

# **Leigh Day Brand Guidelines.**

December 2023 V1 Release

**LEIGH DAY**

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# Introduction

This document is an introduction to our brand, and a general guide to how it expresses itself. It's a resource for everyone who communicates or designs on our behalf, including designers, marketers and copywriters.

Every element of the brand guidelines should be consistently applied across all media to create a fully rounded identity and bring Leigh Day to life.

# How we look – at a glance

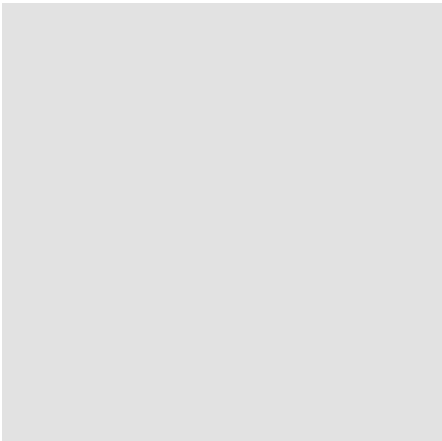
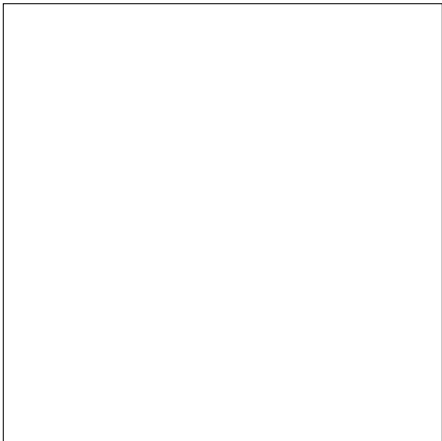
## Logo



## Digital minimum size logo Restricted use only



## Colour palette



## Typeface

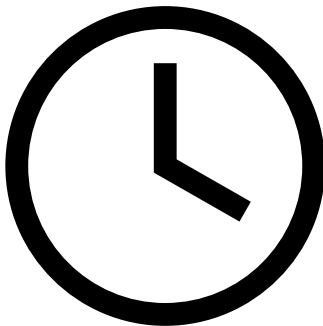
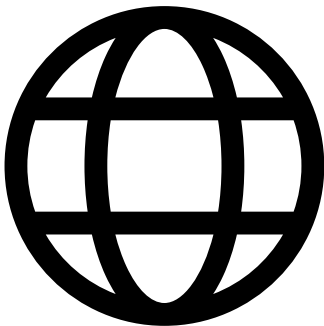
Plain Bold  
Plain Medium  
Plain Regular  
Plain Light

Neue Haas Grotesk Bold  
Neue Haas Grotesk Regular

## Imagery



## Icons



LEIGH DAY

Logo colour usage

LEIGH DAY

**Black Logo**  
Used on white backgrounds

LEIGH DAY

**Reversed logo**  
Used on dark backgrounds

LEIGH DAY

**Grey logo**  
Used on white backgrounds

LEIGH DAY

**Black Logo**  
Used over light imagery

LEIGH DAY

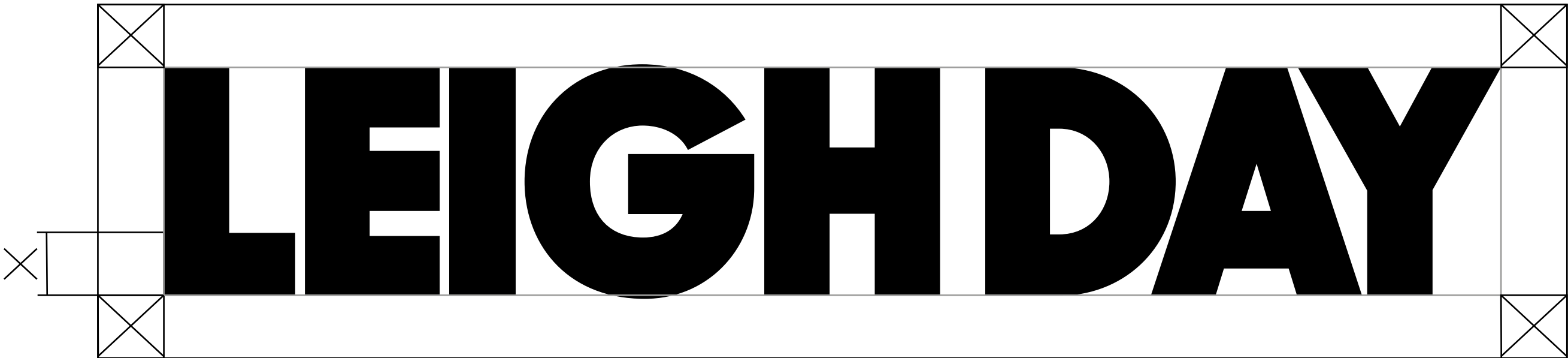
**Reversed logo**  
Used over dark imagery

# Logo — clear space

The clear zone is used to ensure our logo is always prominent and clearly visible across our brand expressions.

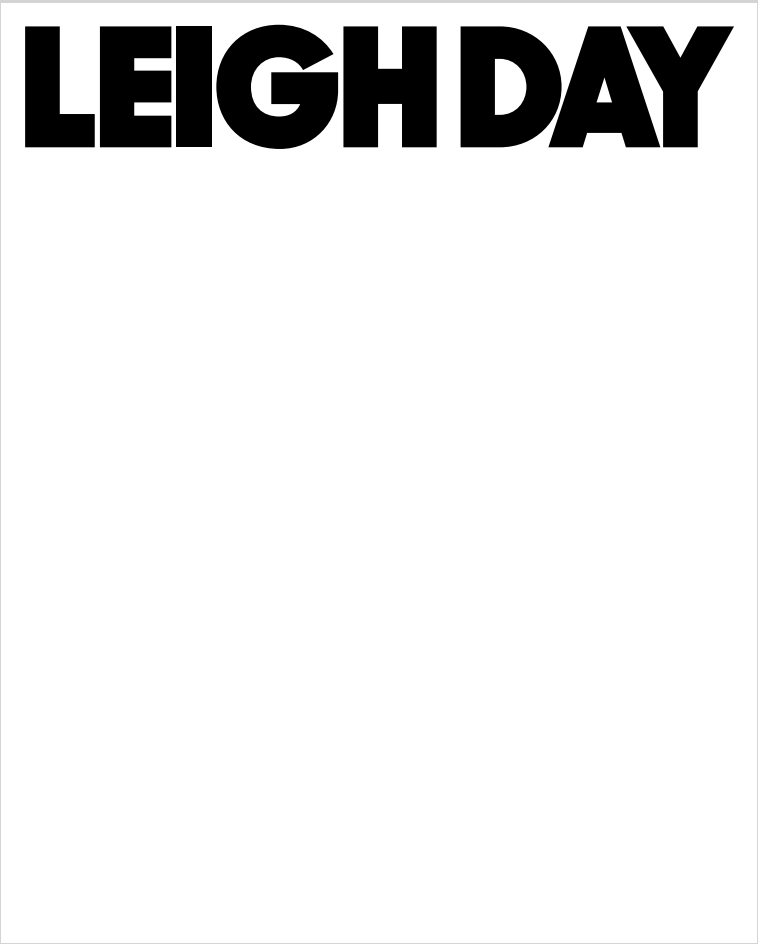
The clear zone applies to all versions of the static logo.

There may be instances where space is a restrictive, then the clear space is reduced by 50%.

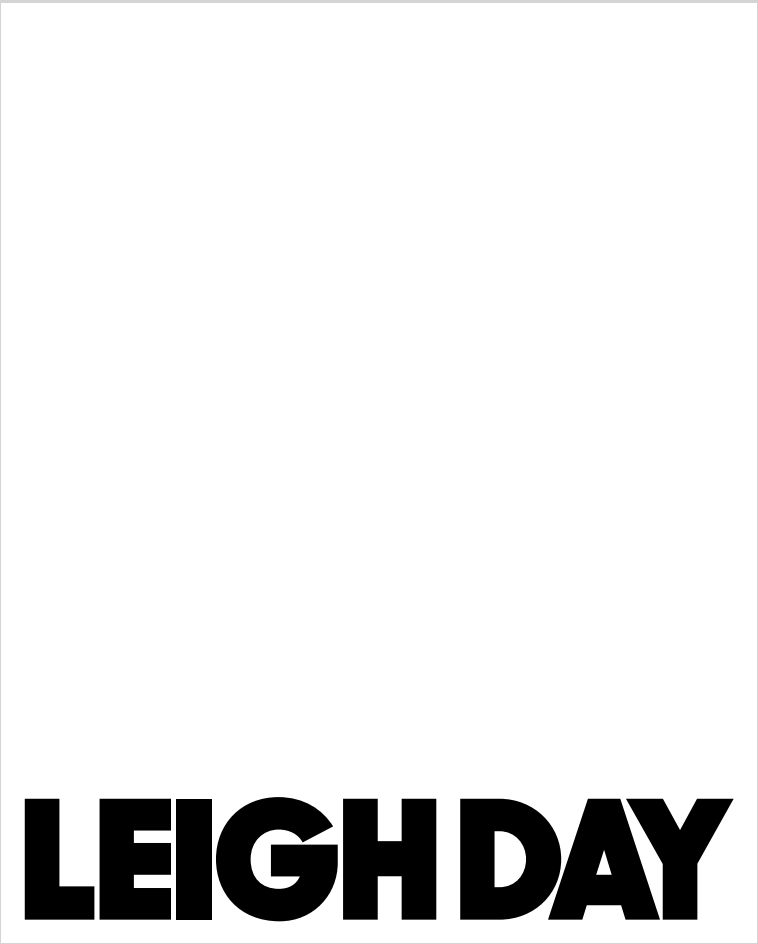


# Logo placement

There are set positions for the logo.



