Logo & Brand Guidelines

2026

Sterling Legal

GoDaddy
LOGO DESIGN SERVICES

Sterling Legal Brand Snapshot

Why People Love Us

- Emergency Legal Partners: When life gets complicated fast, we move quickly—clear next steps, steady guidance, and a team that has your back when it matters most.
- 25+ Years of Experience: Decades in the legal field means fewer surprises—practical advice, confident strategy, and experience you can lean on in high-pressure situations.
- All Your Legal Needs, One Team: A reliable point of contact for the moments you can't plan for—responsive support, straightforward communication, and help navigating what to do now.

Who we Help?

People and businesses who need legal help—especially in urgent, stressful situations. If you're unsure what to do next, need fast guidance, or want an experienced legal partner in your corner, we're here.

How to Talk About Us?

- Your emergency legal partner—calm guidance when you need it most.
- 25+ years of experience, focused on clear answers and real support.
- For life's legal surprises—responsive help, steady strategy, strong backing.

Logo Overview

Your primary logo will be used to represent your brand across digital and physical media. It

Primary Logo

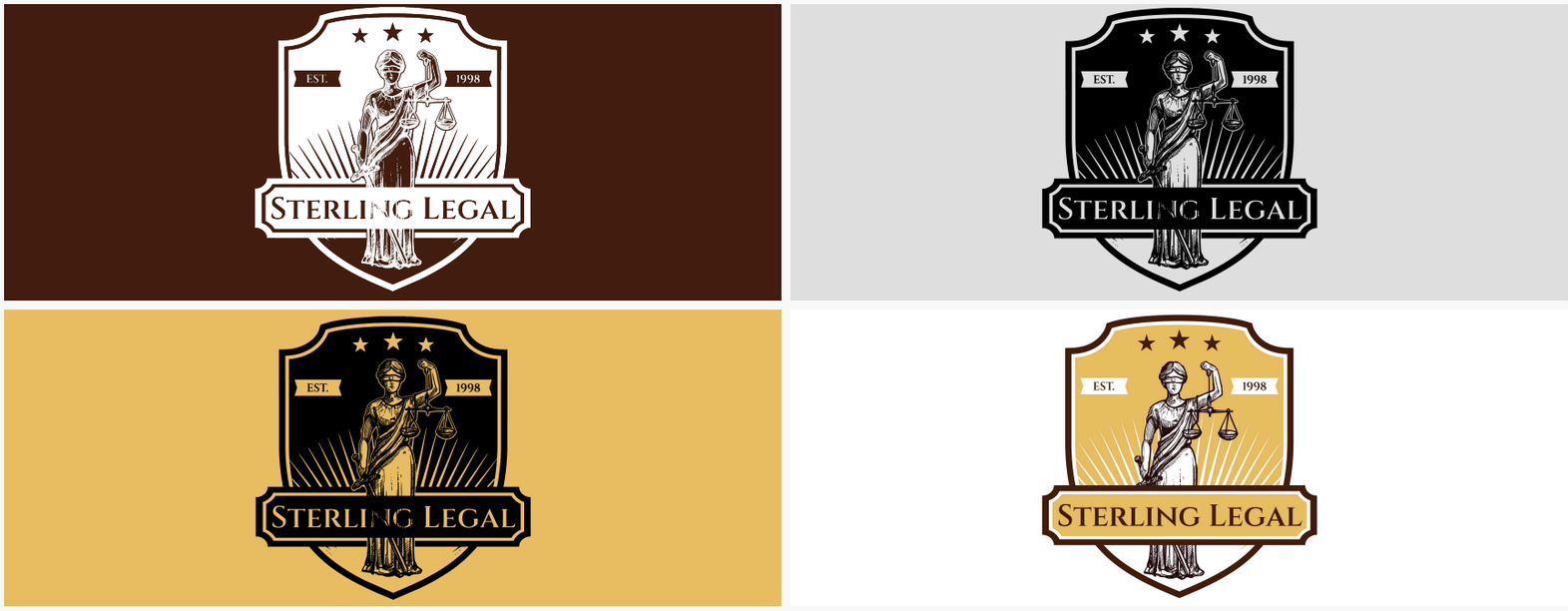
should appear in prominent and frequently viewed locations, such as:

- Website header and footer
- Printed materials
- Email signatures
- Any place where the target audience encounters the brand for the first time

This helps establish a strong and consistent first impression.

Logo Overview

Logo Variations



Logo Overview

Your secondary logo, also known as an alternate logo, will be used when a simpler design is more appropriate. Common examples are:

Secondary Logo

- Postcards
- Social media designs
- Business cards
- External advertising
- Any layout with a small or square space for a logo

These versions ensure your branding remains clear and recognizable, even in compact formats.

