

KINSEY LAW FIRM

K

PERSONAL INJURY • CIVIL • CRIMINAL

BRAND PRESENTATION.

by Smart Marketing LLC.

BRAND INTRODUCTION



TIMELESS

AUTHENTIC

PROFESSIONAL

APPROACHABLE

TRUSTWORTHY

Kinsey Law Firm is built on experience, preparation, and a personal approach to representation. With deep Anderson roots and extensive courtroom experience, the brand reflects a firm that is confident and polished, yet approachable and connected to the community.



BRAND STORY

Kinsey Law Firm is built on the belief that strong legal representation should be both personal and prepared. Established in Anderson and shaped by experience in the courtroom and the community, the firm brings a thoughtful, strategic approach to every case. The brand reflects that same balance, combining timeless tradition with a confident, modern presence. Every element is designed to communicate integrity, professionalism, and a commitment to standing beside clients when it matters most.

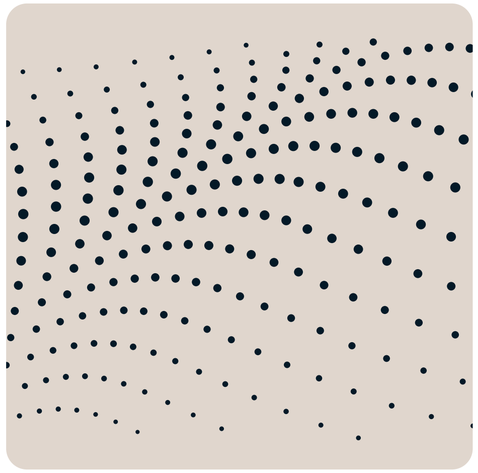


















creative DIRECTION

ROOTED IN ANDERSON
Local architecture and familiar Upstate imagery create a brand that feels established, authentic, and connected to the community.

TRADITIONAL WITH DISTINCTION
Classical legal influences are paired with modern design elements to create an identity that feels timeless without feeling outdated.

PERSONAL & APPROACHABLE
Warm, people-focused imagery reflects a client experience built around personal attention, trust, and genuine relationships.

PROFESSIONAL & PREPARED
Structured patterns, strong typography, and refined details communicate confidence, credibility, and a thoughtful approach to representation.

LOGO DESIGN

PRIMARY *logo*

The primary Kinsey Law Firm logo combines traditional typography with a refined column detail, creating a mark that feels established, confident, and timeless. The design reflects the firm's commitment to providing personal, professional, and prepared representation.

The classical column represents strength, integrity, and the foundation of Kinsey Law Firm.

The prominent "K" creates a recognizable mark for the Kinsey name, designed to stand confidently on its own across future brand applications.



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Traditional serif typography gives the identity an established, sophisticated presence while maintaining the approachable character of the firm.

SECONDARY *logo*

The secondary logo offers a compact and versatile expression of the Kinsey Law Firm identity. The circular design combines the signature “K,” classical column, firm name, and practice areas into a recognizable mark that maintains the brand’s traditional and professional character.



LOGOMARKS

The Kinsey Law Firm logomarks extend the brand through a collection of distinctive, recognizable elements. Inspired by the firm's identity, legal tradition, and South Carolina roots, each mark can stand alone while maintaining a consistent connection to the overall brand.







color PALETTE

Historic Garnet
#511114

Midnight Navy
#031927

Limestone
#E0D6CD

Old Town Gold
#C68D25

Morning Mist
#C7D6D5

The Kinsey Law Firm color palette balances rich, traditional tones with soft, refined neutrals. Historic Garnet and Midnight Navy establish confidence and professionalism, while Old Town Gold adds distinction. Limestone and Morning Mist bring warmth and balance, creating a palette that feels timeless, polished, and approachable.

TYPOGRAPHY

The Kinsey Law Firm typography blends classic character with modern clarity. Romans brings a timeless, established feel to headlines, while Poppins keeps supporting copy clean and approachable. Sweet Fancy Script adds a refined accent for select applications, giving the brand an additional touch of personality.

