

# New Economy Law

Brand Guidelines 2017

 NEW  
ECONOMY  
LAW

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# Brand Strategy

## **Vision**

NEL's Vision is of a world where the human is in communion with the "more-than-human" and we individually, societally, economically and politically profit from seeking out the best in ourselves and in each other because it enhances that communion.

# Purpose

“ **A Foundation Stone for a way of practising law that can serve to regenerate land, ecosystems, society, politics and the imaginative, social, cultural and spiritual capacities of people.** ”

We all know and feel the anxiety in our bodies stemming from the multiple crises we are each facing, whether on a social, economic, environmental or spiritual level.

What is each of our responses when faced with such crises, in the original sense of “boundary at which a decision is to be made” (krinein – Greek for discern, decide, cutting)? It is clearly our response that matters rather than the boundary itself.

Do we hunker down and close down the battens, isolate ourselves behind the line of the boundary because our fear makes us feel that is the response that will keep us safe?

Or do we step forward across the boundary, feeling our fear in uncertainty, but knowing from experience that there is no other alternative that will truly keep us safe, no matter what our fear response makes our minds say?

My purpose is to work for those who feel the call to respond as Threshold Carriers rather than Boundary Keepers.

I also want to work for those sitting on the fence-line who long to see a different way of responding to the crises they are feeling but are unable to know how to act.

This is “Crisis Law”, learning how to respond with whole-heartedness to find the impetus to make the inner determination, reflected in outer decisions and actions, to see a boundary as a threshold to cross, rather than something to feel safe within by keeping something out.

NEL’s purpose is to cross the threshold of a modernist/post-modernist way of perceiving reality; to hold and place a “Foundation Stone” instead for a post-Kantian/post-post-modernist “lawscape”, aligned with the emergence of what is being called a “Meta-modernist” world-view.

This Foundation Stone is to be placed as precisely as such intention and strength of purpose I can muster, so that through its work with its clients (SMOs or “Social Movement Organisations”), that Foundation Stone can help take the weight for building a new “Cathedral of Thinking/Doing/Being” that has evolved out of the modernist notions of western enlightenment, moves beyond post-modern and aims towards expressing a “Meta-modernist” ontology and epistemology.

**Are you a “Boundary Keeper”  
or a “Threshold Carrier”?**



# Values

PROFESSIONAL  
ACCESSIBLE  
TRUSTWORTHY  
CREDIBLE  
INNOVATIVE

## Mission

In a rapidly changing world, NEL helps people and their organisations face challenges as opportunities to unlock new possibilities in themselves and their organisations.



# Brand Identity

## Our Logo

The logo design for NEL is based on the letters N E L appearing from the cracks of a Foundation Stone; a Foundation Stone for a way of practising law that can serve to regenerate land, ecosystems, society, politics and the imaginative, social, cultural and spiritual capacities of people.

Each fragment of the stone is rounded at the edges for a warm, accessible approach.



# Logo Colour Options

The NEL logo can be used in a range of colour variations, appropriate for the material it is being used on. A further breakdown of the colour palettes to use for each category of service NEL provides can be found in the following section on colour systems.

When in doubt of which colour way to use, please use the mono black on light backgrounds and mono white on dark or photographic backgrounds.

Full Colour



Legal Strategist



Community Rights



Mono Black



Supporting NGO's



Organisational Governance and Strategic Partnership



Mono White



Community Renewables



Research in Practice



# Logo Spacing

The NEL logo should be given space to breathe in order to avoid conflict with other elements and to enhance brand recognition. In order to ensure this, use the height of the N in the foundation stone as the minimum space around the NEL logo, as shown here.



# Logo Minimum Size

The logo should not be used at a size smaller than 10mm wide, in order to retain brand recognition, as shown here.





# Logo Best Practice

01 **Don't** stretch the logo disproportionately.



02 Only use the colour options listed on page 13 of these brand guidelines.



03 **Don't** rotate the logo.



04 **Don't** alter the internal spacing of the logo.



05 **Don't** change the weight of the typography.



06 **Don't** add effects (glows, shadows, etc.) to the logo.



