

Guidelines for Members





Section 1

3 Lex Mundi Member

- 4 Marque
- 6 Marque – Sizing
- 7 Marque – Clearance
- 8 Palette
- 9 Photography
- 11 Communication Statements

Section 2

12 Lex Mundi Equisphere™

- 13 Marque
- 15 Marque – Sizing
- 16 Marque – Clearance
- 17 Palette
- 18 Communication Statements
- 19 Contacts

1

LexMundi
Member



The Lex Mundi member firm marque is a logotype consisting of two elements, the firm's name and text indicating member status.

The marque may be used on your website and other marketing materials to showcase your firm's advantages as a Lex Mundi member. It should only be used in ways outlined within this guide.

2-Line variant

The image shows the 2-Line variant of the LexMundi Member logo. It consists of the word "LexMundi" in a bold, blue, sans-serif font on the top line, and the word "Member" in a lighter blue, sans-serif font on the bottom line, positioned directly below "LexMundi".

1-Line variant

The image shows the 1-Line variant of the LexMundi Member logo. It consists of the words "LexMundi Member" in a blue, sans-serif font, where "LexMundi" is in a bold weight and "Member" is in a lighter weight, all on a single line.

The member firm marque can be used positive or reversed and colored using our brand palette colors 'Azure', 'Charcoal' or process black (see pg.8) and in no way should it be modified, distorted or redrawn.

Artwork files are available upon request.



LexMundi
Member



LexMundi
Member



LexMundi
Member



LexMundi
Member

Digital	Recommended Width
Minimum	50px
800 x 600	125px
1024 x 768	160px
1280 x 800	175px
1920 x 1080	240px
3840 x 2160	480px

Print	Recommended Width
Minimum	18mm
A5/US Half Letter	32mm
A4/US Letter	45mm
A3/US Tabloid	64mm
A2	90mm
A1	128mm

Examples –
Print sizes

LexMundi
Member

Minimum
18mm

A5
32mm

LexMundi
Member

A4
45mm

LexMundi
Member


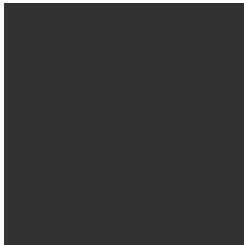
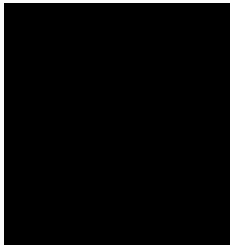
A3
64mm

LexMundi
Member

Maintaining space around the brand marque is important to prevent other graphic elements interfering with the integrity and legibility of the marque. Clearance space is defined by the cap height of the Lex Mundi wording, shown as 'x' in diagram opposite.



The member firm marque can be colored using Lex Mundi's brand palette colors 'Azure', 'Charcoal' or as monotone process black.

Azure	Charcoal	Black
		
R5 G100 B220	R50 G50 B50	R0 G0 B0
Pantone 285	Pantone 447	Process Black
C100 M63 Y0 K0	C0 M0 Y0 K90	C0 M0 Y0 K100

Lex Mundi's members are the most intrinsic element of our business – they are experts, teachers, thought leaders, touchpoints for each other and their clients, and Lex Mundi is the catalyst that brings them together.

Should you wish to supply Lex Mundi with photography of your staff, here are some examples showing the acceptable style and approach. Images should be shot against an uncluttered grey background and supplied as color and, if possible, also as black and white.





The Lex Mundi communication statements can be used on print and digital marketing materials to assist in the promotion of the Lex Mundi brand to global clients.

Short

[Firm name] is the exclusive member firm in [Jurisdiction] for Lex Mundi – the world’s leading network of independent law firms in more than 125 countries.

Expanded

[Firm name] is the exclusive member firm in [Jurisdiction] for Lex Mundi – the world’s leading network of independent law firms with in-depth experience in more than 125 countries worldwide.

Lex Mundi brings the best together – law firms, lawyers, and business professionals – to provide world-class cross-border legal solutions. Member firms offer a global resource of unmatched breadth and depth, with over 22,000 lawyers worldwide.

Lex Mundi selects the top independent law firm in each jurisdiction based on leadership in, and commitment to, its local market and requires its members to maintain this level of excellence to retain membership.

Lex Mundi ensures that member firms collaborate closely to provide on-the-ground expertise and experience in every global market, wherever their clients need to operate. Coupled with innovative, collaborative software, clients receive a seamless worldwide service from Lex Mundi member firms, able to handle their most challenging cross-border transactions and disputes.



