

Remedy

Brand Guide

Colour

Colours

Remedy's palette is built around four core colours: Coral, Forest, Drift Blue, and Blossom.

Coral is the brand's signature colour and the default choice wherever possible, bringing warmth and energy to everything it touches. However, when used, each colour carries equal weight and is usable interchangeably across brand applications.

The supporting palette of Slate, Parchment, Deep Black, and Pure White provides the foundation for layouts, typography, and backgrounds, ensuring flexibility without compromising clarity.

Coral

Hex: FF7858
R:255 G:120 B:28
C:0 M:67 Y:66 K:0

Sage

Hex: 1F3D2F
R:31 G:61 B:47
C:81 M:50 Y:75 K:56

Drift Blue

Hex: 76ABC5
R:118 G:171 B:197
C:54 M:21 Y:15 K:0

Blossom

Hex: F9BFF4
R:249 G:191 B:244
C:5 M:28 Y:0 K:0

Slate

Hex: 1A1A1A
R:26 G:26 B:26
C:73 M:67 Y:65 K:78

Parchment

Hex: FFF9F3
R:26 G:26 B:26
C:73 M:67 Y:65 K:78

Deep Black

Hex: 000000
R:0 G:0 B:0
C:75 M:68 Y:67 K:90

Pure White

Hex: FFFFFFFF
R:255 G:249 B:243
C:0 M:2 Y:3 K:0

Colours

Each of the four core colours expands into a range of darker and lighter tints, giving the palette enough depth to handle any layout or application.

These variations exist to solve contrast and accessibility issues ensuring text, UI elements, and backgrounds are able to meet standards whilst keeping the brand feeling cohesive.

Reach for a tint or shade when the base colour alone isn't enough, not as a substitute for it.



Typography

Type

Poppins

Poppins is our primary typeface, used across all body copy, long-form text etc. Its clean and legible form keep things easy to read and legible at every size.

Fraunces

Fraunces is our display face. Reserved mostly for headlines and to grab attention. Its vintage serif characters nod to the weight and authority of traditional legal typography, while staying warm and full of personality.

Together they balance credibility with approachability.

Aa

Poppins

Aa

Fraunces Soft

Light AaBbCc123

300 AaBbCc123

Regular AaBbCc123

400 AaBbCc123

Semibold AaBbCc123

500 AaBbCc123

Bold AaBbCc123

700 **AaBbCc123**

Hierarchy

H1

Fraunces
Weight: 700, Soft: 100
Wonk: 0, Optical Size: 64

Heading 1

H1 is set in Fraunces, weight 700 and used for primary headings and hero moments. It's the biggest statement on the page and should be used sparingly.

H2

Fraunces
Weight: 500, Soft: 100
Wonk: 0, Optical Size: 64

We can help.

H2 is set in Fraunces, weight 500 and used for section headings and subheadings. It carries the hierarchy without competing with the H1.

H3

Poppins Semibold

Heading 3

H3 is set in Poppins Semibold and used for supporting structure within sections, labels, and callouts.

Body

Poppins Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Body is set in Poppins Regular and is the default for all long-form text, descriptions, and UI copy.

Anatomy

1	H1	Fraunces 700 Size: 96pt	Letter spacing: -3% Line height: 90%
2	H2	Fraunces 500 Size: 72pt	Letter spacing: -3% Line height: 90%
3	H3	Poppins Semibold Size: 40pt	Letter spacing: -2% Line height: 120%
4	Body	Poppins Regular Size: 20pt	Letter spacing: -2% Line height: 140%

1 **Problems with
your landlord?**

2 **We can help.**

3 **Instantly assess your situation.**

4 Share only the key details and a few follow-up answers, we'll do the rest. No jargon, no hours of research, no costly consultations. Just clear, tailored guidance from the start.

Logómark

Logomark

The Remedy logomark is a bold, joyful mascot represented as the letter R.

Solid and warm, with rough hand-drawn edges that push back against the clean, corporate aesthetic of traditional legal branding.

