



GREEN LIGHT  

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LAW GROUP

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# Brand

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## MISSION

“FIRST AND FOREMOST, WE  
ARE A SERIOUS LAW FIRM.  
WE ARE REALLY GOOD.”

Green Light Law Group is a litigation and business law firm for the marijuana and hemp industries. They are expanding nationally, and have a need for a solid brand. They are recognized industry leaders with deep industry knowledge, and promise distinctive service and results. Their clients range from well established businesses to entrepreneurs new to the scene.

SIMPLE | CLEAN | BOLD

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# Brand

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## VALUES

# CREATING A BOLD INDUSTRY PRESENCE.

GLLG is genuinely concerned with creating a more fair industry. Developing their brand into a bold presence that is recognizable in the industry will allow them to reach farther, and have a larger impact. Their expansion across the country highlights their commitment to helping a wide array of clients, without alienating certain areas of the industry, or coming across as indiscriminate or spread too thin.

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# Brand

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## POSITIONING

### DESIGNING A LAYERED APPROACH.

GLLG pulls together the seemingly contradictory ideas of a serious, legitimate, and polished law firm, with the malleable nature of a constantly changing marijuana industry. Their layered approach combines the experience and expertise of the firm, the needs of a diverse client set, and the multiple industries represented, and the relationships created with clients and community. This creates depth, texture, and weight, resulting in unique problem solving.

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PERSONALITY

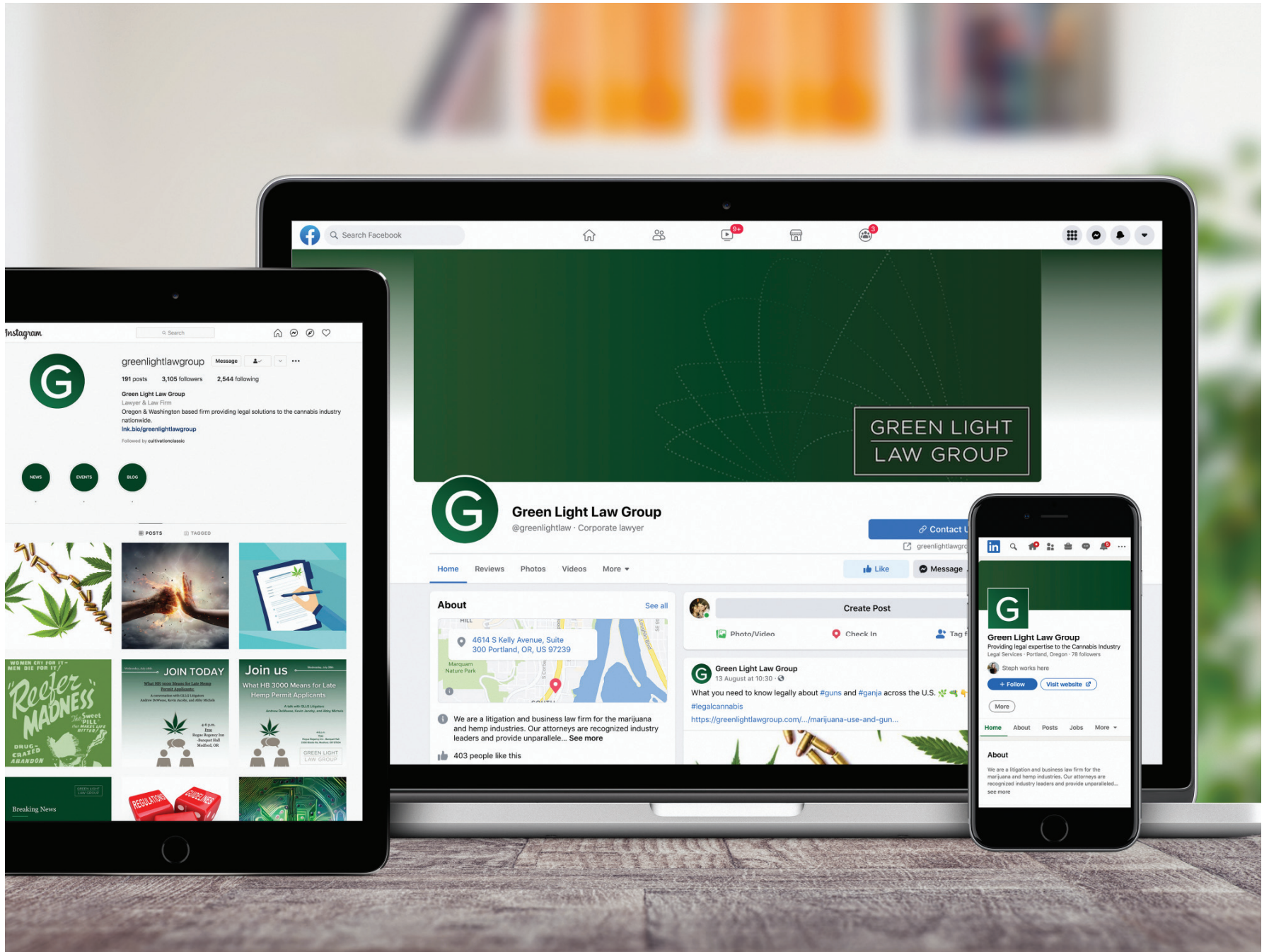
A CONFIDENT AND  
RELATABLE PERSONALITY.

