

Law Proxi

Brand Strategy & Execution



Brand core

- Defining purpose, mission and vision
- Defining brand values and personality
- Finding a niche and defining target for research



Vision

Increase Awareness for the importance of legal establishments for achieving goals towards success.



Mission

To bridge the gap between Excellence and Budget
(reasonable price)



Purpose

We support companies to establish their legal status through professional tailored services to guide them towards success.



Brand Values

Trust

Quality

Excellence

Flexability

Brand personality

How do we describe the brand as a person?



Brand Personality Sliders.

SERIOUS

PLAYFUL



CLASSIC

INNOVATIVE



AUTHORITY

FRIEND



Professional

Amateur



A dark, teal-tinted photograph of two business professionals shaking hands. The focus is on their hands and forearms, with the rest of their bodies and faces blurred. The background is a solid dark teal color.

The Brand story
We bridge the Gap between
Excellence and Budget



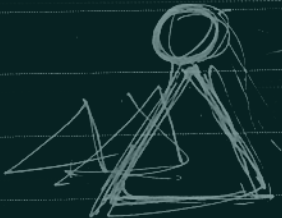
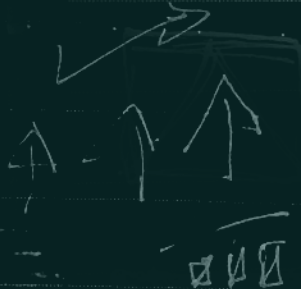
The Brand Differentiations

- **Professional**
An expert professional Team
- **Excellence**
Excellent services to help startups to grow and succeed
- **Innovative services**
We offer customized services to cover all Entrepreneurs & Start-up's legal needs, requirements & support

Sketch & Ideas



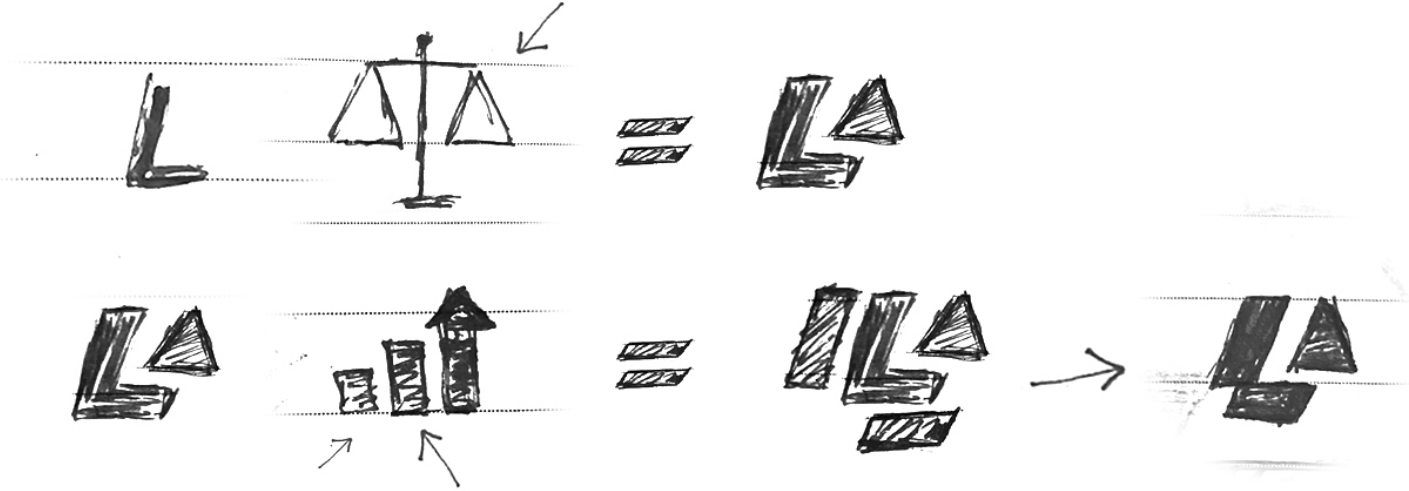
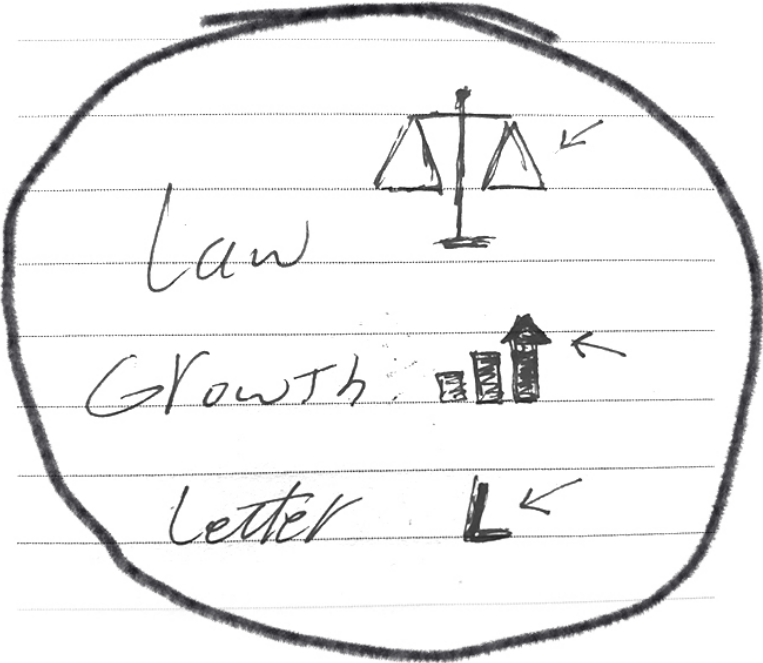
growth ↑↑↑



