



Ontario Bar  
Exam Wizards

# Brand Guidelines

A complete guideline of Ontario Bar Exam Wizards



# Index

---

- 02 | Logo Mark
- 03 | Logo Construction
- 04 | About Logo
- 05 | Typography
- 06 | Color Palette with Codes
- 07 | Social Media Post

Logo Mark

---



Basic Logo



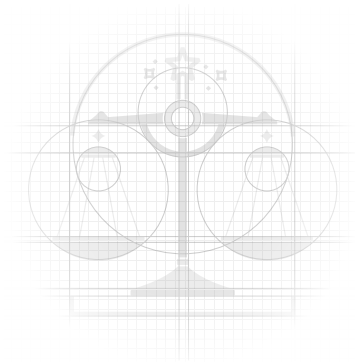
Brown Background



Dark Background

# Logo Construction

---





ABOUT

## Logo Design

---

The logo for Ontario Bar Exam Wizards features a pair of scales, symbolizing the balance and fairness inherent in the legal profession. The scales are positioned centrally, representing the meticulous weighing of legal matters and the pursuit of justice.

At the top of the scales, there is a prominent star, which serves as a symbol of excellence and mastery in navigating the complexities of the Ontario Bar Exam. The star also conveys the idea of achieving success and rising above challenges, reflecting the wizardry and expertise of those who excel in the legal field.

The color scheme of the logo is likely to be professional and sophisticated, perhaps incorporating Neutral Black C or Brown to evoke a sense of trust and credibility associated with the legal profession. The overall design aims to convey a sense of authority, competence, and success, aligning with the aspirations of individuals preparing for the Ontario Bar Exam with the guidance of the Ontario Bar Exam Wizards.

# Typography

---

Arsenica Trial is a clean and legible sans-serif typeface. It was designed with the intention of providing a straightforward and easy-to-read font for digital interfaces and applications. The typography of Arsenica Trial is characterized by its simple, uniform strokes, and minimal embellishments.

aA

PRIMARY TYPEFACE

Arsenica Trial Demibold

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#S°o`&"(;<~?

## Color Palette

---

The combination of neutral black and brown creates a balanced and harmonious look. The starkness of black is softened by the warmth of brown, resulting in a logo that feels both professional and approachable. The color scheme is versatile and can be adapted to various industries, such as law firms, financial services, or artisanal brands, where a blend of professionalism and a personal touch is desired.



RGB : R141 \ G108 \ B77  
WEB : #8d6c4d



RGB : R39 \ G52 \ B58  
WEB : #27343a

# Social Media Post

---