GLLG is a serious, polished, modern, and successful law firm, with no need to embellish their skills or record. They are good, and they know it. They want their branding to convey that they are exceptional, successful, and experienced litigators while also relateable and genuine.

SIMPLE | CLEAN | BOLD

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**SIMPLE. CLEAN. BOLD.**



SIMPLE | CLEAN | BOLD

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# Identity

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— TONE

## AN ADAPTABLE APPROACH.

As a progressive and forward thinking firm representing clients working in the marijuana industry, the graphics and visuals need to show movement, directionality, and adaptability, and cannot appear stiff, irrelevant or stagnant. The bold, clean, and simple visuals are a flexible system that adapts as needed. The variability built into the visual identity expresses movement, relatability, and relevance, without losing any of the legitimacy, seriousness, or professionalism.

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# Identity

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MINIMAL DESIGN

MINIMAL DESIGN INSTILLS  
CONFIDENCE AND TRUST.

Simple graphics and colors stand on their own as a striking visual, but at the same time, don't distract from the content. The minimal design radiates confidence and trust. The visuals are a deliberate choice to create the right tone, and to support and complement the content, application, medium, and overall goals of the firm.

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CANNABIS LEGALIZED BY LAWMAKERS IN ILLINOIS  
**MARIJUANA VENTURE**

BEST-SELLING MAGAZINE FOR CANNABIS PROFESSIONALS

**INCREDIBLE POT SHOPS**

Inside two thriving cannabis retail chains

**CALIFORNIA CANNABIS**

How the best growers distribute products across the state

**RISE of the ROBOTS**

Automation technology helps growers increase productivity

**PLUS:**

HOW TRUMP'S TRADE WAR COULD RAISE THE PRICE OF POT



**Keyva King**

Bringing cannabis to the Rodeo Drive of the Desert  
BY BRIAN BECKLEY

I propped up among the high-end of California's El Paseo strip...  
I didn't make a dime off it," she says, using the words most of her product as fuel. "I did not want to be in a city where she should be, King opened a company in California...  
While doing her research, she saw about three weeks...  
In the future, King hopes to open additional stores and...  
"It's hard," she says. "I wouldn't want to be an entrepreneur...  
"If you believe in yourself, then success will follow...  
"I've been here for a while, but I didn't give up. And now when I look back at it, it's like, I'm where I'm supposed to be."

**EMPOWERING CANNABIS BUSINESSES**

SINCE 2014

penlightlawgroup.com | 1-888-653-0350  
Legal Business Transactions | Regulatory Compliance  
Contract Services & Finance | Real Estate | Employment

**GREEN LIGHT LAW GROUP**

OREGON | WASHINGTON | NEW YORK

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# Identity

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CONSISTENCY

## VISUAL VARIATION AND CONSISTENCY.

Varied visuals can be used to change the tone to appeal to different audiences, while still appearing consistent to the brand. Certain visual combinations can take on a professional and polished tone, or a more informal and approachable tone. Tone variations create a sense of genuine investment and insight, and a sense of intention and authenticity.

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greenlightlawgroup.com

January 5, 2021

TO: Really Long Name  
**LONG BUSINESS NAME**  
Long Street Name Ave  
Portland, Oregon 97214  
503.655.9999  
LongBusinessName  
@gmail.com

**PORTLAND**  
4842 South 40th Avenue  
Portland, Oregon 97209  
503.488.8424

**MIDWICH**  
800 West 4th Street  
Anchorage, Oregon 99501  
907.549.3424

**EMPOWERING CANNABIS BUSINESSES SINCE 2014**

**SEATTLE**  
2001 Western Avenue  
Seattle, Washington 98107  
206.430.1525

Dear

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Hii esimaximus nam fugit magna aped moloni exercitii soluptie cum facti torqued aerunqui ibusdant res sintiunt sequapepi doluptur, aut estum eturete catir, nultiptat excestem ut nos aut fugite dolopres aut era es maximus autempore volente nimolupta venia quaecabo. Rionse- quam, ulit, ex et, il iunt quit mil inibus lusanti scilicet

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Suntis quia que consecabo. Neque pa volorro cum reptus quinda dita por mill, to beratus esement am inctio tent plam quot, ullesse quatir, sincis sit eum, sant eostibu sandic, tem et, re, sit fit millem sequaerum quos accescient odis ditas mos quae volupti onsequas pla voluptate veni rem as accaevanda quas maiore re cuptas ut vendior eperiamentur re omnisquis cus, upa cus, quos mos a porum et harcimaio exerant uri- busam et accabore doluptatiam qui amet quato voluptatum volorum, explacea dolute odipis adio volo elique vollet eossterum es et ex et od, quos accescient odis ditas mos quae volupti onsequas pla voluptate veni rem as accaevanda quas maiore re cuptas ut vendior eperiamentur re omnisquis cus, upa cus, quos mos a porum et harcimaio exerant uri- busam et accabore doluptatiam qui amet quato voluptatum volorum.

