

Tologix Branding

November 6th, 2017

Today's Objective:

Presentation of brand identity development work


Including:

- Review of current ISLG and Tologix branding
- Brand architecture/logo exploration
- Brand identity building blocks
- 3 overarching creative directions for all brands
- Examples of how each would come to life

Next Steps:

- Selection of one conceptual direction for refinement
- Design of ISLG website "look and feel"
- Design of ISLG brand guidelines for transfer to Industrial

The ISLG brand today


**Investor-State
LAWGUIDE™**

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Research Reinvented.™

Investor-State LawGuide™ (ISLG) has mapped the world of investment treaty law by capturing the relationships between treaties, arbitral rules, cases and other key materials.

ISLG: efficient and comprehensive, Multifaceted Research.™

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Now you can apply that map to your research needs.

WATCH THE DEMO

KEY FEATURES:

- "The best online resource for investment treaty law."**
– JUDITH GILL QC, Partner, Allen & Overy LLP
- Pinpoint Accuracy™**
ISLG's technology instantly links you to the specific passages in arbitral decisions and awards where a tribunal discusses a particular legal instrument or prior arbitral decision.
- Efficiency Gains**
What took hours or even days to research now takes minutes through the use of contextual navigation and an intuitive research interface.
- Multifaceted Research™**
ISLG's integrated and cross-referenced Research Tools enable you to examine a specific legal issue from all angles.
- Comprehensive Document Collection**
All materials relevant to publicly available ICSID, NAFTA and *ad hoc* tribunal decisions are available in a comprehensive document directory that can be filtered in a variety of ways.

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 "The best online resource for investment treaty law."
 - JUDITH GILL QC, Partner, Allen & Overy LLP

Are you looking for a comprehensive and efficient research tool for investment treaty law?

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Key Features & Benefits

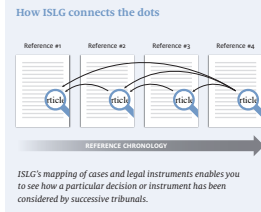
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Through a combination of technology and human resources, ISLG puts each of its documents through a proprietary data capture process in order to achieve a high degree of granularity and accuracy.

A closer look at ISLG

Multifaceted Research™

ISLG has five principal Research Tools to facilitate a Multifaceted Research approach. Each tool allows you to conduct your research with Pinpoint Accuracy.



1. The Subject Navigator

The Subject Navigator is a fast and efficient way to narrow down and isolate issues relevant to your research, which can then be supplemented through our other Research Tools. It is a vast electronic directory of investment treaty arbitral law which lays out subjects in branches and sub-branches of ever increasing detail. You can survey complex subjects (e.g., fair and equitable treatment) and drill down into the nuances of each issue and sub-issue, ultimately arriving at the specific passage or footnote of a case where that issue or sub-issue is discussed.

2. The Article Citor

The Article Citor enables you to instantly see how specific legal instruments relevant to international investment law have been interpreted by tribunals. By selecting an instrument, or a particular provision within that instrument, you are taken directly to the paragraph(s) or footnote(s) where that instrument/provision has been applied or interpreted by tribunals.

3. The Jurisprudence Citor

The Jurisprudence Citor enables you to instantly see how specific decisions have been treated by subsequent investment treaty tribunals. This includes both investment and non-investment treaty decisions (e.g., International Court of Justice judgments and GATT/WTO panel and Appellate Body reports). Two types of tools are available: one provides you with the cases where tribunals refer to a decision generally; the second provides you with references to specific paragraph(s), footnote(s) or page(s) of a particular decision. This allows you to effortlessly isolate a specific passage within a decision with Pinpoint Accuracy and quickly determine how that passage has been addressed by subsequent tribunals.

4. Terms & Phrases

Terms & Phrases enables you to look for the meaning of terms and phrases that have been defined in treaties and rules or by arbitration tribunals. This tool is integrated with the other Research Tools, allowing you to easily navigate throughout the database.

5. Full-text Search

The Full-text Search enables you to tailor your legal research and control your findings while providing you with the flexibility of a full-text search. Standard functionality combined with the ability to filter results by specific types of decisions (e.g., decisions on interim measures of protection), by country (i.e., all cases involving a particular respondent State(s)), or by applicable treaty or arbitration rules. This tool is also integrated with our other Research Tools, enabling you to complete your research after beginning with a more targeted approach.

How ISLG helps your research

Quickly narrow the scope of your research

Example: if you want to see how fair and equitable treatment is addressed under NAFTA, start with the **Subject Navigator**.

- Open branch "F" to find "Fair and Equitable Treatment".
- Open "Fair and Equitable Treatment" to reveal a series of sub-branches concerning this subject and cross-references to other parts of the Navigator, including "For fair and equitable treatment in the context of NAFTA".
- Select this cross-reference to take you to the branch on "Minimum Standard of Treatment", which includes the standard of fair and equitable treatment in Article 1105 of the NAFTA.
- View the text of Article 1105 by selecting the "See NAFTA Article 1105" cross-reference.
- Browse further under this subject, to find the discussion in *S.D. Myers v. Canada, Partial Award*, 13 November 2000, in which the tribunal, at paragraph 263, discussed the minimum standard of treatment.
- Select this branch to link you directly to paragraph 263 of the *S.D. Myers* award.

Browsing the Subject Navigator has provided you with two valuable pieces of information:

1. Article 1105 is a provision that is relevant to determining how the standard of fair and equitable treatment is incorporated into the NAFTA, and
2. paragraph 263 of the *S.D. Myers* award interpreted the standard.

Instantly see how legal instruments are treated by tribunals

Example: use the **Article Citor** to provide you with further information on NAFTA Article 1105.

- Open the **Article Citor** to provide you with a list of legal instruments that have been interpreted by arbitral tribunals.
- Select "NAFTA" to provide you with a list of Chapters within NAFTA (and other related instruments) that are relevant to investment dispute resolution.

Instantly see how cases are treated by subsequent tribunals

Example: use the **Jurisprudence Citor** to find further information on paragraph 263 of the *S.D. Myers* award.

