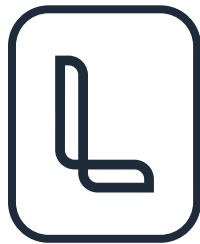


# Brand Guidelines



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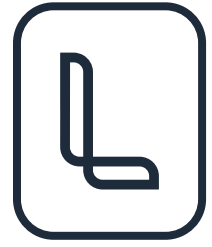
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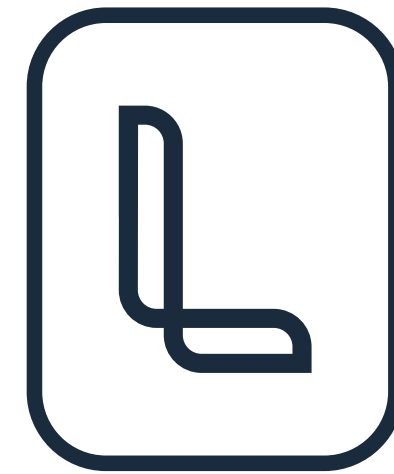


# The *Logo*

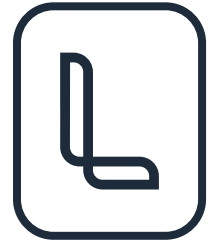


# Primary Logo

Our logo reflects the balance between professionalism and approachability. The all-caps wordmark signifies our unwavering confidence and the depth of our expertise, built over more than twenty years of dedicated service in the legal industry. The gentle curves and soft edges of the letters and logomark add a warm, approachable quality, representing our commitment to personalized client relationships. This harmonious blend of strength and softness reinforces our identity as a trusted, knowledgeable, and client-centered partner.



LEXARA

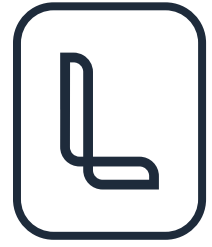


# Stacked Logo

The stacked version of the Lexara logo maintains the same professional and approachable qualities as our primary logo. In this version the logomark is stacked above the wordmark, making it ideal for square or vertical applications. This layout ensures our logo remains versatile and recognizable across various formats and media.

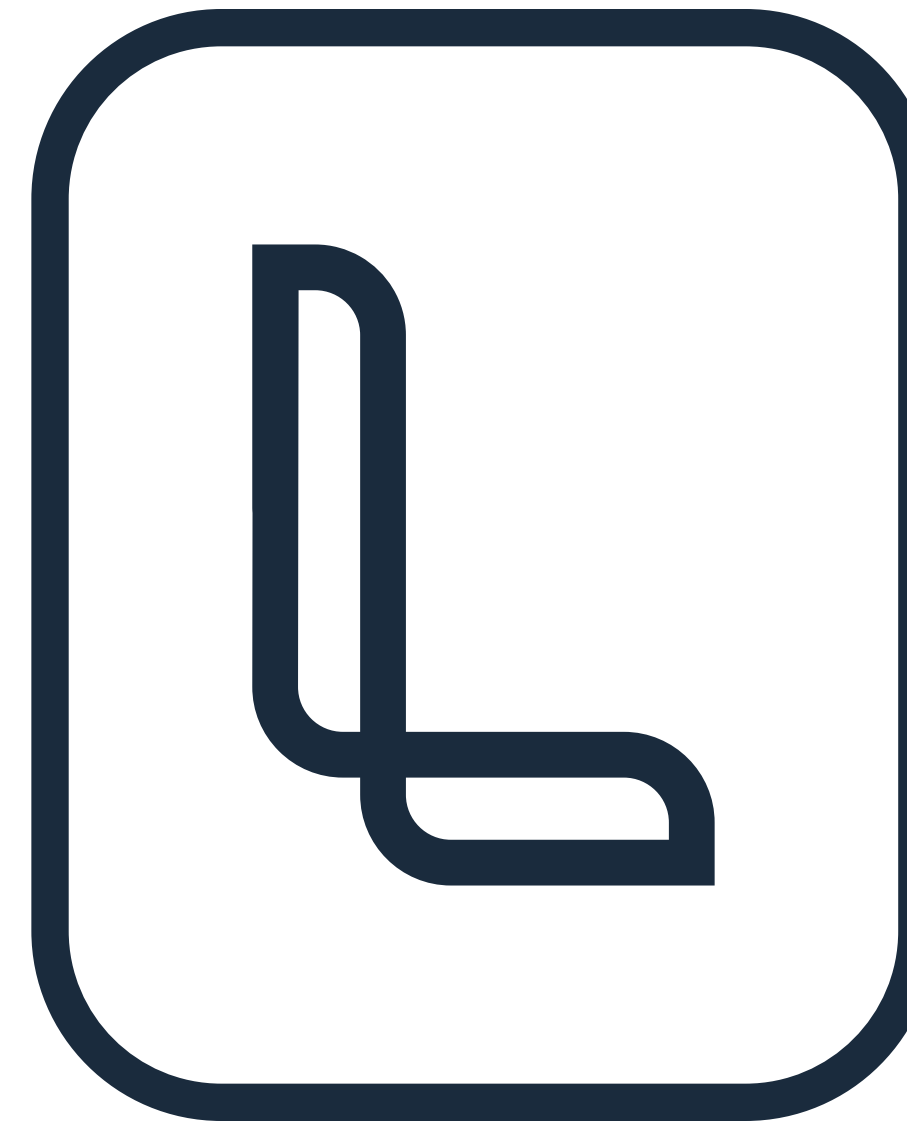


LEXARA



# Logomark

Our logomark features a beautifully crafted, custom 'L' enclosed within a rounded rectangle, embodying both elegance and approachability. This distinctive design element not only complements our wordmark but also serves as a recognizable symbol of the Lexara brand. The logomark is versatile and impactful, whether displayed alone or paired with the wordmark, reinforcing Lexara's identity as both trustworthy and welcoming.