Logo Overview

1. Favicon

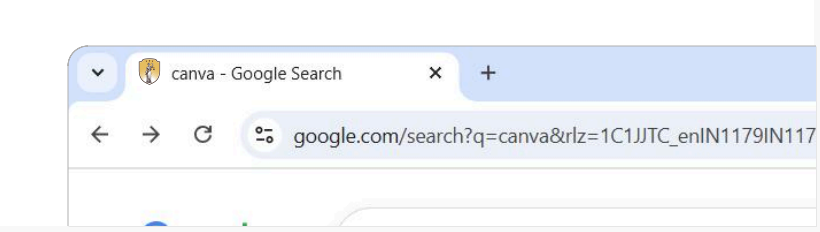
A favicon is a simplified version of your logo used in digital spaces like browser tabs, bookmarks, apps, and shortcuts. Given its small size (typically 16x16px to 48x48px), it should be minimal, clear, and instantly recognizable—usually a symbol or initials without taglines or fine details.

2. Social Media Icons

Your final logo folder also includes social media logo files, pre-sized and optimized for profile images, cover photos, and other placements based on each platform's specific requirements.
Use a simplified version (your secondary logo) for profile images to maintain clarity at smaller sizes, and the full logo for cover photos and posts. The brand logo is a key part of our identity on social media and should always be used in its approved form without changes or effects.

Consistent use across platforms helps build recognition, trust, and a professional image.
Let me know if you'd like this integrated into a brand guideline layout or document.

Favicon



Social Media Logo

Color Palette

These are the main colors of your brand and should be used consistently across all materials, such as your logo, website, packaging, and other physical or digital items. Using a consistent set of colors keeps your brand clear and recognizable.

Primary

HEX
#431d0e

RGB
67 29 14

Secondary color

HEX
#e9bd61

RGB
233 189 97

Accent

HEX
#FFFFFF

RGB
0 0 0

Typography

Primary Font:
Our primary typeface is the cornerstone of our visual identity. It is used in the logo, headlines, and key brand communications to maintain a strong and recognizable presence. The primary font reflects the brand's personality—modern, clean, and professional—ensuring consistency across all platforms.

Primary Font (Header)

CINZEL

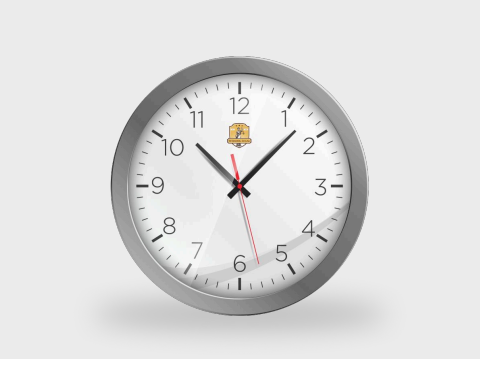
AA

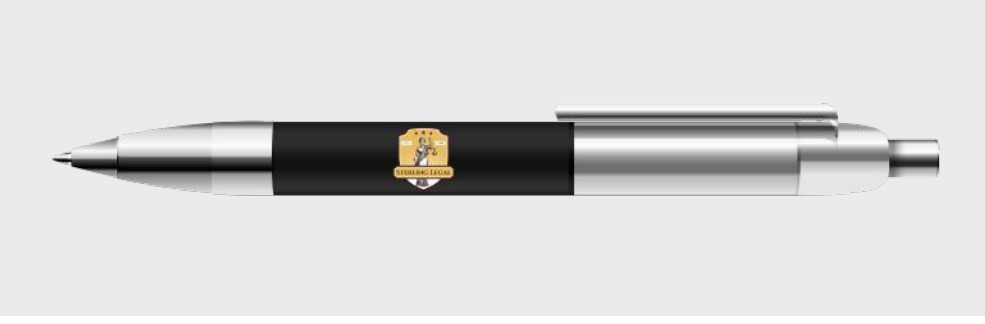
Typography in Use

THE NEXT GENERATION.

Join Here

Your Logo in Action





Logo Usage Guidelines

These guidelines are designed to protect the integrity of your brand by providing clear rules on how the logo should appear across all touchpoints. The logo is a key asset of the brand identity, and correct usage ensures it communicates the intended values, style, and personality. This document serves as a reference for designers, partners, agencies, and internal teams to maintain a professional and unified visual identity.

Importance of Consistency

Consistency in branding is not just about visuals—it is about creating familiarity and trust. Every time an existing or potential customer sees the logo, it should look the same, regardless of where it appears—whether on a website, business card, social media post, or merchandise. Uniform application of the logo ensures that the brand:

- Is instantly recognizable.
- Appears professional and reliable.
- Builds a strong emotional connection with its audience.
- Avoids confusion caused by inconsistent or incorrect logo variations.

By following these rules, every brand communication reinforces the same message and visual identity, strengthening long-term recognition and brand value.

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Thank You