

Brand Guidelines

01

Logo



Logo

Color

Typography

Brand In Use

Our logo

Our logo represents us. It tells everyone who we are and what we stand for. It is the most immediate representation of our company, our people, and our brand to the world. The DesignLaw Group logo is the preferred and primary logo.



DesignLaw Group

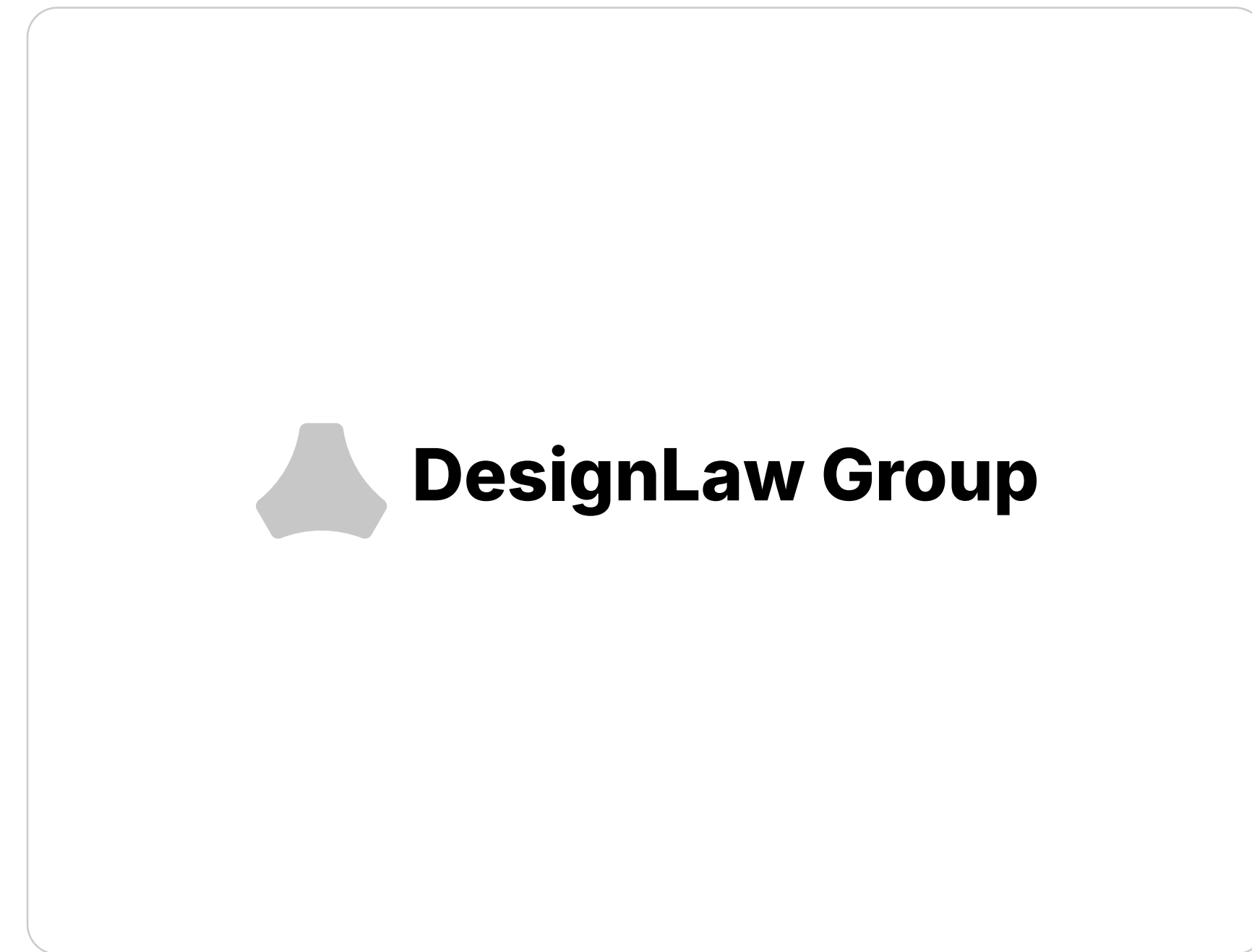


Logo color

To ensure maximum contrast and clarity, always select your logo color based on the elements in your design.

- On dark backgrounds: Use the logo in White.
- On light backgrounds: Use the logo in Black.
- Over photography: Either are acceptable—just make sure the logo remains clear and easy to read.