It carries the brand's core belief in its form, that legal support should feel approachable and human, not cold or distant.



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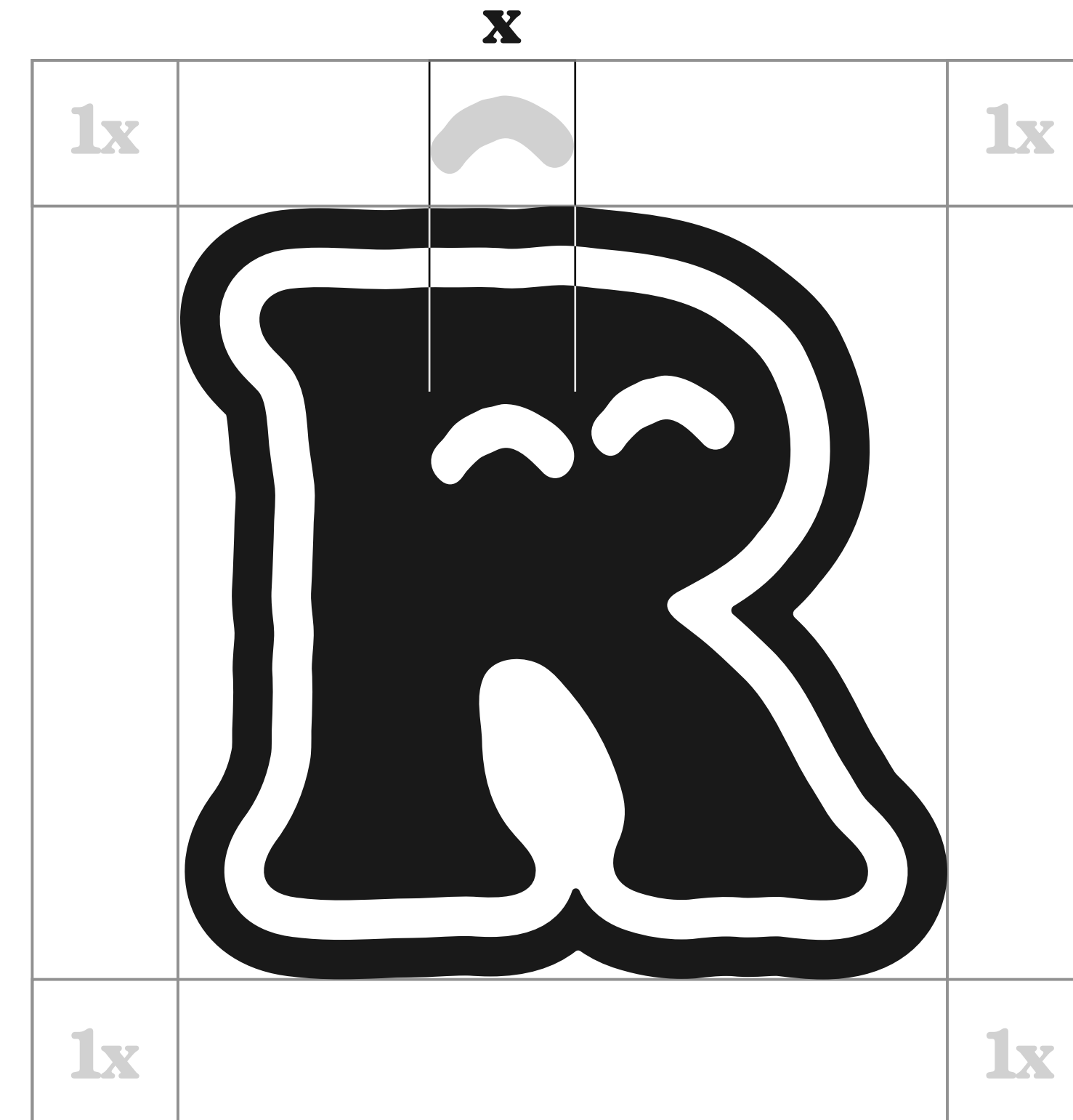
Clearspace

The logomark needs room to breathe.

