

LD

Colby Law

Branding: round 1

September 9, 2020



lukedavais.com

The brighter side of the bench.

After working for the man the tables have turned, and now your fight is for the little guy. That doesn't mean your brand has anything to do with being "little."

Your brand will shine bright in what seems like your clients darkest times.

Your brand will elevate and illuminate your reputation. It will be the first thing your clients will see, then feel, and then remember.

the ask

Just so we're on the same page.

Our goal is to design a toolkit and additional assets ahead of Colby Law's launch as a new law firm. The full business name is Colby Law Firm, PC, or just Colby Law as a shorthand alternative.

We want prospective clients to feel confidence. That working with Colby Law Firm will be simple and easy. And more importantly, that this is stellar legal advice and representation. That Colby Law will get it done for you painlessly.

Compiled here are notes to use as steps to find your brand. Example brands, similar companies, competing firms and certain styles help guide us to land where your brand will live in the wild.

This is also a valuable step to define what your brand will not be. Defining design pillars to stick to will help us avoid directions that are not for your brand.



Vibe check.

What we've got here is a mood board that serves as a loose starting point to find our aesthetic arena. No incredibly specific marks or correlations, but more so a vibe or style we want to fit into.

The strongest area of inspiration comes from the Brite Spot, a throwback to family history. Without recreating a classic brand like The Brite Spot— the colors, symbolism, and general feeling will be taken into account when crafting a direction.

Other aspects to note: the use of simple lines and shapes to convey meaning. We'll use simple shape builds to craft something basic but impactful, rather than overly elaborate or explicitly descriptive.



1

**Confident,
but approachable**

Your brand marks should speak to the experience and integrity you bring to the table. It should do this without being braggy or unattainable

2

**Safe,
but not soft**

The marks should instill safety and security, acting as a beacon of hope. This doesn't mean it should look soft and fluffy, rather tried and true.

3

**Simple,
but not boring**

The best brands are made from minimal marks, yet speak to a larger picture overall. Your marks will be minimal, but hold maximal meaning.

Here are those brands

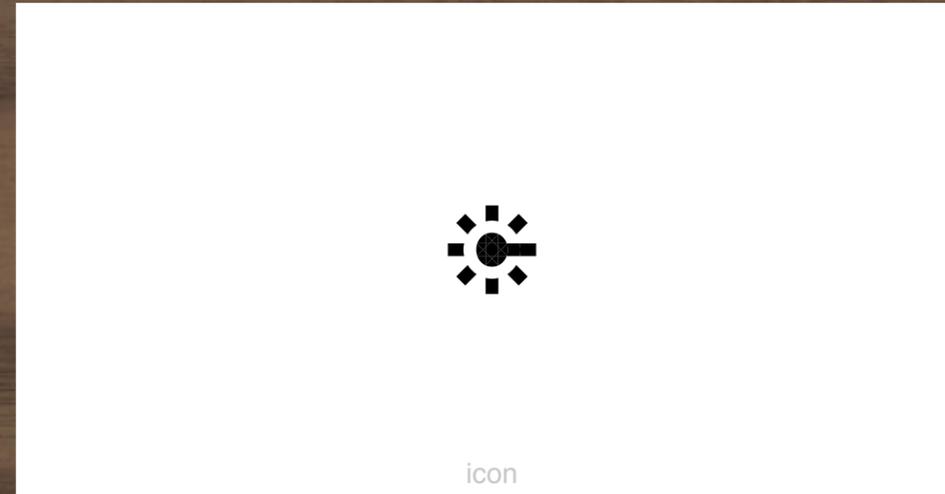


COLBY LAW

1

The bright spot

This daringly simple mark reveals a small sunrise peaking over the firm name. The modified “C” is reflected in the negative space of the sunrise, giving the icon its own meaning and connection to the name. The colors and symbolism play into the idea of the coming dawn, the warm beginning of a new day.