Always prioritize legibility and strong visual contrast.





Clearspace

To maintain visual clarity and balance, always apply the width of the D around the DesignLaw Group logo to provide adequate breathing room around it.

When using the logo as a large design element it is okay to disregard clearspace guidelines.





Things to avoid

Here are some simple rules to avoid. In working with our logo, stick with the recommended colors. Avoid background images which make the logo unreadable and avoid any modifications to the logo.

Don't use multiple colors.



Don't stretch or tilt.



Don't apply effects or strokes.



Don't apply gradients.



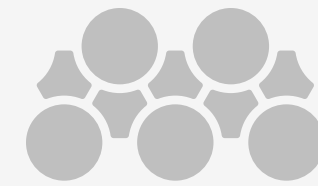


Alternate Logos

In addition to the primary logo, DesignLaw Group makes use of carefully designed alternate logos. These variations provide flexibility across different applications while preserving the integrity of the brand identity.

Alternate logos are developed to highlight specific aspects of the Firm and provide visual variety while maintaining a cohesive brand system.

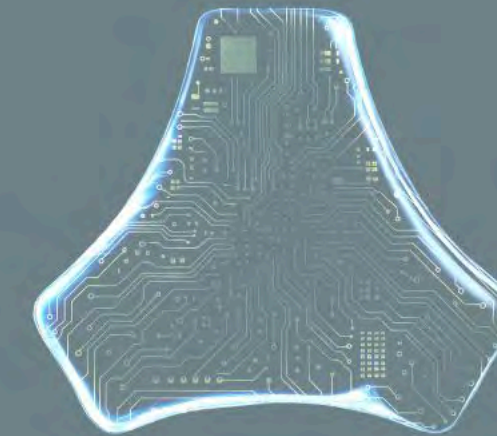
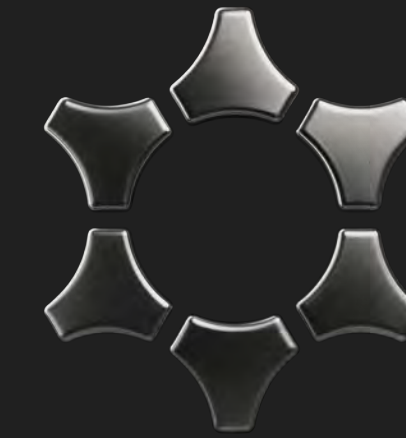
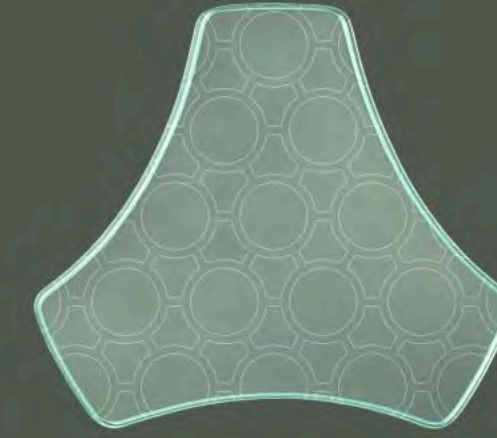
Alternate logos are derived by rearranging the icon and/or specific elements of the grid system that underpins the logo. These changes are not arbitrary; each variation is designed to subtly reflect a facet of the firm.





Alternate Logos - 3D

To extend the visual language of the brand, alternate logos may be brought to life through three-dimensional treatments. This approach provides depth and modernity while preserving the integrity of the firm's identity. Preserve the shape of the icon when creating alternate 3D logos.

