

Brand Guideline for LEX & GRAY ATTORNEYS



LEX & GRAY
ATTORNEYS

Welcome Message

At Lex & Gray Attorneys, we extend a warm welcome to you – our valued clients, partners, and friends. Step into a realm where legal excellence meets modern professionalism, and where the complexities of law are navigated with precision and innovation. Our journey is rooted in a legacy of legal wisdom, and our commitment to clarity, reliability, and integrity forms the foundation of everything we do. Lex & Gray is more than a law firm; it is a dynamic partnership built on trust, understanding, and shared success.

As we embark on this collaborative journey, rest assured that our team, comprised of seasoned legal professionals, is dedicated to providing comprehensive legal services tailored to your unique needs. We thrive on the intersection of tradition and contemporary approaches, ensuring that our clients receive strategic counsel that stands the test of time. Explore the intersection of law and modernity with Lex & Gray Attorneys, where legal solutions are not just our expertise but also our passion. Welcome to a legal experience of excellence, clarity, and a commitment to your success.

Let us embark on this journey together, where the law meets innovation and your legal needs find their home.

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1.0

Brand Overview

This section provides an insightful glimpse into the heart and soul of Lex & Gray Attorneys. It encapsulates our brand's essence, its reason for being, and what we aspire to become. It's the foundation upon which all other brand guidelines are built.

About Lex & Gray Attorneys

The genesis of Lex & Gray Attorneys is rooted in a nuanced understanding of the legal landscape and the intricate dynamics of the attorney-client relationship. The brand name itself, crafted with purpose and precision, embodies a dual significance. "Lex," representing "Law," serves as the foundational pillar, denoting the essence of legal expertise and tradition. The intriguing dimension unfolds with the incorporation of "Gray" from the concept of the "Gray Area." Here, the brand delves into the heart of legal ambiguity, symbolizing the unknown, complex, and often perplexing scenarios that individuals face. This "Gray Area" is the threshold upon which clients embark when seeking legal counsel, encountering situations that demand clarity and guidance.

Furthermore, the attorney's role as a compendium of law by exaggeration underscores the depth and breadth of legal knowledge encapsulated within Lex & Gray. The fusion of "Lex" and "Gray" encapsulates the essence of the brand's existence—a bridge between the profound tradition of law and the multifaceted, often intricate, modern legal landscape.

In essence, Lex & Gray Attorneys emerges not merely as a legal service provider but as a guiding light in the "Gray Area" of legal complexities. The brand's inception narrative encapsulates the commitment to unraveling legal intricacies, providing clarity, and establishing a strong foundation for the attorney-client relationship. The hidden knowledge within the lines reveals a brand that goes beyond the surface, diving deep into the core of legal challenges to offer comprehensive solutions and unwavering support.

Brand Essence & Story

At Lex & Gray Attorneys, our brand essence is a tapestry woven with threads of tradition, legal acumen, and a commitment to modern professionalism. Our story unfolds in the careful selection of our name—LEX, representing the timeless foundation of "Law," and GRAY, an embodiment of navigating the uncertainties in the "Gray Area" of legal complexities. This duality encapsulates our dedication to providing clarity amid ambiguity, blending the wisdom of tradition with the precision demanded by the modern legal landscape.

Our journey began with the recognition that clients often seek legal counsel when faced with the unknown, represented by the "Gray" in our name. As legal practitioners, we aspire to be more than just advisors; we aim to be companions guiding our clients through intricate legal matters. Lex & Gray Attorneys stands as a compendium of legal expertise, harmonizing tradition with innovation. Our story is one of transcending conventional boundaries, offering a seamless integration of time-honored legal wisdom and contemporary solutions. We navigate the complex intersections of law, embodying a brand essence that is both rooted in tradition and poised for the challenges of the modern legal landscape.

In every case we handle, we embody the essence of our brand, providing clear, reliable, and strategic legal solutions. Lex & Gray Attorneys isn't just a law firm; it's a narrative of trust, expertise, and the pursuit of excellence in every legal endeavor.

Core Values

- 1. Integrity:** We adhere unwaveringly to the highest ethical standards, ensuring transparency, honesty, and reliability in every interaction. Our dedication to integrity forms the bedrock of trust with our clients, peers, and the communities we serve.
- 2. Clarity:** Our commitment to clarity extends beyond the intricacies of legal complexities. We prioritize delivering straightforward and comprehensible solutions to our clients, empowering them with knowledge for informed decisions.
- 3. Professionalism:** Lex & Gray embodies professionalism in every aspect, from the expertise of our legal professionals to the delivery of our services. Shared values and processes unite our team, providing a consistent, high-quality service wherever and whenever our clients need us.
- 4. Sector Knowledge:** We pride ourselves on offering sector-specific insights and knowledge of regulatory nuances to provide excellent legal services. Our lawyers are equipped to navigate industry-specific challenges, contributing to the success of our clients in diverse sectors.
- 5. Innovation:** In a dynamic legal landscape, innovation is key. Our clients, independent legal guides, and leading industry awards consistently recognize us for quality and innovation. Lex & Gray Attorneys embraces innovative approaches to deliver cutting-edge legal solutions.

Brand Values

- 1. Legal Expertise:** From client matters that span jurisdictions to cases that require ground-breaking strategies, Lex & Gray provides solutions to our client's most complex legal issues.
- 2. Client-Centricity:** Central to our culture is the priority we place on the individual needs of our clients. We understand that personalized advice, delivered with personality, is key in their most challenging moments.
- 3. Operational Excellence:** shared values and processes, providing a consistent, high-quality service wherever and whenever needed, unite our legal team and support staff.
- 4. Sector Knowledge:** Our lawyers offer sector-specific insights, bringing a deep understanding of regulatory nuances to provide excellent legal services tailored to each industry.
- 5. Innovation:** Recognized for quality and innovation, we consistently explore new approaches to meet the evolving needs of our clients and the legal landscape.

Actus non facit
reum nisi mens
sit rea.



“At Lex & Gray Attorneys, our mission is to stand at the intersection of legal excellence and modern professionalism. We provide a comprehensive suite of legal services anchored in integrity, clarity, and unwavering commitment. With a legacy of legal prowess, our brand essence is rooted in a deep understanding of the law, coupled with a contemporary approach to meet the evolving needs of our clients. Beyond delivering excellent legal services, our strength lies in our people and sector knowledge. With Africa as our market, our focus is solely on you, ensuring our partnership is built on trust, understanding, and shared success.”

