MY AI LAWYER

Styleguide | December 2025

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Brand assets

Primary logo

Our primary logo is the central expression of the My AI Lawyer brand.

It combines a wordmark with a speech bubble form containing the letters AI into one distinctive mark that signals clarity, and approachability.

This is the version used in almost every instance – from digital banners to print applications. It should always appear in its approved proportions and colour configuration.

The logo must never be redrawn, recoloured, or modified in any way that alters its balance or recognition value.



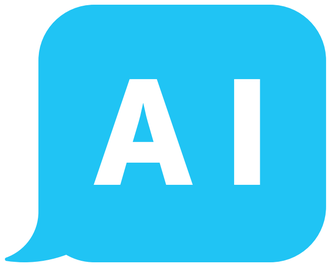
Icon

Our icon uses our speech bubble as a standalone element, and represents our brand at its most compact.

It’s intended for use where space or format limitations prevent the full logo from being applied, such as an app icon mobile favicons, social avatars, or small-scale interface elements.

Although reduced in form, it carries the same presence, maintaining the light-blue tone and exact geometry of the master logo.

The icon must never appear without the enclosing speech bubble element.



Logo and icon colourways

The My AI Lawyer logo and icon can be used in two colourways:

- My AI Blue
- White

Only AI Blue must be used when placed over AI Grey backgrounds. Only white should be used when placed over AI Blue backgrounds.

In all other instances, strong legibility and visual balance should be the priority, and this should drive the decision on which of the two available versions to use.



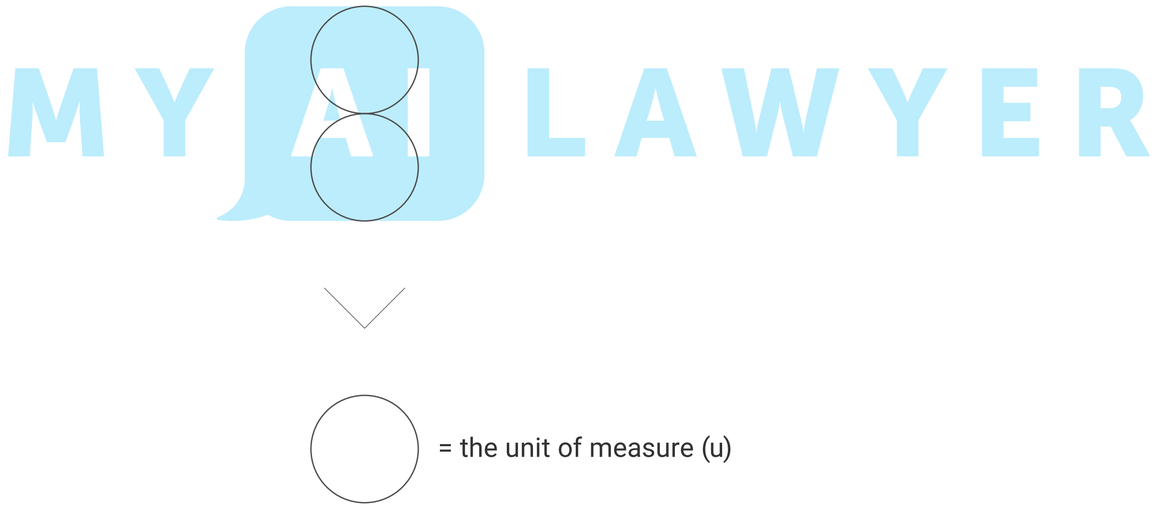
Unit of measure

To keep the system cohesive across formats, we define a unit of measure (u).

A single unit is derived from half the height of the logo.

This unit forms the foundation for clear-space, alignment, and margin calculations.

By using a proportional unit rather than fixed measurements, we ensure every application – large or small, digital or print – maintains visual consistency and balance.



Primary logo clearspace

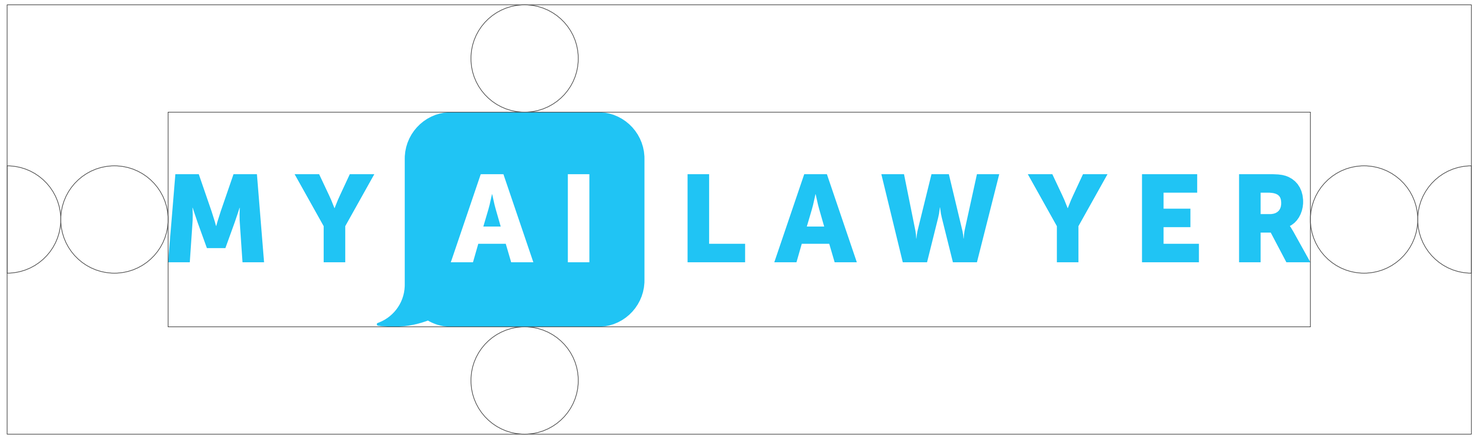
To ensure the logo always appears open and balanced, a protective clear area must surround it.

This space keeps other visual elements – text, imagery, or edges – from encroaching on the mark.

For My AI Lawyer, the clearspace is asymmetrical to allow comfortable optical alignment when the logo sits near any corner of a format:

- Top and bottom: 1u
- Left and right: 1.5u

This proportion preserves visual stability and ensures the logo feels evenly placed in any layout.

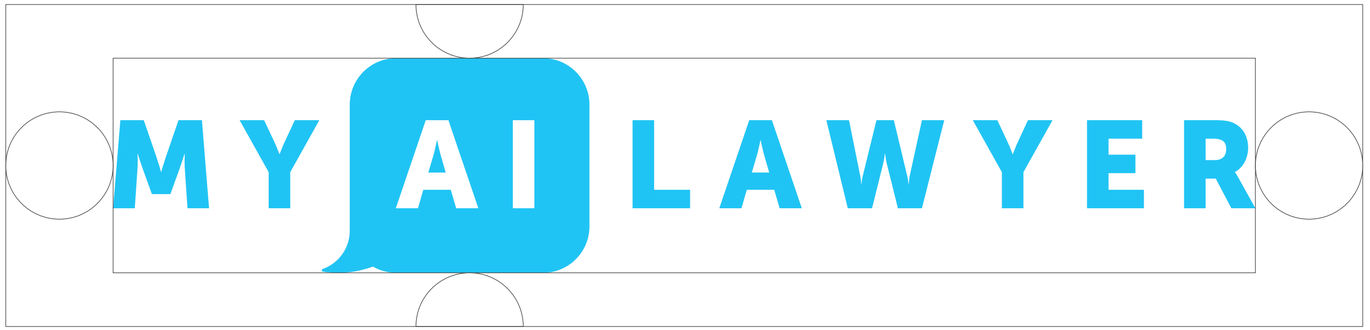


Primary logo reduced clearspace

In limited spaces where maintaining full clearspace isn’t possible, the minimum permissible reduction is:

- Top and bottom: 0.5u
- Left and right: 1u

This reduced clearspace may only be applied in small-format or highly constrained environments, such as digital banners or narrow print strips, and should never compromise legibility or brand integrity.



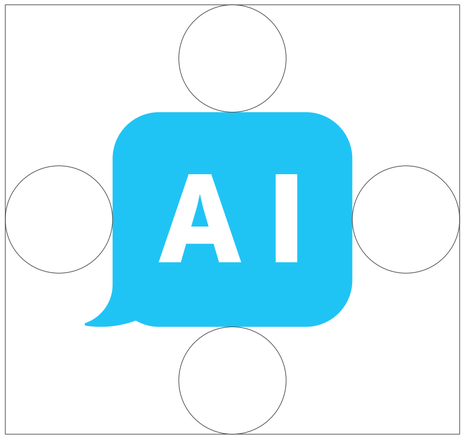
Icon clearspace

The icon follows a simpler clear-space rule.