2

LexMundi
Equisphere™

Lex Mundi Equisphere™, Lex Mundi's service delivery model, is designed for significant cross-border client projects requiring careful coordination between our network's 150+ leading independent law firms. With Lex Mundi Equisphere™, work is delivered through more effective oversight, control of budgets, deliverables, deadlines and tailored precisely to a client's geographical footprint.

The Lex Mundi Equisphere™ marque can be applied to member firm collateral or pitch documents to demonstrate the capabilities of this innovative service-delivery model.

Artwork files are available upon request.

2-Line variant – Left aligned



LexMundi
Equisphere™

2-Line variant – Centre aligned



LexMundi
Equisphere™

1-Line variant



LexMundi Equisphere™



**LexMundi
Equisphere™**

**LexMundi
Equisphere™**

**LexMundi
Equisphere™**

**LexMundi
Equisphere™**

**LexMundi
Equisphere™**

**LexMundi
Equisphere™**

Digital	Recommended Width
Minimum	60px
800 x 600	140px
1024 x 768	180px
1280 x 800	195px
1920 x 1080	270px
3840 x 2160	540px

Print	Recommended Width
Minimum	20mm
A5/US Half Letter	35mm
A4/US Letter	50mm
A3/US Tabloid	70mm
A2	100mm
A1	140mm

Examples –
Print sizes

LexMundi
Equisphere™

Minimum
20mm

A5
35mm

LexMundi
Equisphere™

A4
50mm

LexMundi
Equisphere™

A3
70mm

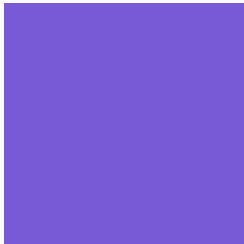
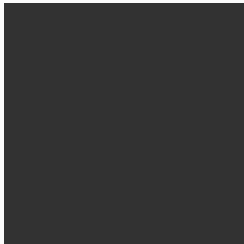
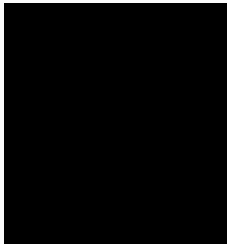
LexMundi
Equisphere™

Maintaining space around the Lex Mundi Equisphere™ marque is important to prevent other graphic elements interfering with the integrity and legibility of the marque. Clearance space is defined by the cap height of logotype, shown as 'x' in diagram opposite.



Lex Mundi Equisphere™ branding utilises only two colors, violet and charcoal, from the Lex Mundi brand palette – ensuring all Lex Mundi Equisphere™ service materials are easily identifiable.

However, on member firm communications, it can also be colored using process black or reversed out in white (see [pg.14](#)).

Violet	Charcoal	Black
		
R120 G90 B215	R50 G50 B50	R0 G0 B0
Pantone 2665	Pantone 447	Process Black
C60 M70 Y0 K0	C0 M0 Y0 K90	C0 M0 Y0 K100

The Lex Mundi Equisphere™ communication statements can be used on print and digital marketing materials to assist in the promotion of Lex Mundi Equisphere™ and the Lex Mundi brand, helping member firms compete in whatever competitive environment they practice.

Short

Lex Mundi Equisphere™ is a smarter way of working on complex cross-border matters. Lex Mundi Equisphere™ allows you to create your ideal international legal team selected from Lex Mundi's unmatched global network to perfectly fit your geographical footprint, accessed easily and conveniently through a single point of contact and managed through a user-friendly, customised online dashboard.

Expanded

Lex Mundi Equisphere™ is a smarter way of working on complex cross-border matters. The unique service allows you to create your ideal international legal team, tailored to your specific geographical footprint, delivering consistently high quality and on the ground expertise and connections from Lex Mundi's unmatched global network – over 150 of the world's best independent law firms.

Lex Mundi Equisphere™ provides clear oversight and live reporting of multiple budgets, deadlines and deliverables through a user-friendly, customised online dashboard enhanced with built-in AI tools. It supports Lex Mundi's worldwide network of lawyers with a smart, centralised approach to engagement, scoping, management, and feedback.

All of this is delivered easily and conveniently through one dedicated point of contact.

Learn more at lexmundi.com/equisphere



Involving a member of the Global Markets team in the dialogue with your client allows Lex Mundi to apply our business scoping methodology, address hesitations and suggest creative ways to organise cross-border service – all with your firm at the forefront.

For information on how to involve the Global Markets team in your pitch, or how best to promote new client opportunities, please contact one of our Global Markets team members:



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For more information or questions regarding branding,
please contact Brice Wiley, Director of Marketing
and Communications: bwiley@lexmundi.com

Lex Mundi is the world's leading network of independent law firms.

Lex Mundi members are not affiliated in the joint practice of law;
each member firm is an independent law firm and renders professional
services on an individual and separate basis.