UnitedLex

Brand Identity Guidelines

OCTOBER 2019

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1.0 Our Brand



1.1 Overview



Fresh Start.
Bold Vision.
New UnitedLex.

Born on January 28, 2019, the new UnitedLex brand differentiates us from competitors across the spectrum. It signals our willingness to explore the art of the possible, stand tall, and strike a new path–rising above in every market we target. This transformation demonstrates our strength as the leading enterprise legal services company and positions us for growth.

Our collective pride and determination to succeed–and our core technology, innovative processes, global footprint, and dedicated professionals–uniquely define UnitedLex in the legal industry. Our new brand, from logo to color to imagery to messaging, reflects who we are as an organization–influential, strong, versatile, and friendly. Because the brand is rooted in the essence of our values, it is authentic. And that makes it powerful.

1.2 Brand Positioning

UnitedLex was designed to change how corporate law departments conduct business. We reimagine legal service delivery with a focus on eliminating inefficiency, increasing transparency and responsiveness, controlling costs, enabling budget predictability, and providing lawyers with the skills and technology they require to meet modern clients' needs. We empower lawyers and other elite professionals to operate at their highest value–providing critical and strategic legal guidance to their clients.

UnitedLex pioneered the Enterprise Legal Services (ELS) model, which uniquely combines consulting, technology, and process with legal expertise to guarantee value capture–performance gains, risk reduction, and cost savings. Expert ELS application provides a matrix-based assessment of how all legal-related elements (including compliance, outside law firms, and other providers) are best coordinated and rationalized within a client's corporate structure. Our guarantee provides clients with budget certainty year-over-year and confidence in achieving transformation throughout their organizations.

Effective execution of ELS demands a singular focus on the law, integrated global delivery, ability to fund any size client investment, and expertise in designing and deploying the most innovative legal solutions. Anchored in the law and built for transformation, UnitedLex incorporates proven technology and satisfies the latest legal and regulatory requirements in more than 30 jurisdictions worldwide.

Enterprise Legal Services for the New Landscape

Combining innovative service models, digitally powered solutions, management consulting, and legal expertise to revolutionize the legal industry.

Anchored in the Law, Built for Transformation

Decades of experience supporting the largest and most complex legal challenges facing the world's most important companies.

Revolutionizing the Legal Industry With Technology

Cutting-edge digital strategies and software solutions to optimize performance, increase the speed of business, and reduce costs for corporate and law firm clients.

Earning the Trust of Leading Corporations and Law Firms

Significant investment and intellectual capital to bulletproof our solutions and build client trust.

1.3 Corporate Values

Inspired Innovation

Learn constantly
Challenge the status quo
Engineer better solutions
Pursue unsolved problems
Apply leading innovation to legal
Support each other's ideas
Empower colleagues to innovate
Build relationships that inspire

Absolute Ownership

Be accountable
Break free from siloes
Admit and learn from mistakes
Put client interests first
Make data-driven decisions
Understand and execute goals
Align intention with commitment
Succeed and fail as a united team

Complete Trust

Operate as a cohesive team
Assume good intent
Communicate candidly, listen first
Respect our colleagues
Forgive mistakes
Show support and loyalty
Embrace diversity
Demonstrate integrity

1.4 Brand Attributes

There are four attributes that characterize the UnitedLex brand. They define how we look, sound, and behave, both internally and externally. As keepers of the brand, it is our job to make sure that all of our communications are consistent with these personality traits.

Influential

A quiet, consultative power built on expertise; credible, authoritative

Versatile

Responsive to the market, redefining what solutions look like; more nimble and flexible than traditional companies

Strong

Industry expertise and broad geographic footprint, bolstered by unrivaled investments and financial security

Friendly

Human; approachable, accessible; sensitive to the emotional challenges of change

2.0 Logo



2.1 Basic Elements Overview

This section summarizes the basic elements–logo, logo lockup variations, color palette, imagery, typography–in our visual system.

All elements are designed to work in harmony. When combined, they convey the richness and strength of our brand.

Color
The market is saturated with blue color schemes, yet not many brands in our space use red. We explored a variety of hues to find "our" Scarlet Red and chose inky Midnight Blue to reflect our roots.

Logo
The logo is an evolution of the shield and also resembles the letter U. The openness and vertical lines symbolize our upward growth.

Typography
Our name appears in a contemporary sans serif font (Hellix) and we customized the square tittle over the "i" to make it unique. We also use a traditional serif font (Publico) for balance.

IMAGERY
The collection of artistic black and white photos conveys strength, influence, and transformation. The monochromatic color scheme balances the bold Scarlet Red.

Logo

UnitedLex

Primary colors

Imagery








Typography

AaBbCc

Publico
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

Hellix
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

2.2 Logo

Our logo comprises two elements: a symbol and a wordmark. In general, the elements should appear together, but the symbol is designed to be strong enough to stand on its own. The default logo appears in Scarlet Red (Pantone 192) and is used on white backgrounds for both monochrome and full-color applications.

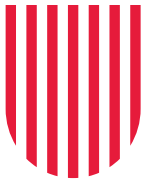
In instances where the default logo on a white or bright background is not possible, the logo can be used in its knockout form, preferably on a background of Scarlet Red or on a darker photographic background.

A grayscale version of the logo is available for use in non-color applications.

Logo



Symbol



Wordmark

UnitedLex

Grayscale logo



Knockout logo



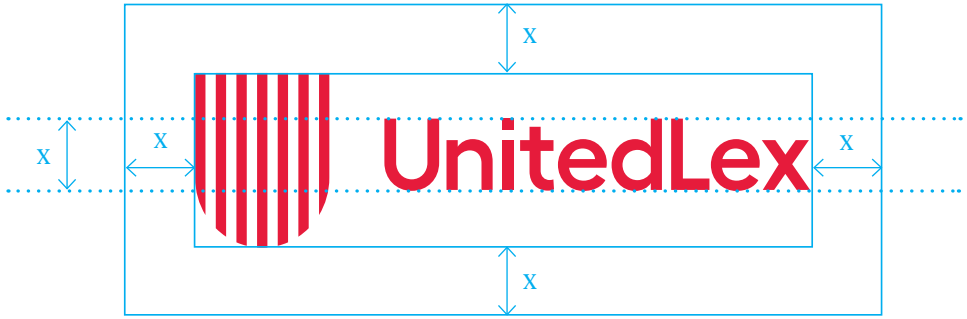
2.3 Clear Space and Minimum Size

Clear Space
Clear space is the area that is required around the outside of our logo, equal to the height of the uppercase “U” in the UnitedLex wordmark. It must be kept free of other graphic elements, such as headlines, text, and images.

