



WIP Brand Guide



Actionstep

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Updated Feb. 1, 2023

This document is a work in progress to support getting Actionstep's brand to market. It will be updated as feedback and questions come in.

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Messaging

Actionstep



POSITIONING STATEMENT

Actionstep is a comprehensive legal business management platform for midsize law firms. Connecting client work and internal processes through streamlined, activated workflows for a more efficient way of working. Our software equips midsize law firms with the strategic control they need to provide operational excellence and achieve sustained growth.

VALUE PROPOSITION

With Actionstep, midsize law firms get total control over their future success. Actionstep is built to adapt to a firm's unique strengths and goals, empowering firms to shape their advantage in the legal marketplace through operational excellence and sustained growth.

SHORT DESCRIPTION

Modern, adaptable legal business management platform.

TAGLINE

Build Your Firm Advantage.

BOILERPLATE

With Actionstep, you can customize your legal business management platform, giving your law firm the tools to confidently move into the future, create sustained growth, and drive profitability.

Experience a comprehensive platform designed to connect, organize, and automate your practice's unique processes. One that empowers more than 38,000 users globally to better serve clients, keep teams in sync, and operate from one source of truth—saving you time (and headaches). When the platform's built around you, your firm gains a firm advantage.

Build your firm advantage with Actionstep.

SAMPLE SCRIPT

Subject to change, but a good starting point. This is a video script that will be used for an upcoming event to convey the value of Actionstep.

You want your midsize law firm to grow,

but resources are tight.

Inefficiency and disconnected systems keep getting in the way.

You don't have to settle for frustration.

You don't have to make it work.

What if your practice management platform worked for you?

Meet Actionstep.

An adaptable, modern, interconnected platform to support and streamline everything and everyone at your law firm.

Connect, organize, and automate your processes.

Improve

- Client collaboration
- Time tracking
- Accounting
- Marketing
- Document automation
- Reporting

Keep your team in sync.

Achieve operational excellence.

Create sustainable growth.

Build your firm advantage.

Actionstep [logo]
actionstep.com

WRITING RULES

Will grow as new rules are formed.

Do This...

We're a legal business management platform.

Use the Oxford comma.

Title case your headlines.

Not This...

We are not a practice management software.



Typography

Actionstep



OUR FONTS

Red Hat Display

DOWNLOAD

Build Your Firm Advantage.

Why let a practice management system control the way you work? There's a better way to bring your people and your processes together. At Actionstep, we help your law firm achieve operational excellence and sustained growth with our customizable and comprehensive legal business management platform. We empower you to better serve your clients and keep your team in-sync with one source of truth for your entire practice.

Red Hat Display

Usage: Headlines

Use the semibold weight for headlines.
Use auto settings for line height.

Red Hat Display

Usage: Body copy

Use the medium weight font for body copy. Use auto settings for line height.



Colors

Actionstep



BRAND COLOR PALETTE

We use this color palette along with true black and white. The primary colors should be used as background colors while secondary is used for shapes and detail elements.

Pantone® 3308
CMYK: 92 / 14 / 67 / 70
RGB: 2 / 70 / 56
Hex: #024638

Pantone® 7489
CMYK: 55 / 2/80 / 7
RGB: 116 / 170 / 80
Hex: #74AA50

Pantone® 4060
CMYK: 1/91/60/14
RGB: 189 / 55 / 66
Hex: #BD3742

Pantone® 7644
CMYK: 39/87/29/58
RGB: 88 / 45 / 64
Hex: #582D40

Pantone® 7695
CMYK: 52/17 / 10/2
RGB: 123/167/188
Hex: #7BA7BC

Pantone® 2161
CMYK: 87/ 51/9/26
RGB: 40 / 87 / 128
Hex: #285780

Pantone® 1505
CMYK: 0/64 /100/0
RGB: 255 / 105/0
Hex: #FF6900

Pantone® 122
CMYK: 0 / 9 / 80/0
RGB: 254 / 209 / 65
Hex: #FED141

Primary

Secondary

ADA COLOR CONTRAST GUIDE >

WEB-FRIENDLY COLOR PALETTE

In preparation for re-skinning the website, we have established color variations based on the core palette to be more ADA and web-friendly. These are to be used for web only.