**Preferred position**  
The logo is positioned horizontally at the top or vertically down the right hand side.

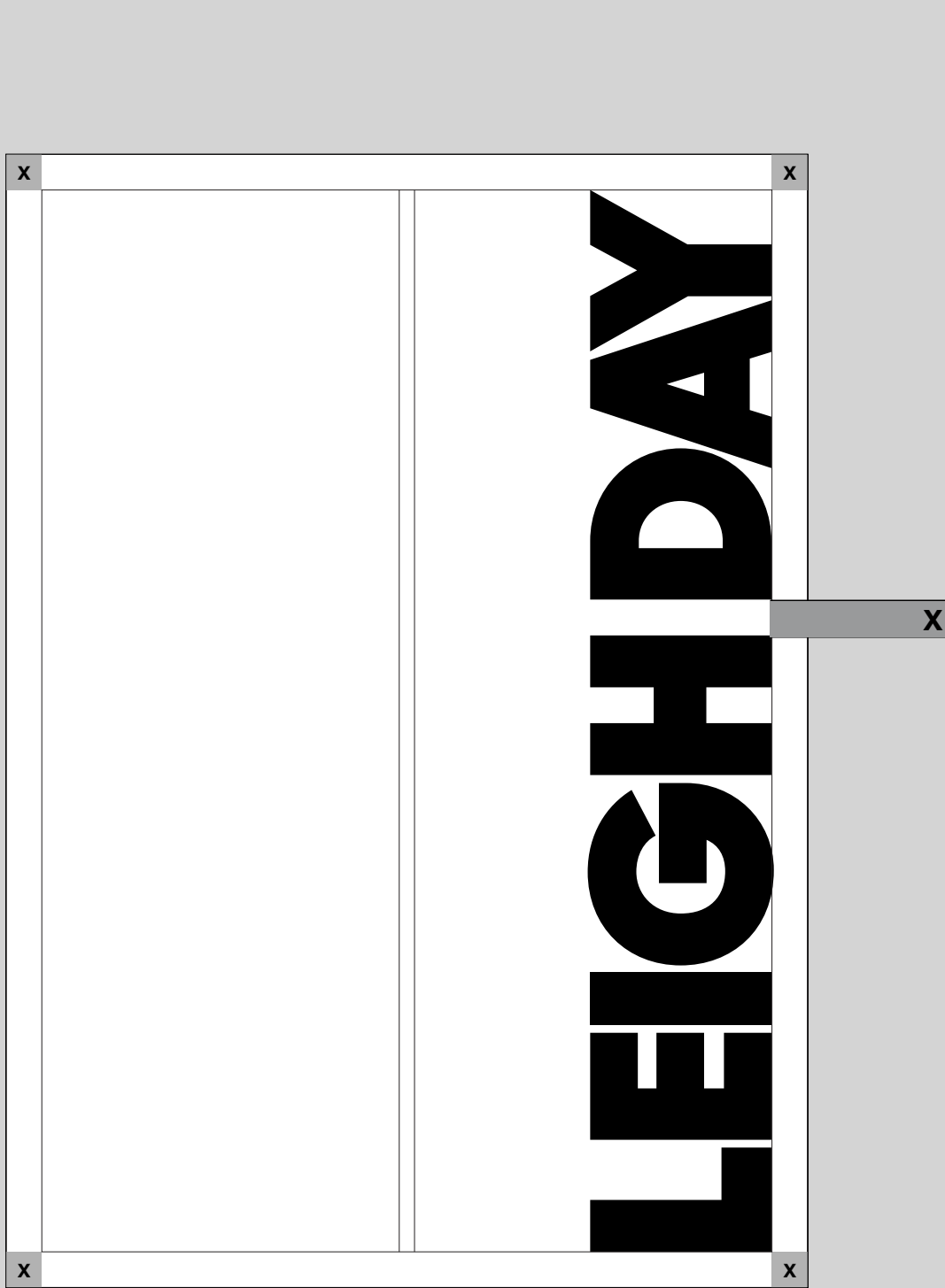


**Alternative position**  
Alternate positions can used but these are for exceptional use when content and layout dictate.

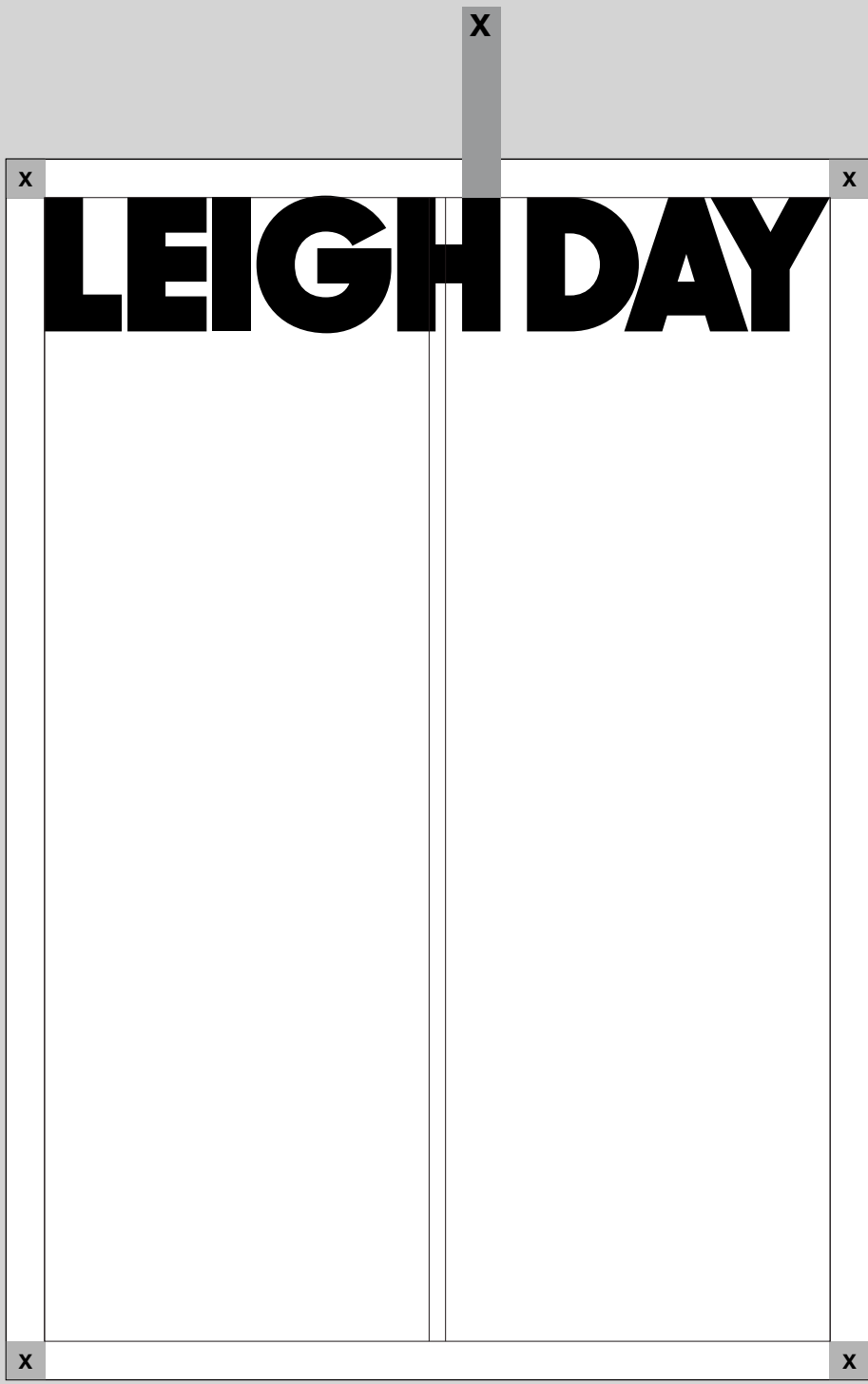
# Logo sizing

The logo always scales with the grid and spans the entire grid in both portrait and landscape formats, going vertically or horizontally.

