



SPRINGS
LAW GROUP
INJURY LAWYERS

BRAND KIT GUIDE
2025

LOGO

MAIN LOGO FEATURES



SPRINGS
LAW GROUP
INJURY LAWYERS

PRIMARY LOGO

The Springs Law Group primary logo features a stylized mountain graphic in shades of gray and navy blue, symbolizing strength and stability. The firm's name is displayed in bold, elegant typography, with "Springs Law Group" emphasized above "Injury Lawyers" for a professional and trustworthy appearance.

LOGO VARIATION



SPRINGS
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INJURY LAWYERS



SPRINGS
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LOGO VARIATION

The Springs Law Group logo incorporates a stylized mountain emblem in navy blue and gray, symbolizing strength, resilience, and guidance. The mountain reflects the firm's commitment to standing strong for clients and helping them navigate challenging legal landscapes.

COLOR PALETTE

These colors reflect our brand's identity and personality.

#969697

#102446

#ffffff

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#969697

#102446

#ffffff

BRAND TYPOGRAPHY

PRIMARY TYPEFACE

LATO HEAVY

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

1 2 3 4 5 6 7 8 9 0

SECONDARY TYPEFACE

ARIALLE

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

1 2 3 4 5 6 7 8 9 0