

Logo Design Brief

1. Name: Lawbs
2. Bio: This is the name of our upcoming internal web-based system
3. Look & Feel: Clean and Modern.
4. Keywords: Aid, Support, Trustworthy, and Durability.
5. Inspirations:
 - Slack logo <https://slackhq.com/say-hello-new-logo>
 - <https://a.slack-edge.com/0f43e/marketing/img/media-kit/Slack-Brand-Guidelines.pdf>
 - Quickbooks: <https://designsystem.quickbooks.com/visual-assets/logos/logotype-guidelines/>
6. Color Preference (in addition to white & black):
 - Blue (Dark Blue)
 - PMS: xxxxxx
 - CMYK: xxxxxx
 - RGB: xxxxxx
 - HEX: 002554
 - Blue (Lighter Blue)
 - PMS: xxxxxx
 - CMYK: xxxxxx
 - RGB: xxxxxx
 - HEX: 137C8E
 - Green (Light Green)
 - PMS: xxxxxx
 - CMYK: xxxxxx
 - RGB: xxxxxx
 - HEX: 8CB570
 - Yellow (Light Yellow)
 - PMS: xxxxxx
 - CMYK: xxxxxx
 - RGB: xxxxxx
 - HEX: E5B33C
 - Red (Dark Red)
 - PMS: xxxxxx
 - CMYK: xxxxxx
 - RGB: xxxxxx
 - HEX: C84633
7. Logo

- a. Full Lockup – Horizontal: A version with the icon (iconic mark) to the left of the text (wordmark/logotype)
 - b. Alternative Full Lockup – Vertical (Stacked): A version with the icon above the text.
 - c. Icon: Used on its own.
 - d. Wordmark: Used on its own.
- Deliverables:
 1. Simple Logo Guidelines
 - 1.1 Our Logo
 - 1.1.1 Full Lockup – Horizontal
 - 1.2 Stacked Logo
 - 1.2.1 Alternative Full Lockup – Vertical
 - 1.3 Wordmark
 - 1.4 Iconic Mark
 - 1.5 Logo Construction: Spacing between Iconic mark and wordmark/logotype
 - 1.5.1 Full Lockup – Horizontal
 - 1.5.2 Alternative Full Lockup – Vertical
 - 1.6 Our Logo (For small use – Minimum and maximum for small use)
 - 1.6.1 Full Lockup – Horizontal
 - 1.6.2 Alternative Full Lockup – Vertical
 - 1.7 Wordmark (For small use – Minimum and maximum for small use)
 - 1.8 Iconic Mark (For small use – Minimum and maximum for small use)
 - 1.9 Logo Clear Space (Padding around the logo)
 - 1.9.1 Full Lockup – Horizontal: A version with the icon (iconic mark) to the left of the text (wordmark/logotype)
 - 1.9.2 Alternative Full Lockup – Vertical (Stacked): A version with the icon above the text.

1.9.3 Wordmark

1.9.4 Iconic Mark

1.10 Colors

2. Files:

2.1 Full Lockup – Horizontal:

2.1.1 Color variants – Vector (ai, PDF and EPS)

2.1.1.1 A CMYK version

2.1.1.2 A black, single color version

2.1.1.3 A White version (Beware of the irradiation phenomenon)

2.1.2 Raster Files (in RGB) (Padding around the logo as per clear space)

2.1.2.1 JPG

2.1.2.2 PNG

2.2 Alternative Full Lockup – Vertical (Stacked)

2.2.1 Color variants – Vector (ai, PDF and EPS)

2.2.1.1 A CMYK version

2.2.1.2 A black, single color version

2.2.1.3 A White version (Beware of the irradiation phenomenon)

2.2.2 Raster Files (in RGB) (Padding around the logo as per clear space)

2.2.2.1 JPG

2.2.2.2 PNG

2.3 Wordmark

2.3.1 Color variants – Vector (ai, PDF and EPS)

2.3.1.1 A CMYK version

2.3.1.2 A black, single color version

2.3.1.3 A White version (Beware of the irradiation phenomenon)

2.3.2 Raster Files (in RGB) (Padding around the logo as per clear space)

2.3.2.1 JPG

2.3.2.2 PNG

2.4 Iconic Mark:

2.4.1 Color variants – Vector (ai, PDF and EPS)

2.4.1.1 A CMYK version

2.4.1.2 A black, single color version

2.4.1.3 A White version (Beware of the irradiation phenomenon)

2.4.2 Raster Files (in RGB) (Padding around the logo as per clear space)

2.4.2.1 JPG

2.4.2.2 PNG

2.5 Favicon (Iconic Mark)

2.5.1 16 x 16 pixels in .ico format

2.5.2 512 x 512 .png