



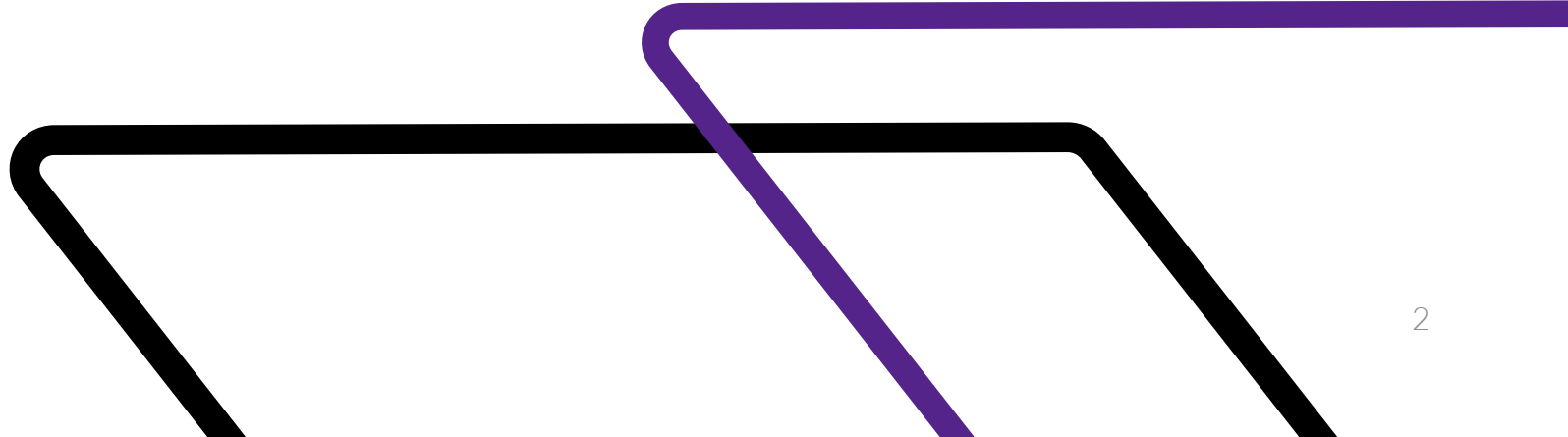
SixFifty 2022

Brand Guidelines



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Purpose

This guide establishes the rules and guidelines for using all brand names, trademarks, and logos owned by SixFifty that are specific to the business of SixFifty. The consistent use and display of company-owned trademarks and brand elements is critical to building strong brand recognition and awareness. Adherence to our branding guidelines helps protect our trademarks and logos from competitive infringement.

The content of this document should be interpreted as a framework within which our various communications efforts should be developed. Any deviation from the specifications outlined in this guide must be approved by SixFifty Marketing. The ultimate goal is for each message to look, sound, and feel consistent with our corporate identity, with appropriate branding principles and creative treatments in place.



Brand Promises

Take the hassle and guesswork out of legal docs

In business, technology has made everything more efficient. So why have legal documents been an exception? At SixFifty, we're bringing legal document creation into the age of innovation. We deliver the expertise of Silicon Valley's leading law firm in user-intuitive software at enterprise scale. With a straightforward question-and-answer approach, we take the grunt work out of everyday legal privacy, employment, and business documents, like employee handbooks. We enable human resources, financial, legal and other employees to generate—and update—everyday legal documents just like a lawyer would, and without lengthy and expensive reviews with outside counsel. With top legal expertise and enterprise technology, swap grunt work and guesswork for simplicity and certainty.

With law firm expertise that works for business

Legal technology is only as good as the legal expertise that backs it up. At SixFifty, we distill the insight of Silicon Valley's leading firm into user intuitive software, so businesses get world-class legal guidance delivered directly to their desktop. Exchange complexity for certainty, as top legal experts transform complex legal issues into byte-sized guidance to make employment, privacy, and other corporate agreements simple to create, and certain to be created correctly. Using the self-service platform, explore the legal impacts of potential changes without having to consult outside firms. With SixFifty, bring world-class expertise to any-size business.



Brand Promises

Always be compliant with continuous monitoring

Laws change faster than any person can stay up to date with. So with SixFifty, we make sure you don't have to. With the SixFifty automated legal expertise engine, monitor every statute, ordinance and regulation that impacts your business and get updates when anything in your legal documents needs to change. With simple click-and-go guidance, be compliant with a wide range of rules across the United States and be ready for the new normal of a remote workforce. Reduce your legal work burden and your legal exposure burden, all in one platform.

