LOGO

Full color horizontal logo

Monotone logo, mostly used inverted to white when logo is placed on a dark background

Full color "square" logo intended for use on social media profiles (which usually crop profile images into a circle)

COLOR PALETTE

Light Orange and Light Blue are the colors in use on the Texas State Bar website. From there Dark Orange and Dark Blue were included. Then a blend color was added for both the light colors and the dark colors. Three neutral shades (Light Gray, Warm Gray and Black) are also included.

Black is the default body text color. Dark Blue is used for Heading text. Dark Orange and Light Orange are used for buttons (default and hover colors) and Calls to Action. A less important button could use Light Blue and Dark Blue for it's colors.

If you want to use a tint or shade of any of these colors, a tool like maketintsandshades.com is helpful.

TBP Dark Orange	**TBP Dark Blend**	**TBP Dark Blue**
#D94E41 R 217, G 78, B 65	#793B42 R 121, G 59, B 66	#1A2844 R 26, G 40, B 68

TBP Light Orange	**TBP Light Blend**	**TBP Light Blue**
#EB8956 R 235, G 137, B 86	#8A6D62 R 138, G 109, B 98	#29516D R 41, G 81, B 109

TBP Light Gray	**TBP Warm Gray**	**TBP Black**
#CBD1D0 R 203, G 209, B 208	#ADA299 R 173, G 162, B 153	#333333 R 51, G 51, B 51
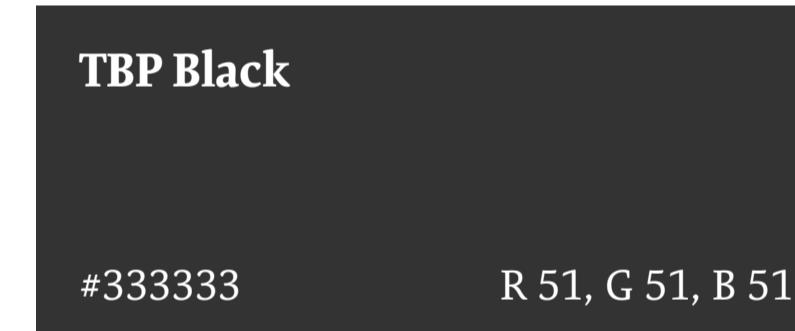
ICONOGRAPHY

Examples of icon art style are shown below. Icon style is minimal and light, with a 2px stroke on the lines. When full color fills or monotone shading is used, it's usually offset a bit.
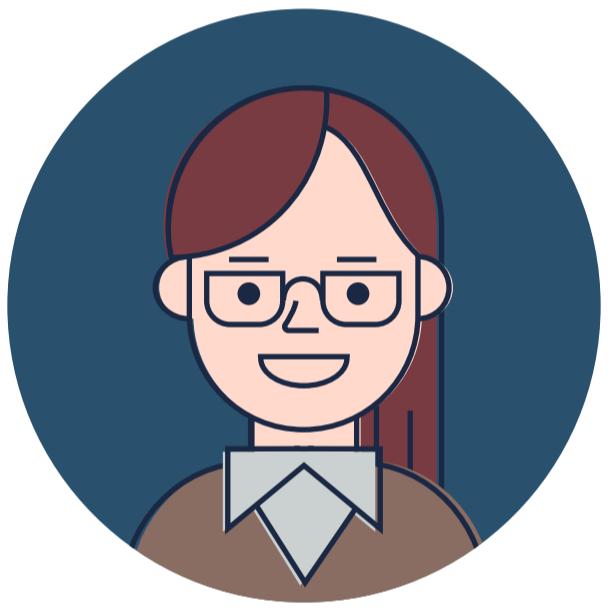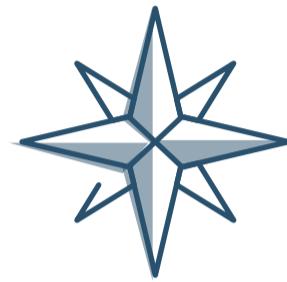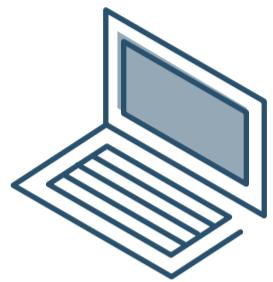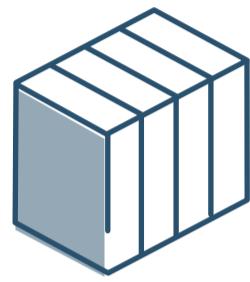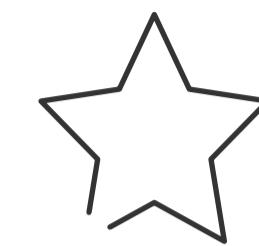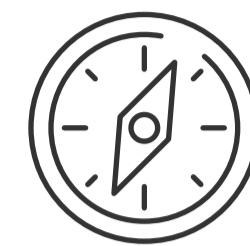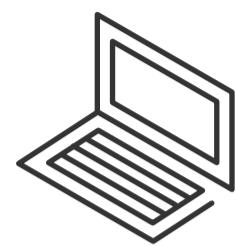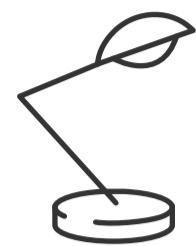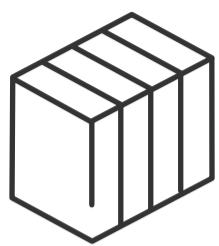
TYPOGRAPHY