Crowding it with other elements undermines its presence and dilutes the mark.

To protect it, we maintain a minimum clearspace of 1x on all sides, where x is the width of the eye shape. This applies wherever the logomark appears, regardless of size or context.

The minimum recommended size for the logomark is 32px. Below this, the detail of the mark is lost.



Minimum logomark size

 32px



Primary Logó

Primary Logo

The primary logo is the main expression of the brand and the default choice across all applications.

It can be used in any of the four core colours or the supporting monochromatic palette, as long as it remains legible against its background.

This is the preferred way to represent Remedy.



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Remedy

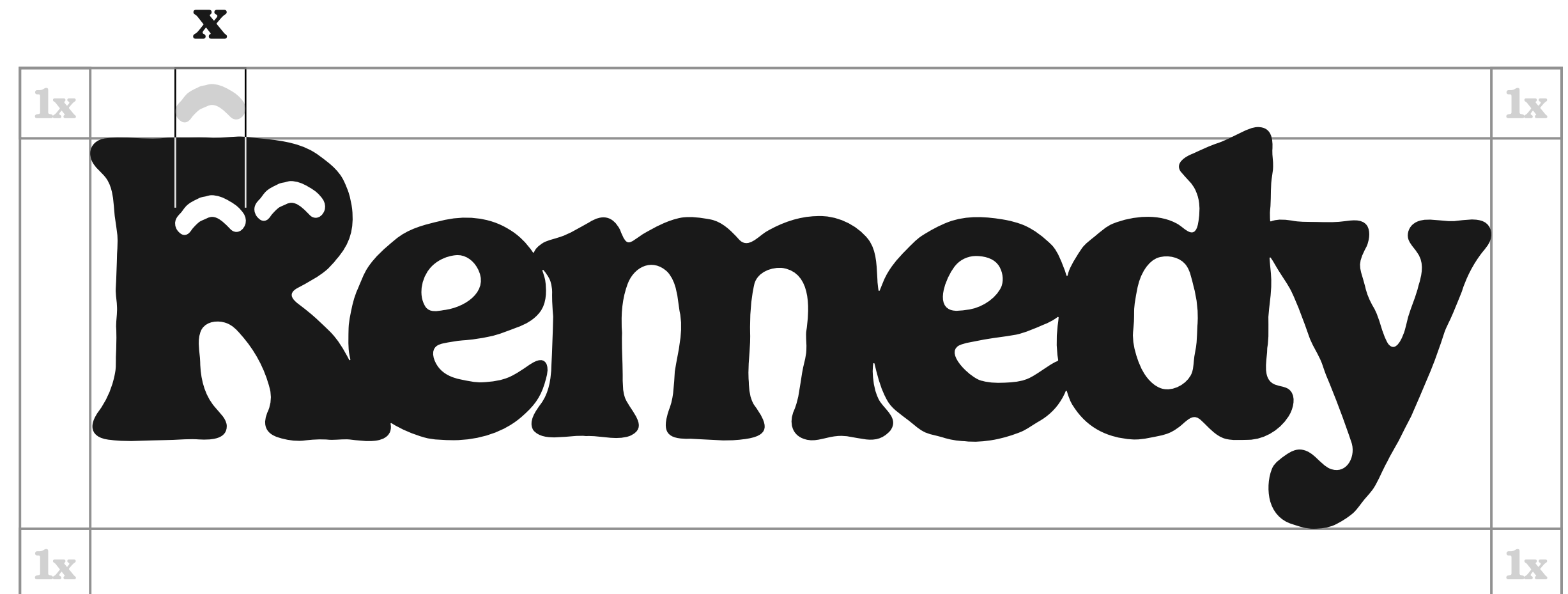
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The minimum recommended size for the primary logo is 50px. Below this, the detail of the mark is lost.



Minimum logomark size

Remedy 50px

Remedy

Remedy

Secondary Logó

Secondary Logo

The secondary logo follows the same rules as the primary.

