

AY Business Law

Rebrand Proposal

Shapes

A NEW YOU



Main Logo



HORIZONTAL LOGO VARIATIONS

Here are an additional two layouts of the logo. These horizontal variations create a rectangular shape and thus can be used in a variety of applications, depending on which fits best.



CINZEL

Logo TYPE

Cinzel serves as our primary logo typeface, bringing a timeless elegance to the brand uplift.

This typeface draws inspiration from classical Roman inscriptions, featuring precise geometric forms and sophisticated serifs that lend both authority and refinement to the logo mark. It exudes class, elegance and expertise.



Heading type

Our leading form for all core branded elements is Fraunces. Fraunces is a free licensed font from Google. It has a variety of weights, which can be used across designs.

These are all to be used as Heading fonts only.

Fraunces

THIN

Fraunces

LIGHT

Fraunces

REGULAR

Fraunces

SEMIBOLD

Fraunces

BOLD

Fraunces

BLACK

Fraunces

Content type

For all our content we will use the font Funnel which this copy is written using.
This is also a Google font and can be freely licensed to you for web and print use.

Funnel will be used across all of our content.
We will for the most part use Funnel only in Midnight blue, black or white.

Funnel

LIGHT

Funnel

REGULAR

Funnel

SEMIBOLD

Funnel

BOLD

Funnel

Extra bold



Freedom Frost

Governance Green

Proud To Be Pink

Midnight Blue

COLOUR



New Proposed Colour palette

The colours have been led by the bright pink given in the presentation slides.



Proud To Be Pink

Hex : #F72585
RGB: 247, 37, 133

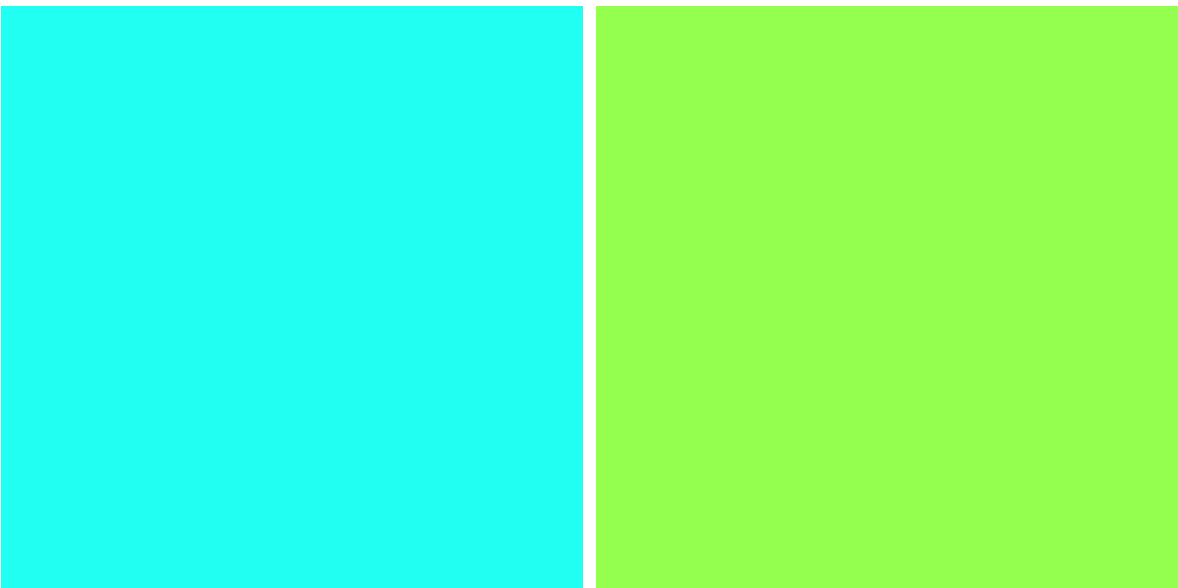
Midnight Blue

Hex : #111344
RGB: 17, 19, 68

Leading colours

A brand should have concise, complimentary leading colours. We have chosen 2 leading colours that position the core of the new brand identity.