- Open the **Jurisprudence Citor** to provide you with three types of jurisprudence: NAFTA, Investment Treaty and Non-Investment Treaty jurisprudence.
- Open "NAFTA Jurisprudence" to reveal a list of disputes in alphabetical order by respondent State.
- Select "*Canada-S.D. Myers, Inc. v. Government of Canada*" to present you with the list of decisions within that dispute (and all paragraphs/footnotes/pages within a particular decision) to which subsequent tribunals have referred, including paragraph 263 of the partial award.
- Select paragraph 263 to provide you with a list of decisions, which if selected will reveal specific paragraph/footnote numbers that link you directly to the passage(s) in the selected decision that refer(s) specifically to paragraph 263.

In three easy steps, you were able to narrow the issue and identify the legal instruments and case law most relevant to your research, and see how such material has been applied by arbitral tribunals. This demonstrates the power of **Multifaceted Research** and how, in combination with an intuitive and easy to use interface, ISLG can make your research more comprehensive and efficient.

"ISLG is a very powerful and useful tool. It is a cost-effective research tool that is a benefit to our practice. I would recommend it to any lawyer practicing in international arbitration. It is not a plus. It is a must!"
 - ALVARO GALINDO, International Counsel, Dechert LLP

"Thousands of hours have been dedicated by ISLG's editors and contributors to develop the Subject Navigator. The result is a transfer of legal knowledge from experienced practitioners and academics to ISLG's users."
 - J. CAMERON MOWATT, Editor, Investor-State LawGuide and Investor-State Dispute Settlement Counsel



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Key features & benefits include:

- Pinpoint Accuracy:** Links you to the specific passages in arbitral decisions and awards where a tribunal discusses a particular legal instrument or prior arbitral decision.
- Efficiency Gains:** Contextual navigation and an intuitive research interface.
- Multifaceted Research:** Examine a specific legal issue from all angles.
- Comprehensive Document Collection:** All materials relevant to publicly available ICSID, NAFTA and *ad hoc* tribunal decisions are available and can be filtered in a variety of ways.

Free trial accounts are available. Visit www.investorstatelawguide.com or e-mail info@investorstatelawguide.com for more information.




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- Comprehensive Document Collection:** all materials relevant to publicly available ICSID, NAFTA and *ad hoc* tribunal decisions are available in a comprehensive document directory that can be filtered in a variety of ways.
- Effective Tracking:** all research performed on ISLG can be effectively saved, tracked and shared using the Notepad Feature.

Contact Us

If you would like more information about ISLG, please visit our website, call toll free within North America at 1-855-632-3524 or e-mail us at: info@investorstatelawguide.com



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Observations about the current ISLG branding:

- In general, the brand appears very traditional. Our colour and font choices have contributed to this.
- Since the map/dot graphic has been the only graphic asset at our disposal, materials are starting to look repetitive.
- Text used in materials tends to be very lengthy.

Things we could improve:

- Graphically speaking, move the branding closer to what tech companies look like, in terms of colours, fonts, etc.
- Make the connection between the product and areas of practice more evident (with less abstract graphics)
- Try to say more with less and in a more conversational tone.

The Tologix brand today

Home Products **TOLOGIX** Services Clients Contact



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- Comprehensive Document Collections**
All materials relevant to arbitral decisions (TDS, ICSID, ICSID TR and all our arbitral decisions) are available in a comprehensive document library that can be filtered in a variety of ways.

Take a closer look



In 2008, Tologix was co-founded by 3 lawyers and one web professional. The intersection of these subject matter experts creates a dynamic that unlocks new opportunity in a changing legal landscape.

Product features

- Pinpoint Accuracy - links users to the specific passages in legal decisions and instruments*
- Multifaceted Research - examine a specific legal issue from all angles, with context*
- Improved Relevance - pre-structure and elimination of 'noise' data saves time*
- Turnkey Services - initial license, build, hosting & maintenance ...see details*

Download docs

An overview of our product as it relates to creating specialized and complementary LawGuides for areas of Int'l Economic Law.

[Tologix 2-Page Overview](#)

What clients say about our LawGuides

“ a superior product! ”

Washington, DC Lawyer

Video demo

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ISLG's integrated and referenced Research Tools enable you to examine specific legal issue from angles.

Observations about the current Tologix branding:

- Currently, the only function the website serves is for customers to identify it as ISLG's parent company.

Things we could improve:

- Develop a true voice for Tologix itself. Raise its profile and position it as an innovative, tech company, able to develop a variety of sophisticated legal research tools (not just ISLG).

Note: As more products are added, we will have to address how to market the products- whether there is a benefit in presenting them as a "suite" or not. (This might not be the case, if the audiences for each product are different.)