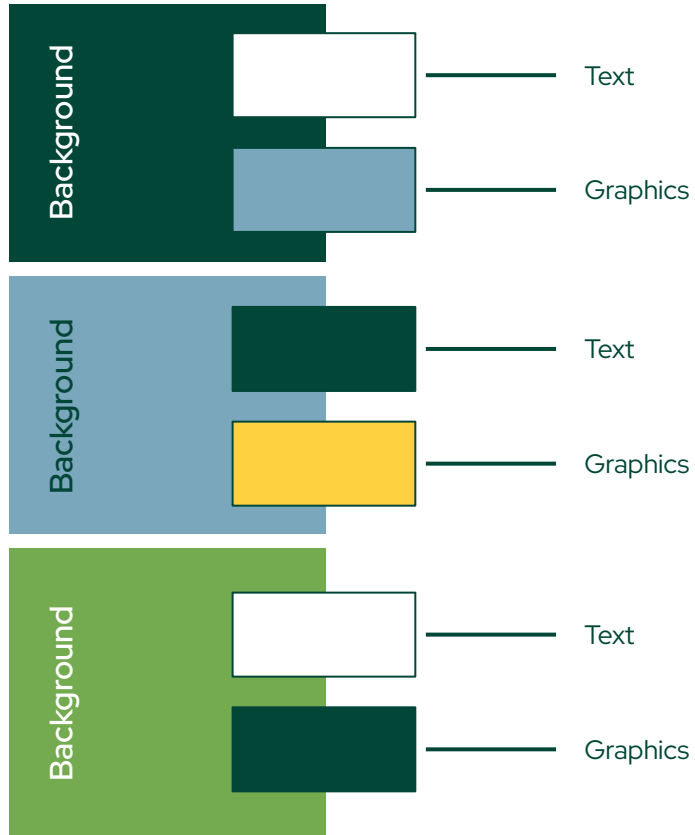
Primary Secondary

Hex: #024638	Hex: #6da04b	Hex: #bd3742	Hex: #582d40
Hex: #81b0d2	Hex: #285780	Hex: #f56600	Hex: #fed141

Background Colors

Hex: #ffffff	Hex: #e3f7e5	Hex: #e3f5f7
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PREFERRED COLOR COMBINATIONS

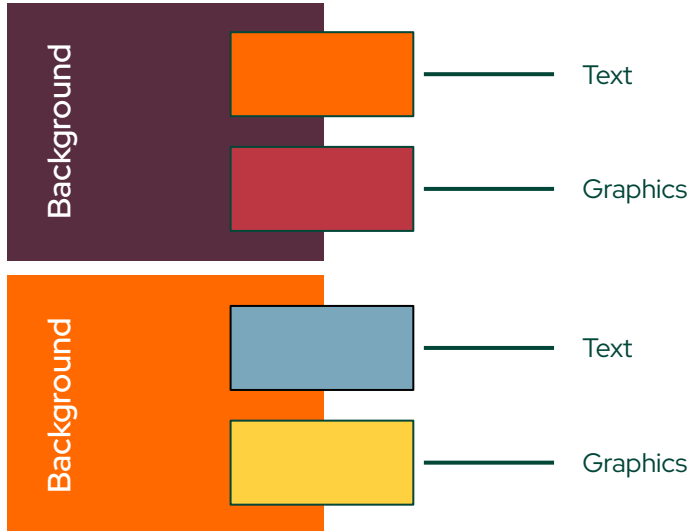


For our initial designs, we have leaned on these color combinations as the base. That doesn't mean you can't also add additional secondary colors as complements.

But this is a strong place to build from in your designs.

Please reference the ADA Contrast Guide for more details on compliant color combinations as you explore.

SECONDARY COLOR COMBINATIONS



The color combinations on the previous slide are the ones we lean on most often. That said, we can play with other color combinations as needed in order to diversify social feeds, website blocks, etc.



Photography



Actionstep

PHOTOGRAPHY INSPIRATION



PHOTOGRAPHY GUIDANCE



Preferred Stock Vendor: Adobe Stock

Demographic: Diverse, age 30-55 roughly, professionally dressed

Wardrobe: Ideally in a color from our palette — green, blue, red, orange, yellow or purple. Doesn't have to be the exact shade from the brand.

For cut-out use: Focus on photos of genuine smiles and joy. They can be staring at the camera or looking off camera.

For full-frame: Choose environments that don't feel too start-up or feel too stark and plain.