Midnight Blue will be our key ‘positioning’ colour, with Proud to be Pink being our first choice colour for brand messaging, and the leading colour for adding accents and highlighting content and graphics across the brand.



Freedom Frost

Hex : #21FFF3
RGB: 33, 255, 243

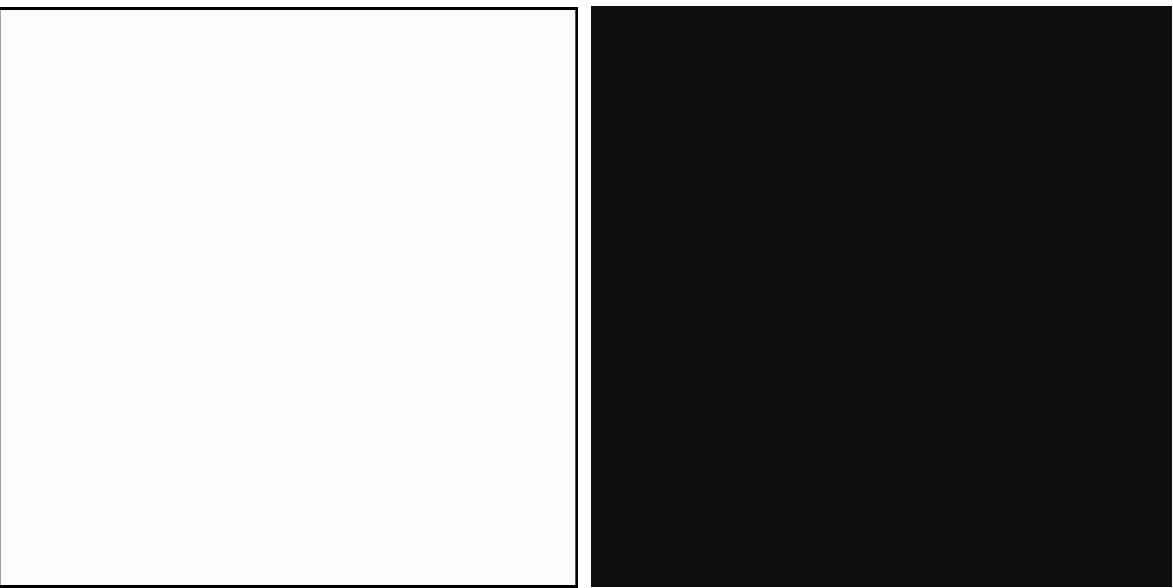
Governance Green

Hex : #94FF4F
RGB: 148, 255, 79

Tertiary colours

Tertiary colours are used for additional support colours alongside our leading colours when needing that something extra to a design. We will use these for associating differing contrast to documents, brand assets, website and social graphics.

Both of these colours compliment and serve the leading colours very well, however are only accessible as text to be used on Midnight blue.



