LegalShield®

Worry Less. Live More.

Associate Brand Guidelines

Branding Guidelines
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Please note, this document may change without notice. To ensure you are following the guidelines correctly always refer back to the most current post of this document.

Branding Guidelines
Identity Overview

Mission Statement

The trademarks and other proprietary indicia (trade names, logos, symbols, brand names, etc.) ("Marks") are the intellectual property of LegalShield, Inc. These Marks may not be used except with the written authorization of LegalShield.

Active LegalShield Independent Associates ("Associates") are authorized by contract to use these Marks in their LegalShield businesses, but always in accordance with this guide and other applicable requirements.

Alteration of the Marks or use of the Marks without written authorization violates the legal rights of LegalShield and will not be permitted.

Concept Statement

Our mission and values

Everyone deserves legal protection. And at LegalShield, our mission is to make sure everyone can access it.

With the commitment of over 1.4 million LegalShield members, we are able to negotiate comprehensive legal services with dedicated law firms nationwide, at a fraction of what they traditionally cost.

By offering uncommonly accessible legal services at an uncommonly affordable price, our hope is that everyone can live their lives worry-free, every day, every night, now and forever.

Brand Statement

Our brand and what we stand for

The LegalShield brand is a vow. It is a promise of peace of mind, a commitment to our customers that no matter the situation, we will be there to help. With total access to unlimited, complete legal coverage, our members should fear nothing. The protection of our product is total, a shield that watches over them and their loved ones, protecting their rights, their freedom and their future.

All our programs, products and marketing should reflect that sentiment at every turn. In all communications with clients, representatives and business partners, these ideals should be at the forefront.

Branding Guidelines

Logo

- The LegalShield logo should only be from approved graphic files, using the proper colors and should only be used on LegalShield-approved pieces.
- Our logo is always accompanied by the proper service mark.
- Our logo is always accompanied by the tagline unless it is smaller than 1.5" wide.
- When the LegalShield name appears in text, without the use of the logo, the "L" and "S" should always be capitalized, and there should never be a space in between Legal and Shield.
- In text, the first mention of LegalShield should always be accompanied by the superscripted service mark (SM).
- Please direct all LegalShield branding questions to adapprovals@pplsi.com.

Blue indicates Clear Space. The blue area must be kept free of other elements. Gray padding indicates Safe Zone. Magenta indicates type and element alignment and boundries.

The minimum required clear space is defined by the measurement "e."

Incorrect uses of our logo

Don't change element size or position.

Don't stretch logo

Don't change fonts

Don't change colors

Branding Guidelines

Color System

Color is key to brand recognition. Our particular palette, dark blue and orange, was carefully selected to portray both trust and security– two very important aspects of the LegalShield brand. Not only do orange and blue compliment each on the color wheel, but together they also evoke a more modern, more relatable brand personality.

There are two color options. On light backgrounds, use the full color LegalShield logo. On medium backgrounds, use the reversed out logo. And on dark backgrounds and black, use the white and orange logo.

Pantone 296 C
C100 M46 Y0 K70
R0 G45 B86
#002740

Pantone 1385 C
C0 M44 Y100 K7
R232 G148 B26
#D67500

Branding Guidelines
Typography

Approved fonts

Clarendon

1234567890 !@£$%^&*()-=+.,
abcdefghijklmnopqrstuvwzyz
ABCDEFGHIJKLMNOPQRSTUVWZYZ

Gotham

1234567890 !@£$%^&*()-=+.,
abcdefghijklmnopqrstuvwzyz
ABCDEFGHIJKLMNOPQRSTUVWZYZ

Alternative fonts when others aren't available

Arial (for web uses)

1234567890 !@£$%^&*()-=+.,
abcdefghijklmnopqrstuvwzyz
ABCDEFGHIJKLMNOPQRSTUVWZYZ

Helvetica (when other fonts aren't available)

1234567890 !@£$%^&*()-=+.,
abcdefghijklmnopqrstuvwzyz
ABCDEFGHIJKLMNOPQRSTUVWZYZ

Branding Guidelines
Stationery

Business cards are often our first impression, impacting our business immediately. It is important that our clients, partners and representatives see us as a unified and cohesive team. Consistent production of the business cards will support this company-wide effort. LegalShield will provide quality promotional materials that may be obtained through the Supply Store or a Licensed Vendor.

Colors:
LegalShield Logo:
Pantone 296
Pantone 1385
Text: 75% GREY

Branding Guidelines
Print Materials

LegalShield will provide quality promotional materials that may be obtained through the Supply Store or a Licensed Vendor.

customer leaflet

Branding Guidelines

Logo items

Below are approved examples of LegalShield's logo use on various collateral. LegalShield will provide quality promotional materials that may be obtained through the Supply Store or a Licensed Vendor.

Polo Shirts: The above examples are suitable shirt designs with LegalShield branding.

Table Drapes: The examples to the right are suitable uses of the logo on table drapes.

Ink Pens: To the left are acceptable LegalShield logos on pens.

Branding Guidelines
Signage

Below are approved examples of LegalShield's logo use on various collateral. LegalShield will provide quality promotional materials that may be obtained through the Supply Store or a Licensed Vendor.

Banners: To the left are acceptable examples of the LegalShield logo used on banners

Window Decals: To the left are acceptable examples of the LegalShield logo used on window decals. The logo with the tagline, as well as the logo with the tagline featured separately below, may be used.

Branding Guidelines
Web

The same guidelines apply to the LegalShield logo's usage online. Whenever possible, the RGB logo and tagline should be featured in the top left hand corner of the page. The top portion of the page should always be white so that the RGB logo can be used.

CORRECT LOGO USAGE

MISUSE OF LOGO

Branding Guidelines
Contact

Please direct all LegalShield branding questions to adapprovals@pplsi.com.

For online branding questions, please contact webapprovals@pplsi.com

For any other questions, please call (580) 436-7424