



WILLIAM JAMES LAWYERS

BRAND GUIDELINE



Introduction

The following document has been designed as a guideline for the WJ Lawyers visual and branding identity. It is essential for all persons involved to follow these brand guides strictly to maintain consistency.

The WJ Lawyers logo must not be traced, redrawn, typeset or modified in any form by manual or electronic methods. The relationship between the monogram logo and logotype must not be altered in any way.

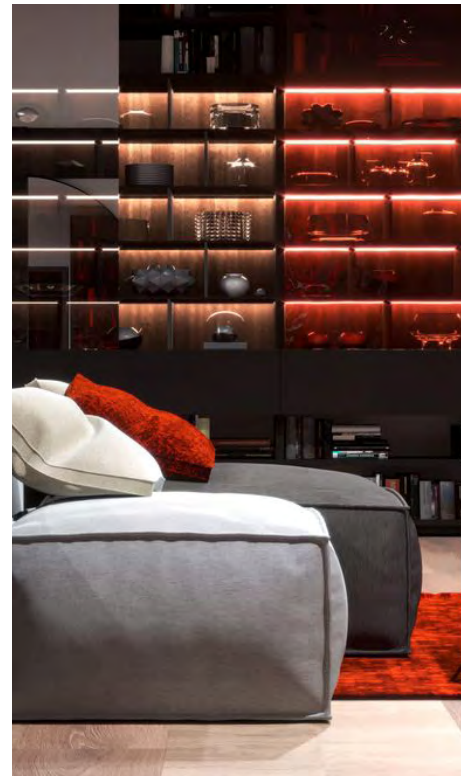
If you need any advice or help to clarify the branding guidelines, please contact White Key Marketing at 1300 577 419.

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William James
- Lawyers

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Moodboard



Key Words

Boutique Firm

Premium

Specialist

Passionate

Creative Solutions

Quality

Industry Leaders

Personalised

Professional

Sophisticated

Exclusive

Refined

Contemporary

High Energy

High Performance

Brand Identity

A collection of valuable design assets that come together to inform your clients about who you are, what you do and what you stand for.



Primary Logo

The word mark is kept simple, with the brand mark injecting a sprinkle of personality. These elements combined create a logomark reflective of both professionalism and creativity. The primary logo may be used against a dark background, or inverse on a light background.



Word Mark Variation

The word mark is derived from the primary logo. The word mark may be used as the client wishes, and exists as a simplified version of the primary. This variation comes in both Navy Blue and White, for the client to use on both light and dark backgrounds.

WILLIAM JAMES

Brand Mark

The letters 'W' and 'J' create our brand mark, the most identifiable elements of the primary logo. The brand mark comes in both Red and Gold, and both colours may be used on either light or dark backgrounds.



Logo Principles

Clearspace around the logo allows for it to stand apart from other images, text and page edges. This enhances legibility and balance. Always surround logo with clearspace, as shown in the diagram.

Do not place any other elements within the clearspace zone specified.

Clearspace



Minimum Size



Print: 45 mm W
Digital: 128 px W



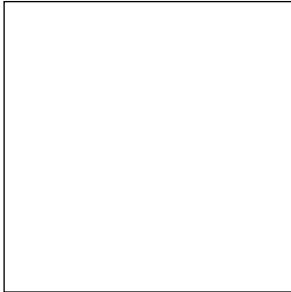
Print: 14 mm W
Digital: 40 px W

Colour Palette

Colours set the mood for brand expression. The colours chosen are communicate professionalism, with a touch of creativity, reflective of the brand's voice and message.

The Primary colours are the colours that help consumers identify the brand, whereas the secondary colours are used to compliment. To achieve the highest impact with the colour palette, integrate the palette across all marketing outlets. Shades of the colours in the palette can be used. Do not use colour outside of the palette.

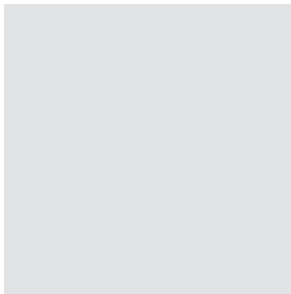
Primary Colours



RGB 255 255 255
CMYK 0 0 0 0
#ffffff



RGB 4 13 43
CMYK 92 84 51 68
#040d2b



RGB 226 227 228
CMYK 0 0 0 12
#e2e3e4



RGB 137 135 138
CMYK 49 42 39 4
#89878a

Secondary Colours



RGB 239 59 36
CMYK 0 92 100 0
#ef3b24



RGB 204 166 104
CMYK 20 33 68 1
#cca668



RGB 0 25 107
CMYK 100 96 26 24
#00196b

It is highly recommended to get a print sample to preview colours as they may appear different once printed. Printed colour discrepancies do not fall under the responsibility of White Key Marketing.