Ngozi - 35

Occupation: Business Owner (Tech Startup)

Geography: LinkedIn, Tech Forums and Blogs



Ngozi, a 35-year-old tech entrepreneur leading a modern lifestyle, is the epitome of a business owner navigating the complexities of the tech start-up world. With a vibrant family life and a passion for innovation, Ada faces challenges in comprehending legal intricacies, managing time constraints, and mitigating potential risks to her tech business. Her wish list for legal support includes specialized tech legal expertise, time-efficient solutions, and proactive advice. Ada values clear communication, regular updates, and accessible legal resources tailored for the tech industry.

Lex & Gray Attorneys is poised to meet Ada's needs with specialized tech legal expertise, efficient and transparent solutions, and strategic risk mitigation. The firm aligns with Ada's goals, offering a seamless blend of traditional legal wisdom and contemporary solutions to ensure the success of her tech start-up journey.

Daniel - 40

Occupation: Senior Business Executive

Geography: LinkedIn, Business Publications



Daniel, a 40-year-old Senior Business Executive residing in a suburban executive home, faces the intricate challenge of managing complex business operations while navigating potential legal risks. With a high six-figure salary and a Master's degree in Business Administration, Daniel values family time, enjoying sophisticated hobbies like golf and fine dining. His limited time demands legal services that prioritize efficiency, clarity, and a harmonious blend of traditional legal wisdom with modern solutions. Seeking a legal partner who can streamline processes, ensure compliance, and provide strategic guidance, Daniel is motivated by a commitment to continuous learning and appreciates clear communication through channels like email and scheduled phone calls. Lex & Gray Attorneys can cater to Daniel's needs by offering specialized legal services, aligning with his preference for clear communication and providing a seamless integration of tradition and modernity in legal solutions.

Our Unique Selling Point (USP)

An ideal image for the USP of Lex & Gray Attorneys could be a composite image showcasing the merging of traditional legal symbols, such as a gavel or scales of justice, with modern elements like digital interfaces or contemporary office settings. This visual representation would symbolize the firm's unique blend of traditional legal expertise and a modern, tech-forward approach. The image should evoke a sense of harmony between the classical and the contemporary, reflecting Lex & Gray's commitment to providing innovative and forward-thinking legal solutions while respecting the timeless foundations of the legal profession.



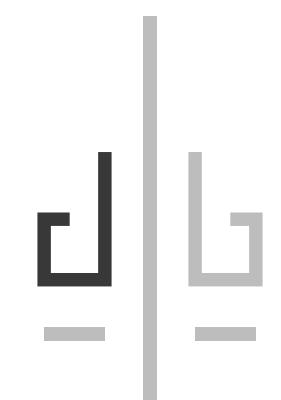
2.0

Logo

The logo is the face of Lex & Gray Attorneys, and this section tells you how to showcase it with perfection. It explains where to place the logo, how big or small it should be, and the space it needs to breathe. It's a guide to ensuring that our visual identity always shines through consistently.



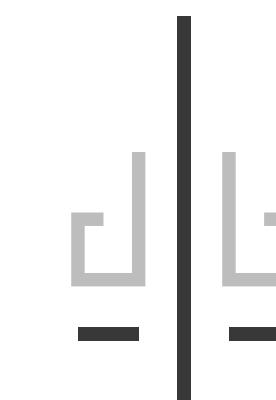
The logo intricately weaves the letters "L" and "G" into the formidable silhouette of Athena's sword, a symbol synonymous with wisdom, law, and justice. Drawing inspiration from the Greek goddess, this logo encapsulates the brand's unwavering commitment to legal acumen and strategic counsel. The choice of sans-serif typefaces for the brand's name establishes a sleek and contemporary visual identity, harmonizing seamlessly with Lex & Gray's modern approach to legal services. Athena's sword, representing strength and wisdom, conveys the brand's ability to navigate and dissect legal complexities with precision and clarity. Embracing this symbol signifies Lex & Gray's dedication to delivering sharp, insightful, and impactful legal solutions—a perfect fusion of modernity, legal prowess, and the timeless wisdom embodied by Athena.



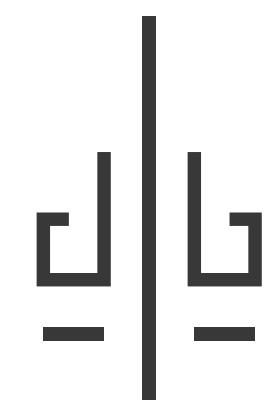
Letter L (Lex)



Letter G (Gray)



Sword of Athena



Full Logo

— Clear Space

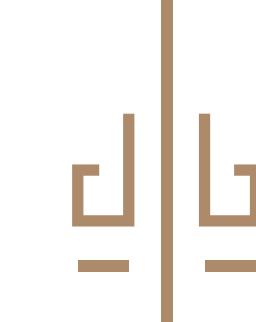






Horizontal Stacked Logo

Ideal for situations where horizontal space is abundant, such as website headers, banners, or signage. It provides a balanced and easy-to-read presentation, making it suitable for a variety of applications.



Vertical Stacked Logo

Useful in vertical or narrow spaces, such as mobile apps, social media avatars, or narrow columns. The vertical arrangement allows for optimal visibility in limited height spaces.



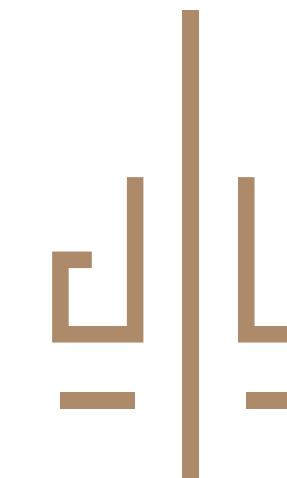
Logotype Only

Employ the logotype alone when the brand name holds strong recognition, and the visual symbol may not be necessary. It's suitable for instances like letterheads, business cards, or situations where the brand name itself is sufficient for identification.



Circular Text Around the Logo

Best suited for applications where a circular or rounded format is preferred, such as badges, seals, or when a cohesive circular layout is desired. It adds a unique visual element and can work well for brands with circular motifs.



Logo Mark Only

Use the logo icon alone when brand recognition is already established, and the full logo may be redundant. This is common in social media profile pictures, favicon, or situations where a compact, recognizable symbol is sufficient.