Logo architecture

Current logo architecture

TOLOGIX

 TM **Investor-State**
LAWGUIDETM

 TM **Political Risk**
LAWGUIDETM

 TM **P3** **LAWGUIDE**TM

Logo architecture exploration

TOLOGIX → **TOLOGIX**

 **Investor-State**
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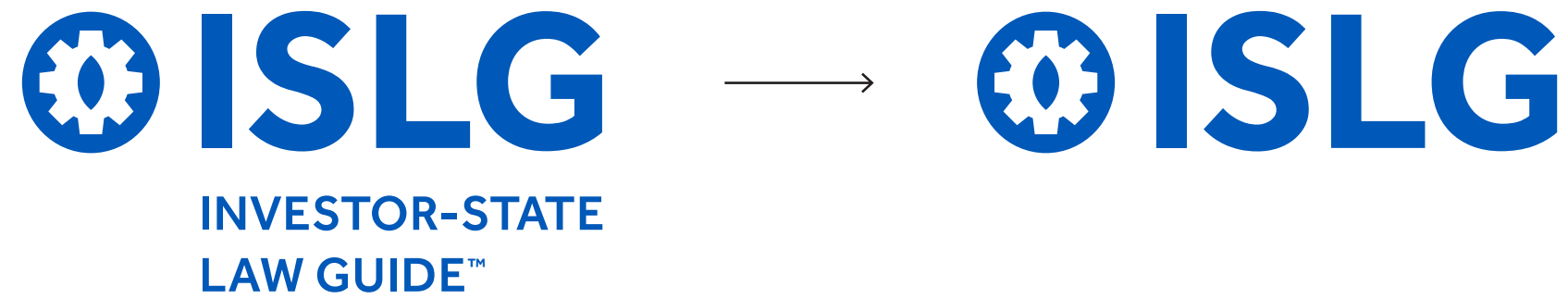
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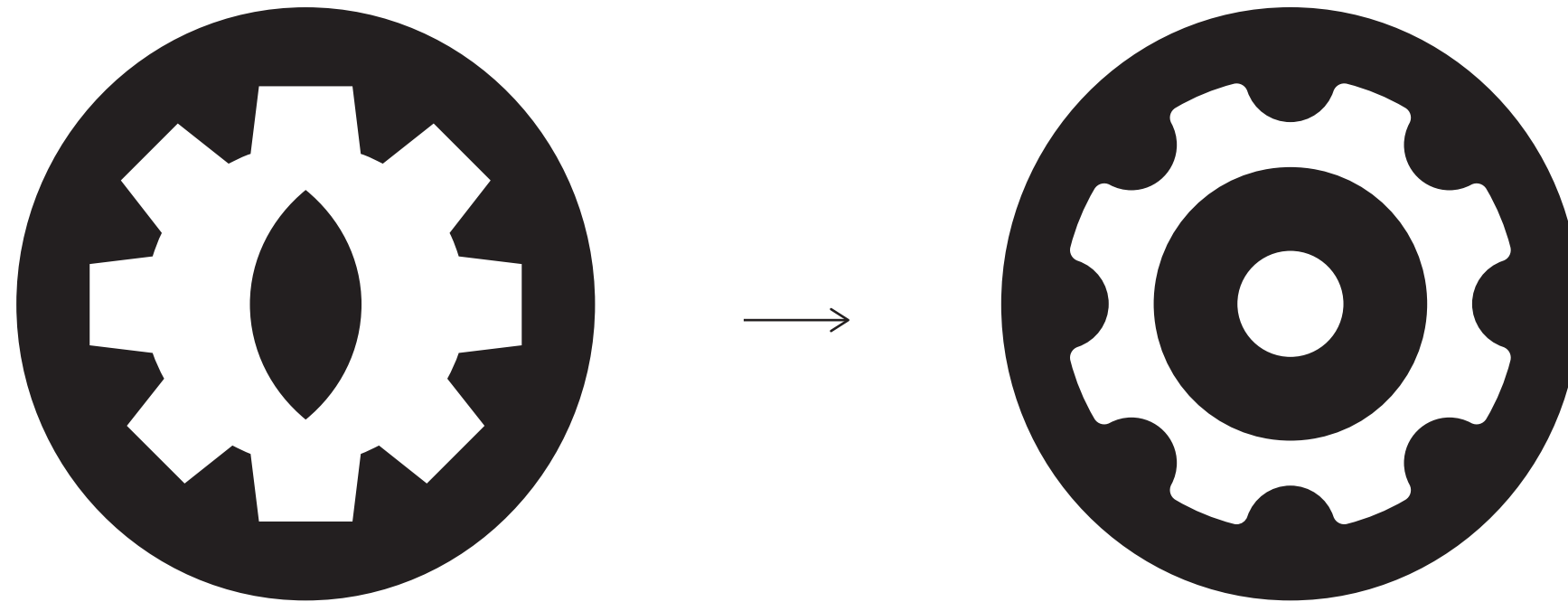
 **P3** **LAW GUIDE™**

Logo architecture exploration



A dark blue rectangular block containing the simplified logo and promotional text. At the top left is the gear icon and the letters 'ISLG' in white. Below this, the text 'Harness the power of your research.' is written in a white sans-serif font. Underneath, 'Investor-State LawGuide makes investor treaty research, easy.' is written in a smaller white font. At the bottom right, there is a light blue button with the text 'REQUEST A TRIAL' in white, all-caps sans-serif font.

Logo architecture exploration



Logo architecture exploration

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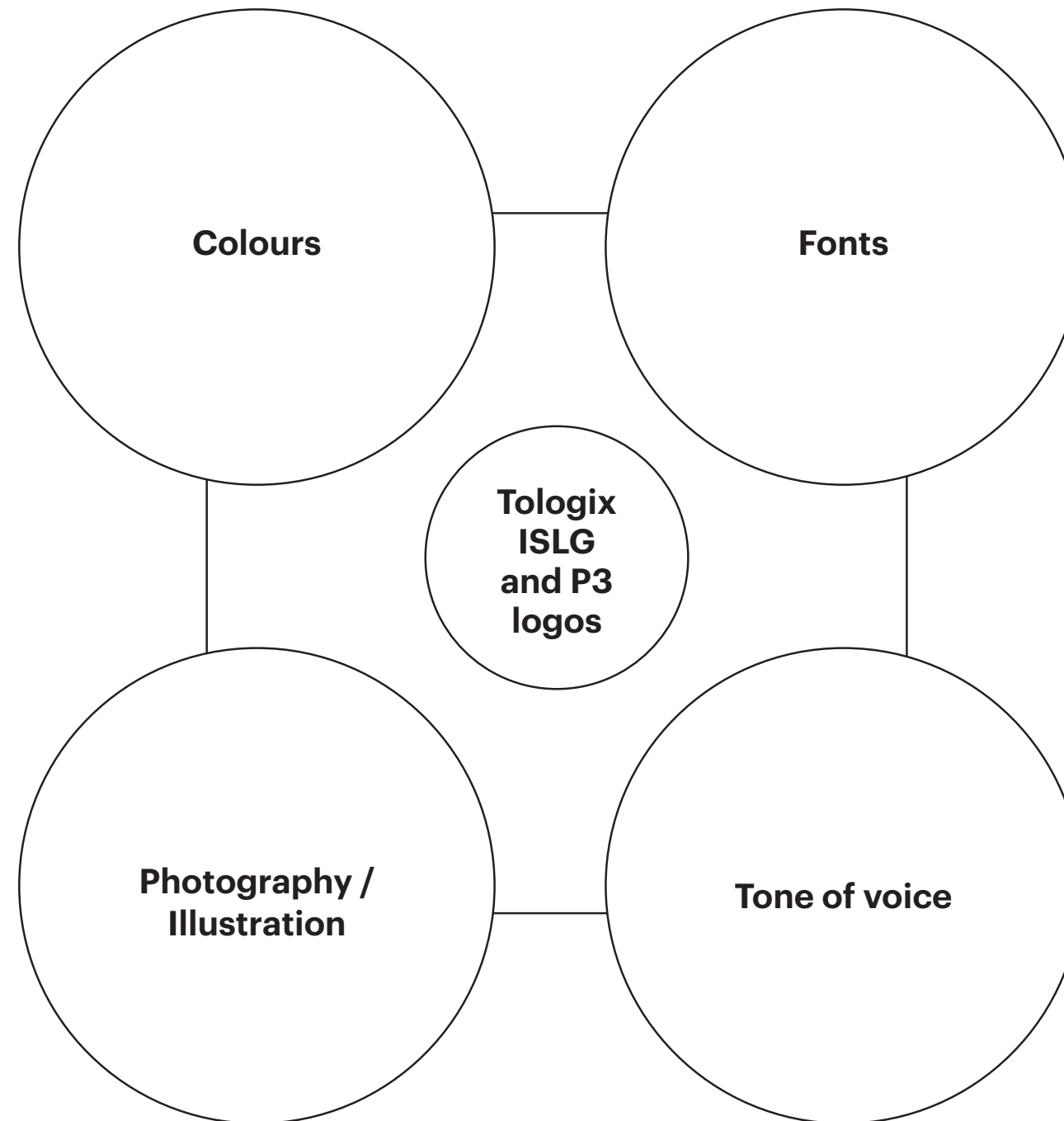
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Brand Identity

