportunities to distribute funds and securities across the region and why asset managers are exploring new offices in South

Date & Time: Tuesday | 10 October 2023 | 3:30 pm

Baker McKenzie New York 452 Fifth Avenue, New York

4:00 p.m. - 6:00 p.m.

- · Panel 1: M&A, PE and Capital Markets
- Panel 2: Asset Management, Funds, Distribution and Regulatory

6:00 p.m. - 7:30 p.m.

RSVP here



Baker McKenzie.

Your are invited for Baker McKenzie's Spring Event.

31 March 2022 De Hallen Studios Hannie Dankbaarpassage 18 1053 RT Amsterdam

Doors open at 17:30 Doors close at 181:30 Party until 00:00



Office Space

Want to spruce up the signage of your local office? We can help create mockups of your design as well as provide the proper file types that are needed for the production phase.

Typical turnaround time: 2 to 3 business days **Type:** building signage; can include vinyls for doors, walls and windows, logo artwork









Reports

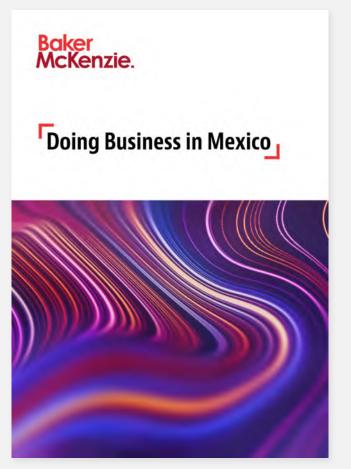
Maximize the impact and overall legibility of your content with an easy-to-navigate, professional report design.

Typical turnaround time: 2 to 3 weeks

Type: online, print

Best Practice

Please make sure to consolidate edits when receiving feedback from multiple reviewers. This helps streamline the design process as well as ensure consistency across all requested changes.









View full report **here**









5 key trends for supply chains assert on trade data from SRA. China has lost global port market share at an accelerated pace in 2019. and, labor and logistics, will determine potential growth as a supply chain hub. Companies have managed to negotiate tariff exclusions with the US Department of Commerce. The prospect of winning exclusions may delay the shift in production for companies that are either unable to find easy alternatives to China or those. who are capital-constrained in today's economy. nina's large domestic market and strength in merging markets are pivotal large and growing market as a reason to retain manufacturing in Chria A European Chamber of Commerce's Business Confidence Survey in Thing among their ton 3 destinations for new moestmen tima's global market share of exports to the emerging narkets has risen across almost all categories. oreign multinationals are also using China as a nanufacturing base to sell into the emerging markets "COVID-19 has become a pressure test for ernment intervention¹ and strategic rities will affect the future ents will reshore critical medical production, such as masks, protective goggles and protective gown Raw materials are the key constraint on domestic production and advanced economies will move quickly. subsides and long-term contracts, to spir domestic production. Production relocation of critical medical products is likely to be rapid. mments will also use a range of tax and vestment incentive packages to encourage o-creation supply chain activity, such as in supply chain diversification strategies"

companies relooking their supply chains. Whether or not companies are able to diversify their supply chains depends on multiple factors such as whether they own the IP or he component parts are made or assembled; whether their product is considered essential and therefore exempt from speofic tariffs and more. The boardroom conversation has now changed - given that trade and investment are two sides of the same coin, foreign investment screening tariff barriers will affect

Rod Hunter Trade and Investment Partner, Washington DC

Digitalization and sustainability in supply chain

underperformance in their supply chains

Lat in America is another alternative for fast-moving

Actors and sectors, organization may imper awards facilitate and manage supplier relationships as well as logistics and shaping processes. Automation and intermet of Things (LeT) are now also freet and center in supply chain shock-proofing against deruption. Healthcare and Life Sciences (HLS) companies are undertaking Power Purchase Agreements (MRS) using dean enemy sources.