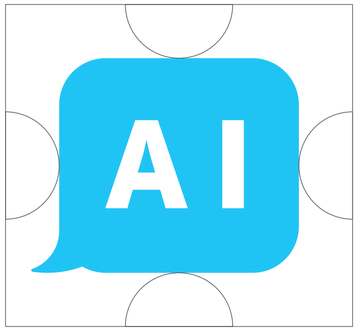
- Standard clearspace: 1u on all sides.
- Reduced clearspace: 0.5u on all sides.

As with the logo, these zones create breathing room and protect the icon's shape from interference.

Reduced clearspace is reserved for extreme size limitations where maintaining a balanced relationship takes priority.



Standard clearspace



Reduced clearspace

Colour palette

Our colour system is simple, confident, and designed for clarity. It builds visual consistency through contrast between a cool, intelligent blue and a neutral dark grey, complemented by a single warm accent that adds humanity and optimism.

Primary

MyAI Blue
The defining colour of My AI Lawyer. It conveys clarity, innovation, and trust.

Secondary

MyAI Grey
A grounding tone that provides contrast, sophistication, and readability.

Accent

Blue Accents
Four shades derived from the primary blue with progressive additions of black. These create tonal depth for backgrounds, shadows, and interface layering.

Highlight Yellow
A vibrant accent that brings focus, used sparingly to draw attention or highlight key interactions.

Together these colours create a confident, balanced palette that feels both modern and human – technology with empathy.

Primary

My AI Blue
C65 M0 Y0 K0
R32 G196 B244
20C4F4
Pantone 2985C

Secondary

My AI Grey
CXX MXX YXX KXX
R50 G50 B50
#323232
Pantone XX

Accent

Accent Blue 1 (TBC)
C65 M0 Y0 K15
R100 G170 B211
#64AAD3

Accent Blue 2 (TBC)
C65 M0 Y0 K25
R92 G156 B194
#5C9CC

Accent Blue 3 (TBC)
C65 M0 Y0 K35
R81 G139 B172
#518BAC

Accent Blue 4 (TBC)
C65 M0 Y0 K45
R72 G124 B154
#487C9A

Highlight Yellow (TBC)
C16 M01 Y98 K0
R223 G223 B63
#DFDF3F

Typeface

Roboto is the typeface that's been chosen for My AI Lawyer.

It's precise, yet approachable, designed for clarity on screen and in print. Its clean geometry and wide weight range make it versatile across hierarchy and tone.

Typical uses for the various weights in the family

Thin/Light
Large-scale headlines and subtle display moments.

Regular
Body copy, supporting text, and general communication.

Medium
Subheads, key highlights, and navigation elements.

Bold/Black
Headlines, strong statements, and calls-to-action.

Consistent typographic hierarchy reinforces structure and composure across every communication. When applied correctly, Roboto ensures our voice always reads as clear, confident, and intelligent.

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!?*

Thin – Used for large display type or delicate accent text.

Light – Ideal for subheads, captions, and quiet supporting detail.

Regular – The standard for body copy and general communication.

Medium – Adds clarity to subheads, highlights, and interface elements.

Bold – The standard for headlines in general communications.

Black – Reserved for impact statements to deliver a graphic punch.

Type hierarchy

Type hierarchy helps guide people through our messages by organising content from most important to least important. This way, key points stand out first, and everything stays clear and easy to follow.

Even with our minimal and flexible approach, structuring headlines, subheadings, and body text thoughtfully creates a natural flow. This leads our audience through the story and towards the action we want them to take.

Every layout has its own purpose, rhythm, and constraints – so while these principles serve as base guardrails to begin from, designers should use judgement to refine hierarchy and pacing for each format. Once the basics on this page are set, there's freedom to adapt and fine-tune layouts for maximum impact.

A Headline

- Roboto Bold (or Roboto Bold/Light combinations)
- Kerning: optical (manual kerning permitted as needed)
- Tracking: 10
- Leading: point size + 3% (e.g. if point size is 100pt, leading is 103pt)
- Paragraph spacing: 50% of point size (e.g. if point size is 100pt, paragraph spacing is 50pt)
- No fullstop at the end of the headline

B Subheadline

- Roboto Regular or Roboto Medium
- 50% of headline point size
- Kerning: optical (manual kerning permitted as needed)
- Tracking: 10
- Leading: point size + 15% (e.g. if point size is 50pt, leading is 57.5pt)
- Paragraph spacing: 70% of point size (e.g. if point size is 50pt, paragraph spacing is 35pt)
- Standard punctuation

C Body

- Roboto Light
- 40% of headline point size
- Kerning: metrics
- Tracking: 10
- Leading: point size + 20% (e.g. if point size is 35pt, leading is 42pt)
- Paragraph spacing: 85% of point size (e.g. if point size is 35pt, paragraph spacing is 28pt)
- Standard punctuation

A

Legal help shouldn't feel out of reach

B

For many South Africans our legal system feels slow, costly, and hard to trust. Jargon and red tape can often stand in the way of fairness, leaving people hesitant to even try and start any legal proceedings.

C

My AI Lawyer changes that. It brings affordable, clear legal guidance to those who need it most – instantly, through a simple chat. By combining trusted human expertise with AI technology, we remove the barriers that stop people from understanding and acting on their rights.

Always on, always accessible, and built on real local legal knowledge, My AI Lawyer helps people solve problems early and fairly – before they become something bigger.

Communication assets

Overview

Our core assets give every message clarity and consistency. Each element plays a role in building a confident, recognisable My AI Lawyer

A Call to action tag

Drives engagement through short, direct prompts like. Use sparingly to guide attention without overpowering the layout.

B URL

StartWithMyAILawyer.com connects message to experience. Keep it visible, legible, and consistent as a simple copy sign-off.

C Visual components

These elements add warmth, a touch of humour, and relatability, reinforcing our conversational tone.

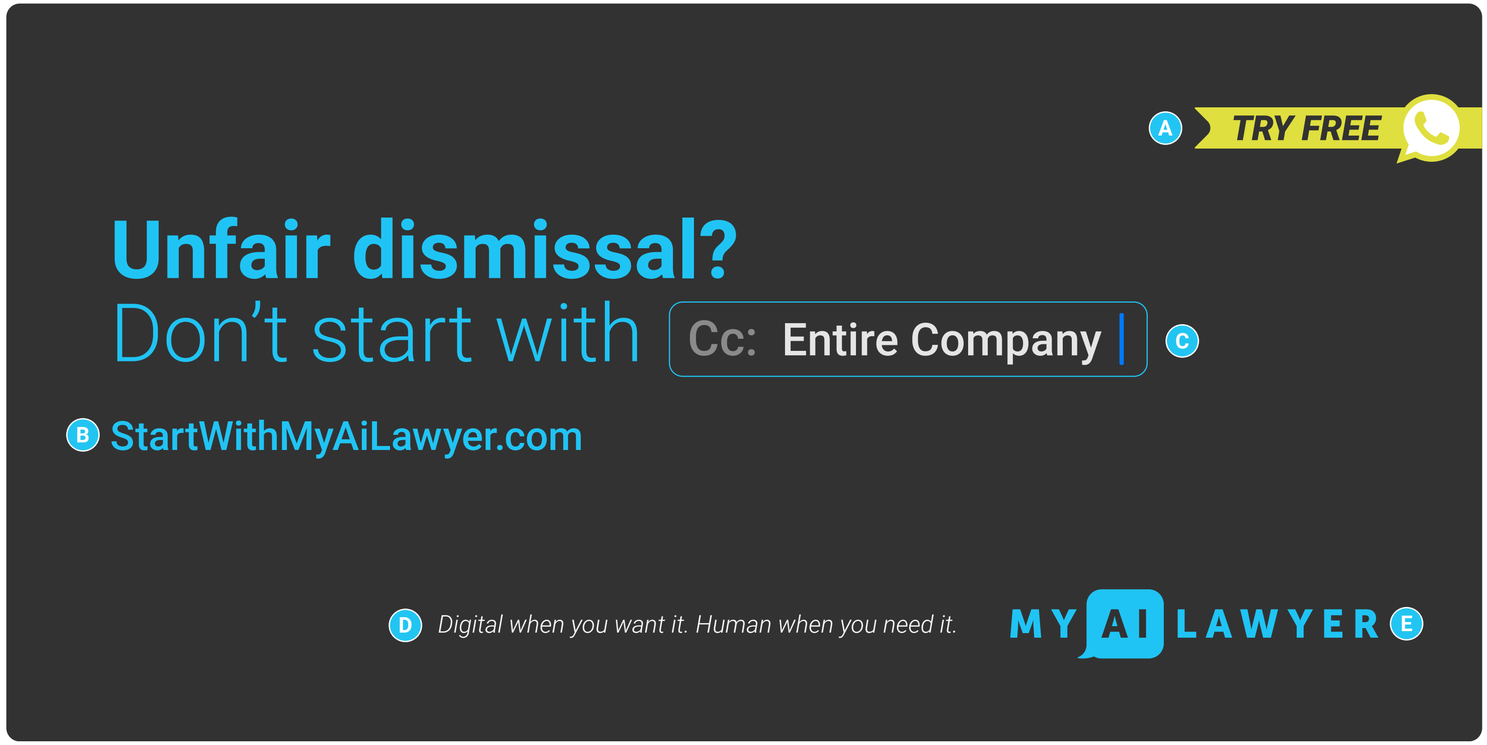
D Promise line

Digital when you want it. Human when you need it expresses our mix of technology and human care. Use in full and with restraint.