# Unaccepted Logo Uses

To preserve brand recognition and maintain a consistent, professional image, the logo must remain unchanged across all applications. Do not alter the color, proportions, or add effects—such as drop shadows—that could compromise its integrity. The wordmark should never be displayed alone, ensuring the full logo retains its intended balance and impact.

✗ LEXARA

✗  LEXARA

✗  LEXARA

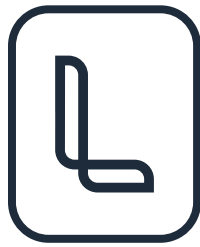
✗  EXARA

✗  LEXARA ✗ 



# Color Palette





# Primary Colors

Much like our logo, our color palette is thoughtfully crafted to convey a sense of professionalism and trust. Dark Navy provides a bold, grounding presence, Light Navy is a calm and approachable element, Mahogany infuses warmth and a subtle sophistication, and White Smoke offers a touch of lightness and openness. Together, these colors embody the personality we want our clients to experience—confident, approachable, and refined.



**Dark Navy**

CMYK: 49, 27, 0, 77  
RGB: 30, 43, 59  
Hex: #1E2B3B



**Light Navy**

CMYK: 45, 19, 0, 58  
RGB: 59, 87, 108  
Hex: #3B576C



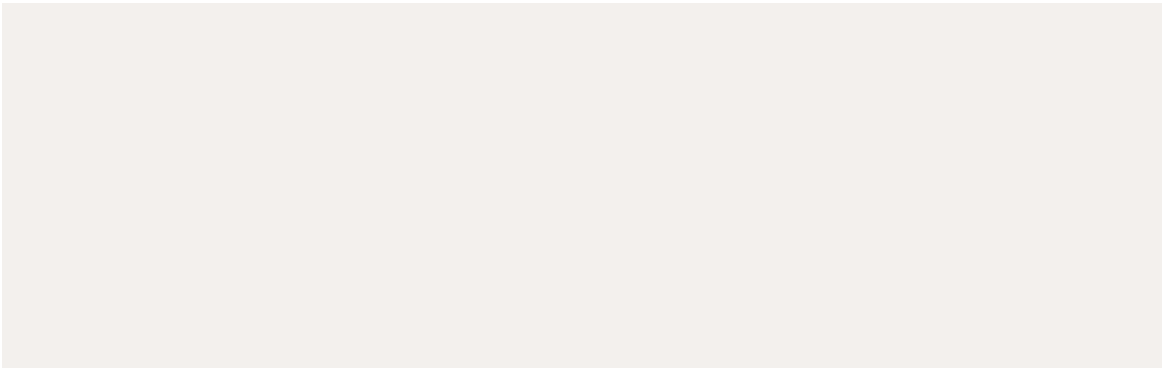
**Sky Blue**

CMYK: 10, 1, 0, 14  
RGB: 198, 216, 219  
Hex: #C6D8DB



**Mahogany**

CMYK: 0, 42, 36, 54  
RGB: 118, 68, 75  
Hex: #76444B



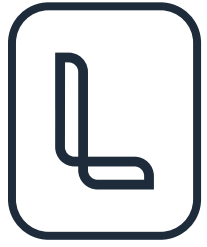
**White Smoke**

CMYK: 0, 1, 2, 5  
RGB: 243, 240, 237  
Hex: #F3F0ED



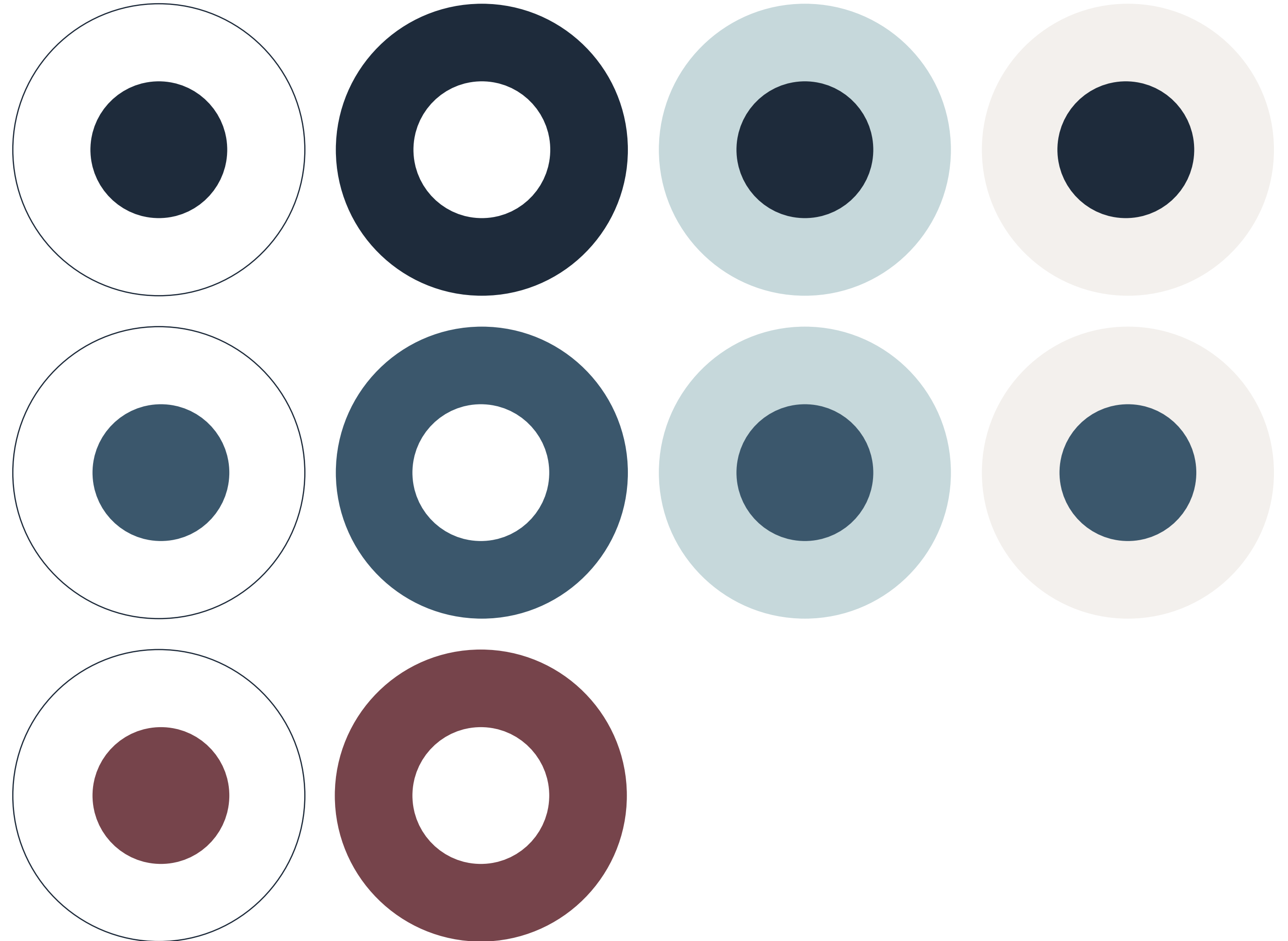
**Pure White**

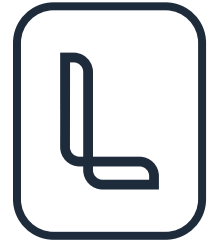
CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255  
Hex: #FFFFFF



# Accepted Color Combinations

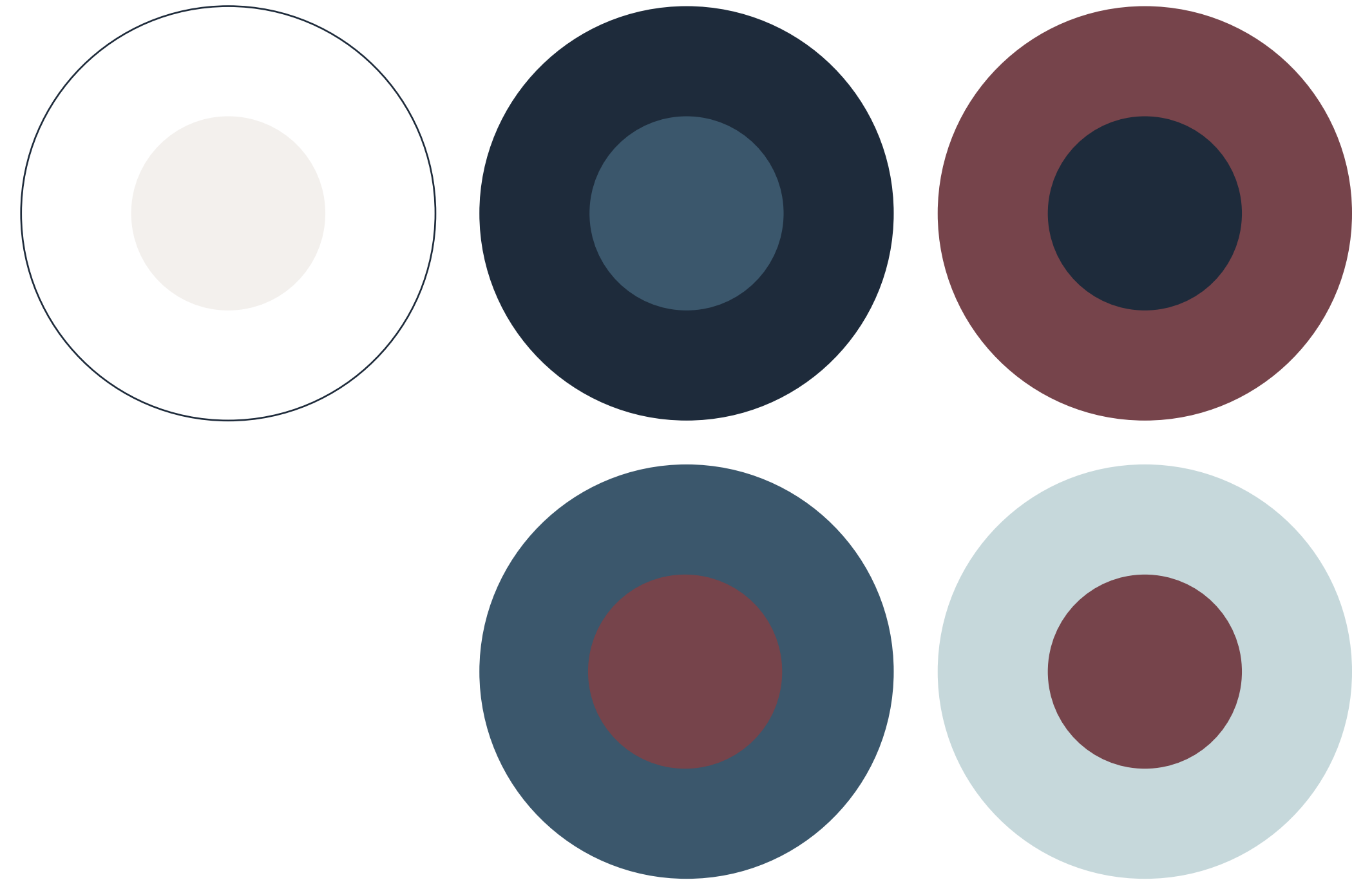
The approved color combinations for Lexara are carefully selected to ensure strong, recognizable designs that reinforce brand identity. Each pairing harmonizes elements of the brand color palette, creating a cohesive look that maintains visual impact across different applications. Shown here are the specific color combinations, crafted to provide clarity, balance, and a consistent brand presence.