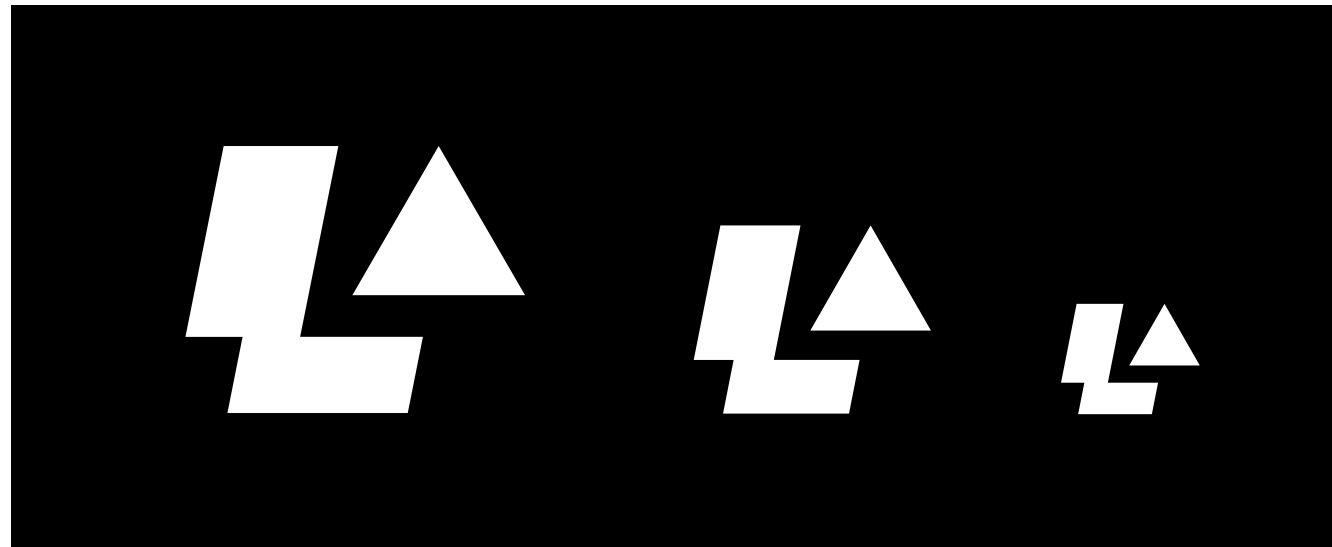
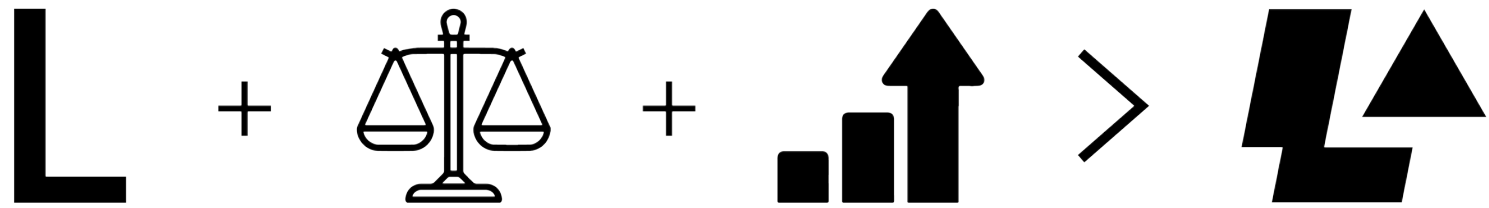
The Concept