COVID-19 has meanwhile accelerated the adoption of COVID-19 has recommente accessoral me acquiaries 30 de-sign technologies, as framer are forced to collaborate remotely and share digital assets with manufacturers. 30 design technologies are not mus, but adoption rates are now expected to rise sharply. Anne Petterd supposts that as workplace

global supply chains as companies increasingly combine data-driven solutions with Al To identify potential risks, bottlenecks and

multinationals will likely look to integrating pre-emptive risk management and geospatial analytics into their supply chains. Being able to fully map their supply chain to understand the geographic location of suppliers and feed the maps with alternative data (e.g. flood maps) can help companies to have in-built delenses against large shocks to their

Companies may also look to identify where park) or reliant on a cluster of suppliers all

Sustainability will also shape the future of supply chains. Nikolous Reinhuber, Chair, Global IMT Group, Frankfurt, notes that labor rost has been a key driver to manufacturing in low-cost countries, noting, however, that "there are additional drivers ranging from quality to reliability, and including the Environmental, Social Governance (ESG)

sending 3D-p supply chain s companies are operations en

national or sur

manufacturing

how are a which are prone to flooding if water levels rise above a certain elevat

Social Media Graphics

Our latest social media graphics come in two standard sizes, square for LinkedIn and Facebook and portrait for Instagram. You can have a single image made or a carousel of images to accommodate more content.

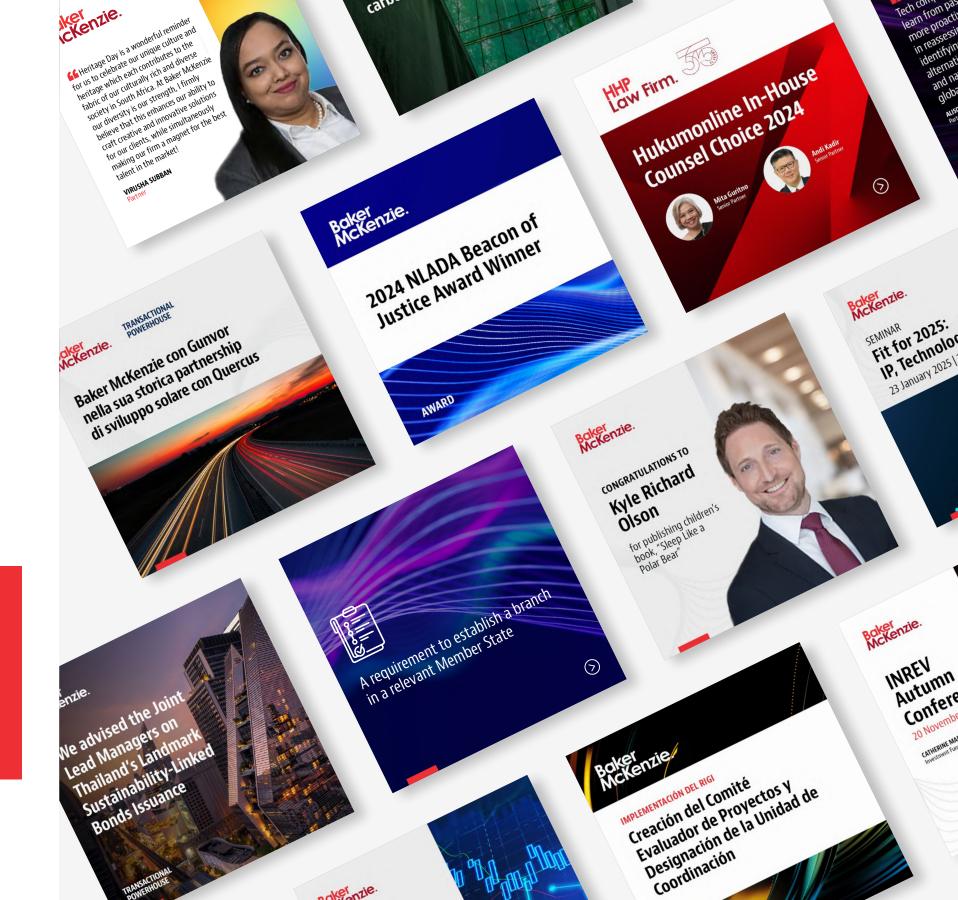
Typical turnaround time: Up to 4 hours, may vary if you are requesting more than one graphic

Type: appointment, award, campaign, event, publication, commentary, quote, ID&E branded, TPG branded