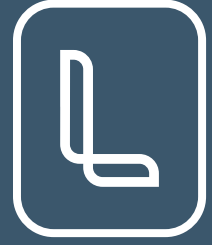




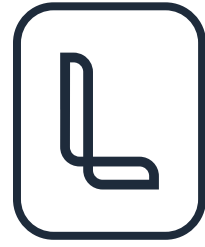
# Unaccepted Color Combinations

Displayed here are the unapproved color combinations for Lexara, which do not meet our brand standards. These pairings lack adequate contrast and can create visual strain, diminishing clarity and detracting from our professional image.





# Typography



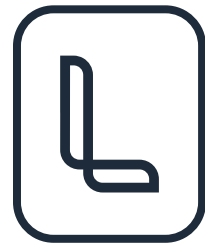
# Headlines Font

Our primary typeface for Lexara is Lora, a sophisticated serif font that balances sharp edges with soft curves, reflecting both strength and approachability. We use Lora Regular and Italic for headings, creating a distinctive look that captures attention and sets us apart in the legal tech industry.

# Lora Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz

1234567890  
!@#\$%^&\*()



# Paragraph Font

Open Sans Regular features clean, modern lines that ensure excellent readability. It's balanced design makes Open Sans an ideal choice for conveying information with clarity, perfectly aligning with our brand's welcoming yet professional presence.

## Open Sans Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz

1234567890  
!@#\$%^&\*()



# Type Hierarchy

A clear type hierarchy ensures effective communication by guiding the reader's eye, emphasizing key information, and making content easy to scan and understand. It enhances readability and creates a visually appealing, structured design, crucial for maintaining a professional and engaging brand identity. These fonts are free to download at [fonts.google.com](https://fonts.google.com)

EYEBROW HEADING

OPEN SANS | SEMIBOLD

## Elevate Your Legal Practice Through the *Power of AI*

LORA | REGULAR

At Lexara, we're dedicated to providing exceptional legal services tailored to meet your unique needs. With over two decades of experience in the legal profession, Swaner brings a wealth of expertise in various practice areas, including litigation, estate planning, property law, and contract law.

OPEN SANS | REGULAR

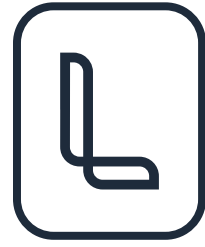
Learn more

OPEN SANS | SEMIBOLD



# Photography





# Direction

Our photography guidelines ensure that our images align with Lexara's brand identity. Here are some key mistakes to avoid:

- Avoid dark photos
- Avoid black & white images
- Avoid overly staged or artificial poses
- Avoid extreme lighting sources
- Avoid very vibrant images
- Avoid chaotic settings and cluttered backgrounds

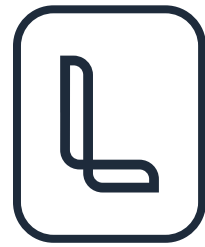
By following these guidelines, we maintain an inviting, professional, and clean visual presence that reflects the Lexara brand.







# Applications



# LinkedIn Profile



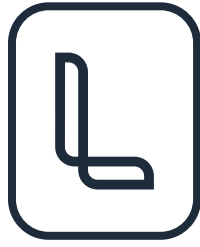
## Focused AI Expertise.

### **Lexara Consulting LCC**

Supporting AI-Powered Law Firms  
United States • 23,512 followers

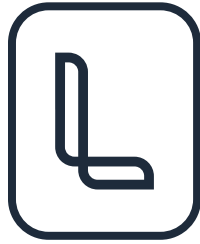
[See jobs](#)[Follow](#)