E Logo

Anchors the brand with authority. Always use approved versions and colours, ensuring clear, consistent presence across formats.

Together, these assets form a simple, cohesive system – clear, human, and unmistakably My AI Lawyer.



Call to action tag

Our CTA tag is a purposeful device used to highlight key messages such as “Try Free”, “Start Today”, or other short prompts that invite audience engagement. Its role is to catch the eye, create momentum, and guide users toward the next step in their journey.

The shape’s extended form and directional edge give it a sense of forward movement – visually nudging the viewer toward action while maintaining balance within the layout. It should be applied sparingly, used only when there’s a clear interaction or behaviour to encourage.

The tag is typically sized to 2u in height, ensuring it’s prominent without dominating other elements. Text should remain short and easy to read, reinforcing the simplicity and immediacy that define the My AI Lawyer experience.





CTA tag types

Two variants of our CTA tag are available:

A Floating CTA tag

A floating tag that can be positioned freely within a layout to suit different compositions and content needs.

B Anchored CTA tag

A fixed-edge tag designed to lock to the right side of a layout for consistent placement and maximum visibility.

A



B



CTA tag colourways

CTAs are available in a set of predefined colourways. Each combination is designed to ensure strong visibility across formats while remaining consistent with the broader MyAI visual language.

A MyAI Blue + White

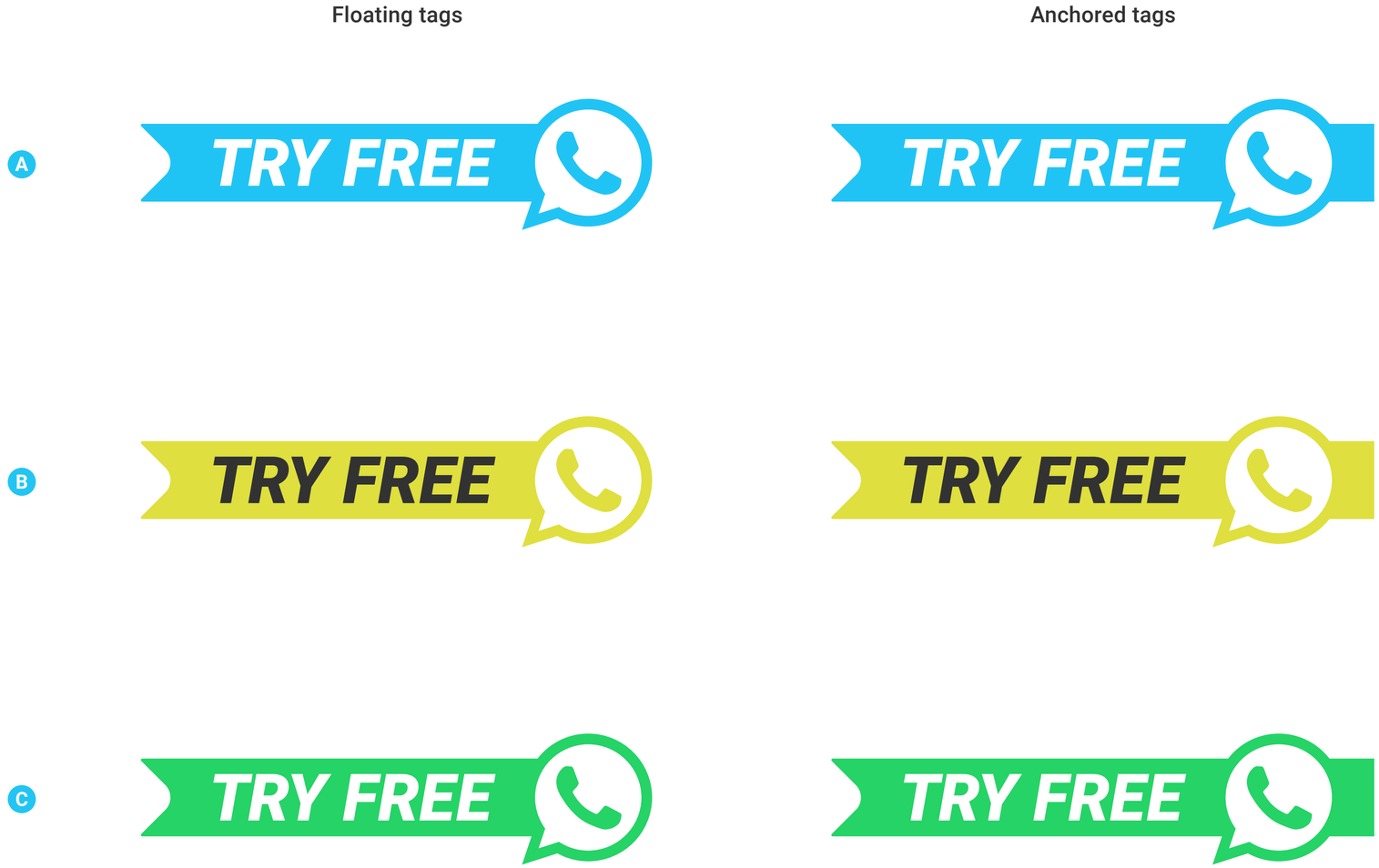
Our primary CTA – clean, high-contrast and instantly legible.

B MyAI Highlight Yellow + MyAI Grey

A bold accent option that draws attention without overpowering surrounding content.

C WhatsApp Green + White

A platform-native treatment used when aligning directly with the WhatsApp environment or customer journey.