This creates a margin of 9.5mm for portrait and landscape for an A4 size artboard.



A4 Portrait  
Vertical version



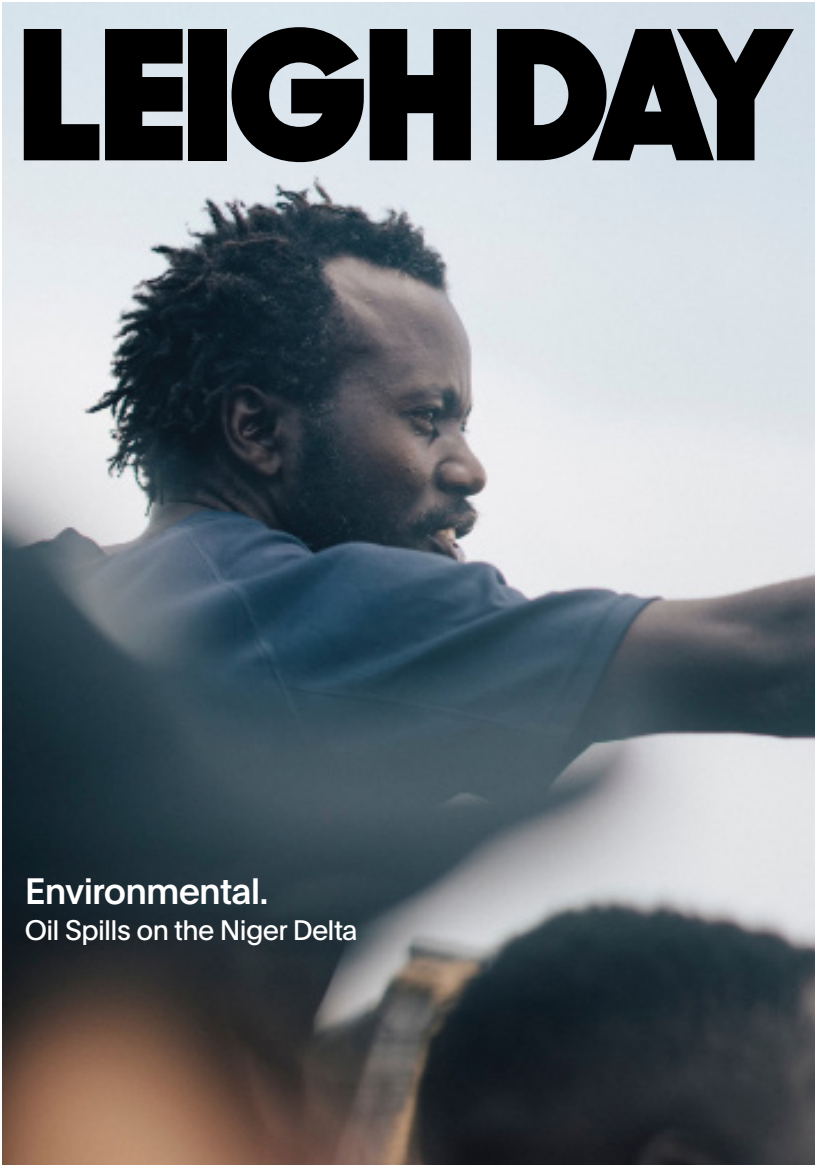
A4 Landscape  
Horizontal version



Landscape  
Vertical version

# Logo usage

We have created two different logo for added flexibility, Heroic/ graphic and recessive. The logo can be used in different ways across our identity.



## BRAND

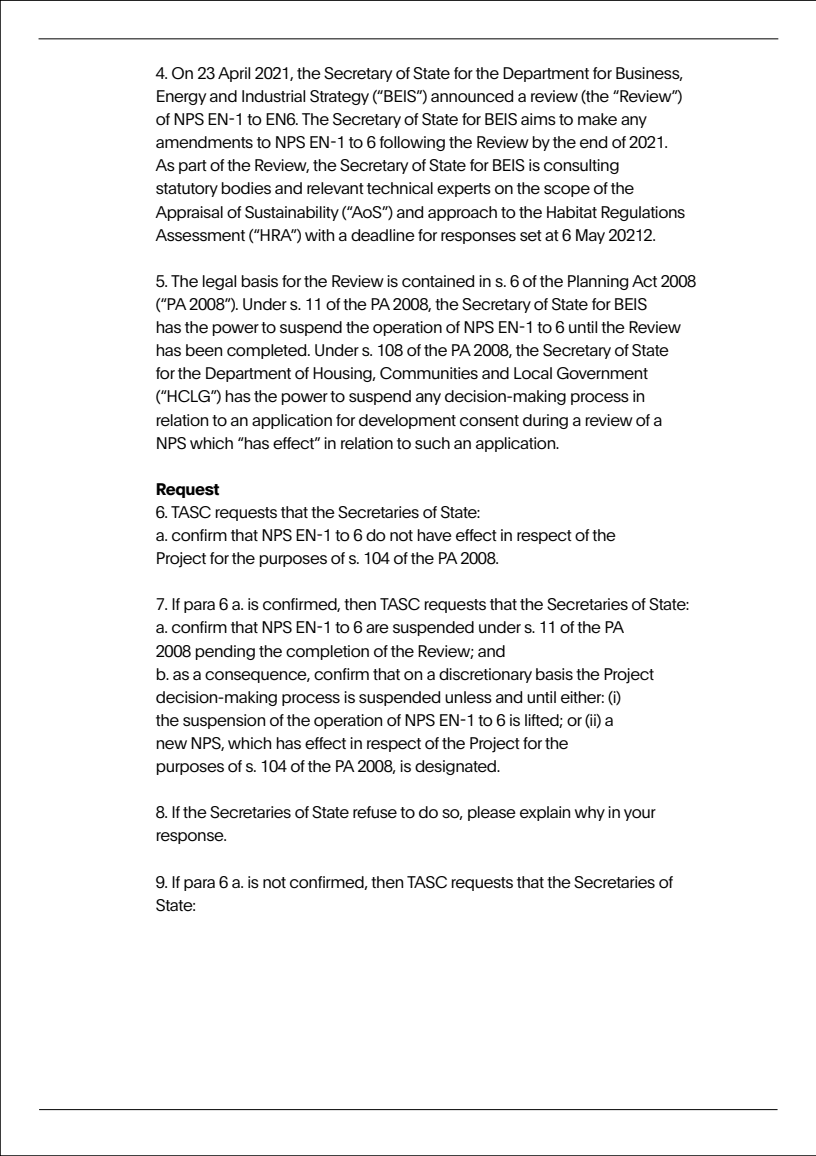
**Heroic and graphic**  
For high impact

**Examples**  
Brochures covers,  
Exhibition stand  
Business card  
PowerPoint

## CONTENT

**Recessive**  
Logo is present but is not the main focus  
for functional more text heavy layouts

**Examples**  
Letterhead  
Newsletter  
Job application



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**Tagline logo**

The lockup is made up of the logo and the 'LAWYERS AGAINST INJUSTICE ' tag line.