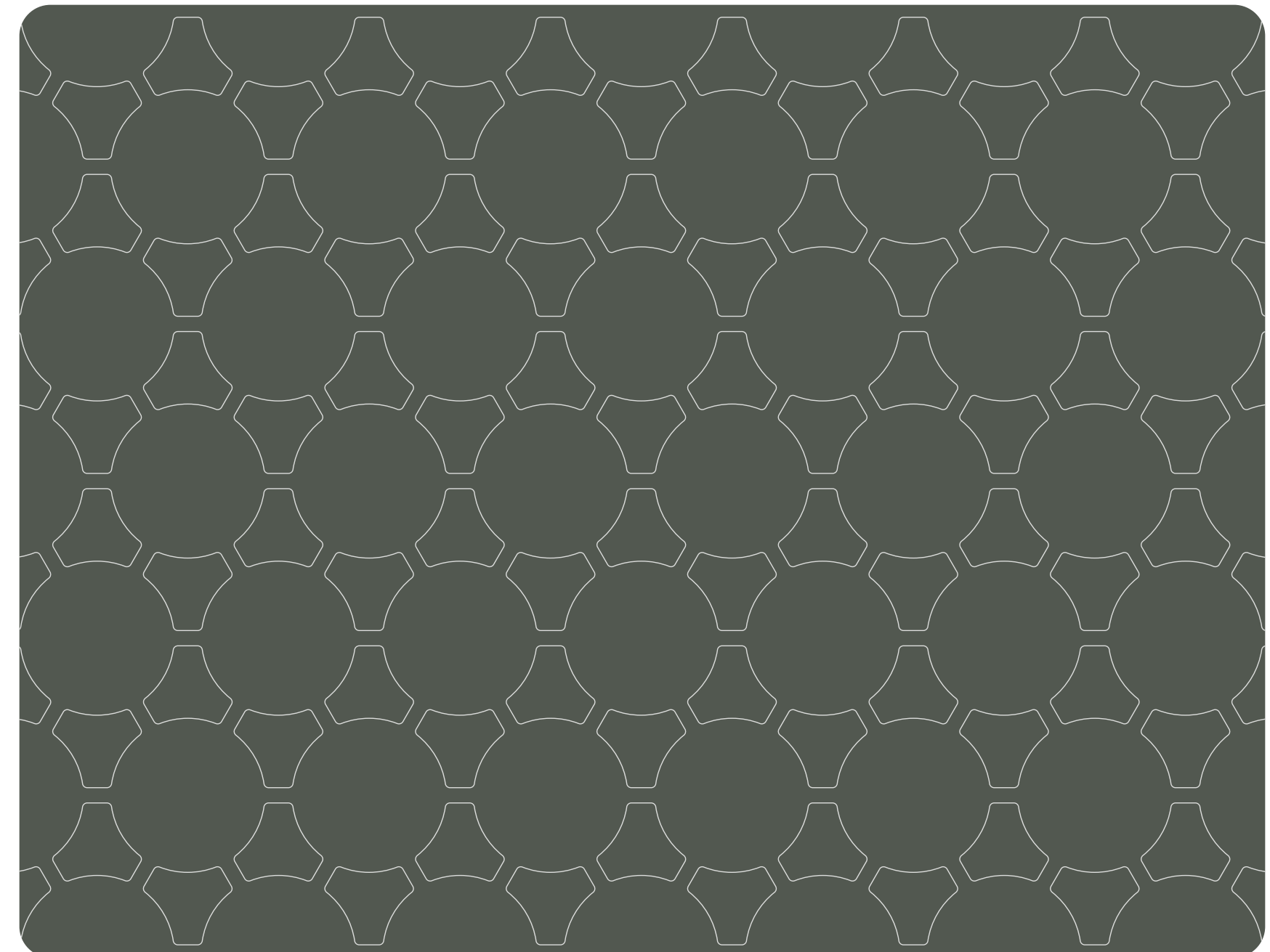
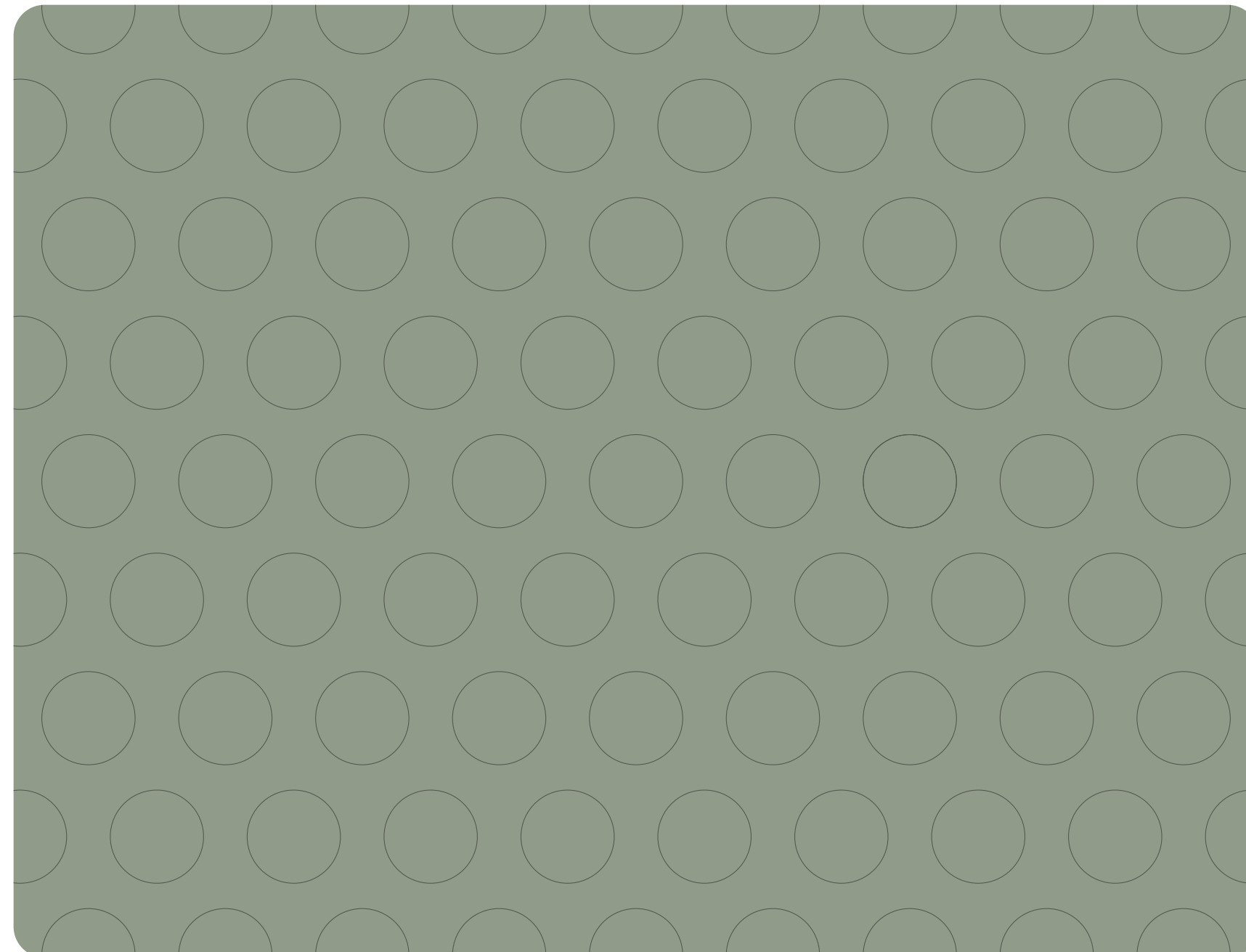
