lawstore
VIRTUAL ASSOCIATE SERVICES

lawstore 3.0
Brand Guidelines - 2019

V1.0 | June 2019

Classification: Confidential

Content

Logo

Logo Size and Margin

Web and Digital	Email Communication	Print
Width: 150px

Margin: 30px
(1/5th of logo size) | Width:150px

Margin: 30px
(1/5th of logo size) | Portrait page - 1/5th of the width of the page.

Landscape page - 1/5th of the height of the page.

Minimum size: 30mm
(Ex: Width for A4 size: 42mm)

Margin: 14mm (1/3rd of logo size) |

Placement of the Logo

Web and Digital	Email Communication	Print

Top Left of the page or
Top Center of the page |

Top Left of the page or
Top Center of the page |

Top Left of the page or
Top Center of the page or
Bottom Right of the page |

Logo

14mm   42 mm   14mm

14mm   42 mm   14mm

Dos and Dont's

Dos	Don'ts
 Use appropriate amount of margin around the logo	 Don't use the logo with less or no margin
 Only use the authorized colors of the logo	 Don't modify the color or tone of the logo
 Use appropriate sizes as mentioned in previous page	 Don't enlarge or reduce the standard size
 Make sure the logo is prominent wherever it is used	 Don't use the logo in a way that renders it invisible or poorly visible

Color Palette

Our brand is built on three colors: lawstore Blue, Radical Red and Abbey Grey. We can also use a linear gradient combination of lawstore Blue and Radical Red, 45o from either end of the page.

The document or web page must use only these primary colors. We can change the tint/alpha/opacity of these primary colors by **75%, 50% or 25%.**

Primary Colors

lawstore Blue

R: 0   G: 65   B: 107

C: 100%   M: 100%   Y: 34%   K: 21%

Hex: #00416B

Pantone: 7694 C

Radical Red

R: 253   G: 73   B: 92

C: 0%   M: 86%   Y: 55%   K: 0%

Hex: #FD495C

Pantone: 1785 C

Abbey Grey

R: 84   G: 86   B: 90

C: 66%   M: 57%   Y: 51%   K: 29%

Hex: #54565A

Pantone: Cool Gray 11 C

lawstore Gradient

lawstore Blue   Radical Red

45o from either side

Color Palette

We have four secondary colors, Tree Poppy Yellow, Bossanova Purple, Deep Cerulean and Asparagus Green, which we can use for highlights, infographics, illustrations, diagrams and flow charts.

We can modify the tint/alpha/opacity of our secondary colors by **75%, 50% or 25%**.

Don't use all the colors in a single document. Make sure to use only one or two colors per document/page.