Expand your expertise in practice and reach

General counsel works at the intersection of everything and everywhere. Working in-house requires expertise across every area of the law in every jurisdiction their business touches. With SixFifty, we give general counsel a helping hand, to make everything a little easier and everywhere a little easier to reach. Using our on-demand service, better understand legal impacts of business needs before determining if outside counsel needs to be involved. Reduce liability by better understanding compliance and other legal issues across the nation. And with a flat rate, as a service, expand your capability without expanding your budget.

Logo Misuse

This list is not exhaustive. If you have questions about a configuration not listed in the SixFifty Brand Guidelines, please contact the Marketing team at marketing@sixfifty.com.



Do not use the white logo on a light background.



Do not apply any effects or outlines to the logo.



Do not use the full color logo on a dark background.



Do not tilt or rotate the logo.



Do not use the logo on a busy photo or patterned background.



Do not change the proportions or position of any logo elements.



Do not "box" the logo, either by adding a border or background around it.



Do not substitute the type face of signature or positioning line.

Color

The SixFifty palette is vibrant and focused on purple and green tones. These colors have been strategically selected to draw attention to the primary purple (A).



Typography

Our brand typefaces are Alverata and Lato. This combination of serif and sans-serif fonts allows us to visually convey our high-quality legal expertise and our tech-forward nature.

In both digital and print formats, type hierarchy plays an important role in ensuring that our message comes across clearly and succinctly. Alverata should only be used in headlines and high-impact instances (e.g., quote blocks). Lato should be used for all body copy.

Headlines

Alverata Light Medium **Bold**

Monitoring

Media

Analytics

Human

Innovation

Body Copy

Lato Light Medium **Bold Black**

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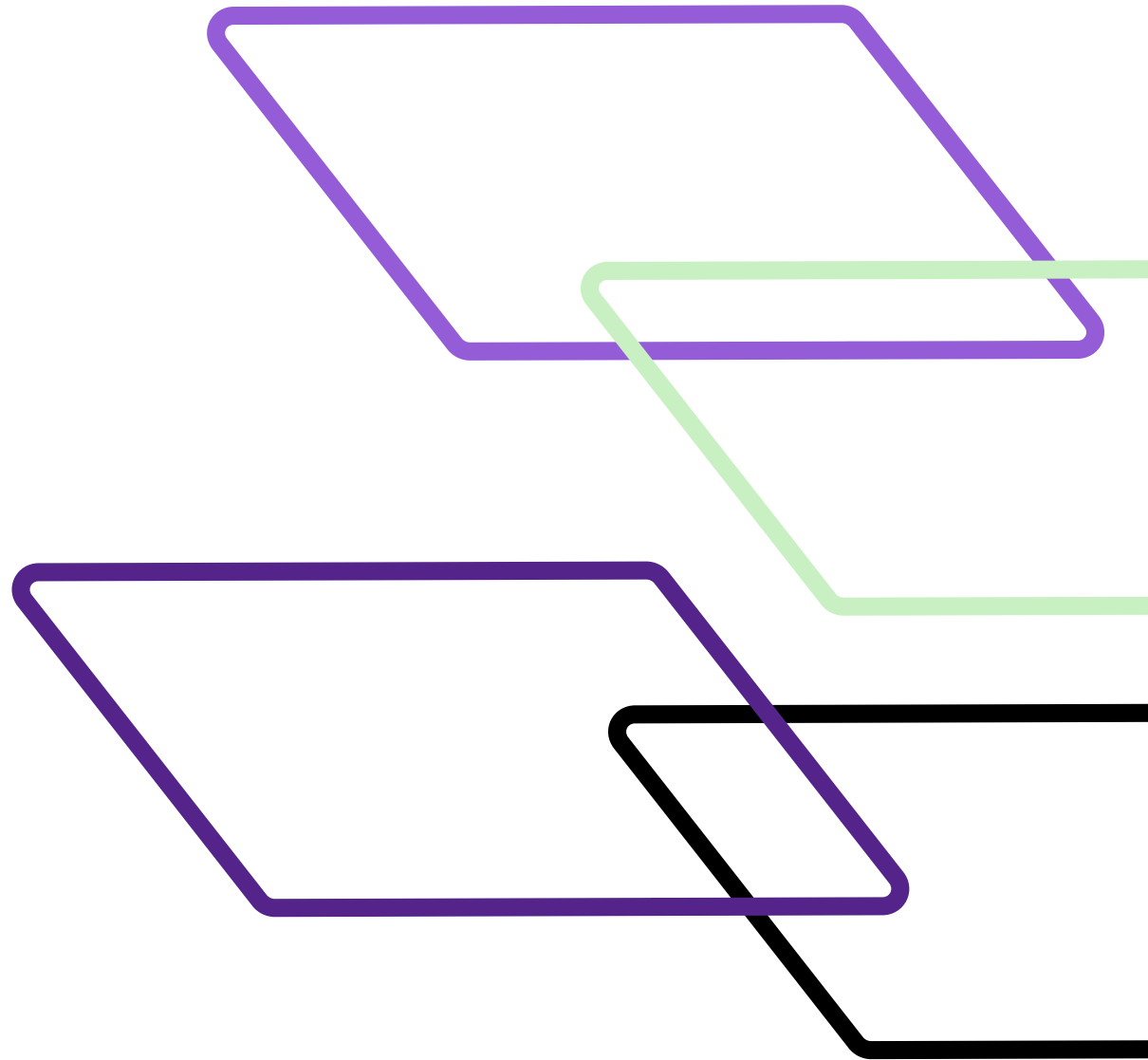
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Brand Elements