Branding needs for each entity



Brand identity building blocks



- Our goal is to develop a branding system that works across all brands and media.

Colours



Aktiv is our brand typeface.

AKTIV REGULAR

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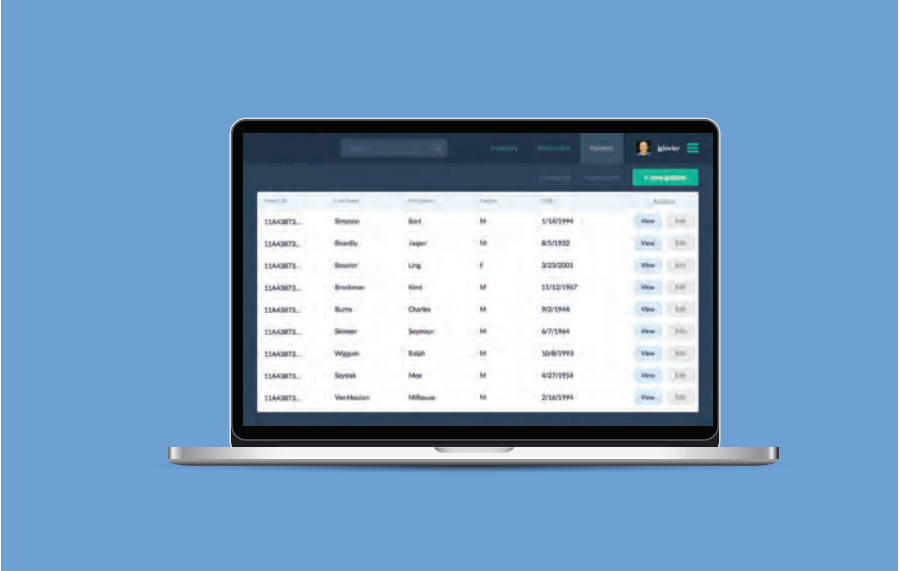
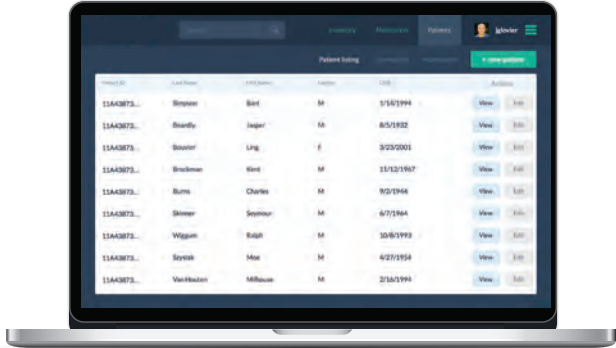
AKTIV BOLD

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Photography - areas of research



Photography - the product / the users



Direction 1

Concept 1

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- Efficiency Gains**
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First Last name
Partner
Allen & Overy LLP

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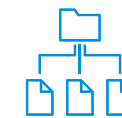


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WHITE & CASE



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First Last name

Partner

Allen & Overy LLP



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— FIRST LAST NAME, PARTNER, ALLEN & OVERY LLP