Texas Bar Practice branding uses two primary fonts:

ITC Avant Garde Gothic Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

This font is used in Bold weight (700). It is typically used in all caps. It is used for Headings, and in the Texas Bar Practice logo.

Expo Serif Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Expo Serif Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

This font is used in typically used in Regular weight (400), but Bold (700) can be used for emphasis. It is used for the default body text.

TYPOGRAPHY WEB STYLING EXAMPLE

Default body text font size is 16px. All line-heights should be 8px more than the font size, so the line-height of default text is 24px, the line-height of 24px text would be 32px, etc. Default margin between paragraphs is 24px. Don't forget to convert px to ems as needed for font scaling.

Page Title Heading One

Larger default text, could be used as introduction paragraph or emphasis where needed. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut condimentum, augue a sagittis venenatis, tortor leo consectetur turpis, a laoreet urna urna ac nibh. Duis elementum ac risus non sollicitudin.

HEADING TWO

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut condimentum, augue a sagittis venenatis, tortor leo consectetur turpis, a laoreet urna urna ac nibh. Duis elementum ac risus non sollicitudin. Nulla tincidunt sit amet purus id consequat. Mauris interdum ut libero ac consequat. Sed quis eleifend orci, eget congue dui. Integer fermentum mi lorem, non vehicula turpis placerat eu. Aenean maximus hendrerit eros a ullamcorper. Donec blandit ipsum augue, **eget placerat ex tempus nec**. Sed dignissim tellus in dolor auctor venenatis. Sed tellus tellus, placerat ac sagittis id, mollis ac odio.

HEADING THREE

Duis elementum ac risus non sollicitudin. Nulla tincidunt sit amet purus id consequat. Mauris interdum ut libero ac consequat. Sed quis eleifend orci, eget congue dui. **Integer fermentum mi lorem**, non vehicula turpis placerat eu. Aenean maximus hendrerit eros a ullamcorper.

TEXT LINKS & BUTTONS

Buttons start at default font size and line-height with 10px padding on top and bottom and 20px padding on right and left. Call to Action buttons can be a brighter color and/or have a larger font size to draw more attention. It may also have a set width to make it appear wider than with just the horizontal padding alone. Icons like the right angle are the Font Awesome icon font.

Normal importance all default sizes button (default and hover)

See All Our Offerings ›

See All Our Offerings ›

Higher importance CTA button with larger font size and set width of 250px (default and hover)

See All Our Offerings ›

See All Our Offerings ›

Text links in body text can be made more obvious with bold weight, and could be orange if an important CTA link.

Default: Lorem ipsum dolor sit amet, **consectetur adipiscing elit**. Nunc varius hendrerit magna, id porta ex.
Hover: Lorem ipsum dolor sit amet, **consectetur adipiscing elit**. Nunc varius hendrerit magna, id porta ex.

Default: Lorem ipsum dolor sit amet, **consectetur adipiscing elit**. Nunc varius hendrerit magna, id porta ex.
Hover: Lorem ipsum dolor sit amet, **consectetur adipiscing elit**. Nunc varius hendrerit magna, id porta ex.