It's available across the four core colours and the supporting monochromatic palette provided that it remains legible against its background.

It should be used in contexts where clarity around Remedy's legal focus is needed, or where additional distinction from the primary mark is helpful.



Remedy
Legal

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Remedy
Legal

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Minimum logomark size



Remedy
Legal

Remedy
Legal

Characters

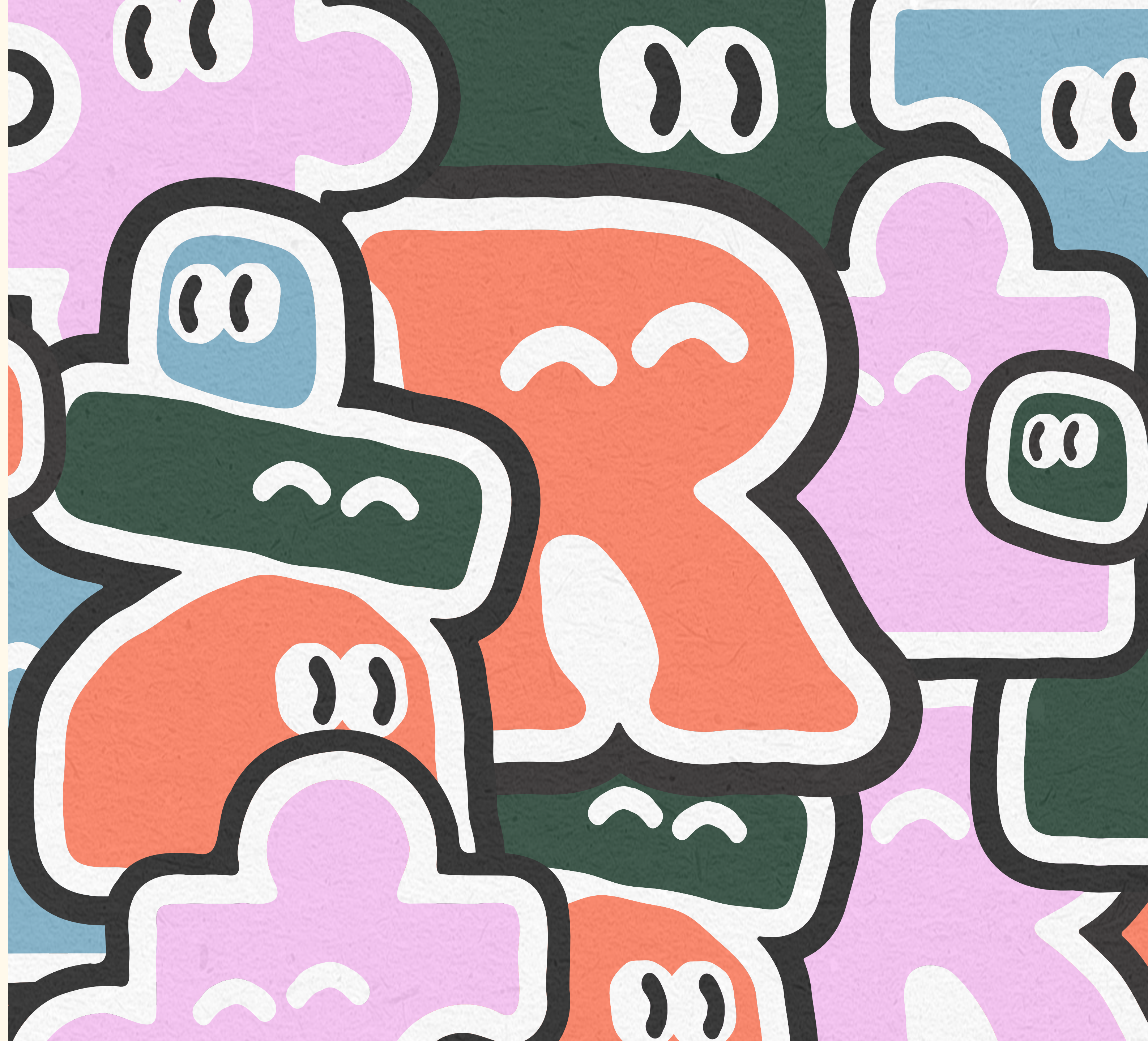
Our Characters

The Remedy characters are an extension of the logomark, built to flex across campaigns, content, and messaging.