Correct Logo Application

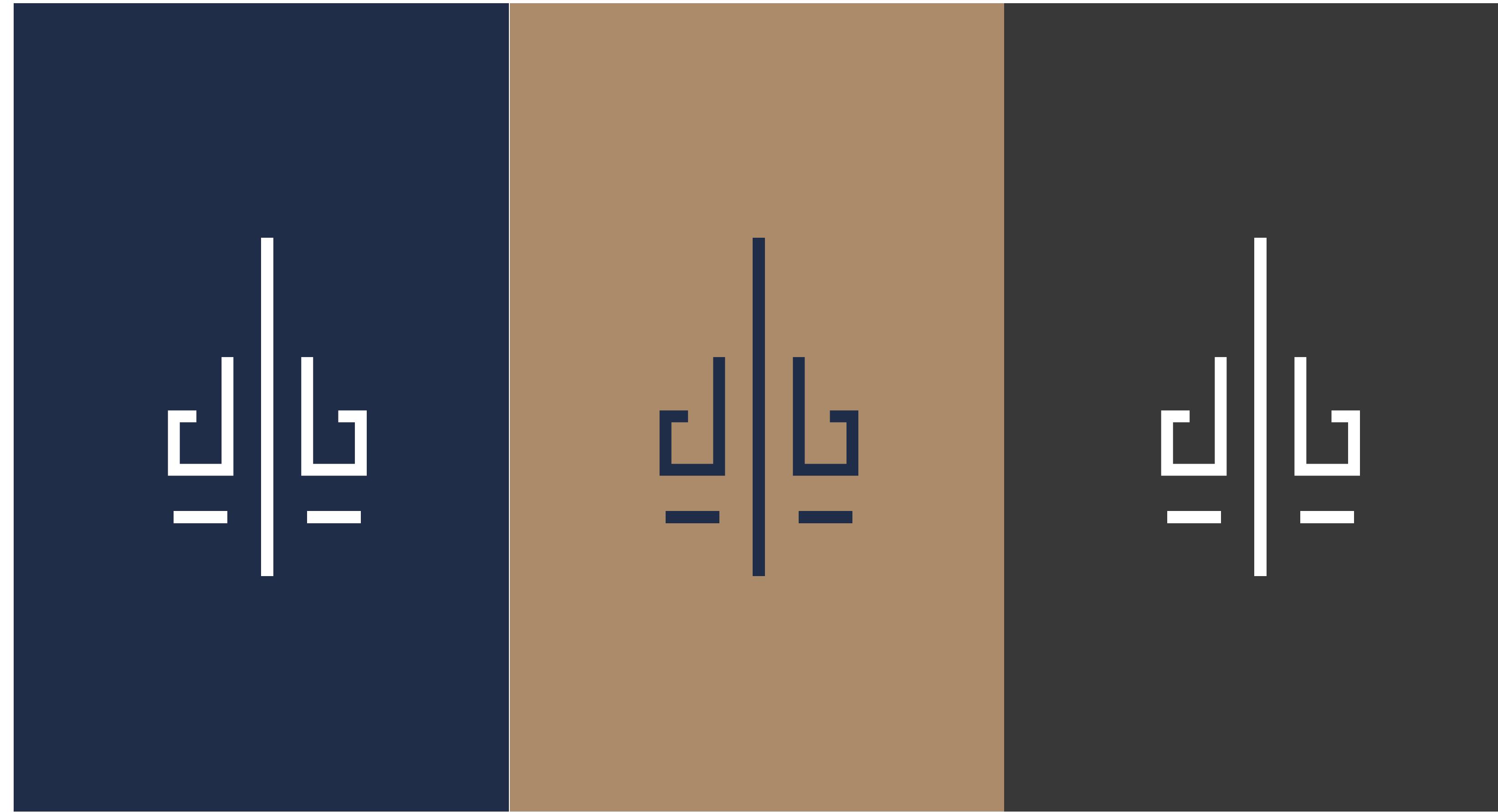
This refers to the precise and consistent application of the brand's logo across various materials and platforms. This ensures the logo's integrity in terms of size, placement, and colour, reinforcing brand recognition and maintaining a polished brand image.



Incorrect Logo Application

This refers to situation where the brand's logo is used improperly or inconsistently. This guideline helps avoid common mistakes, ensuring that the logo is always correctly sized, positioned, and coloured to maintain the brand's identity and professionalism.

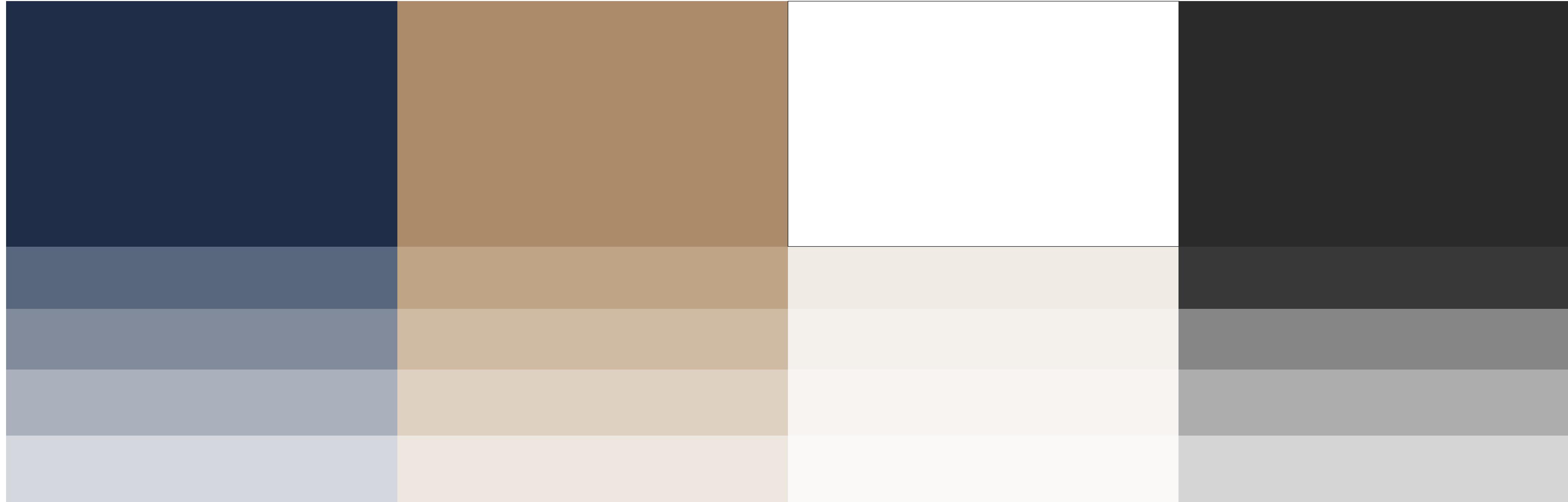




3.0

Colours

The colour section is the primary guide to the colour palette that defines our brand, establishing the foundation for a strong and consistent brand identity. The carefully chosen colours here reflect the core characteristics and values of our brand. They not only provide appealing visual aesthetics but also communicate the emotions and message of our brand to our audience.