Selden Hernandez  
VP CLIENT SERVICES & MARKETING STRATEGY

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# Identity

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MOVEMENT

SIMPLE VISUALS DIRECT  
THE EYE.

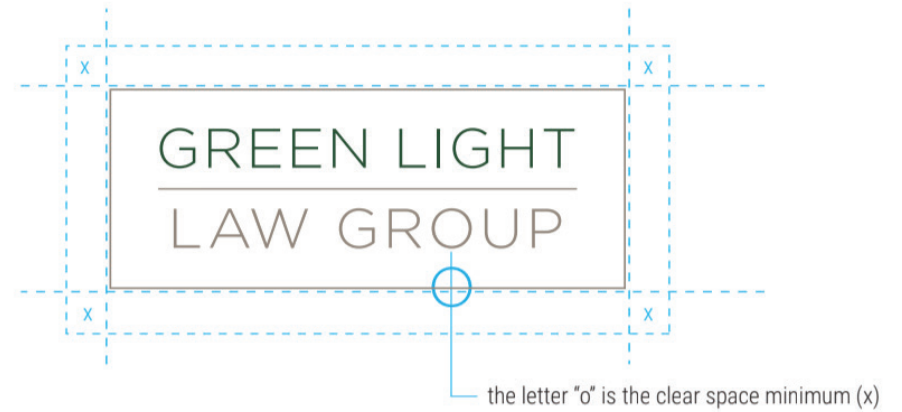
Well placed visuals lead the eye and create movement and momentum. This creates interest and holds attention.

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# Identity

LOGO- CLEAR SPACE



## CLEAR SPACE PREVENTS CROWDING.

Clear space is a buffer that must be kept free of other elements. It's measured by the clearspace minimum. The letter "o" is the clear space minimum (x). Anywhere outside the Clear Space is the Safe Zone, where other elements can be positioned safely.

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# Identity

LOGO- COLOR

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## GREEN

CMYK	89 44 92 54
RGB	3 66 37
HEX	034225

## WARM GREY

CMYK	44 41 48 6
RGB	145 136 125
HEX	91887D

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# Identity

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## COLOR

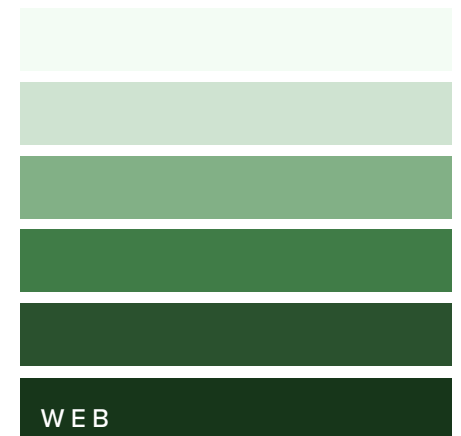
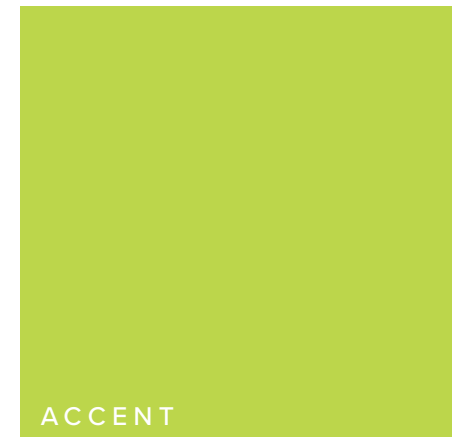
### STRIKING AND GROUNDING COLOR.

Deep forest green simultaneously feels sleek and adventurous. Warm grey nods to a softer, tactile experience, adding depth and texture. Bright chartreuse is used to draw focus and infuse personality. The subtle gradient creates movement, directing the eye; the forward momentum a visual representation of GLLG's expansion, confidence, and drive.

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# Identity

## COLOR PALETTE



SIMPLE | CLEAN | BOLD



# Identity

## TYPEFACE

### PROXIMA NOVA

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoP-  
pQqRrSsTtUuVvWwXxYyZz 1234567890!?

Light Regular Medium **Semibold Bold**

Georgia — body copy

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtU-  
uVvWwXxYyZz 1234567890!?

Regular **Bold**

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