**LEIGH DAY**  
**LAWYERS AGAINST INJUSTICE**

# Tagline logo – clear space

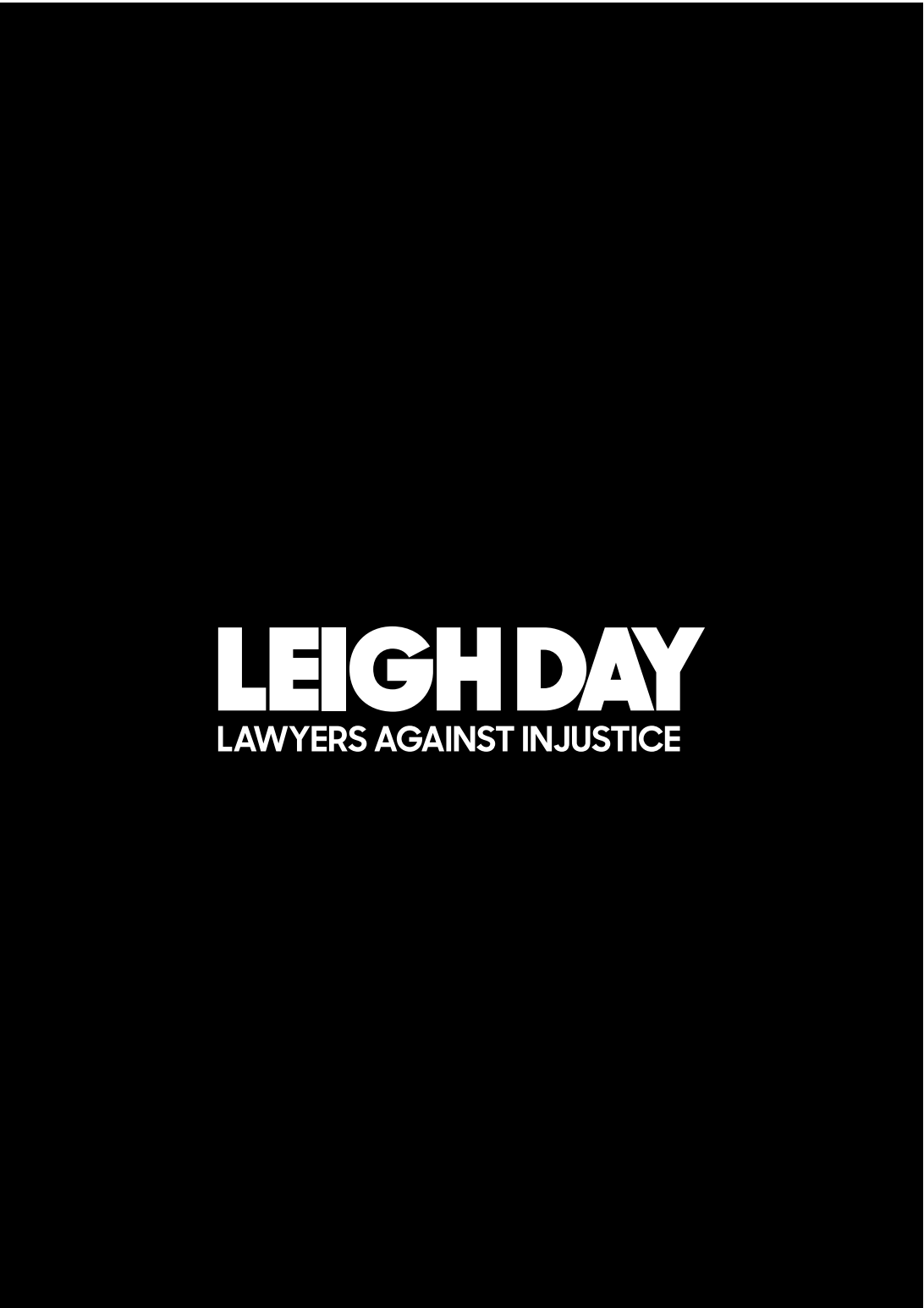
The clear zone is used to ensure our logo is always prominent and clearly visible across our brand expressions.

The clear zone applies to all versions of the static logo.

There may be instances where space is restrictive, then the clear space is reduced by 50%.



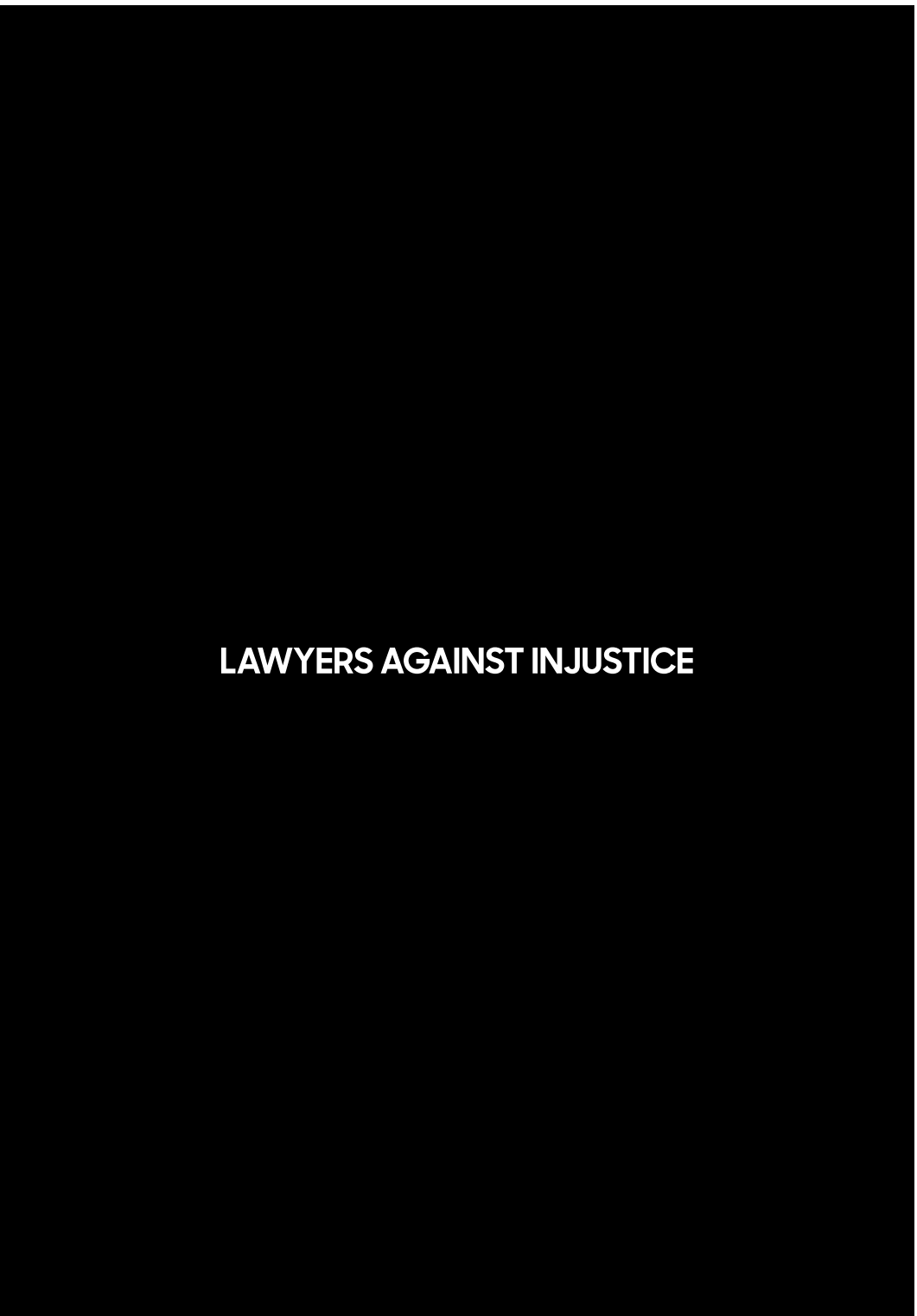
In certain instances, the tagline may need to be adapted to suit differing formats.



**Locked up with logo**



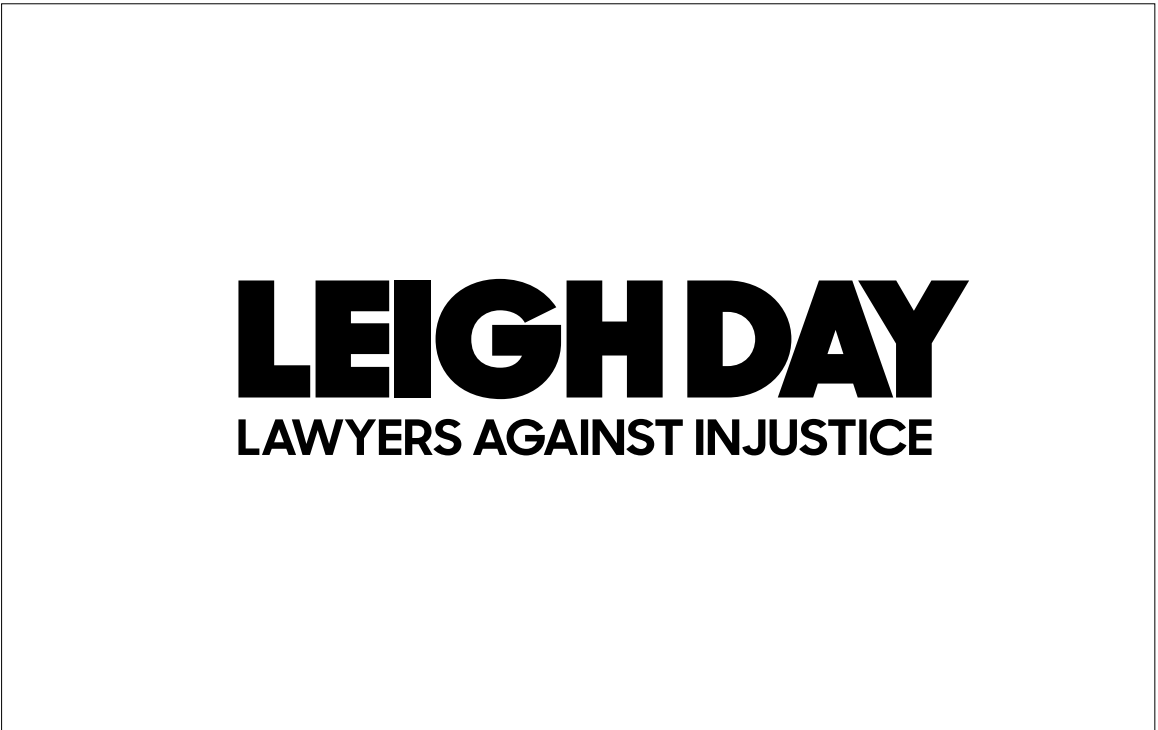
**Used as a sign off**  
For a more recessive approach the tagline is positioned in the bottom left hand corner.