White

Hex : #FCFCFC
RGB: 252, 252, 252

Black

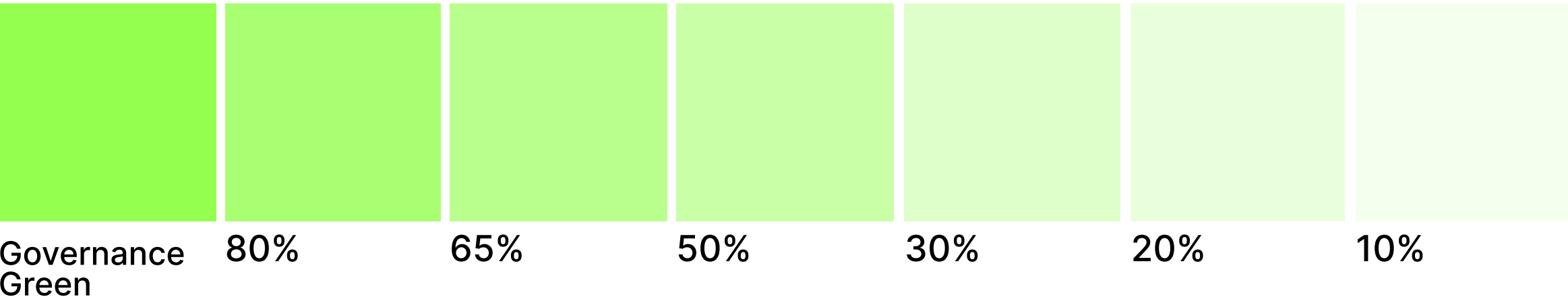
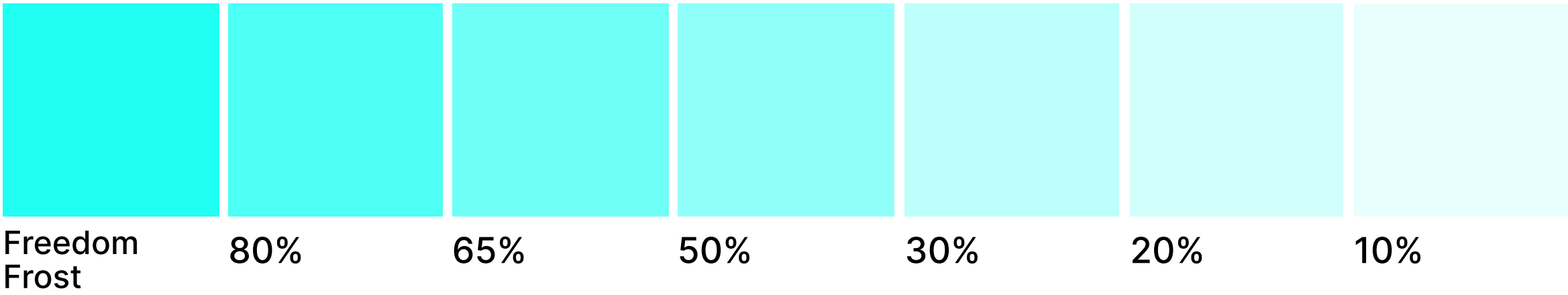
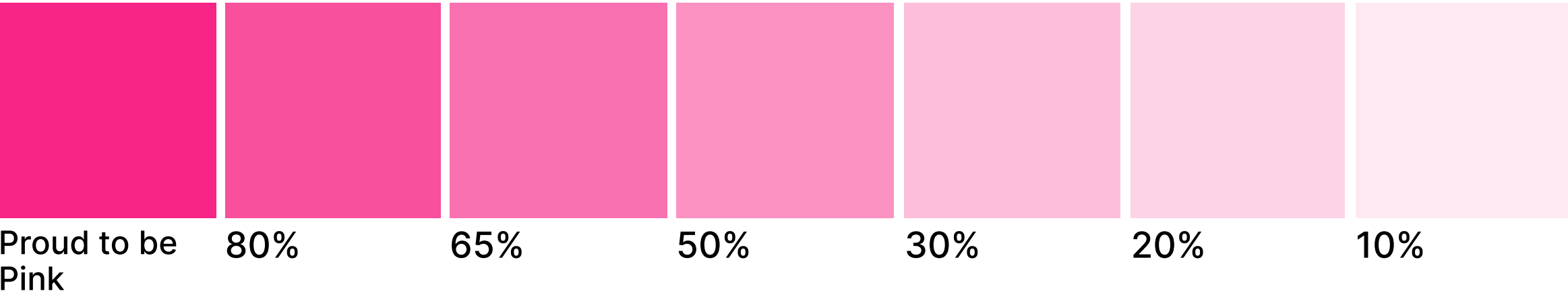
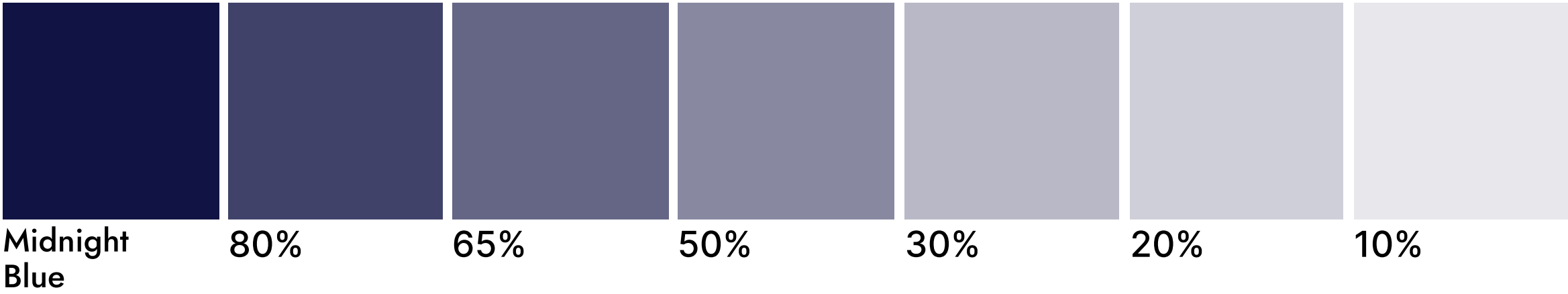
Hex : #1A1A1A
RGB: 26, 26, 26

