

Brand Identity Guide

Version 1.0

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Our brand identity

Our brand identity is the visual expression of our brand to the world.

The content, style, and tone of our communications all evoke emotions and create connections with our audience. In this section are guidelines for using the visual components of the P3LG brand system.

From our logo and colour palette, to our typeface and photo styling, everything you need to create engaging and cohesive communications is here.

Brand identity overview

The P3LG brand identity comprises a series of elements that, when used together, create a cohesive look and feel that embodies the ISLG brand.

The following sections provide guidance on how to use each element of the system. When used properly, the brand identity provides a foundation for clearly and creatively expressing the P3LG brand.



Logo



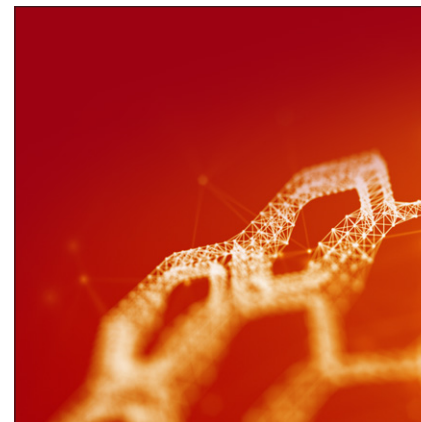
Colours



Gradient



Typeface



Master graphic



Photography / Iconography

Basic elements

Section 1.0

Basic elements

The P3LG logo is the most visible representation of our brand.

It is an expression of our personality and a distillation of all the experiences that make P3LG unique. Treat it with respect and use it in accordance with these guidelines.

There are two versions of our logo: A "long" one that contains P3LG's full name and a "short" one, which only uses the acronym. The preferred version is the short one, shown here. (The next page shows the long version.)

It can be applied positive or reversed depending on the background colour.

Greyscale versions of the logo have also been created, to be used in cases when colour printed is not available.

1.1 Our logo

Short version



Positive version



Negative version



Single-colour positive version



Single-colour negative version



To ensure maximum visibility and legibility of the logotype, minimum clear space determined by 1/2 the height of an 'L' must be followed.



The minimum reproduction size for the logotype in print is 0.5 inches wide. The minimum width on-screen is 60px.

Section 1.0

Basic elements

The long version of the logo should be used in cases where it might appear in isolation, without any accompanying copy containing P3LG's full name. For example, as part of a group of sponsor logos.

1.1 Our logo

Long versions

Stacked version



Positive version



Negative version

Horizontal version



Positive version



Negative version

Section 1.0

Basic elements

Our colour palette is fundamentally important in aiding awareness and recognition of our communications.

Our brand colour is a burnt orange, used in conjunction with a brighter orange and a dark red. A guide range of greys, plus black and white complete our palette.

An orange gradient has also been created to be used as an alternative background.

The following pages and application examples show how they are used.

Color Specifications

Since individual printers and computer screens show colours differently, the colour swatches on this page should not be used for colour-matching purposes. Always use the values provided here.

Also note that the colours specified may not be modified or substituted.

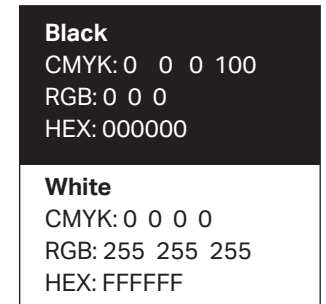
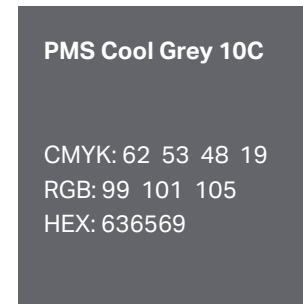
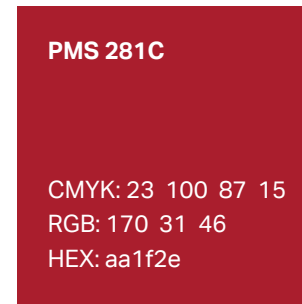
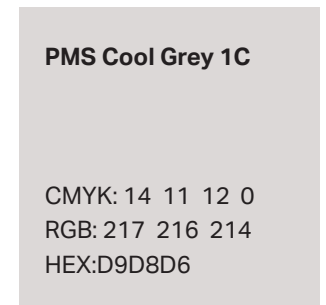
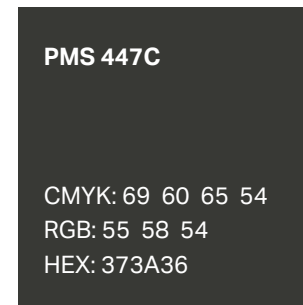
When printing on uncoated stock, match to the coated Pantone chip swatch (do not use the uncoated chip swatch).