Parallelogram

The parallelogram shape shown here may be extracted from our logo and applied across brand collateral. This shape may be used in any of the colors identified in the SixFifty brand palette (p.6).

The parallelogram should always be derived from the logo.



Brand Elements

Image Treatment

The parallelogram is filled with the primary purple shade #945CD6 and the blending mode “color” is applied. Main subjects of the image, such as any people or devices, should be layered on top of the parallelogram. The purple filled parallelogram acts as a frame for copy placed on branded imagery (Fig. 1), but can be used as an image mask without text (Fig. 2).

Figure 1



Figure 2

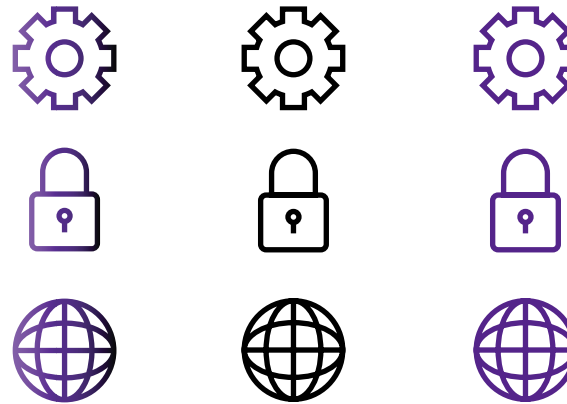


Brand Elements

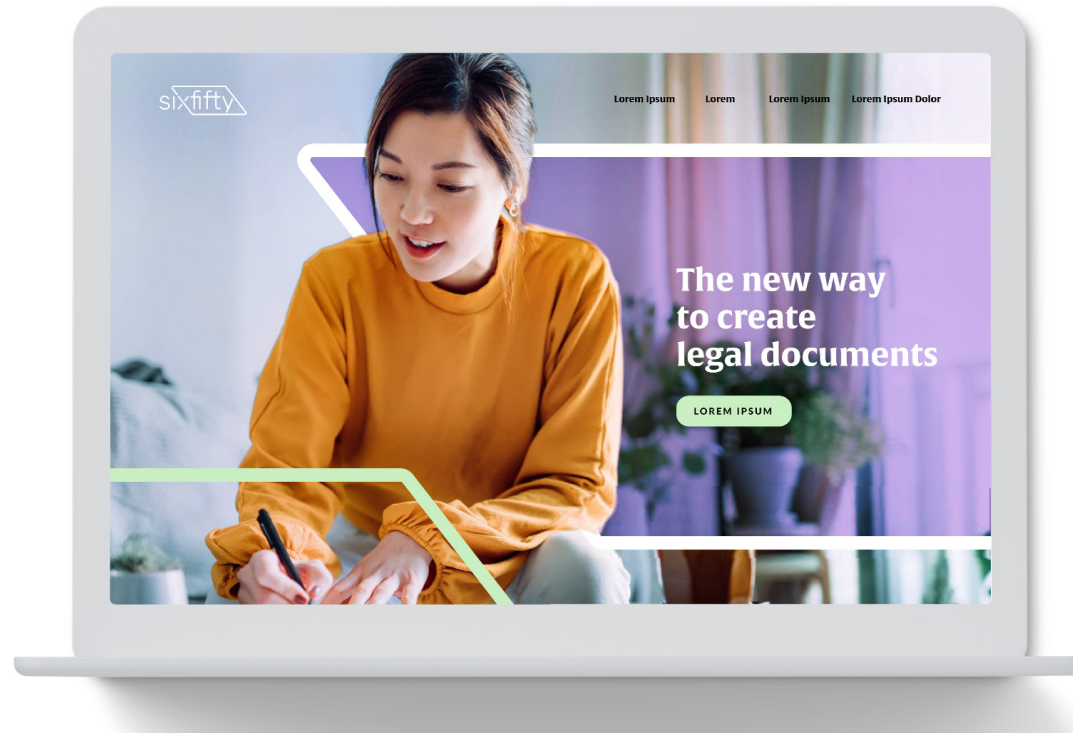
Iconography

The SixFifty icon style complements our primary brand. Each icon uses solid lines and a color or gradient from our brand palette. Additional icons may be sourced from Flaticon's Legal and Justice Icon Library.

Appropriate color application is illustrated on the right; the icon's color should be selected so as to maximize contrast against the icon's background. For example, icons using the purple-to-green gradient should not be used over light or white backgrounds.