AA

TITLE

ROMANS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Bb

BODY

POPPINS LIGHT / REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Cc

accent

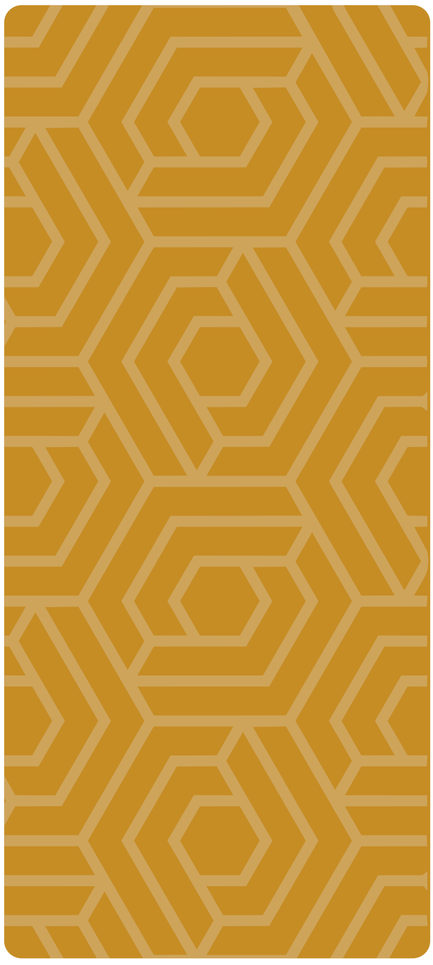
SWEET FANCY SCRIPT

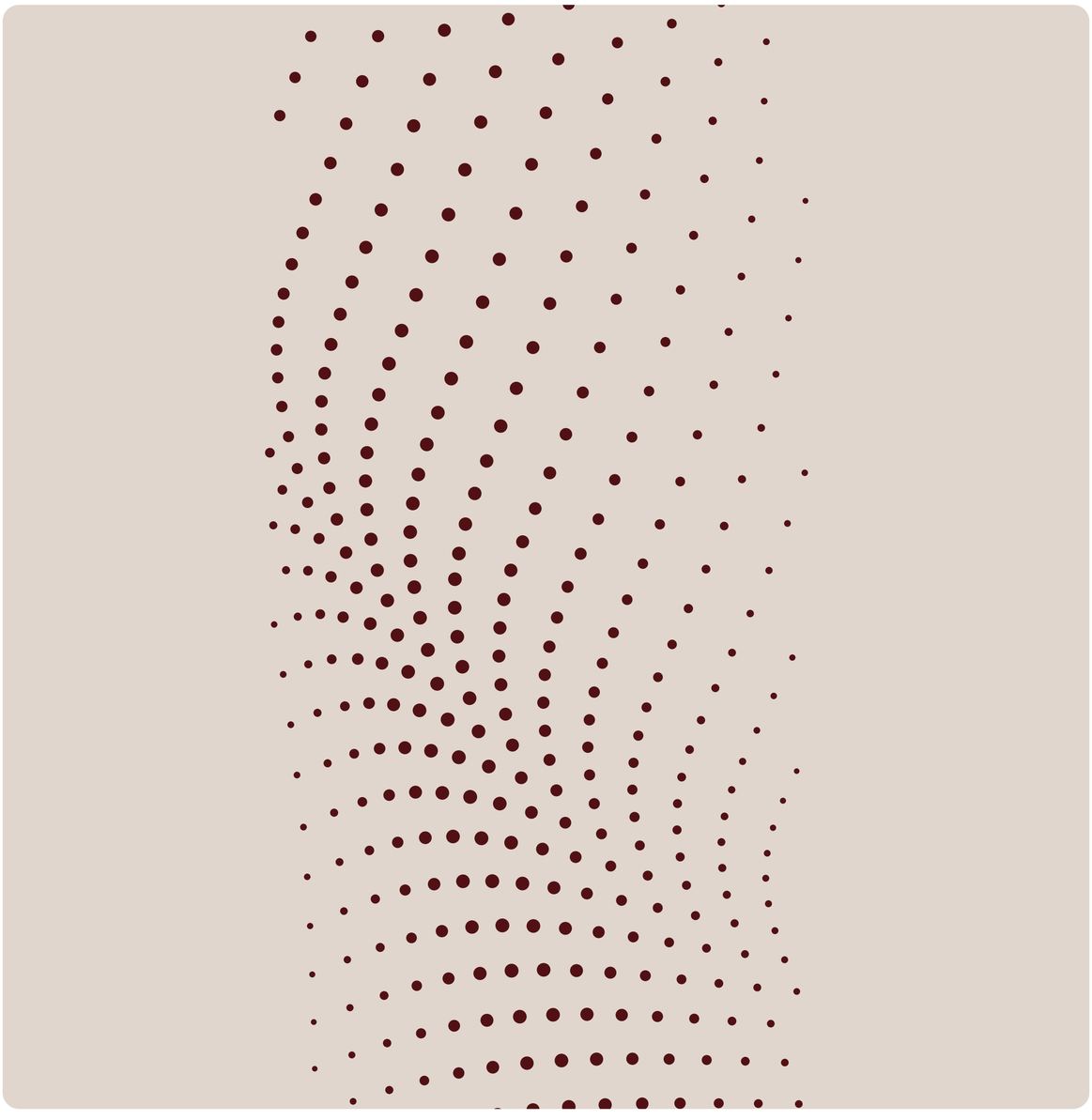
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BRAND APPLICATION








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