Brand Guidelines

Version 1.0 | July 2022

Everlaw

This is an interactive PDF. Use this table of contents and the left-hand nav panel to easily navigate through this document.
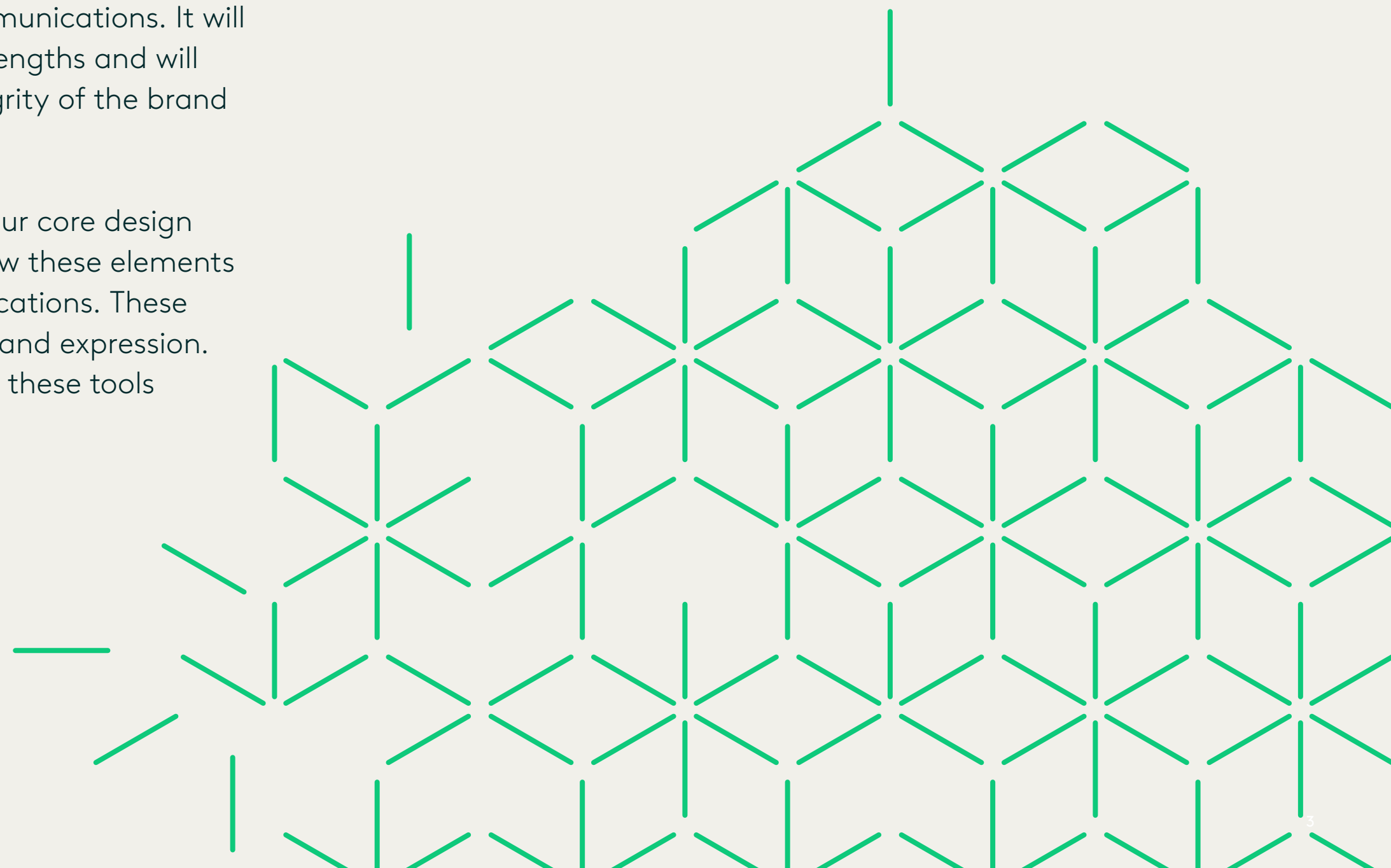
Introduction

This document is a guide for anyone writing, designing, or producing Everlaw branded communications. It will help us capitalize on the brand's strengths and will serve as a guide to protect the integrity of the brand from incorrect usage.

Inside, you will find an overview of our core design elements and basic rules around how these elements can be applied to various communications. These are the key building blocks of our brand expression. Understanding our brand and using these tools correctly and consistently is crucial.

System Overview

The Everlaw brand identity embodies our brand idea—*Truth Transformed*. We illuminate what is essential, simplifying the process of truth finding amidst massive amounts of disparate information.

Shown on this page are some of the elements that comprise our brand identity. Together they form a flexible system for creating stories and experiences that amplify the Everlaw brand.

Note: All photography contained in these guidelines is for reference only and may not be used outside of this document unless licensed.

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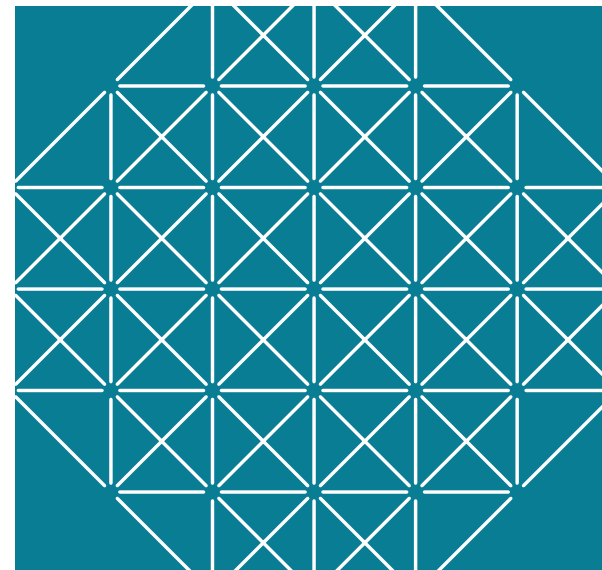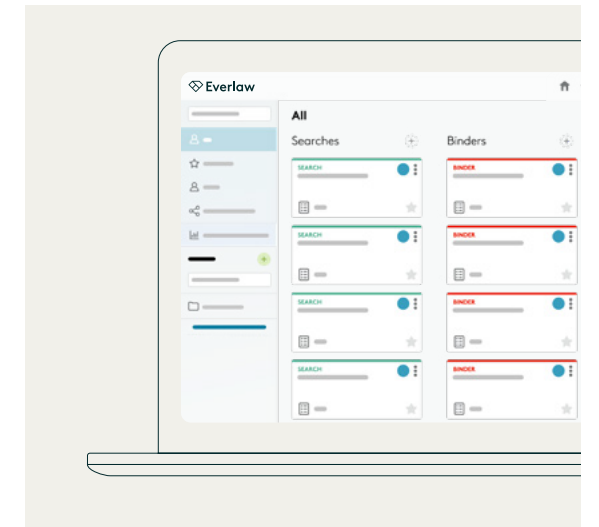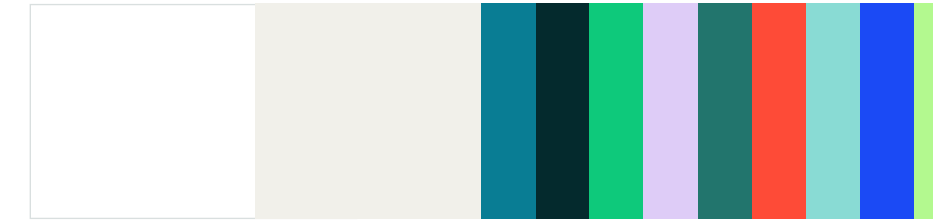
Brand Strategy

Brand Strategy informs and directs every aspect of brand expression. Alignment around Brand Strategy is key to achieving the greatest impact. What we do, what we say, and how we present ourselves impacts brand perception.

Brand Idea

The Brand Idea is the essence or embodiment of what we stand for. It gives an emotional dimension to the brand. It is used to guide look, feel, and voice.

Truth Transforms

Truth is the ultimate destination for legal teams. But getting there requires navigating exploding sources of data, remote collaboration, finite resources, and tight deadlines. Everlaw creates an ediscovery experience designed for this complex journey: powerful technology built to effortlessly manage massive amounts of disparate information combined with proactive partnership that keeps teams one step ahead. Everlaw helps legal teams chart a straighter course to the truth—transforming the ediscovery journey, and catapulting their organizations towards richer outcomes and possibilities.

Brand Pillars

Brand Pillars are the evergreen, authentic truths about Everlaw. All our communications should accurately reflect one or more of our Positioning Pillars to ensure a cohesive story across all experiences and touchpoints.

What We Do

The Power to Do More

With innovative technologies that boost productivity, improve performance and simplify the ediscovery process, Everlaw turns the burden of data into an asset, and legal professionals into more effective truth-finding teams.

How We Do it

Intention Meets Partnership

We apply the same thoughtfulness and intentionality to supporting our customers as we do to designing our technology. Our approach allows us to continually evolve our offering to meet the changing needs of today's legal teams.

Why It Matters

Accelerated Transformation

As the ediscovery landscape grows exponentially more complex, incrementalism is no longer an option. We give organizations the tools they need to realize their vision and transform their business.

Brand Identity

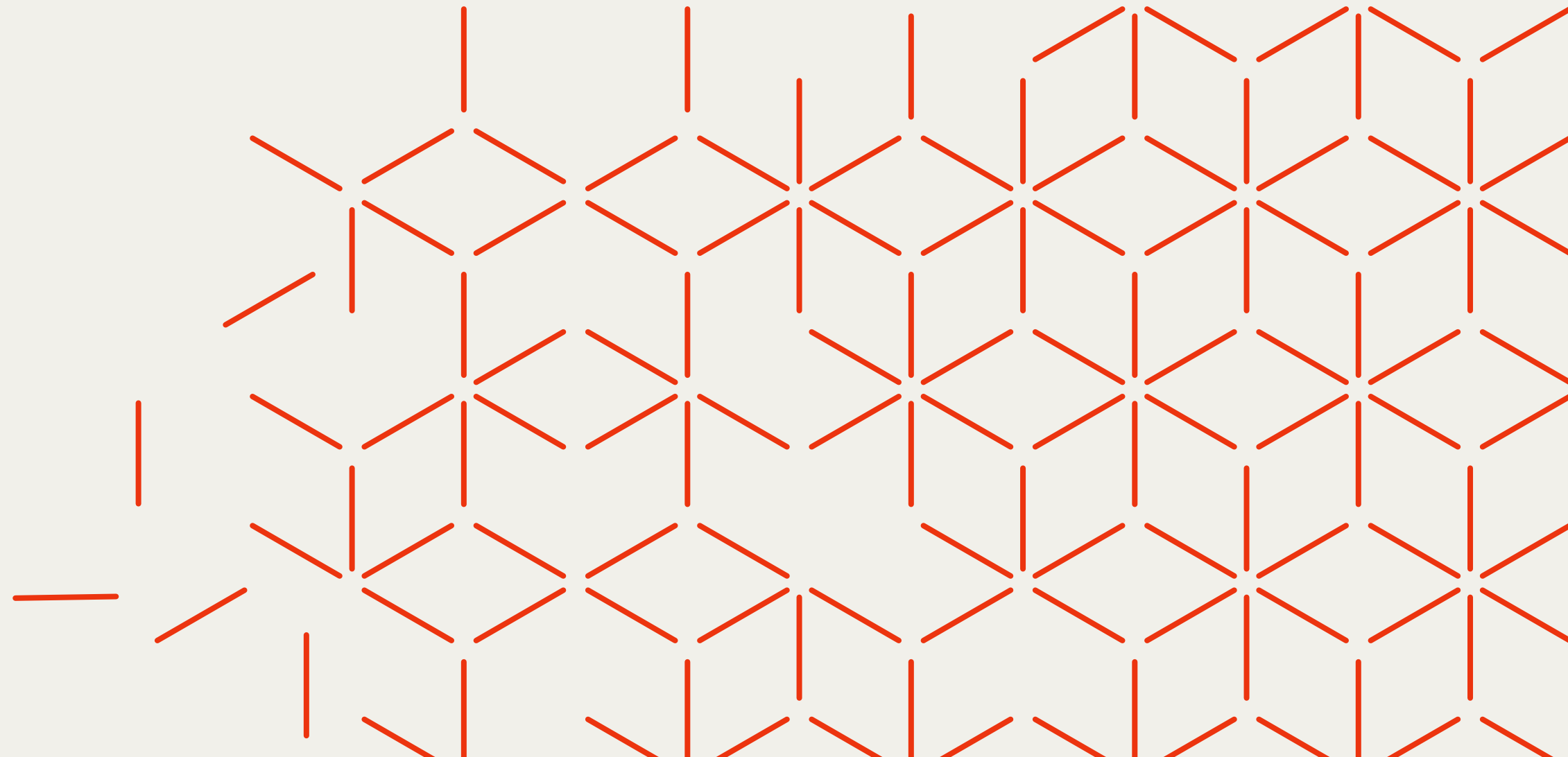The Everlaw identity is the visual manifestation of the brand idea *Truth Transforms*. As such, it is vital to implement all aspects of our Brand Identity in a consistent, thoughtful manner.
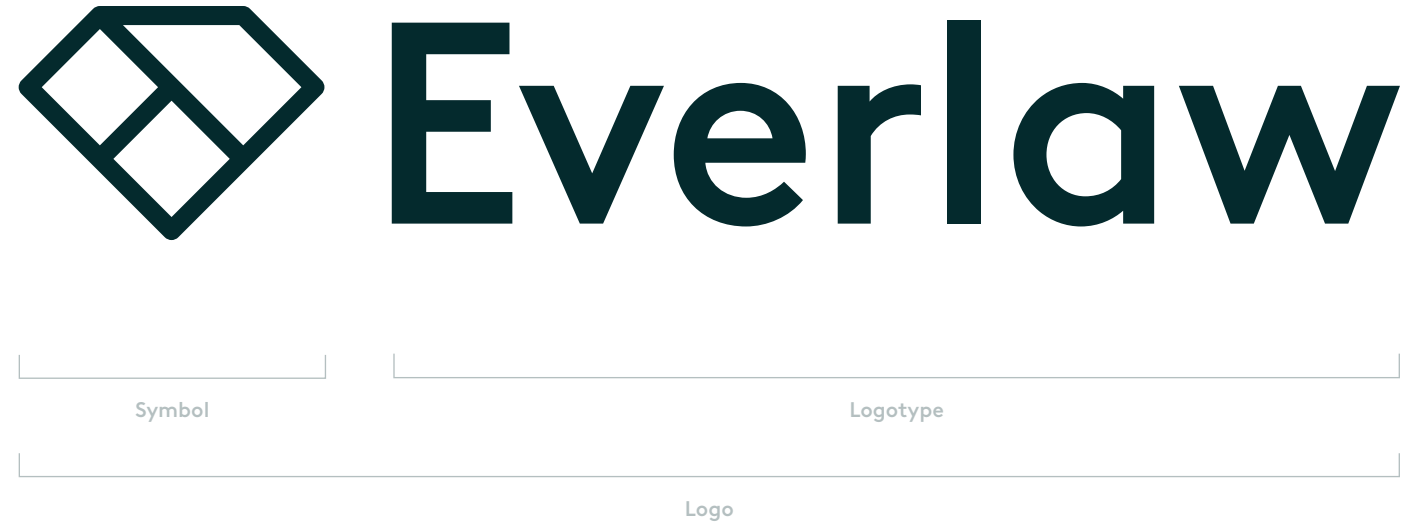
Logo
Overview

Our new logo is an evolution, building off the equity of our previous brand.

The new, iconic symbol has been pared down to its essence to visually align with our updated logotype, which is based on the typeface Brown, a fresh, modern interpretation of classic 20th century fonts. The bold type and capital "E" showcase the Everlaw name and impart the logo with a confident, established feel that reflects the serious nature of the work of ediscovery. The typeface's friendly nature balances that seriousness with approachability.

This simplified logo offers great flexibility in scale, color, and reproduction—one version now meets the needs of all use cases.

Note: The Everlaw logo is custom drawn. Do not recreate it or its elements. Always use the supplied artwork.

Symbol

Logotype

Logo

Logo
Configurations

Our logo is available in two configurations.

Preferred (Horizontal) Logo
The preferred configuration features the symbol staged next to the logotype, which is scaled for optimal brand impact. This configuration should be used in most situations.

Alternate (Vertical) Logo
The alternate configuration may be used only in situations where space limitations don't allow the use of our preferred logo. It should never be used at large scale.
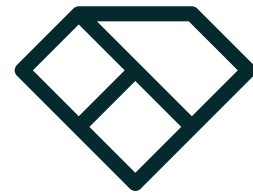
Preferred configuration

Alternate configuration

Logo
Clear Space and Minimum Size

The Everlaw logo must appear clearly and legibly in all applications.

Clear Space
Clear space is the area surrounding the entire logo that must be kept free of any visual elements—text, graphics, borders, patterns, other logos, etc. It is equal to the x-height of the logotype, as shown in the exhibits to the right.

Minimum Size
The minimum size is the smallest the logo may appear without compromising legibility. Shown here are the recommended minimum sizes for both digital and print applications.

If you have an application that requires an even smaller size, please discuss your needs with our brand team.

Note: The minimum size exhibits on this page are shown at 200% scale for clearer illustration.

Clear Space

Minimum Size

Everlaw
Digital: 48 px
Print: 0.5 in / 13 mm

Everlaw
Digital: 22 px
Print: 0.22 in / 6 mm

Logo
Color Variations

The Everlaw logo is available in two color variations: Positive (Darkest Everblue) and Reverse (white).