Gunmetal Blue

HEX: #202D48

RGB: 32, 45, 72

CMYK: 95, 80, 42, 45

HSL: 220, 55, 28

Desert Sand

HEX: #B2906A

RGB: 171, 141, 107

CMYK: 27, 39, 56, 17

HSL: 29, 38, 68

White

HEX: #FFFFFF

RGB: 255, 255, 255

CMYK: 0, 0, 0, 0

HSL: 29, 0, 100

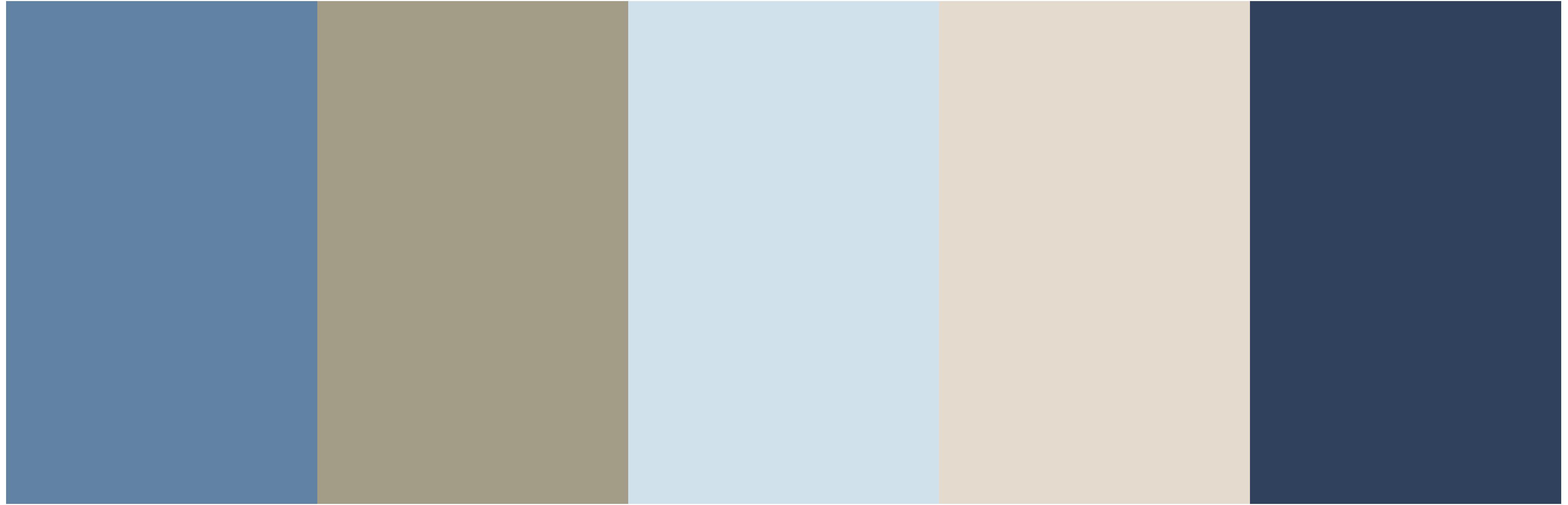
Dark Gray

HEX: #2A2A2A

RGB: 42, 42, 42

CMYK: 71, 62, 58, 72

HSL: 29, 0, 16



Gentle Blue

HEX: #6284A5

RGB: 98, 132, 165

CMYK: 66, 40, 21, 5

HSL: 208, 40, 64

Ash Gray

HEX: #A59F8A

RGB: 165, 159, 138

CMYK: 27, 39, 56, 17

HSL: 36, 29, 43, 11

Sky Mist

HEX: #D2E3ED

RGB: 255, 255, 255

CMYK: 21, 5, 6, 0

HSL: 201, 11, 92

Warm Sand

HEX: #E6DCCF

RGB: 230, 220, 207

CMYK: 12, 13, 20, 0

HSL: 33, 9, 90

Deep Sea Blue

HEX: #30415E

RGB: 48, 65, 94

CMYK: 87, 70, 38, 31

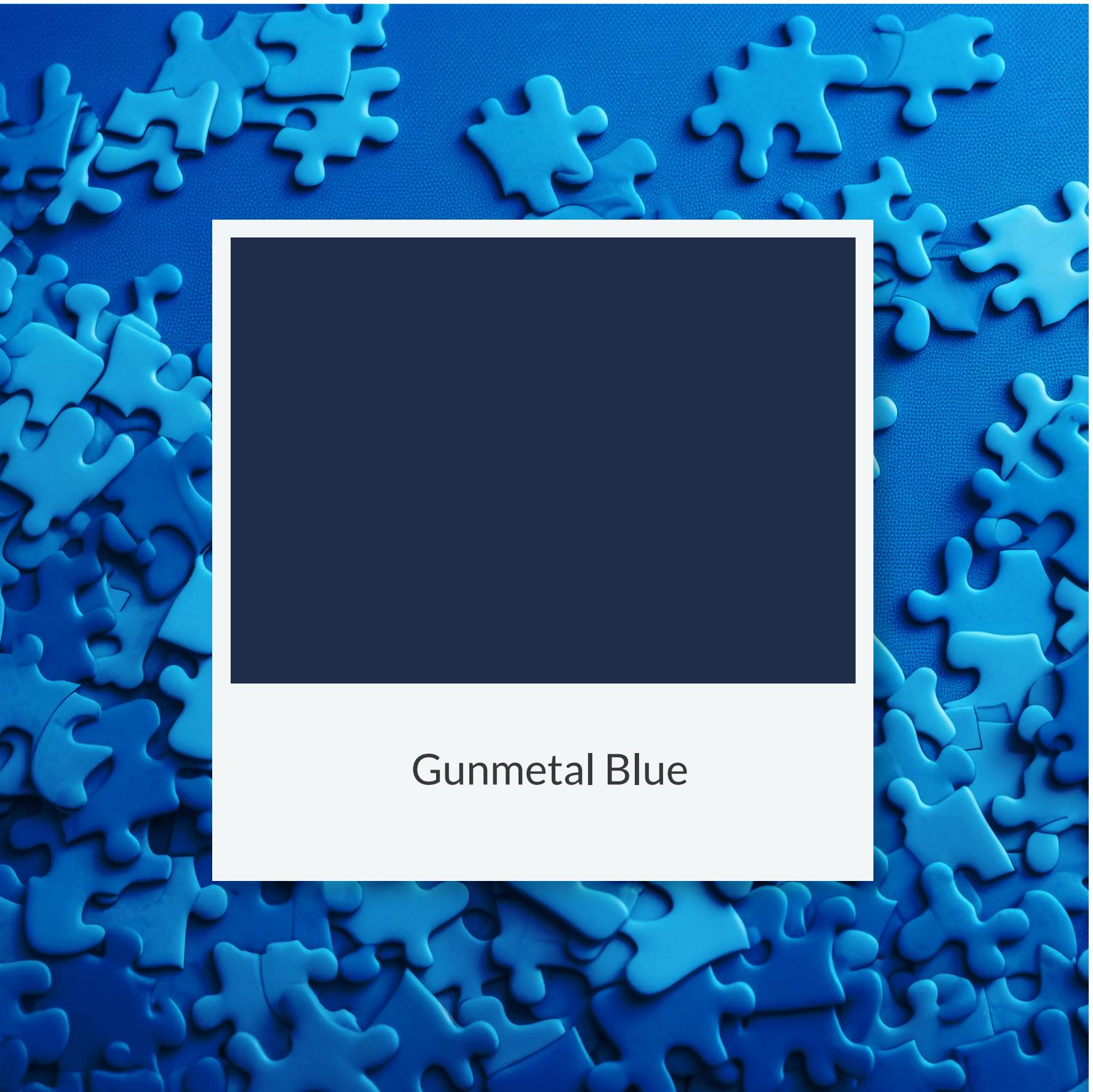
HSL: 217, 48, 36

Brand Colour

Gunmetal Blue exudes a sense of sophistication, authority, and depth. As the primary color of the brand, Gunmetal Blue reflects the brand's commitment to traditional legal values, invoking a sense of trustworthiness and reliability. The deep, muted blue tone signifies professionalism and stability, aligning with the seriousness and gravity often associated with the legal field. It portrays a modern