



Brand Guidelines



Brand Guidelines

The purpose of this guide is to provide rules of use form Actionstep's Logotype & Brandmark, Colours & illustrations. This document is periodically updated & templates are added. When using these assets please email marketing@actionstep.com for approval.

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Brand Values

(Brand Identity)

1. Walk In Our Customers' Shoes

We have passion and empathy for our customers - their business is our business.

2. One Team, Our Community

We are in this together as a team and gamechangers in our wider legal tech community.

3. Step Up & Take It On

We don't assume someone else has it - we confirm, lead and collaborate to a great outcome.

4. Do It Right

Don't cut corners, prioritise impact, take others with you and be proud of what you do.

5. Dare To Be Different

Being the same as the others won't cut it, we will find new and creative ways to make an impact.



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Colour Scheme

(Visual Identity)

We communicate and build on the ideals and notions of the actionstep brand through colour.

Actionstep is an empathetic, innovative industry leading platform. A trusted and transparent option for the 'operative' lawyer and firm.

Colour is a key aesthetic tools we employ within the visual identity system. Allowing us to effectively communicate values & emotions to our audience and the world at large.



#2E5B7A

Deep Blue = Trusted, loyal, logical..

#45BEC7

Teal blue = Clarity, communicative & calm.

#93BE55

Green = Growth & prosperity (Intellectual & creative).

#F89375

Soft orange = Confident, Innovative & empathetic.

#fdd552

Yellow = Optimistic & approachable

Usage

If you would like to use these colours through your own publication or website, please consult the Actionstep marketing team to determine how the colours should be used in combination with your own brand & colour scheme.

Please email our team at marketing@actionstep.com



This document is periodically updated & templates are added.
If you have any questions please email them to marketing@actionstep.com

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Tone of brand

(Brand Identity)

The Friendly Expert

A discerning & intelligent operator Actionstep is positioned as a more elite than mass appeal product. Appealing to a specific & well-educated niche. With a serious offering comes a playful personality, Actionstep feels playful and approachable as a brand, frank and to the point, yet fun.

An innovator and disruptor in the legal space with the software offering & innovative approach to business, backed by a rebellious sense of making it from the bottom of the world. Actionstep is the good kind of rebel, rebelling against the standard, rebelling against the status quo for the better.

A friendly expert and 'trusted advisor', Actionstep spans the spectrum of mature & innovation, with vast experience across the board, yet a savvy, youthful and innovative approach to business and development. Actionstep truly is the balance of traditional motivations meet modern application & solutions.

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Logo

Usage Guide

Preferred order of use:

1. Main Logo
2. White Logo
3. Full White Logo
4. Full Navy Logo

For usage on Light coloured background

1.  actionstep

For usage on Dark coloured background

2.  actionstep

For usage on coloured backgrounds
with poor contrast to green 'a'

3.  actionstep

For usage only when previous
variations do not have enough contrast

4.  actionstep

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Brand Mark

Usage Guide

- 1. Main Logo
- 2. White Logo
- 3. Full White Logo

For usage on Light coloured background

1.



For usage on Dark coloured background



For usage on coloured backgrounds
with poor contrast to green 'a'



For usage only when previous variations do
not have enough contrast



For usage:

Please apply the same rules as the logo.

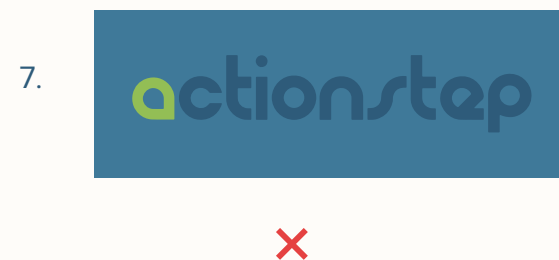
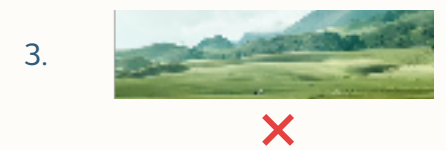
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Logo

Usage Guide

Please do not:

1. Don't change the logo's orientation.
2. Don't bevel or emboss the logo.
3. Don't place the logo on a busy photograph or pattern.
4. Don't change the logo colors.
5. Don't crop the logo in any way.
6. Don't outline the logo in any color.
7. Don't place the logo on similarly-colored backgrounds.
8. Don't add "drop shadow" effects to the logo.
9. Don't put a white box around the logo when placed on a dark or busy background. (Please use the appropriate colour varitation instead).
10. Don't reconfigure or change the size or placement of any logo elements.
11. Don't stretch or squeeze the logo to distort proportions.
12. Don't recreate elements or replace with something else





Asset Usage

Our illustrated assets are hand illustrated and are made to directly represent our product & to be used in conjunction with our brand colours. To use these outside of our website, publications or media channels is not allowed.

To use any of our assets they must be paired together & directly (visually & through hyperlink) to our brand our website.

Usage

If you would like to use these colours through your own publication or website, please consult the Actionstep marketing team to determine how the colours should be used in combination with your own brand & colour scheme.

Please email our team at marketing@actionstep.com



Partner Content Guidelines

All Actionstep brands and content, including trademarks, logos, designs, websites, social media assets, videos, marketing collateral, whitepapers, etc., are important assets of the company and are protected by various intellectual property laws worldwide.

These guidelines have been developed to assist Actionstep partners in:

- (1) building their own strong brands and materials, and
- (2) avoiding rebranding and/or infringement issues.

Actionstep encourages all partners to review these guidelines prior to developing marketing materials or content.



Creative Assets and Content

DO link to and/or share Actionstep's content, including videos, webinars, and whitepapers. When doing so, refer to or include the partner/Actionstep relationship information so the relationship is clear to the intended audience.

DO create your own original articles, videos, whitepapers, and presentations relevant to Actionstep for online and in-person use.

DO let Actionstep know about your relevant original content that we can share and link to from our channels.

DO let Actionstep know about content marketing partnership ideas you are interested in, such as guest blog posts, email swaps, co-produced Q&As, original research, etc.

DON'T copy content from Actionstep's original assets and place them into your own branded materials.

DON'T embed or copy Actionstep's content, re-create Actionstep's content, or use sections or clips of Actionstep assets/content in your own marketing materials without express written permission from Actionstep.

DON'T break apart finished Actionstep assets/communications, such as articles, videos, or whitepapers. Finished Actionstep assets should always be used in their complete form.

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Brand Use & Association

Usage Guide

We would appreciate it if you could refrain from using our name or derivatives as part of your own name or products.

This includes usages such as:

Action[Product Name] or [Product Name]Step.

This is to ensure our brand and yours stay consistent and adaptable into future products & directions.

This includes both the visual identity of the logo & Actionstep as a name.

× actionAnalytics

× Analyticsstep