1.2 Brand colours

Brand colour



Secondary colours



Gradient



Section 1.0

Basic elements

Aktiv is our brand typeface and, as such, all printed and digital marketing materials are set in *Aktiv*.

As a typeface, *Aktiv* offers a wide range of weights. Combine them to establish a clear hierarchy of information.

Aktiv can be purchased at:
www.myfonts.com

Aktiv is also available as a webfont provided specifically for digital use.

Office use:

Aktiv is not commonly available on desktop computers. For daily correspondence and electronically distributed communications, use Arial as a substitute. It comes with the Microsoft Office suite of applications, which includes PowerPoint and Word.

1.3 Typography

Aktiv is our brand typeface.

AKTIV LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#%&*()+=<>?;:"/

AKTIV REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#%&*()+=<>?;:"/

AKTIV MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#%&*()+=<>?;:"/

AKTIV BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#%&*()+=<>?;:"/

AKTIV LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#%&*()+=<>?;:"/

AKTIV REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#%&*()+=<>?;:"/

AKTIV MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#%&*()+=<>?;:"/

AKTIV BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#%&*()+=<>?;:"/

Section 1.0

Basic elements

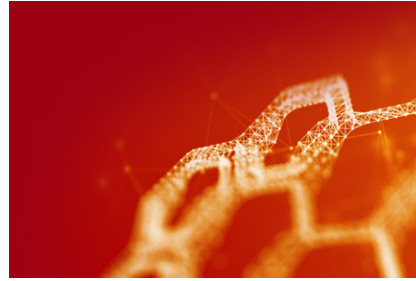
Photography is an important element that helps communicate the ISLG brand.

We employ diverse types of images that when combined, convey the different aspects of our brand.

The overarching categories are shown here. The following pages contain more examples of each.