touch, subtly blending contemporary elements into the traditional, showcasing Lex & Gray's approach to combining legal wisdom with innovative solutions. Overall, Gunmetal Blue personifies the brand as a reputable, composed, and forward-thinking entity within the legal landscape.

Trustworthy Knowledgeable Modern Professional Integrity

 Brand Colour
#202D48

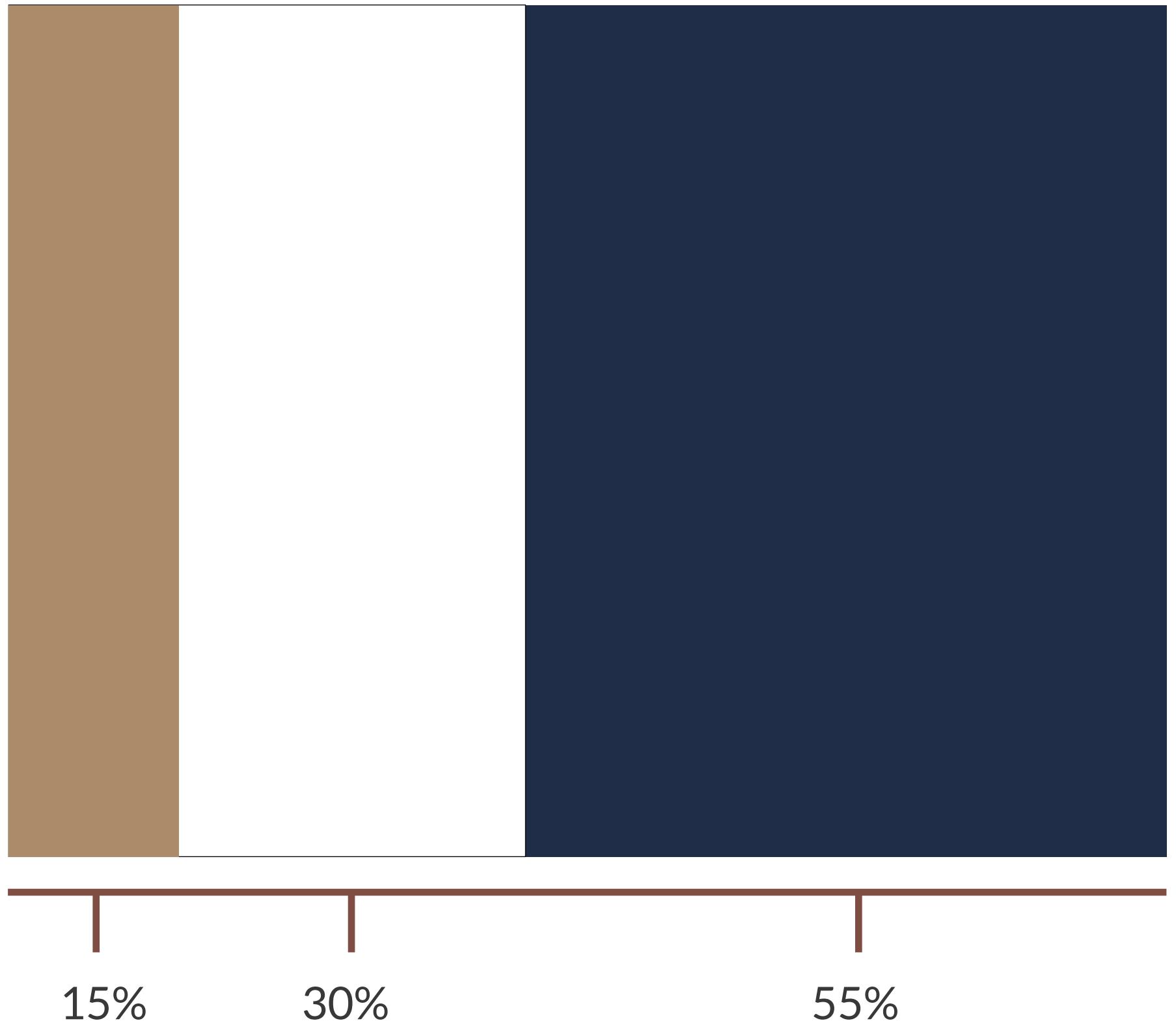


Colour Usage

Gunmetal Blue: The chosen colour palette for Lex & Gray Attorneys is a deliberate reflection of the brand's core values, with Gunmetal Blue serving as the primary hue. This deep, authoritative color symbolizes tradition, trustworthiness, and professionalism, creating a strong and cohesive visual identity across various brand elements. Gunmetal Blue can serve as a sophisticated and professional background colour, providing a timeless backdrop for various design elements.

Desert Sand complements Gunmetal Blue in the Lex & Gray Attorneys colour palette, offering warmth and balance. This accent colour adds sophistication to the overall scheme and is strategically employed in highlights, call-to-action elements, or secondary graphics. Its application enhances visual interest, contributing to the brand's cohesive and refined aesthetic.