# Facebook Profile

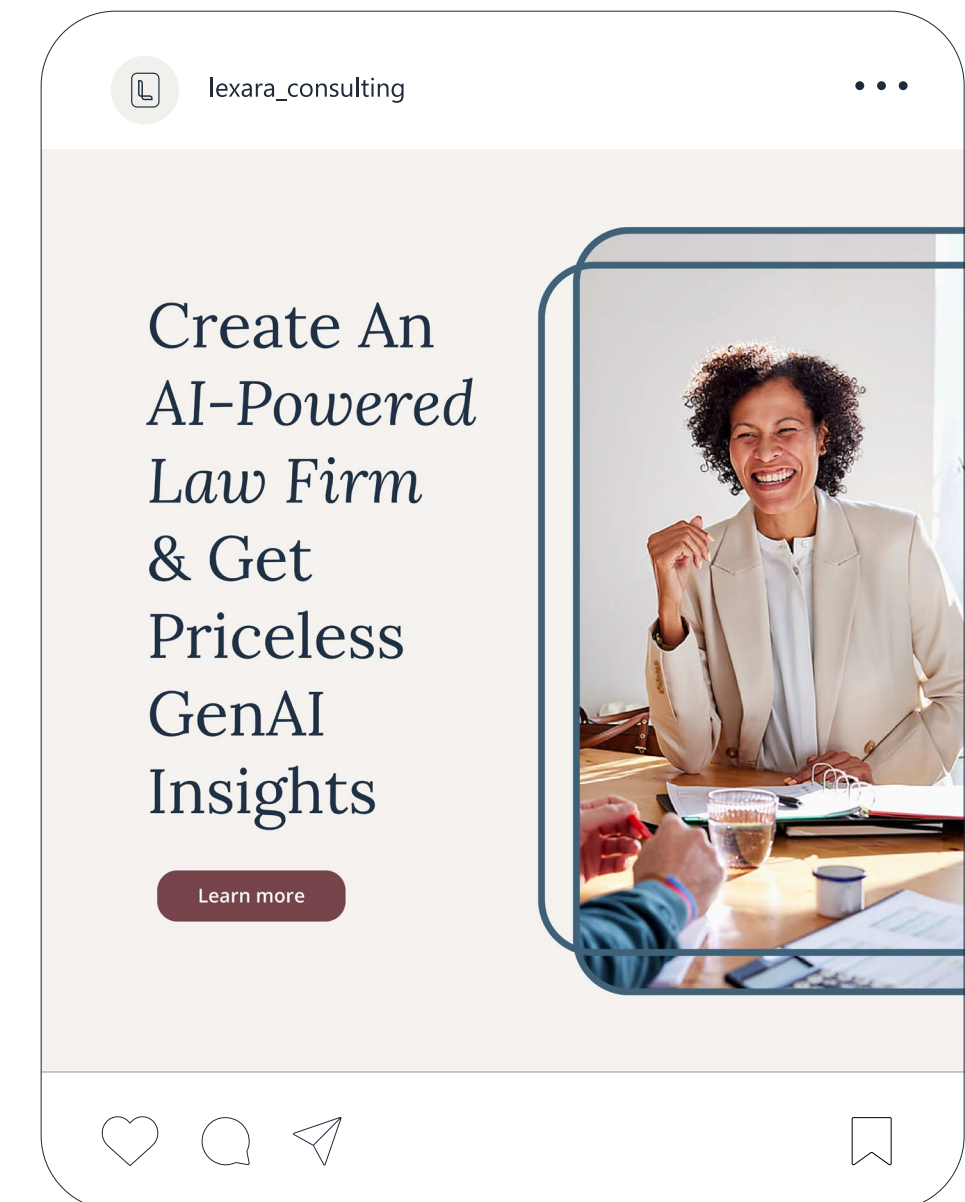
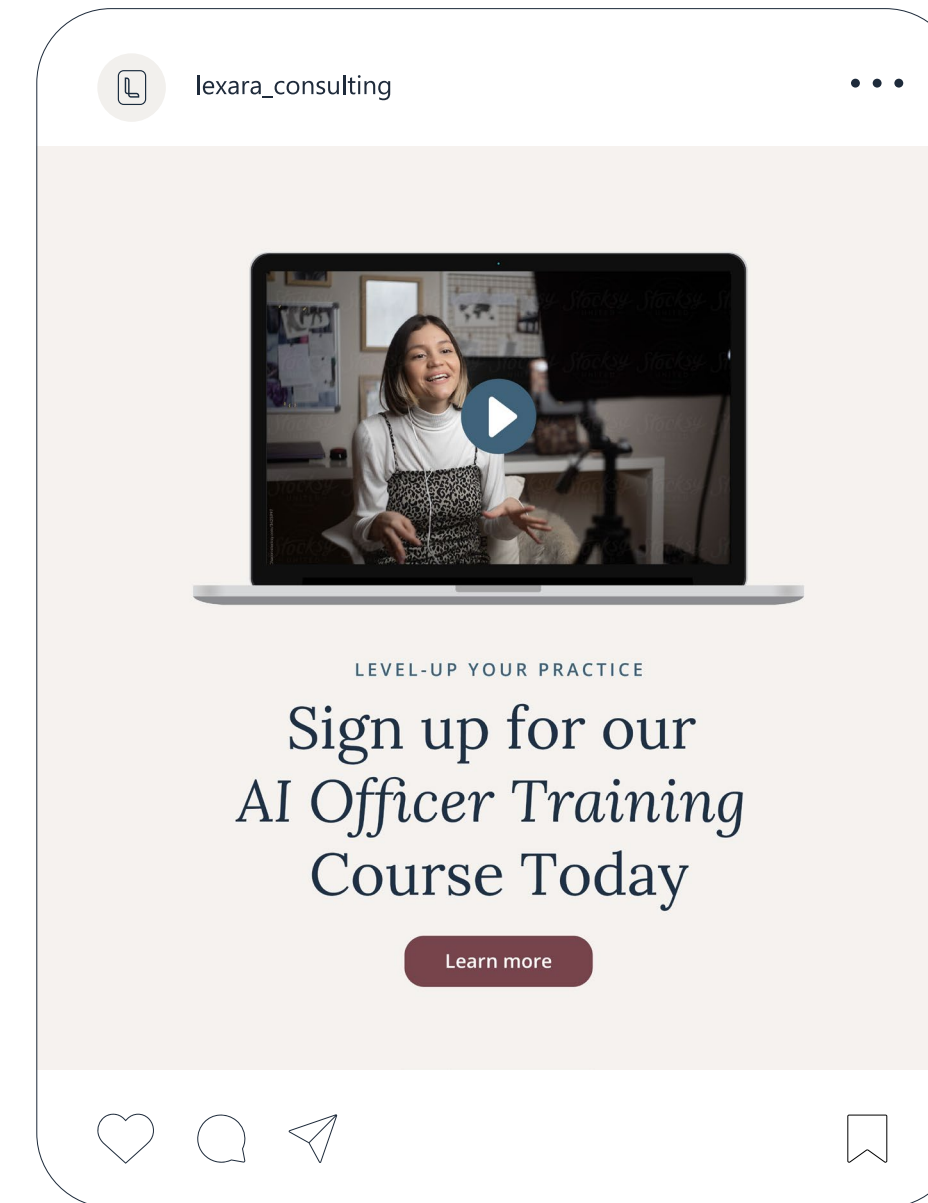