View social media guideline here

Best Practice

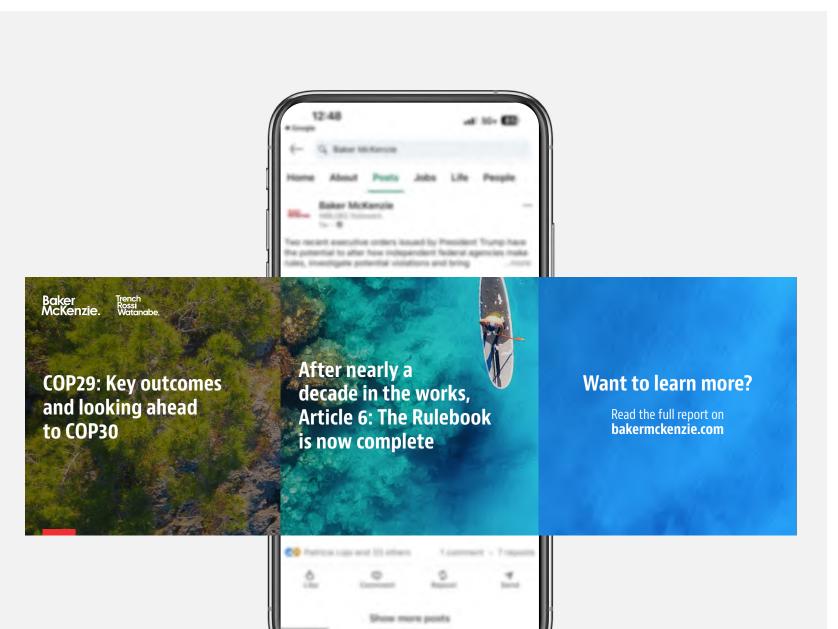
For maximum legibility, we recommend limiting your social media post to 20 words or less.

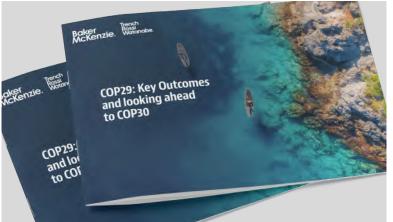


We can support in creating all related graphics for your thought leadership campaign or initiative, establishing a unified look and feel across all materials.

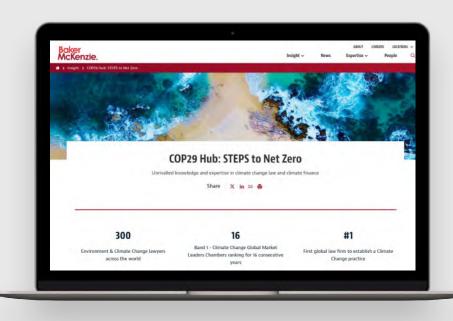
Typical turnaround time: Depends on complexity and agreement with requester

Type: report, social media graphics, event materials, web page assets





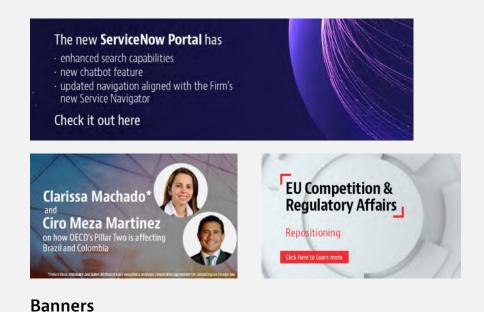




Webpage Design Assets

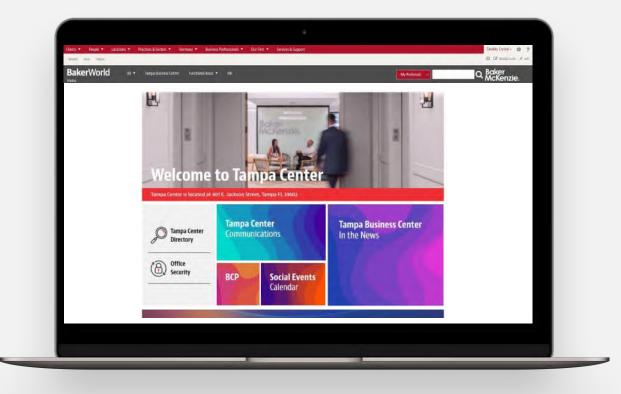
We provide individual assets for web, such as banners or buttons, as well as assist with designing full BakerWorld pages.

Typical turnaround time: Depends on complexity and agreement with requester | Type: online





Buttons/Tiles



Full BW page layout

Multimedia Support and Examples



Animation

Animation includes different types of video work, such as: stingers, animated text, special effects, etc.

Typical turnaround time: Depends on complexity and agreement with requester

Type: typographic, stinger, invite, promotional, award announcement, etc.

Video examples

- Project Horse
- FIRE
- Blockchain
- Supply Chain
- Award announcement





General Video Requests

Harness the power of video marketing with our video editing services. Our team can assist with conceptualizing, storyboarding and executing professional and branded videos.