Minimum Size
The UnitedLex logo is restricted to 1.6 inches (40.6 mm) minimum length for print and 94px for digital applications (72 dpi).

The minimum size requirements should be adhered to proportionally if using either the wordmark or shield symbol independently.

Maintain minimum clear space on all sides of the logo, logomark and logotype.
Minimum clear space is the height of U in the wordmark.



Minimum size - Print

1.6 inch (40.6mm)



Minimum size - Web (72 dpi)

94 px

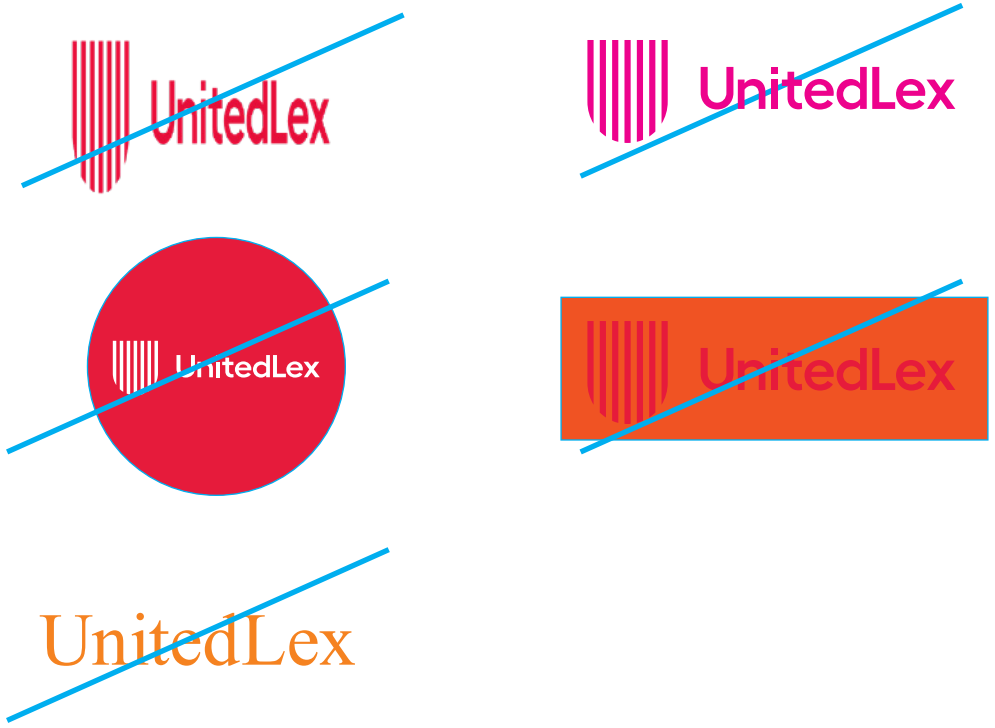


2.4 Incorrect Usage

A strong brand identity depends on consistent presentation. Misuse of the logo may cause people in the marketplace to misinterpret or not easily recognize the UnitedLex brand.

Follow these simple rules when using the logo on branded communications:

- Do not rotate, stretch, slant, condense, or alter the logo in any way.
- Do not alter the colors.
- Do not enclose the logo within a holding shape.
- Do not use the logo on colored backgrounds that will blend or vibrate with the logo.
- Do not recreate the logo using a different font.



3.0 Core Elements

3.1 Color Palette

Our principal color is Scarlet Red (Pantone 192), selected for its depth and richness.

The core brand color palette consists of two primary colors and three secondary colors, paired with three neutral grays: Light, Medium and Charcoal.

Primary colors

Scarlet Red
Pantone 192C
#eb0045
R235, G0, B69
C1, M100, Y70, K0

Midnight Blue
Pantone 275C
#201747
R32, G23, B71
C97, M99, Y38, K44

Secondary colors

Medium Blue
PANTONE 4150C
#0070C0
R0, G112, B192
C87, M54, Y0, K0

Teal
PANTONE 7716C
#009999
R0, G153, B153
C78, M7, Y38, K9

Purple
PANTONE 2725C
#685BC7
R117, G97, B204
C73, M68, Y0, K0

Neutral colors

Light Gray
PANTONE 291C
#0070C0
R0, G112, B192
C87, M54, Y0, K0

Medium Gray
PANTONE COOL GRAY 9C
#75787B
R118, G119, B123
C56, M46, Y44, K10

Charcoal Gray
PANTONE 7540C
#4A4F55
R74, G79, B85
C69, M59, Y52, K33

Black
PANTONE 6C
#101820
R16, G24, B32
C100, M61, Y32, K96

White
#FFFFFF
R255, G255, B255
C0, M0, Y0, K0

3.2 Brand Typography

Our principal typefaces (fonts) are Publico and Hellix. Both are formal without being cold or technical, and approachable without being too casual or playful.

Publico is a serif typeface available in three distinctive variations–Publico Text, Publico Display, and Publico Banner. Use Publico Text with reading in mind. Publico Display was created for more prominent headline usage, and Publico Banner was created for use at huge sizes, with its exaggerated contrast between thick and thin strokes.

Hellix is a modern geometrical sans-serif font family. There are eight weights of Hellix, with regular, Medium and bold being preferred for use with UnitedLex branding.

Publico Headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

Publico Banner

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

Publico Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

Hellix

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

3.3 Microsoft Typography

In Microsoft Word and PowerPoint documents, use Arial in place of Hellix and Georgia in place of Publico.

Use Georgia or Arial Bold for most headlines and display applications. Use Arial for text and supporting copy.

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

3.4 Photography Styles

Photography is a crucial component of the UnitedLex brand. We curated a collection of artistic black and white architectural photos for our website and marketing collateral to convey strength, influence, and transformation. The monochromatic color scheme of the photos also serves to balance our bold Scarlet color. When using photos of people, the preference is for strong, candid shots that reflect the diversity of our organization.

[Note: At the time of the website launch, the decision was made to not replace the team photos. It is recommended that new photos be taken to reflect the new brand style.]



3.5 Corporate Description

Our official corporate description, also known as our “boilerplate” language, encompasses what we do, how we do it, and our business philosophies.

