



BRAND GUIDELINES

About ActiveTracks

ActiveTracks by Winn Lawyers is a smart client tracking system that keeps you informed at every stage of your legal matter. From visa applications to court cases, it provides real-time updates, clear next steps, and consistent communication. With ActiveTracks, your case is actively monitored, ensuring transparency, efficiency, and peace of mind throughout your journey.



Primary Logo

The Winn Lawyers primary logo reflects trust, balance, and professionalism. The human figure forming the scales of justice symbolises our people-focused approach and commitment to fairness. Strong serif typography and a gold-brown palette convey reliability and expertise. It is used across all platforms to maintain a consistent and recognisable brand identity.



Minimum Size

To maintain legibility and visual clarity, the Winn Lawyers logo must not be displayed smaller than its minimum size requirements. This ensures the logo remains recognizable and impactful across all applications:

120 px: The smallest size for digital use, ensuring all logo elements are clear and distinguishable.

160 px: Recommended size for most applications, balancing readability and adaptability.

200 px: Ideal for larger displays or prominent placements where the logo needs to stand out.

Adhering to these minimum size guidelines preserves the integrity of the Winn Lawyers logo, ensuring consistent brand representation across all platforms.



36 px



50 px



70 px

App Icons

The Winn Lawyers app icons are designed for clarity, consistency, and strong brand recognition across digital platforms. Featuring the core logo within a rounded square, each variation uses the brand's gold and brown palette to ensure visibility on different backgrounds. Clean, balanced, and easily scalable, the icons maintain a professional look while staying instantly recognisable at any size.



Favicon

The favicon is a simplified version of the logo designed for use on web browsers and digital platforms.

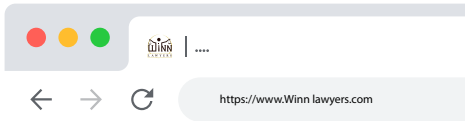
Guidelines for Favicon:

Use the logo mark only for clarity at small sizes.

Dimensions should be at least 32x32px or 16x16px for web display.

Should be optimized in .PNG, .ICO, or .SVG formats.

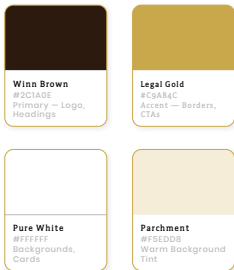
Ensure high contrast to maintain visibility on different browser themes.



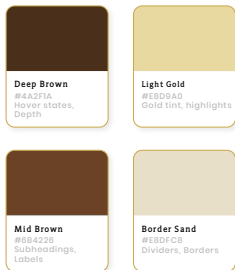
Color Palette

Extracted directly from the Winn Lawyers logo — dark brown conveys gravitas and trust; gold signals quality, achievement, and warmth; cream and white provide elegant breathing room.

Primary Brand Colors



Secondary & Support Colors



Brand Colors

Winn Brown RGB: 44-26-14 CMYK: 57.56-69.46-75.88-76.74 HEX: 2c1a0e HSB: 24-68.18-17.25	Legal Gold RGB: 201-168-76 CMYK: 22.31-30.66-84.16-0.7 HEX: c9a84c HSB: 44.16-62.19-78.82	Border Sand RGB: 232-223-200 CMYK: 8.51-9.03-21.55-0 HEX: e8dfc8 HSB: 43.13-13.79-90.98	Parchment RGB: 245-237-216 CMYK: 3.25-4.57-15.27-0 HEX: f5edd8 HSB: 43.45-11.84-96.08

Tonal Scales

Brown Scale



Gold Scale



COLOR USAGE RULES

- ✓ Brown on white/cream backgrounds
- ✓ Gold as accent, never as dominant fill
- ✓ White text on brown backgrounds
- ✓ Max 3 colors per design piece
- ✗ Gold as a full background color
- ✗ Light text on light backgrounds
- ✗ Off-brand colors (blue, red, purple)
- ✗ Low-contrast color combinations

Do's and Dont's



Primary Font

WerkSerif is the primary typeface of Winn Lawyers, chosen for its refined elegance and professional clarity. Its classic serif structure reflects tradition, authority, and trust—key values in the legal field—while its clean, modern details ensure strong readability across both print and digital platforms. WerkSerif balances sophistication with approachability, making it ideal for headings, documents, and brand communications, reinforcing a consistent and confident visual identity.

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

WerkSerif **Black**

WerkSerif **Bold**

WerkSerif **Regular**

WerkSerif **Light**

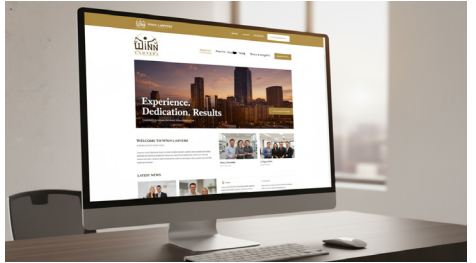
Secondary Font

Adobe Hebrew is the secondary typeface of Winn Lawyers, chosen for its clean and highly readable design. It complements the primary font by supporting body text and detailed content across print and digital platforms. Its simple, structured style ensures clarity while maintaining a consistent and professional brand appearance.

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Adobe Hebrew **Bold**
Adobe Hebrew *Italic*
Adobe Hebrew **Regular**









Winn Lawyers



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Thank you