A special-case use black variation of our logo is available for use exclusively in b&w print applications, such as newspaper ads, or when applying the logo to a surface (e.g. etching on glass or metal).

Both the preferred and alternate configurations of our logo are available in all color variations.

Note: The black logo variation may not be used onscreen or in full-color print applications.

Positive (Darkest Everblue)

Reverse (white)

Black (special-case use, print only)

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Logo
Background Usage: Color

Our logo may be placed on any of our brand colors, with the exception of Mint, provided there is sufficient contrast for legibility.

Our logo may also be placed on imagery, as long as it is located in an area of the image that is visually quiet and provides sufficient contrast for legibility.

For information on our color palette, please see pages 27–31.

White

Parchment

Darkest Everblue

Everblue

Emerald

Lilac

Pine

Coral

Ocean

Ultramarine

Mint

Photography

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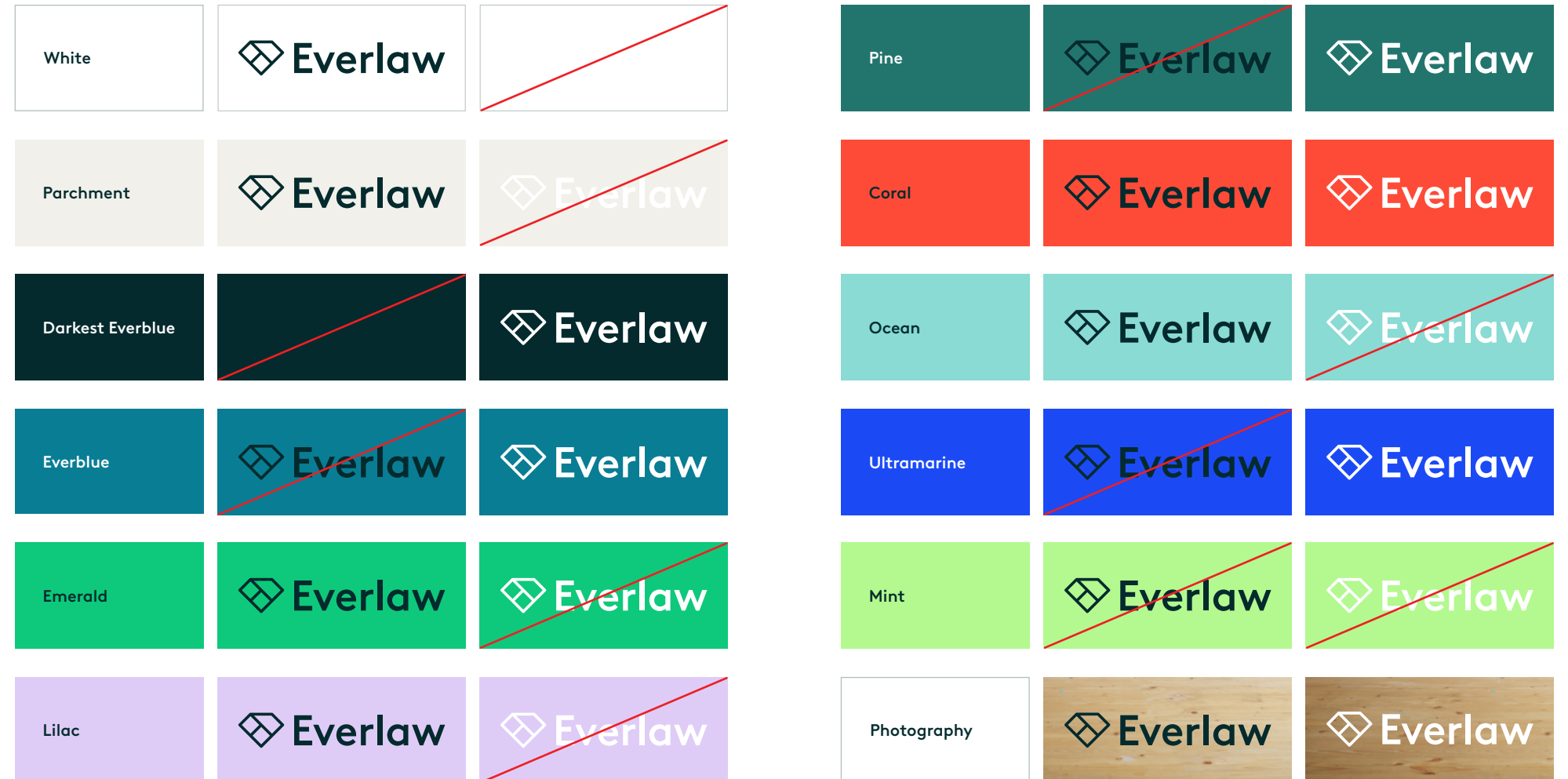
Logo
Background Usage: B&W

To ensure legibility, follow the contrast guide shown to the right when placing the black or reverse logo variation on b&w backgrounds.

The black or reversed logo variation may also be placed on b&w photographic backgrounds, as long as it is located in an area of the image that is visually quiet and provides sufficient contrast for legibility.

Note: The black logo variation may not be used onscreen or in full-color print applications.
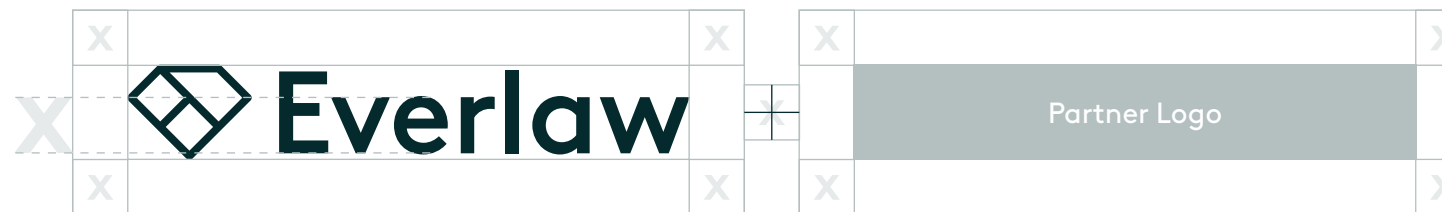
Logo
Co-branding Lockup

Our co-branding lockup should be used whenever our logo appears alongside a partner logo in our partner decks. The two logos are linked with a plus (+) sign to symbolize the partnership.

Follow the guidance on this page when creating co-branding lockups. The logos should be presented with equal hierarchy so that neither appears dominant. Always ensure the logos match each other's size *visually* rather than in absolute measurements. Small adjustments to clear space may be necessary for the partner logo depending on its shape.

The plus (+) sign that links the logos is equal in height and width to the clear space surrounding the logos. The color is Darkest Everblue. The default line weight is 0.5 pt when the Everlaw logo is equal to or less than 1 inch in height. If our logo is scaled larger, the thickness of the plus (+) sign should increase proportionally.

Note: The preferred co-branding lockup should be used in most instances. However, the alternate lockup may be used when space is tight, or when the partner logo's aspect ratio is vertical.

Preferred co-branding lockup

Alternate co-branding lockup
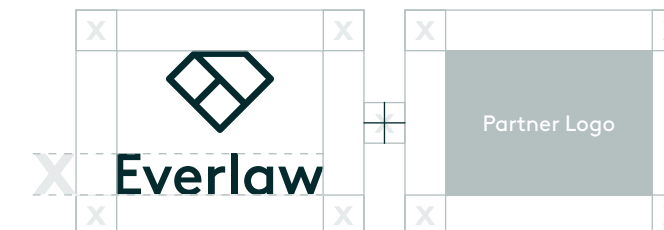
Note: The clear space used in the alternate lockup is larger than the logo's default clear space in order to provide more breathing room between the logos.

Logo
Incorrect Usage

The examples shown to the right illustrate uses that should be avoided.

The Everlaw logo is custom drawn. Never modify or recreate it or its elements. Always use the logo artwork as provided.

DO NOT disproportionately scale the logo.

DO NOT alter the configuration of the logo.

DO NOT change the color of the logo or its elements.

DO NOT change the logo's font.

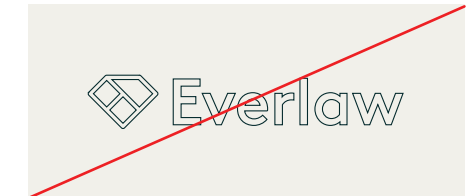**DO NOT** add drop shadows or special effects to the logo.

DO NOT rotate the logo.

DO NOT skew or distort the logo.

DO NOT outline the logo.

DO NOT place the logo on colors outside of our brand palette.

DO NOT place the logo on Mint.

DO NOT place the logo on imagery that is visually busy or lacks sufficient contrast for legibility.

DO NOT use the logotype on its own.

Symbol
Overview

Our new symbol has been simplified and distilled to its essence to represent our three brand pillars: *The Power to Do More, Intention Meets Partnership,* and *Accelerated Transformation*.

The symbol's form is constructed from simple geometry, as shown in the illustration at the bottom of this page, to signify Everlaw's ability to simplify the complex. Rounded corners lend a friendly, approachable feel.

The diamond, transparent at its center, conveys strength and clarity while evoking the concept of discovery—a diamond in the rough.
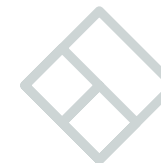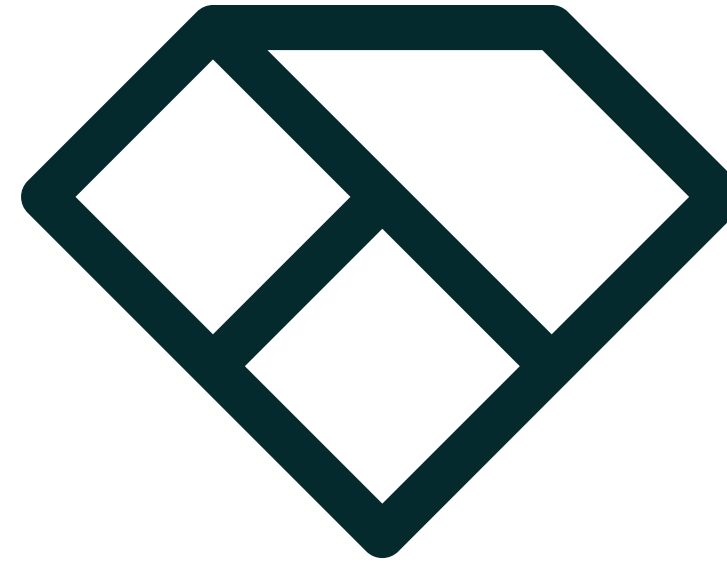
Signature Symbol
Clear Space/Minimum Size

The Everlaw symbol must appear clearly and legibly in all applications.

Clear Space
Clear space is the area surrounding the entire symbol that must be kept free of any visual elements—text, graphics, borders, patterns, other logos, etc. It is measured in relation to "X", which represents the width of the symbol.

There are two clear space specifications for our symbol—recommended and minimum. The recommended clear space, which is equal to 1/3x, should be used in most instances. The minimum clear space, which is equal to 1/6x, may be used in applications where space is very tight, such as social media icons, in product, or on small-scale swag items like pins.

Minimum Size
The minimum size is the smallest the symbol may appear without compromising legibility. Shown here are the recommended minimum sizes for both digital and print applications.

If you have an application that requires an even smaller size, please discuss your needs with our brand team.

Note: The minimum size exhibit on this page is shown at 200% scale for clearer illustration.

Clear Space (recommended)

1/3x   1/3x

1/3x   1/3x

X

Clear Space (minimum)

1/6x   1/6x

1/6x   1/6x

X
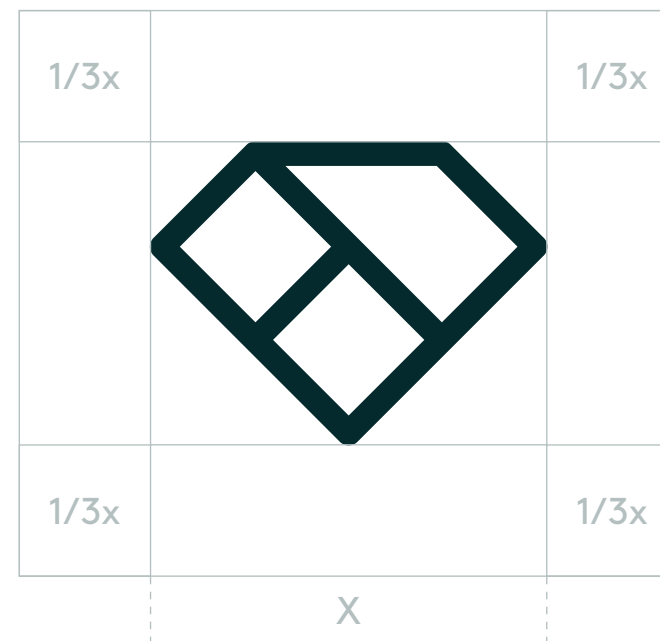
Minimum Size

Digital: 10 px
Print: 0.11 in / 2.8 mm

Signature Symbol
Color Variations

The Everlaw symbol in two color variations—positive and reverse.

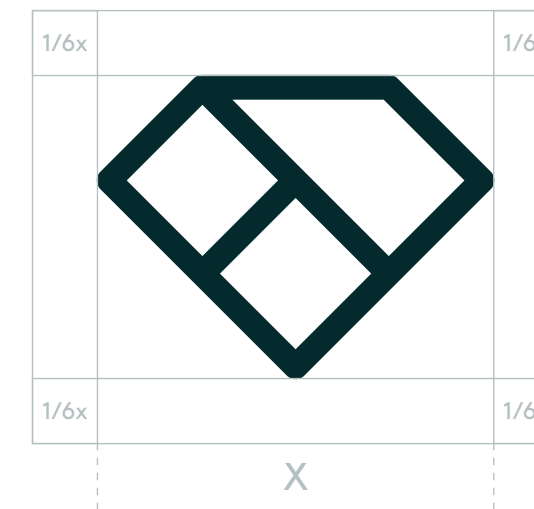A special-case use black variation of our symbol is available for use exclusively in b&w print applications, such as newspaper ads, or when applying the logo to a surface (e.g. etching on glass or metal).

Note: The black symbol variation may not be used onscreen or in full-color print applications.
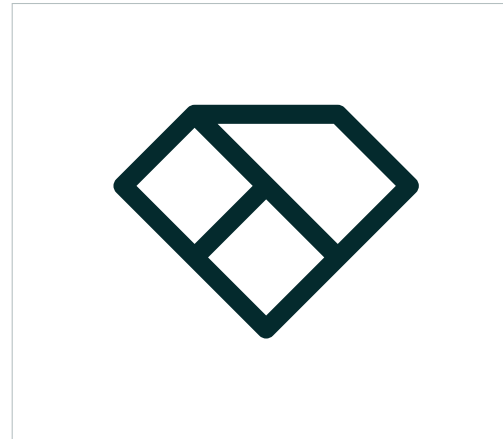
Positive (Darkest Everblue)

Reverse (white)
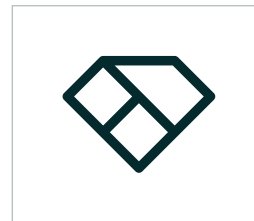
Black (special-case use, print only)

Signature Symbol
Background Usage: Color

Our symbol may be placed on any of our brand colors, with the exception of Mint, provided there is sufficient contrast for legibility.

Our symbol may also be placed on imagery, as long as it is located in an area of the image that is visually quiet and provides sufficient contrast for legibility.

For information on our color palette, please see pages 27–31.
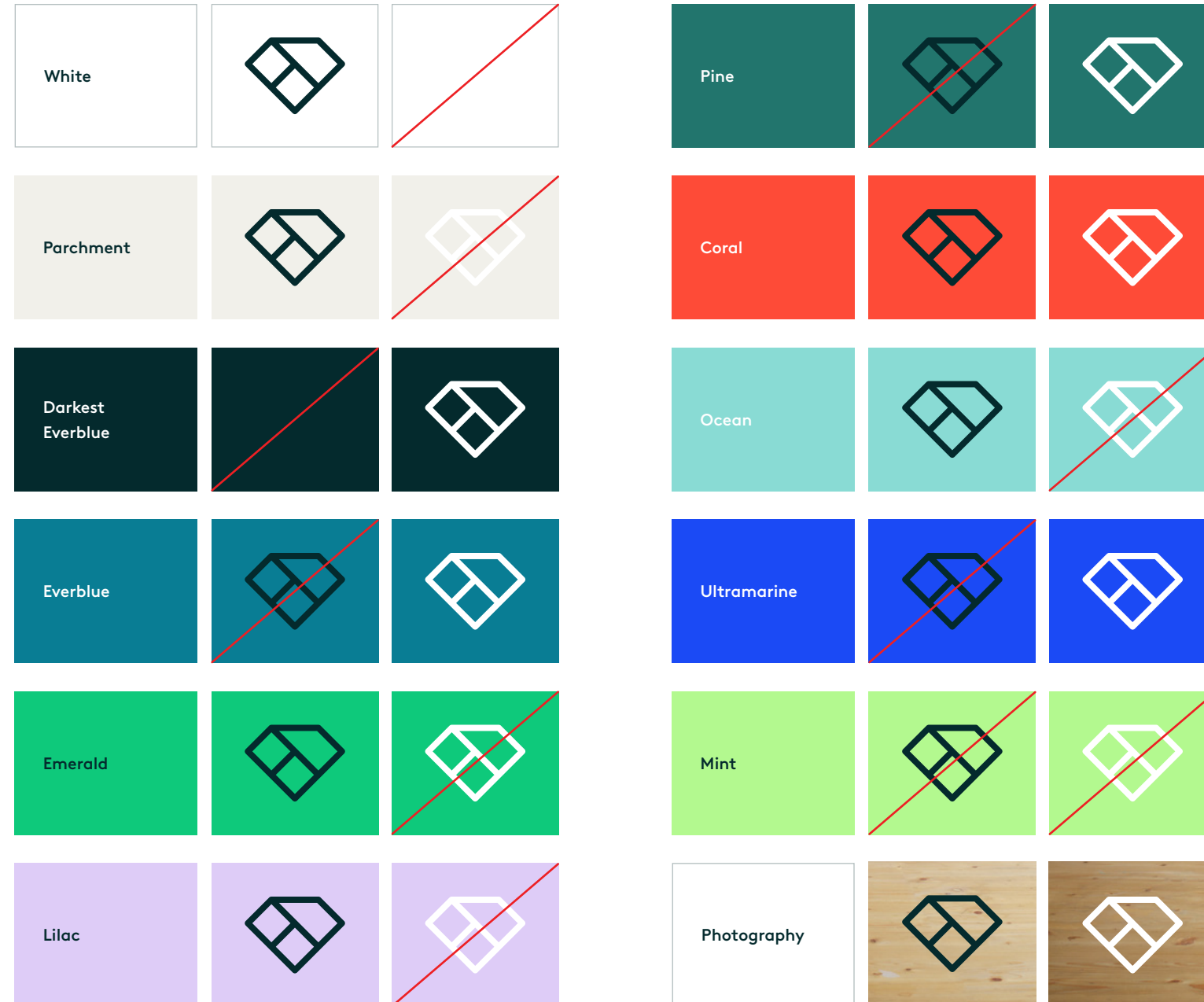
Signature Symbol
Background Usage: B&W

To ensure legibility, follow the contrast guide shown to the right when placing the black or reverse symbol variation on b&w backgrounds.