White serves as the neutral base in the Lex & Gray Attorneys color palette, providing a clean and crisp backdrop. This versatile colour ensures readability and contributes to a modern and minimalist aesthetic across various design materials. Whether used in social media graphics or other communication pieces, the combination of Gunmetal Blue, Desert Sand, and White establishes a harmonious visual language, reinforcing the brand's commitment to tradition, warmth, and modern professionalism. White can be used as the text color for clarity and readability, creating a clean and modern look against the Gunmetal Blue background.



4.0

Typography

In the context of Lex & Gray Attorneys, typography guidelines establish consistent use of typefaces, font styles, font sizes, and text layouts. This ensures the brand's sweet and fresh message is conveyed professionally through appropriate design and optimal readability.

Primary Typeface

Proxima Nova, Chosen as the primary font, Proxima Nova brings a modern and sophisticated touch to the brand. Its clean lines and contemporary design align with Lex & Gray's commitment to modern professionalism. Proxima Nova exudes clarity and readability, ensuring that the brand's communication is both sleek and accessible. This font contributes to a fresh and forward-looking visual language, complementing the brand's ethos of tradition seamlessly blended with innovation.

Here is a brief guideline for the usage of the primary typeface:

- Usage in Headings

Aa Bb Cc

Primary Typeface

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
0 1 2 3 4 5 6 7 8 9

Secondary Typeface

Helvetica, chosen as the secondary font, adds a touch of timeless elegance to the brand's typographic palette. Renowned for its versatility and neutrality, Helvetica aligns with the brand's commitment to tradition and clarity. Its clean and straightforward design fosters readability, making it an ideal choice for body text and supporting elements. The use of Helvetica in conjunction with Proxima Nova creates a balanced typographic harmony, reinforcing Lex & Gray Attorneys' duality of tradition and modernity.

Here is a brief guideline for the usage of the secondary typeface:

- Usage in Body Text, Letter and Line Spacing

Aa Bb Cc

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
0 1 2 3 4 5 6 7 8 9

Display Headline - Font: Proxima Nova

Size : 120 point

Lorem ipsum

Heading 1 - Font: Proxima Nova

Size : 90 point

Lorem ipsum

Heading 2 - Font: Proxima Nova

Size : 60 point

Lorem ipsum

Subheader - Font: Proxima Nova

Size : 40 point

Lorem ipsum

Body Text - Font: Helvetica

Size : 30 point

Lorem ipsum

Brand Messaging

5.0

Lex & Gray Attorneys' brand messaging revolves around the intersection of legal excellence and modern professionalism. It encapsulates a narrative woven with tradition, legal acumen, and a commitment to providing clear, reliable, and strategic legal solutions. The messaging emphasizes the brand's role as more than a law firm, positioning it as a trustworthy companion guiding clients through legal complexities.

Clear Messaging Strategy

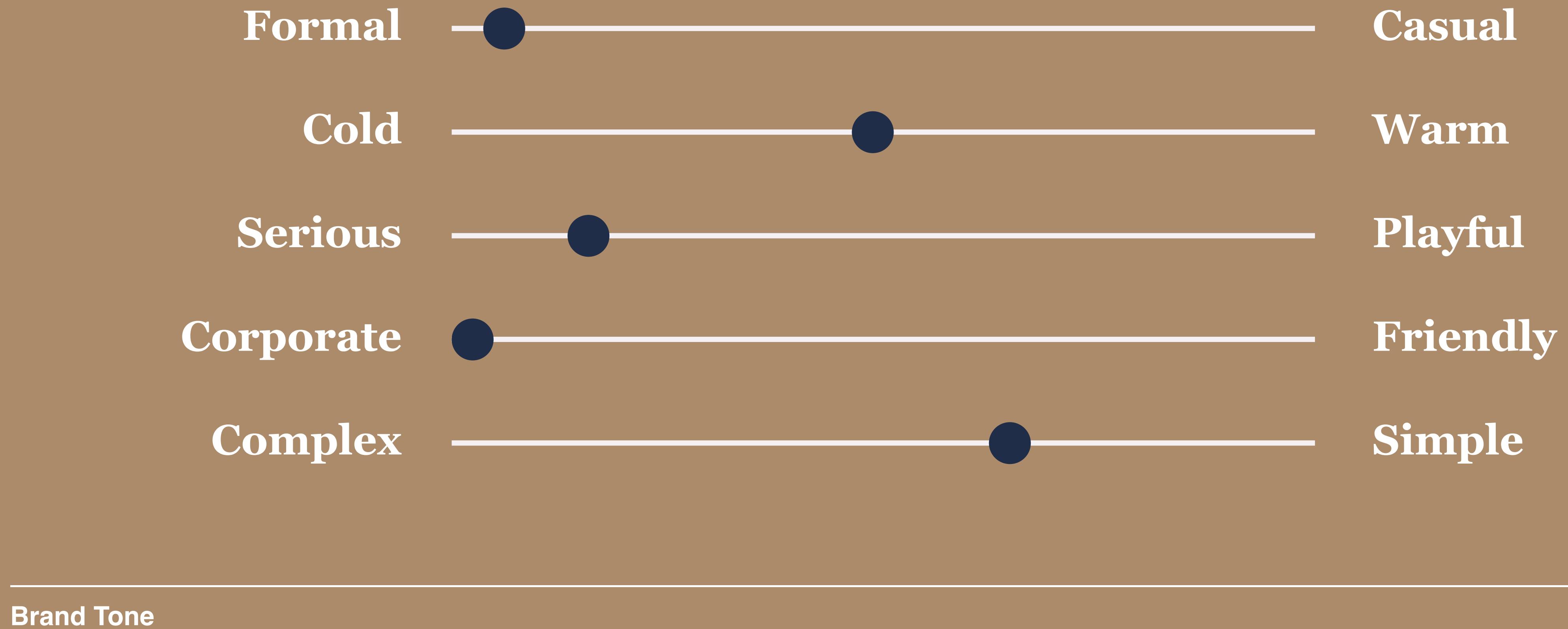
The clear messaging strategy employed by Lex & Gray Attorneys ensures that every communication resonates with transparency, integrity, and clarity. The strategy revolves around distilling complex legal concepts into understandable and relatable content, fostering a deeper connection with the audience. This approach aims to demystify legal matters and empower clients with knowledge for informed decisions.

Brand Voice & Language

The brand voice of Lex & Gray Attorneys is authoritative yet approachable. It leverages a language that is clear, concise, and devoid of unnecessary legal jargon. This deliberate choice in language aims to make legal information more accessible to a broader audience, fostering open communication and understanding between the brand and its clients.

