



FREE LAW PROJECT
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..... Logo Style Guide

The following Graphic Guidelines and Standards were established to reflect the professionalism of Free Law Project. Adherence to these guidelines is essential to the brand and visual identity of the organization.

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In the pursuit of illuminating the intricate pathways of the American legal system, The Free Law Project stands as a beacon of innovation and equity. Our commitment to fostering a transparent, equitable, and accessible legal landscape is deeply rooted in our core values and mission. As a nonpartisan nonprofit organization, we are steadfast in our dedication to employing cutting-edge on line technologies, superior data mining techniques, and unbiased advocacy to demystify legal proceedings and resources for all. Our brand, a reflection of these ideals, is more than just a visual identity; it is a symbol of trust, clarity, and inclusivity in the often-opaque realm of law.

This brand guide is crafted to ensure that every aspect of The Free Law Project's visual and communicative identity resonates with our ethos and amplifies our impact. Within these pages, you will find a carefully curated selection of logos, color schemes, fonts, and other brand identity materials, each chosen to embody our commitment to openness and accessibility. By adhering to these guidelines, we not only maintain consistency and recognition in our brand presentation but also reinforce our fundamental vision of making legal knowledge and resources universally approachable and understandable. Herein lies the blueprint of our identity, a tangible expression of our unwavering dedication to transforming the legal landscape for the betterment of society.

FREE LAW PROJECT
PRIMARY COLOR LOGO



The primary version of the logo should always be used in applications as designed.

BLACK AND REVERSED LOGO



Use this logo for all black/gray scale applications



Use this logo for all reverse applications

GUIDELINES FOR CORRECT AND INCORRECT USAGE OF LOGOS

The primary version of the logo should always be used in applications as designed.

The logo should NEVER be used with any fonts other than the approved corporate fonts. For more information, see page 7.

SCREENING OF LOGO MARK



This portion of the logo can be screened on its own without the rest of the logo.

No other portion of the logo should be screened.

ALTERNATE LOGO VARIATIONS FOR OTHER APPLICATIONS



Version with acronym



Version for small applications



PROFESSIONALLY-DESIGNED COMMUNICATIONS:

RALEWAY FONT FAMILY

Raleway Light

Raleway Light Italic

Raleway Regular

Raleway Regular Italic

Raleway Medium

Raleway Medium Italic

Raleway SemiBold

Raleway SemiBold Italic

Raleway Bold

Raleway Bold Italic

Raleway ExtraBold

Raleway ExtraBold Italic

Raleway Black

Raleway Black Italic

Raleway is a open source sans serif typeface. It offers a variety of weights that are ideal for headlines, text and captions.



FREE LAW PROJECT

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COURT LISTENER
||||| BY FREE.LAW



RECAP
||||| BY FREE.LAW



BOTS.LAW
||||| BY FREE.LAW

**COURT LISTENER
PRIMARY COLOR LOGO**



The primary version of the logo should always be used in applications as designed.

RECAP
PRIMARY COLOR LOGO



The primary version of the logo should always be used in applications as designed.

BOTS.LAW
PRIMARY COLOR LOGO



The primary version of the logo should always be used in applications as designed.



PURPLE
R102 G51 B103
HEX: 663367



GRAY
R132 G133 B130
HEX: 848582



FREE LAW PROJECT MAIN PRIMARY COLORS



RED
R182 G61 B43
HEX: b53c2c



GRAY
R132 G133 B130
HEX: 848582



COURT LISTENER PRIMARY COLORS



BLUE
R80 G100 B173
HEX: 5064ad



GRAY
R132 G133 B130
HEX: 848582



RECAP PRIMARY COLORS



GOLD
R233 G155 B36
HEX: e99b24



GRAY
R132 G133 B130
HEX: 848582



BOTS.LAW PRIMARY COLORS

The above palette has been developed to create a complimentary set of tones that work together and independently to subtly communicate Free Law Project’s work.

While the Purple is the primary color for Free Law Project, all colors work together and should be used as the color palette with Free Law Project’s communications to create a unified brand.

All colors have been identified with their Hex color and corresponding RGB values.