

REED LEEPER, P.C.

**DESIGN
SYSTEM**

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PRIMARY LOGO



PRIMARY LOGO

The primary logo is to be used with either a white, transparent or gray background.



ALTERNATE PRIMARY LOGO

The alternate primary logo is to be used only on a black background, if another background color is required, revert back to the original primary logo.

MERCHANDISE LOGO



ON WHITE & GREY BACKGROUND
Merchandise item needs to be white or gray when
using one of these logos



ON BLACK BACKGROUND
Merchandise item must be black when using this
logo.

COPY LOGO



639 Whitlock Avenue SW
Marietta, GA 30064

Tel: 770-424-1934
Fax: 770-424-5205

R-Llaw.com

This logo should only be used for email signatures and
letterhead. Use the primary logo for any other use.

SIGN LOGO



770-424-1934 | R-Llaw.com

MONUMENT SIGN

This logo should be used on a standalone monument sign.



BUILDING SIGN

This logo should be used as the signage on the face of a building that firm occupies.

STAY AWAY FROM



Do not rotate logo



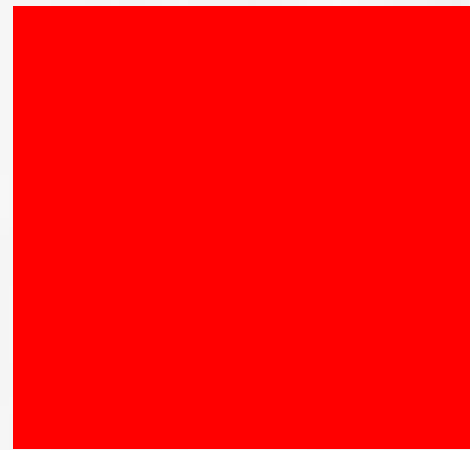
Do not use primary logo
on black background



Do not use primary
alternative logo on grey
background

Logos should be used in their correct format and must not be altered in any way. Any exception to this must be approved by both firm partners.

PRIMARY COLOR PALETTE

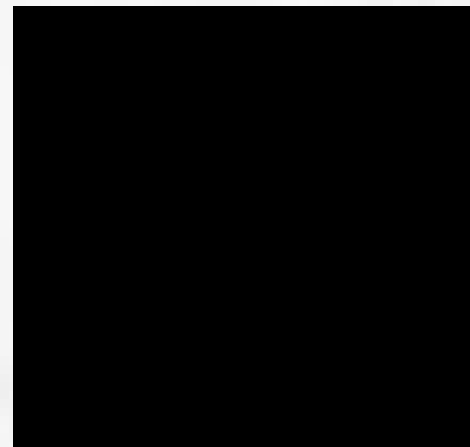


REBUTTLE RED

#FF0000

RGB 255,0,0

C: 0% M: 100% Y: 100% K: 0%



BAD FAITH BLACK

#000000

RGB 0,0,0

C: 0% M: 0% Y: 0% K: 100%



GAG ORDER GRAY

#6D6D6D

RGB 77,77,77

C: 0% M: 0% Y: 0% K: 70%

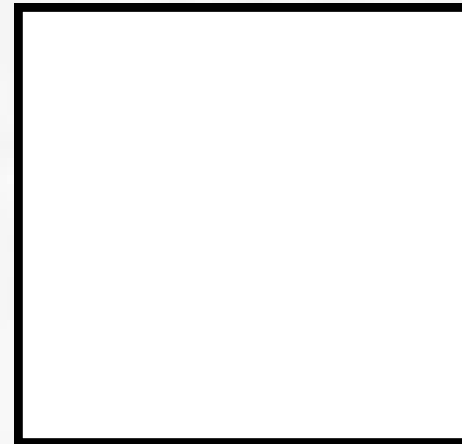
When to use colors:

