Ally Law

Visual Identity Guidelines

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Introduction

Why Brand Standards?

A brand personality consists of what we do, how we think, and how we interact with clients and each other. This personality is represented through our communications and branding. Clear brand standards applied consistently have the goal of distinguishing us from competitors and being a leader. This document contains instructions and explanations on how to correctly apply the Ally Law visual brand standards.

What It Means

Our identity is greater than any single element. It is not simply a logo, a type style or a set of colors. Rather, it is the consistent use of all of these elements in every communication, repeated over time, which develops a memorable image in the minds of current and prospective clients.

Questions?

These guidelines have been developed to support your efforts in using Ally Law's brand identity. Not all instances can be covered. If you have further questions about how to use the Ally Law brand identity after reviewing this document, please contact team@ally-law.com.

Corporate identity communicates the spirit of a company. A visual identity projects that company as unique and makes a memorable impression. The logo is the cornerstone of that visual identity, and its consistent application, coupled with the color palette and selected type styles, gives clients a memorable impression of our group. Inconsistent or incorrect application of the visual identity creates confusion in the client's mind.

Adequate clear space should be maintained around our logo. Do not place type or images in the clear space. Use the lower case "w" as a guide to determine proportional clear space, as demonstrated.
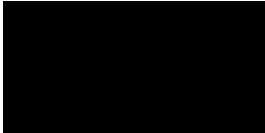
Use only provided logo files. Do not create artwork for logo by typing text. Do not stretch or otherwise manipulate logo proportions. Do not change logo colors. Logo variations can be found on allymembers.com.

Color Palette & Typography

Ally Law uses four primary colors

CMYK	71 65 64 69
RGB	39 39 39
WEB	272727

BLACK	
CMYK	C100 M100 Y100 K100
RGB	R0 G0 B0
WEB	000000

CMYK	25 0 74 0
RGB	199 241 104
WEB	C7F168

| CMYK | 55 14 81 1 |
| RGB | 129 173 95 |
| WEB | 81ad5f |

The typeface for Ally Law is Poppins

Poppins

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus laoreet posuere eros, sit amet luctus lacus dictum ut. Donec euismod sem quam, et tincidunt nunc vehicula in. Vestibulum quis pharetra turpis, pulvinar varius elit. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

