LAW FIRM LAUNCH PROGRAMME · SETTLE YOUR NAME, LOGO AND BRAND BASICS

Brand basics worksheet

Nail your colour, type and wordmark in one page.

01 Your name and wordmark

Exactly how your firm's name should always be written

Spelling, capitals, and whether "Solicitors" or "Law" follows it.

Wordmark or a simple logo? Describe the direction in a line

> WE CAN DO THIS FOR YOU
>
> A brand that reads as considered rather than DIY is a craft — shaping wordmark, colour and type into one confident system is something we do for firms. **digitalroyalty.co.uk**

02 One accent colour

One colour used consistently looks more expensive than five.

Your single accent colour — name it, and note the hex code once you have it

Where it appears, and where it doesn't

03 One typeface

The typeface you'll use across the site and your materials

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Rather start from a real brand?

It's one of the things we build — hand it over and skip the DIY. · digitalroyalty.co.uk

Talk to us

A safe fallback for email and letters

Something on every device — Arial or Georgia — for signatures and documents.

04 The test

Write your firm name in that wordmark, colour and type — does it feel like a firm you'd trust with something serious?

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