

Decisis Brand Guidelines & Resources

Colors

- Teal: #02CCC9
- Dark Grey: #272727
- Button Blue: #0D47A1

Fonts

- Merriweather <https://fonts.google.com/specimen/Merriweather>
- Jost <https://fonts.google.com/specimen/Jost>

If possible, use Merriweather for headlines and Jost for body copy.

TMs

Use the superscript TM on the first use of the word DecisisTM on the web page or print material. Subsequent uses on the same page do not require the TM symbol. If you have a 2-sided print material (i.e., a postcard), please use the TM on the first use of the word on both sides.

Additionally, the Decisis citator, InterCiteTM is also trademarked. The same recommendations apply.

Language

Marketing materials for Decisis should have a light, friendly tone. This is a new brand, and we speak in a natural, light-hearted, slightly humorous voice. See the appendix for examples.

Logo

There are 4 versions of the Decisis logo. In full color, we have a horizontal version and a stacked version. In all white, we have the same configurations. Please use the full color version as much as possible, but we understand if you're

using a dark or teal background, an all-white version will look better. If you need something else, please let us know.

We also have the Decisis column by itself in full color. This can be used as a favicon, button, or app icon where the display size is too small for the stacked logo to be legible.

Other Design Elements

See the appendix for samples of some of our designs.

YouTube Content

Training on Demand content will be updated regularly. Here are direct links to the videos we have produced so far as well as the channel.

[Decisis: View Your History](#)

[Decisis: Using Bookmarks](#)

[Decisis: How To Navigate](#)

Social Media

While we have established social media handles & pages, we have not started posting to these channels.

Facebook: <https://www.facebook.com/DecisisLegalSoftware>

LinkedIn: <https://www.linkedin.com/company/decisislaw/about/>

Twitter: @DecisisLaw

YouTube: <https://www.youtube.com/channel/UC89Qwy6rUNt6-nTWOtB4j9Q>

Appendix

Language example: Onboarding Email 1

Subject Line: 3 Tips for Getting Started with Decisis

Pre-Header: You made a smart decision. Let's make you even smarter.

Body:

Welcome to Decisis

Let's Get Started.

Hi!

By now you've received your login credentials. You're probably ready to dive right in. Our team of product experts came up with 3 quick tasks to help you learn the system and navigate the features.

[Log in to Start Exploring]

- Type your search terms, legal phrase, or case citation into the search bar and click the search icon to run your search. Just like your favorite search engine that rhymes with oogle. Or ring.
- Click the filter icon in the top left of your screen to filter your search results. You can filter by keywords, court, date range, or collection.
- You can download a copy of the case you selected by clicking on the download icon on the right. Save that handy-dandy PDF to your desktop.

Log in to try these out.

[Login]

Congrats! You're well on your way to becoming an expert yourself!

What's next? In a couple of days, we'll send you another email where we'll get more in depth about using the system. In the meantime, if you have any questions, feel free to reach out to our customer success team at support@decisis.com.

Cheers to a long and fruitful partnership!

Your Decisis Success Team

P.S. You can also check out the [Decisis Support Center](#) for more in-depth how-tos, including [videos](#), to help you navigate.

[Go to the Support Center]

Language example: Onboarding Email 2

Subject Line: Take your Research Skills up a Notch

Pre-Header: Dive deeper into the benefits and features of Decisis™.

Body:

Time to Dig In.

Hi again!

We hope a busy attorney like you has had time to use some of the basic features in the Decisis platform.

As promised, it's time to take your Decisis skills up a notch. Here are three tasks you might want to try:

- Select the option "Search specific legal content" above the search bar on the Decisis homepage to run a search in specific content catalogs. You can run searches within specific federal or state codes, regulations, agency decisions, or courts.

- Did you know you can go back and look at a document you accessed a month ago? Click on the history icon in the top right of your screen to review the documents that you have accessed. Decisis stores your search and document history for 90 days.
- If you know you're going to need to come back to a document, you can bookmark a document by clicking on the bookmark icon on the right of the screen.

[Log in]

Nicely done! We've got one more email coming your way about more features & benefits of Decisis. You can also check out the [Decisis Support Center](#) for how-tos to help you out.

[Go to the Support Center]

Good luck with your next big case!

Your Decisis Success Team

Language example: Onboarding Email 3

Subject Line: Ready to take on more?

Pre-Header: Let Decisis help.

Body:

It's been a week since we first met. How are things going?

At Decisis[™], we believe that the more you use Decisis, the more you'll like the ease of use, uncluttered design, and improved search results. If we're wrong about that, please let us know.

As the infomercials say... But Wait! There's More!

- InterCite™ is the powerful legal citator on Decisis. Check out the InterCite shield icon to the right of the case name. If it's red, that case has at least one negative treatment. Click the icon to view the citing decisions of the case.
- On Decisis, you can browse the tables of contents of codes & court rules, and regulations & registers. Select "Search specific legal content" above the search bar on the Decisis homepage. Under "Filter Content Catalog by", select "Regulations & Registers" or "Codes & Court Rules." Then click the table of contents icon on the right of the content catalog title.

[Log in]

As always, you have several resources to help answer your questions. Check out the [Decisis Support Center](#) for how-tos, try Training On-Demand videos for quick reminders on using the features, or reach out to support at support@decisis.com.

[Go to the Support Center]

May the courts be ever in your favor.

Your Decisis Success Team

Design Example: Email Components



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