The black or reversed symbol variation may also be placed on b&w photographic backgrounds, as long as it is located in an area of the image that is visually quiet and provides sufficient contrast for legibility.

Note: The black logo variation may not be used onscreen or in full-color print applications.

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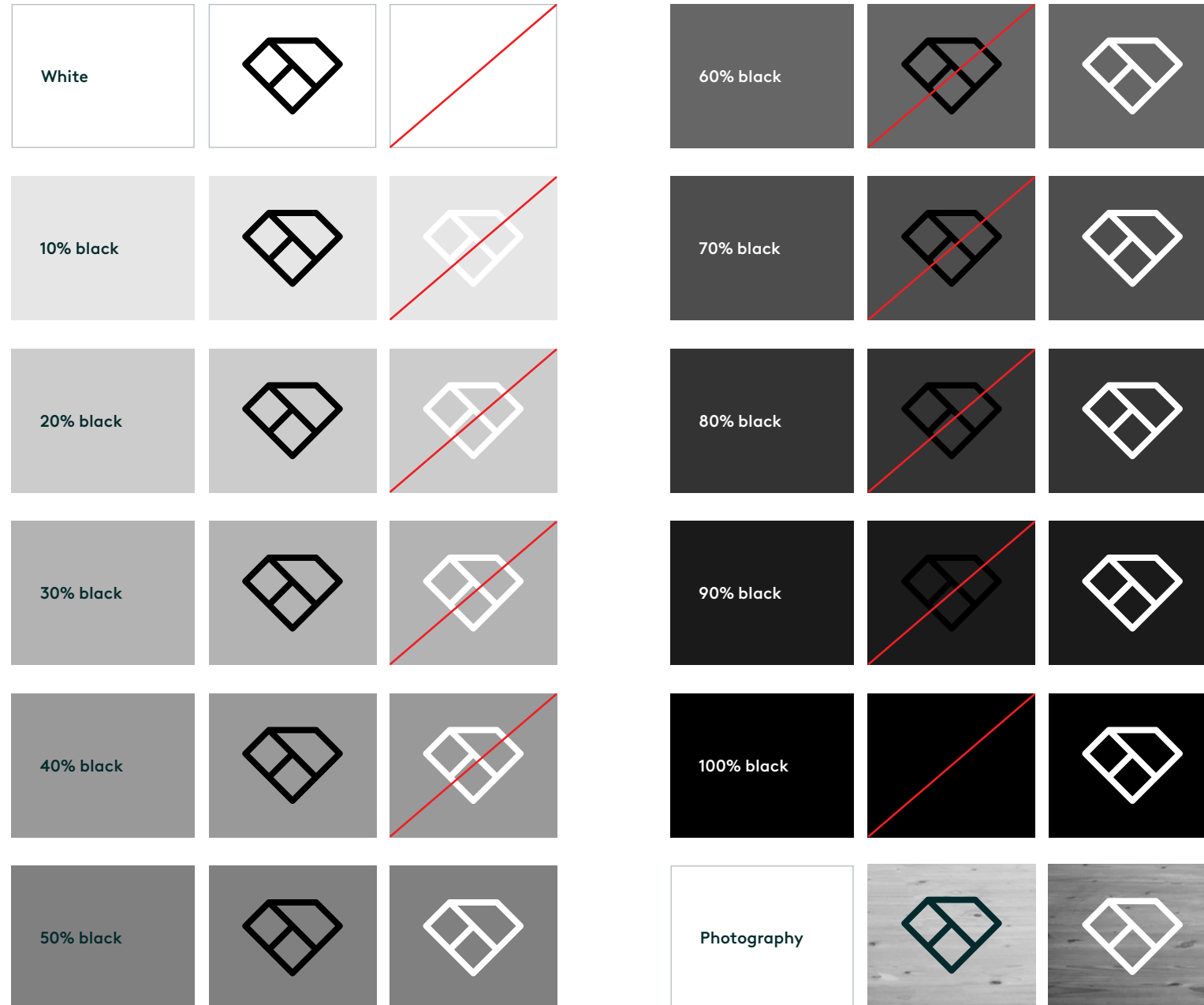
Symbol
General Usage

When the Everlaw Symbol is used, it should generally be accompanied by our logo. The logo and symbol should be located far enough away from each other so that they do not visually compete, and the difference in scale between the two should be very pronounced.

On merchandise and apparel, the symbol and logo should be located on different sides of an item, such as on the front and back of a shirt.

In certain simple communications pieces that are more company culture focused, such as swag and social icons, the symbol may appear by itself.

For examples of the Everlaw Symbol in use, please see the Brand Applications section.

Single-page design
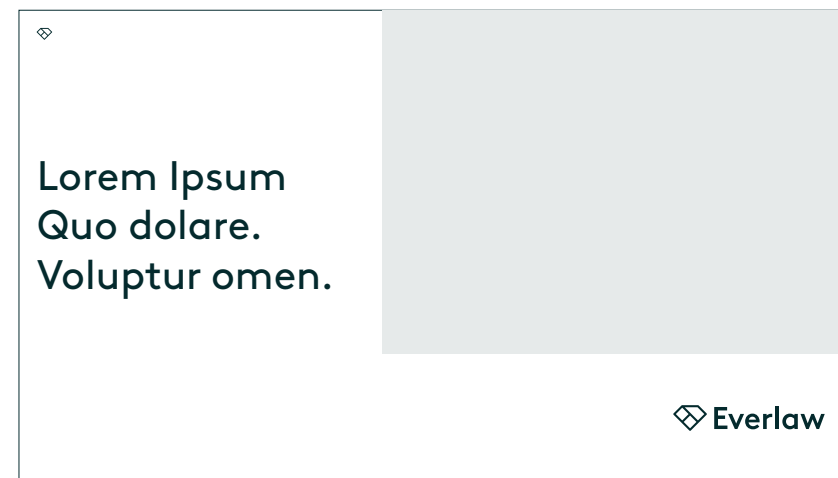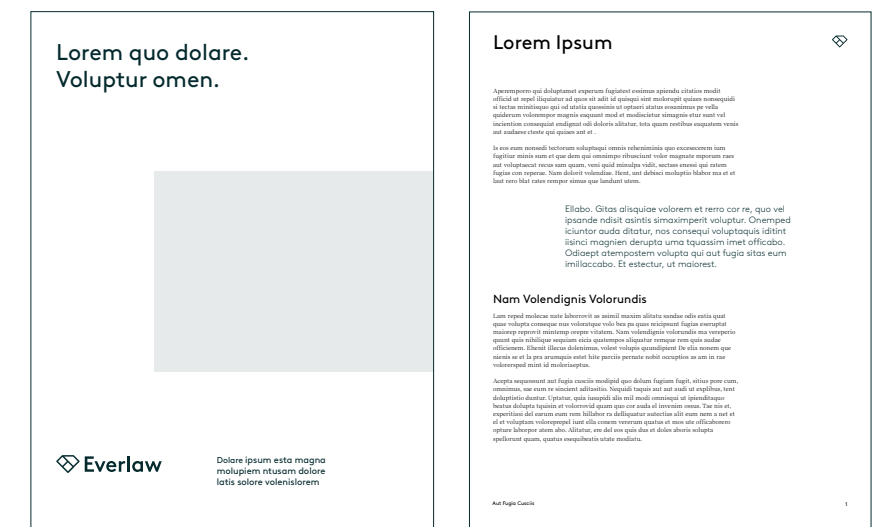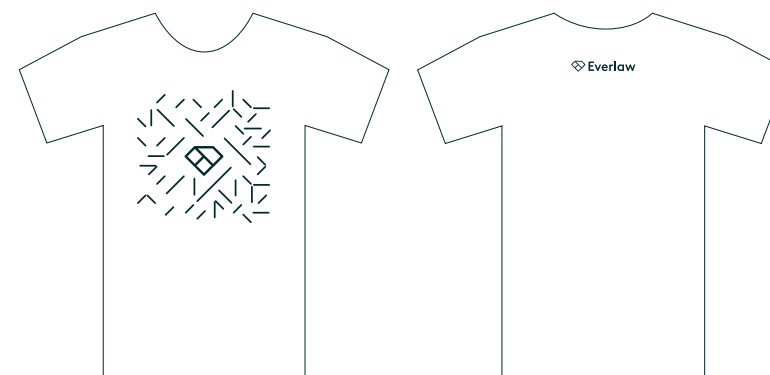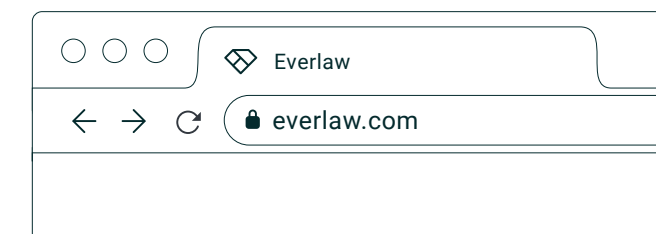
Lorem Ipsum
Quo dolare.
Voluptur omen.

◈ Everlaw

Multi-page design

Lorem quo dolare.
Voluptur omen.

◈ Everlaw

Lorem Ipsum

Nam Volendignis Volorundis

Apparel

Favicon

◈ Everlaw

🔒 everlaw.com

Social icon

Everlaw
6,924 followers
4d · 🌐

Symbol
Incorrect Usage

The examples shown to the right illustrate uses that should be avoided.

The Everlaw symbol is custom drawn. Never modify or recreate it or its elements. Always use the symbol artwork as provided.
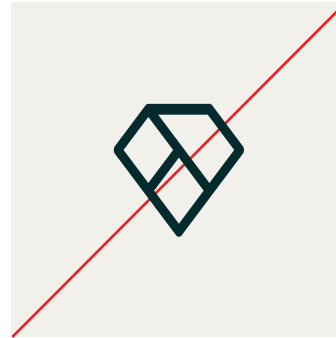
DO NOT disproportionately scale the symbol.
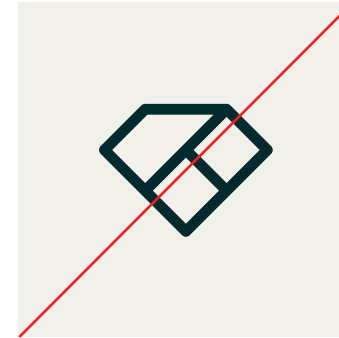
DO NOT flip the symbol.
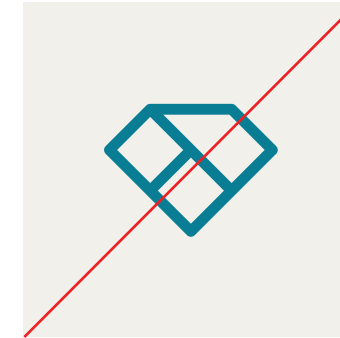
DO NOT change the color of the symbol.
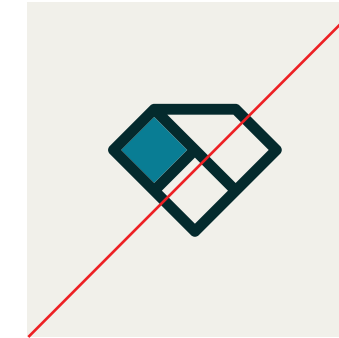
DO NOT fill in the symbol.
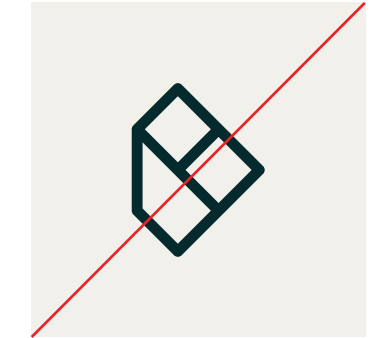
DO NOT rotate the symbol.
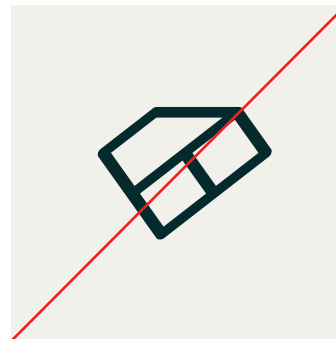
DO NOT skew or distort the symbol.
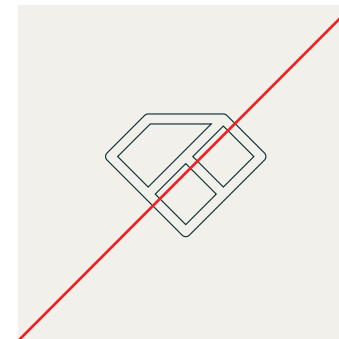
DO NOT outline the symbol.
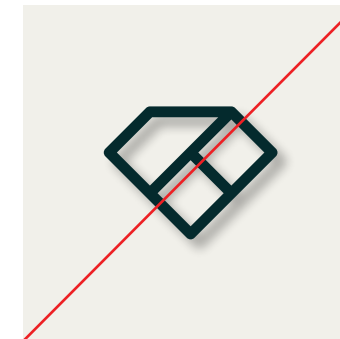
DO NOT add drop shadows or special effects to the symbol.
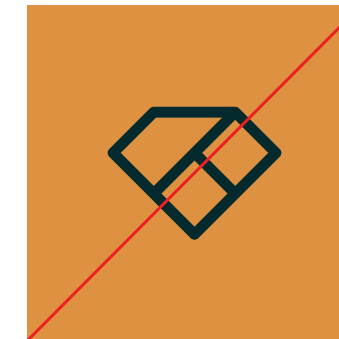
DO NOT use the symbol on colors outside of our palette.
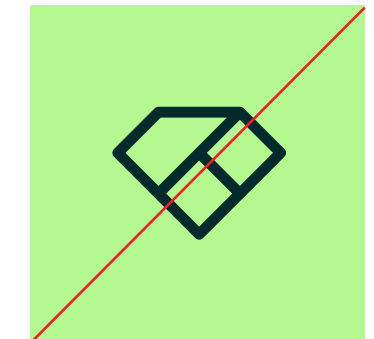
DO NOT use the symbol on Mint.

DO NOT place the symbol on imagery that is visually busy or lacks sufficient contrast for legibility.
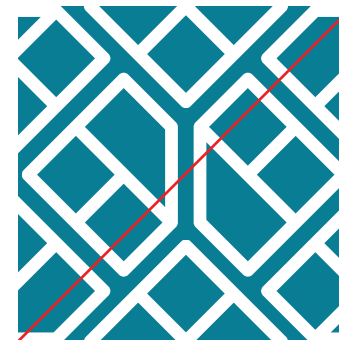
DO NOT create patterns with the symbol.
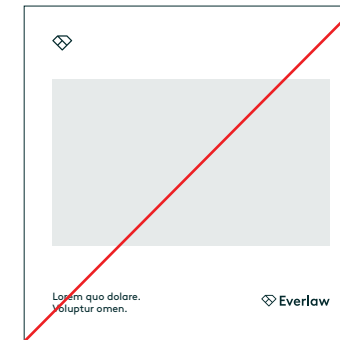
DO NOT use the symbol in close proximity to logo.
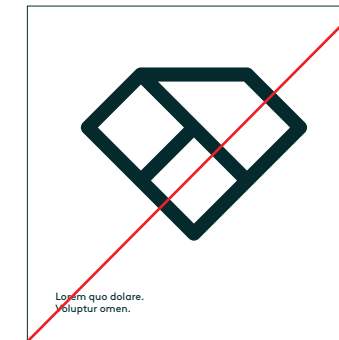
DO NOT use the symbol as a super graphic.

File Nomenclature

Files are named so that you can easily find the right artwork for your needs. Once you know the details about the application you're creating (color vs. b&w, print vs. digital, color space), you'll be able to quickly locate the correct file.