1.4 Photography

Overview



Master graphic



Sector images



Our users



The ISLG interface



Portraits

Section 1.0

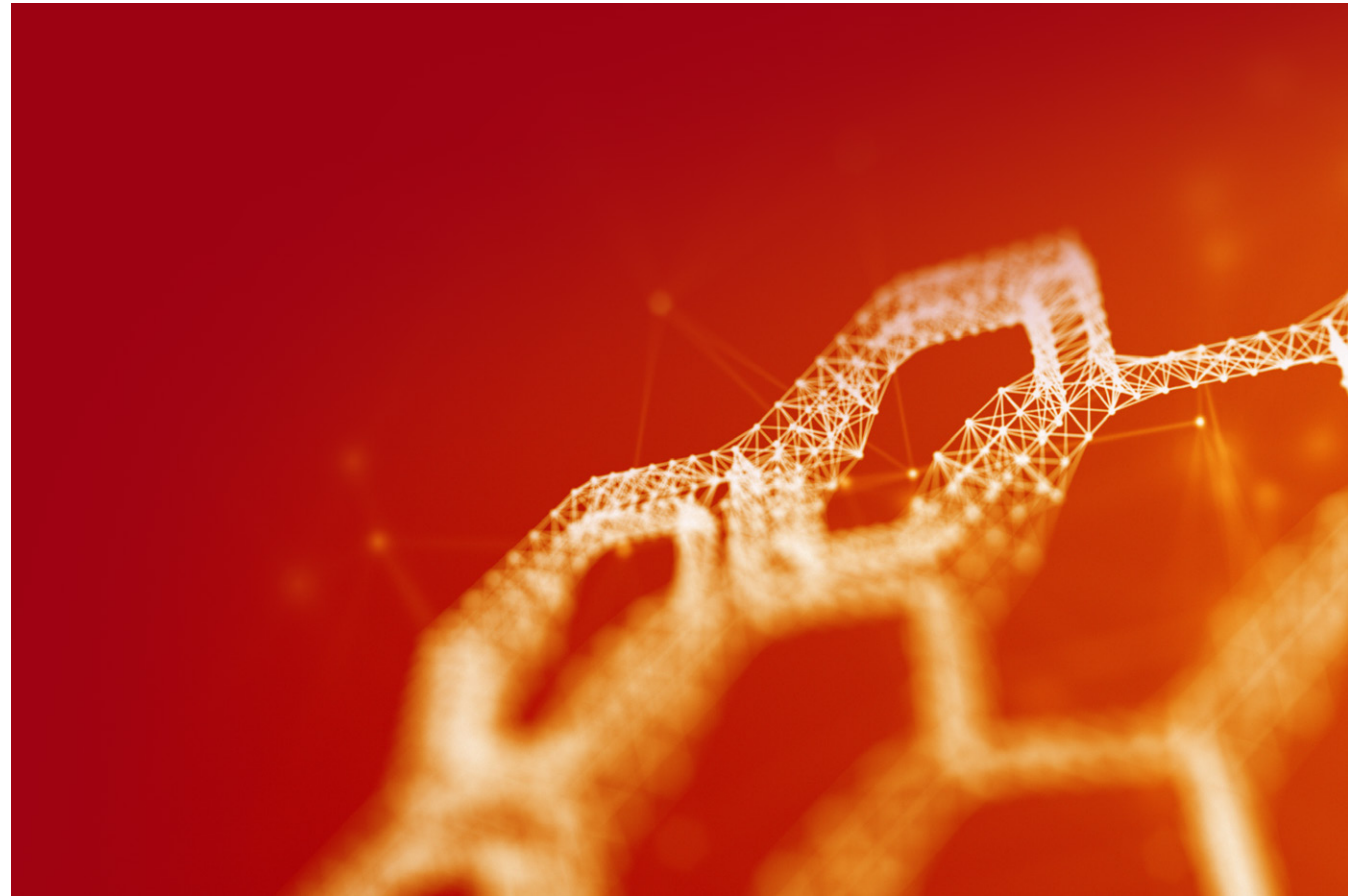
Basic elements

The connected structure image symbolizes P3's aim of "connecting the dots" related to P3 claims.

This image can be used as the main element of top level applications, such as our website's home page or a brochure cover.

1.4 Photography

Master graphic



Section 1.0

Basic elements

Sector images are used as to represent common subjects of P3 agreements.

Use these images to compliment our master graphic, for example, as landing page header images on our website or inside spreads of a brochure.

1.4 Photography

Sector images



Road Infrastructure



Transit Infrastructure



Civic Infrastructure



Airport Infrastructure

How to choose the right stock images:

- Use the highest quality stock images, with crisp and bright colours.
- Make sure the colours in the image are harmonious with P3LG's orange.
- Choose dynamic images with an interesting point of view and with a strong focal point.

Section 1.0

Basic elements

Images representing law professionals help potential clients relate to our product.

Use these types of images sparingly and only in the context of explaining what P3LG does.