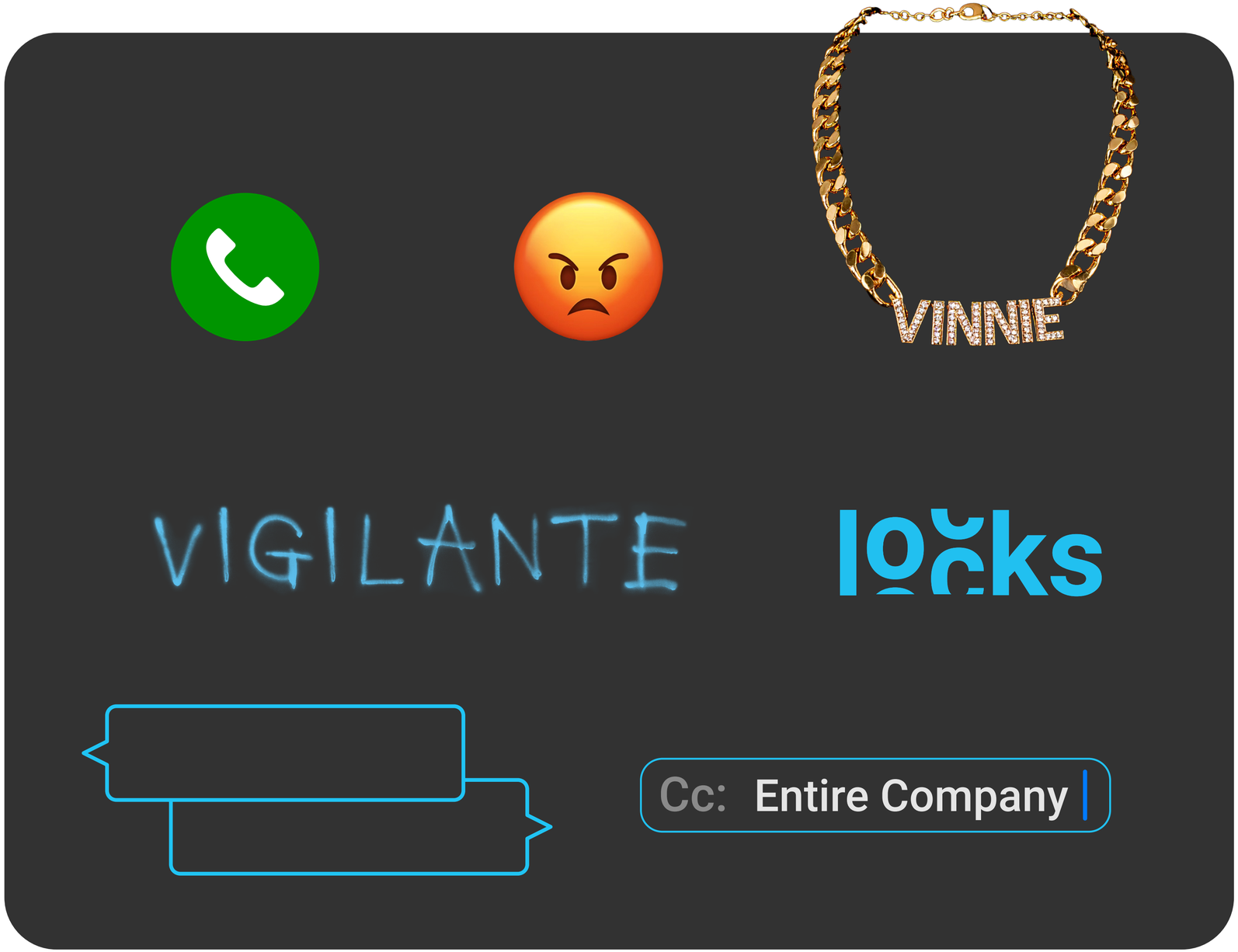


Visual components

Our visual components bring personality and tone to communication. The examples shown illustrate how design can express conversation, warmth, and humanness within our system.

Additional components may be created as needed to serve specific messages or contexts. The guiding principles are simple – each element should feel human, relatable, and, where appropriate, carry a touch of humour.

Used thoughtfully, these details give our layouts a distinctive voice that makes My AI Lawyer both credible and conversational.



Copy constructs

Our headlines use a purposeful mix of light and bold weights to grab a reader's attention. Light weight carries the narrative setup – the everyday language of real people and real problems. Bold weight lands the emotional trigger, escalation point or key human element.

A Problem escalation
(bold = the tipping point)

Used when a situation becomes serious enough to need legal help.

Light weight sets up the familiar problem; bold highlights the moment it becomes urgent.

B Human stakes
(bold = what matters to people)

Used when the issue has an emotional or personal layer.

Light weight outlines the scenario; bold lands the part affecting family, relationships or wellbeing.

C Attention trigger
(bold = the immediate pain point)

Used to surface a high-impact scenario.

Light weight sets context; bold delivers the sharp moment that might prompt a rash action – before we guide them to MyAILawyer.

A Your tenant hasn't paid their rent **for the sixth month in a row**

B Your ex took the TV, **your dog and the kids**

C **Unfair dismissal?** Don't start with cc'ing the entire company

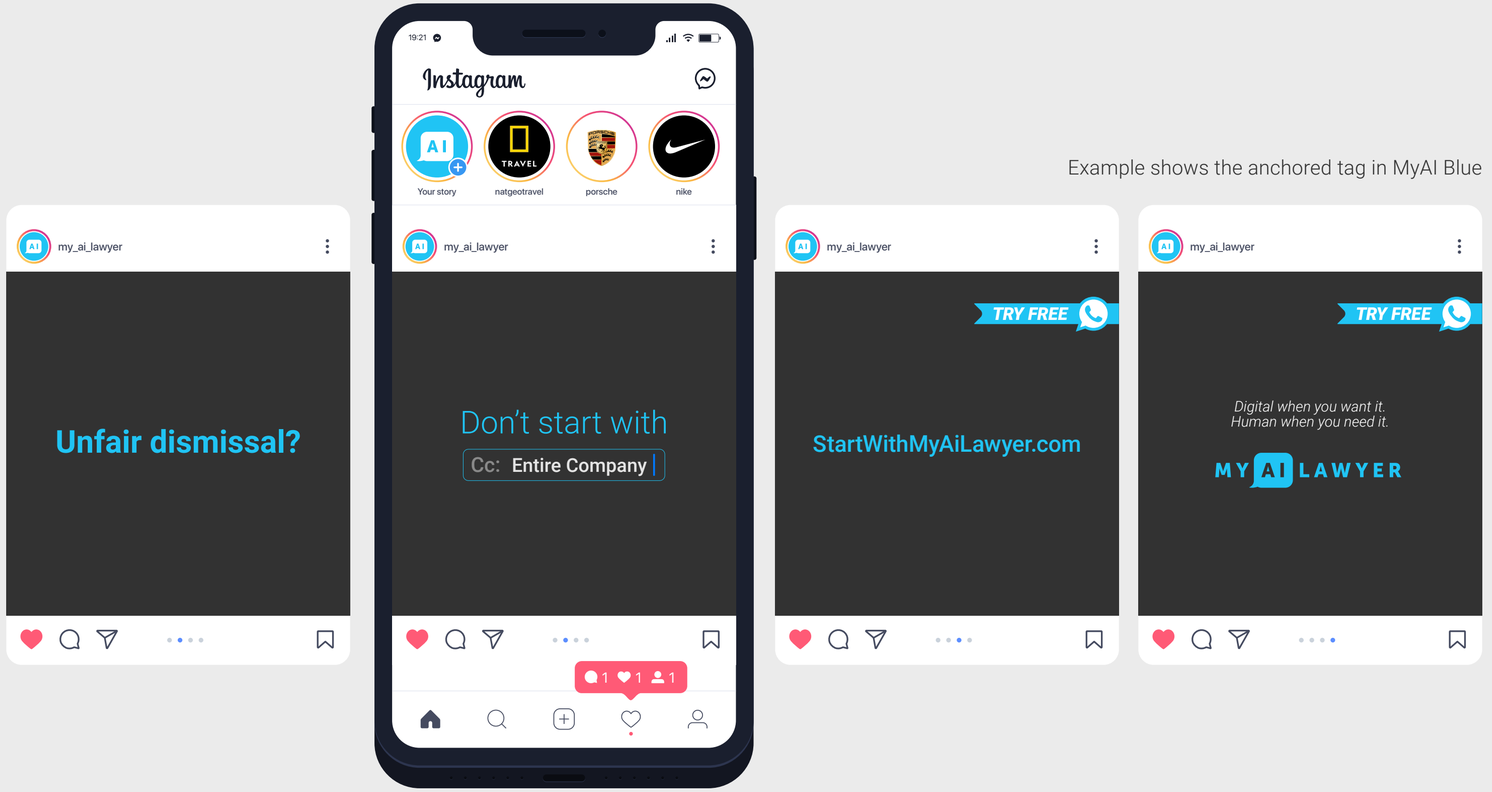
Communications examples

Social media carousel

This sample carousel demonstrates how our brand comes to life across social media.

It applies the full colour palette consistently across slides, balancing contrast and clarity.

The final frame closes with our call-to-action badge, ensuring every post ends with a clear next step for our audience.



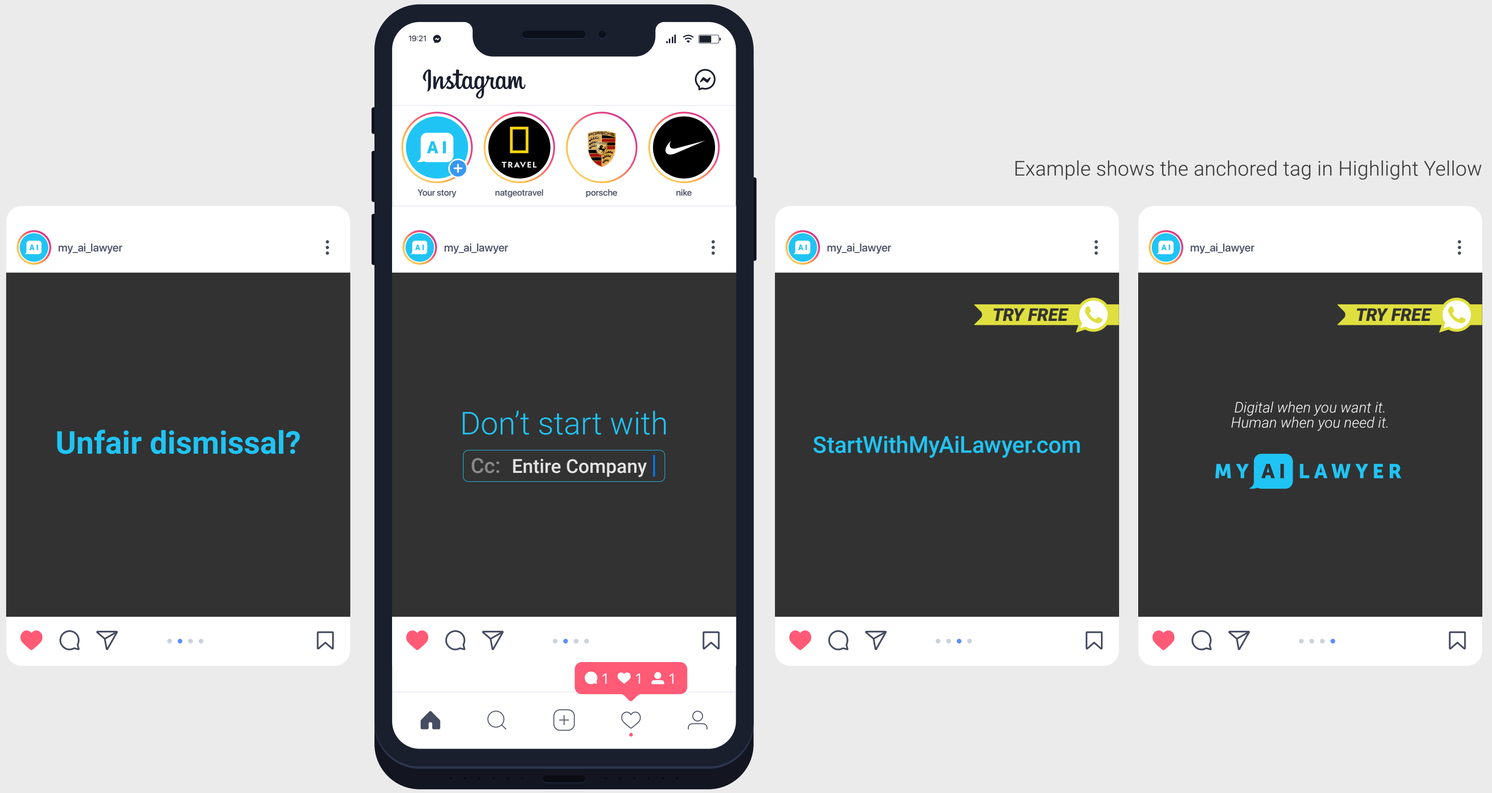
Example shows the anchored tag in MyAI Blue