07 **Don't** alter the proportions of the logo components.



08 **Don't** recreate the logo with a different typeface or add language.



# Typography

The typography for NEL is comprised of two typefaces, Didot (Bold) and Muli.

Didot was designed by Firmin Didot in Paris in 1783. The Didot types defined the features of the modern (or Didone) roman type style. Elegant and sophisticated, Didot lends itself perfectly to striking headlines.

Muli is a minimalist Sans Serif that is strong and confident yet accessible and human. Muli works well as both sub-headings and in body text.

# Didot

The quick brown fox jumps over the lazy dog  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@£\$%^&\*()

Font weights to use

**Didot Bold**

# Muli

The quick brown fox jumps over the lazy dog  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@£\$%^&\*()

Font weights to use

**Muli Bold**  
**Muli SemiBold**  
Muli Regular  
Muli Light



# Typographic Hierarchy

Using the formula this is how your typesetting will look. Leading should be +3pt for sub headers and +2.5pt for body copy. Generally headers will be short and therefore leading will not apply. Tracking and kerning should be optical. In this example paragraph spacing is optically set at 3mm and 4mm.

33pt Single Line  
(4mm Paragraph Space)

21pt on 24pt Leading  
(3mm Paragraph Space)

14pt on 16.5pt Leading

I am a Heading in Didot Bold

I am a Sub Heading in Muli SemiBold

I am body copy in Muli Regular with **important words** highlighted in Bold as required. Otatur adistiis explibu sdandunt la dolum accum ullaccate lab vendesdite vendamet, nihicim porumen deliqui deriscia et ent exped moles. Adi con cuscil molendae voluptatur as est veriandis explacepuda.

37pt Single Line  
(4mm Paragraph Space)

24pt on 27pt Leading  
(3mm Paragraph Space)

16pt on 18.5pt Leading

I am a Heading in Didot Bold

I am a Sub Heading in Muli SemiBold

I am body copy in Muli Regular with **important words** highlighted in Bold as required. Otatur adistiis explibu sdandunt la dolum accum ullaccate laborum vendesdite vendamet, nihicim porumen deliqui de et ent exped molescipsa. Adi con cuscil molendae voluptatur as est veriandis explacepuda.



# Display Typography

Didot can be used at large sizes for display text and quotes. This is extremely effective on flyers and posters and examples can be seen in Section 3 of these guidelines. When used like this, Didot can break the margins and the text inside the frame becomes the negative of the outside.

USE DIDOT  
TO BREAK  
THE MARGINS



# Colour Palettes

NEL's colour palette is comprised of one main palette and six accent palettes, based on six of NEL's core services. The range of colour palettes allow NEL to be diverse as a brand and adjust its tone without losing brand recognition and cohesion. The subject matter should always correspond to the appropriate palette. When in doubt, use the primary colour palette.