Each character shares the same collection of expressions as the core mark, keeping the family feel consistent no matter the context.

New characters can be created as the brand grows and messaging evolves, as long as the existing expressions are carried through.

The system is designed to grow with the brand, not constrain it.

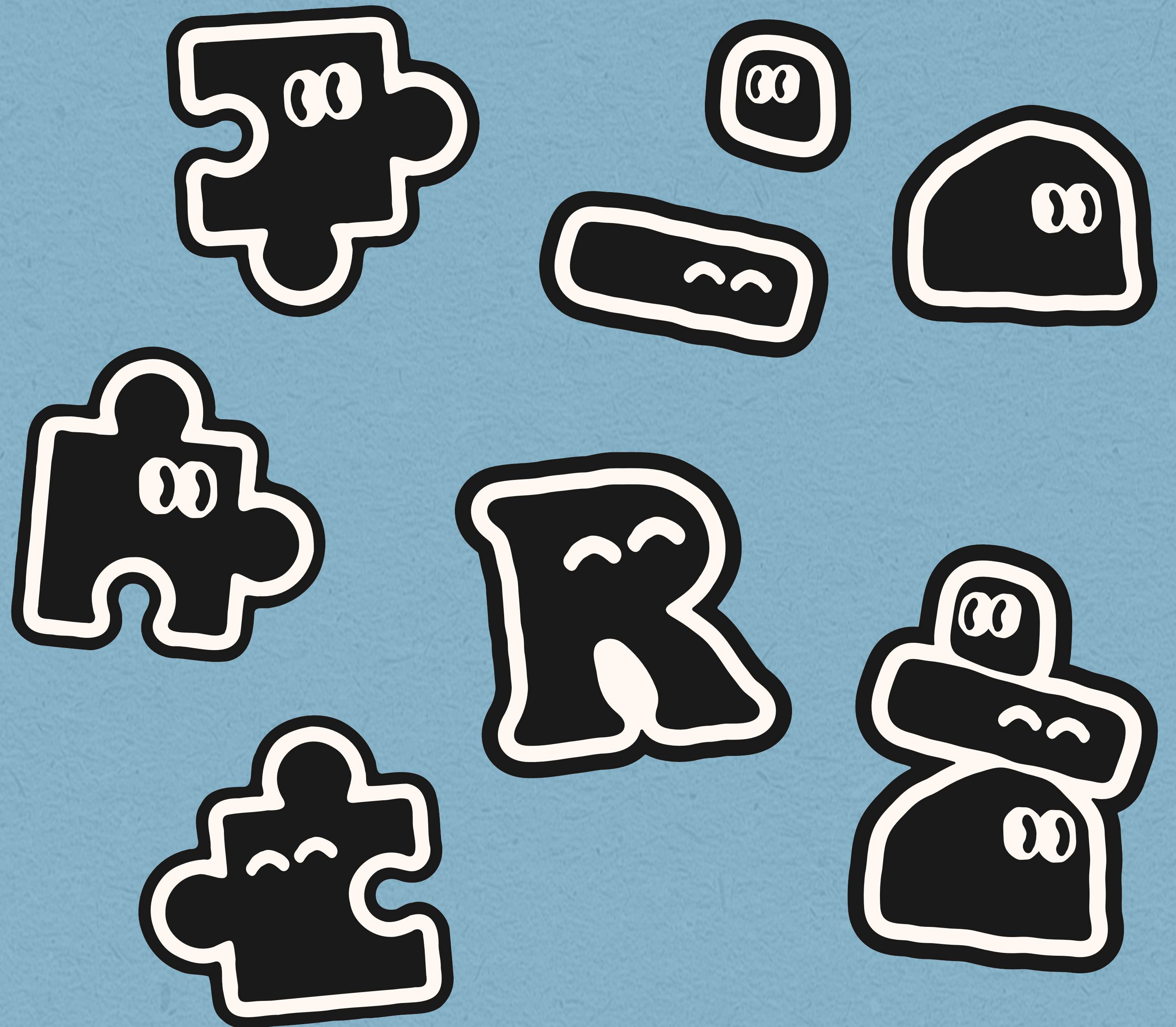


Built To Grow

The puzzle pieces and cairn rocks are the first characters to join the Remedy family beyond the core R.

The puzzle pieces reference access and completeness, the cairns to guidance and steady progress through a difficult path.

Both are rooted in what Remedy does. They're the starting point for a cast that will grow alongside the brand, each one built from the same visual language but shaped around new moments and messages.

