



BRAND IDENTITY GUIDELINES

Contents

1.0	About the brand	3.0	Typography
1.1	Intro	3.1	Primary typefonts
1.2	Services	3.2	Secondary typefonts
2.0	The brand logo	4.0	Brand colors
2.1	Logo sign	4.1	Color values
2.2	Primary logo	5.0	Graphics
2.3	Other logos	5.1	Icons
2.4	Safe space (horizontal logo)	5.2	Taglines
2.5	Safe space (vertical logo)		
2.6	Permitted logo variants		
2.7	Forbidden logo variants		

1.0

ABOUT THE BRAND

An Overview



IMPORTANT

The name of the company is “**LIT SOFTWARE**”.
ALL CAPS and TWO words.

DON'T: “LIT Software” or “Lit Software” or
“LitSoftware” etc.

The primary product is the “**LIT SUITE**”, ALL CAPS
and TWO words.

DON'T: “LIT Suite” or “Lit Suite” or “LitSuite” etc.

All app names are displayed in “**PascalCase**” where
the first letter of each word is capitalized: **TrialPad**,
TranscriptPad, **DocReviewPad**, **TimelinePad**, and
ExhibitsPad.

DON'T: “Trialpad”, “Trial Pad”, “Trial pad”, etc.

The LIT SUITE gives you the tools
to review documents, summarize
transcripts, organize events, and
present evidence.



LIT SOFTWARE created the
LIT SUITE of apps comprising
of **TrialPad**, **TranscriptPad**,
DocReviewPad, **TimelinePad**,
and **ExhibitsPad**.

Apps

01

TrialPad

Organize, annotate, highlight, and callout documents; then dynamically present at trial or mediation.

02

TranscriptPad

Review, search, issue code, and highlight deposition transcripts; then create summary and impeachment reports.

03

DocReviewPad

Review, organize, issue code, and bates stamp documents; then create production sets with detailed reports.

04

TimelinePad

Link people, issues, facts, and events to evidence; then present interactive timelines.

05

ExhibitsPad

Load exhibits, view evidence, and make notes; then make decisions based on the facts.



2.0

THE BRAND LOGO



Vertical
arrangement



LITSOFTWARE

Horizontal
arrangement



LITSOFTWARE







DO



DON'T

Don't use another colors:



Don't shrink the logo:



Don't use dark backgrounds:



The logo should be readable:



3.0

TYPOGRAPHY

NULSHOCK



Nulshock Regular

ABCDEFGHIJKLMNO P Q

RSTUVWXYZ

1234567890'?'!"#(%)[#]{

@}/&\<-+÷x=>\$€£¥¢::;,.*

Nulshock Book

ABCDEFGHIJKLMNO P Q

RSTUVWXYZ

1234567890'?'!"#(%)[#]{

@}/&\<-+÷x=>\$€£¥¢::;,.*

Nulshock Ultralight

ABCDEFGHIJKLMNO P Q

RSTUVWXYZ

1234567890'?'!"#(%)[#]{@}

/&\<-+÷x=>\$€£¥¢::;,.*

Lexend Deca

Aa

Lexend Deca Semibold

**ABCDEFGHIJKLMN OPQRST
UVWXYZabcdefghijklmnopq
rstuvwxyz
1234567890'?'“!”(%)[#]{@}/
&\<-+÷x=>\$€£¥¢:;,.***

Lexend Deca Regular

ABCDEFGHIJKLMN OPQRST
UVWXYZabcdefghijklmnopqr
stuvwxyz
1234567890'?'“!”(%)[#]{@}/&
\<-+÷x=>\$€£¥¢:;,.*

Lexend Deca Extralight

ABCDEFGHIJKLMN OPQRSTU
VWXYZabcdefghijklmnopqrstu
vwxyz
1234567890'?'“!”(%)[#]{@}/&\
<-+÷x=>\$€£¥¢:;,.*