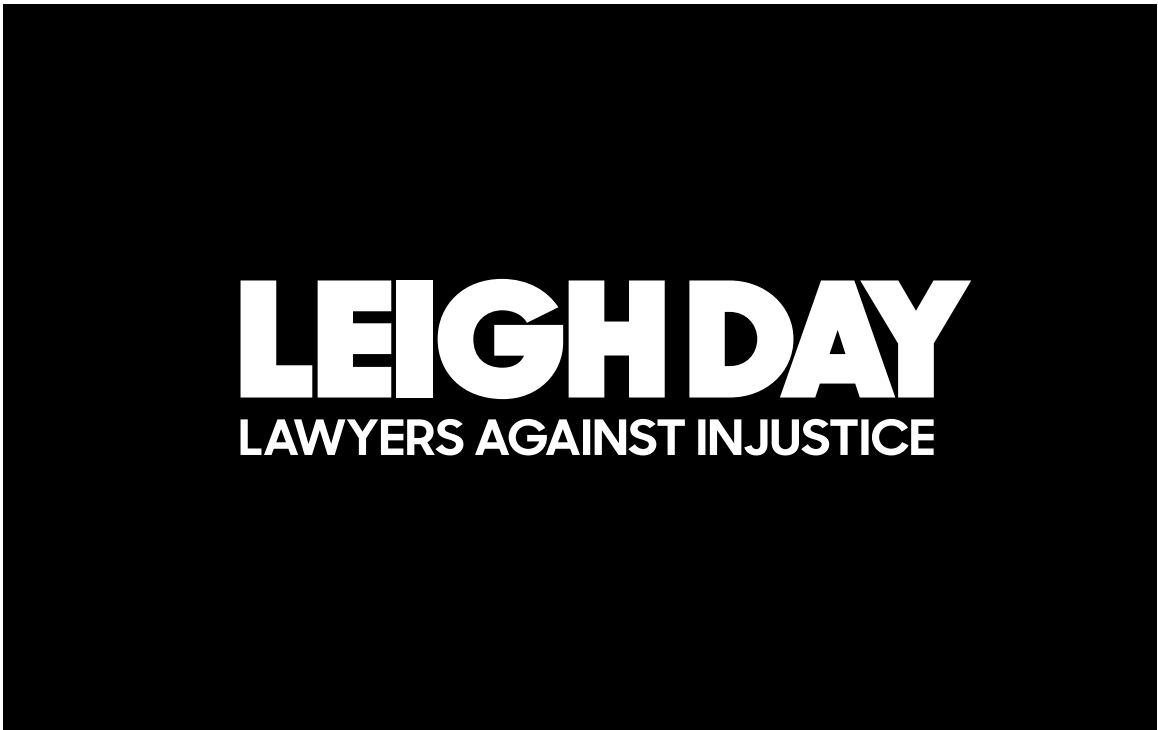
**Stand alone**  
Can be used as a stand alone asset.

# Tagline logo – colour

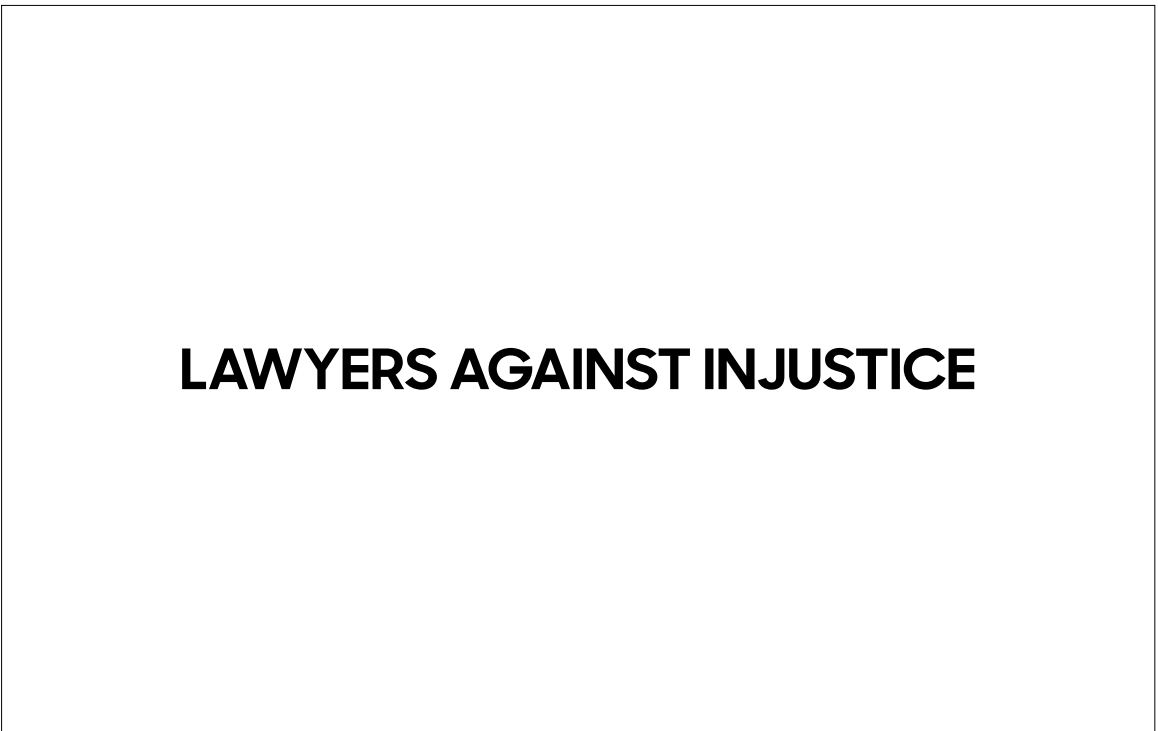
The tagline has 3 different colour variations to used across our identity.