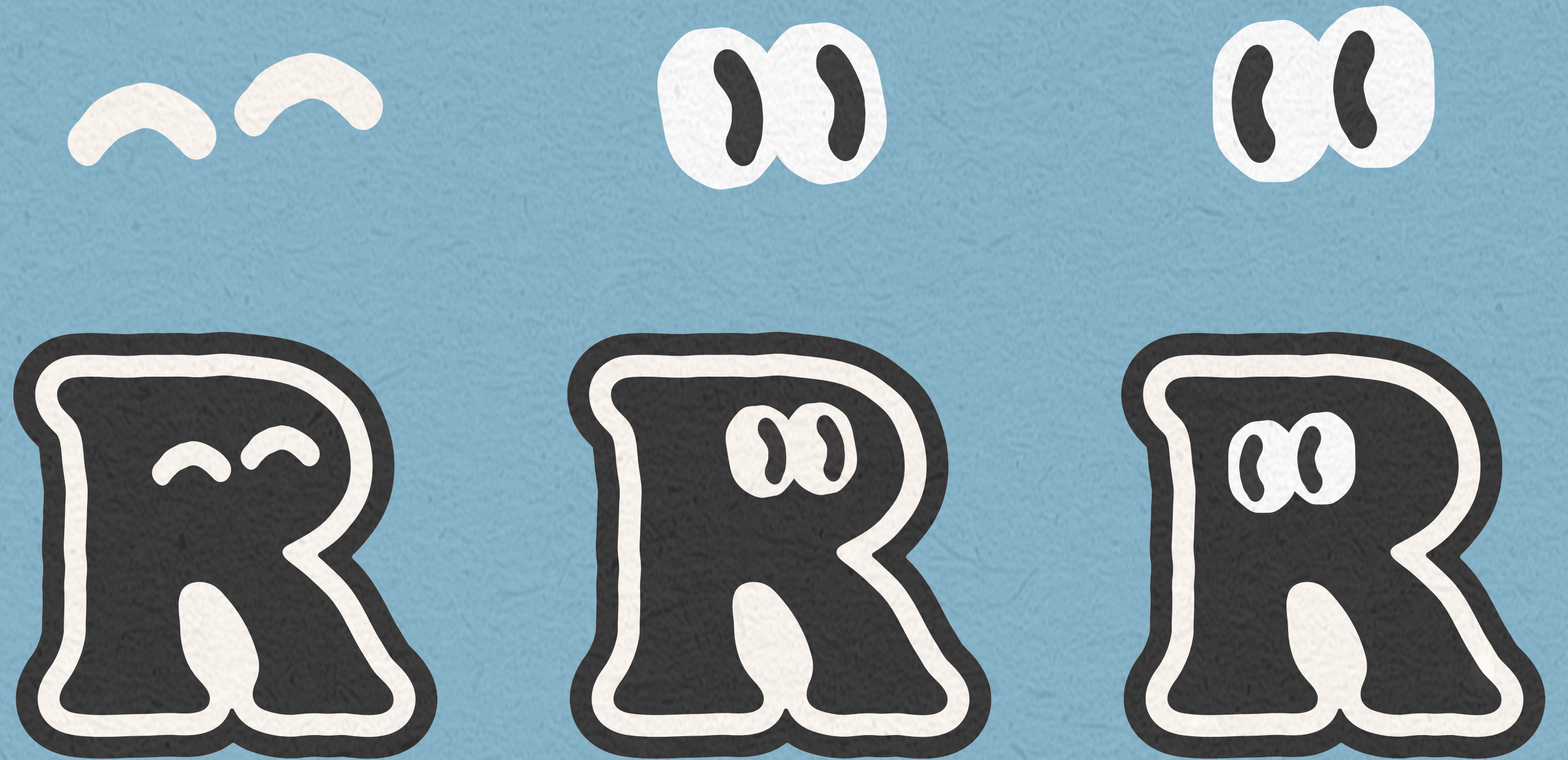


Character Expression

A small change in expression goes a long way.

Swapping between the joyful brow and the peering eyes is enough to shift the character's mood entirely, bringing it to life without needing to change anything else.

This works across all illustrations in the family. Using both expressions keeps the characters feeling active and natural rather than fixed and flat, and gives the brand a little more personality to play with.



Brand Toolkit

Brand Range

Remedy's brand has a wide range. At one end it can sit clean and restrained, leading with type and a minimal palette for moments that call for professionalism and clarity.

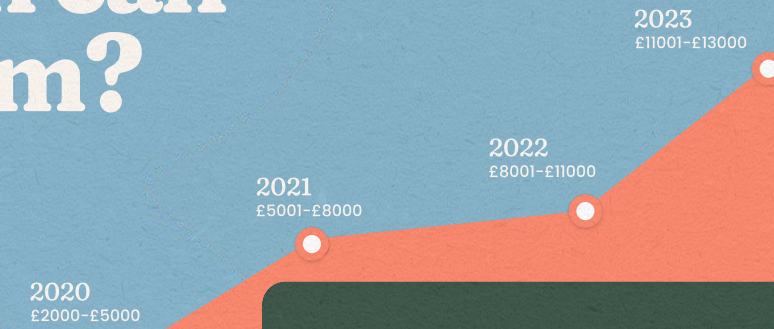
As context allows, colour, texture, and characters can be layered incrementally, bringing more energy and personality to the work.

At full expression the brand is bold, joyful, and hard to ignore. The same visual system powers both ends of that range, so wherever Remedy shows up it always feels like itself.

Who is Remedy for?

Remedy is built for you. Whether you're chasing a deposit, subject to an illegal HMO, or just want to understand your rights. We help students, young professionals, and families across the UK get fast, personalised legal support.

How much can I claim?



1.