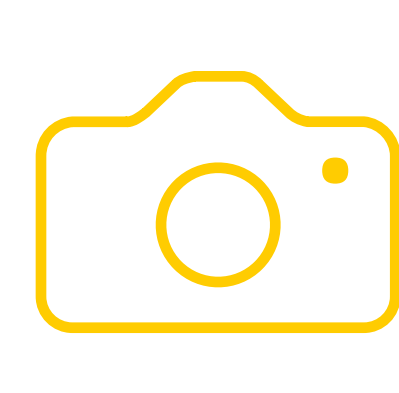
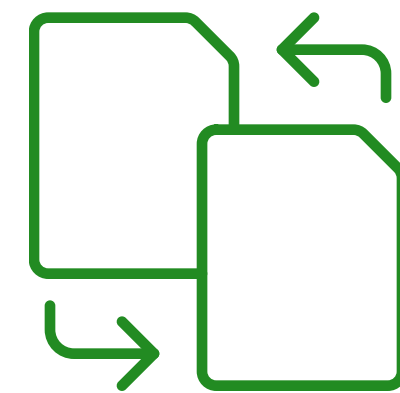
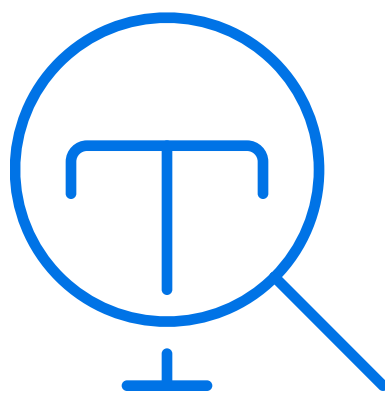
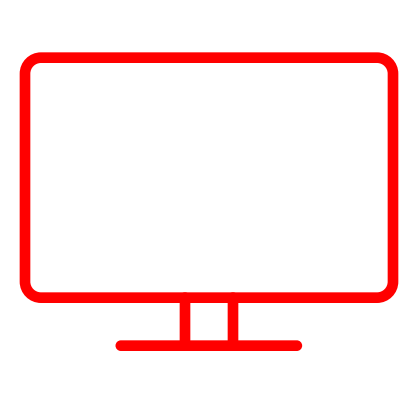
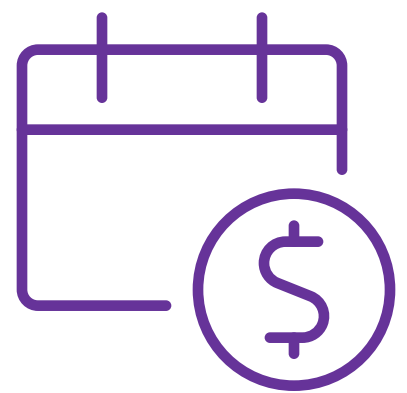
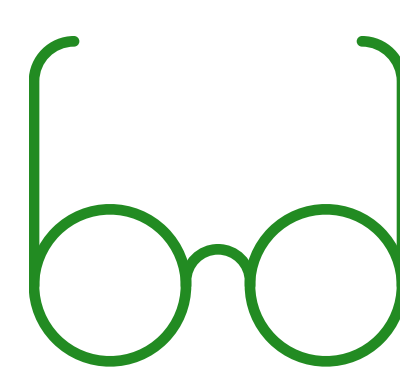
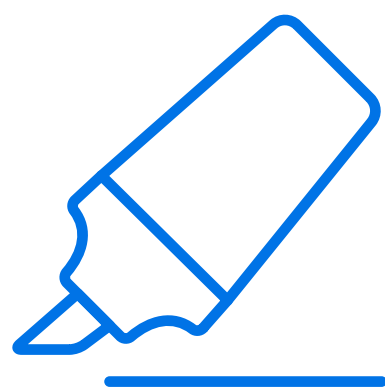
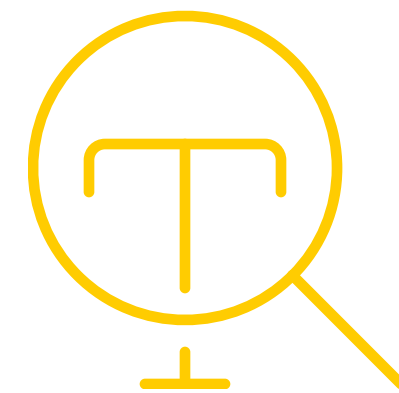
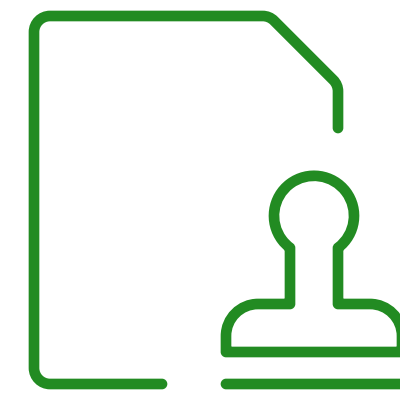
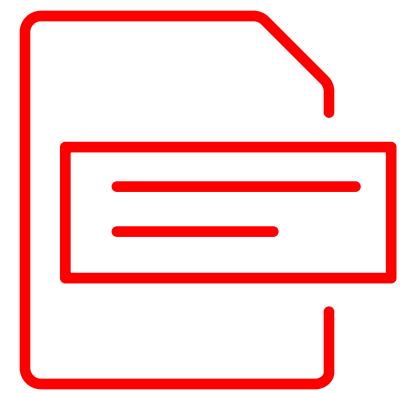
4.0

BRAND COLORS

	LIT	TRI	TRA	DCR	EXH	TML	TEXT
App color	 663399	 FF0000	 0073E6	 228B22	 FFD801	 FFA500	 333333
App color FOR GRADIENT	 52297C	 D80000	 005FBF	 1A6B1A	 FFCC01	 FF8C00	 808080
App color DARK MODE	 E0D6EB	 FFCCCC	 CCE3FA	 D3E8D3	 FFF5CC	 FFEDCC	 CCCCCC
							 F7F7F7

5.0

GRAPHICS



*"The essential app suite
every litigator should own."*

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