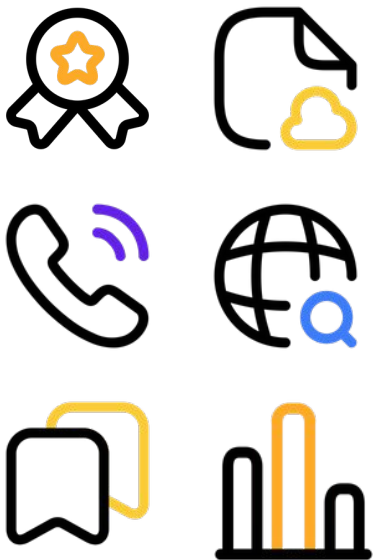
Icons

Actionstep



ICONS

[DOWNLOAD ICONS >](#)



To begin building our icon library, we are pulling from an Adobe Stock set, downloadable through the link above.

We use them in a two-tone style. Black or white plus one color from our palette.

Example:

White and yellow

White and dark green

The color combination can change based on the design. You will need to alter them from the originals in the folder.



Logo

Actionstep





The primary logo consists of the word "Actionstep" in a dark green, sans-serif typeface. The letter "A" is stylized with a small square dot on its left vertical stroke.

Primary Logo
Use in white, black or
green



Logomark
Use in white, black or
green

Should not be used in
place of the logo.

LOGO PADDING



Every logo lives in a variety of environments, surrounded by various design elements – patterns, images, graphic elements, or even other logos.

For this reason, the space allotted around the logo is essential to properly represent the brand. As a rough rule of thumb, the height of the “A” in Actionstep should be left as clear space around all sides of the logo.

LOGO SIZING

Actionstep™



Print/Web – No smaller than 1 in / 72 px wide

Actionstep™



Apparel – No smaller than 2 in / 144 px wide

To protect legibility and impact, the Actionstep logo must be reproduced no smaller than shown on this page. When reproduced in sizes smaller than this minimum, the logo loses its legibility and impact.

The minimum size for apparel is slightly larger than print and digital applications. If necessary – and only if the apparel production process can not clearly replicate it – the trademark symbol may be removed from the lockup.



Sample Layouts

Actionstep



SAMPLE LAYOUT ONE

Subject to change, but a good starting point.

- Uses one of the preferred color combos – dark green background, light blue and white accents and some flashes of secondary colors
- Talent feels youthful, professional and optimistic
- Layering of the shapes with the photo and the line adds depth. We love to add dimension to our layouts.



CASE STUDY:

Elder Law of East Tennessee

An elder care law and estate planning firm adopted Actionstep to increase firm value, create new revenue streams and support a successful succession plan.



SAMPLE LAYOUT THREE

- When you need to show steps or a list of information, we can use our branded shape in place of a standard grid.
- Here we've layered the colors for depth.

Organized in a single and secure system.



SAMPLE LAYOUT FOUR

When showing one individual, use the cutout style (right), but when showing multiple people (left) mask the photo into the brand shape.

Seeking Consistently Great Client Service

Operating at a high level of service delivery is crucial to Elder Law of East Tennessee's business. Keeping clients automatically informed on their case and providing an efficient, responsive service is the foundation of the client experience. Elder chose Actionstep to help with this.

Process Mapping and System Customization

The team at Elder Law of East Tennessee mapped out the existing processes within the firm for each type of case and matter. This involved identifying and ordering key steps within each case type. From this, they were able to design step by step workflows that were built into their Actionstep PMS.



Team Transparency

By customizing and building detailed workflows into their PMS, everyone on the Elder Law of East Tennessee team knew what stage each case was on, what needed to happen next and who should be doing it. This gave the team complete transparency across all the work being done at the firm, without having to check up manually. Creating efficiency and accountability.

A Platform For Success

Elder Law of East Tennessee has now grown from two staff into a thriving mid size firm. Their success is down to the team, the demand for their services and the excellent client experiences they deliver, however, they believe that kind of growth would not have been sustainable or manageable without using Actionstep and the customized workflows in the system.

SAMPLE LAYOUT FIVE

Our “A” is a powerful way to express the brand. You can use it alone or layer it—as seen below—to create depth.



SAMPLE LAYOUT SIX

We can utilize the curved edge of our brand shape to create a path through the design—as seen in the light green line that flows across all three booth banners. While we lean on our colors for the background elements, white is always an option for a fresh look and feel.



We have made working files for Actionstep-approved assets available in the linked folder. Feel free to leverage elements of these documents in your own design. We will add as assets become available for you to reference.