We use the boilerplate in:

- Corporate collateral
- RFPs and contracts
- Social media sites
- Event sponsorship materials

UnitedLex—the world’s leading enterprise legal services provider—drives transformation throughout the entire legal ecosystem. UnitedLex was founded in 2006 with a singular mission to improve the performance of leading corporations, law firms, and academic institutions. Since then, more than 2,700 attorneys, engineers, and consultants across four continents have deployed innovative service models and digitally powered solutions that deliver unparalleled business impact resulting in risk mitigation, efficiency improvements, and cost optimization for clients around the world.

3.6 Icons

There are six approved business unit identifier icons. These icons are endorsed by the branding team and should not be altered or substituted in any way.

Icons appear in Midnight Blue and Scarlet Red or knocked out in white.

Additional icons created for internal use or as part of UnitedLex business proposals should adhere to the same corporate color palette.

Business Unit Identifier Icons



Law Department Consulting



Corporate & Commercial Services



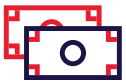
Litigation & Regulatory Services



Intellectual Property



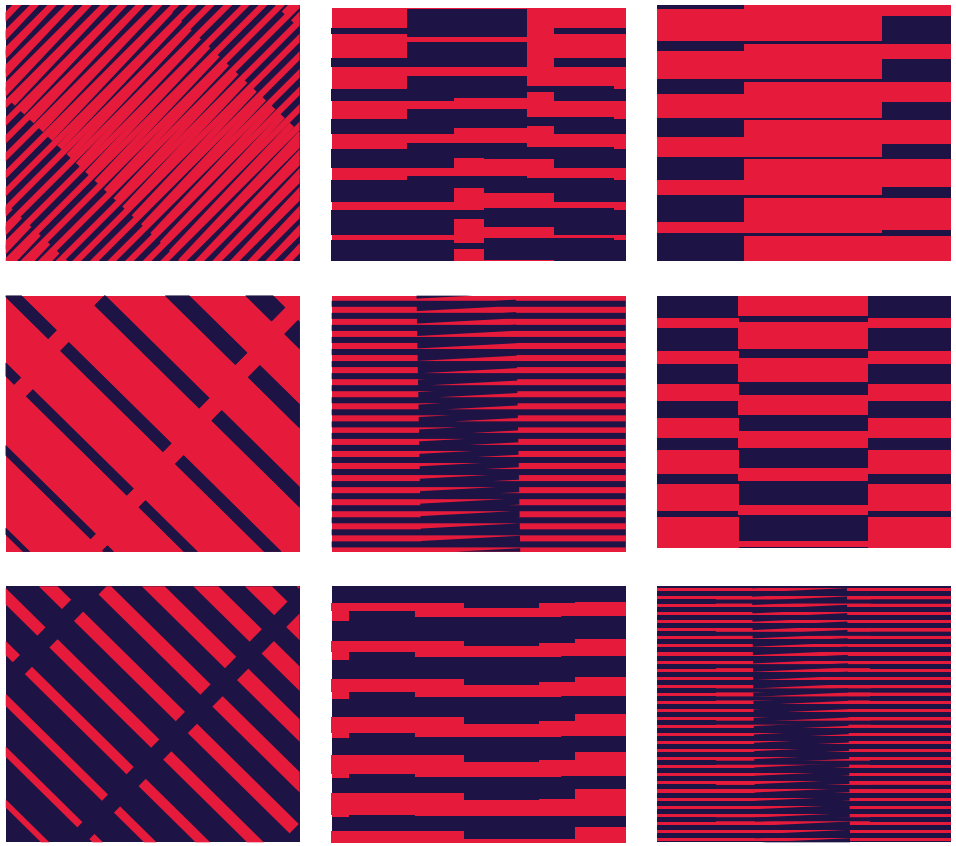
Compliance & Data Protection



Financial Documentation Services

3.7 Patterns

The brand toolbox includes a variety of bold patterns in both vertical and horizontal formats. They are available for a wide range of applications, from large-scale uses such as environmental graphics and advertising to small-scale brochures and email campaigns.



4.0 Digital Elements

4.1 Digital Typography

Publico Headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

Publico Banner

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

Publico Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

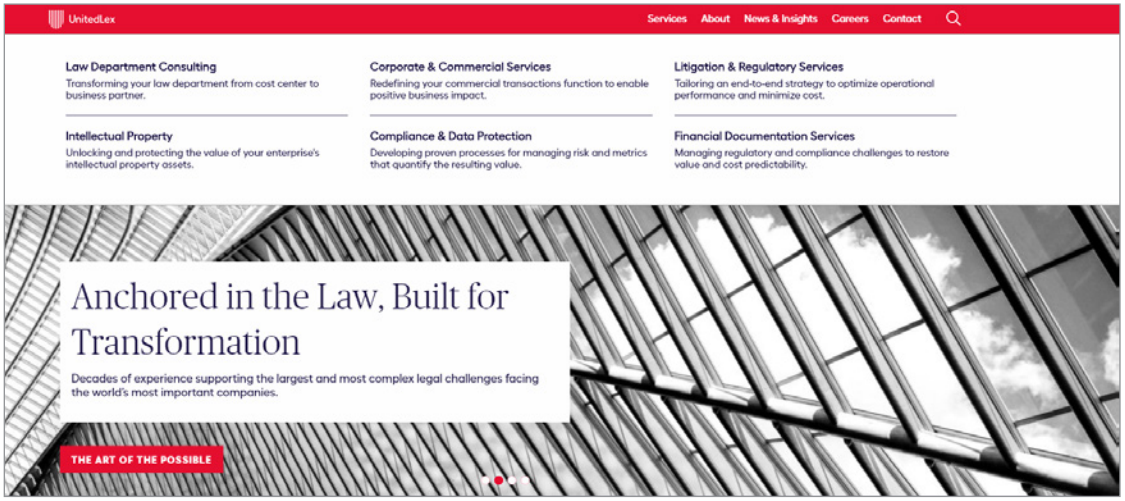
Hellix

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

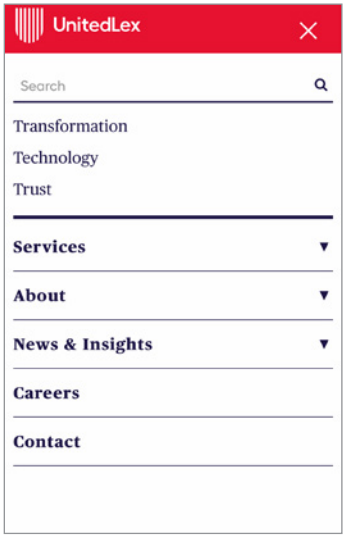
4.2 Website Navigation

Our website navigation is designed to optimize user experience. We sought ways to clearly direct users to the content they seek by using short, descriptive list items—mindful not to sacrifice usability for search engine optimization.