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Direction 1



Master image



Secondary images



Master image



Secondary images

Direction 2



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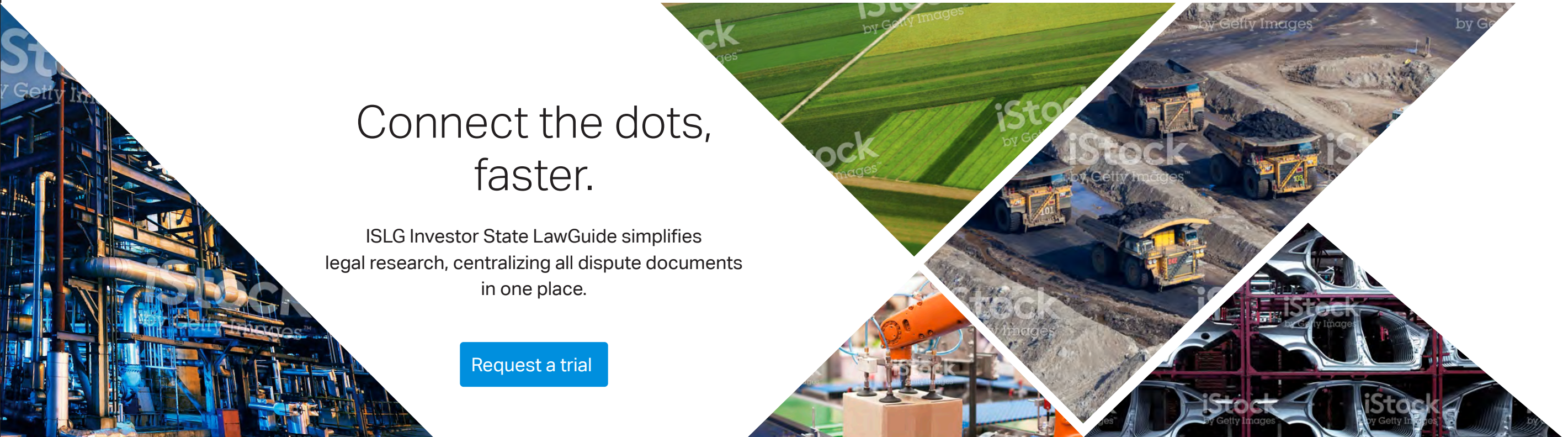
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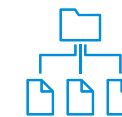
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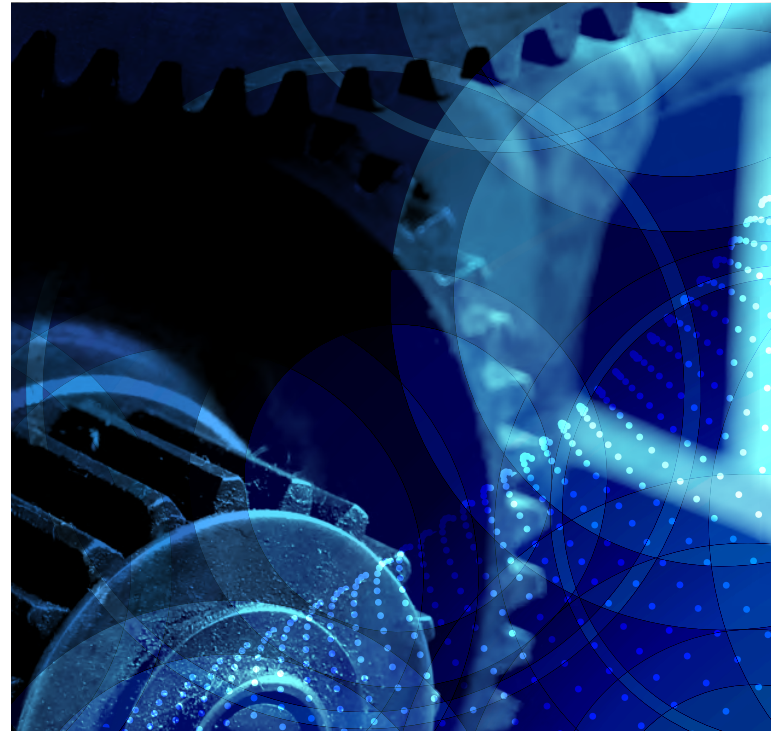


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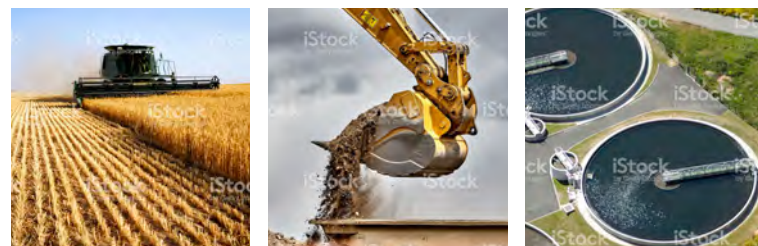
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Direction 1



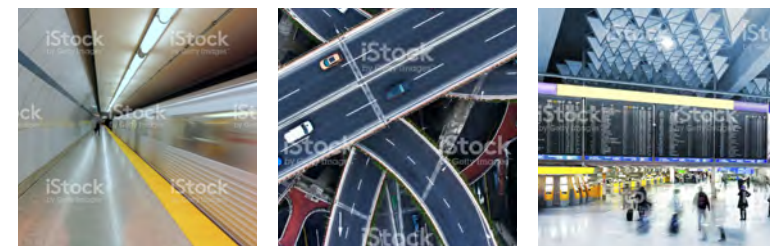
Master image



Secondary images



Master image



Secondary images

Tologix branding

Tologix branding



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ISLG
ISLG Investor-State LawGuide
Investor treaty research, right at your fingertips.
Everything related to disputes. Powerful research that connects the dots.

[VISIT WEBSITE](#)

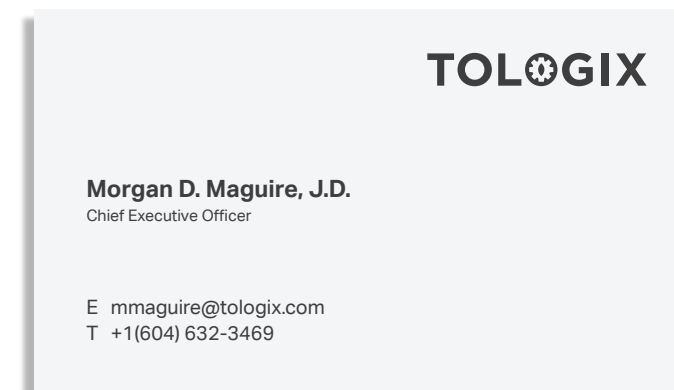
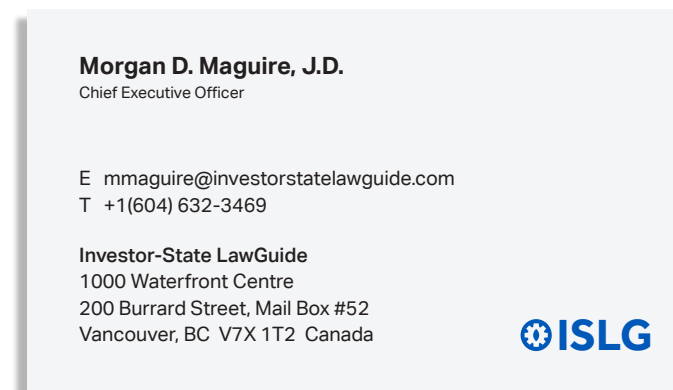
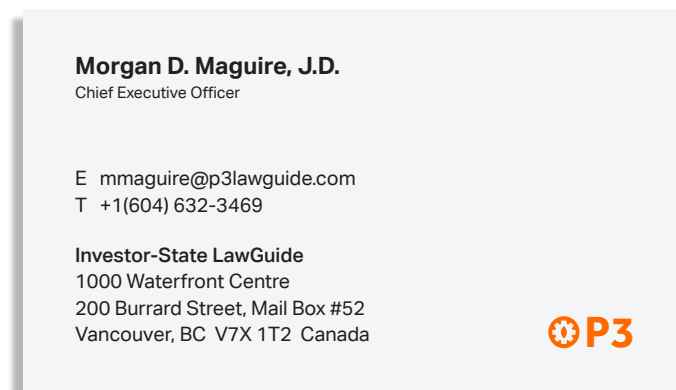
THIS IS A GREAT HEADLINE.