Bed colours

We use our bed colours as the core white and black (both just off white and just off-black for digital accessibility) for fonts, backgrounds and logo use in monochrome scenarios

Colour Availability

Using colour can be more flexible than just the flat colours on the last page.
We can use variations of colour to enhance or reduce the contrast between
areas of content or social media graphics.



Colour Web Accessibility

It is important to follow the accessibility guidelines as stated below. This shows how the colour of text should be chosen based on the background colour. It ensures the text is easy to read and meets website accessibility.

<div>Proud to be Pink</div> <div>Governance Green</div>	<div>Freedom Frost</div> <div>White</div>	<div>Midnight Blue</div> <div>Black</div>	<div>White (headings only)</div>
<div>Midnight Blue</div> <div>Black</div>	<div>Midnight Blue</div> <div>Black</div>		
<div>Midnight Blue</div> <div>Proud to be Pink (headings only)</div>	<div>Black</div>	<div>Proud to be Pink</div> <div>Governance Green</div>	<div>Freedom Frost</div> <div>White</div>

Full logo variations

The full logo will only ever be a variation of the leading colours, not tertiary colours. This is to bring clarity and consistency to the brand.

You have 5 variations to the logo as shown here.

Main



White



Black



Inverted



Alternate Colour



Horizontal logo variations

The full logo will only ever be a variation of the leading colours, not tertiary colours. This is to bring clarity and consistency to the brand.

You have 5 variations to the logo as shown here.

Main



White



Black



Inverted



Alternate Colour



Shapes

Horizontal logo variations

The full logo will only ever be a variation of the leading colours, not tertiary colours. This is to bring clarity and consistency to the brand.

You have 5 variations to the logo as shown here.

Main



White



Black



Inverted



Alternate Colour



Shapes

Logo mark variations

Similarly - the logo mark will follow the same colour rules as the main logo lockup but with no strapline