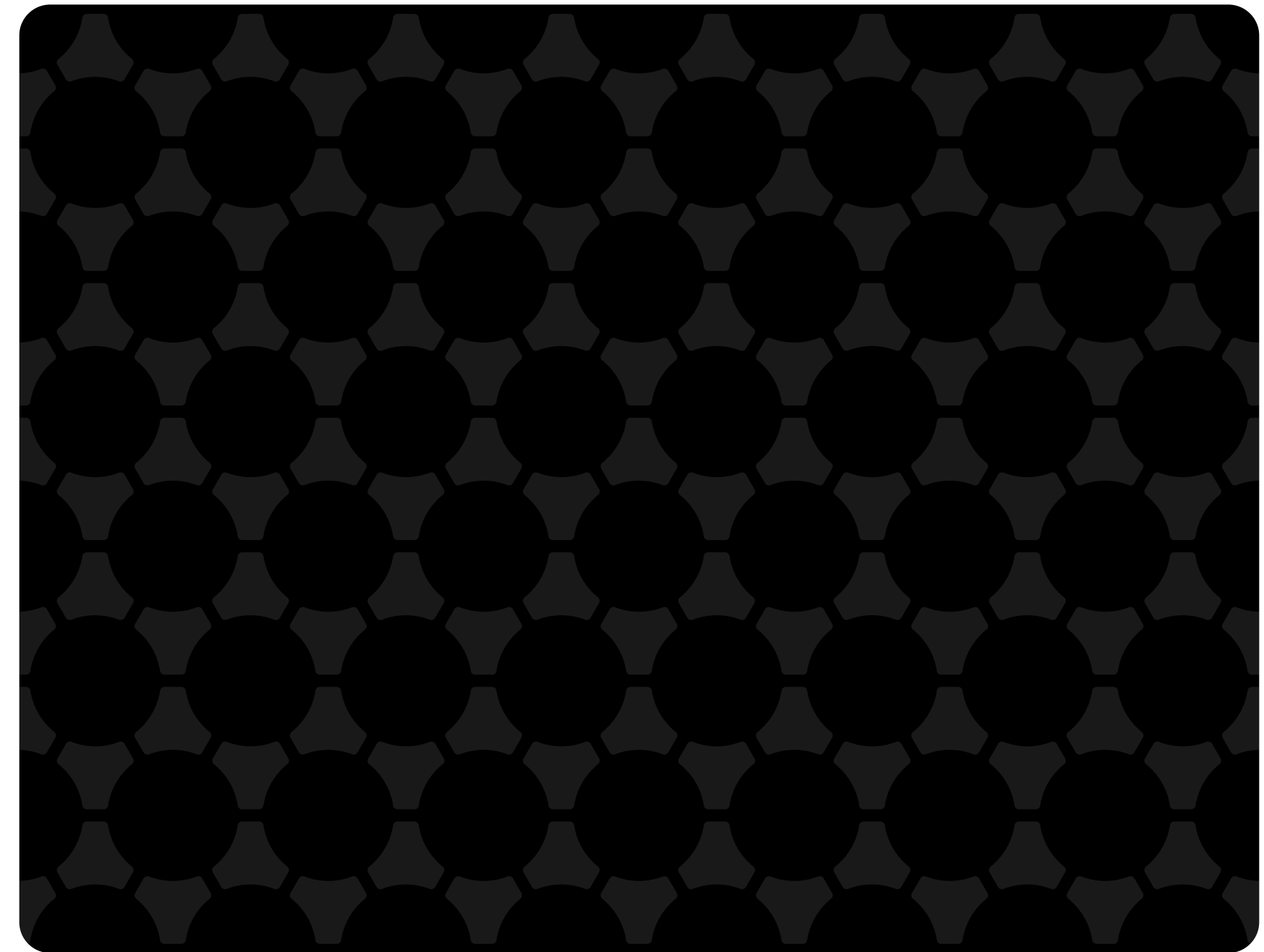