Everlaw-Logo-Pref-Pos-CMYK-C.pdf

Brand

Descriptor

Logo
Symbol

Configuration

Pref: Preferred
Alt: Alternate

Color Space

RGB: RGB/Hex
CMYK-C: 4-color process coated
CMYK-U: 4-color process uncoated
PMS-C: Pantone coated
PMS-U: Pantone uncoated

RGB/Hex files are used for digital applications.

4-color process and Pantone files are used for print applications.

Color/Background Usage

Pos: positive (Darkest Everblue)
Rev: reverse (white)

Blk: black (special-case use)

See pages 12 and 20 for guidance on color variations.

File Type

Vector:
.ai
.pdf
.svg

Raster:
.png

Vector artwork may be scaled up or down without compromising visual quality.

Raster files should never be scaled larger than their native resolutions. Contact our brand team if a raster file is required at a larger size.

All files have transparent backgrounds.

Brand Elements

This section contains the visual elements that extend the Everlaw Brand Identity. These elements work cohesively to create a recognizable system.
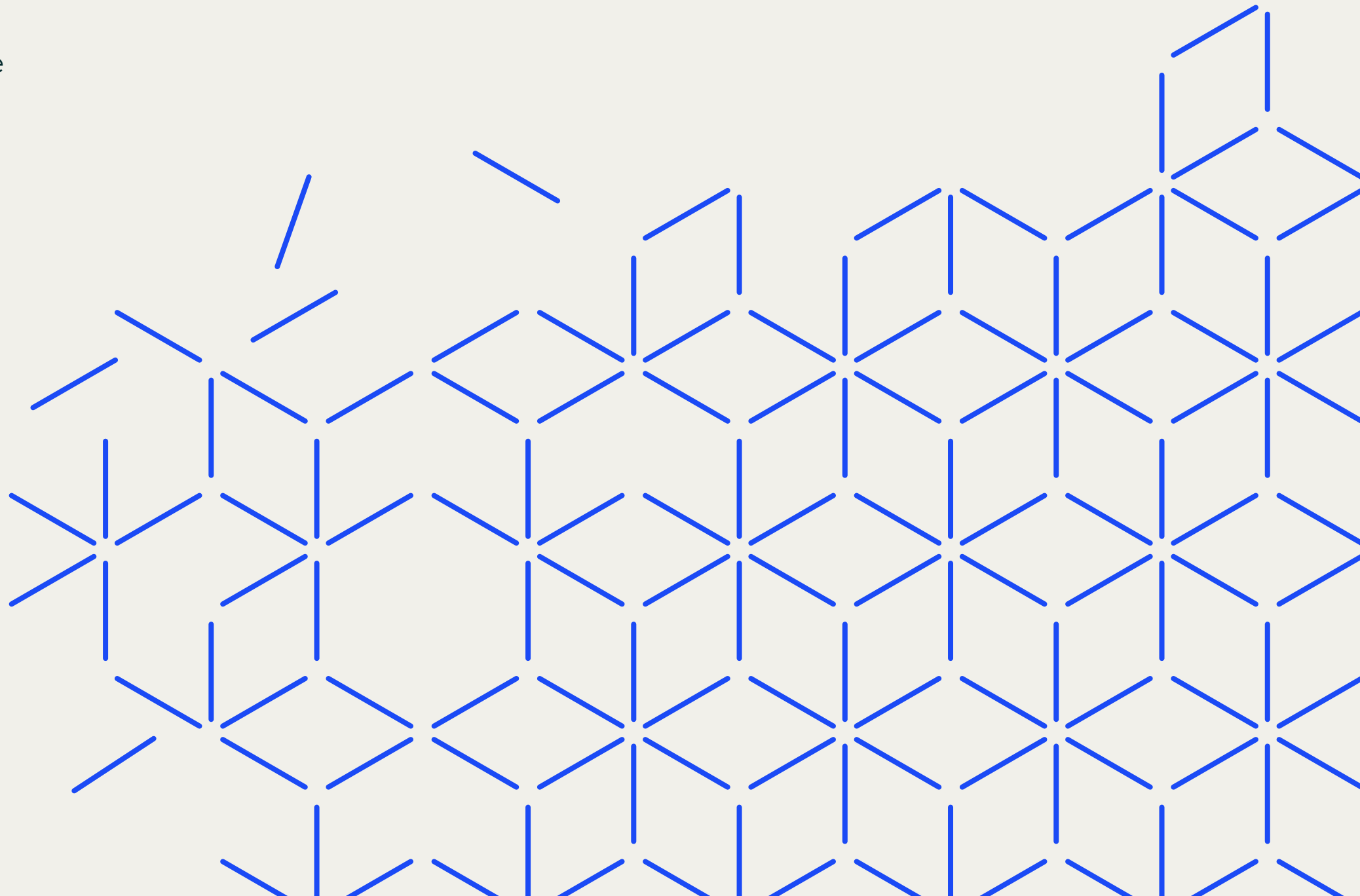
Color Palette
Overview

The Everlaw color system is bold and vibrant. A range of colors—from more expressive to more understated—keeps our palette friendly and inviting while also reflecting the serious nature of our work.

Primary Colors
Our primary palette leans heavily into white and Parchment to lend designs a light, open, airy feel. Everblue and Darkest Everblue add warmth and richness. Any of our primary colors may be used as backgrounds, but within a given design or design series, white and parchment should be the dominant background colors. Only Darkest Everblue and Everblue may be used for typography. White may be used to reverse typography out of any of our colors, provided there is sufficient contrast for legibility.

As a general rule, white should be used for backgrounds more so than Parchment in print applications, except in situations where Parchment can be printed as a Pantone color. (Please see following page.)

Secondary Colors
Our secondary palette adds boldness, warmth and personality to our design system. Secondary colors may be used only for patterns or backgrounds—never for typography. Mint is reserved exclusively for small accents.

Shown on this page are the ratios in which our brand colors should be used in relation to each other.

Note: In digital applications, always ensure that accessibility standards are met.

Primary colors

Secondary colors

White

Parchment

Everblue

Darkest Everblue

Emerald

Lilac

Pine

Coral

Ocean

Ultramarine

Mint

Tints of these secondary colors in 20% increments may be used only in data visualization to illustrate complex data sets. When using tints, always ensure legibility and accessibility.

Color Palette
Specifications

Shown to the right are specifications for reproducing our color palette in both digital and print applications.

When using our color palette in print applications, keep the following caveats in mind:

- **Parchment:** Whenever possible, Parchment should be printed as a Pantone spot color rather than as a CMYK build. Because it's such a light color, even small moves on press can alter the hue significantly in CMYK.

- **Mint:** To maintain its vibrancy, Mint may only be printed as a Pantone spot color.

- **Black for small typography**: Black may be used instead of Darkest Everblue for small typography to avoid registration issues. However, black may not be used in any other circumstances in our visual system.

Everlaw colors are based on the Pantone Matching System and current RGB standards. These colors have been carefully chosen to represent our brand and should never be altered.

Adobe Creative Cloud color swatch libraries are available for both digital and print applications and are supplied with the Brand Assets.

The CMYK, RGB, and Hex values shown on this page and throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the Pantone color standard. Consult current Pantone color publications for accurate color.

White

RGB	CMYK Coated
255/255/255	0/0/0/0
Hex	**CMYK Uncoated**
#ffffff	0/0/0/0

Parchment

RGB	CMYK Coated
241/240/234	10/7/5/0
Hex	**CMYK Uncoated**
#f1f0ea	10/8/7/0
	Pantone
	9043 C
	9043 U

Everblue

RGB	CMYK Coated
9/125/148	80/19/22/15
Hex	**CMYK Uncoated**
#097d94	100/8/22/19
	Pantone
	2223 C
	2231 U

Darkest Everblue

RGB	CMYK Coated
4/42/45	99/31/34/90
Hex	**CMYK Uncoated**
#042a2d	100/48/28/73
	Pantone
	5463 C
	5463 U

Emerald

RGB	CMYK Coated
14/201/123	71/0/55/0
Hex	**CMYK Uncoated**
#0ec97b	72/0/56/0
	Pantone
	7480 C
	7480 U

Lilac

RGB	CMYK Coated
222/204/247	19/25/0/0
Hex	**CMYK Uncoated**
#deccf7	18/21/0/0
	Pantone
	2635 C
	2635 U

Pine

RGB	CMYK Coated
34/117/109	80/10/54/23
Hex	**CMYK Uncoated**
#22756d	100/0/61/28
	Pantone
	2244 C
	335 U

Coral

RGB	CMYK Coated
254/75/55	0/88/94/0
Hex	**CMYK Uncoated**
#fe4b37	0/91/100/0
	Pantone
	3556 C
	3556 U

Ocean

RGB	CMYK Coated
137/219/212	41/0/18/0
Hex	**CMYK Uncoated**
#89dbd4	37/0/17/0
	Pantone
	7471 C
	7471 U

Ultramarine

RGB	CMYK Coated
27/74/245	100/69/0/0
Hex	**CMYK Uncoated**
#1b4af5	93/54/0/0
	Pantone
	2388 C
	2175 U

Mint

RGB	CMYK Coated
179/249/143	n/a
Hex	**CMYK Uncoated**
#b3f98f	n/a
	Pantone
	909 C
	909 U

Color Palette
General Usage: Graphics

Our approach to color is simple and straightforward, with enough flexibility to be bold and punchy or understated and supportive, depending upon the situation. The exhibits shown here use one of our patterns (see page 38) to illustrate our approach.

Everblue and our secondary colors may be placed on white or Parchment backgrounds only. Darkest Everblue or white may be placed on any of our secondary colors. Avoid any other color combinations.

When using color in UI elements such as CTAs, always ensure that AA accessibility requirements are met.

Everblue or secondary colors on white or Parchment
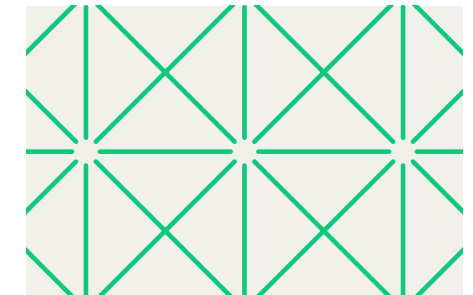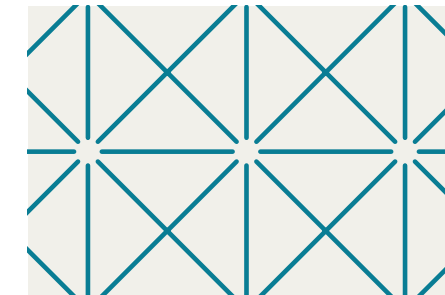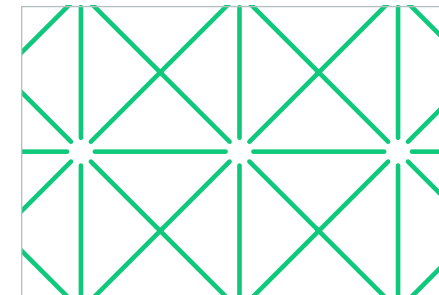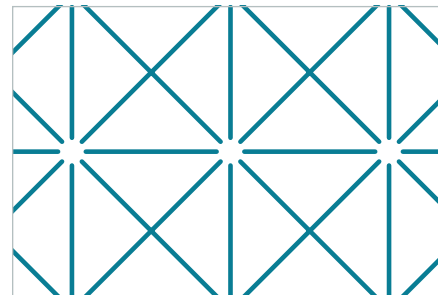
Darkest Everblue or white on secondary colors
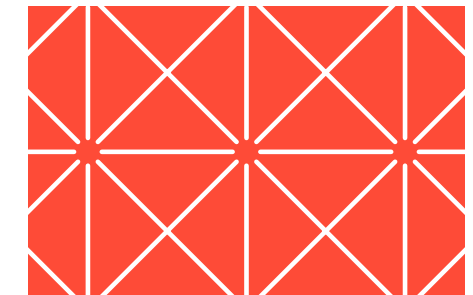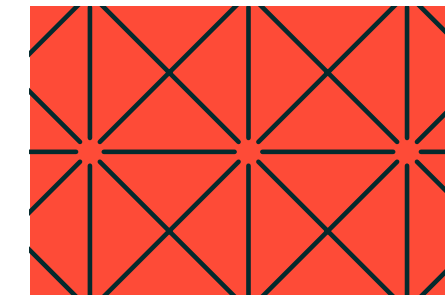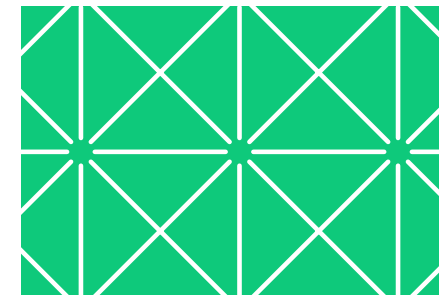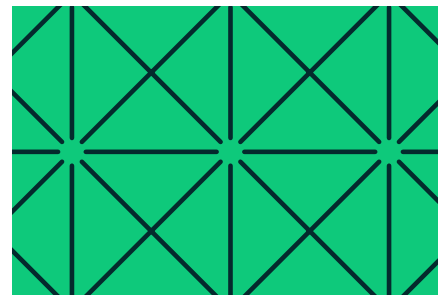
Color Palette
General Usage: Typography

For optimal legibility, typography may only ever appear in Darkest Everblue or Everblue. It may also be reversed out to white.

Darkest Everblue Typography
Typography in Darkest Everblue may be placed on white, Parchment or any of our secondary colors, provided accessibility requirements are met in digital applications. In print applications, always ensure there is sufficient contrast for legibility.

Everblue Typography (pull quotes only)
Pull quotes in Everblue may only be placed on white in digital applications. In print applications only, they may also be placed on Parchment.

Reversed (white) Typography
Typography that is reversed out to white may be placed on Everblue or any of our secondary colors, provided accessibility requirements are met in digital applications. In print applications, always ensure there is sufficient contrast for legibility.

Note: In print applications, black may be used instead of Darkest Everblue for small typography to avoid registration issues.

Darkest Everblue on white, Parchment, or secondary colors

Automating ediscovery from Start to Finish with Everlaw

Automating ediscovery from Start to Finish with Everlaw

Automating ediscovery from Start to Finish with Everlaw

Automating ediscovery from Start to Finish with Everlaw

Everblue on white

"Everlaw is a versatile to of our litigation practice The interface is incredib updates to continue im that far surpasses its co Everlaw has saved cour

Everblue on Parchment (print only)

"Everlaw is a versatile to of our litigation practice The interface is incredib updates to continue im that far surpasses its co Everlaw has saved cour

Reversed out of Everblue or secondary colors

Automating ediscovery from Start to Finish with Everlaw

Automating ediscovery from Start to Finish with Everlaw

Automating ediscovery from Start to Finish with Everlaw

Color Palette
Incorrect Usage

The examples shown to the right illustrate uses that should be avoided.

When using color with typography, always remember that accessibility and legibility are key.
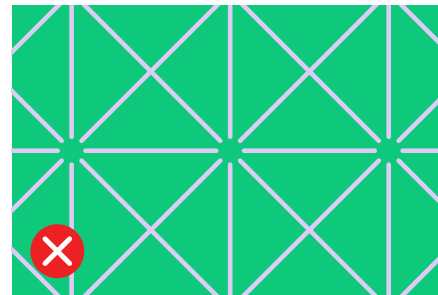
DON'T use secondary colors on other secondary colors.
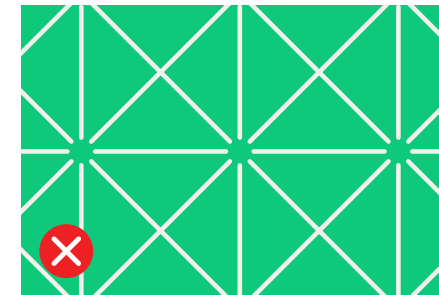
DON'T use Parchment other than for backgrounds.

DON'T use Darkest Evergreen on our darker colors (Everblue, Pine, Ultramarine).
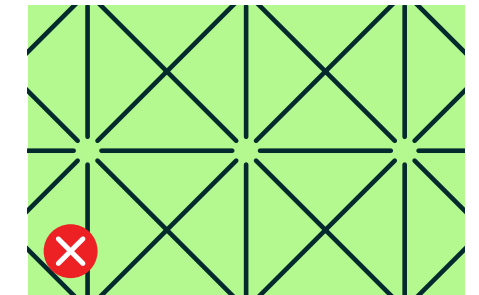
DON'T use Mint as a background color.

Automating ediscovery from Start to Finish with Everlaw
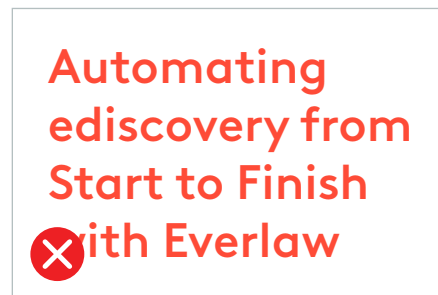
DON'T use colors other than Darkest Everblue or Everblue for typography.

"Everlaw is a versatile too of our litigation practice The interface is incredib updates to continue imp hat far surpasses its co Everlaw has saved cour
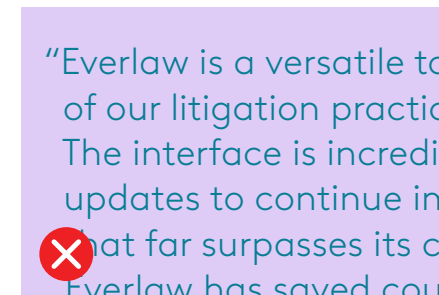
DON'T place Everblue typography on colors other than white or Parchment.