1.4 Photography

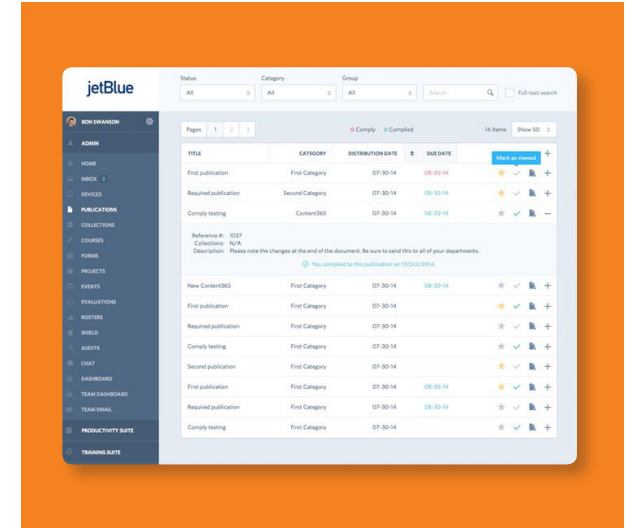
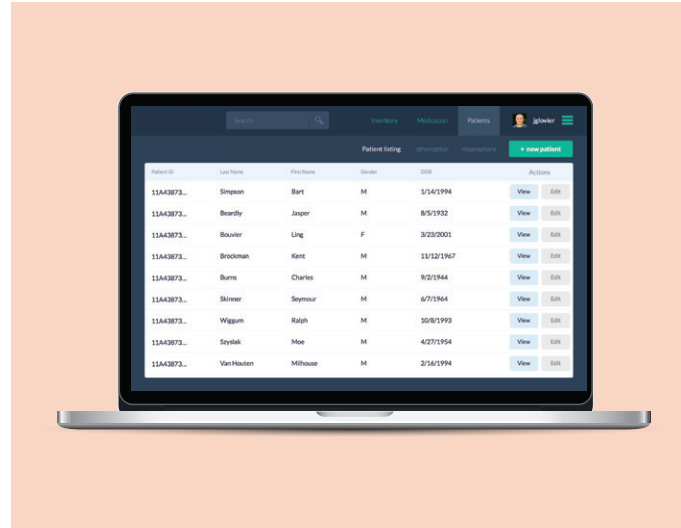
Our users



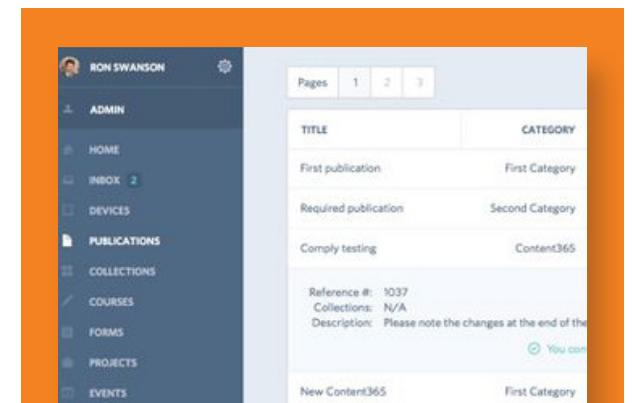
Section 1.0 Basic elements

Screenshots of the P3LG platform should always be shown in context. This can be done either contained in a computer screen or against a colour background, as shown here.

1.4 Photography The P3LG interface



Full screenshot



Screenshot detail

Section 1.0

Basic elements

Portraits of P3LG staff and contributors help put a human face behind the product.

Ideally, all portraits should be professionally shot and have a similar style and crop.

To unify portraits from different sources, convert images to greyscale and place the subject against a white or light grey background.

1.4 Photography

Portraits



Section 1.0

Basic elements

Icons are helpful when explaining abstract concepts. Four icons have been created to represent P3LG's product features.

1.5 Icons



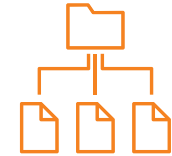
Pinpoint
Accuracy



Efficiency
Gains



Multifaceted
Research



Comprehensive
Document Collection

Brand application examples

The following section shows how to best apply the brand identity across a range of touch points in a cohesive manner.

