

# LawConnect Brand Guidelines

This document has been created to use as a guide for LawConnect logos and brand elements. All references to LawConnect must always be used according to the specifications in this document. Any use that falls outside these specifications is strictly prohibited.



## Logo

The LawConnect logo should be used on all mediums when referencing the product; collateral, internal documents, websites, online advertising, print advertising, email templates, banners and videos etc. The identity itself attempts to visually represent themes of connection, in parallel to the relationship between a lawyer and their client.

## Primary

The primary logo as shown below must only be displayed on a Light Grayish Blue or White background (found in the LawConnect colour palette below).



## Reversed

The acceptable coloured backgrounds for the logo are displayed below (found in the LawConnect colour palette). The icon colour may change from bright blue to white as shown below, but the LawConnect text must always be white on a coloured background.



*Gradient*



*Dark Blue*



*Mono on Black*



*Vivid Blue*

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## Powered by Logo

The Powered By secondary logo has been created primarily for use within the software. The main application is when a firm has white-labelled LawConnect with

their own branding, the Powered By logo is used to subtly represent the brand.



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## Icon

The icon should be used where using the entire LEAP logo would not be appropriate because of fit, for example, in profile pictures on social media like Facebook and LinkedIn. When shown alone the icon must be coloured with the LawConnect bright blue or white.



*Gradient*



*Dark Blue*



*Black*



*Vivid Blue*

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## Minimum Size

Below are the minimal logo sizes below for both print and digital. The LawConnect Icon may be used in our software, social media and any other platforms that require an image of our logo equal to or smaller than 48 x 48px.



*X = Print 10mm | Digital 25px*



*X = 48px Y = 32px Z = 16px*

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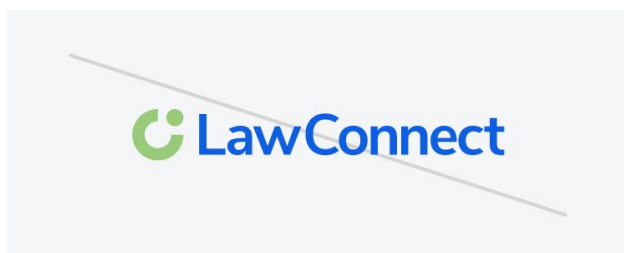
## Protective Area

An important part of maintaining consistent presentation of LawConnect is keeping a clear area around it from other text, graphics, other logos or illustrations. Crowding the LawConnect logo distracts from its legibility and impact. The logo must always fit into the protective area, which can not be intervened by other graphic elements which could hinder legibility of the brand. The protective area of the logo is defined according to the width and height of the Icon.



## Incorrect Usage

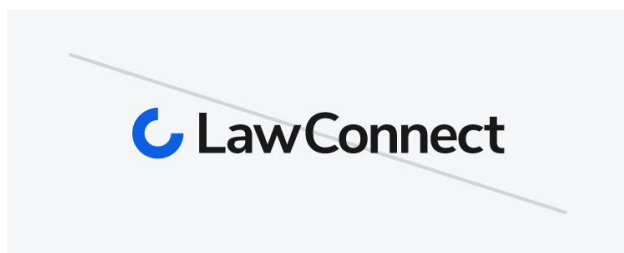
Presentation of the LawConnect logo must be carefully monitored and controlled to protect the brand's value. Incorrect use can undermine the identity system through mixed and unclear messages. This page illustrates a number of incorrect presentations of the logo. If you see any misuse (see examples below), please report it to your Marketing Manager immediately.



*Don't use unapproved colors*



*Don't distort or skew the logo*



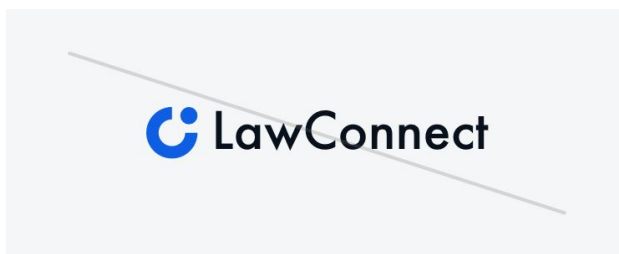
*Don't remove any part of the logo*



*Don't place the logo on top of an image*



*Don't outline the logo*



*Don't change the font of the logo*

## Colours

Our primary palette uses Vivid Blue to evoke emotions of trustworthiness and reliability and is used throughout the software and marketing to guide the eye. We soften the experience of the brand with the addition of our secondary palette, in particular the calming Sky Blue.

### Primary



<b>Vivid Blue</b> Hex 0E5FE3 RGB (14,95,227) CMYK (84,52,0,11) Pantone 2728C	<b>Black</b> Hex 191919 RGB (25,25,25) CMYK (73,67,65,79) Pantone Neutral Black C	<b>Light Greyish Blue</b> Hex F6F7F8 RGB (246,247,248) CMYK (2,1,1,0) Pantone TBA
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### Secondary



<b>Dark Blue</b> Hex 0A49AF RGB (10,73,175) CMYK TBA Pantone TBA	<b>Sky Blue</b> Hex 2AB7FE RGB (42,183,254) CMYK (62,12,0,0) Pantone TBA	<b>LawConnect Gradient</b> Vivid Blue — Dark Blue 0E5FE3 — 0A49AF
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## Fonts

Consistent use of typefaces is key in creating a cohesive look for LawConnect. The LawConnect fonts are used in two main areas, that of the software and marketing. Nunito Sans is the typeface used for the logo, its other main use is for marketing communications/website/collateral. Heebo is used within the LawConnect software, but can be used as a secondary font for marketing.

## Nunito Sans

Nunito Sans Extra Light  
Nunito Sans Light  
Nunito Sans Regular  
Nunito Sans Semi Bold  
**Nunito Sans Bold**  
**Nunito Sans Extra Bold**  
**Nunito Sans Black**

## Heebo

Heebo Thin  
Heebo Light  
Heebo Regular  
**Heebo Medium**  
**Heebo Bold**  
**Heebo Extra Bold**  
**Heebo Black**

Nunito Sans and Heebo are both Google fonts and can be downloaded from links below.

[Download Nunito Sans](#)

[Download Heebo](#)