Red - Icons, Link & Button Hover,
& Logo

Black - Primary Text Color,
Buttons, & Logo

Gray - Some Subheading Text &
Logo

SECONDARY COLOR PALETTE



WARRANT WHITE

#FFFFFF

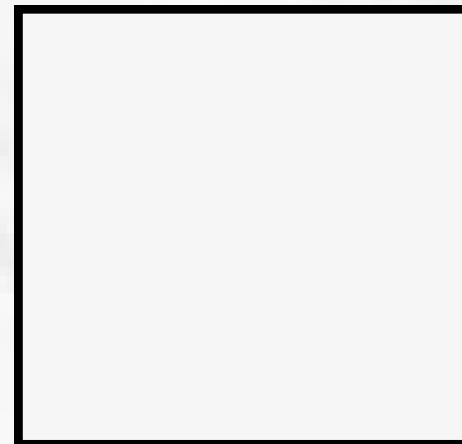
RBG 255,255,255

C: 0% M: 0% Y: 0% K: 0%

When to use colors:

White - Text on Dark or Black
Backgrounds & Background Color
for Products that Contain Primary
Logo

Gray - Website Background Color
Only



GARNISH GRAY

#F6F6F6

RBG 246, 246, 246

C: 0% M: 0% Y: 0% K: 4%

TYPOGRAPHY

H1 Headings: Gill Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

H2 Headings: Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

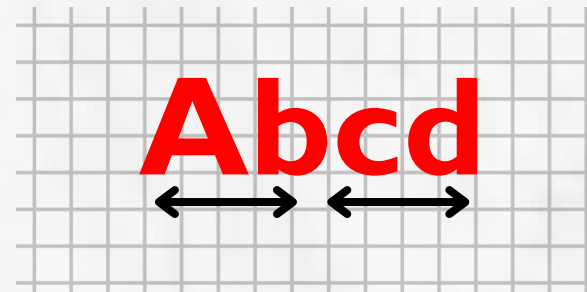
H3 Headings: Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

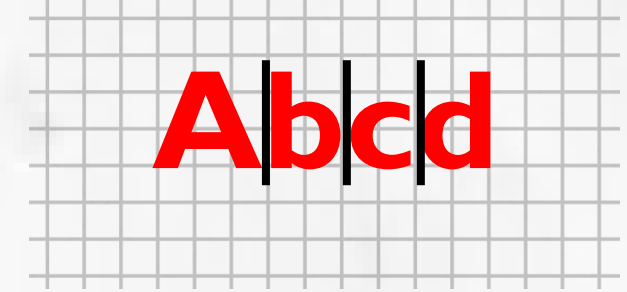
Body: Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

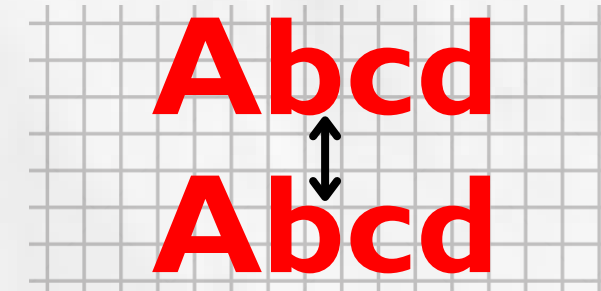
Spacing: Default



Kerning: Default



Leading: Default



This typography should be used on any products that will be created for public view, including the website, marketing campaigns, billboards, and graphics. Internal and legal documents will follow standardized legal format - Times New Roman, 12 point font with double spacing for court documents.

ABBREVIATION & ACRONYM

RL LAW

Use in copy once full name has already been mentioned. Use when answering phones.