Elements combination:

- Letter L
- Law sign
- Growth



Building Logo Mark



Adding Fonts

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Font name: Lato

We choose this font to demonstrate a straight-forward, simple, and no-nonsense attitude. When it comes to typography in logo design, sans serif solutions indicate a sense of honesty and sensibility.





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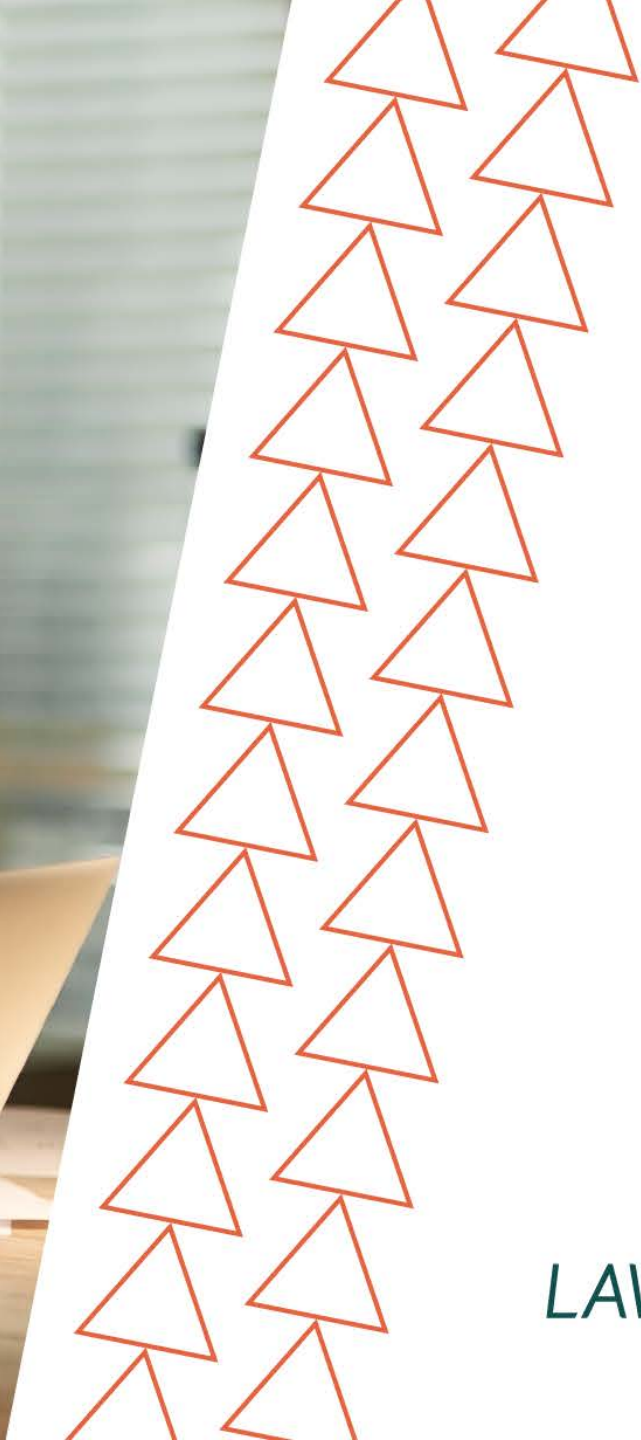