Grids

The grid is a foundational element of the brand identity. It provides the underlying structure for the logo, alternate logos, and supporting visuals. By anchoring all design elements to a consistent framework, the grid ensures balance, clarity, and cohesion across applications.

Based on the main grid (top left), alternate versions may be created for specific applications. These should always derive from the same core structure, ensuring visual harmony, while offering flexibility to highlight different aspects of the brand.



02

Color



Color

Colors give us character and represents some of our core beliefs. These are the colors that define us as a company.

Slate Blue

RGB 111 130 136
CMYK 18 4 0 47
HEX #6F8288
Pantone 444 C

Sage Green

RGB 144 155 138
CMYK 7 0 11 39
HEX #909B8A
Pantone 10311 C

Black

RGB 0 0 0
CMYK 100 100 100 100
HEX #000000
Pantone 419 C

Carbon

RGB 16 16 16
CMYK 0 0 0 94
HEX #101010
Pantone 419 C

03

Typography



Primary Type

Our typefaces serves as the backbone of all our print and web design collateral. Having the same appearance is paramount to maintaining our brand identity.

Logo
Color
Typography
Brand In Use

Inter

AaBbCc

Intellectual Property Law Firm

Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz



Secondary Type

For body text or areas using large blocks of text in general, use Inter. This font should be used for smaller headings and paragraph text for websites, mobile applications, flyers and other marketing material. Inter Regular, Medium, and Semi Bold are the main font weights. Other weights can be used when applicable.

Inter

AaBbCc

Intellectual Property Law Firm

Regular

Medium

Semi Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890!@#\$%^&*

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890!@#\$%^&*

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890!@#\$%^&*

Type hierarchy

When creating copy and design elements, please use the following example as your reference to ensure consistency and alignment with our brand.

Headline: Inter Bold

DesignLaw Group

Secondary Headline: Inter Bold

For over 34 years, our law firm has focused on legal protection for designs.

Paragraph Text: Inter Regular

We work with designers and engineers to safeguard the shape and appearance of their innovations. We help the foremost design-driven companies obtain robust design protection and enforce their rights, in the US and around the world. When it comes to fashioning a protection strategy for designs, we are experienced with and creatively consider all available tools, including, utility patents, trademark, trade dress, copyright and contract, and we are particularly adept in US design patent law and international design registrations and patents.