## Primary Palette

**Pantone 417 CP**  
C 33 M 23 Y 35 K 63  
R 84 G 88 B 80

**Pantone 718 CP**  
C 0 M 74 Y 100 K 8  
R 224 G 96 B 31

**Pantone 7536 CP**  
C 11 M 13 Y 30 K 32  
R 165 G 156 B 135

## Legal Strategist

**Pantone 417 CP**  
C 33 M 23 Y 35 K 63  
R 84 G 88 B 80

**Pantone 7699 CP**  
C 73 M 13 Y 0 K 57  
R 0 G 93 B 125

**Pantone 7547 CP**  
C 99 M 74 Y 31 K 84  
R 0 G 1 B 35

**Pantone 718 CP**  
C 0 M 74 Y 100 K 8  
R 224 G 96 B 31

**Pantone 7536 CP**  
C 11 M 13 Y 30 K 32  
R 165 G 156 B 135

## Supporting NGO's

**Pure Black**  
C 0 M 0 Y 0 K 100  
R 0 G 0 B 0

**Pantone 7537CP**  
C 42 M 30 Y 51 K 2  
R 0 G 0 B 0

**Pantone 718 CP**  
C 0 M 74 Y 100 K 8  
R 224 G 96 B 31

## Community Renewables

**C 65 M 47 Y 71 K 33**  
R 80 G 92 B 71

**Pantone 7699 CP**  
C 73 M 13 Y 0 K 57  
R 0 G 93 B 125

**Pantone 7495 CP**  
C 55 M 24 Y 100 K 0  
R 133 G 160 B 63

**Pantone 7536 CP**  
C 11 M 13 Y 30 K 32  
R 165 G 156 B 135



## Community Rights



Pantone 417 CP  
C 33 M 23 Y 35 K 63  
R 84 G 88 B 80



Pantone 718 CP  
C 0 M 74 Y 100 K 8  
R 224 G 96 B 31



Pantone 180 CP  
C 3 M 91 Y 86 K 12  
R 206 G 55 B 47



Pantone 123 CP  
C 0 M 19 Y 89 K 0  
R 255 G 206 B 52



Pantone 7537CP  
C 42 M 30 Y 51 K 2  
R 153 G 157 B 131

## Organisational Governance and Strategic Partnering



Pantone 417 CP  
C 33 M 23 Y 35 K 63  
R 84 G 88 B 80



Pantone 7547 CP  
C 99 M 74 Y 31 K 84  
R 0 G 1 B 35



Pantone 7699 CP  
C 73 M 13 Y 0 K 57  
R 0 G 93 B 125



C 14 M 10 Y 85 K 27  
R 172 G 163 B 56



Pantone 7536 CP  
C 11 M 13 Y 30 K 32  
R 165 G 156 B 135

## Research in Practice



Pantone 417 CP  
C 33 M 23 Y 35 K 63  
R 84 G 88 B 80



Pantone 7547 CP  
C 99 M 74 Y 31 K 84  
R 0 G 1 B 35



C 52 M 46 Y 39 K 7  
R 128 G 126 B 132



Pantone 7537CP  
C 42 M 30 Y 51 K 2  
R 153 G 157 B 131

# Photography Guide

Photography selections should assist NEL in projecting its values of ethics and sustainability; nature is a subject matter which is synonymous with these values and should be a key focus in photography choices. Close up images of nature are abstract in appearance until they are examined more closely. This relates back to the foundation stone in the NEL logo and the N E L letters appearing from the cracks on inspection. These intriguing and enigmatic images should be chosen so that their colours match and compliment the appropriate colour palette for the material; colours can be digitally adjusted to get a complimenting scheme. Here are some examples of appropriate photography choices.