Main



White



Black



Inverted

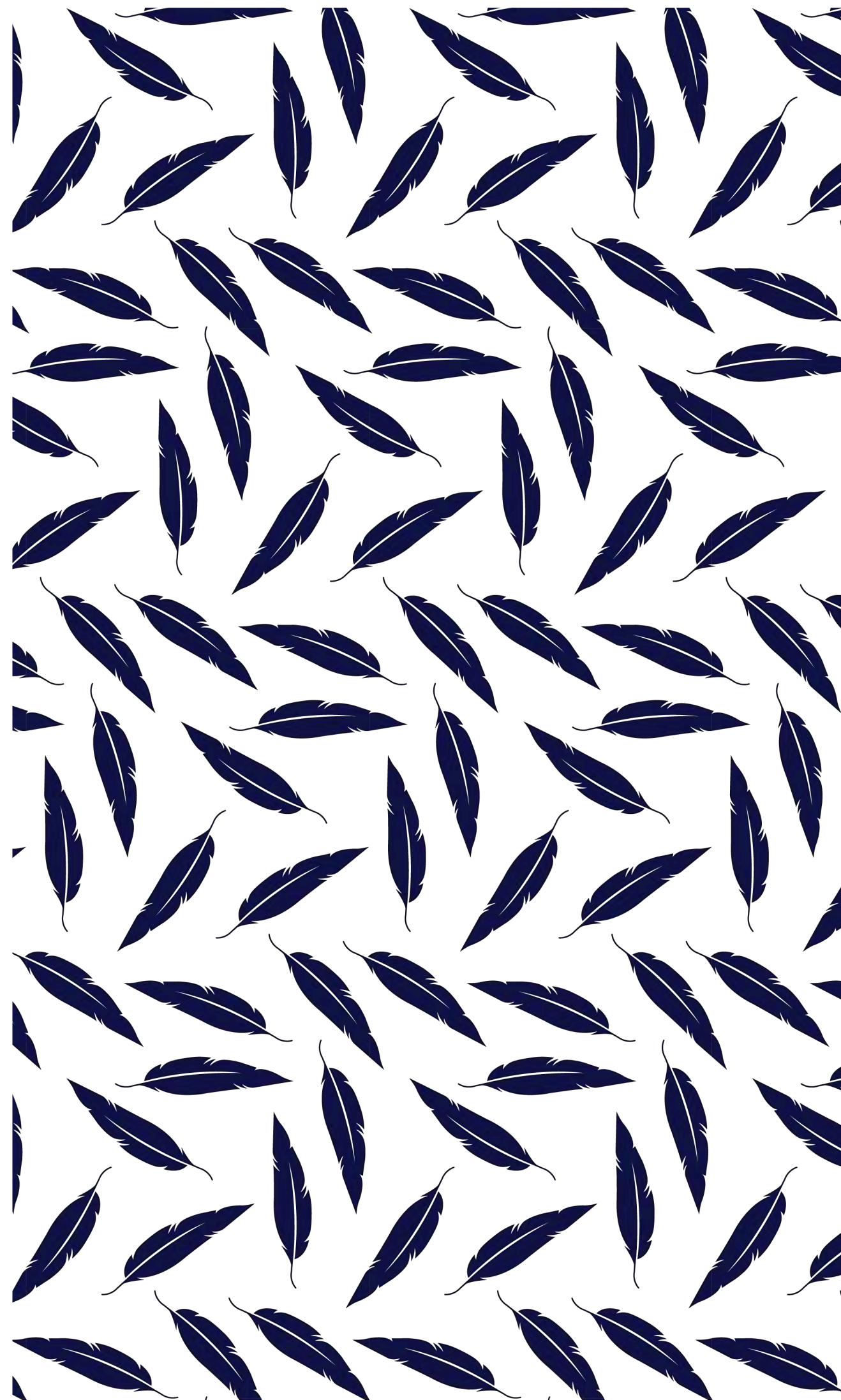