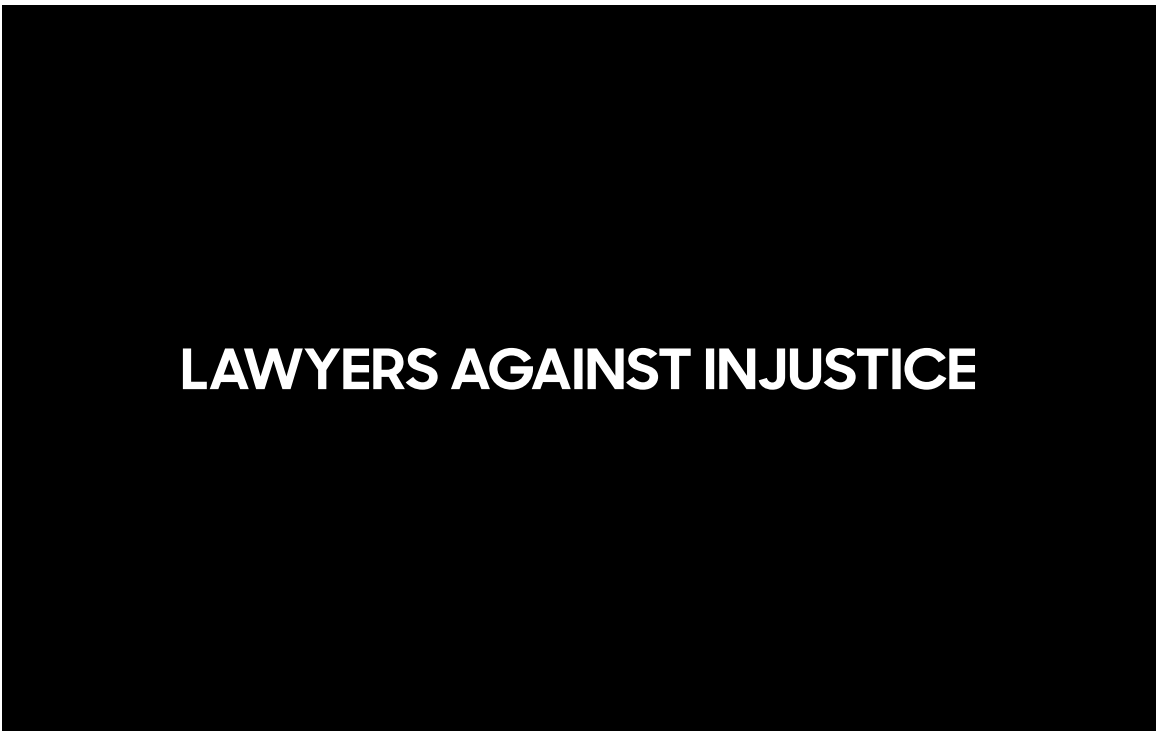
Tagline logo  
Black on white



Tagline logo  
White on black



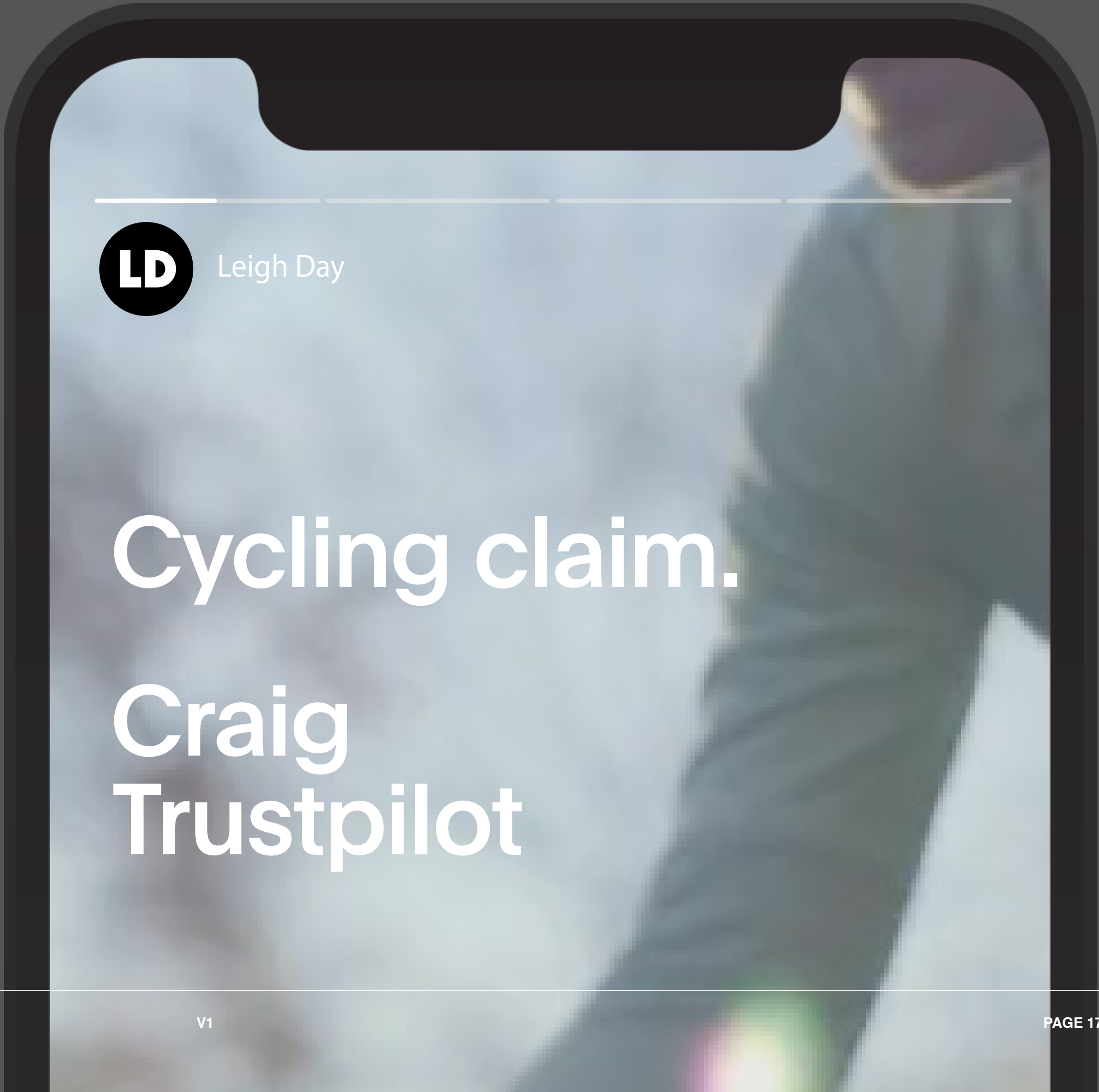
Tagline only  
Black on white



Tagline only  
White on black

# Digital minimum size logo

The use of the minimum size logo is restricted to extremely small spaces such as website favicon and instagram.



The typeface Plain is used by marketing and design. Plain has a full family of varying weights and styles which can be employed tactically to convey personality, focus attention and add impact to headlines.

Its uncomplicated, straightforward structure makes it ideal for both body copy and larger formats.

Plain Bold  
Plain Medium  
Plain Regular  
Plain Light

For Microsoft applications  
use Neue Haas Grotesk.

For guidance on usage see the  
Microsoft templates style guide.

**Neue Haas Grotesk Bold**  
Neue Haas Grotesk Regular

# Typeface

Font weights  
We use four weights  
across our brand.

Plain Bold

Ab

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Plain Medium

Ab

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Plain Regular

Ab

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Plain Light

Ab

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

# Typeface

In order to ensure consistency across our brand, a number of typographic principles have been developed.

## Leading

Should be set to 130% of the selected type point size.

Exceptions are headlines which are set at 100%

## Space between body heading and body copy

Body headings have 3.5pt space after.

## Type alignment

Type should always be left aligned, never centred.

## Keylines

————— 0.25 or 0.5 point

– **Standfirst**  
Plain Medium

– **Standfirst subheading**  
Plain Light

– **Body heading**  
Plain Bold

– **Body text**  
Plain Light

– **Quote**  
Plain Regular

– **Header/Footer**  
Plain Bold

# Standfirst Plain Medium

Standfirst Subheading Plain Light  
molorep erspediam reseque  
conempo riorempor audi nos quis moditat ionsequ iamenem  
corum volorro mos vellabo rernati.

## Xerciiss

Resequ conempo riorempor  
audi nos quis moditat ionsequ  
iamenem cXerciiss itatiam  
natemquunt voluptatem fuga.  
Nonsequ iatur, eume et

"Molorep erspediam reseque  
conempo riorempor audi nos quis  
moditat ionsequ iamenem."

Name Surname Plain Regular

# Layout example


– **Quote**  
Plain Regular

1

HUMAN RIGHTS

LEGAL SUPPORT

"Quote Plain Regular molorep  
erspediam reseque conempo  
riorempor audi nos quis moditat  
ionsequ iamenem."  
Name Surname Plain Regular



WHAT WE DO IN NUMBERS

400

human rights law  
legal teams

4

human rights law  
legal teams

Heading Plain Bold

Body Plain Light molorep erspediam reseque  
conempo riorempor audi nos quis moditat  
ionsequ iamenem corum volorro mos vellabo  
renati atiunda net, occusam, velenditium haria  
voluptas est, volorro mod escilluptat doloribus  
es doluptat ipsaperia.

Heading Plain Bold

At volupta volore sae cus in pre pa quisintius  
Aborro volorrum volupidunt aut volorest labo.  
Nem alit volest.

Occupta conesto optatquas arunte rem esti  
comnimporae erecte autempersped ut vita  
quis audis dollore ptatquis es ium vellupit  
que venesciatia nullaudi delland undanda  
nectentent eatur? Quid quoditae.

"Quote Plain Regular molorep  
erspediam reseque conempo  
riorempor audi nos quis moditat  
ionsequ iamenem."  
Name Surname Plain Regular

– **Header/Footer**  
Plain Bold

– **Standfirst**  
Plain Medium

– **Standfirst subheading**  
Plain Light

– **Body heading**  
Plain Bold

– **Body text**  
Plain Light

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## Full stop

The full stop can only be used for main headings of a document, poster or social post.

**Personal injury.**

Legal help from tra



Full stop

Only use the full stop at the end of a short headline.

The subsequent copy should be set in the subheading style and not have a full stop.

Headline style.