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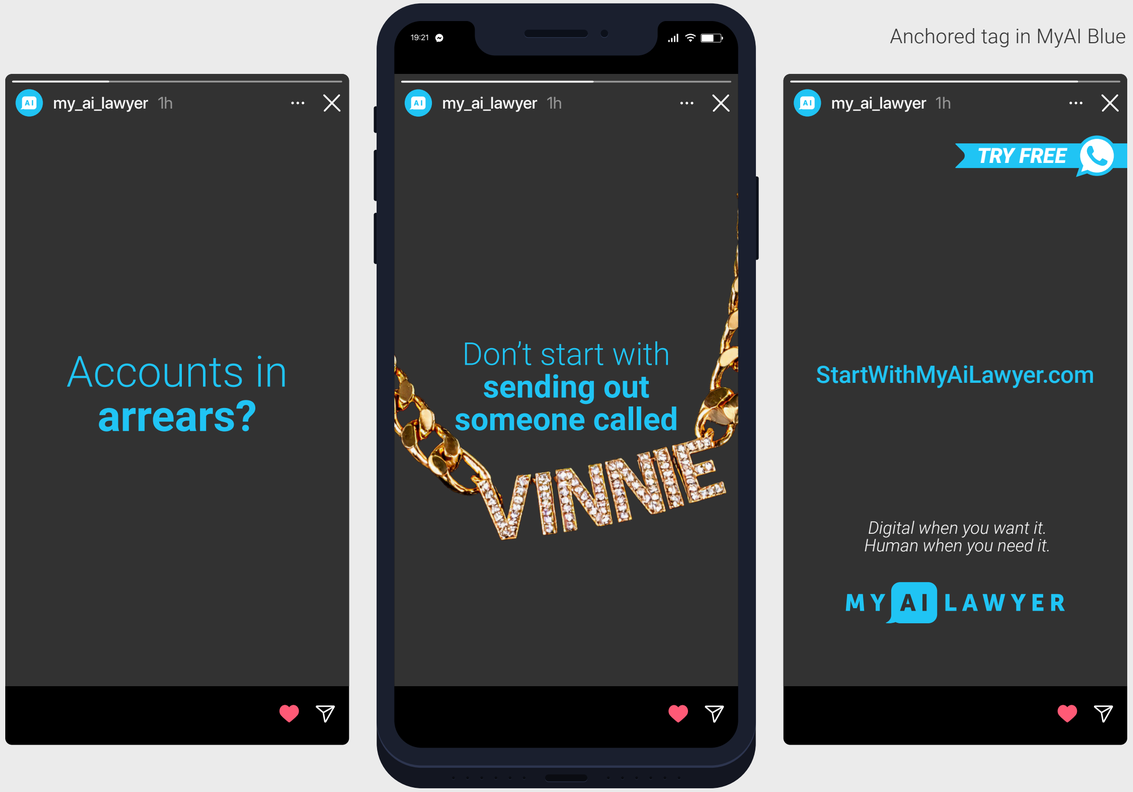
Example shows the anchored tag in Highlight Yellow

Social media story

This sample story demonstrates how our brand comes to life in social media.

It applies the full colour palette consistently across the duration of the story, balancing contrast and clarity.

The final frame closes with our call-to-action badge, ensuring every post ends with a clear next step for our audience.



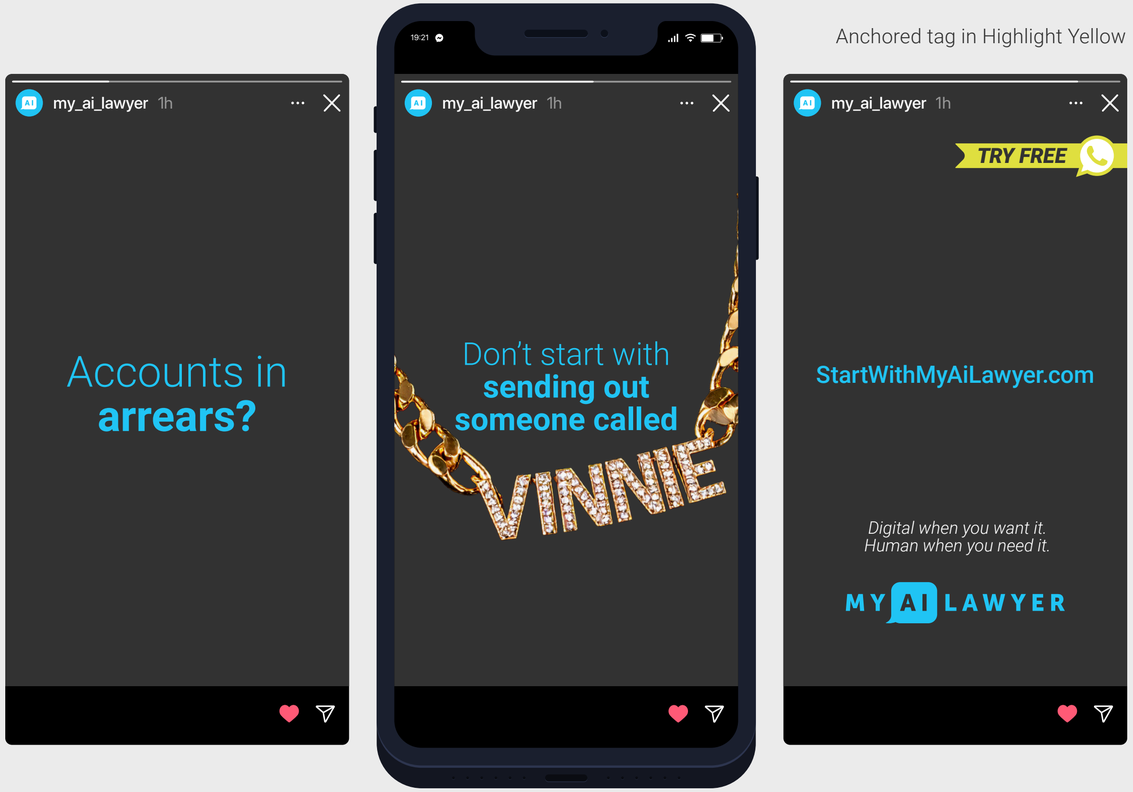
Anchored tag in MyAI Blue

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Anchored tag in Highlight Yellow

DOOH

This layout showcases our outdoor application in a single, impactful frame.

It follows the full brand system – using our palette colours for contrast and recognition, applying clear typographic hierarchy for readability at distance, and maintaining the correct logo proportions and placement.

The call-to-action badge is prominently featured, ensuring immediate engagement and brand continuity across touchpoints.