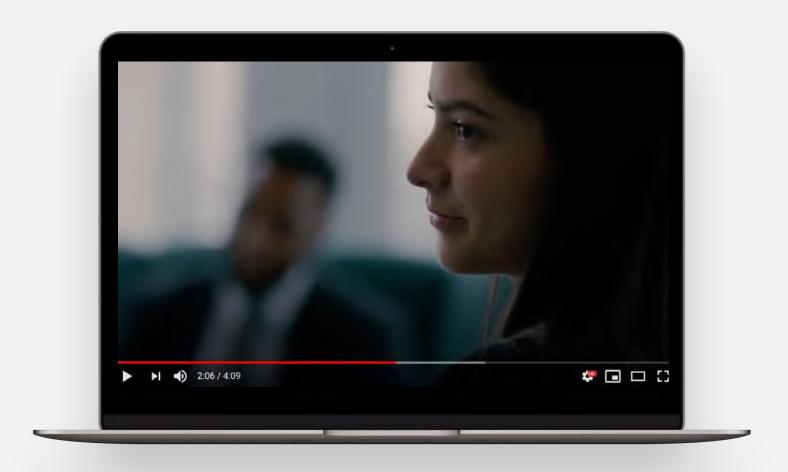
Typical turnaround time: Depends on complexity and agreement with requester

Type: editing, upload/download, productions, event, anniversary, client presentations, stinger, TV commercials, year-end report, other

Video examples

- Helping Clients Do Business in Japan
- Working at Baker McKenzie's Tampa Center
- Cash Repatriations Today
- SDG: What Inspires You and Why?

View the quick reference guide for shooting video interviews <u>here</u>



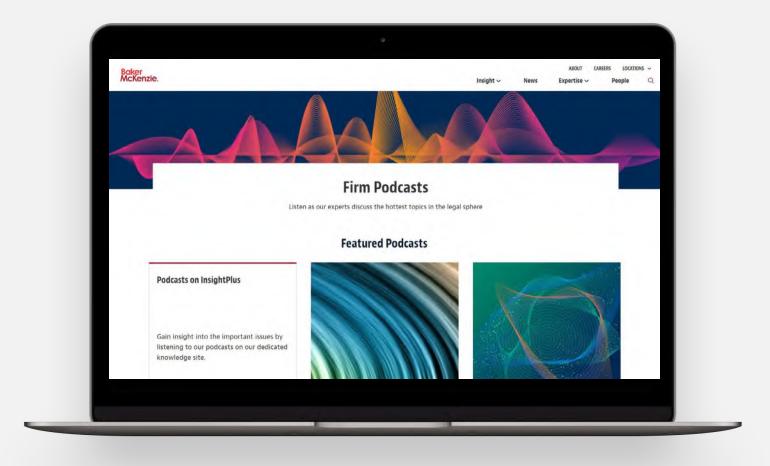
Podcasts

Our team can help with editing and hosting of podcast recordings as well as creating the full marketing campaign materials. We can help set-up your Spotify, Apple and Google Podcasts in-house, at no extra cost.

Typical turnaround time: Depends on complexity and agreement with requester

Type: audio editing, audio purchase, audio search, podcast, hosting external or internal

View featured podcasts <u>here</u>
Learn how to start podcasting with this <u>guide</u>



Virtual Art Direction

We are bringing the onsite video production, virtually. We can help with the set-up online for filming with laptops/cellphones. Set up a consult with us so we can discuss.