In Use Website



The SixFifty favicon logo serves as branding for the website browser tabs, toolbar apps, bookmarks and mobile applications. This version of the logo should be used exclusively for specific web and mobile circumstances where a 1:1 ratio graphic is required.

The minimum size for the favicon logo should be 16 x 16px, with maximum size at 125 x 125 px.

In Use Business Card



In Use Billboard



**The new way
to create
legal documents**

sixfifty.com



In Use Powerpoint



**The industry's top
communicators work
with SixFifty.**



**Lorem ipsum dolor
sit amet, consectetur**

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
- Eiusmod tempor incididunt ut labore et dolore magna aliqua.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit,



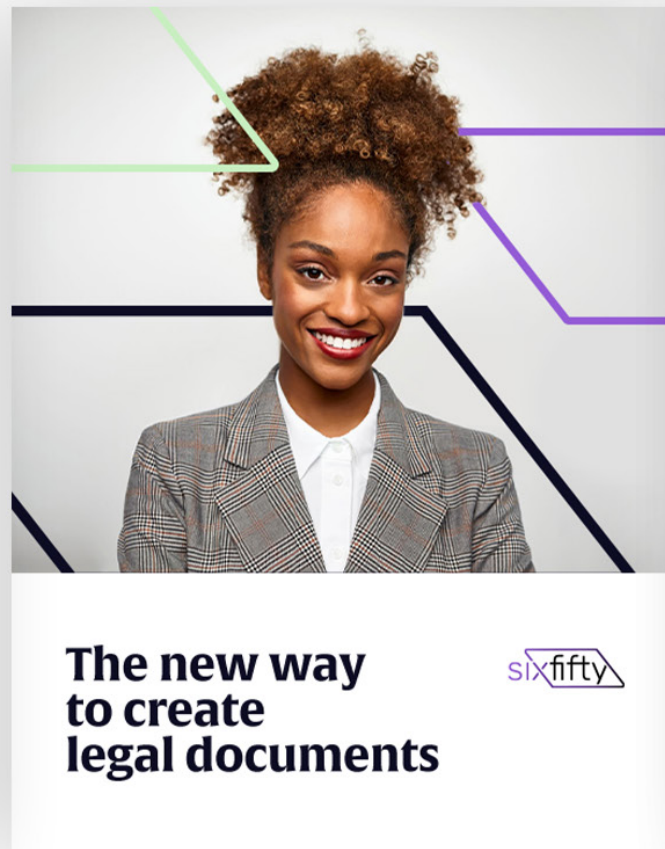
In Use White Paper



In Use Covers



Datasheet



Product Sheet



Case Study

In Use Tradeshow Booth





Questions?

If you have any questions regarding the SixFifty brand or any materials you are creating, please contact:

Marketing@sixfifty.com