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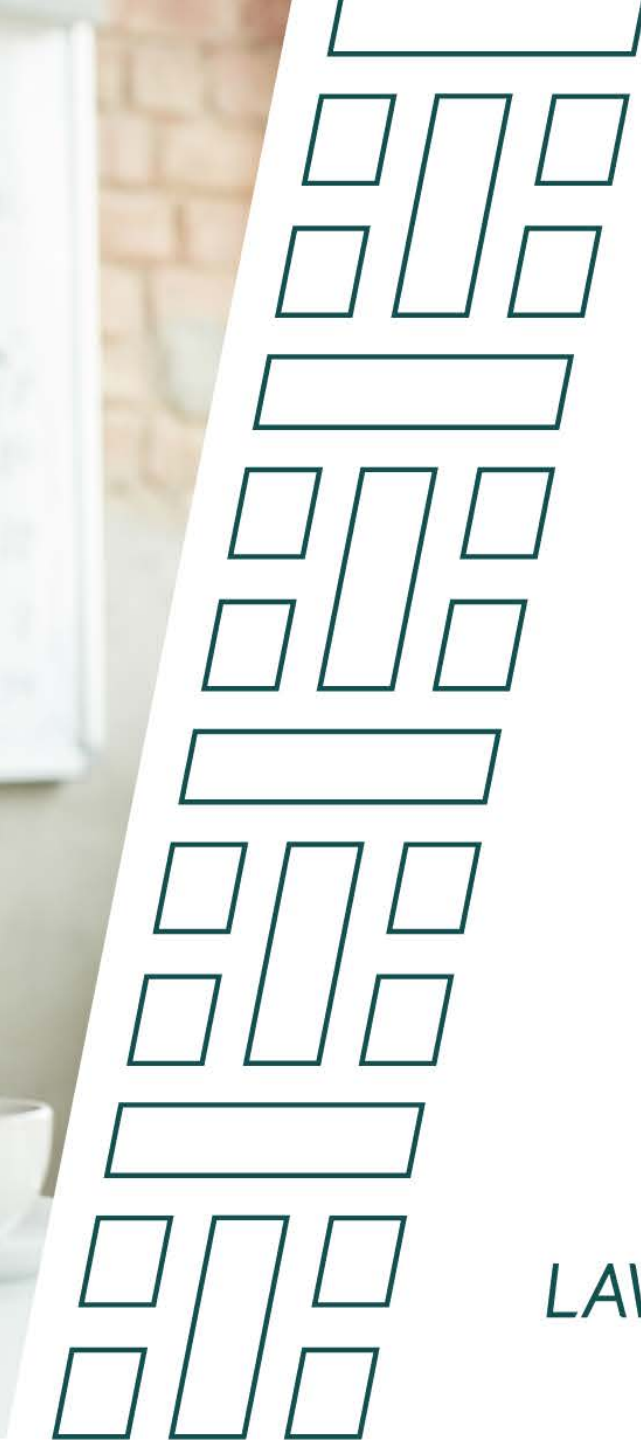




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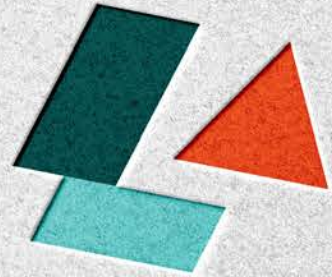
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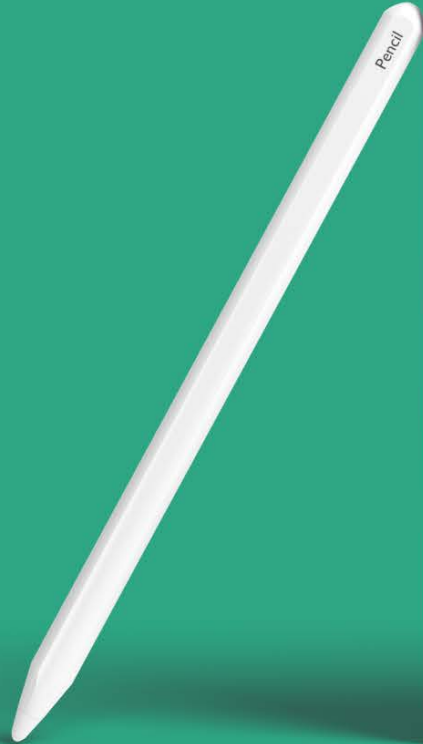
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New Message

Recipients

Subject

Hey Ahmed, can you reply back to this email with a quick on moving forward with this?

Either is great, just wanted to be sure!
-Neville



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Company Profile