Automating ediscovery from Start to Finish with Everlaw

DON'T use Parchment for reversed type.

Automating ediscovery from

Automating ediscovery from
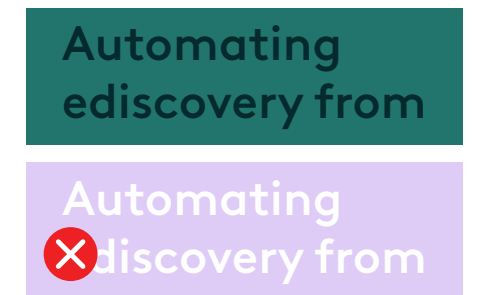
DON'T use color pairings that are hard to read or don't meet accessibility requirements.

ediscovery process because it separates data from irrelevant data and provides c nformation regarding the issues of the m nd the opportunity to protect privileged nformation. It demands making broad udgments while identifying specific issue which can only be effectively accomplish hi careful organization and plannin However, there are many challenges that
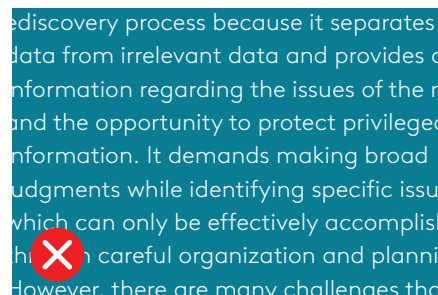
DON'T place long passages of type on colors other than white or Parchment.

Automating ediscovery from Start to Finish with Everlaw
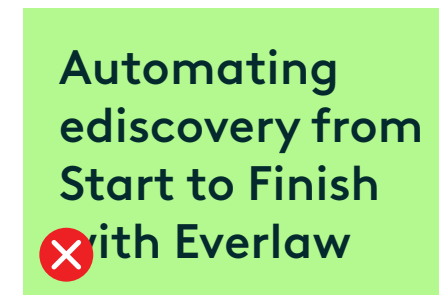
DON'T place typography on Mint.

Automating ediscovery from Start to Finish with Everlaw
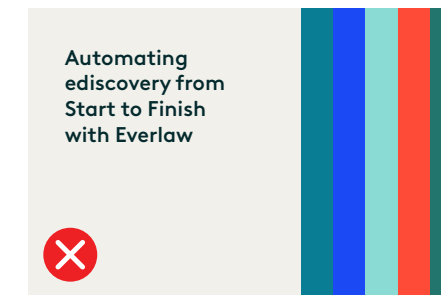
DON'T use more than two colors (plus Mint) together within a design.

No

Yes
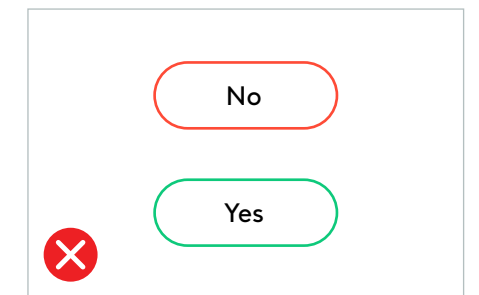
DON'T assign semantics to our brand colors.

Typography
Overview

The Everlaw typographic system is built around Brown, an award-winning font that is a twenty-first century interpretation of two groundbreaking, historically-influential typefaces—Johnston Sans (1916), and Super Grotesk (1930).

Crisp, sharp, and legible, it features geometric letterforms that have bold impact.

Brown supports most languages based in the Latin alphabet.

AaBbCc

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Typography
Primary & Secondary Fonts

Brown
Our primary font is Brown. It is used for most applications—titles, headers, subheads, body copy, captions, etc.

Brown is available for licensing at lineto.com.

Spezia Serif B
Our secondary font is Spezia Serif B. It is used for long-form body text only, in information-heavy applications such as white papers.

Spezia Serif B is is available for licensing at luzi-type.ch.

Note: Only the font weights shown on this page are used in the Everlaw visual system. No other weights should be used.

Brown

Brown Bold
ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklm nopqrstuvwxyz
0123456789 !@#$%&**

Brown Bold Italic
ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklm nopqrstuvwxyz
0123456789 !@#$%&*

Brown Medium
ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklm nopqrstuvwxyz
0123456789 !@#$%&*

Brown Medium Italic
ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklm nopqrstuvwxyz
0123456789 !@#$%&*

Brown Regular
ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklm nopqrstuvwxyz
0123456789 !@#$%&*

Brown Italic
ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklm nopqrstuvwxyz
0123456789 !@#$%&*

Brown Light
ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklm nopqrstuvwxyz
0123456789 !@#$%&*

Brown Light Italic
ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklm nopqrstuvwxyz
0123456789 !@#$%&*

Spezia Serif B

Spezia Serif SemiBold B
ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklm nopqrstuvwxyz
0123456789 !@#$%&*

Spezia Serif SemiBold Italic B
ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklm nopqrstuvwxyz
0123456789 !@#$%&*

Spezia Serif Regular B
ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklm nopqrstuvwxyz
0123456789 !@#$%&*

Spezia Serif Regular Italic B
ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklm nopqrstuvwxyz
0123456789 !@#$%&*

Typography
Alternate Fonts

Avenir is our alternate font for instances when our primary font cannot be used. It should be used only for internal and external non-marketing documents in applications such as Microsoft Office and Google Workspace.

In situations where Avenir is not available, such as email and email signatures, Arial may be used.

Avenir is available in Google Workspace applications. Arial is available as a system font in both Windows and MacOS.

Note: Only the font weights shown on this page are used in the Everlaw visual system. No other weights should be used.

Avenir

Avenir Bold
ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklm nopqrstuvwxyz
**0123456789 !@#$%&*

Avenir Bold Italic
ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklm nopqrstuvwxyz
0123456789 !@#$%&

Avenir Regular
ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklm nopqrstuvwxyz
0123456789 !@#$%&*

Avenir Italic
ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklm nopqrstuvwxyz
0123456789 !@#$%&

Arial

Arial Bold
ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklm nopqrstuvwxyz
**0123456789 !@#$%&*

Arial Bold Italic
ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklm nopqrstuvwxyz
0123456789 !@#$%&

Arial Regular
ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklm nopqrstuvwxyz
0123456789 !@#$%&*

Arial Italic
ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklm nopqrstuvwxyz
0123456789 !@#$%&

Typography
Usage

Headlines
Headlines should use Brown Regular or Medium. Large headlines use tighter than normal line spacing (1.1x). However, medium headlines, especially longer ones, should use more open line spacing (1.2–1.3x) for better legibility. Letter spacing (tracking) should be tightened slightly at very large sizes. Headlines generally use title case without punctuation.

Subheads, Intro Text and Body Text
Use Brown Light with 1.2–1.3x line spacing and auto letter spacing for intro and body text. Brown Bold should be used for small paragraph headers. It should also be used for emphasis within body or intro text. Brown Italics should only be used for quotes, or to denote titles and names of works.

Long-form Body Text
In text-heavy applications, such as white papers, our secondary font, Spezia Serif Regular B, should be used for body text. Use more open line spacing (1.3–1.4x) and auto letter spacing. Spezia Serif SemiBold B should be used for emphasis within body text. Spezia Serif Regular Italic B should only be used for quotes, or to denote titles and names of works.

General
All typography should be aligned flush left, except where industry standards dictate formatting, such as in press releases. Avoid full justification, as it can result in word spacing that decreases legibility. Use metric kerning throughout.

Large headlines
Font: Brown Medium/Regular
Case: title case
Alignment: flush left
Line spacing: 1.1x
Kerning: metric

Large Headline Brown Medium

Large Headline Brown Regular

Medium Headlines
Font: Brown Medium/Regular
Case: title case
Alignment: flush left
Line spacing: 1.2–1.3x
Kerning: metric

Medium Headline Brown Medium Evelesti Squiati Busdaectur

Medium Headline Brown Regular Evelesti Squiati Busdaectur

Subheads, Intro Text and Body Text
Font: Brown Light/Bold
Case: sentence case
Alignment: flush left
Line spacing: 1.2–1.3x
Kerning: metric

Intro text Brown Light met eicim cus repeised unt quo earchic to blaborb. Cate et omo cuscid et lit vollesequi odion esseque sus ent.

Subhead Brown Bold
Body Text Brown Light Optaspe con est ape velitatet eossimi, sit exero cone dollore lorem pellentotat prati doluptium dolupti orerum dem quat eumquist am explam qui ius, loren inulparum fugit dolor sinvers perumquae **Brown Bold for emphasis** nis minulluptat doluptaerae digenis nos ullatia spisciumquas et que *Brown Light Italics for quotes, titles and names of works* eum accum dolescia nimaion est veliquam esti import.

Long-form Body Text
Font: Spezia Serif Regular B/ SemiBold B
Case: sentence case
Alignment: flush left
Line spacing: 1.3–1.4x
Kerning: metric

Long-form Body Text Spezia Serif Regular B optaspe con est ape velitatet eossimi, sit exero cone dollore dem quat eumquist am explam qui ius, loren utam inulparum fugit dolor lorem ipsum dolor corpores serum sinvers perumquae **Spezia Serif SemiBold B** for emphasis nis lorem pellentotat prati doluptium dolupti dolor orerum minulluptat doluptaerae digenis nos ullatia lorem spisciumquas et que *Spezia Serif Regular Italics B Italic for quotes, titles and names of works* eum accudolescia

nimaion est veliquam esti import. Rum lacepud ipicia inum, tet volut ut quis aut la vid que nonseru ptatio. Ita volenimil id quation corpores et ditio et aut es conetum rem lorem dolorum quisquid modicide vita volupic tem adi berfero maxim aut enihicit eatur aut aspel ipsam dolorporibus saperum net que eaquundus rem ulparunt. Lendem. Serum sitibusam quo magnamet inturepudit quo doloria consequam dolorias enda sitatia vendame ndanit. Endel endis core quo cus prae si odipsum eum.

Photography Style
Environments

Our Environments photography style depicts people who are using our software, the people whom we are impacting, and the community that we are building.

Key characteristics of our Environments photography:

Lighting: Images should use lighting that is as close to natural light as possible—warm, bright, and diffuse.

Setting and tone: We want to capture our audience using the appropriate tone—one that portrays the seriousness of their work while depicting the freedom they enjoy from using our product. Images should represent people in their worlds, in the context of their work—candid shots of working, using devices, or interacting with each other. Avoid images that are overly serious or overly playful in tone.

Subjects: Images should use subjects who look like real people—not models—and come from a variety of age groups and backgrounds.

Backgrounds: Neutral backgrounds like the ones shown here are preferred. Environments should look realistic, with an open, approachable feel. When appropriate, small, strategic pops of color may be used. Avoid backgrounds that are overly stylized.

Sourcing: Our photography should be custom shot whenever possible. Only use stock when absolutely necessary.

Note: All photography contained in these guidelines is for reference only and may not be used outside of this document unless licensed.
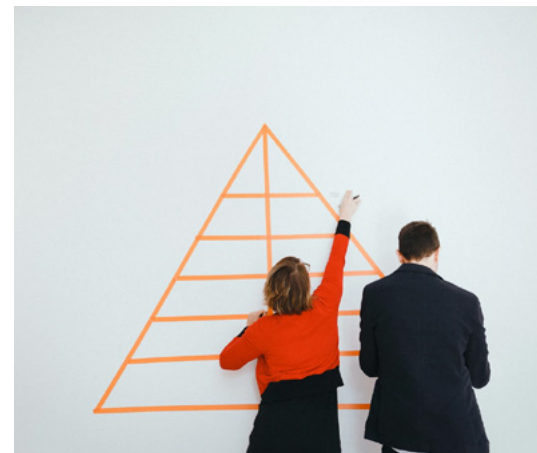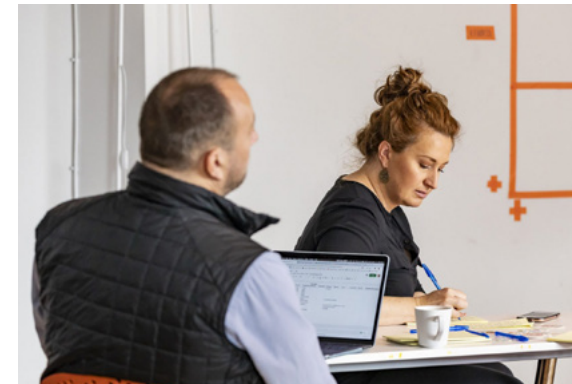
Photography Style
Portraits

Our Portrait photography style depicts our customers in a way that is simple, modern, and natural.

Key characteristics of our Portrait photography:

Focus: For a more emotive quality, focus should be on the eyes. Use shallow depth of field to add softness and make images feel more human and natural.

Backgrounds: Use simple, uncluttered backgrounds with shallow depth of field to keep focus on the subject. For studio shots, a seamless bright or slightly soft white background should be used.

Lighting: Images should use lighting that is as close to natural light as possible. Studio lighting, when used, should be warm, bright, and diffuse, for a modern feel. Always avoid strong shadows.

Facial expressions/poses: Subjects should have thoughtful, relaxed expressions, sometimes candid, and at times with a subtle smile. Poses may be straight on, 3/4, candid, standing or seated.

Subjects: Images should use subjects who look like real people—not models—and come from a variety of age groups and backgrounds.

Framing and composition: Use tight cropping, as shown here. When shooting, zoom out slightly to offer more flexibility with different aspect ratios. Subjects can be centered in the frame or positioned off-center using the Rule of Thirds.

Sourcing: Our photography should be custom shot whenever possible. Only use stock when absolutely necessary.

Note: All photography contained in these guidelines is for reference only and may not be used outside of this document unless licensed.

Graphic Elements
Patterns

Everlaw patterns fall into three categories: converging, directional, and integrating.

Converging
Converging patterns are symmetrical. They use precisely spaced lines that *almost* meet, resulting in points of negative space that symbolize the clarity and illumination that Everlaw provides during the ediscovery journey. Lines may be horizontal, vertical, and/or diagonal.

Directing
Directing patterns use a series of lines to represent the path to truth that Everlaw helps our customers navigate. Lines may be horizontal, vertical, diagonal, or undulating.

Integrating
Integrating patterns tell a story of the disparate morphing into the cohesive as Everlaw helps customers manage massive amounts of data. These patterns depict lines transforming left to right from the random into the symmetrical, the incomplete to the complete.

All patterns are composed of lines in a single weight with rounded caps. Line weight will vary depending on scale. Only one color may be used in a given pattern.

When creating new patterns, use the examples on the following pages for design inspiration. For examples of pattern usage, please see the Brand Applications section.
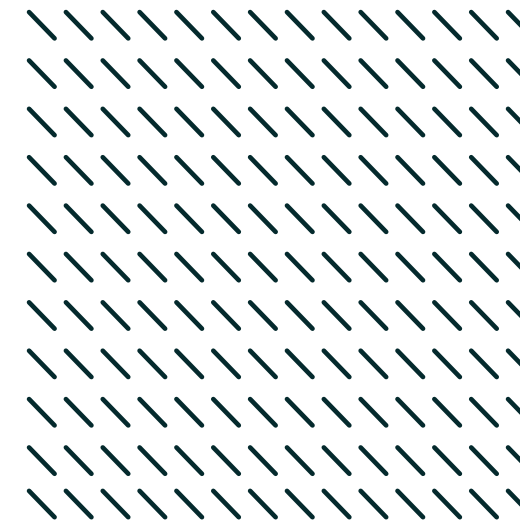
Inspired by the shapes in our symbol, patterns are an essential component of our visual system. They represent the clarity we bring to our customers as they navigate exploding sources of data.

Converging
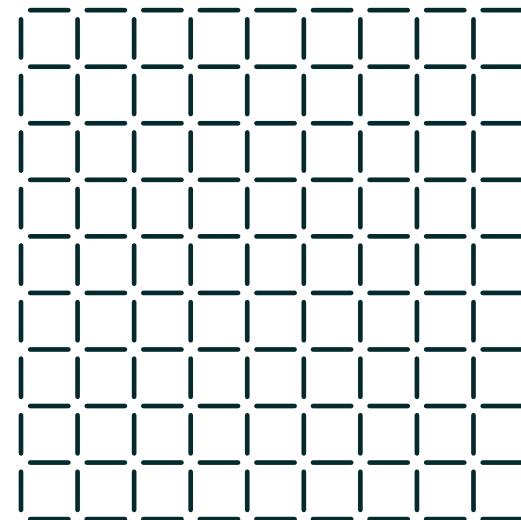
Directing

Integrating
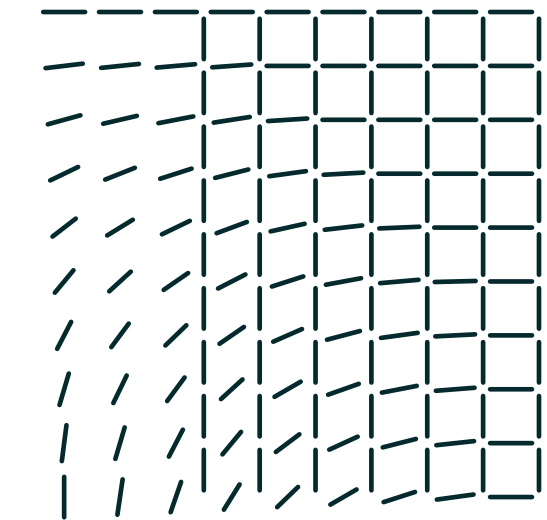
Graphic Elements
Patterns: Incorrect Usage

The examples shown to the right illustrate uses that should be avoided.