In each example, note how the logo, typography, color, photography, and graphic expressions work together to best represent everything ISLG stands for.

Section 2.0

Brand application examples

Business card

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1000 Waterfront Centre
200 Burrard Street, Mail Box #52
Vancouver, BC V7X 1T2 Canada

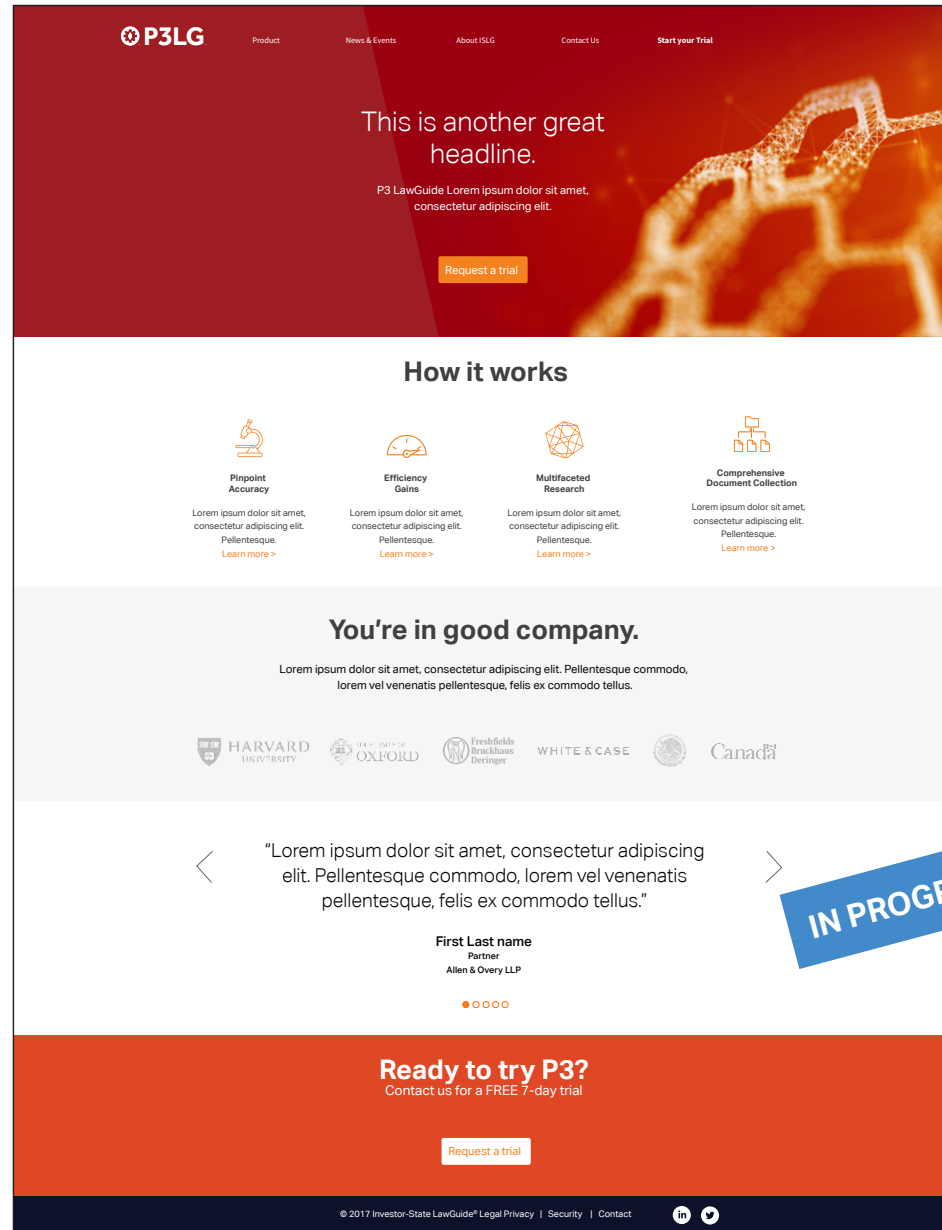


p3lawguide.com

Section 2.0

Brand application examples

Website



Section 1.0

Basic elements

UI elements

ISLG

This is a headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed sit amet accumsan elit. Praesent aliquam nibh eget nisi imperdiet, vitae eleifend nisl pharetra.

