BRAND KIT

Ava for Lawyers brand kit

The marks, colors and type used across avaforlawyers.com. For partners, press and our own team: please use the files as supplied and keep clear space around the mark.



Primary lockup · light



Primary lockup · dark


Mark · app icon

COLOR

Obsidian, ivory and a single gold line.

Mostly dark, quiet and precise. Gold is a hairline, a seal or a key number — never a large fill.

Obsidian
#0A0B0E
Page background

Graphite
#14161B
Cards and panels

Ivory
#F3EEE4
Text on dark

Champagne
#D4B47A
Hairlines, seal, primary action

Bronze
#9C7B45
Gradient depth

Stone
#A29C90
Secondary text

TYPOGRAPHY

An editorial serif, a precise sans.

Instrument Serif sets headlines and figures (italic for emphasis). Inter Tight carries interface, articles and labels.

Aa

Instrument Serif · Regular & Italic
Display · headlines, prices, numbers

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789 $ % ↗

Inter Tight · 400 / 600
Text · interface, articles, forms

USAGE

Three rules that keep it recognizable.

Gold is a line

Use champagne for hairlines, the seal and one primary action. Large gold fills cheapen the identity.

Let the serif breathe

Headlines sit on generous dark space. Italic marks the outcome, not decoration.

Never imply advice

Imagery shows intake records awaiting firm review — never verdicts, merits, fees or promised representation.

DOWNLOADS

Brand package.

Vector marks, lockups, social card and tokens. Fonts are open-source (SIL Open Font License).

Complete brand package ↓
ZIP · all files below + guide

Brand guide ↓
PDF

Mark ↓
SVG

Lockup · light backgrounds ↓
SVG

Lockup · dark backgrounds ↓
SVG

App icon ↓
PNG · 1024 px

Social card ↓
PNG · 1200 × 630

Design tokens ↓
JSON