Key Messages

Key messages for Lex & Gray Attorneys focus on the brand's commitment to legal excellence, tradition, and modern professionalism. These messages underscore the brand's role as a legal partner offering specialized expertise, efficient solutions, and proactive advice. Clarity, reliability, and a seamless blend of tradition and innovation emerge as consistent themes in key messages.



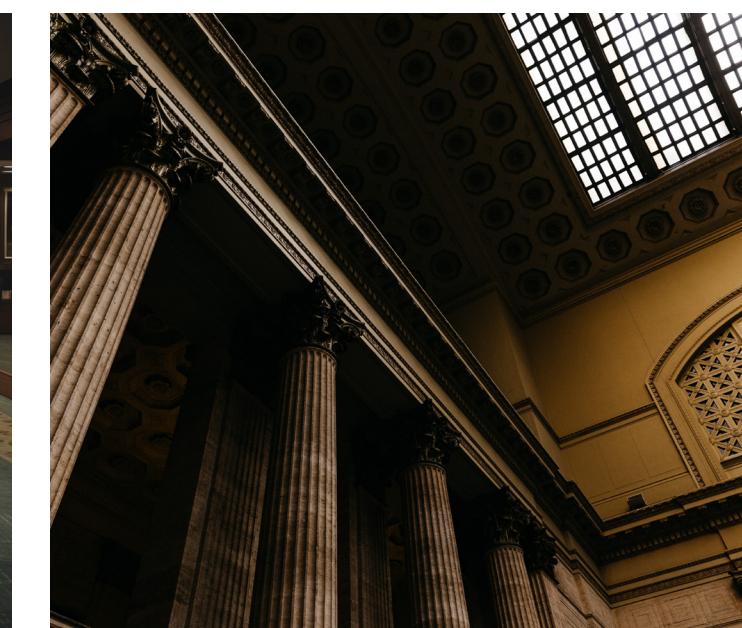


Salus populi
suprema lex esto.

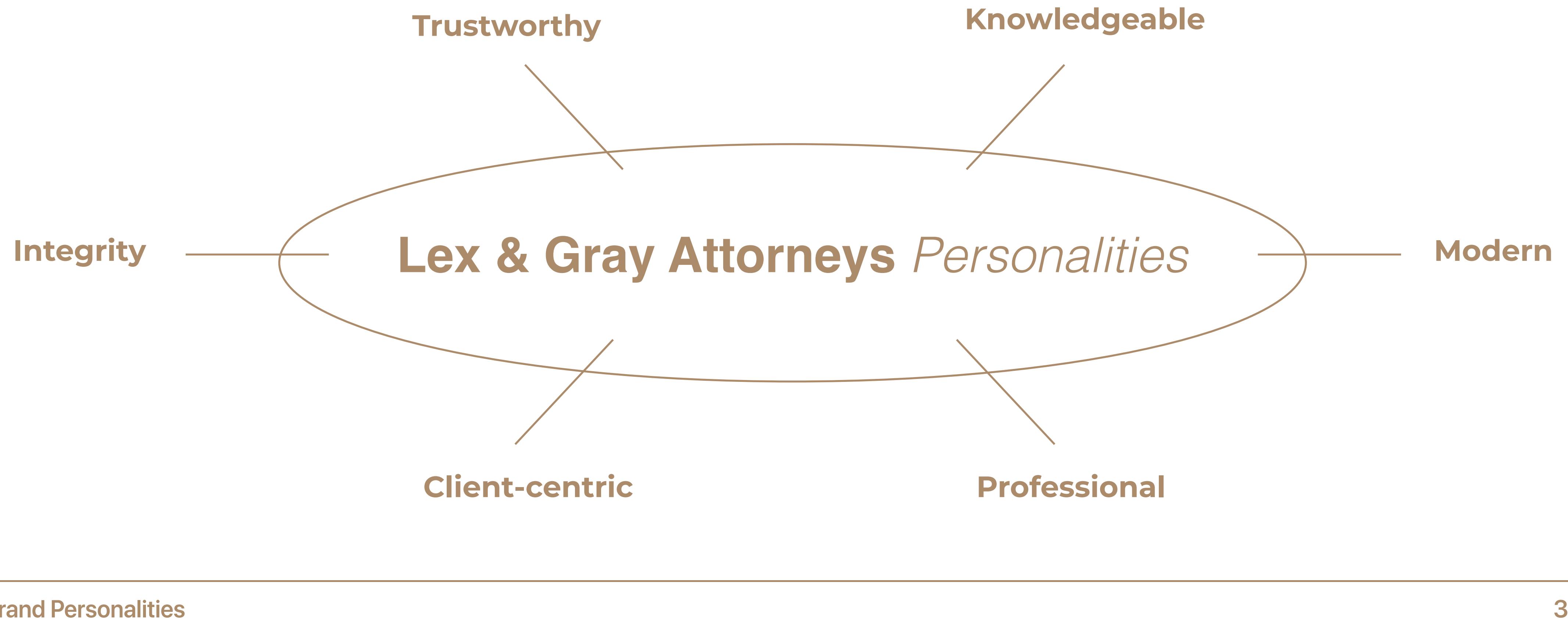
Imagery

Lex & Gray Attorneys' imagery and photography styles seamlessly blend tradition and modernity, presenting a visual narrative that embodies professionalism, trustworthiness, and contemporary legal services. The visuals focus on legal landscapes with a modern touch, showcasing authentic and diverse representations of legal professionals in meaningful interactions. The photography style strikes a balance between formality and approachability, employing a mix of candid shots and composed images. These visuals contribute to a relatable and relatable brand image, reinforcing Lex & Gray Attorneys' commitment to marrying tradition with modern professionalism.

6.0



Photography Styles



7.0

Application

The Lex & Gray Attorneys brand application encompasses a wide range of materials and platforms to bring the brand to life and connect with its audience effectively. It reflects the brand's joyful and fresh identity across various touchpoints, ensuring a cohesive and delightful brand experience.