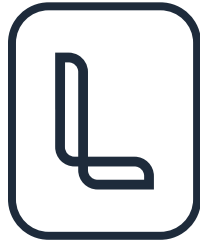
# Social Media Posts

Lexara's social media post designs are crafted to balance clarity, professionalism, and approachability. Clean layouts ensure content is easy to read and visually appealing, while consistent use of brand colors and typography reinforces our identity. Rounded shapes and subtle design elements reflect the friendly and inviting nature of our brand, while bold accents provide a sense of confidence and expertise.

Each post should maintain a harmonious balance of imagery, text, and whitespace, ensuring clarity and avoiding visual clutter. By adhering to these principles, our social media presence stays cohesive, engaging, and unmistakably Lexara.

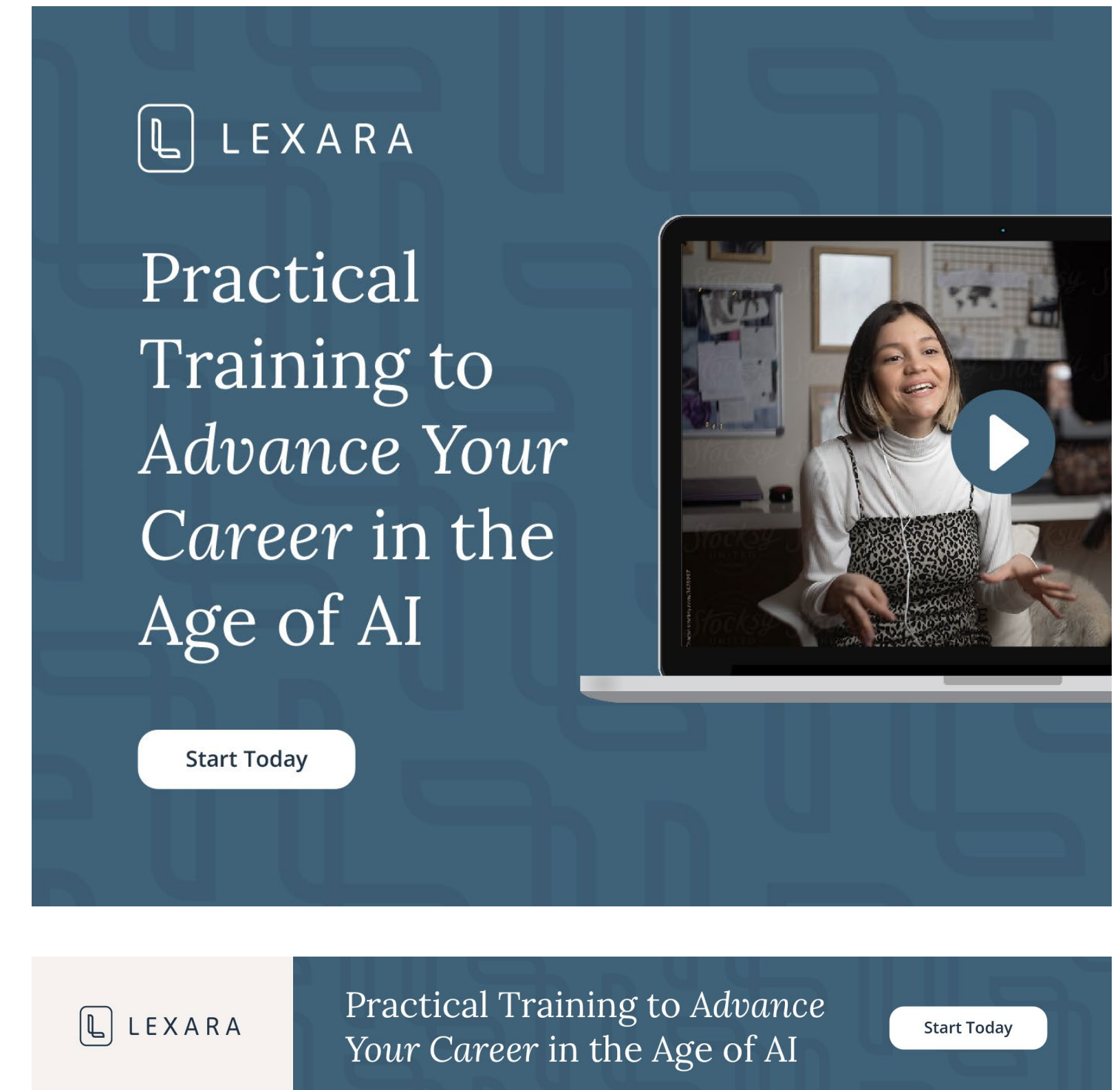
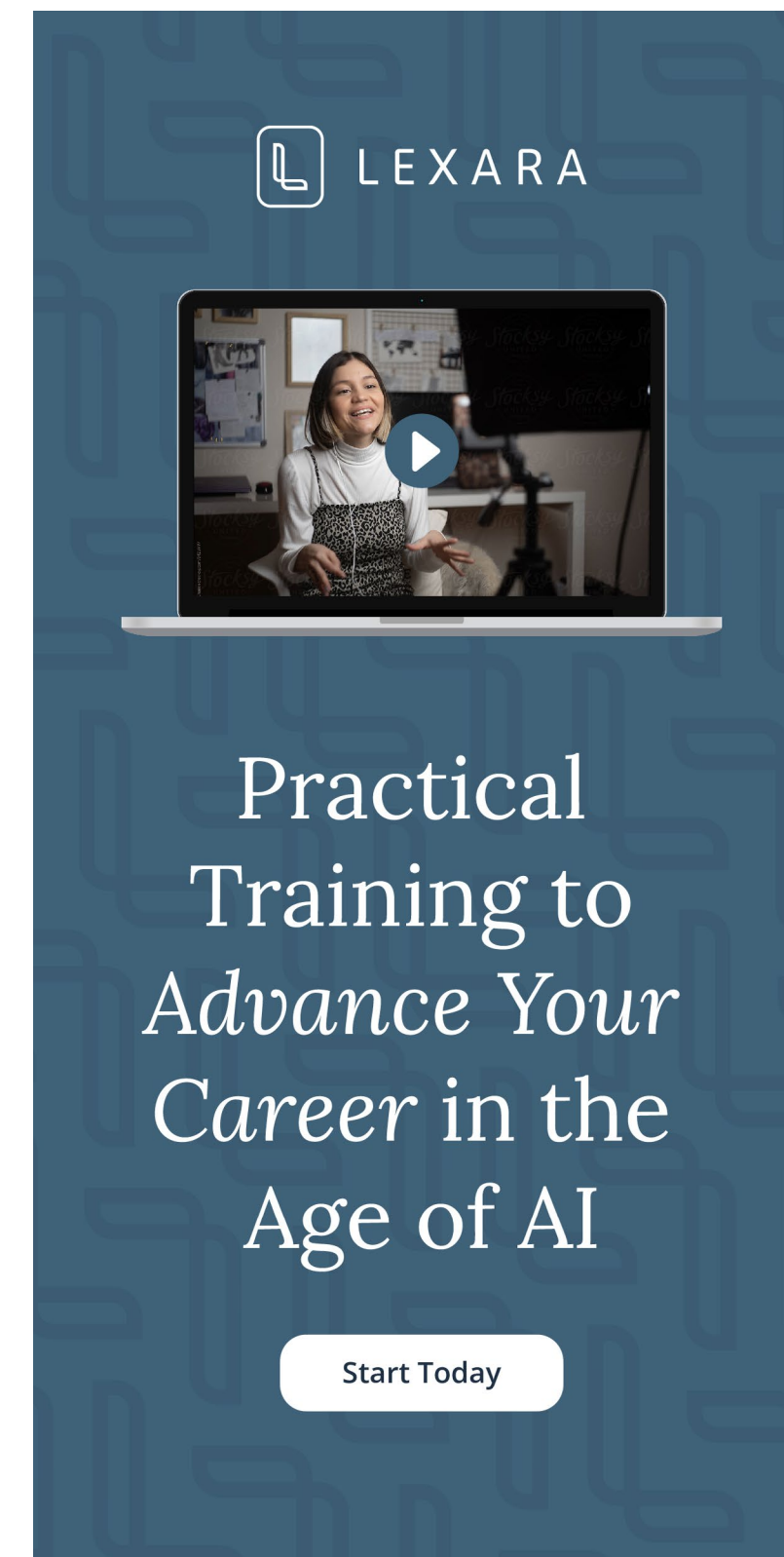