Desktop



Mobile



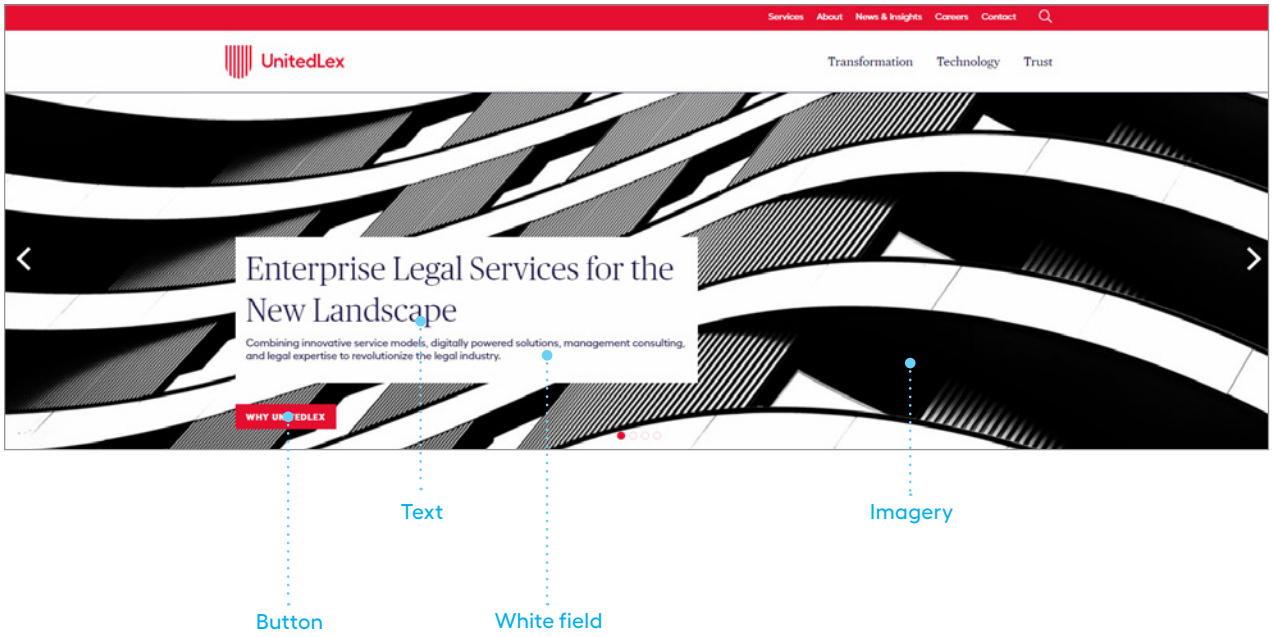
4.3 Website Banners

Text
The banner text is composed of a headline (Publico) and a subheadline (Hellix).

White Field
Set opacity to 100% in the white rectangle.

Imagery
A supergraphic should be placed behind the text and white field with opacity set to 30%. supergraphic should be sized such that it occupies the full height of the banner.

Button
Our buttons appear below the white field as a Scarlet Red rectangle with white text (all-caps Hellix).



4.4 Email Banners

Executive email



Internal email



Newsletter



4.5 Email Signature

Arial 10pt
Midnight Blue

UnitedLex + 11pt
Scarlet Red

Link
Medium Blue R0, G112, B192

Sample email signature

Dan Reed
Chief Executive Officer

UnitedLex
T: 954.559.2579
dan.reed@unitedlex.com

5.0 Corporate Templates

5.1 Business Card

Size: 3.5" x 2"

Typography:
Publico Text Bold 7 pt

Color:
Name: Scarlet Red
Title/Contact information: Midnight Blue



5.2 Standard Letterhead

Size: 8.5" x 11"

Typography:
Corporate Address: Publico Text 8/11pt
Body Copy: Arial 10pt

Color:
Address: Midnight Blue



5.3 No. 10 Business Envelope

Size: 4.125" x 9.5"