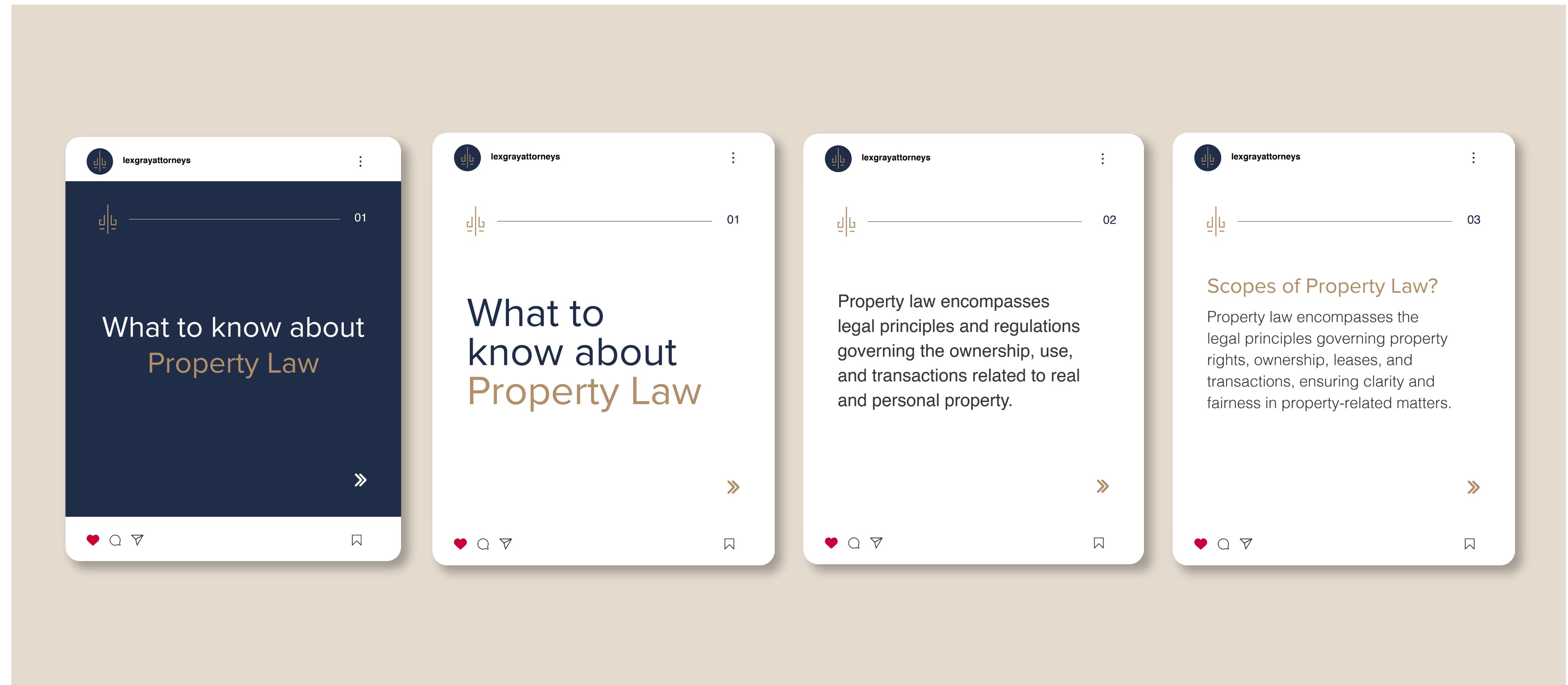
Stationery (Office File)

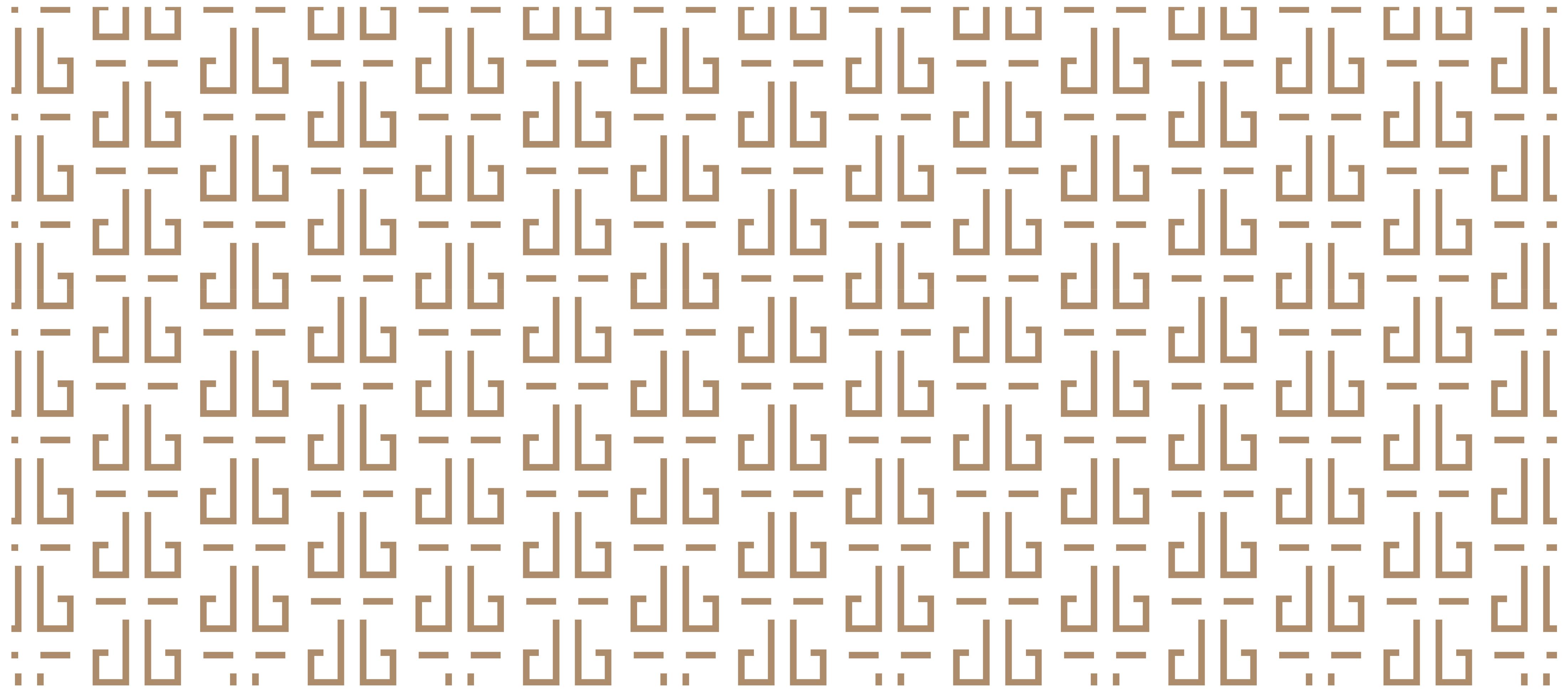


Stationery (Stamp)









Pattern

Contact Information

Strict use of the Pretty Braids Gal brand standards is critical to building and protecting our brand image. Requests to deviate from the guidelines defined in this publication must be reviewed and approved.

For additional questions, please contact:

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