Only use the full stop at the end of a short headline

Subheading style

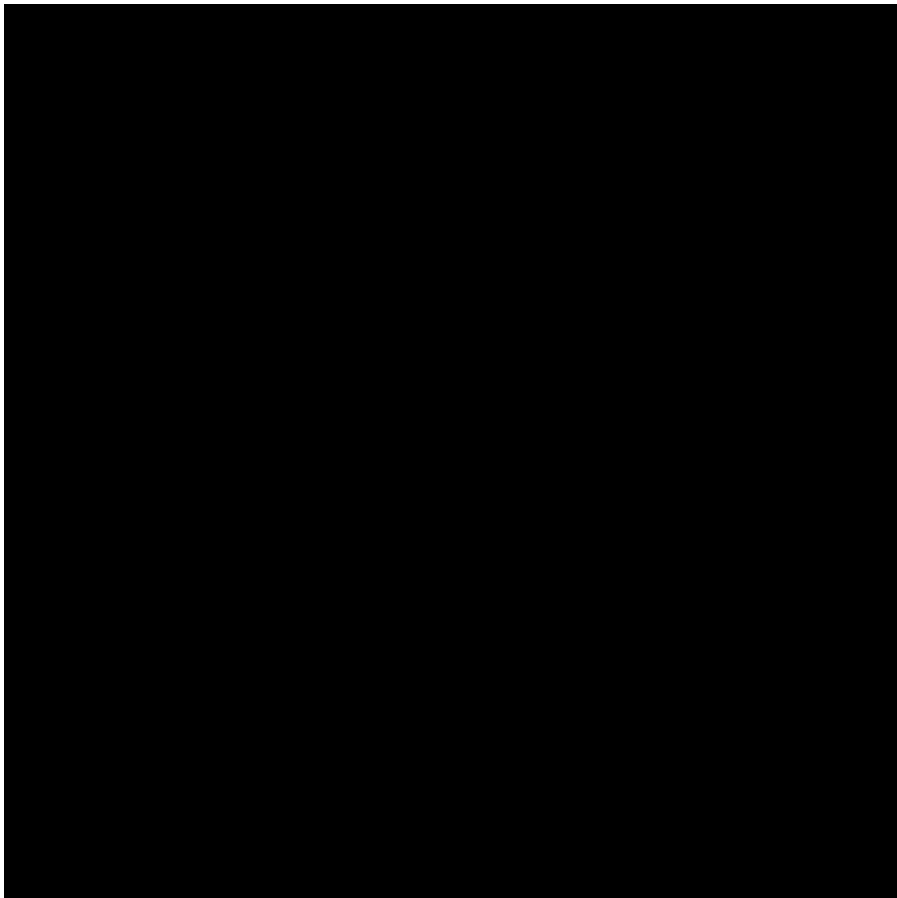
If the headline has a subheading, do not use the full stop here.

# Colour palette

Our colour palette is bold, crisp and purposeful.

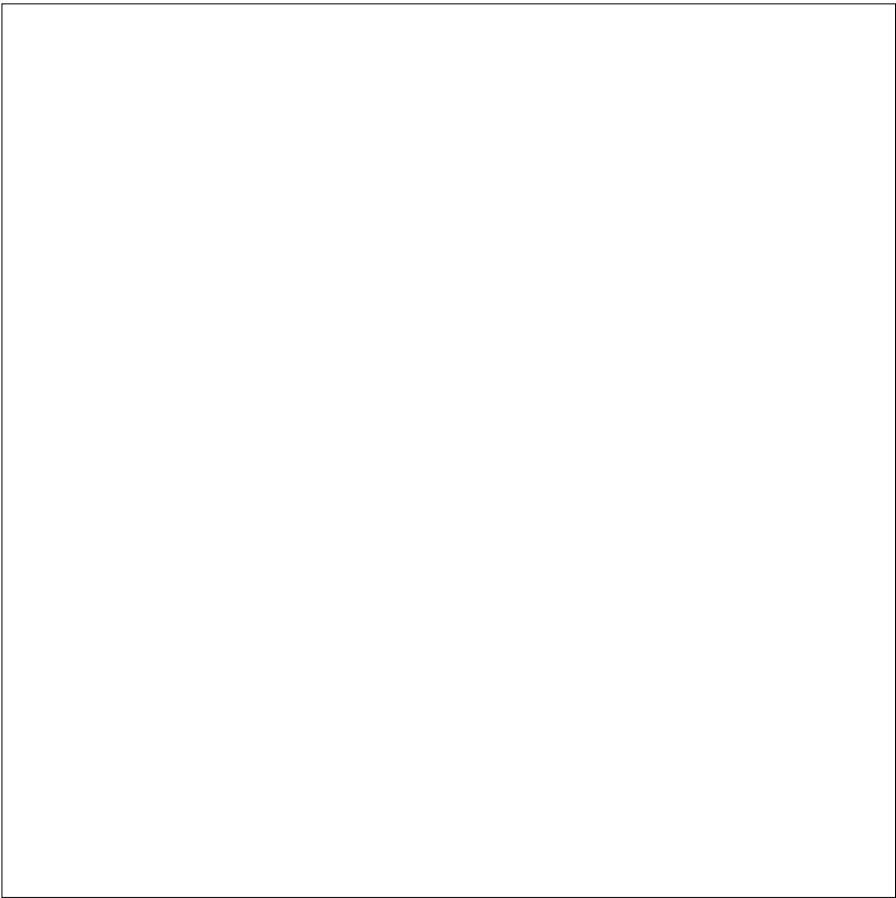
Our predominant use of white conveys clarity and straight-forwardness; an ever-present black builds familiarity

Grey is our primary neutral colour, complimenting the black and white. It is used for supporting type and body copy. It is also used as sparingly as a colour background to add emphasis.