Typography:
Publico Text 8/11pt

Color:
Address: Midnight Blue

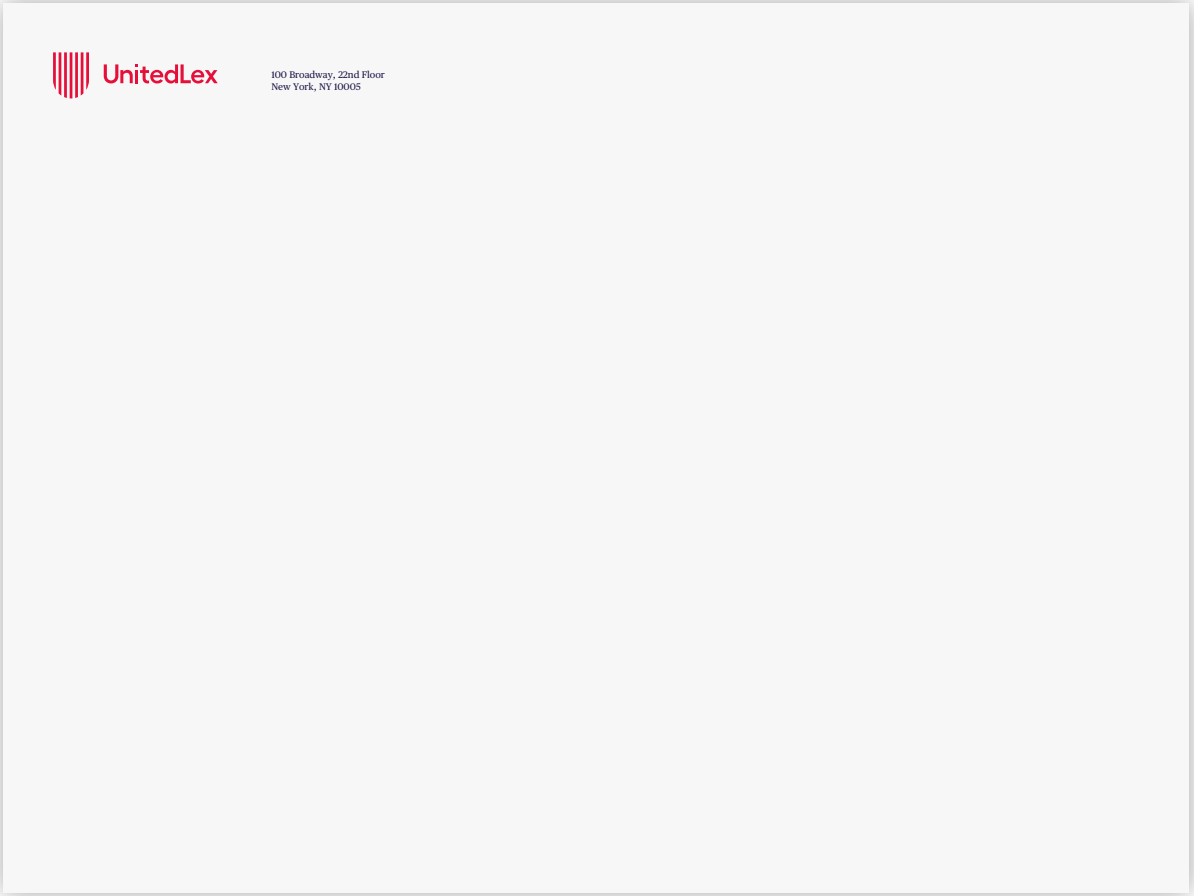


5.4 9x12 Envelope

Size: 9" x 12"

Typography:
Publico Text 8/11pt

Color:
Address: Midnight Blue

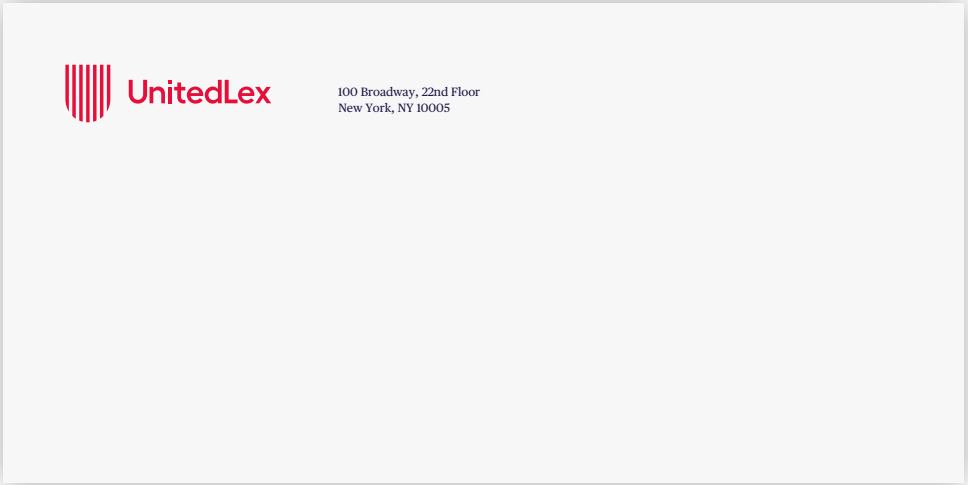


5.5 Mailing Label

Size: 2" x 4"

Typography:
Publico Text 8/11pt

Color:
Address: Midnight Blue

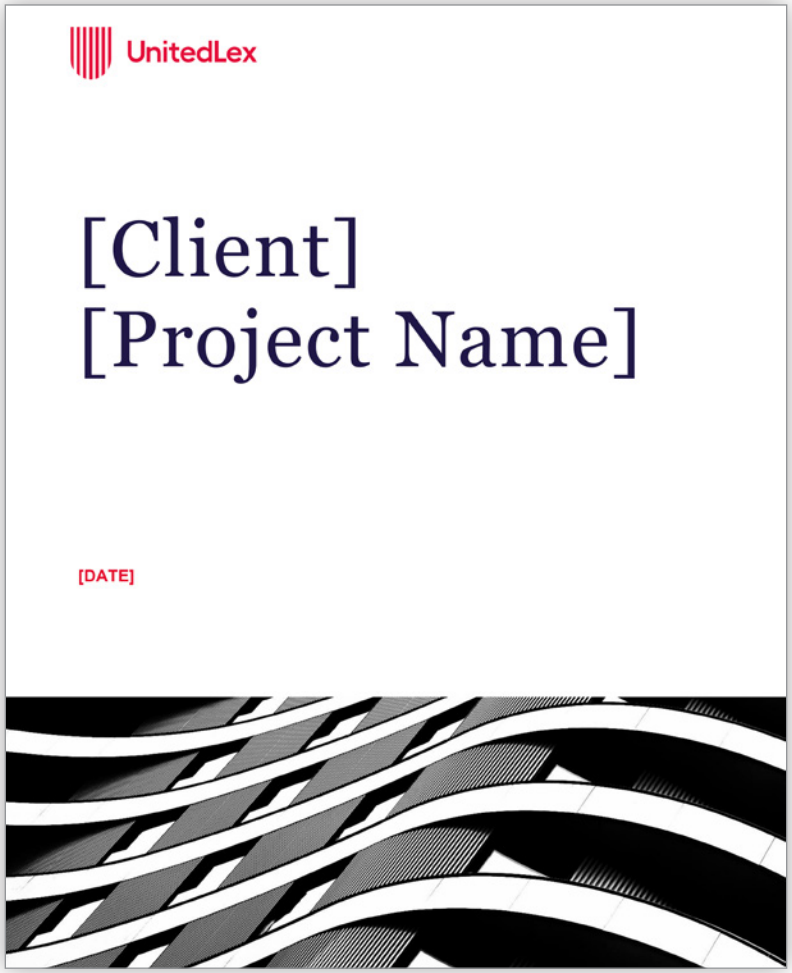


5.6 Proposal Template

Size: 8.5" x 11"

Typography:
Title: Georgia
Secondary Headings: Arial Bold, Georgia
Copy: Arial

Color:
Titles: Midnight Blue
Secondary Headings:
Scarlet Red, Midnight Blue
Body Copy: Midnight Blue



5.7 Powerpoint Presentation

Our PowerPoint template reflects industry best practices regarding presentation format, with a 16:9 slide size ratio. We have included a secondary color palette to enhance visual interst for graphics-heavy decks. There is an extended lookbook demonstrating their appropriate usage with respect to graphs, charts, tables, and other visual elements.