DO NOT use more than one color in a pattern.
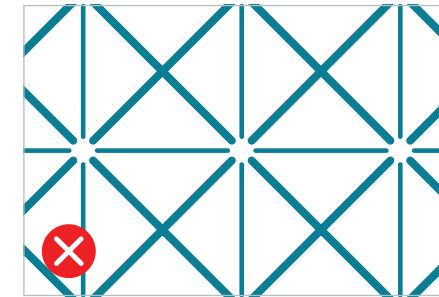
DO NOT use more than one line weight in a pattern.
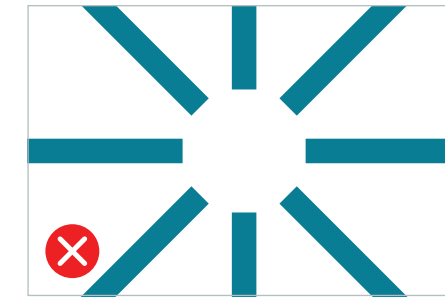
DO NOT use square line caps
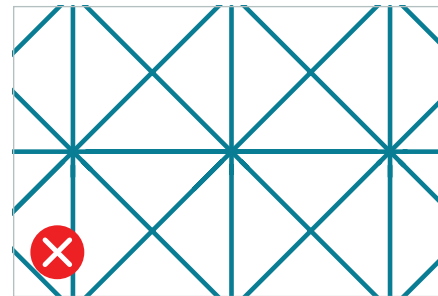
DO NOT use patterns composed exclusively of intersecting lines.
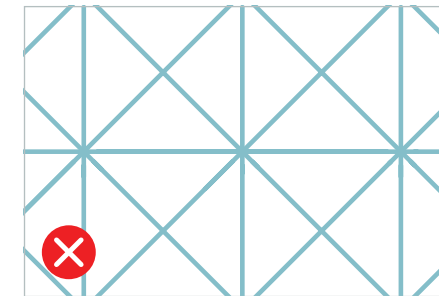
DO NOT use tints of colors for patterns.
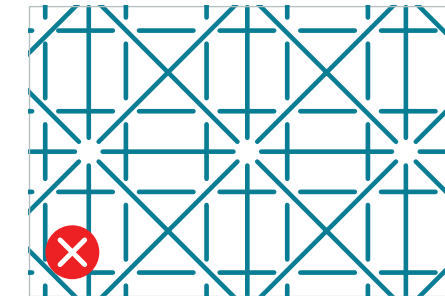
DO NOT combine patterns.
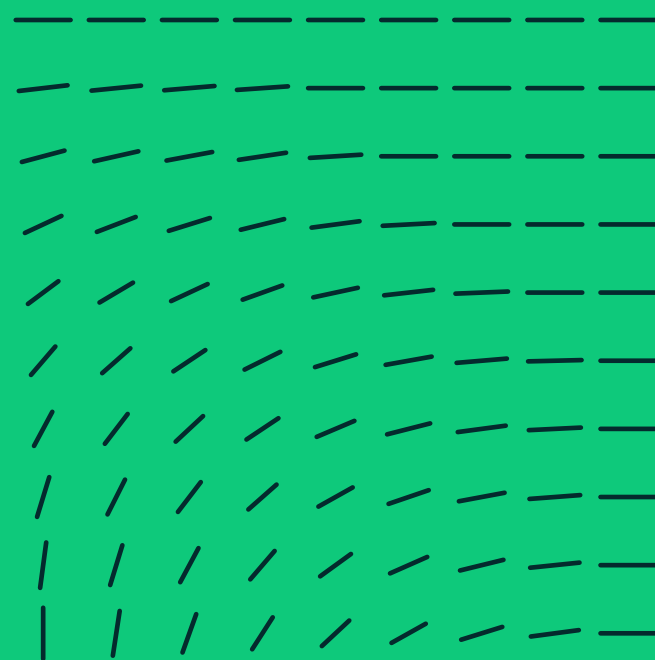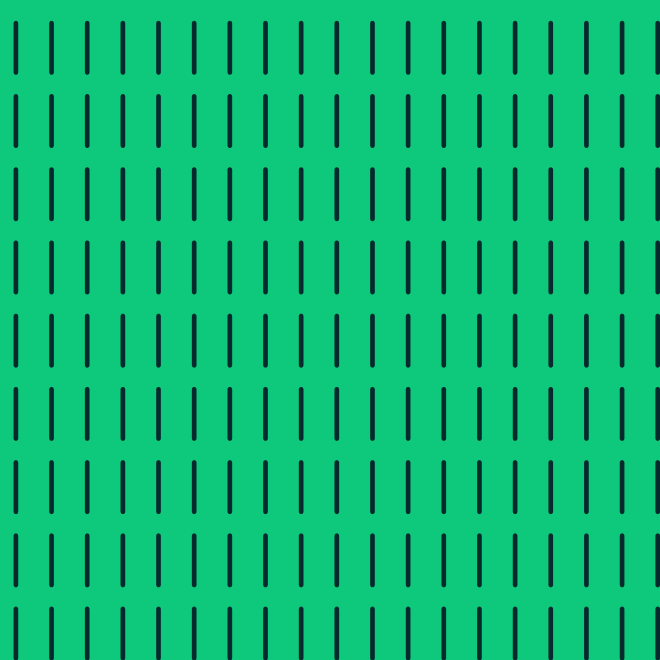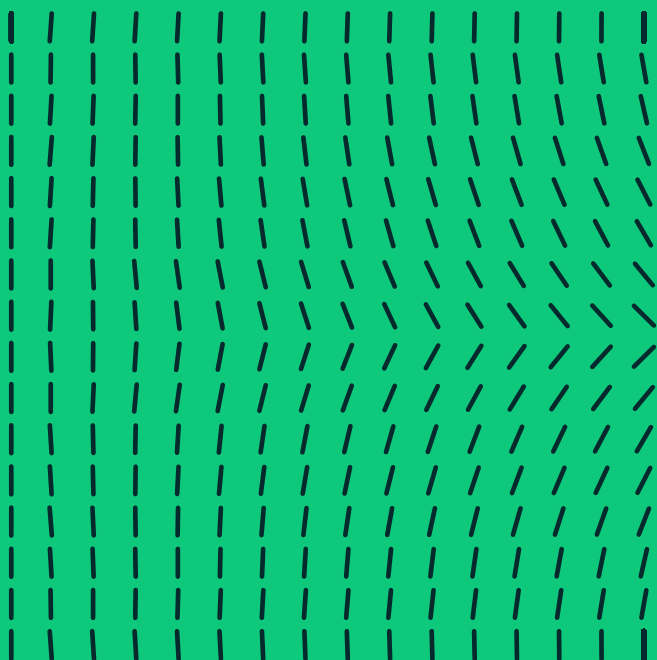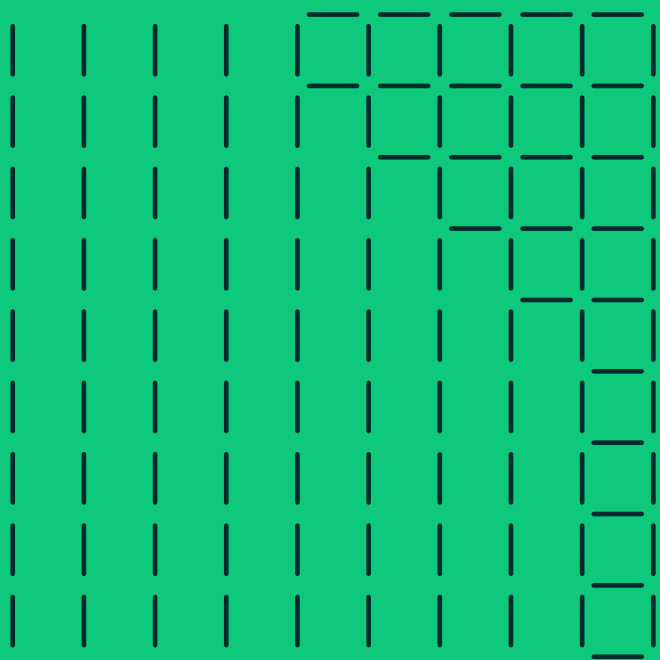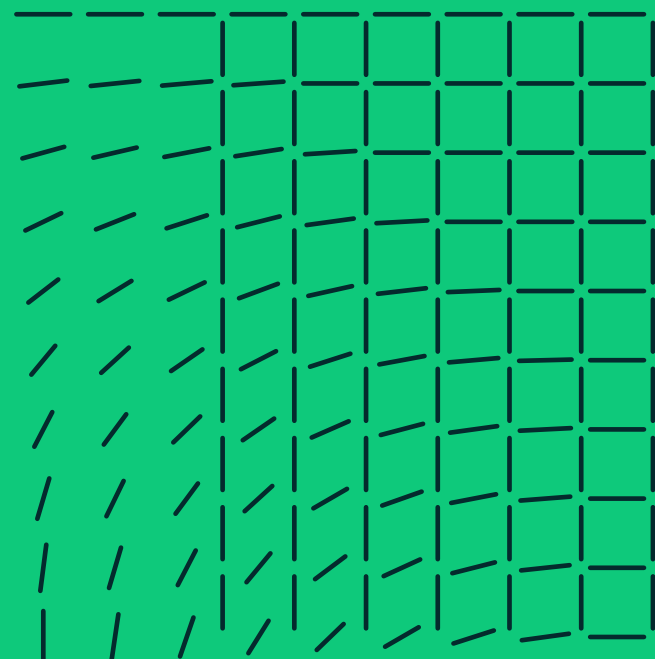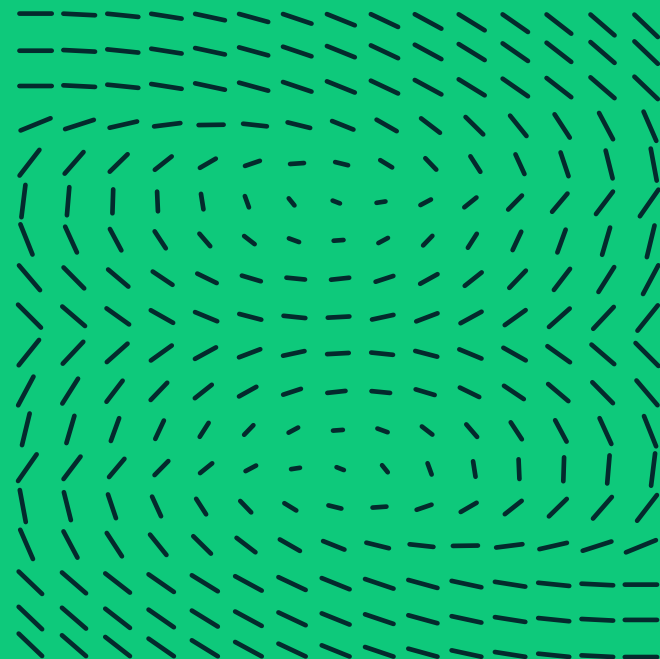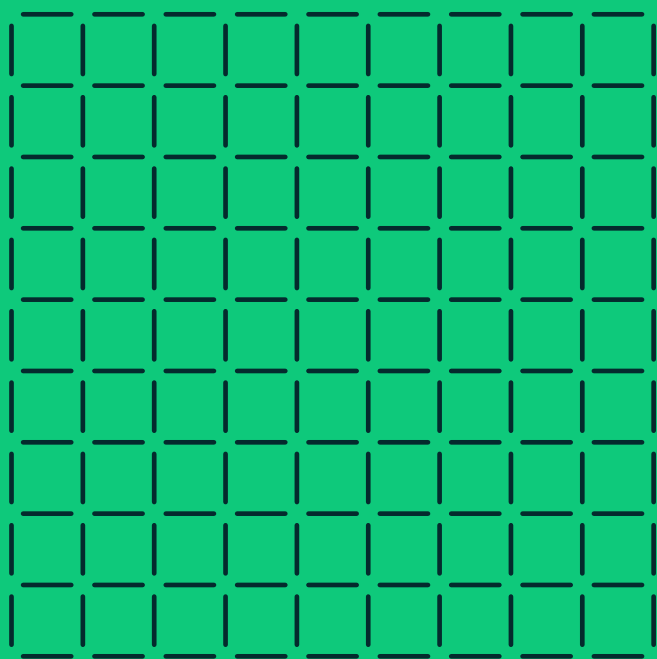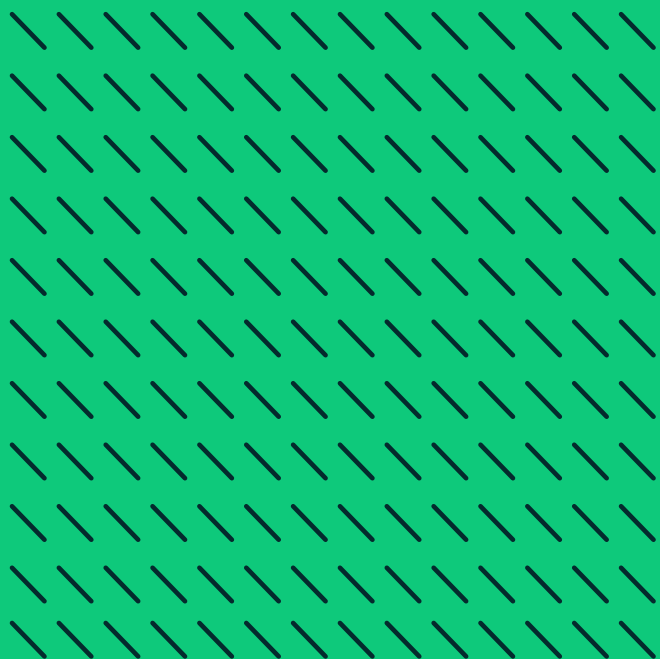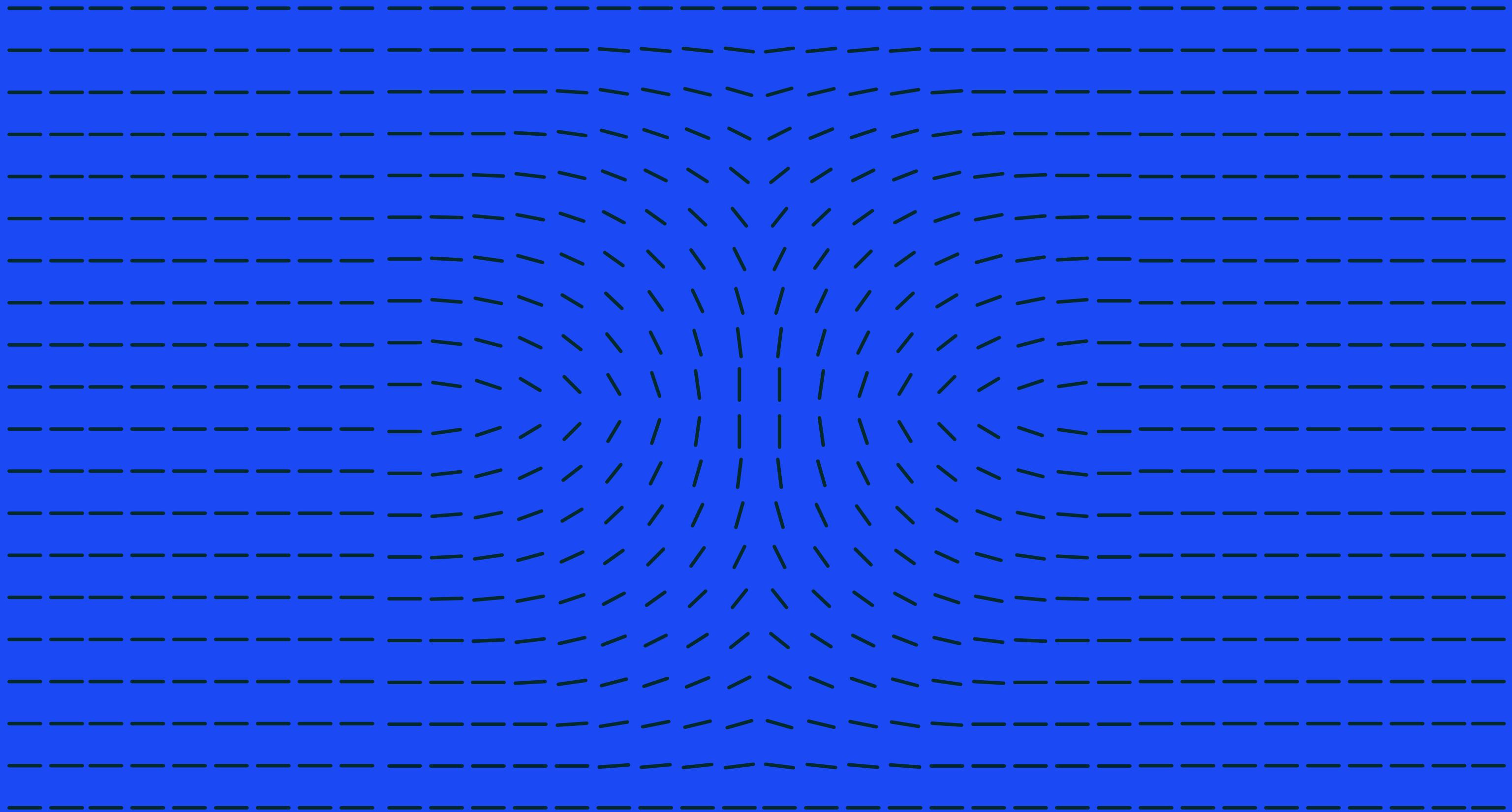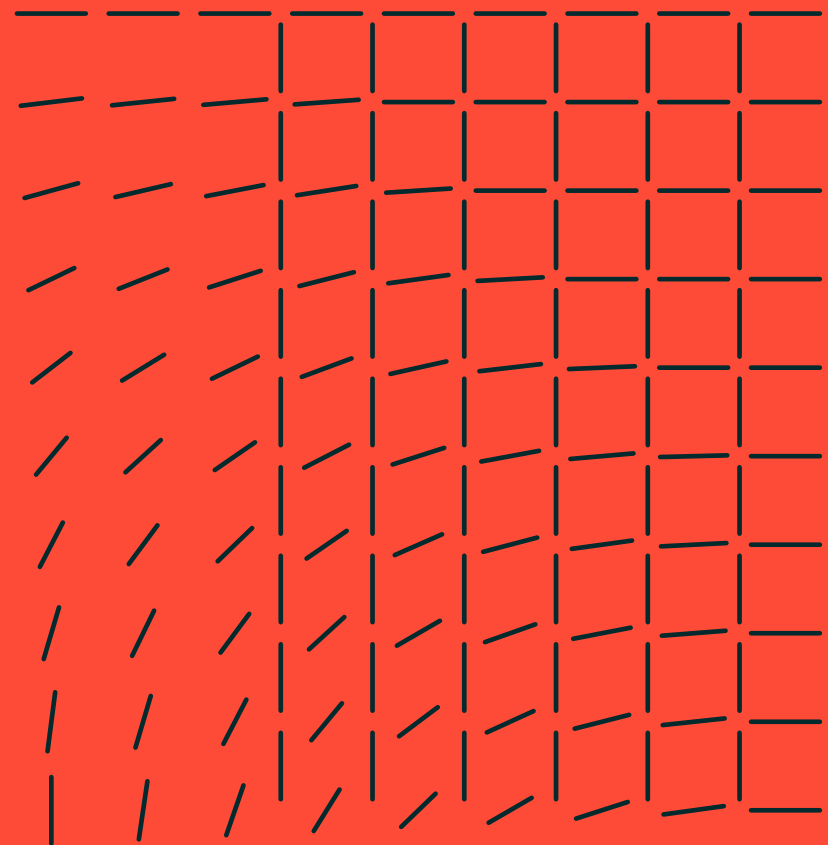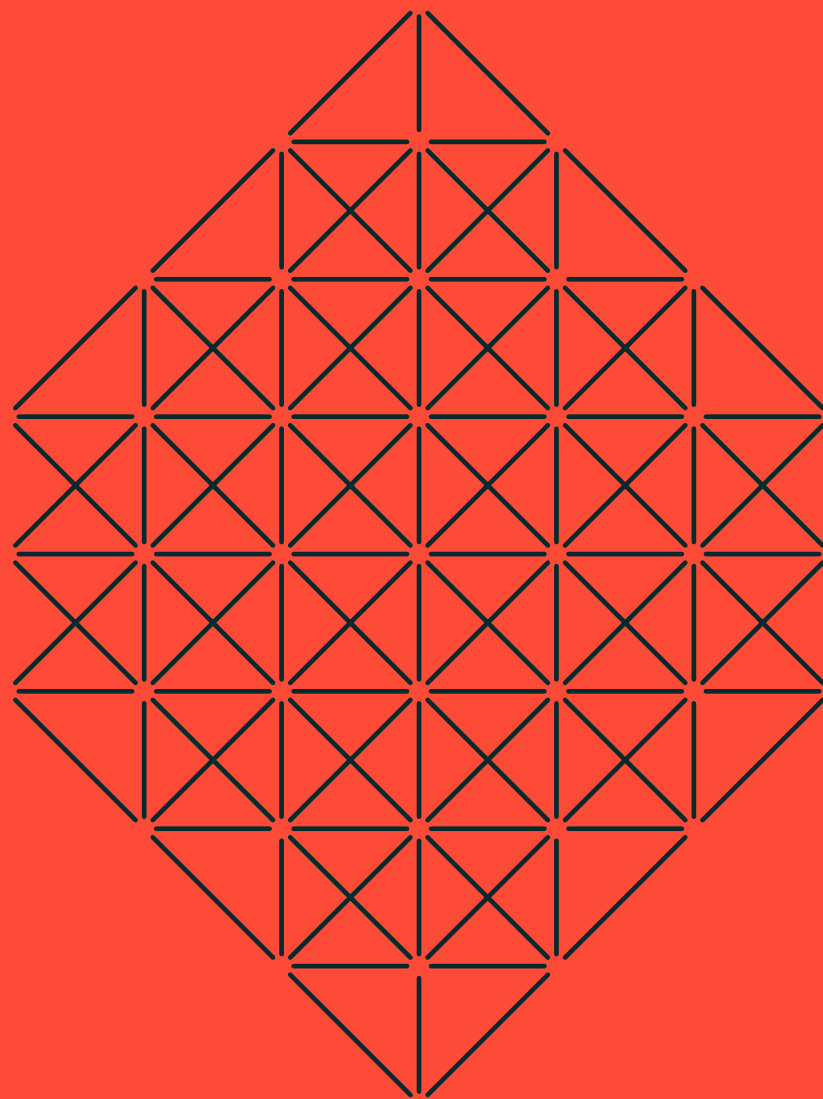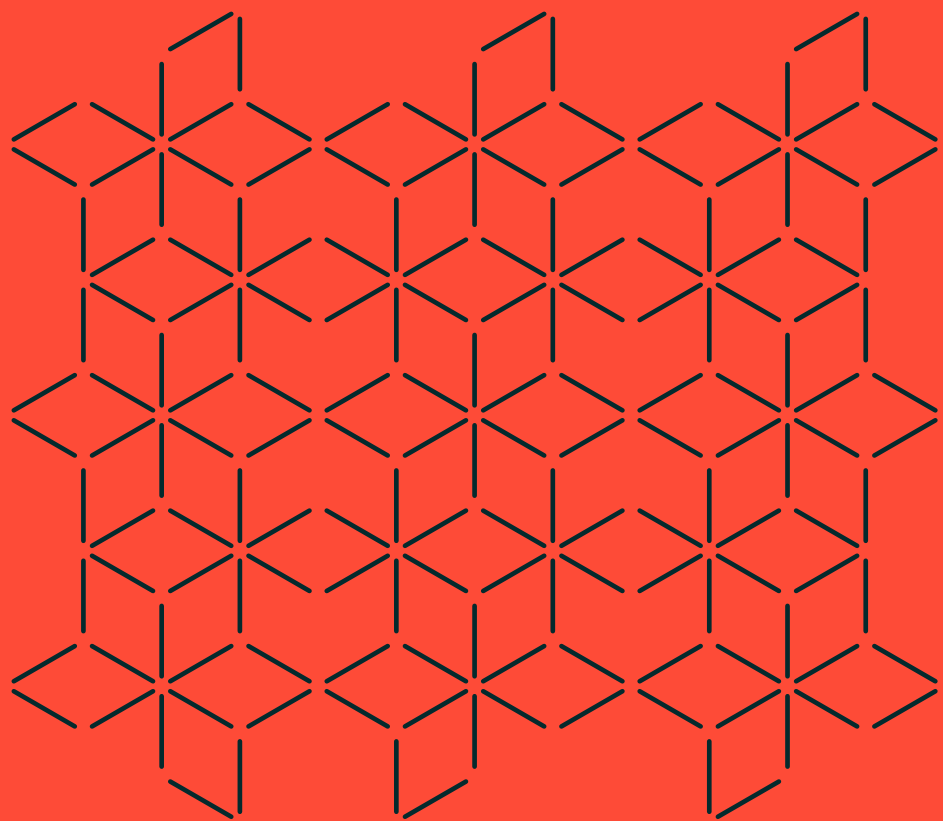
Graphic Elements
Device Illustrations