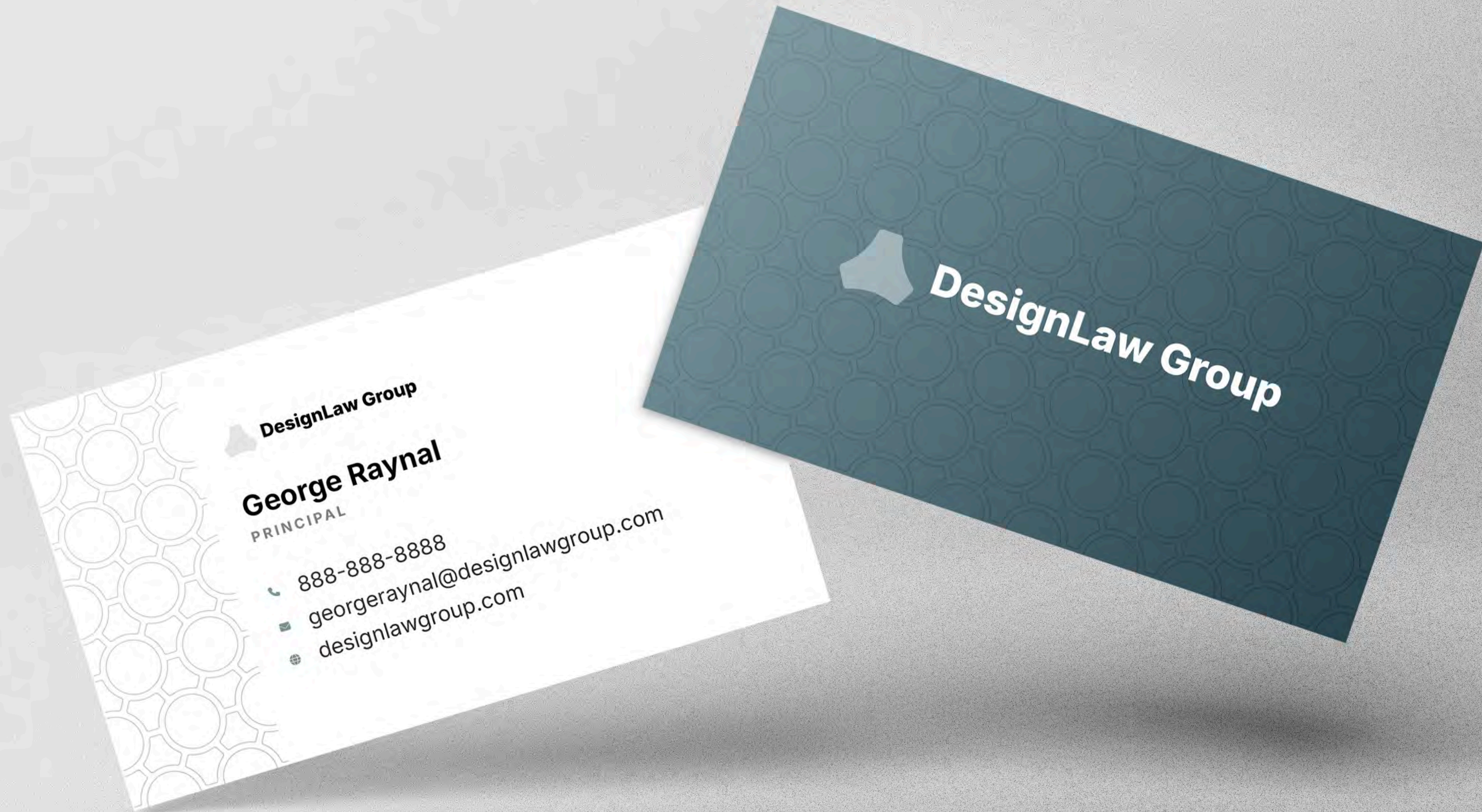


04

Brand In Use



Logo
Color
Typography
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Logo
Color
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Brand In Use

 **DesignLaw Group**

designlawgroup.com
+1-301-585-8601
6116 Executive Boulevard, Suite 350 North Bethesda, MD 20852