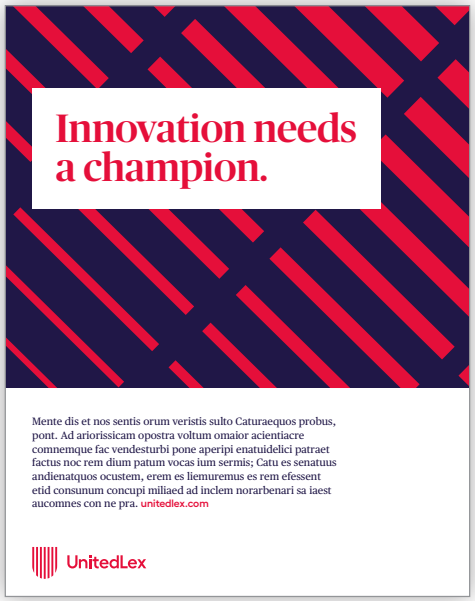


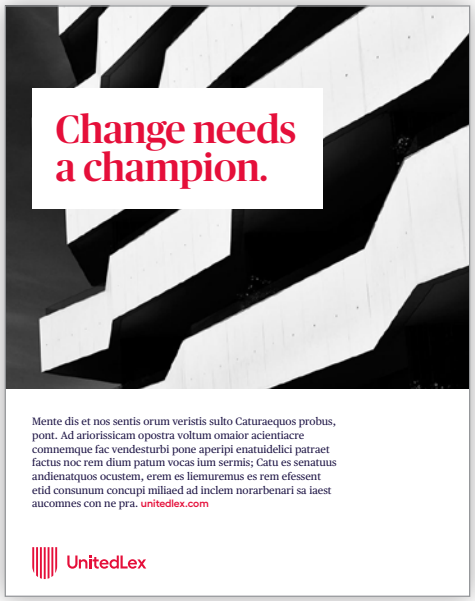
6.0 Usage Examples



6.1 Advertising



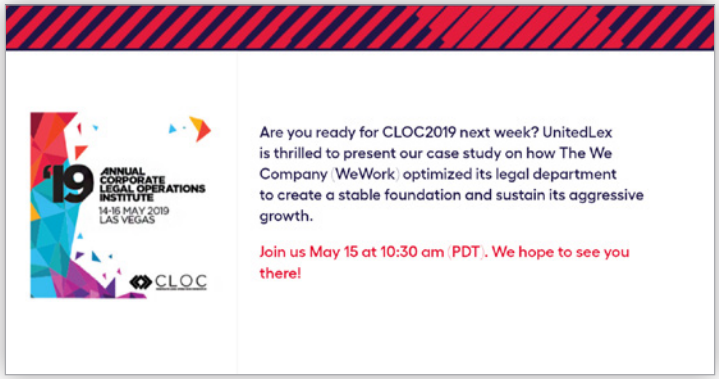






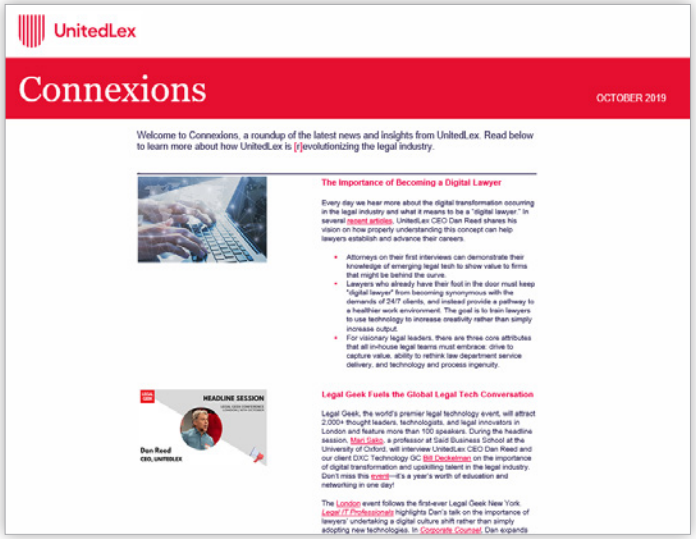
6.2 Social Media Cards







6.3 Email Templates



UnitedLex

Connexions

OCTOBER 2019

Welcome to Connexions, a roundup of the latest news and insights from UnitedLex. Read below to learn more about how UnitedLex is [r]evolutionizing the legal industry.

The Importance of Becoming a Digital Lawyer

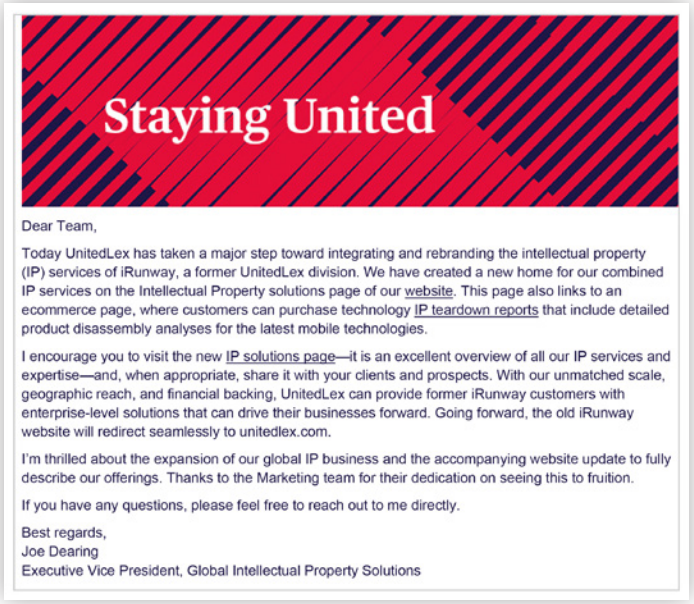
Every day we hear more about the digital transformation occurring in the legal industry and what it means to be a "digital lawyer." In several recent articles, UnitedLex CEO Dan Reed shares his vision on how properly understanding this concept can help lawyers establish and advance their careers.