Videos creating using art direction

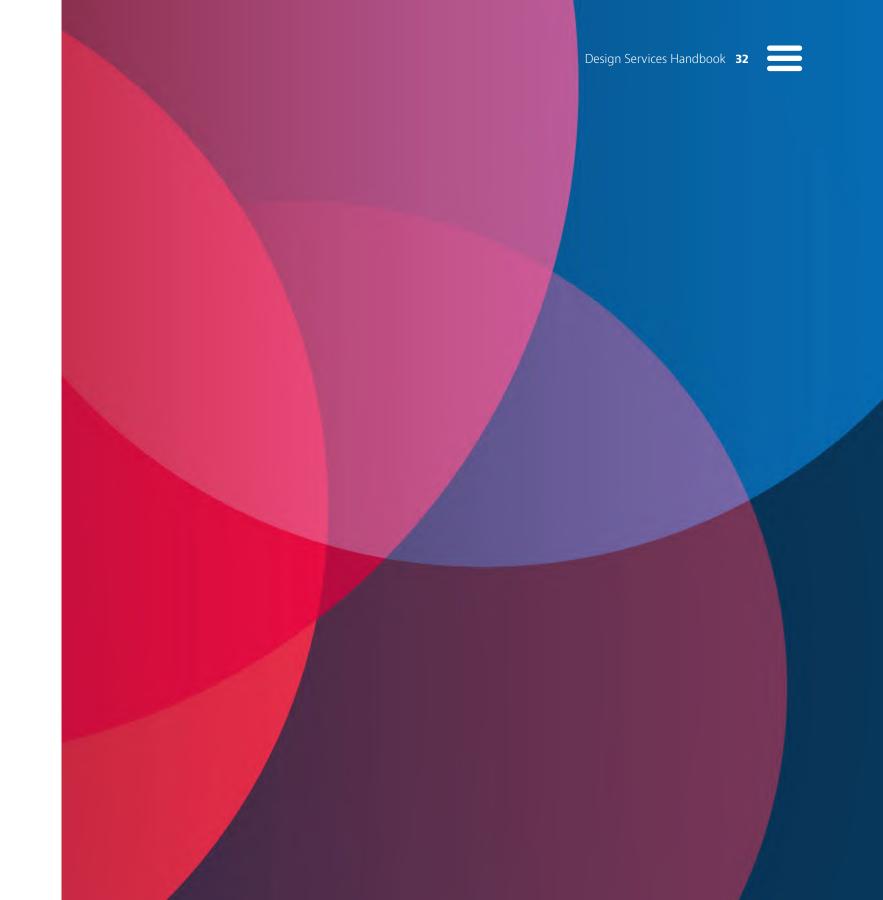
- MENA DR Video Series
- Cash Repatriations Today
- BakerBand

Additional video recording resources

Zoom video recording step-by-step **guide**At-home Mobile Vlogging step-by-step **guide**



Additional Resources



Additional Resources



Brand Guidelines

Get familiar with the Firm's latest official brand guidelines and standards.



Brand Asset Library

This easy to use site provides access to all key brand assets - from photography and icons, to headshots and firmwide logos. You can also find ready-to-use PowerPoint, virtual backgrounds and BXchange templates for internal initiatives.

- Design Services News
- Photography
- Iconography
- Logos
- Virtual Backgrounds

- Headshots
- Campaigns and Sub-Brands
- User Guidelines
- Event Photos
- Music



Who Does What

This document clarifies the differences between Design Services, Document Services and the Proposal Production Center (PPC).



Design Services Key Contacts



Jon North
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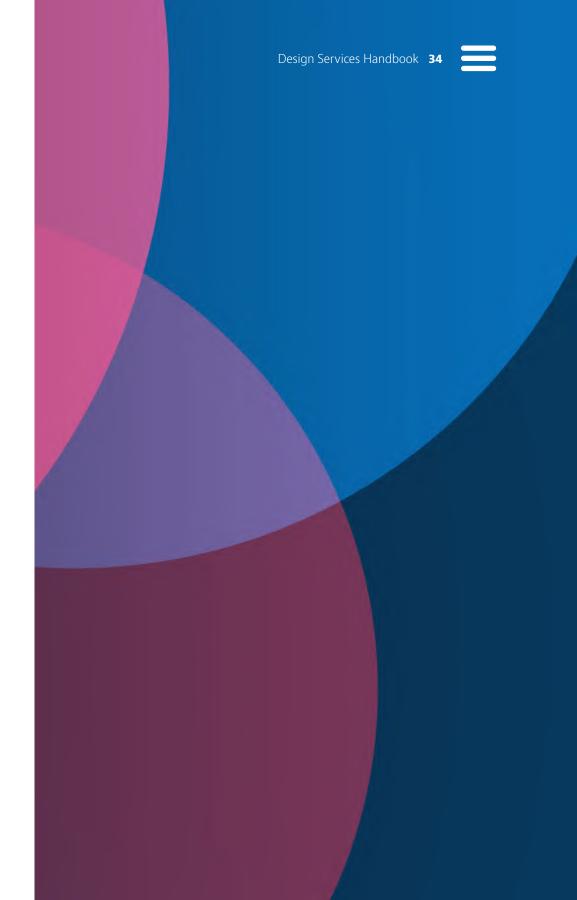
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Baker McKenzie delivers integrated solutions to complex challenges.

Complex business challenges require an integrated response across different markets, sectors and areas of law. Baker McKenzie's client solutions provide seamless advice, underpinned by deep practice and sector expertise, as well as first-rate local market knowledge. Across more than 70 offices globally, Baker McKenzie works alongside our clients to deliver solutions for a connected world.

bakermckenzie.com

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