Typography

Typography serves many purposes in design. Not only does it promote legibility, it also helps communicate the messaging, tone and sentiment of a brand.

The typography chosen for the client uses two font families. It is important to follow the guide for typographic hierarchy to ensure consistency within the branding.

DM Sans Light

Aa

Abcdefghijklmnopqrstuvwxyz

1234567890

DM Sans Light Italic

Aa

Abcdefghijklmnopqrstuvwxyz

1234567890

Manrope SemiBold

Aa

Abcdefghijklmnopqrstuvwxyz

1234567890

Headlines

Manrope SemiBold

Sentence case

Tracking: Metrics O

Body Copy

DM Sans Light

Sentence case

Tracking: Metrics O

Subheaders

Manrope SemiBold

Sentence case

Tracking: Metrics O

Call to Action

DM Sans Light

Sentence case

Tracking: Metrics O

Headlines

Our people are our strongest asset.

Body Copy

Accum reptatia doluptat doloreribea vendi consedis aut ut plictemquiam consed quiat pliquist enimagn im. Officid ma simforeiur? Cillaut aut estionseque volupta quas expereptates essi offic temporibus, ut qui dis repratiusam sit acepers.

Subheaders

Get in contact with us

CTA

wjlaw.com.au

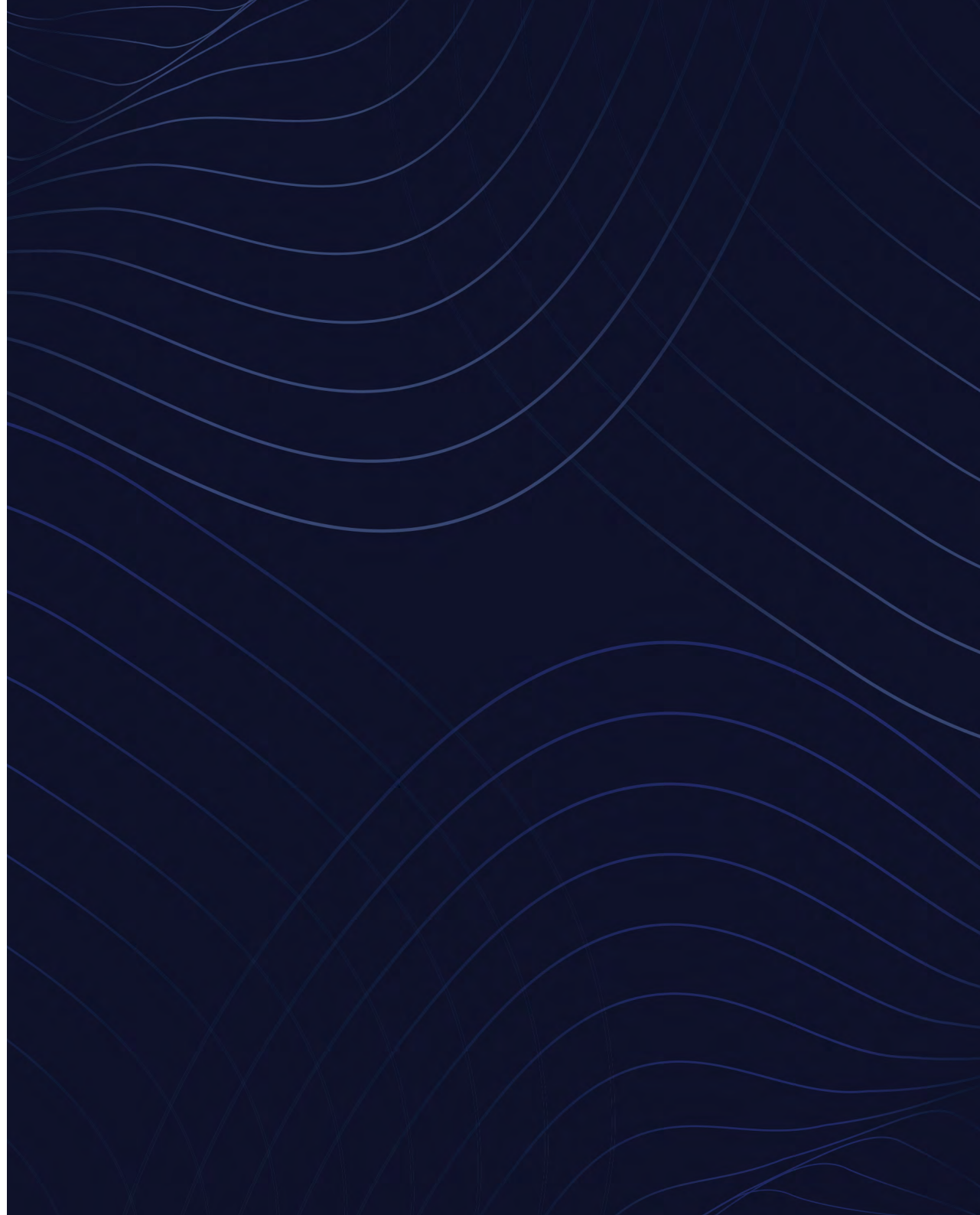
Pattern & Iconography

Secondary design elements that are used to help make up and strengthen a brand's identity.