- Attorneys on their first interviews can demonstrate their knowledge of emerging legal tech to show value to firms that might be behind the curve.
- Lawyers who already have their foot in the door must keep "digital lawyer" from becoming synonymous with the demands of 24/7 clients, and instead provide a pathway to a healthier work environment. The goal is to train lawyers to use technology to increase creativity rather than simply increase output.
- For visionary legal leaders, there are three core attributes that all in-house legal teams must embrace: drive to capture value, ability to rethink law department service delivery, and technology and process ingenuity.

Legal Geek Fuels the Global Legal Tech Conversation

Legal Geek, the world's premier legal technology event, will attract 2,000+ thought leaders, technologists, and legal innovators in London and feature more than 100 speakers. During the headline session, Mad Saks, a professor at Said Business School at the University of Oxford, will interview UnitedLex CEO Dan Reed and our client DXC Technology GC Bill Deckelman on the importance of digital transformation and upskilling talent in the legal industry. Don't miss this event—it's a year's worth of education and networking in one day!

The London event follows the first-ever Legal Geek New York. Legal IT Professionals highlights Dan's talk on the importance of lawyers' undertaking a digital culture shift rather than simply adopting new technologies. In Corporate Counsel, Dan expands



Staying United

Dear Team,

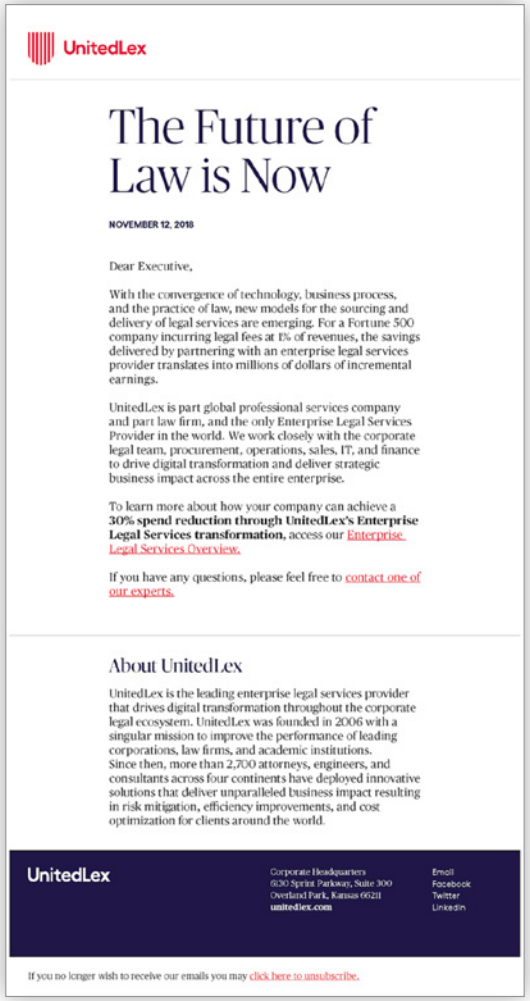
Today UnitedLex has taken a major step toward integrating and rebranding the intellectual property (IP) services of iRunway, a former UnitedLex division. We have created a new home for our combined IP services on the Intellectual Property solutions page of our website. This page also links to an ecommerce page, where customers can purchase technology IP teardown reports that include detailed product disassembly analyses for the latest mobile technologies.

I encourage you to visit the new IP solutions page—it is an excellent overview of all our IP services and expertise—and, when appropriate, share it with your clients and prospects. With our unmatched scale, geographic reach, and financial backing, UnitedLex can provide former iRunway customers with enterprise-level solutions that can drive their businesses forward. Going forward, the old iRunway website will redirect seamlessly to unitedlex.com.

I'm thrilled about the expansion of our global IP business and the accompanying website update to fully describe our offerings. Thanks to the Marketing team for their dedication on seeing this to fruition.

If you have any questions, please feel free to reach out to me directly.

Best regards,
Joe Dearing
Executive Vice President, Global Intellectual Property Solutions



UnitedLex

The Future of Law is Now

NOVEMBER 12, 2018

Dear Executive,

With the convergence of technology, business process, and the practice of law, new models for the sourcing and delivery of legal services are emerging. For a Fortune 500 company incurring legal fees at 1% of revenues, the savings delivered by partnering with an enterprise legal services provider translates into millions of dollars of incremental earnings.

UnitedLex is part global professional services company and part law firm, and the only Enterprise Legal Services Provider in the world. We work closely with the corporate legal team, procurement, operations, sales, IT, and finance to drive digital transformation and deliver strategic business impact across the entire enterprise.

To learn more about how your company can achieve a **30% spend reduction through UnitedLex's Enterprise Legal Services transformation,** access our Enterprise Legal Services Overview.

If you have any questions, please feel free to contact one of our experts.

About UnitedLex

UnitedLex is the leading enterprise legal services provider that drives digital transformation throughout the corporate legal ecosystem. UnitedLex was founded in 2006 with a singular mission to improve the performance of leading corporations, law firms, and academic institutions. Since then, more than 2,700 attorneys, engineers, and consultants across four continents have deployed innovative solutions that deliver unparalleled business impact resulting in risk mitigation, efficiency improvements, and cost optimization for clients around the world.