This is a button

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed sit amet accumsan elit. Praesent aliquam nibh eget nisi imperdiet, vitae eleifend nisl pharetra.

This is a link

This is a button

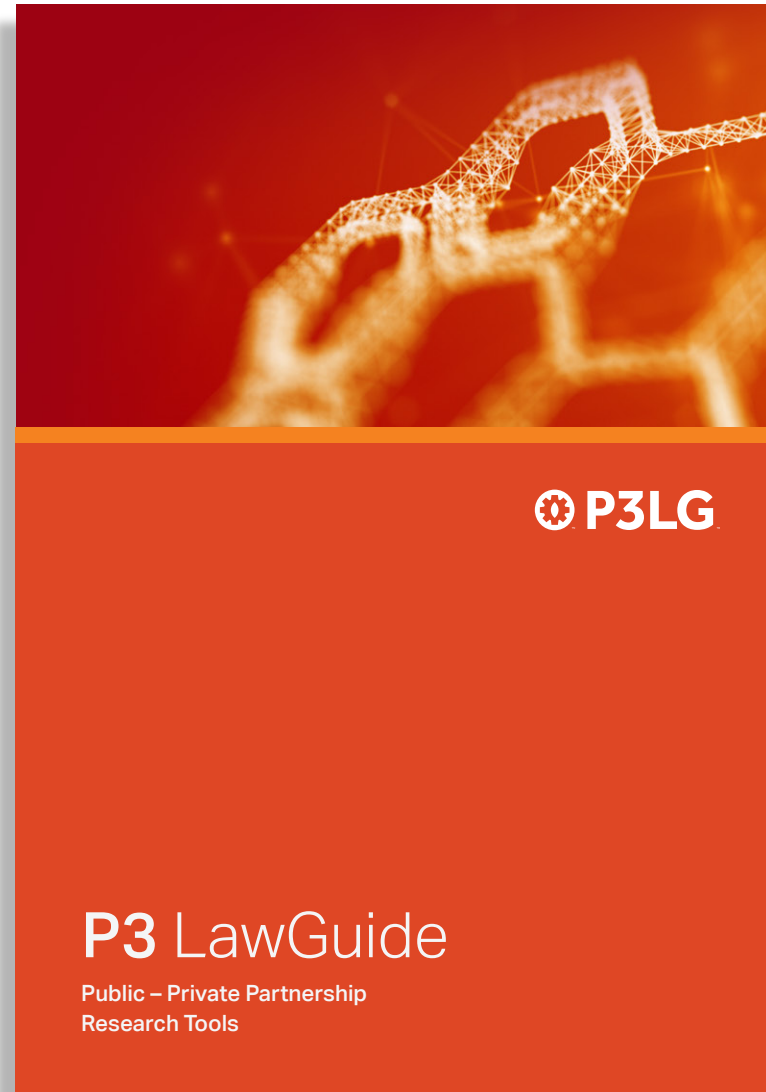
This is a field

This is a field...

IN PROGRESS

Section 1.0
Basic elements

Brochure



Section 1.0
Basic elements

Banner ads

P3LG
Find the right information, right away.
P3 legal research at your fingertips. [REQUEST A TRIAL](#)

P3LG
How does your legal research stack up?
P3 LawGuide puts P3 research, within reach. [REQUEST A TRIAL](#)

P3LG
Harness the power of your research.
P3 LawGuide makes P3 research, easy. [REQUEST A TRIAL](#)

P3LG
Welcome to the new era of legal research.
P3 LawGuide [REQUEST A TRIAL](#)

IN PROGRESS