Secondary Colors

Tree Poppy Yellow

R: 255   G: 158   B: 24

C: 0%   M: 45%   Y: 96%   K: 0%

Hex: #FF9E18

Pantone: 1375 C

Bossanova Purple

R: 88   G: 44   B: 95

C: 72%   M: 93%   Y: 33%   K: 23%

Hex: #582C5F

Pantone: 525 C

Deep Cerulean

R: 0   G: 138   B: 171

C: 100%   M: 23%   Y: 29%   K: 1%

Hex: #008AAB

Pantone: 3135 C

Asparagus Green

R: 113   G: 152   B: 74

C: 61%   M: 23%   Y: 91%   K: 5%

Hex: #71984A

Pantone: 7490 C

Typeface

Headlines
Nilland, Regular, Bold and Black

Body / Paragraph Text

Gill Sans MT, Regular, Bold and we can use *Italics* for highlight

For Email Communication

Arial, Regular, Bold and we can use Italics for highlight

Title
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When the background is a primary, secondary, or gradient color, please ensure that the color of the text is white.
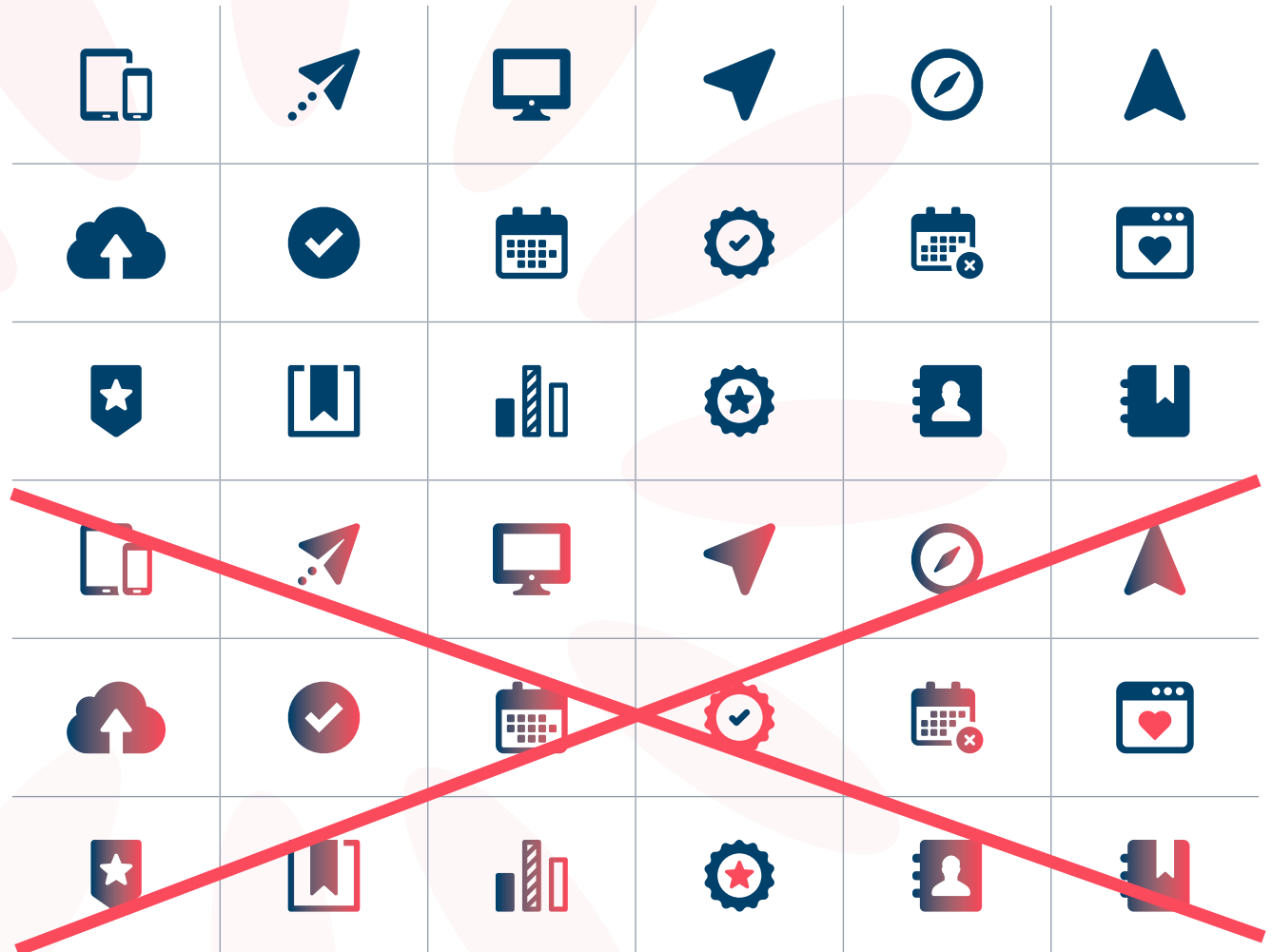
Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec.

Please make sure all body/paragraph text has a line-height of 150%. For eg: If size of the character is 10 pt, then line-height should be 15 pt.

Icons

Please use only single, solid-colored icons and not double or gradient-colored icons. You can use any of our primary or secondary colors for icons, but please use only But please restrict to use of only one color per page.

We use icons from https://www.flaticon.com/home which is copyright free. **If you are using icons from other source, please ensure you aren't infringing on any copyrights.**

Illustrations

Please use only double-colors and not gradient shades for illustrations.

We use/modify illustrations from https://www.freepik.com/, which is copyright-free and for which we have a Premium account allowing the download and use of premium illustrations for commercial purposes.

If you use illustrations from other sources, please ensure you are not infringing on any copyrights.

Imagery

If you use a picture that has more than one person, please ensure that at least two races and two genders have been represented.

We use/modify images from https://www.freepik.com/, which is copyright-free and for which we have a Premium account allowing the download and use of premium images for commercial purposes.

If you use images from other sources, please ensure you are not infringing on any copyrights.

Other İnformation

Other information will be included in the future

Thank You!