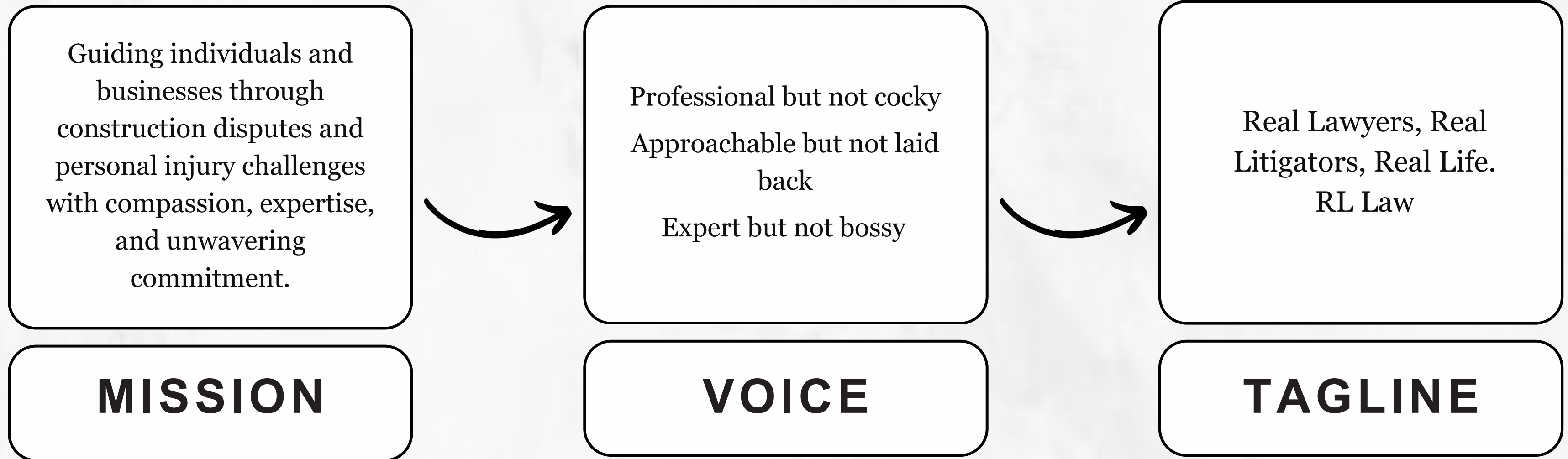
ABBREVIATION

RL

Use in casual conversation or when speaking/writing to or with someone familiar with the firm

ACRONYM

MISSION, VOICE & TAGLINE



IMAGERY



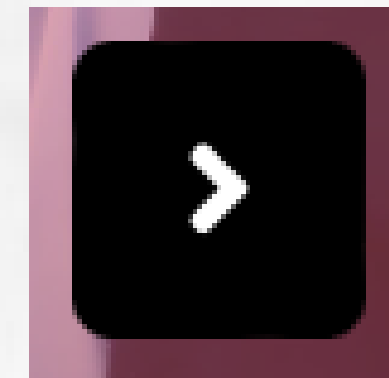
IMAGERY - BLOG POSTS



To access more of the images being used on the website, check out this [Google Drive folder](#).