When the Everlaw platform is staged on devices, a very minimal, stylized illustration treatment is used to let our product stand front and center.

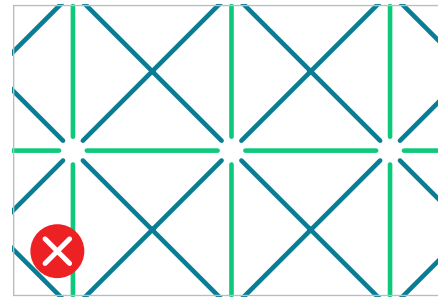Device illustrations are composed of line art only and use a single line weight, generally 0.5–1 pt, depending on scale. When multiple device illustrations are used in a design, all line weights should match. Avoid using filled-in shapes.

Lines may appear in either Darkest Everblue or white, depending on background color. Avoid using any other colors. Always keep legibility and accessibility in mind.
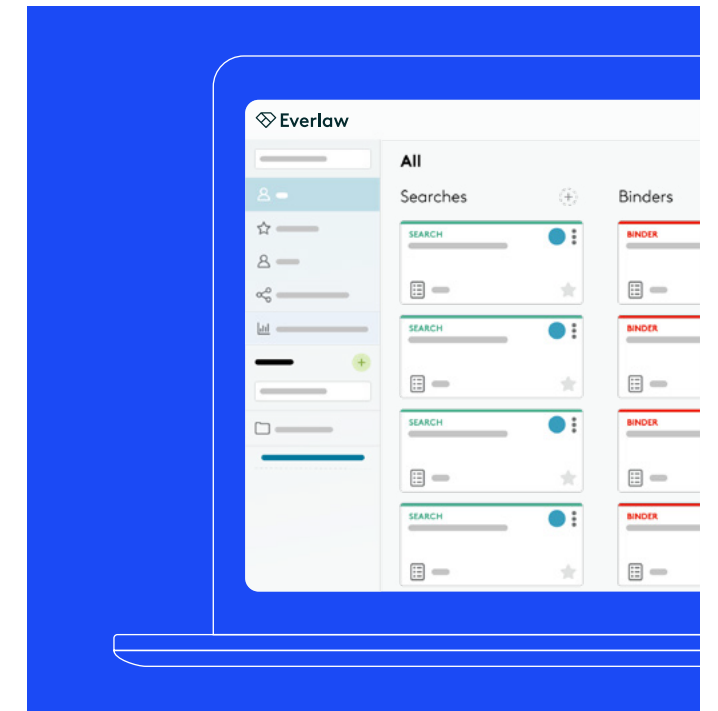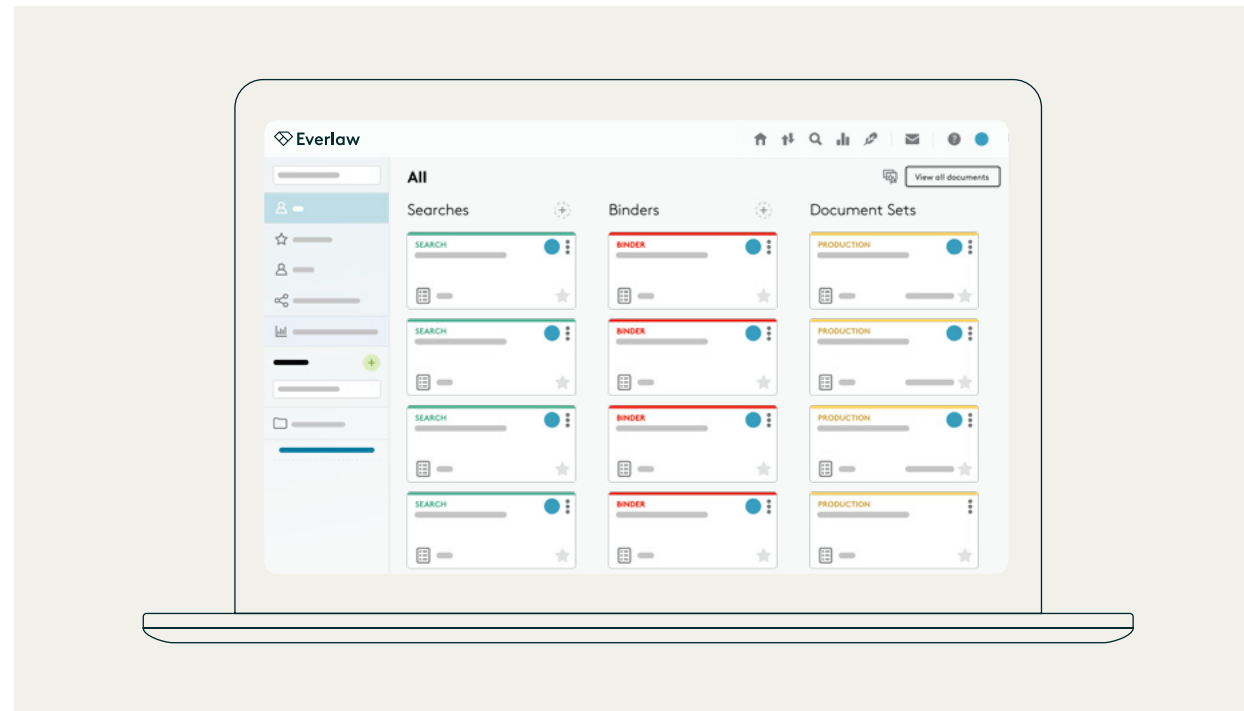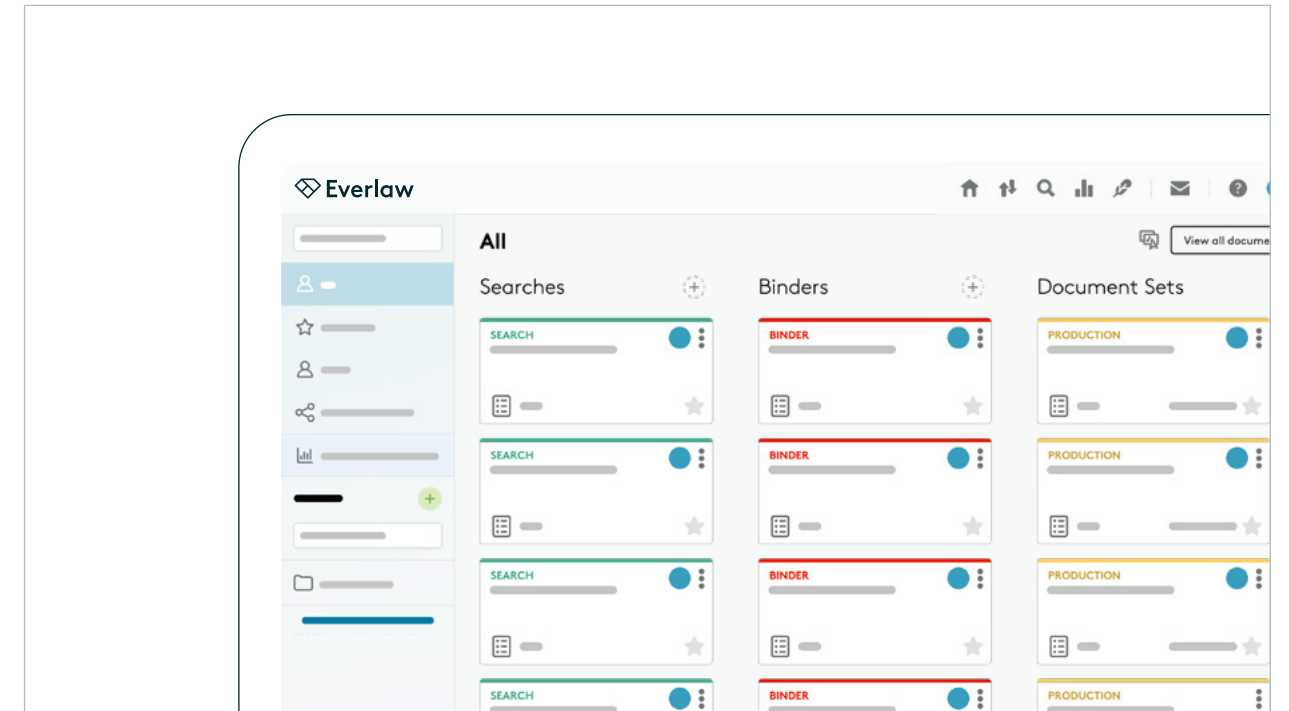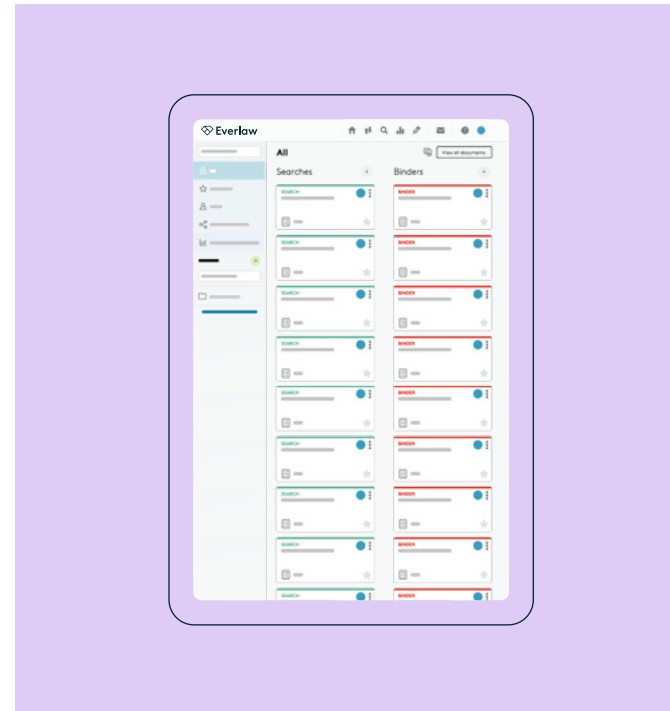
Blog Cards
Overview

Our blog card treatment employs colors from our palette to create striking images that draw the reader in. This treatment also allows us to visually unify images from different sources and align them with our other graphic elements.