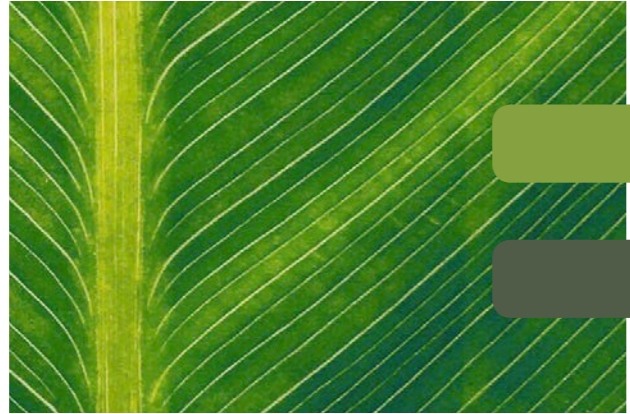
## Primary Communications



### Legal Strategist



### Community Renewables



### Organisational Governance and Strategic Planning



# Example Usage



### Supporting NGO's



### Community Rights



### Research in Practice



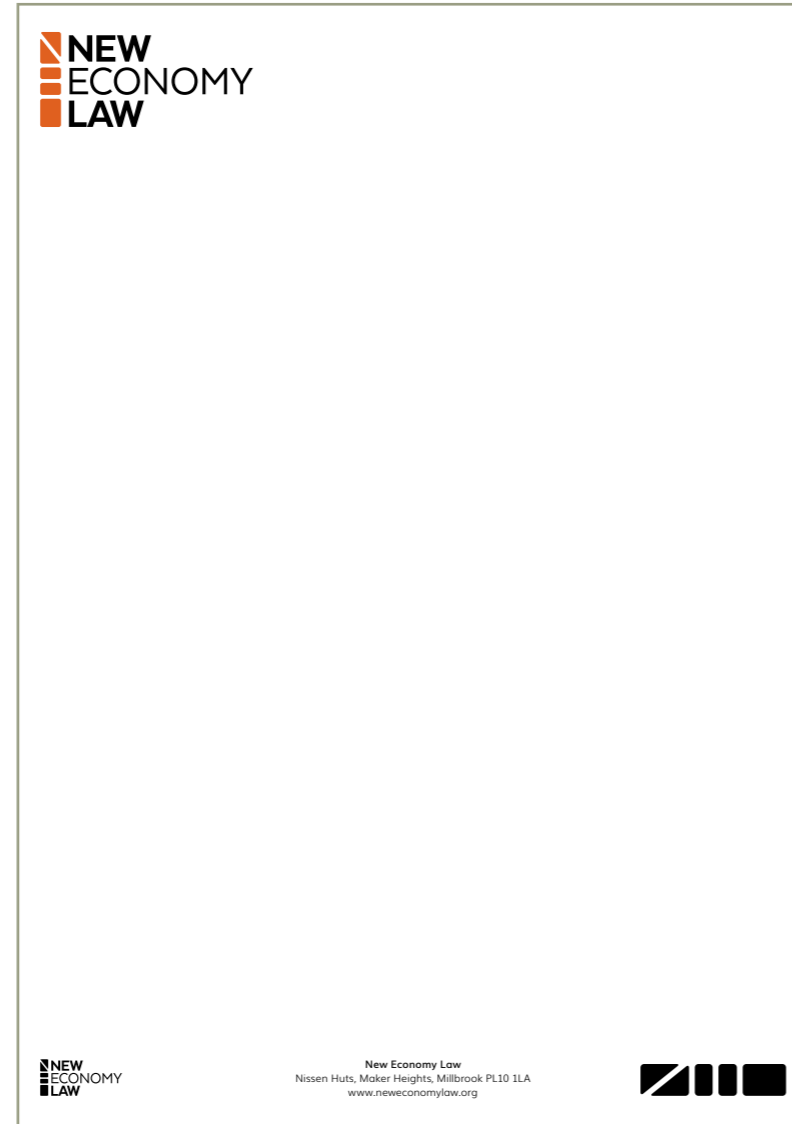
# Branded Materials

## Business Card

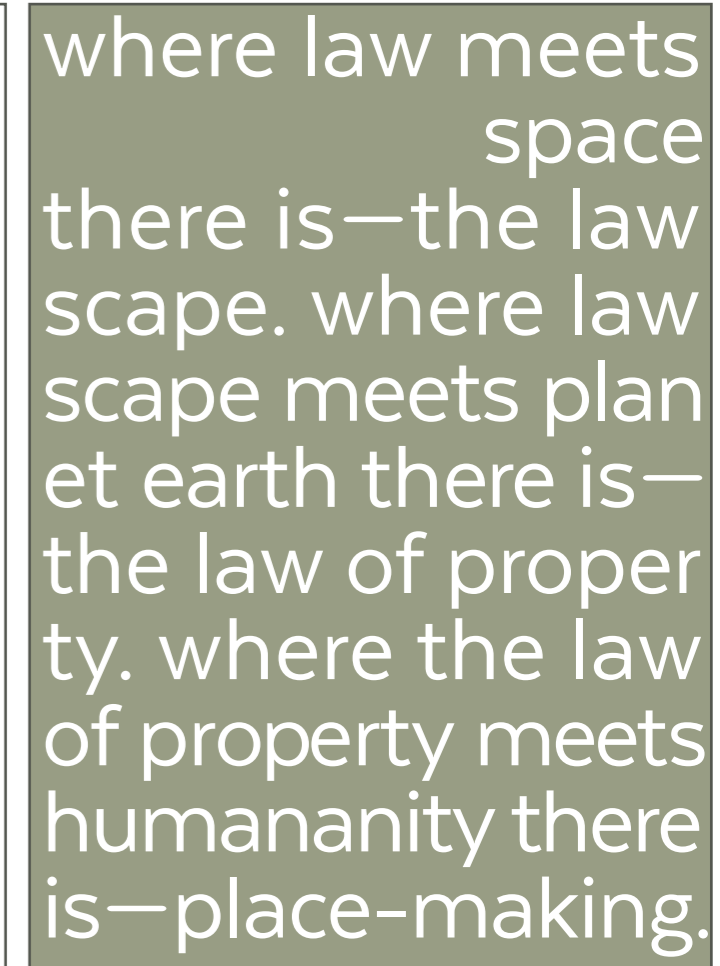




# Letterhead



# Flyer Style

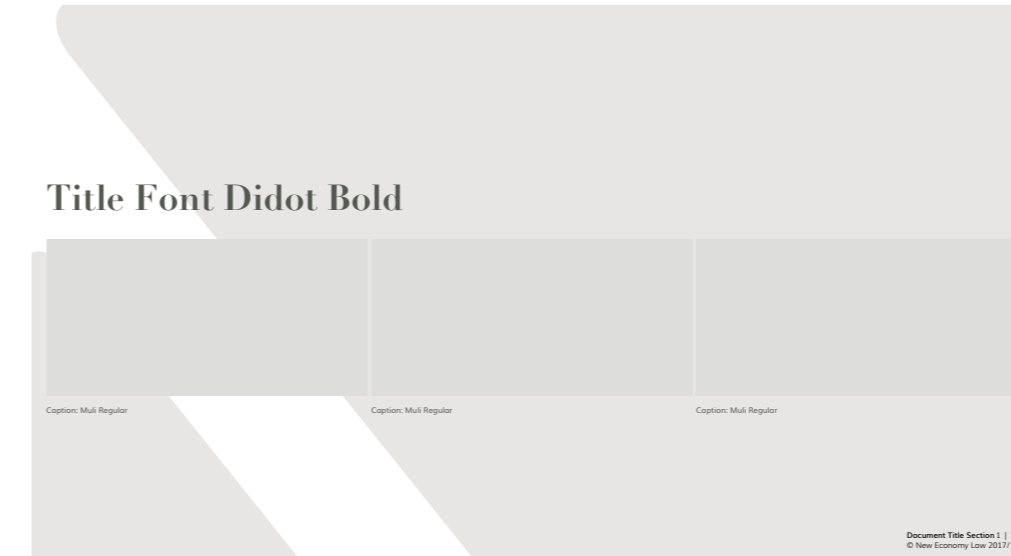


# Presentation Template Style



**Title Font Didot Bold**

Sub heading font Muli Regular  
use more lines as needed



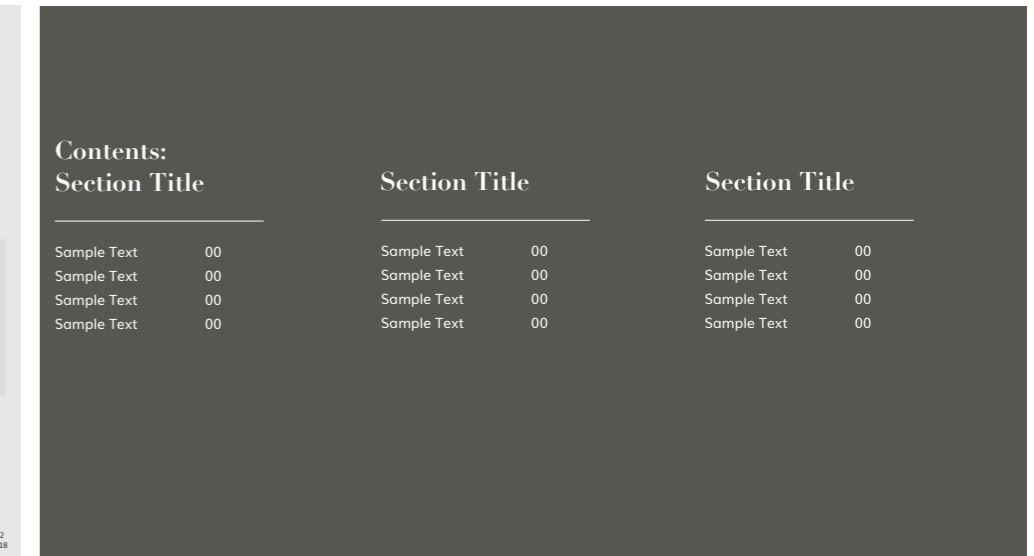
**Title Font Didot Bold**

Caption: Muli Regular

Caption: Muli Regular

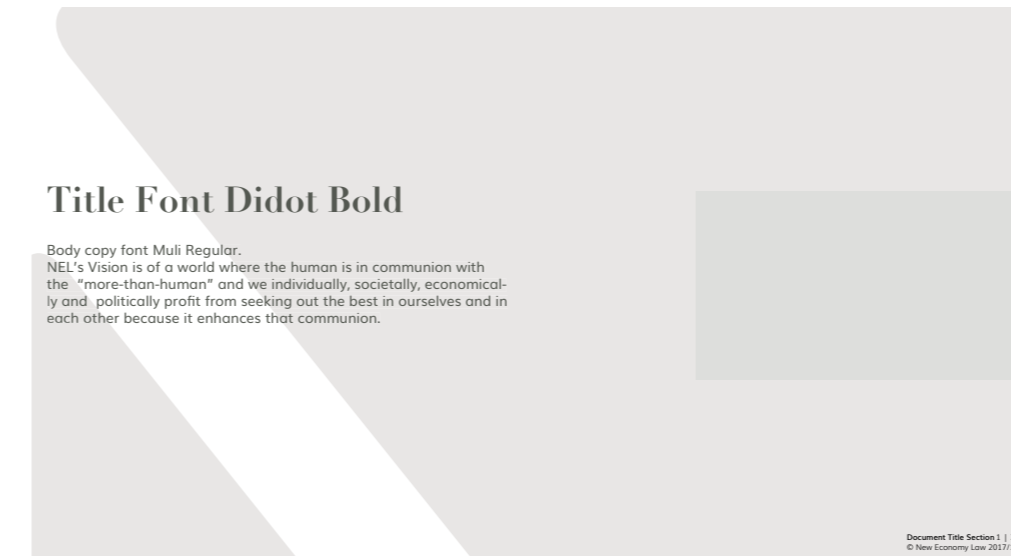
Caption: Muli Regular

Document Title Section 1 | 2  
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**Contents:**