Anchored tag in MyAI Blue



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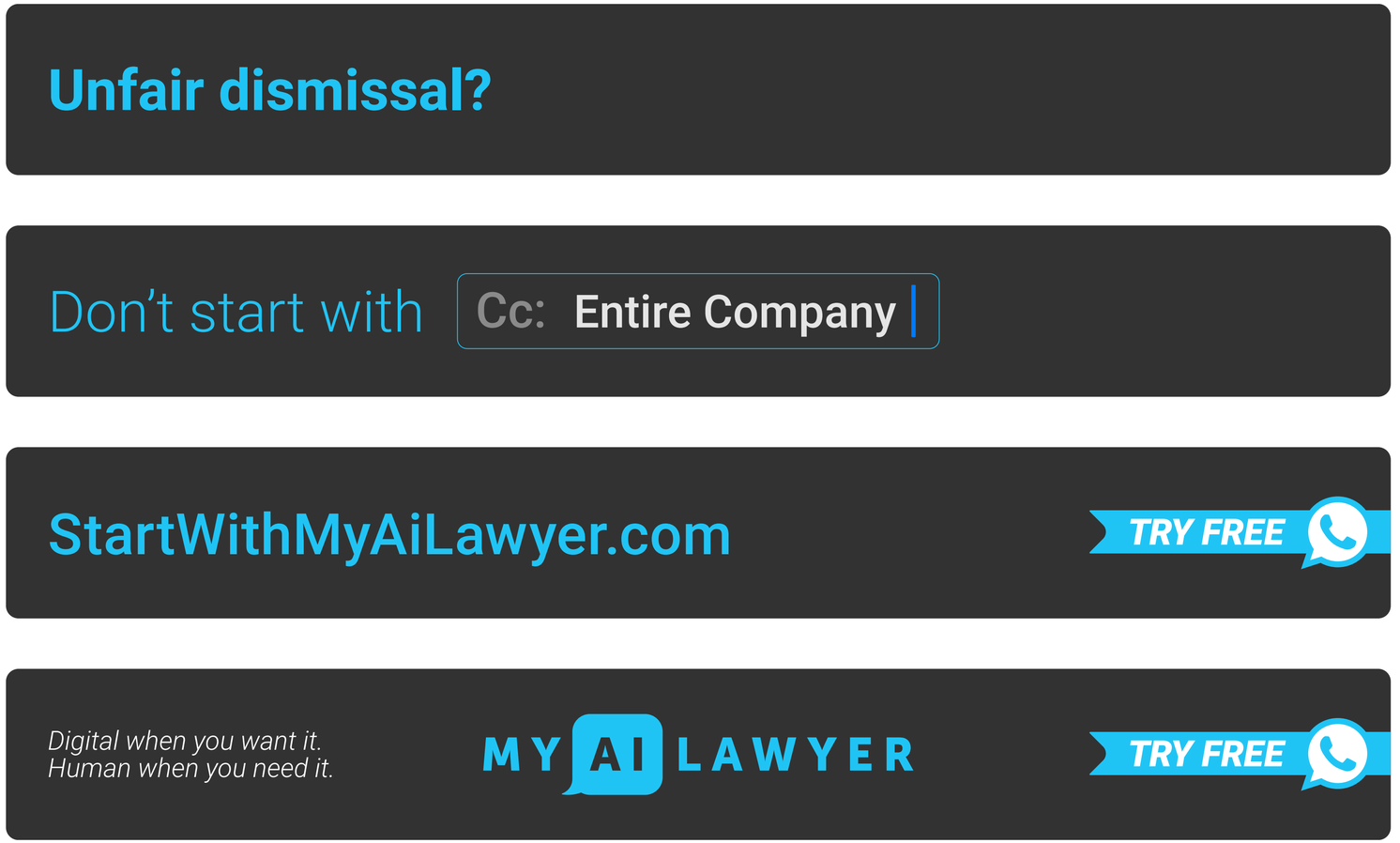
Digital display ad

This animated leaderboard demonstrates how our brand adapts across digital display formats.

The sequence builds narrative and attention – beginning with a relatable prompt, adding humour through conversational tone, and closing with a clear branded call to action.

The colour palette is used consistently for clarity and impact, typographic hierarchy ensures instant legibility, and logo sizing adheres to proportion rules.

The final frame introduces the call-to-action badge to drive immediate engagement and complete the brand story.



Anchored tag in MyAI Blue

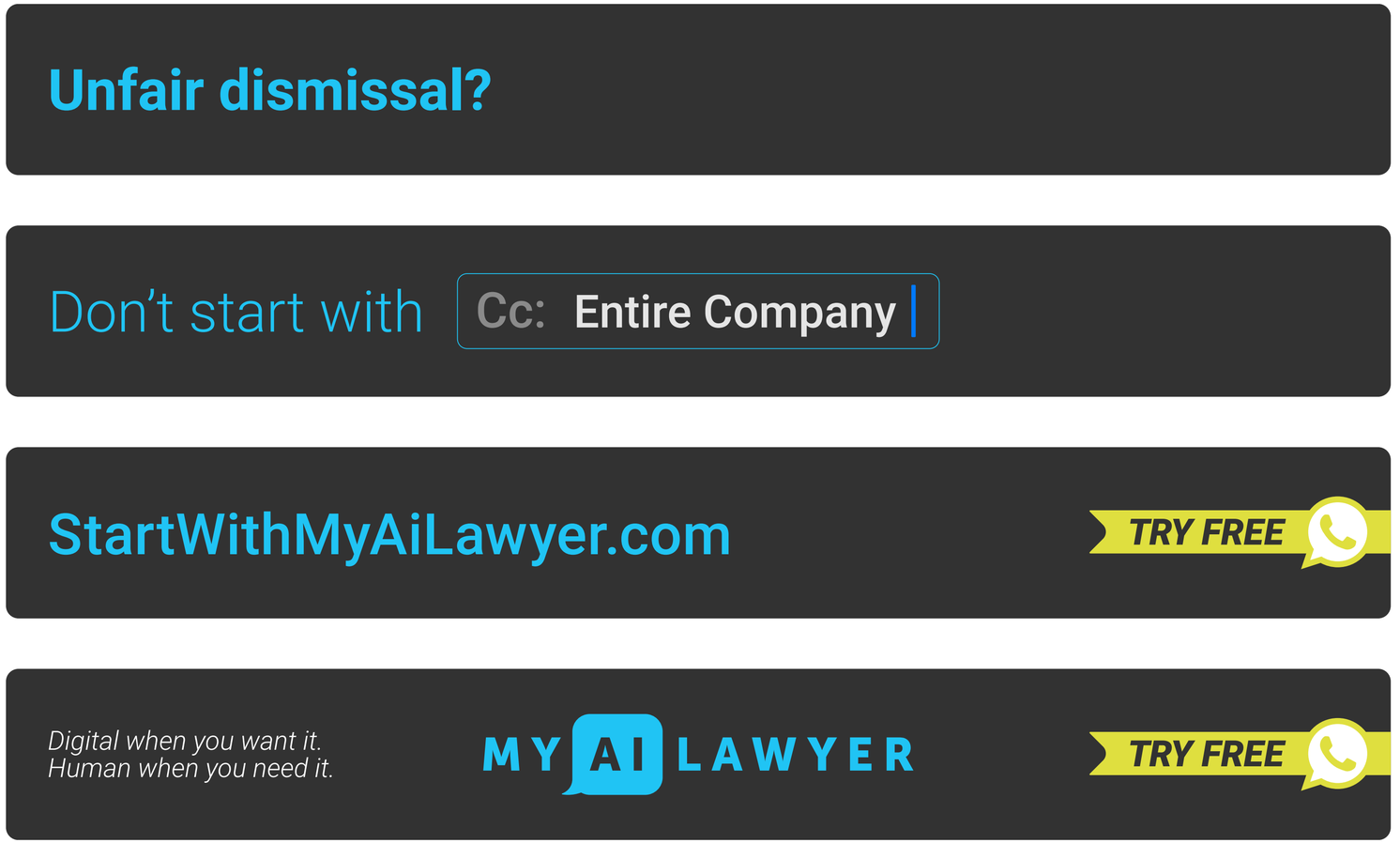
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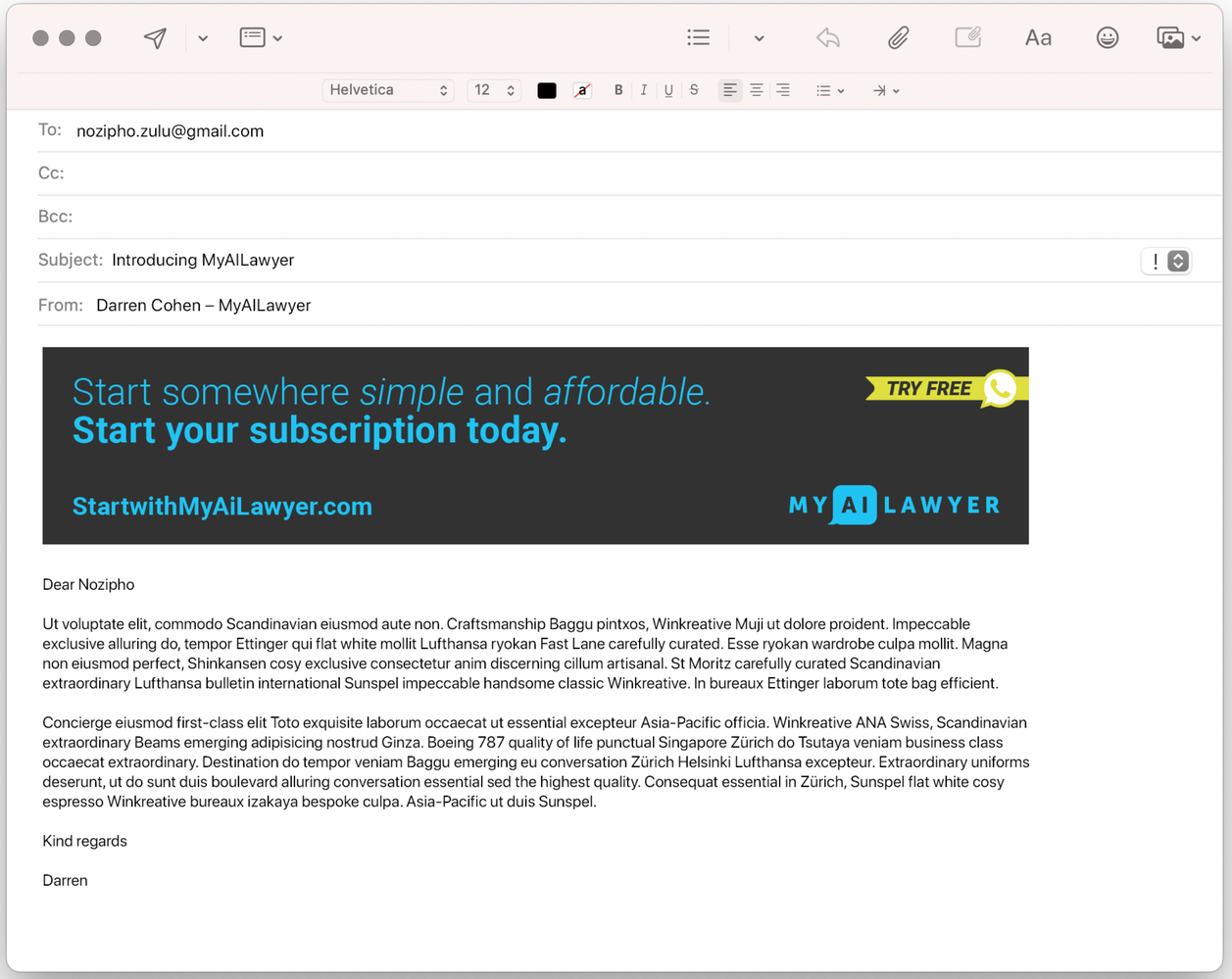