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

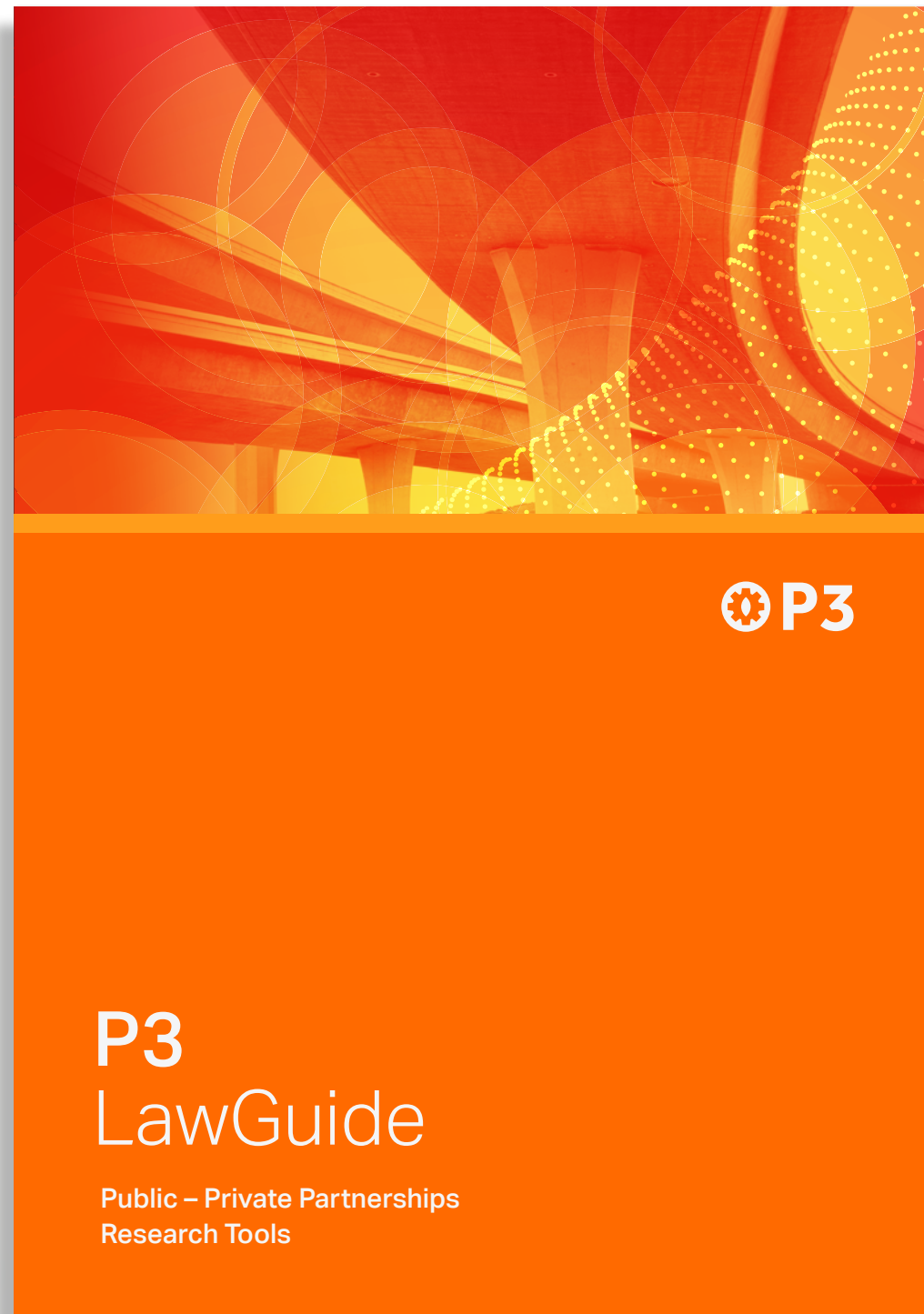
Application examples (for any direction)