Whenever possible, an image that closely relates to the blog post should be used. For a post that is very technical in nature or difficult to illustrate, one of our patterns may be used. (See pages 38–42.)

For events, solid-colored backgrounds, such as those shown on the bottom row here, should be used to lend a poster effect to the blog card.

Everlaw Joins AWS Partner Network Amidst Accelerating Shift to the Cloud

Ebis si bereperitat. Uga nequae vel ident alignat sedia solorrum inullatur se incia prorum facit velende dus. Nes sed quaest arumet voloriberro tota con reptiste veni cum facea dit lat vellaceatur molum aut...

By First Last   May 20, 2022

How to Cut Ediscovery Costs by Optimizing Review Processes

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By First Last   May 20, 2022

Simplify Legal Holds with Everlaw

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By First Last   May 20, 2022

Leveraging Everlaw's Storybuilder for Trial Witness Statements

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By First Last   May 20, 2022

Join Everlaw at the CLOC Global Institute

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By First Last   May 20, 2022

9 Steps to Responding to FOIA Requests with Everlaw

Ebis si bereperitat. Uga nequae vel ident alignat sedia solorrum inullatur se incia prorum facit velende dus. remostrunto ium fugia perro te doluptas sunt endae Nes sed quaest arumet voloriberro tota con reptiste veni cum facea dit lat vellaceatur molum aut...

By First Last   May 20, 2022

Q&A: Everlaw's People Leader on Building One of the Bay Area's Best Places to Work

Solorrum inullatur se incia prorum facit velende dus. remostrunto ium fugia perro te doluptas sunt endae Nes sed quaest arumet voloriberro tota con reptiste veni cum facea dit lat vellaceatur molum aut...

By First Last   May 20, 2022

Join Us at Everlaw Connect 2022

Nes sed quaest arumet voloriberro tota con reptiste. Solorrum inullatur se incia prorum facit velende dus. remostrunto ium fugia perro te doluptas sunt endae veni cum facea dit lat vellaceatur molum aut...

By First Last   May 20, 2022

Blog Cards
Treatments

Our blog card treatments fall into three categories:

Patterns and Product
Any of our patterns may be used as blog card art, following the guidance on pages 38–42, as well as general color usage rules on page 29. Product may also be featured as blog card art, staged in device illustrations as shown on page 43.

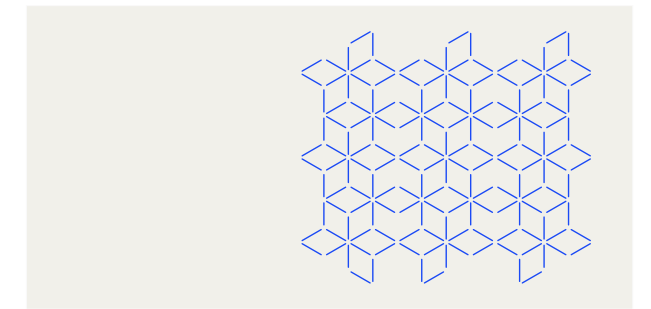**Color Grayscale/Simulated Duotone Imagery**
Photography may also be featured as blog card art, using our brand colors to create color grayscale or simulated duotone treatments. In color grayscale images, a single color is applied to a grayscale image, and the background is left white. The darker colors in our palette work best here. In simulated duotones, one color is applied to the image, and another, lighter color is applied to the background. Avoid using color combinations that clash or create a photo-negative effect. When necessary, adjust brightness and contrast.

Stylized Halftones
Stylized halftones are inspired by the lines and angles in our logo. This treatment can be applied to images in Adobe Illustrator. The images used should be simple, since fine detail is lost when the halftone treatment is applied.

For instructions on how to create stylized halftones, please see the addendum at the end of this document.

Patterns and product
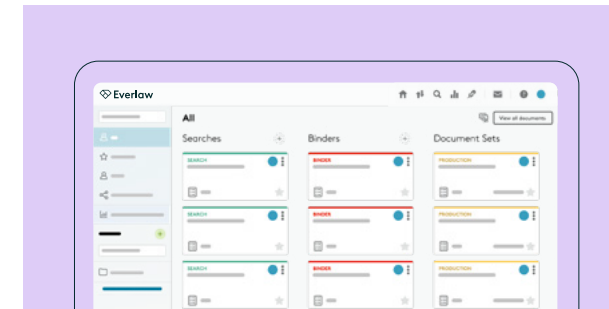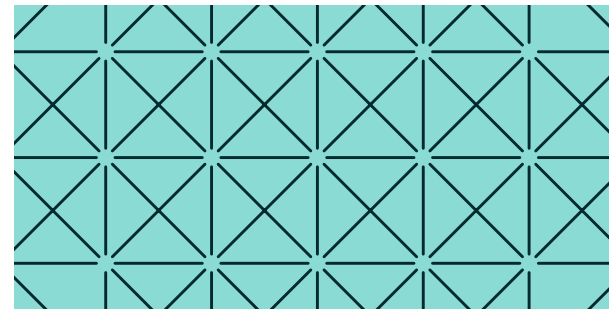
Color grayscale and simulated duotone imagery

Stylized halftones
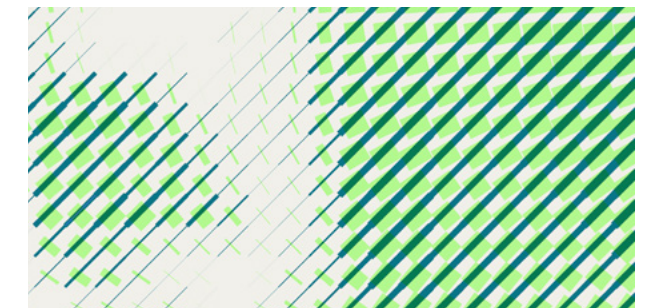
Brand Applications

This section illustrates how the Everlaw brand identity and design elements can be used together in a consistent way to create impactful communications. The examples shown here are meant to help guide and inspire further design exploration.

Website

Website

◇ Everlaw

Product   Solutions   Resources   Company   (Try Storybuilder)   (Request a Demo)   (Log In)

Binders   Document Sets   Storybuilder

BINDER   PRODUCTION   DEPOSITION
BINDER   PRODUCTION   DEPOSITION
BINDER   PRODUCTION   DEPOSITION
BINDER   PRODUCTION   DEPOSITION
BINDER   PRODUCTION   DEPOSITION

An Ediscovery Platform Created for this Moment

Law firms, corporations, and state, local and federal government agencies rely on Everlaw to simplify complex legal work.

Explore the Product

Poster Wall

Poster Wall

Blog Cards

Out of Home Advertising

Social Media

White Papers

Streamlining
the Legal Hold
Process

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Automating
Ediscovery
from Start
to Finish
with Everlaw

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Strategies for
Performing EC

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White Papers

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Streamlining the Legal Hold Process

◈ **Everlaw**

Strategies for Performing ECA

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Streamlining the Legal Hold Process

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White Papers

Introduction

The conventional approach of using numerous, unrelated tools to conduct ediscovery taking days to process the data and weeks to complete review is time-consuming, costly, risky, and unfortunately, common practice. The growing size and volume of data collections in ediscovery, along with tighter budgets brought on by the COVID-19 pandemic, have now made value and cost savings a top priority for legal departments and consumers.

Organizations need a new approach that allows them to address ediscovery challenges by working smarter, not harder, providing them with a new level of visibility and control much earlier in the process. This capability allows legal departments to cut costs by judiciously culling down data, enhancing reviewer productivity, and ensuring their ediscovery process defensibility through Early Case Assessment ECA.

The goal of ECA is to quickly analyze and synthesize evidence into a preliminary understanding of the document corpus. By assessing the time, money, and processes that review will require earlier in the process, legal professionals can manage expectations and budgets, and guide review workflows.

Early Case Assessment

Historically, ECA has been performed using simple, offline tools because processing and ingesting data into a fully functional ediscovery platform has been traditionally seen as cost prohibitive. One of the reasons for excessive cost is that legacy ediscovery solutions often profit from charging for ECA and even just moving that data into active review. This means that the process of culling data volumes and then uploading them to an ediscovery platform is not only expensive but also technically complicated or time-consuming.

To mitigate costs, many legal teams have turned to more straightforward and less expensive third-party tools to extract text and metadata and run primitive text searches on them before uploading documents to their ediscoveryplatform. Unfortunately, splitting the ECA process from the discovery and trial preparation across various tools makes for an unnecessarily complex process and leads to unintended inefficiencies. Leveraging a robust, unified platform provides a more streamlined and cost-effective solution for ECA and discovery that eliminates the extra costs associated with third-party processing and ingestion and provides more sophisticated tools for ECA.

"Everlaw is a versatile tool that has impacted almost every facet of our litigation practice from the start to the end of the case. The interface is incredibly user friendly, and there are constant updates to continue improving what is already a program that far surpasses its competitors... I can confidently say that Everlaw has saved countless hours of my time, and this benefit has been passed on to our clients."

Lawyer, Mid-Market Law Firm

Document Review Challenges in Ediscovery

Document review is a necessary step of the ediscovery process because it separates relevant data from irrelevant data and provides critical information regarding the issues of the matter and the opportunity to protect privileged information. It demands making broad judgments while identifying specific issues, which can only be effectively accomplished through careful organization and planning. However, there are many challenges that can get in the way of enhancing the review process.

High Costs

Historically, document review has involved the use of simple, offline tools. Processing and ingesting data into a fully functional ediscovery platform was cost prohibitive because legacy ediscovery solutions routinely charged extra for ECA and even for moving data into active review, making the process of culling data and uploading volumes into a separate ediscovery platform expensive and disjointed. Additionally, the hiring of document reviewers can increase the cost of an already potentially pricey process.

Time Intensiveness

Document review can often be time intensive because of the laborious and tedious process of reviewing every single document in a set. Predictive coding is a remedy to this challenge, as it prioritizes docs for a user so they can avoid reviewing nonessential documents. This is especially important given that a lengthy review process can allow memories to fade, people to leave jobs, and IT departments to change, greatly complicating an already complex process.

Patchwork Solutions

Some teams turn to cheaper third-party tools to extract text and metadata and run primitive text searches before uploading documents to their ediscovery platform to mitigate costs. Unfortunately, separating the ECA process from discovery and trial preparation across various tools makes for a fragmented approach that often leads to other inefficiencies, such as lack of alignment between legal teams and document reviewers and less protection from cybersecurity threats.

## Four Best Practices for Enhancing the Early Case Assessment Process

So how do legal teams ensure that they can leverage ECA so that they not only gain a more thorough understanding of a matter but also manage costs and maximize efficiency. Here are four tips that will help legal professionals navigate the ECA process and enable them to make informed and cost-effective decisions.

1 Gather Context About the Case Early and Often

Before taking any action, its crucial to identify the viability of the case, which involves analyzing the merits of the arguments themselves. Gaining context can be the difference between making an astute decision to settle or taking on a case that builds mountains of cost. Some things that should be considered are

- The timeline of events.
- The issues at hand.
- The number of parties involved.
- Where to find the evidence.
- Arguments or evidence that can hurt the case.

Legal teams wont understand every aspect of the matter at one time, so its critical to poke holes and assess the weaknesses and strengths of the case throughout the ECA process.

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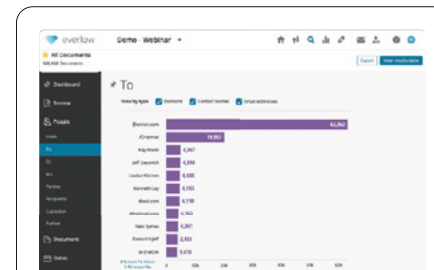
2 Identify and Search for Relevant Terms

During the initial research stage, there will be terms, key phrases, names, dates, and so on that will be highly relevant to the matter at hand. Its important to identify these, conduct keyword searches, and apply the appropriate filters to zero in on documents that will have the most bearing on the case.

Additionally, by identifying these key terms, legal teams can perform data culling, which is the process of setting apart files that are duplicate documents or that have no evidentiary value. This ultimately helps reduce hosting costs and minimize review time. Finding tools that make this step run smoother is critical to ensuring that legal teams are able to not only expedite the process but enhance their legal work as well.

For example, Everlaws Data Visualizer makes this step easier by enabling legal teams to identify potentially relevant terms. At the beginning of a case, legal teams may not be familiar with all the critical information, making it difficult to start searching using keywords right off the bat. The Data Visualizer lets users create interactive visualizations from any set of documents, giving them a birds-eye view of all the data. If a user looks at certain metadata in the Data Visualizer such as email subject or date or to they may find information that they wouldnt have otherwise discovered.

3 Utilize Artificial Intelligence (AI) Technology

Identifying and finding which evidence is relevant to the case helps establish the timeline of events and build the basis for the legal argument. However, in many cases, there will be troves of evidence many times redundant information and duplicate documents that can lengthen the initial discovery stage. Ediscovery providers that leverage automation and AI can expedite this process by more rapidly identifying documents most likely to be relevant.

For example, Clustering by Everlaw leverages machine learning to quickly pinpoint conceptually similar documents and present them in an intuitive graphic display. This helps you to glean valuable insights into your data set without manually building a search during ECA.

Additionally, documents can be easily filtered and sorted, allowing users to explore their data set in order to discover new search terms, identify documents that potentially have evidentiary value, and make critical decisions early on when it comes to prioritizing and organizing documents for review. Clustering also helps in post-review quality control and tracks down concepts in crucial documents. With the ability to scale to millions of documents, Clustering allows for targeted review, saving time and cutting costs.keywords right off the bat. The Data Visualizer lets users create interactive visualizations from any set of documents, giving them a birds-eye view of all the data. If a user looks at certain metadata in the Data Visualizer such as email subject or date or to they may find information that they wouldnt have otherwise discovered.

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White Papers

Streamlining the Legal Hold Process

◈ Everlaw

As Information Grows
More Complex, We Make
Ediscovery Easier

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Automating Ediscovery from Start to Finish with Everlaw

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Strategies for Performing EC

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Swag

Swag

Contact

All inquiries regarding the Everlaw Brand
Guidelines should be made to:

Aria Shen
Head of Brand and Marketing Design
aria.shen@everlaw.com

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Addendum
Blog Cards: Stylized Halftones

The Phantasm plug-in from Astute Graphics (astutegraphics.com) is required to create stylized halftones in Adobe Illustrator.

Also required are the scripts *setAllTheThings.jsx* and *rotateTowardPoint.jsx,* which are supplied with the brand assets. To install the scripts, drag and drop them in the folder *Macintosh HD > Applications > Adobe Illustrator > Presets > en_US > Scripts,* then restart Illustrator.

Instructions

1. For best results, choose an image with high contrast, then convert to black & white. Recognizable objects such as faces and clear shapes works best.

2. Adjust the image dimensions to actual size (432 x 216 px).

3. Place the photo in Illustrator, select it, and run the Phantasm plug-in. Select the *Halftone Live Effect* option—DPI: 12, Dot Properties/Shape: Line. The image will now appear as a series of vertical lines of different heights and weights.

4. Expand the object's appearance (Object > Expand Appearance) and ungroup it.

5. To unify the height of each line in the graphic without changing its weight, select the art and run the *setAllTheThings* script (File > Scripts > setAllTheThings).

In the first pop-up window, *What attribute(s) do you want to set?,* type in "height".

In the second pop-up window *What value(s) do you want to assign,* enter the value shown in the style example to the right.

In the third pop-up window, confirm *Transform objects around center* by clicking **Yes**. Keep the art selected, and in the Adobe Illustrator *Stroke* window, select butt caps.

6. To create the rotation effect shown in Style Example 4, divide the illustration into 4 quadrants. Create a new layer in Illustrator and place 4 points (they can be simple circles) on the new layer at each corner of the illustration. Select both a point and the artwork within its quadrant, and run the *rotateTowardPoint* script (File > Scripts > rotateTowardPoint). Click **OK**. Repeat this process with each quadrant.

Once the halftone is created, it can be used as is, with our brand colors applied. Two halftones of different colors may also be placed on top of each other using different layer effects. Our blog cards do not follow the same color rules as our overall visual system, but color combinations should always be visually harmonious and not clash.
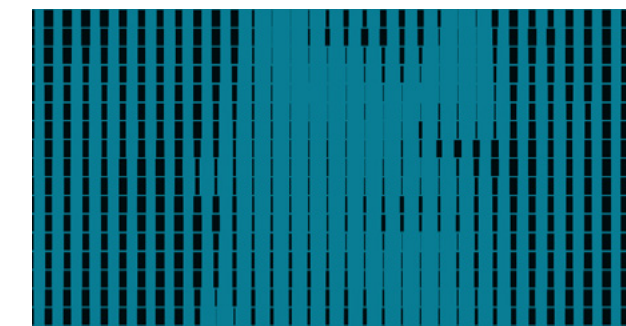
Note: As with any raster based art, some images will work better than others. Slight adjustments in scale, angle and brightness/contrast can make a big difference.

Style Example 1

setAllTheThings: 6

Transform Each:
- Horizontal: 30%
- Vertical: 90%
- Check *Scale Strokes and Effects* box

Style Example 2

setAllTheThings: 8.49

Transform Each:
- Horizontal: 30%
- Vertical: 90%
- Check *Scale Strokes and Effects* box
- Rotate 45°

Style Example 3

setAllTheThings: 6

Same transformations as in example 2, plus:

Transform Each:
- Reflect X, Copy

Transform Each (again):
- Scale: 90%

Style Example 4

setAllTheThings: 6

Transform Each:
- Horizontal: 60%
- Vertical: 60%
- Check *Scale Strokes and Effects* box

Run *rotateTowardPoint* script as described in step 6 to the left