

SPRINGS  
LAW GROUP  

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INJURY LAWYERS

## BRAND KIT GUIDE 2025



# LOGO

## MAIN LOGO FEATURES



## 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



## 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

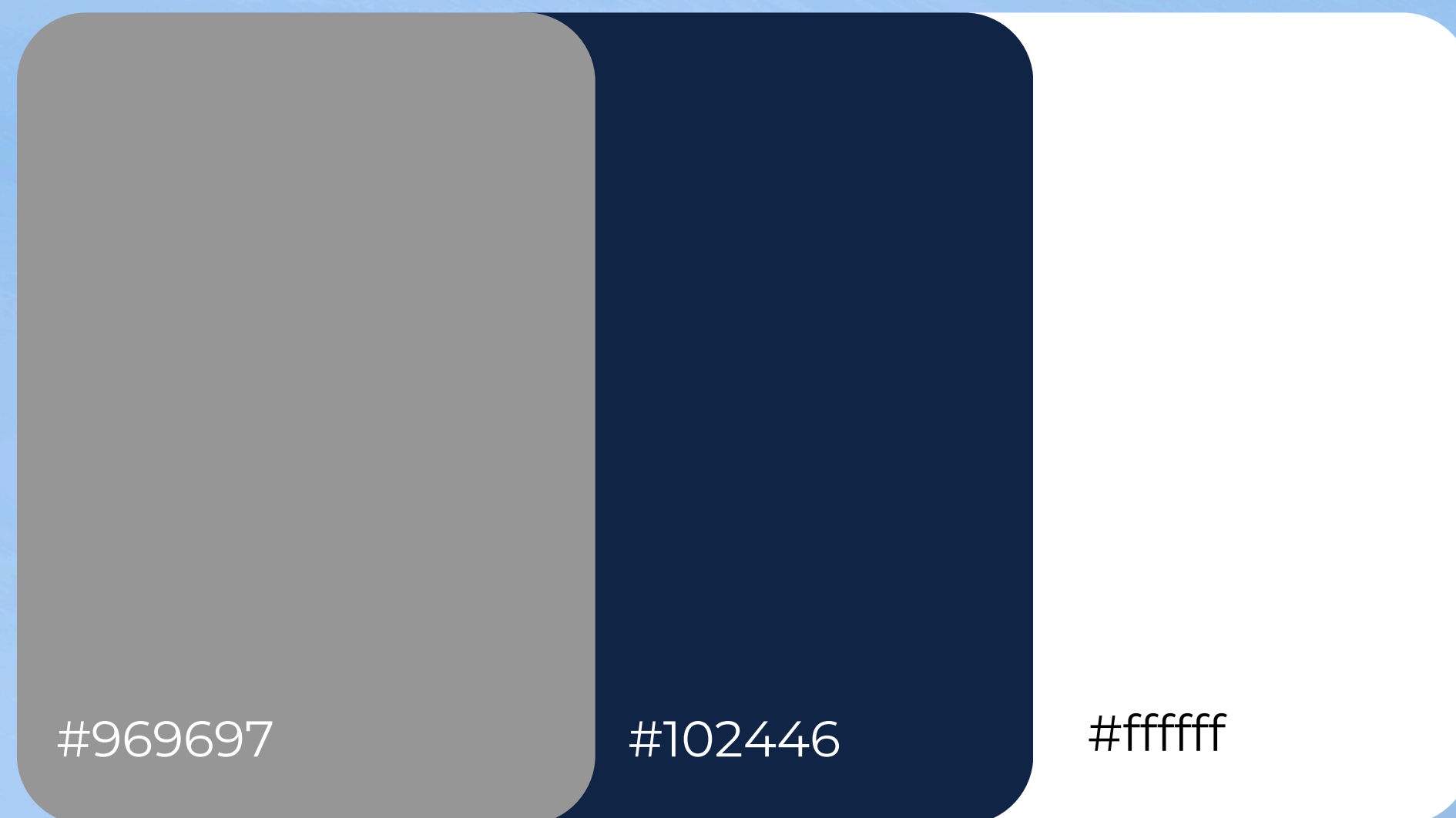
These colors reflect our brand's identity and personality.





# COLOR PALETTE

These colors reflect our brand's identity and personality.





# BRAND TYPOGRAPHY

PRIMARY TYPEFACE

**LATO HEAVY**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

SECONDARY TYPEFACE

ARIALLE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890