We believe everyone should be able to access legal advice, no matter their wallet. Cost should never be a barrier to understanding and enforcing your rights.

2.

Your first call is always free, and for most situations we can help you get started at no cost.

3.

For longer and more complex processes, we take only a small percentage so that our interests are

Missing a piece of the puzzle?



We can help.

Texture

Texture is used to ground the brand and give it a tactile, handcrafted feel.

A subtle cardboard grain can be overlaid across artwork using a Plus Darker or Multiply blend mode, sitting quietly beneath the surface without competing with the content.

The opacity can be adjusted to suit the context, but it should always feel like a finishing touch rather than a feature.

When in doubt, the default should be to tone it down.

Blend mode: Plus Darker
Opacity: 15%



Missing
a piece of
the puzzle?

We can
help.



Remedy

Lost in
the legal
system?

We'll mark
the way.





Michael Stresing // Co-Founder

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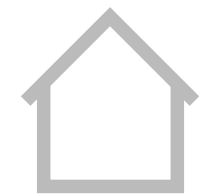
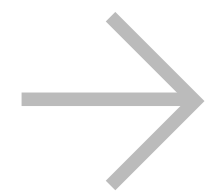
Miles Covers // Co-Founder

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Remedy



www.remedylegal.ai

*Missing
a piece of
the puzzle?*



*We can
help.*

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