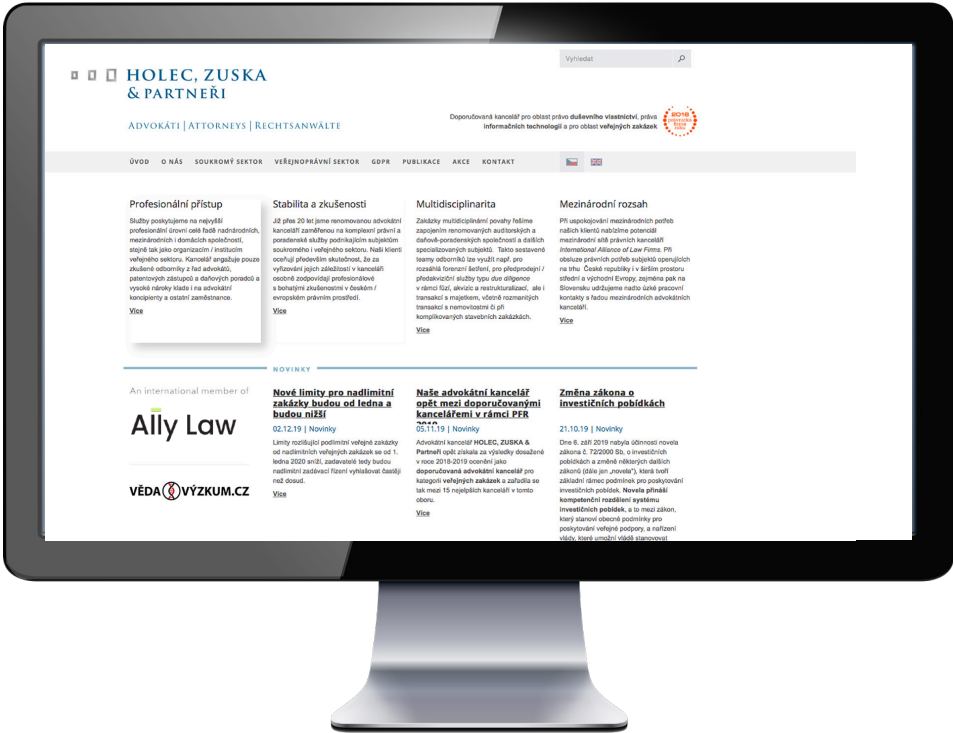# Logo Placement for Email Signatures

The Ally Law logo can be placed below firm logo or alongside.
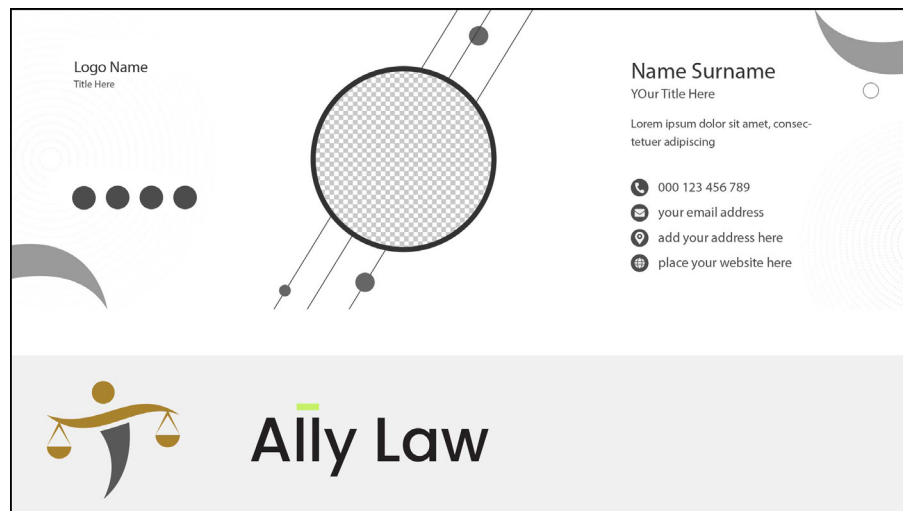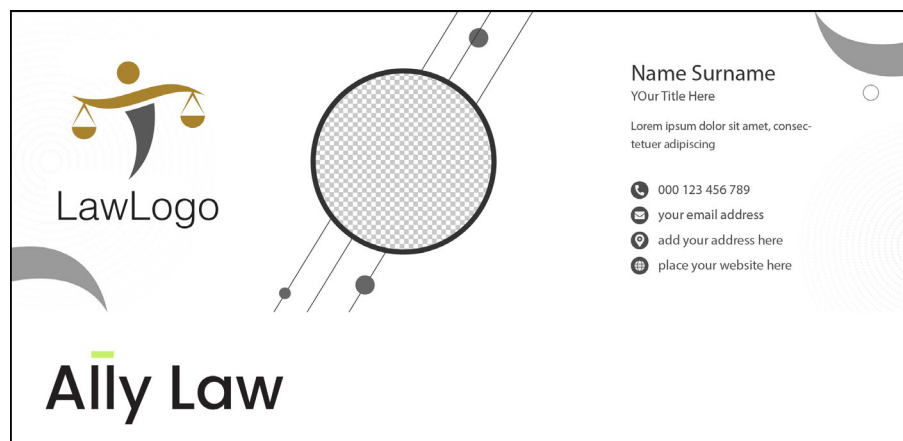
Ally Logo Placement on Websites

On sidebar

On footer

Use in Member Firm Advertising

The Ally Law logo membership badge can be used in print advertisements in the lower left hand corner of the ad space.

When the Ally Law logo is placed over a full bleed photo or patterned background, it should be placed in a small rectangle (the "badge"). The badge should contain a white fill set to
60% - 80% transparency when using the black text logo, and white fill set to 35% transparency when using the white (or reverse) text logo.
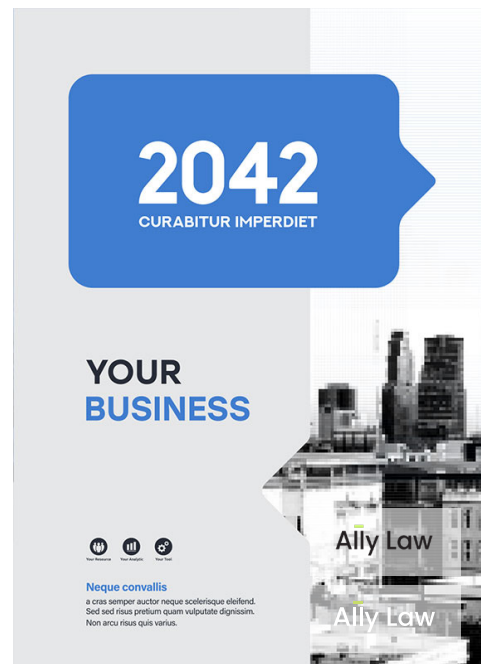
Standard Description for Member Firm Materials

Please use this description of Ally Law if you want to describe the organization on your firm website on in firm materials:

Our 80 independent law firms and 2800+ professionals provide comprehensive legal services to major corporations worldwide. As an organization of mid-size, local law firms, Ally Law has eliminated the expensive overhead found in the largest law firms, so attention and resources can be focused where it counts—providing the best legal advice possible.