Application examples

- Business cards

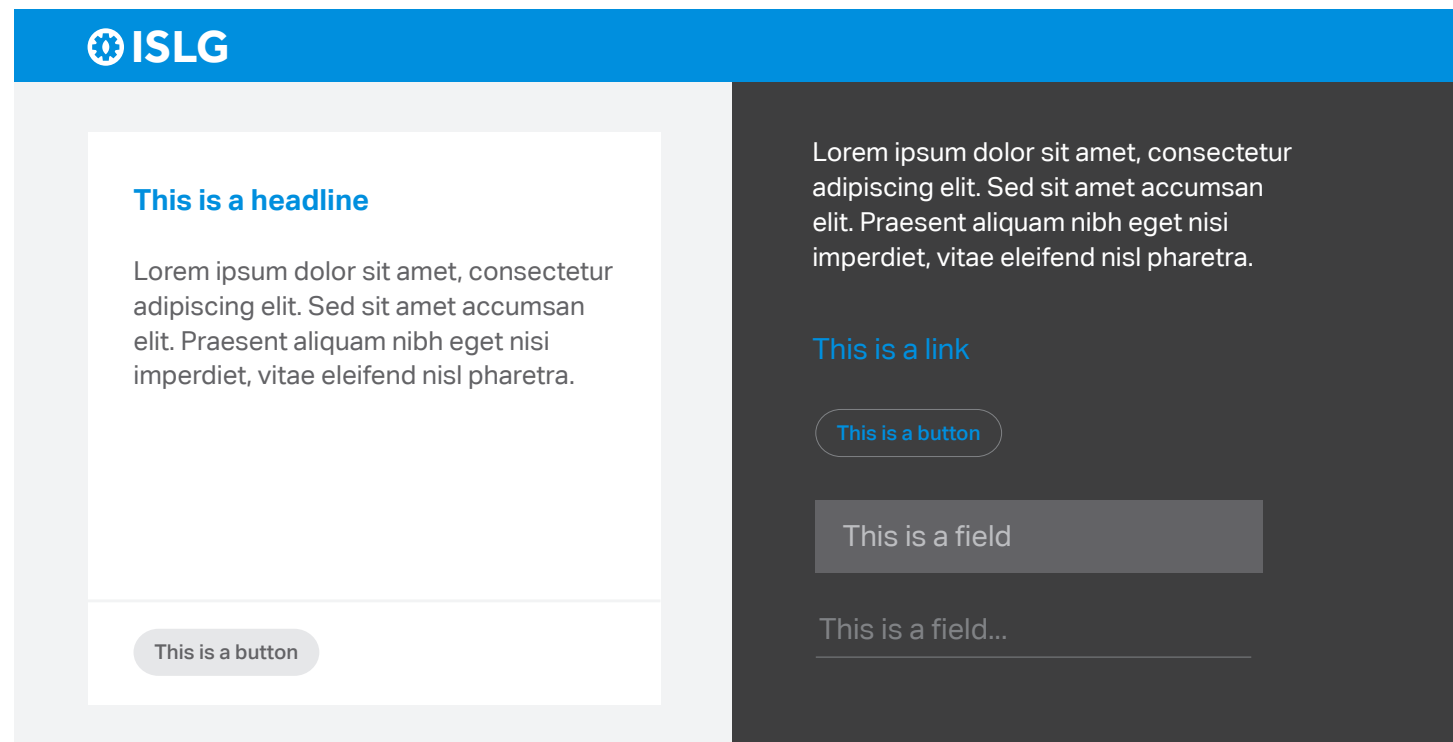


Application examples
- Sales brochures



Application examples

- User Interface



The mockup for ISLG features a blue header bar with the logo and name. The main content is split into two columns. The left column has a white background and contains a blue headline, a paragraph of Lorem Ipsum, and a button at the bottom. The right column has a dark grey background and contains a paragraph of Lorem Ipsum, a blue link, a button, a grey field, and another grey field.

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

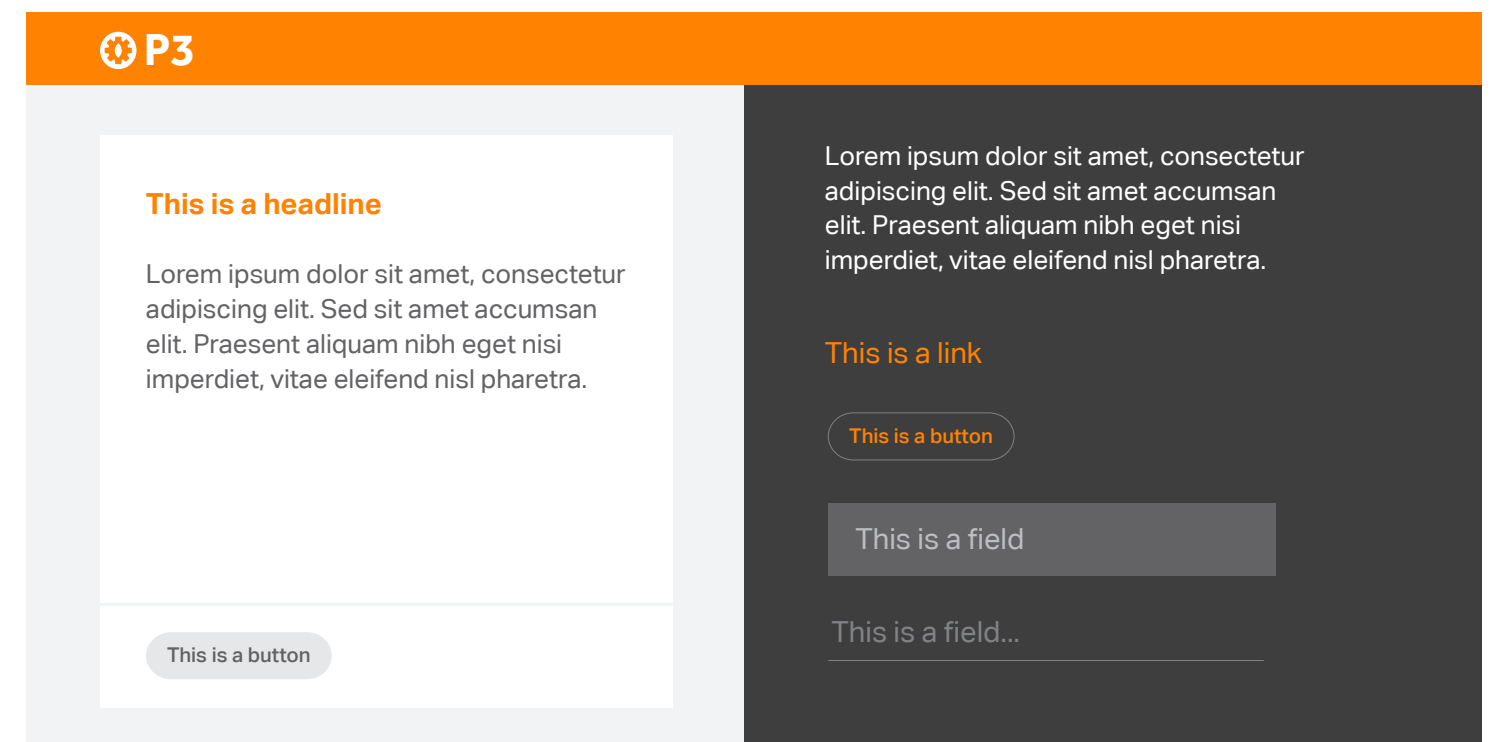
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed sit amet accumsan elit. Praesent aliquam nibh eget nisi imperdiet, vitae eleifend nisl pharetra.