REED LEEPER, P.C.
UI COMPONENTS

COMPONENT I - BUTTONS



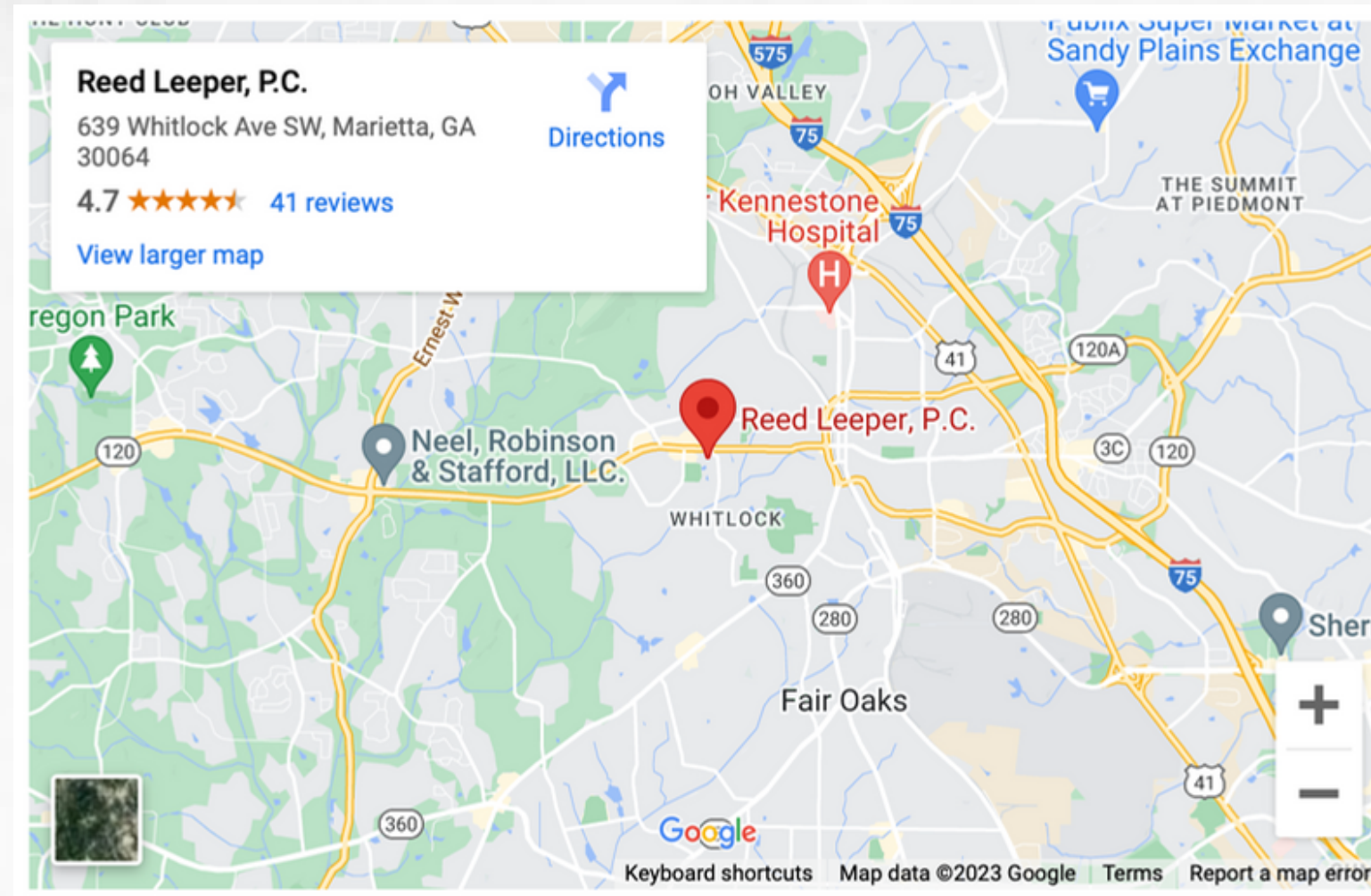
Text buttons on the website will follow this format:

- Black (#00000) Background
- White (#FFFFFF) Text Color
- Red (#FF0000) Hover Color
- Border Radius: 3 px

Arrow buttons on the website will follow this format:

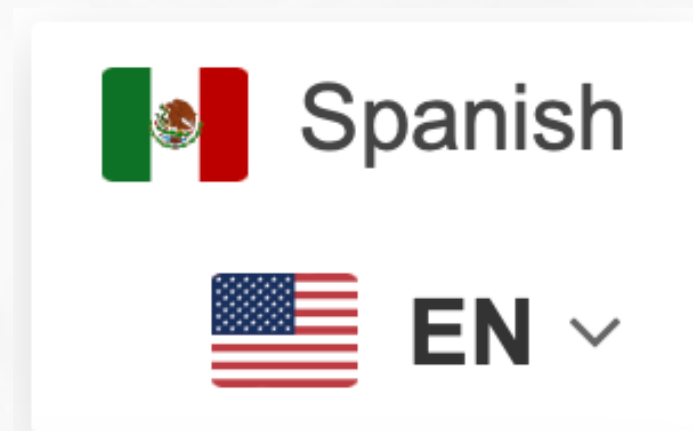
- Black (#00000) Background
- White (#FFFFFF) Icon Color
- Red (#FF0000) Hover Color
- Border Radius: 5 px