Logo
Color
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Brand In Use





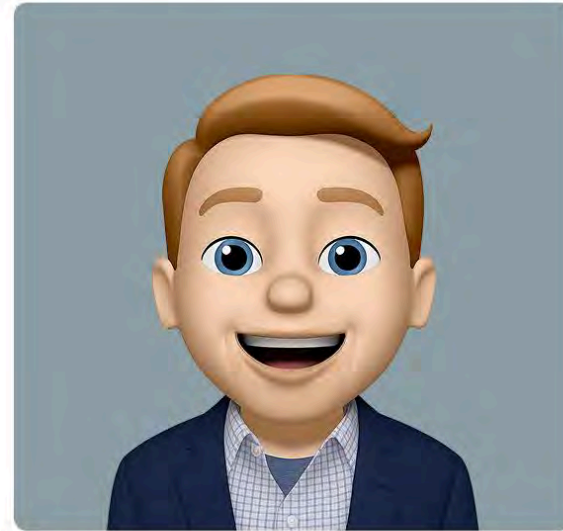
Logo
Color
Typography
Brand In Use

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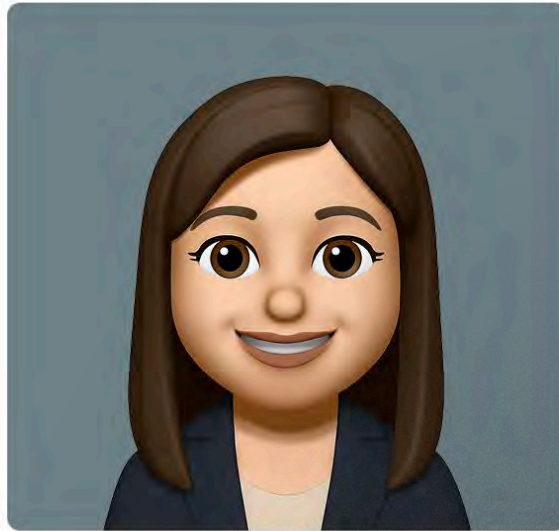
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DesignLaw Group

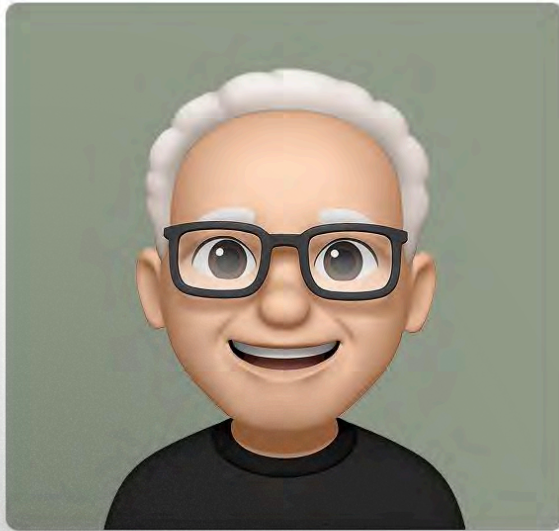
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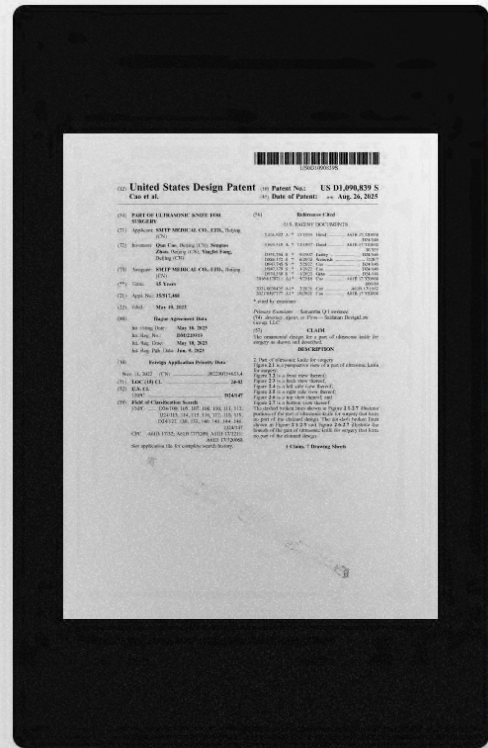
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DesignLaw Group Slide Deck

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New Message



To

Subject

Lorem ipsum dolor

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facilisis Lorem ipsum dolor sit amet, consectetur adipiscing.



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Send