[This is a link](#)

This is a button

This is a field

This is a field...



The mockup for P3 features an orange header bar with the logo and name. The main content is split into two columns. The left column has a white background and contains an orange headline, a paragraph of Lorem Ipsum, and a button at the bottom. The right column has a dark grey background and contains a paragraph of Lorem Ipsum, an orange link, a button, a grey field, and another grey field.

P3

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](#)

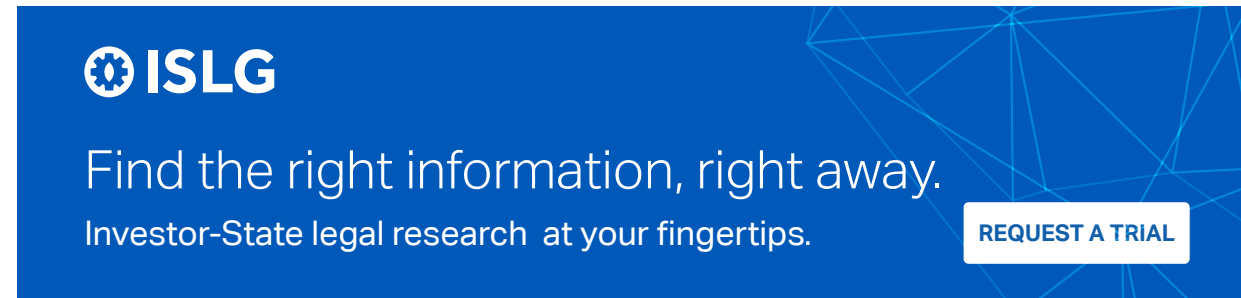
This is a button

This is a field

This is a field...

Application examples

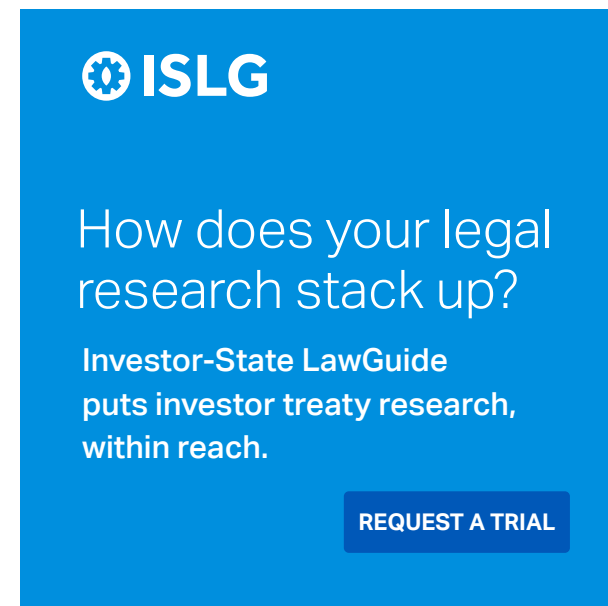
- Online banner ads



ISLG

Find the right information, right away.
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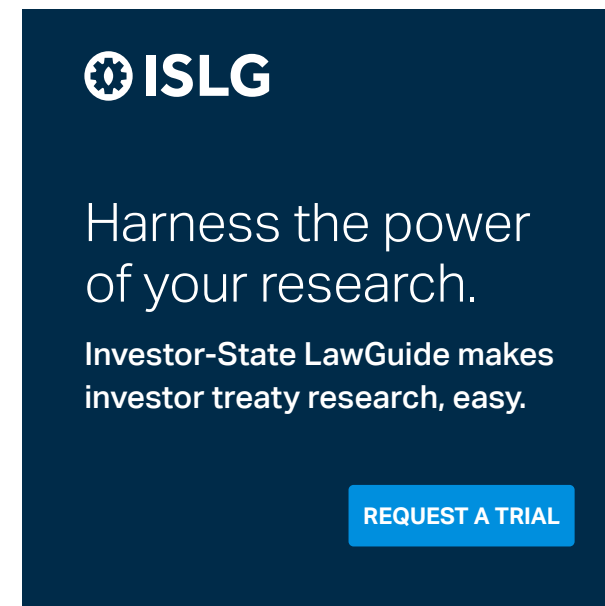


ISLG

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ISLG

Harness the power of your research.

Investor-State LawGuide makes investor treaty research, easy.

[REQUEST A TRIAL](#)

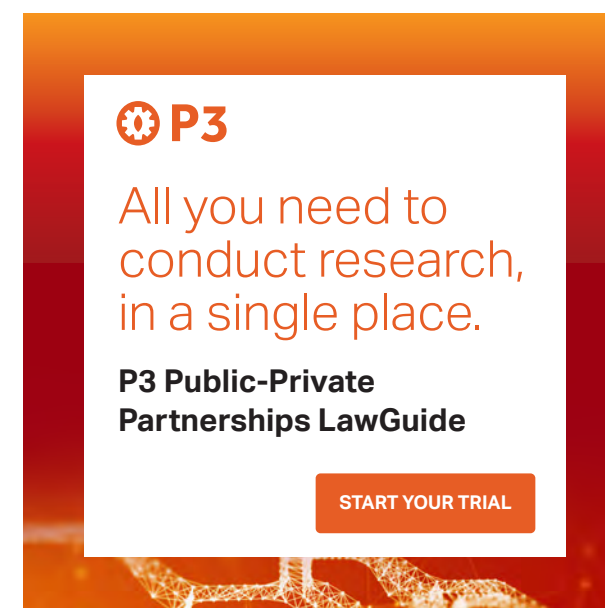


ISLG

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Investor-State LawGuide

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P3

All you need to conduct research, in a single place.

P3 Public-Private Partnerships LawGuide

[START YOUR TRIAL](#)

Thank you