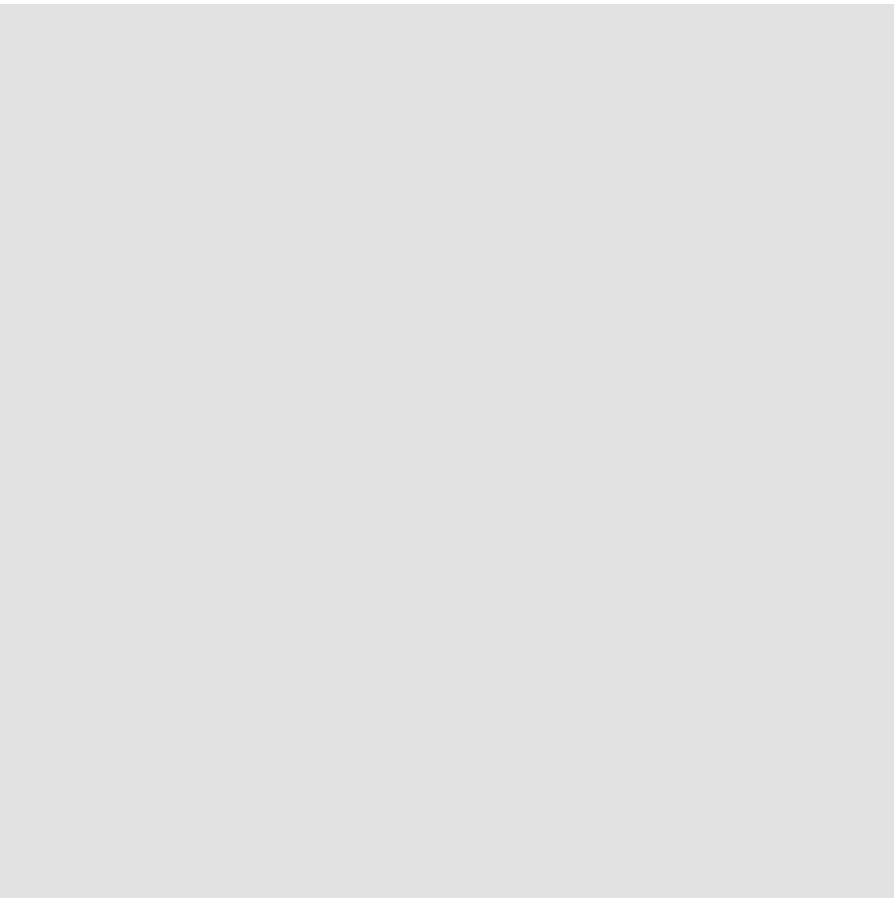
Black

R0 G0 B0  
#000000



White

R255 G255 B255  
#ffffff



Grey

R225 G225 B225  
#e1e1e1

# Icons

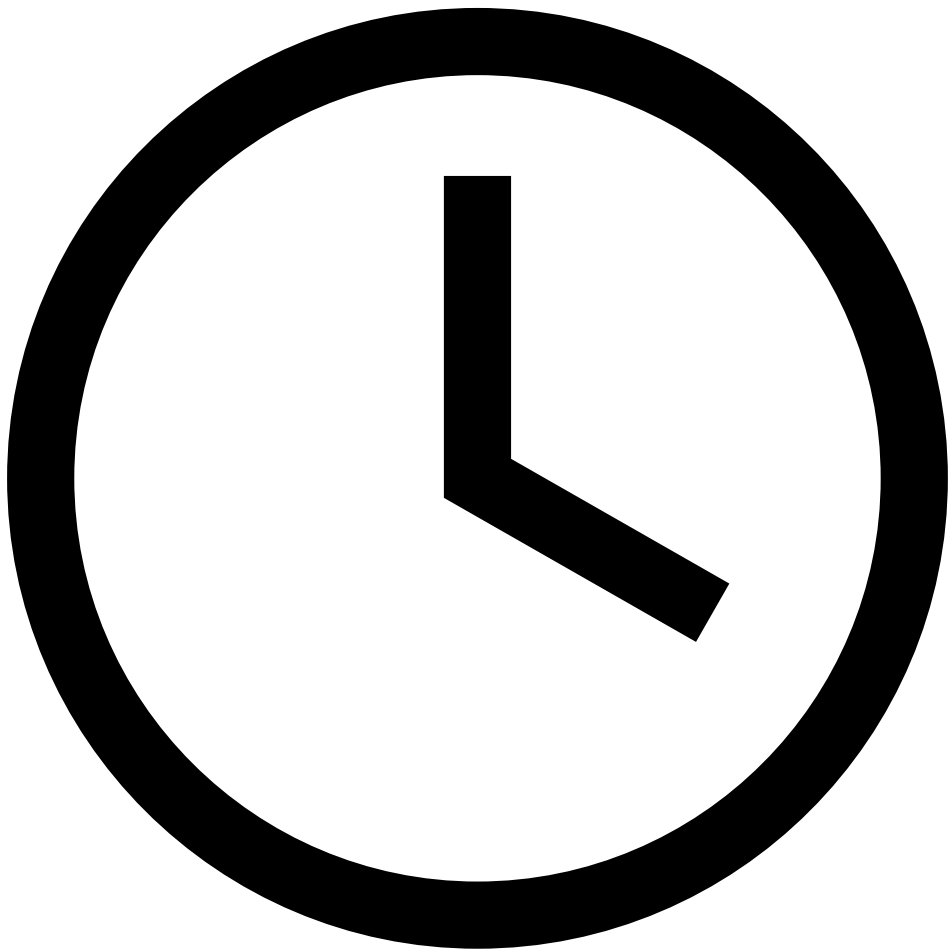
The icons set is clean, elegant and simple.

Their look, is derived from our logo a mixture of curves and

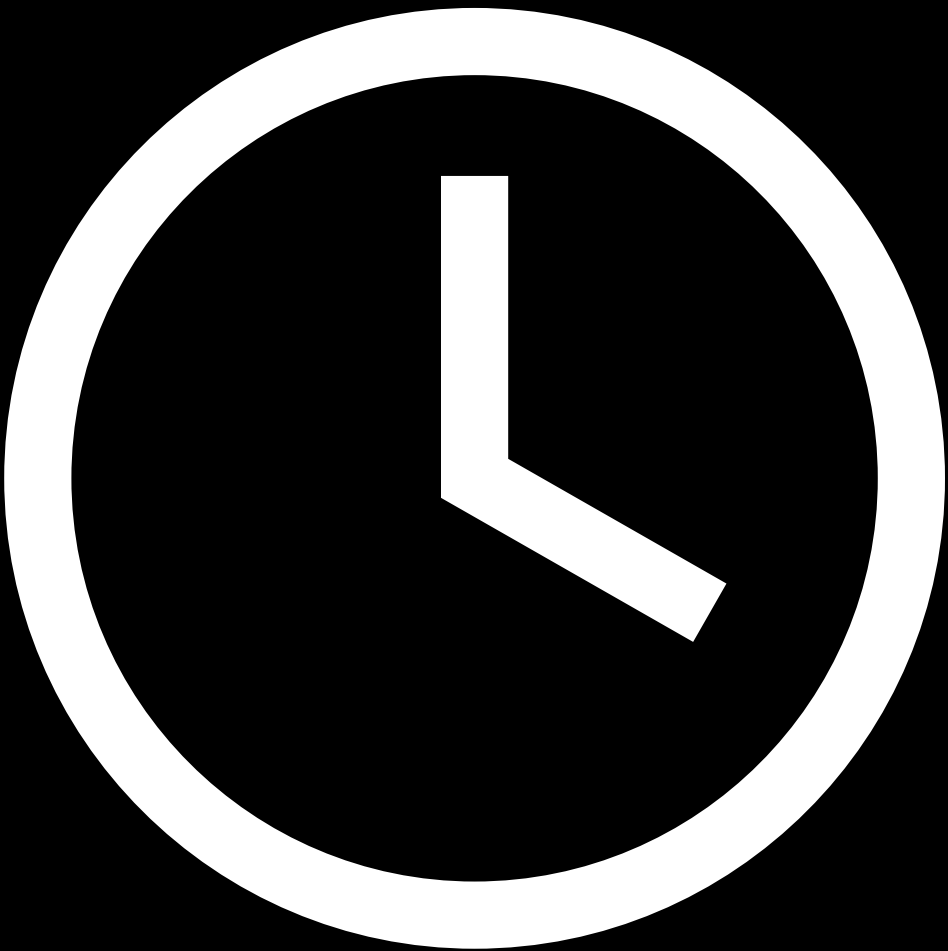


# Icons

There are two colour versions of the icons



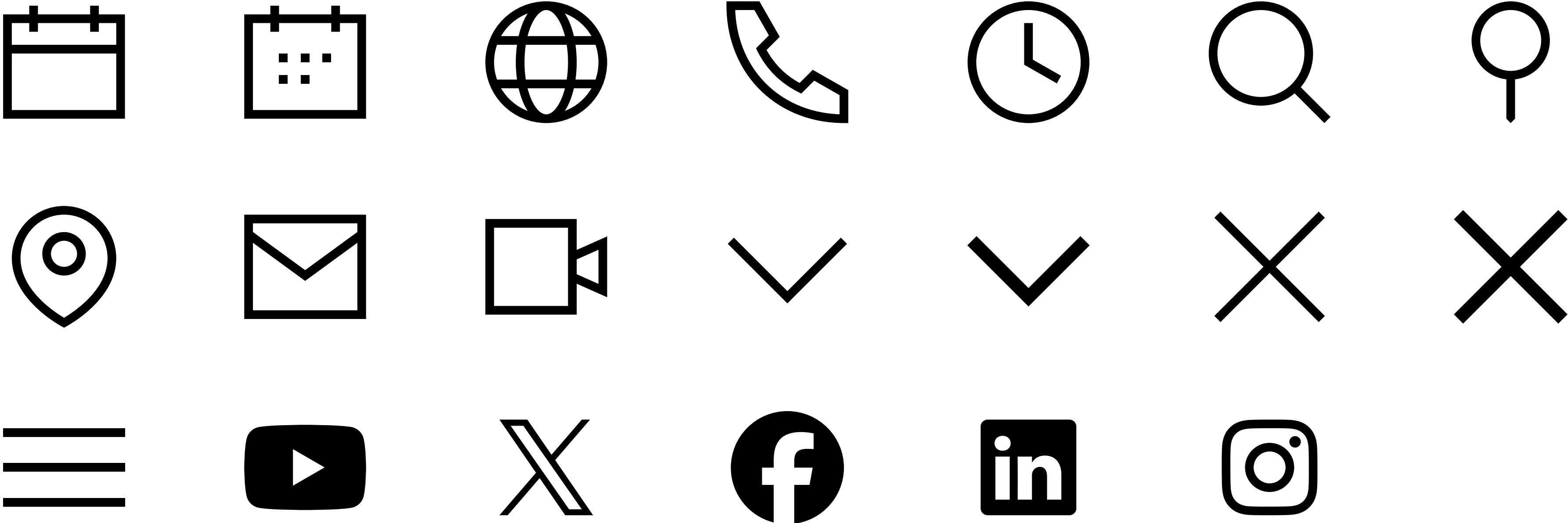
**Black**  
Used on white backgrounds



**White**  
Used on black

# Icons

Our icons are familiar and easy to understand, without the need for words to explain what they represent.



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Introduction  
Brand elements  
**Imagery**  
Videography  
Applications

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# Image style

We have defined the visual style of imagery for the Leigh Day brand. Radical stories create an emotional connection with our audience. Our photography tells stories that represent real results, courageous struggles and successes.

This section explains how our brand values, resolute, radical, courageous and respectful inform what we shoot and the style we shoot it in.

By following these principles Leigh Day communications will be both distinctive and unique.

Our photography:

- Communicate courageous stories
- Photography should be respectful and never exploitative
- Photography should be distinctive and unique to Leigh Day

# Image style

Descriptive stories Storytelling should be at the heart of photography.

These stories communicate trustworthy, credibility and an enduring belief in our brand.

Our photographic should capture the diverse subjects, lifestyles, and environments of our audience.



## Authenticity

Our photography should feel authentic and natural, never forced and artificial.

Natural compositions should be used to place the viewer in the scene. Spontaneity prevents imagery from appearing staged or posed.

## Depth

Our images should draw the viewer into a composition. The context and location should support the focus and style of the image.

By creating images that emphasize the environment, we draw in the audience and immediately make them feel part of the story.

Camera positions can be used to create a human viewpoint on the action.

## Shoot through

Shooting elements in the foreground, so that they are in soft focus, immediately draws the eye and creates a more candid perspective.

## Background focus

When the background is the subject, foreground elements can maintain soft focus, adding visual interest.

## Detail

Close-ups can be used draw in the viewer and tell a conventional story in an unexpected way.