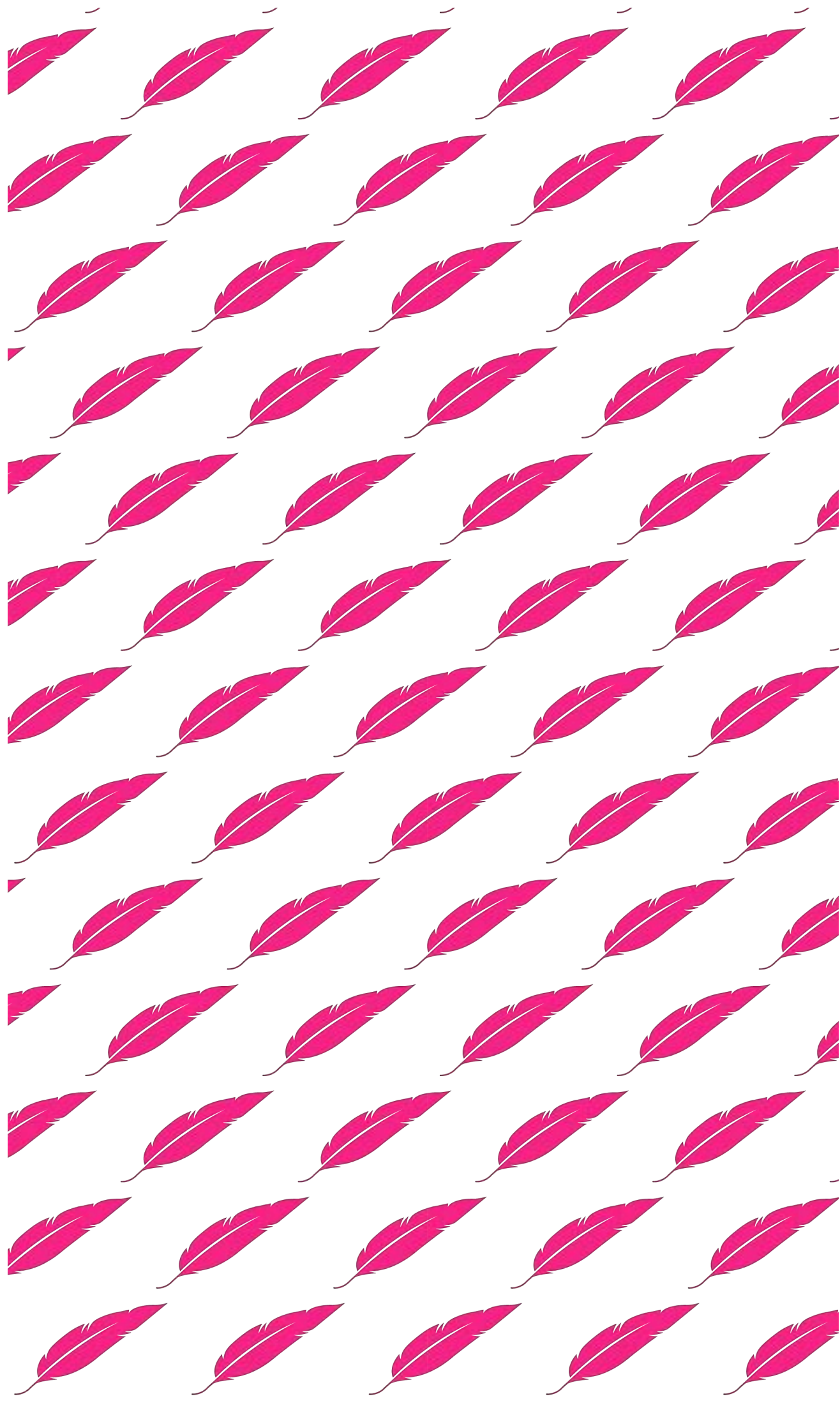