COMPONENT 2 - MAP

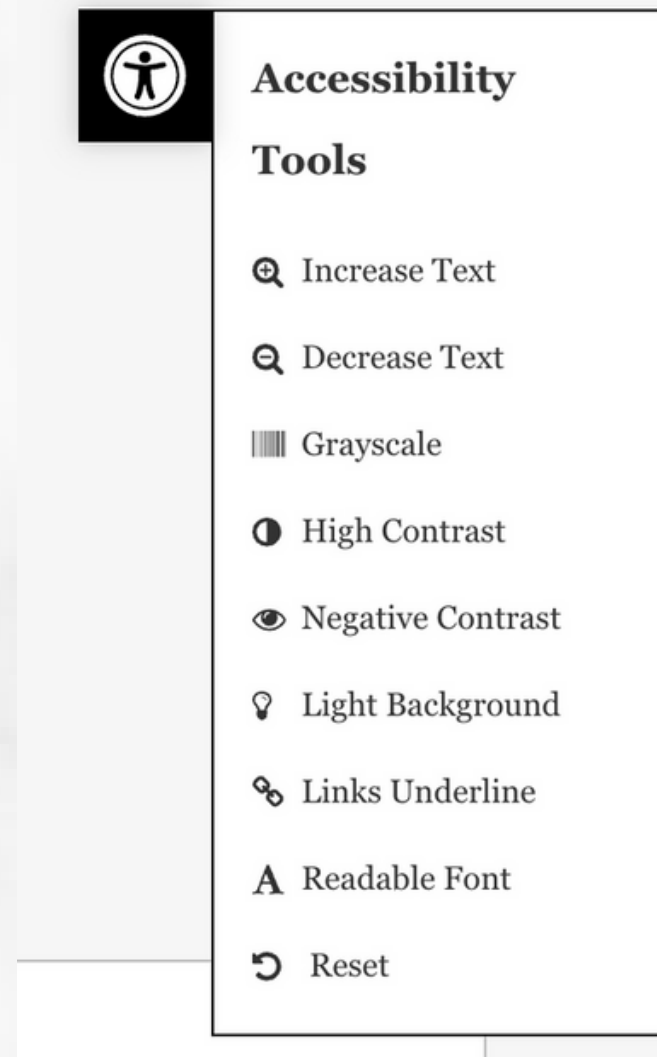


Interactive Google Maps:
Wordpress Plugin used on the “Contact Us” page

COMPONENT 2 - ACCESSIBILITY



Floating Translation Button:
Wordpress Plugin, bottom right corner of
every page



Accessibility Tools Button:
Floating at the top right area of the screen on
every page.

COMPONENT 4 - SUB PAGE

DROP DOWN

PRACTICE AREAS

-
- Construction Litigation
 - Personal Injury
 - Business Formation & Litigation
 - Wills & Estates
 - Probate
 - Real Estate

Sub Page Drop Down Menu:
Black (#00000) Background
White (#FFFFFF) Text
Red(#FF0000) Text on Hover

THE TEAM ▾

B

-
- Chad Reed
 - Jeff Leeper
 - Cory Close
 - Lillian Elizabeth Crommelin
 - Nikita Zlatopolsky
 - Jordan Van Gundy

COMPONENT 5 - DISCLAIMER

2023 Reed Loper, P.C. ©

The information on this website is for general information purposes only. Nothing on this site should be taken as legal advice for any individual case or situation. This information is not intended to create, and receipt or viewing does not constitute, an attorney-client relationship.

Required Disclaimer:
Black (#000000) Text
Required on the bottom of every page

The disclaimer states: “The information on this website is for general information purposes only. Nothing on this site should be taken as legal advice for any individual case or situation. This information is not intended to create, and receipt or viewing does not constitute, an attorney-client relationship.

REED LEEPER, P.C.
PATTERN LIBRARY

UI GROUPING I - NAVIGATION BAR



Website Top Navigation Bar:
Logo Left-Aligned
Menu Options Right-Aligned

On hover, two red bars should appear on the top and bottom of menu item chosen to indicate that is the page currently being viewed.

UI GROUPING 2 - WEB PAGE FOOTER

Location
639 Whitlock Ave SW
Marietta, GA 30064



Call Us
(770) 424-1934

Website Footer Bar:
Logo is in the center with address appearing
to the left and phone number appearing to
the right.

DESIGN SYSTEM DISCLAIMER

In partnership with our clients, we have collectively made pivotal decisions for the website and style guide. Our team worked closely with the client throughout the decision-making process, and the client ultimately had the final say in choosing the colors, logo, mission statement, voice, tagline, abbreviation, and acronyms.