Section Title	Section Title	Section Title
Sample Text 00	Sample Text 00	Sample Text 00
Sample Text 00	Sample Text 00	Sample Text 00
Sample Text 00	Sample Text 00	Sample Text 00
Sample Text 00	Sample Text 00	Sample Text 00



**Title Font Didot Bold**

Body copy font Muli Regular.  
NEL's Vision is of a world where the human is in communion with the "more-than-human" and we individually, societally, economically and politically profit from seeking out the best in ourselves and in each other because it enhances that communion.

Document Title Section 1 | 2  
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**Title Font Didot Bold**

Sub heading font Muli Regular  
use more lines as needed

**NEW  
ECONOMY  
LAW**



# Don't put me in a drawer!

We've all seen it. Someone hands you a business card with a great logo, but when you go to check out their website (or other marketing channels) they don't match the look or quality. You're confused – is this the same organisation? By using this brand book to guide and influence the look and feel of our visual communication, we make sure our communication tools have the same overall look and feel. Not only does this reinforce our credibility with our audiences, it also helps us to stand out from the crowd of ethical noise.

It is not something to be put in a drawer and never seen again. It should be consulted every time a communication is written or designed. The very format of it itself, acts as a structure all future documents can follow. Contained within the pages are rules that should be flexible enough for users of the brand to be creative, but rigid enough to keep the brand easily recognisable and stylistically consistent. Occasionally situations will call for rules to be bent – but never broken.