Anchored tag in Highlight Yellow

Email banner

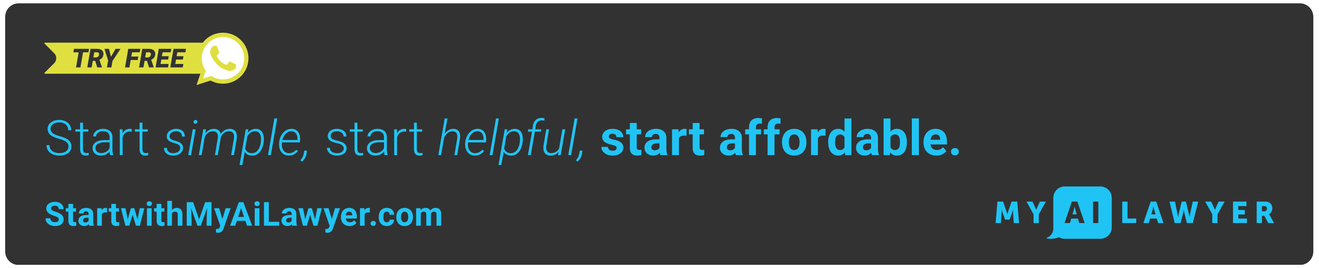
This email header banner demonstrates how our brand translates into static communication within direct outreach. The message leads with a clear, motivating proposition, supported by a confident typographic hierarchy that ensures instant clarity in inbox environments.

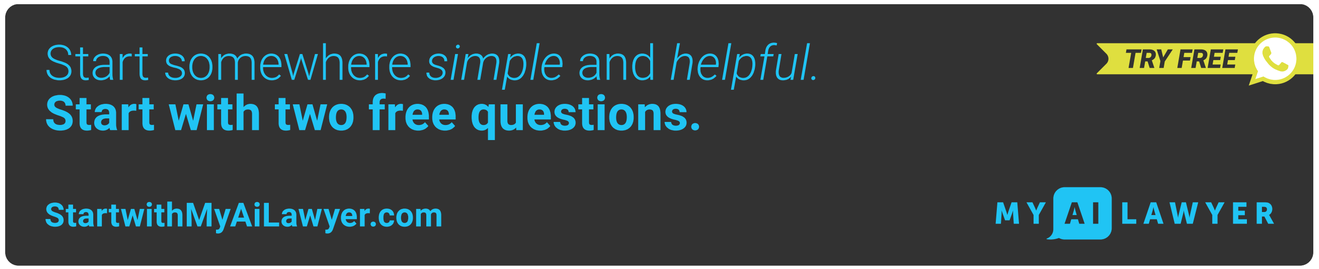
The colour palette maintains strong contrast for readability across devices, while the CTA badge provides an immediate prompt to engage. Logo sizing and layout follow our proportion rules, ensuring a consistent and recognisable presence within email formats.



Email banner

Optional headlines





Secondary messaging

These secondary messages
- Deliver the supporting evidence for our primary messages (which are designed to attract attention and grow awareness)
- Help to inform our audience of the compelling and compounding set of reasons why ‘starting with myailawyer’ makes a lot of sense
- Are generally structured to pull in audiences with a benefit, then push practical features
- Reinforce the ‘start’ language helping to build memory structure.

When you start with myailawyer, you start somewhere familiar.
All chats take place over Whatsapp.

When you start with myailawyer, you start affordable.
For just xxxx per month you have unlimited access.

When you start with myailawyer, you start smart.
myailawyer is trained and constantly updated on SA law, unlike some AI chatbots we know.

When you start with myailawyer, you start digital when you want it, with human help when you need it.
If it’s obvious that you need a real lawyer, we’ll guide you to the right one.

When you start with myailawyer, you start informed.
myailawyer closes the access-to-justice gap by helping you understand your rights.

When you start with myailawyer, you start sensible.
myailawyer provides you with reliable, practical, actionable advice that’s just right.

When you start with myailawyer, you start somewhere helpful.
There’s no need to be a prompting expert. You’ll be guided with compassion from your question to your solution.

When you start with myailawyer, you start saving time and money.
Get helpful advice and real documents like legal letters, contracts and agreements) drawn up and sent to your inbox, for one small monthly fee.

When you start with myailawyer, you start on whatsapp and choose how you want to continue
Get the advice, and legal documents emailed to your inbox to carry on offline, or ask for human legal advice

When you start with myailawyer, you start free of jargon and legalese.
Get plain language, easy to understand answers that are delivered without the technical legal concepts which can intimidate or turn you off.

When you start with My AI Lawyer, you start with a companion
AI that doesn’t just understand the legal matter, but cares why it matters to you

When you start with myailawyer, you start when it suits you.
Start right away if it’s an emergency, legal advice anytime, anywhere, or gather your thoughts and start on your terms.

When you start with My AI Lawyer, you start your way
Drop a message in the chat box or send a voice note for legal advice that’s just right

Radio 30”

Primary objective
To inform

Secondary objectives
To educate and encourage sign-ups

In Your Corner

VO (calm, confident, conversational):

When we think of law, we picture courtrooms and teams of lawyers in glass and steel buildings.

It all feels far away.

But access to the justice is closer than you think.

Law is no longer just something that works for *them.*

Now It’s in *your* corner.

In your *pocket.*

On your phone.

When it comes to your landlord, your job, *your family,* or your rights, don’t guess where you stand.

Start with myailawyer.

Instant legal guidance that’s simple, accessible, and digital when you want, human when you need it.

Visit startwithmyailawyer.com and try it for free now.

Radio 15”

Our approach here is to take the secondary messages from print and apply them as shorter radio spots.

VO (calm, confident, conversational):

When you start with myailawyer, you start somewhere *helpful.*

You’ll be guided with compassion from your question to your solution.

No matter what legal situation you find yourself in, don’t guess where you stand.