# Digital Paid Ads

Lexara's paid ad designs are crafted to maintain the same balance of clarity, professionalism, and approachability as our social media content. Clean, streamlined layouts ensure messages are impactful and easy to absorb, while consistent use of our brand colors and typography strengthens recognition. Each ad concludes with a clear, action-driven call-to-action, guiding viewers seamlessly toward the next step.





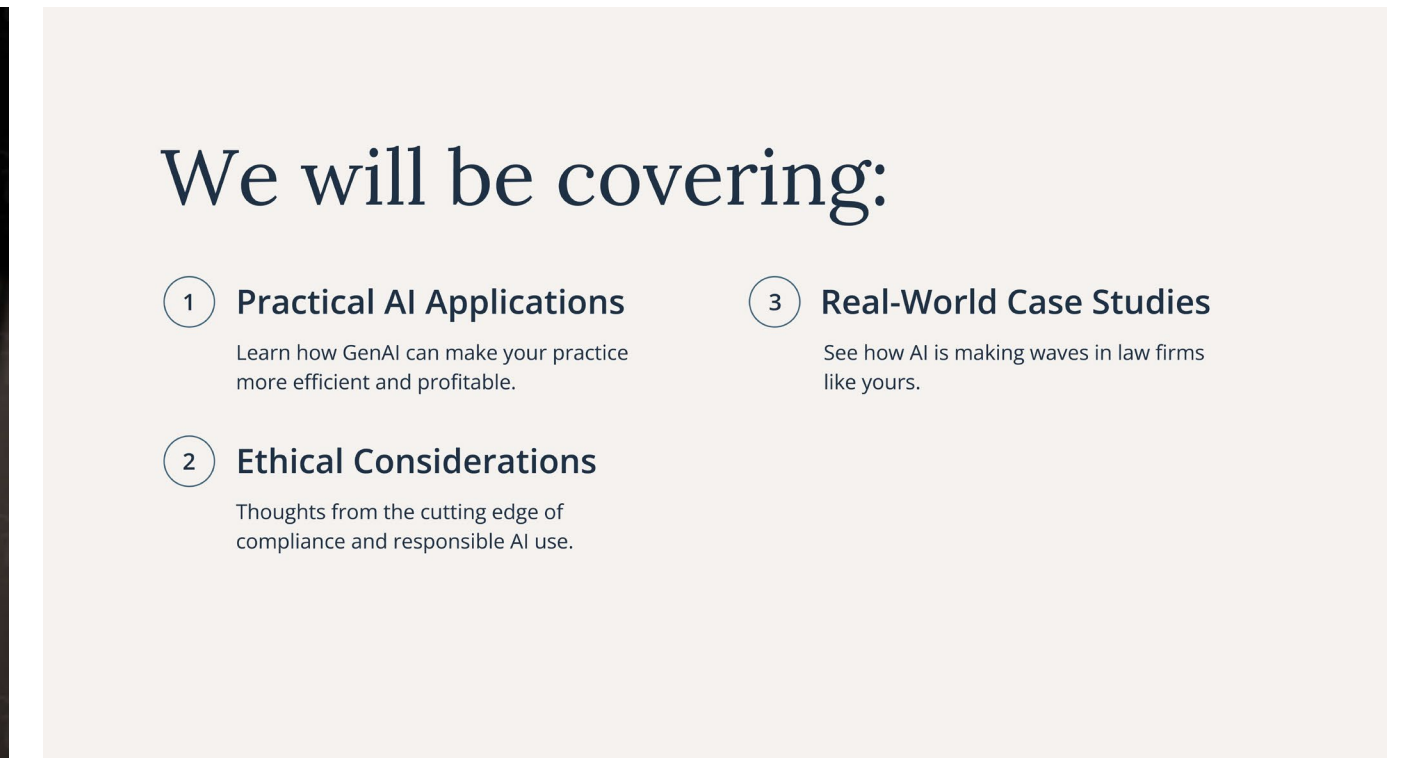
# Video Guidance



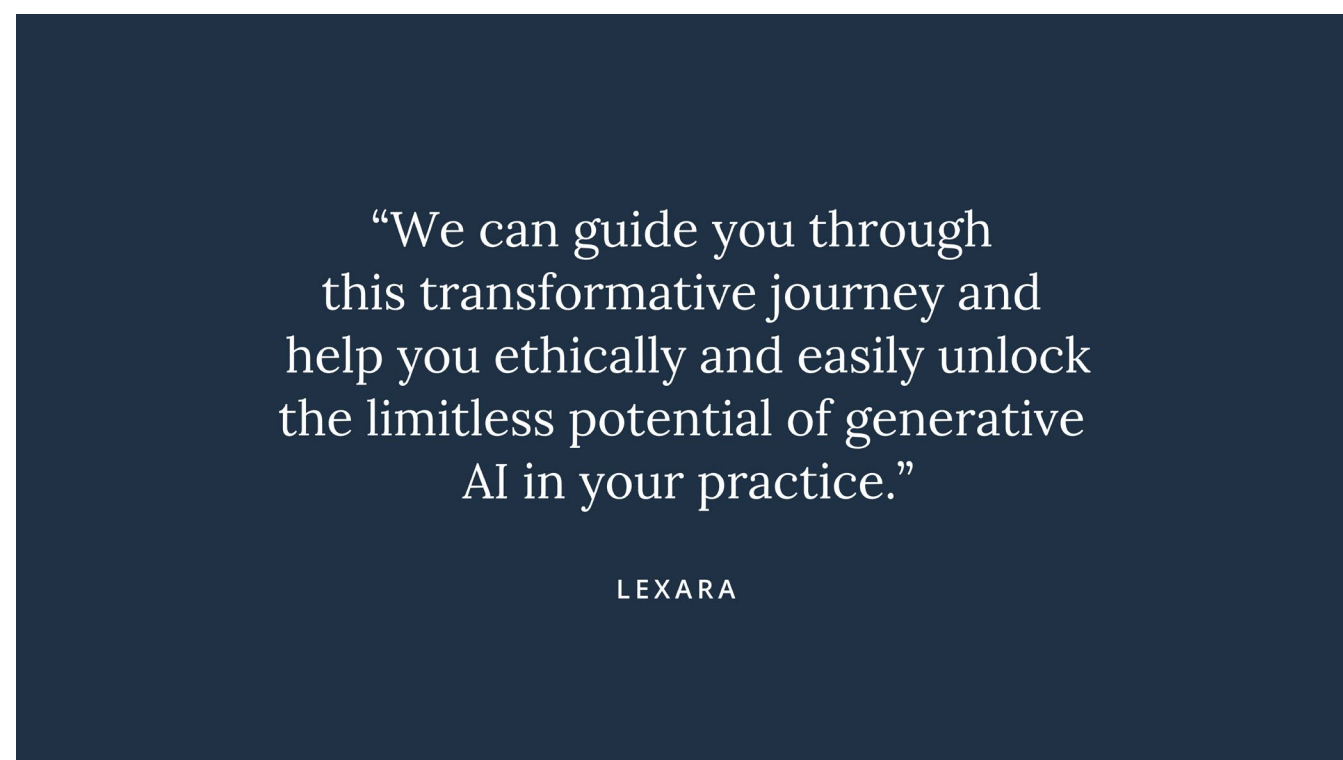
Course Thumbnail



Lower Two-Thirds



Course Content



Quote



Outro





LEXARA