Brand Pattern

The brand patterns have been designed to complement the brand and further extend its visual language. These patterns can be used on a range of marketing collateral, such as wrapping paper or business cards. They can also be used throughout social media and on the client's website.



Iconography



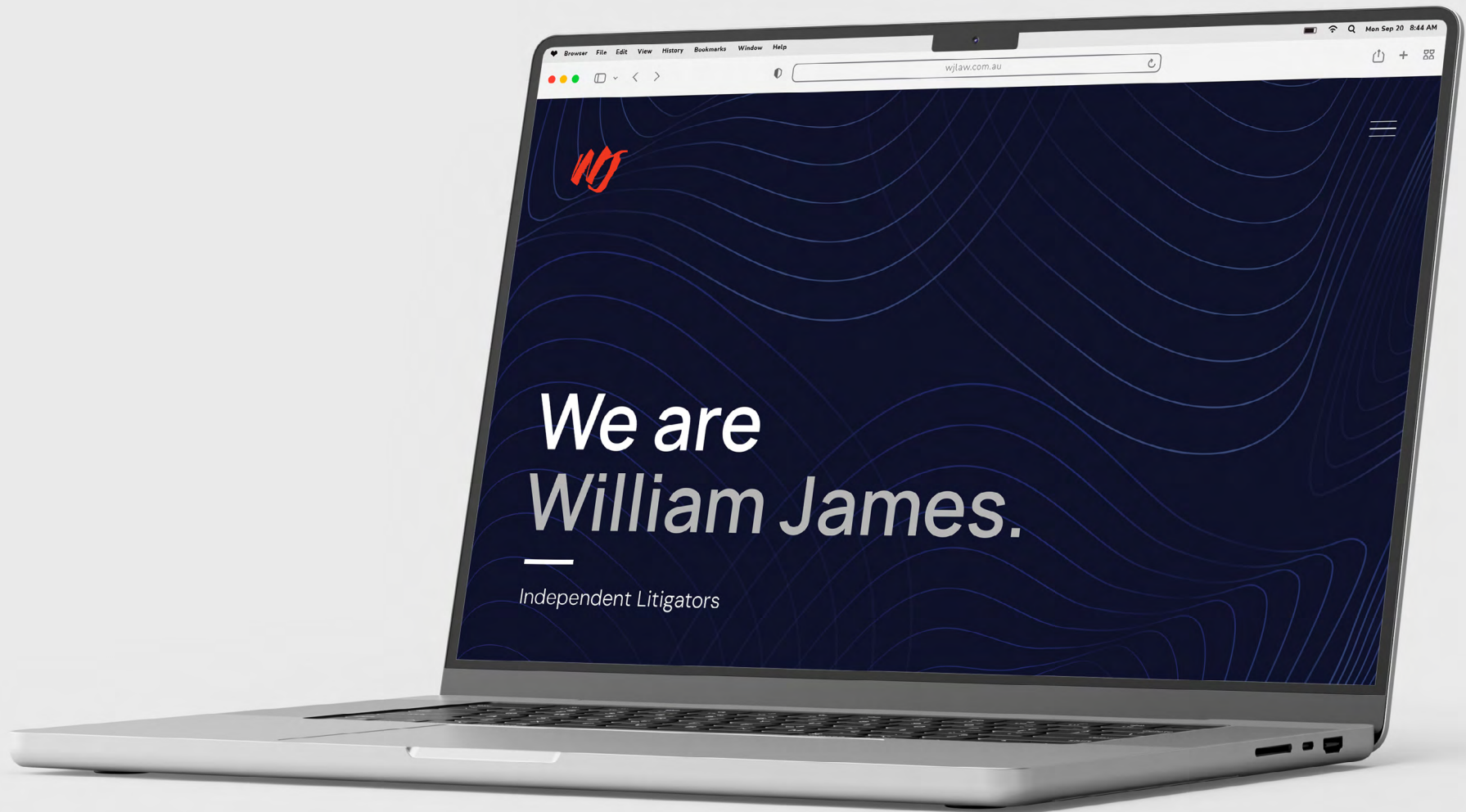
Water Mark



Brand Application

A representation of how the brand may look on different mediums of marketing collateral.





William James Lawyers



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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

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This brand guideline was prepared by White Key Marketing. Should you have any queries regarding this guide, contact us at 1300 577 419 or team@whitekeymarketing.com.au