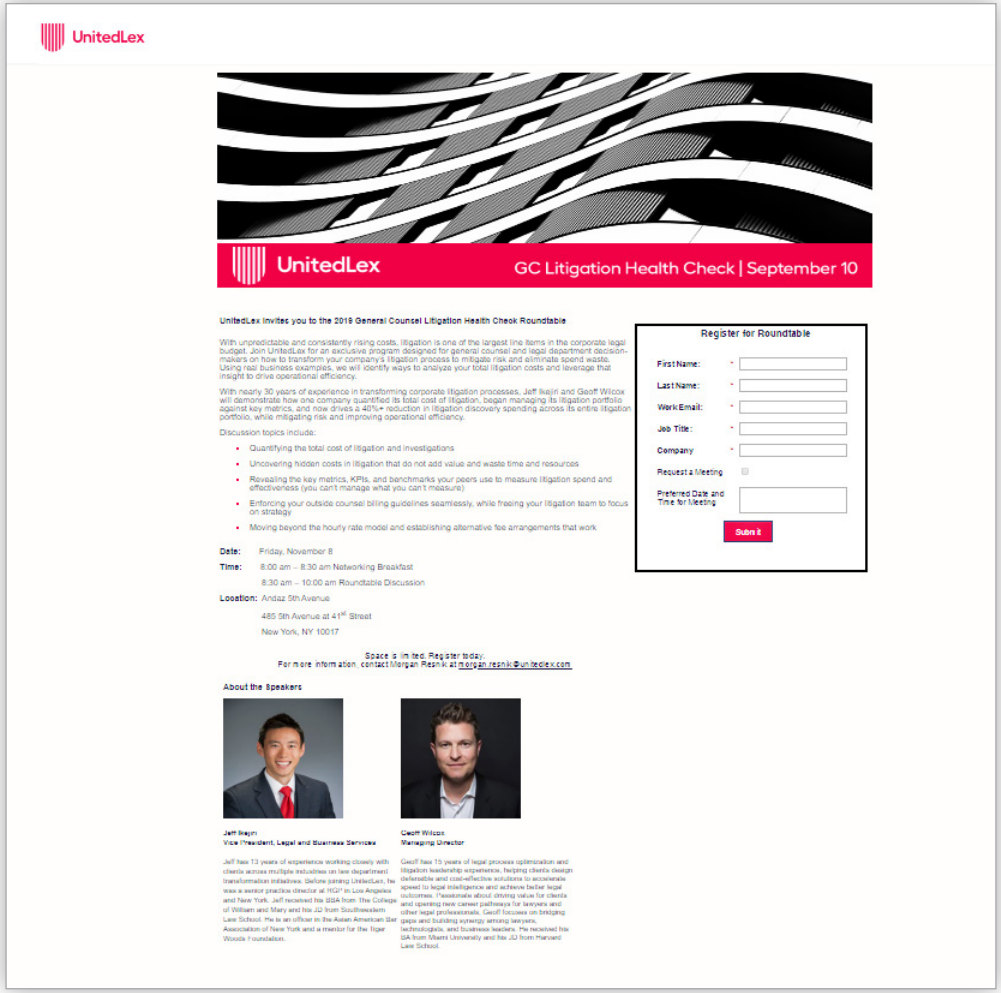
UnitedLex

Corporate Headquarters
6130 Sprint Parkway, Suite 300
Overland Park, Kansas 66211
unitedlex.com

Email
Facebook
Twitter
LinkedIn

If you no longer wish to receive our emails you may click here to unsubscribe.

6.4 Email Landing Page



UnitedLex

UnitedLex GC Litigation Health Check | September 10

UnitedLex invites you to the 2019 General Counsel Litigation Health Check Roundtable

With unpredictable and consistently rising costs, litigation is one of the largest line items in the corporate legal budget. Join UnitedLex for an exclusive program designed for general counsel and legal department decision-makers on how to transform your company's litigation process to mitigate risk and eliminate spend waste. Using real business examples, we will identify ways to analyze your total litigation costs and leverage that insight to drive operational efficiency.

With nearly 30 years of experience in transforming corporate litigation processes, Jeff Ikejiri and Geoff Wilcox will demonstrate how one company quantified its total cost of litigation, began managing its litigation portfolio against key metrics, and now drives a 40%+ reduction in litigation discovery spending across its entire litigation portfolio, while mitigating risk and improving operational efficiency.

Discussion topics include:

- Quantifying the total cost of litigation and investigations
- Uncovering hidden costs in litigation that do not add value and waste time and resources
- Revealing the key metrics, KPIs, and benchmarks your peers use to measure litigation spend and effectiveness (you can't manage what you can't measure)
- Enforcing your outside counsel billing guidelines seamlessly, while freeing your litigation team to focus on strategy
- Moving beyond the hourly rate model and establishing alternative fee arrangements that work

Date: Friday, November 8

Time: 8:00 am – 8:30 am Networking Breakfast
8:30 am – 10:00 am Roundtable Discussion

Location: Andaz 5th Avenue
485 5th Avenue at 41st Street
New York, NY 10017

Space is limited. Register today.
For more information, contact Morgan Resnik at morgan.resnik@unitedlex.com

Register for Roundtable

First Name: *
Last Name: *
Work Email: *
Job Title: *
Company *
Request a Meeting
Preferred Date and Time for Meeting
Submit

About the Speakers

Jeff Ikejiri
Vice President, Legal and Business Services

Jeff has 13 years of experience working closely with clients across multiple industries on law department transformation initiatives. Before joining UnitedLex, he was a senior practice director at HGI in Los Angeles and New York. Jeff received his BBA from The College of William and Mary and his JD from Southwestern Law School. He is an officer in the Asian American Bar Association of New York and a mentor for the Tiger Woods Foundation.

Geoff Wilcox
Managing Director

Geoff has 15 years of legal process optimization and litigation leadership experience, helping clients design defensible and cost-effective solutions to accelerate speed to legal intelligence and achieve better legal outcomes. Passionate about driving value for clients and opening new career pathways for lawyers and other legal professionals, Geoff focuses on bridging gaps and building synergy among lawyers, technologists, and business leaders. He received his BA from Miami University and his JD from Harvard Law School.

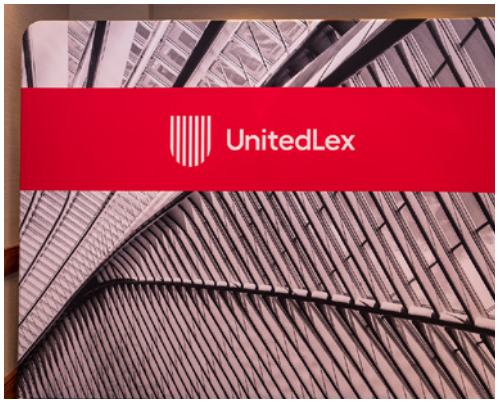
6.5 Events













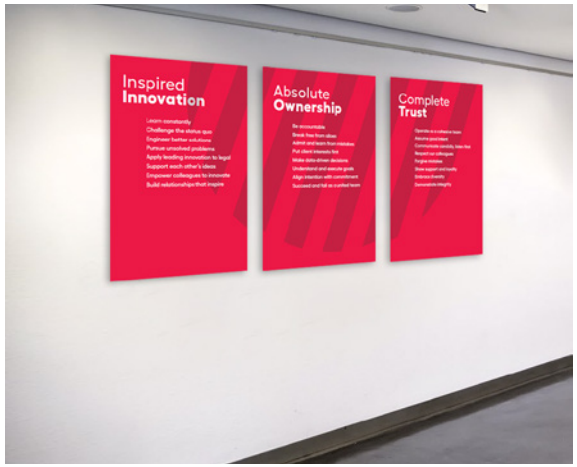
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6.6 Environmental











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