



BRANDBOOK

LEGAL IN PLAIN ENGLISH.

Legalish empowers individuals to be self sufficient in the law by breaking down complex legal processes to make them easy to understand and providing practical guidance/education for the individual to implement for themselves to save them time, money, anxiety, and dependency



Logos



MAIN LOGO

This version of the logo is ideal for any light background, printed documents, and web design.



LOGO SIMPLE

Just without the tagline in order to allow the logo to fit in many new places. Used for web and social media design.



LOGO SIMPLE

Just without the tagline in order to allow the logo to fit in many new places. Used for web and social media design.

TRANSPARENT LOGO

Alternate color suggested for Social Media Content.
It can be used in any background color, but Greenish color is always suggested to reinforce branding.



MAIN LOGO



SIMPLE LOGO



ISOTYPE

WHITE-GREEN LOGO

Alternate color suggested for Member’s Content. This version of the logo must be used only with the color Night, provided in this manual.



MAIN LOGO



SIMPLE LOGO



ISOTYPE

Color Palette

The Legalish color palette is composed by 3 main colors and 2 alternative ones. Below the name and the color codes you will find a brief description on how to use them proportionally.

PLAIN WHITE

HEX: #FFFDFA
RGB: 255, 252, 245
CMYK: 0, 1, 4, 0

Used principally for web and document backgrounds.

GREENISH

HEX: #0c916b
RGB: 12, 145, 107
CMYK: 92, 0, 26, 43

Used principally for Social Media and few printed stationery.

NIGHT

HEX: #141414
RGB: 20, 20, 20
CMYK: 0, 0, 0, 92

Used as text color and some stationery background.

RED
HEX: V

BLUE
HEX: #0078D4



Fonts & Elements

Titles

**PLAYFAIR
DISPLAY B.**

**LS = 0*
**IND = 1.3 p*

HEADERS

LAO MN (bold)
***LATO (alter.)**

**LS = 80 - 100*
**IND = 1.5*

This is a text.

Lorem ipsum dolor sit amet,
consectetur adipiscing elit. Proin
sagittis aliquam massa, ac
scelerisque augue condimentum a.
Nam ullamcorper pellentesque
congue.

OPEN SANS LT

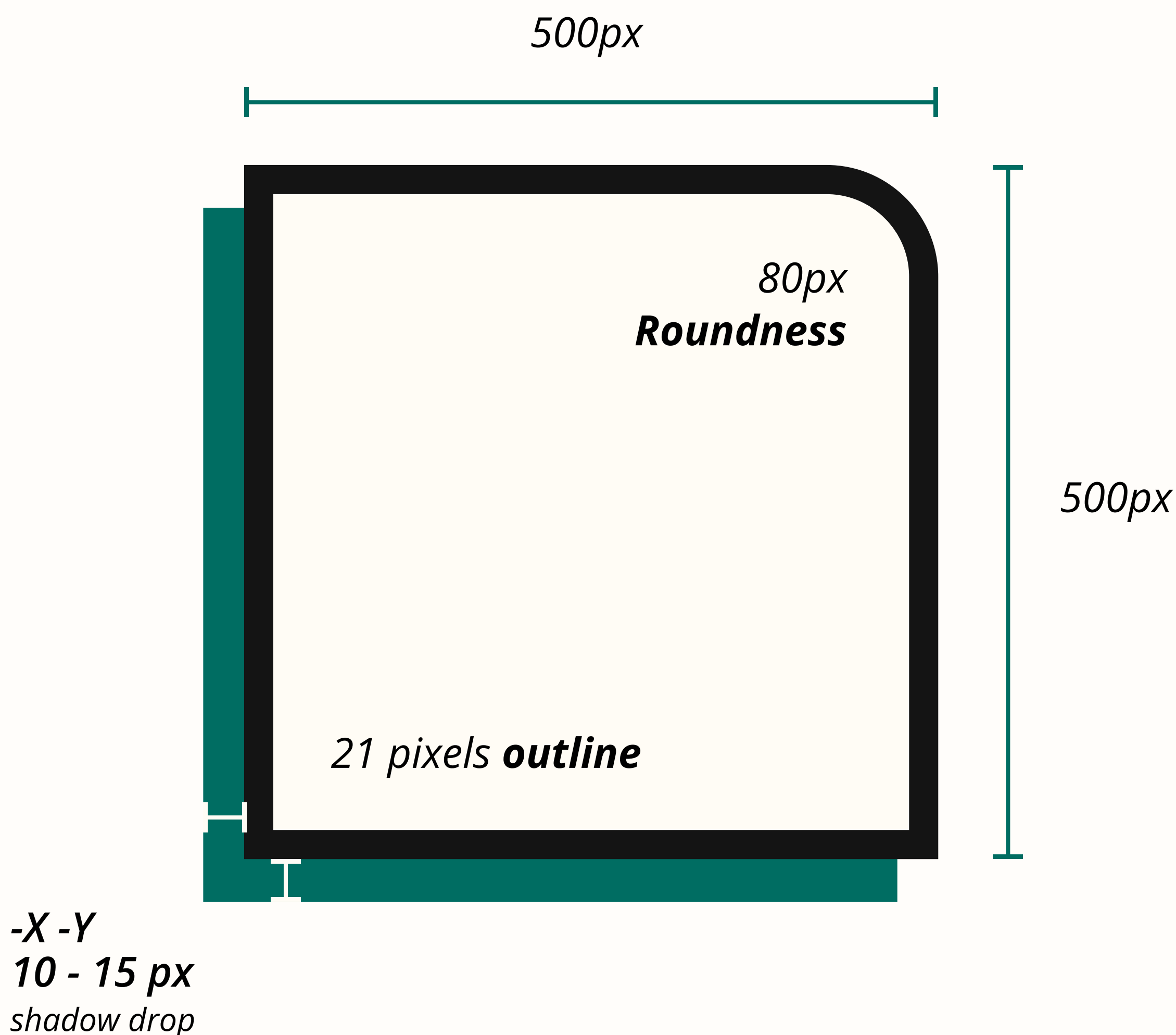
**LS = 0*
**IND = 1.5 p*

***LS** = Letter Spacing

***IND** = Line Spacing

“CORNER” ICON

Nice for digital document and social media.



IDEAL BOX ANATOMY

1. Respect the **upper-right rounded edge**.
2. Always use a **shadow -X and -Y** approximately as shown.
3. Define a different background color for each social media.



IN FLORAL WHITE BACK





SLIDES & VIDEO WITH
GREEN BACKGROUND



IN BLACK BACKGROUND



Official Products



Do

Not:

1. DEFORM THE LOGO

2. CHANGE COLORS



Look & Feel

