



Associate Brand Guidelines

Branding Guidelines

Contents

Identity Overview	3
Mission Statement	
Concept Statement	
Brand Statement	
Logo	4
Incorrect Uses	
Color System	5
Typography	6
Stationery	7
Overview	
Key Elements	
Business Card	
Letterhead	
Envelope	
Print Materials	8
Logo Items	9
Polo Shirts	
Table Drapes	
Ink Pens	
Signage	10
Banners	
Window Decals	
Web	
Contact	12

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 boundaries.

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

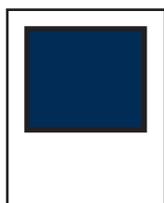
Branding Guidelines

Color System

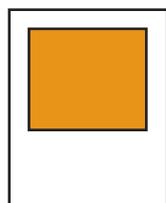
Color is key to brand recognition. Our particular palette, dark blue and orange, was carefully selected to portray both trust and security—two very important aspects of the LegalShield brand. Not only do orange and blue compliment each on the color wheel, but together they also evoke a more modern, more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

Gotham

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

Alternative fonts when others aren't available

Arial (for web uses)

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

Helvetica (when other fonts aren't available)

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

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

How it works.

LegalShield[®] There's power in numbers.

With the commitment of 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. Because our attorneys aren't waiting to get paid, and instead are prepaid, they're motivated to treat all of our members and their needs equally. Covering 49 states and 4 provinces in Canada, our law firms are experienced, responsive, and reliable. It's power in numbers. It's LegalShield. Total Access. Total Freedom.

Your protection.

A small monthly fee covers everything and gets you access to quality law firms in your area. Call as many times as you want, about whatever you want. It's that simple.

Your law firm.

Just contact your provider firm directly and speak to a law firm in your area that is experienced in whatever field you need. Your lawyer will be there to serve you, 24 hours, 7 days a week.

What is LegalShield? It's total access. It's total freedom.

Everyone deserves legal protection. And now, with LegalShield, everyone can access it. No matter how traumatic. No matter how trivial. Whatever your situation is, we are here to help. From real estate to divorce advice, identity theft and beyond, we have your rights covered. Welcome to total peace of mind. Welcome to LegalShield. Total Access. Total Freedom.

- Established in 1972
- 2.1 million requests for legal assistance last year
- 1.4 million memberships across the USA and 4 provinces in Canada
- Proprietary system of provider law firms covering 49 states and Canada
- Offering a high-quality, cost-effective legal and ID theft service



Know your rights in any situation.

LegalShield gives you the ability to talk to an attorney on any matter without worrying about high hourly costs. For one flat monthly fee you can access legal advice, no matter how traumatic or trivial the issue. That's why under the protection of LegalShield you and your family can live your life worry-free, every day, every night, now and forever.

Real Estate

Purchase, Refinance, Foreclosure, Landlord/Tenant

Consumer Finance

Collections, Warranties, Guarantees and Other Contracts

Family law

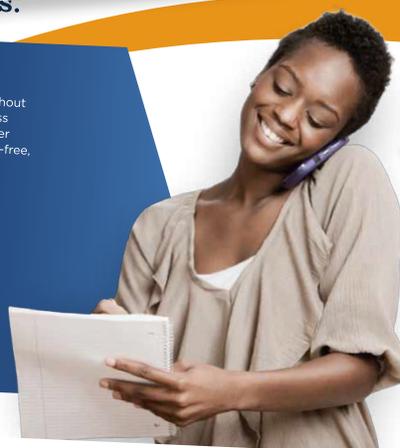
Divorce, Child Support, Child Custody

Estate Planning

Will, Living Will, Power of Attorney

Traffic Issues

Moving Violations, Accidents



LegalShield[®] Worry Less. Live More.

One call away.

Proven, professional advice is just a phone call away on all matters, from the trivial to the traumatic.

- Legal Advice - unlimited Issues
- Letters/calls made on your behalf
- Contracts & documents reviewed up to 10 pages
- Lawyers prepare
 - Your Will
 - Living Will
 - Healthcare Power of Attorney
- Traffic-Related Issues
- Trial Defense
- Pre-Trial Representation at trial
- IRS Audit Assistance
- 25% Preferred Member Discount
- 24/7 Emergency Access for covered situations
- Online legal forms

If you were my attorney, what would you charge for these services?

* Turn the page to review your selected plan and state of residence for full details on benefits, limitations and exclusions of the membership.

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