BRANDING
option one



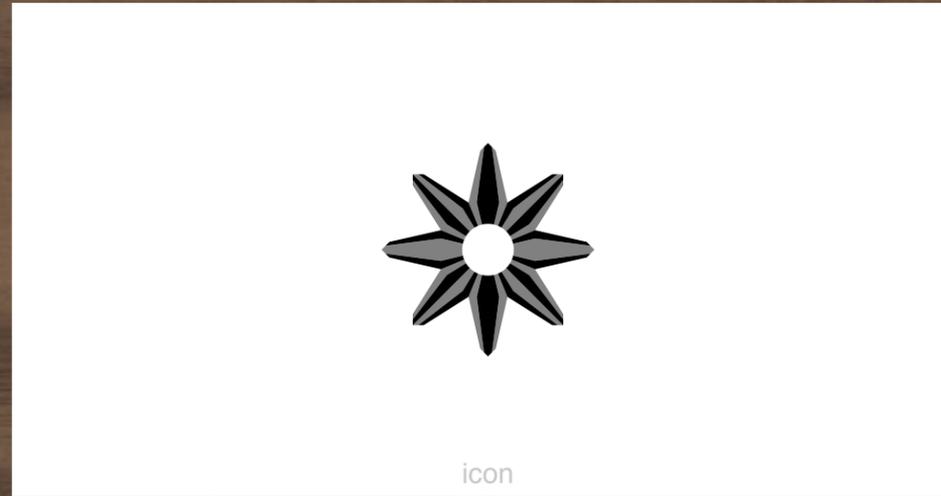
Option two



2

Way finding.

This chiseled mark resembles the shape of the WJOB radio banner while forming the symbol of a compass. The compass pointing north with the clean and clear type displaying the firm name gives the viewer a sense of direction and guidance.



icon



shorthand word mark



long-form wordmark



BRANDING
option two



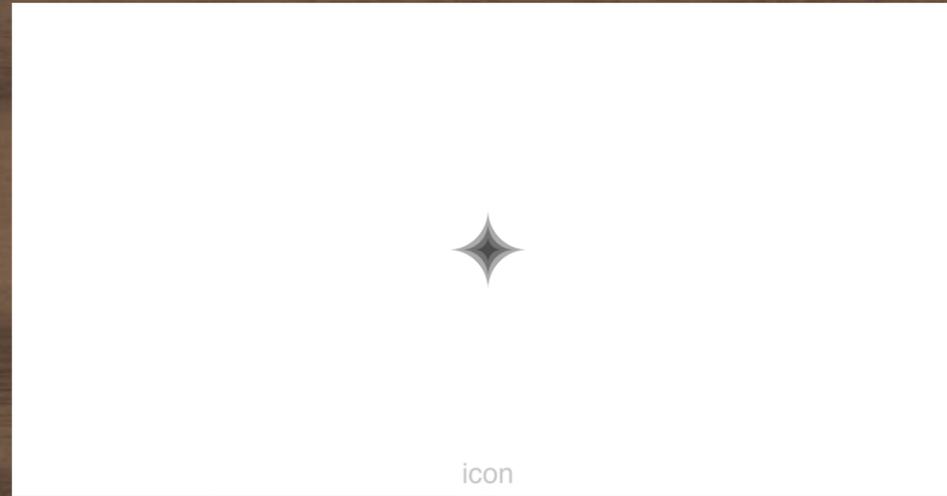
Option three

COLBY LAW FIRM, PC

3

North star

This sharp mark uses the curves from the firm name to build a repetitive shape. This symmetrical shape is meant to symbolize both a shining beacon of hope as well a guiding light. This type-forward mark uses bold characters that pair well with a softer color pallet.



BRANDING
option three





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1

Ideate

This first round is to see if anything sticks. Using your collective feedback from the whole team, we can find a solid direction to take the rest of the branding. Knowing that what you pick here has legroom to grow and change to any feedback you have moving forward.

2

Check and adjust

After a direction is chosen in Round 1, the mark is adjusted based on feedback and the rest of the brand is fleshed out. A system is built so you receive a branding suite (icon, logo, wordmark), as well as a style guide and toolkit so you can be confident moving forward. This will include examples like business cards, stationary and website inspiration.

3

Hand off

The third round is for any final adjustments to the brand suite. Luke will wait for the final approval of all artwork, then he will send all final artwork and production files to the client in every usable format needed. Continued work for an agreed upon scope is encouraged, to have the person who crafted your brand finish the rest of the company needs is always ideal.

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Thank You

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