Alternate Colour



Patterns

We use patterns to bring the brand to life.
With your redrawn feather, we can bring this to life using the various colours identified and start to tell a visual brand story.

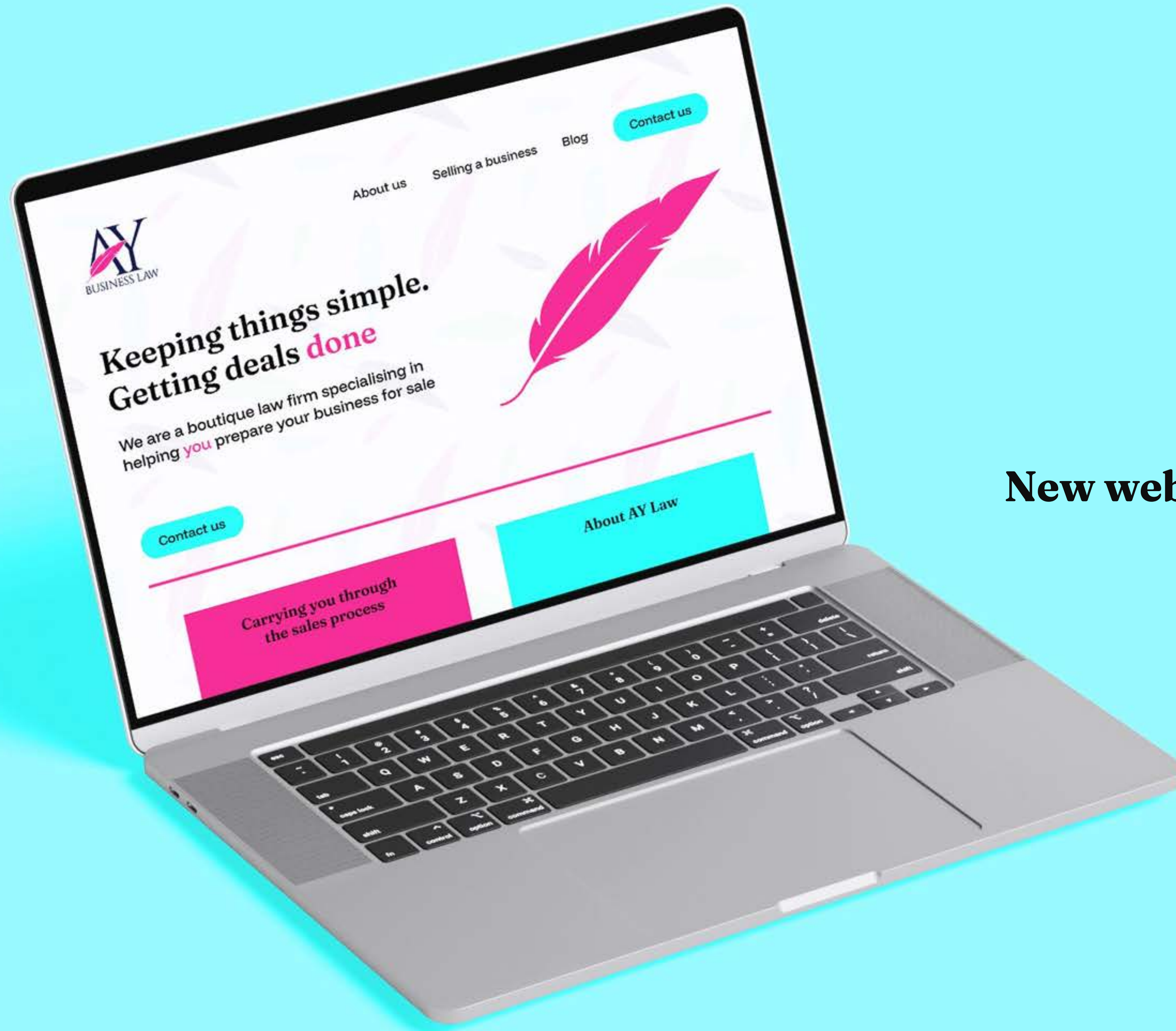


Shapes



New Social Media examples

Shapes



New website design

**Is it
time to...
sell?**



**Time For Some
New Flyers?**

Keeping things simple.

Getting deals done.



helping owners sell their
businesses since 1999

ay-law.co.uk

**Business
Law...**

but without
the grey suits



New exhibition stand



Shapes

2025