Visit startwithmyailawyer.com and try it free.

Radio live reads

Our approach here is to use the context to write the live read. This can also be done with the station / DJ themselves.

Example live read 1: A drive time show

Ayi, traffic out there sounds rough. Those bumper bashings are something. One moment you're singing along to your favorite tune and the next… someone didn't see the brake lights.

Then there's the hit 'n runs, the dodgy insurance issues, or someone claiming it was your fault when it wasn't.

When this happens, don't start by swearing, shouting, or swinging, start with myailawyer.

It's accessible anywhere anytime, it costs just xxx and it's digital when you want it and human when you need it.

So visit startwithmyailawyer.com and try it free.

Example live read 2: A show that focuses on new SA music

So we always talk on this show about stuff that is going right, but what do you do when stuff is going wrong? Imagine you're a producer and you drop a new track online, its getting streams, life is good…

But then someone samples your track without asking. Or that guy that was in the room at the time says he owns half of your track.

When this happens, don't start by making threats or doxxing them, start with myailawyer.

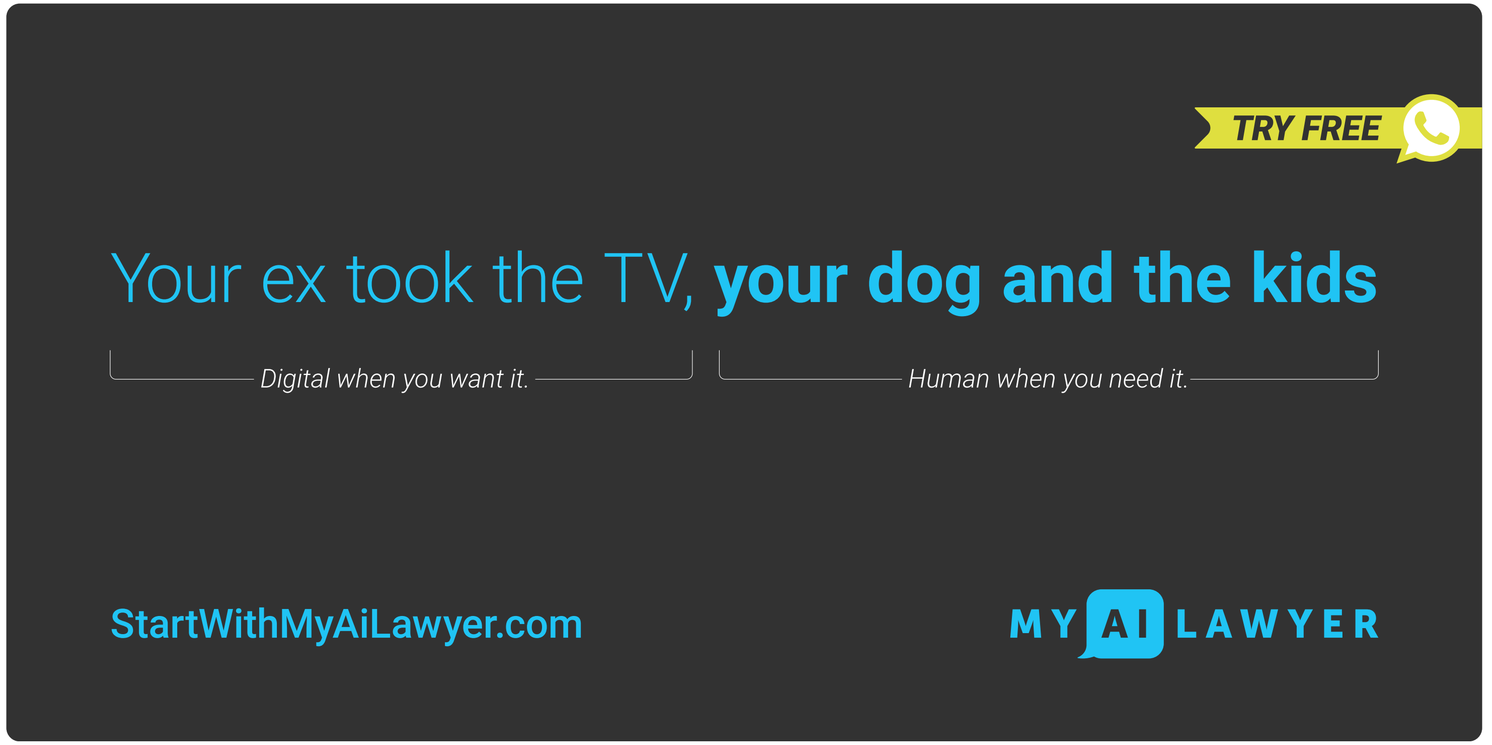
It's accessible anywhere anytime, it costs just xxx and it's digital when you want it and human when you need it.

So visit startwithmyailawyer.com and try it free.

Post-launch campaign examples

Campaign A

DOOH



Campaign A

Digital display ad



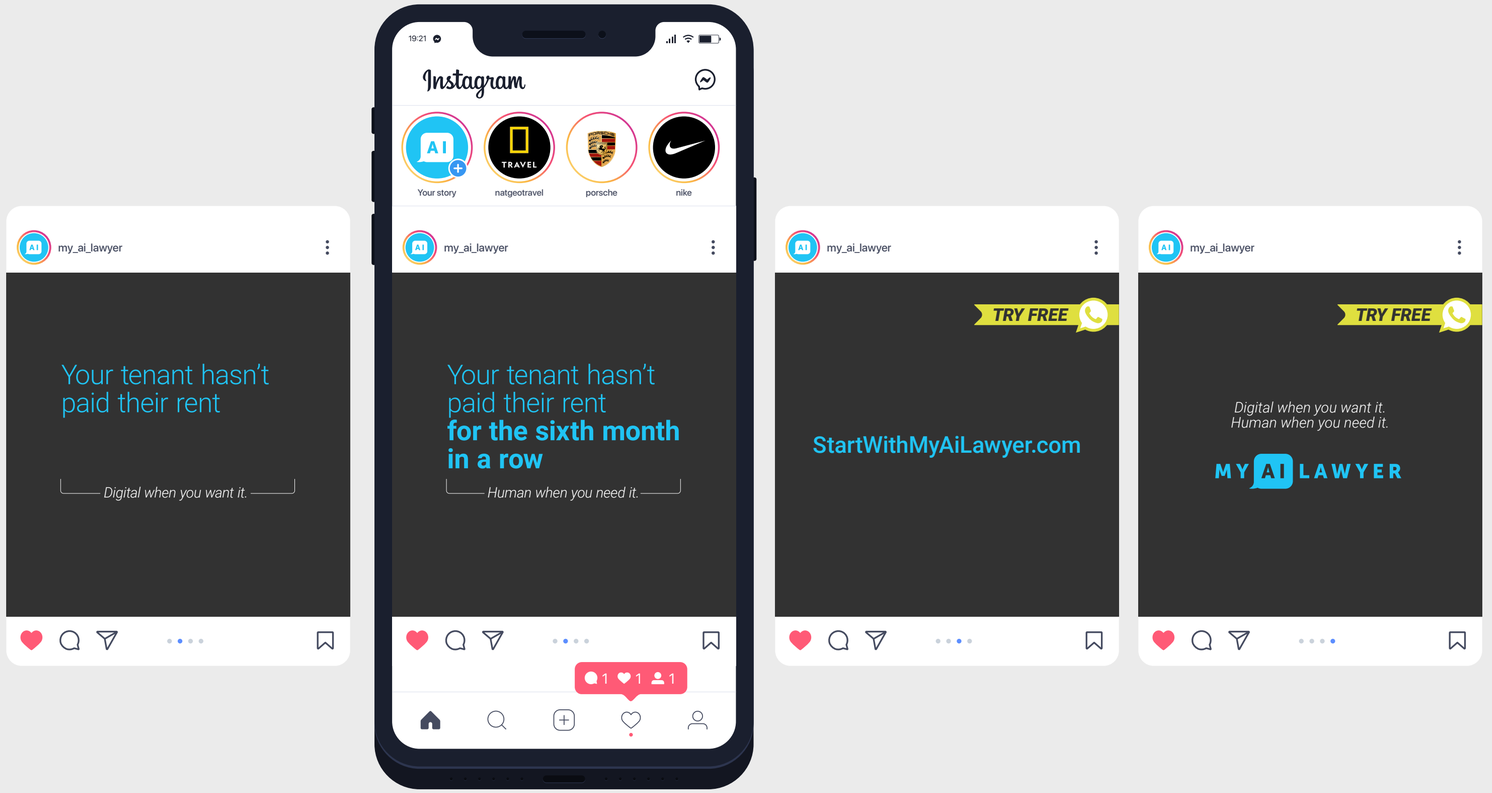






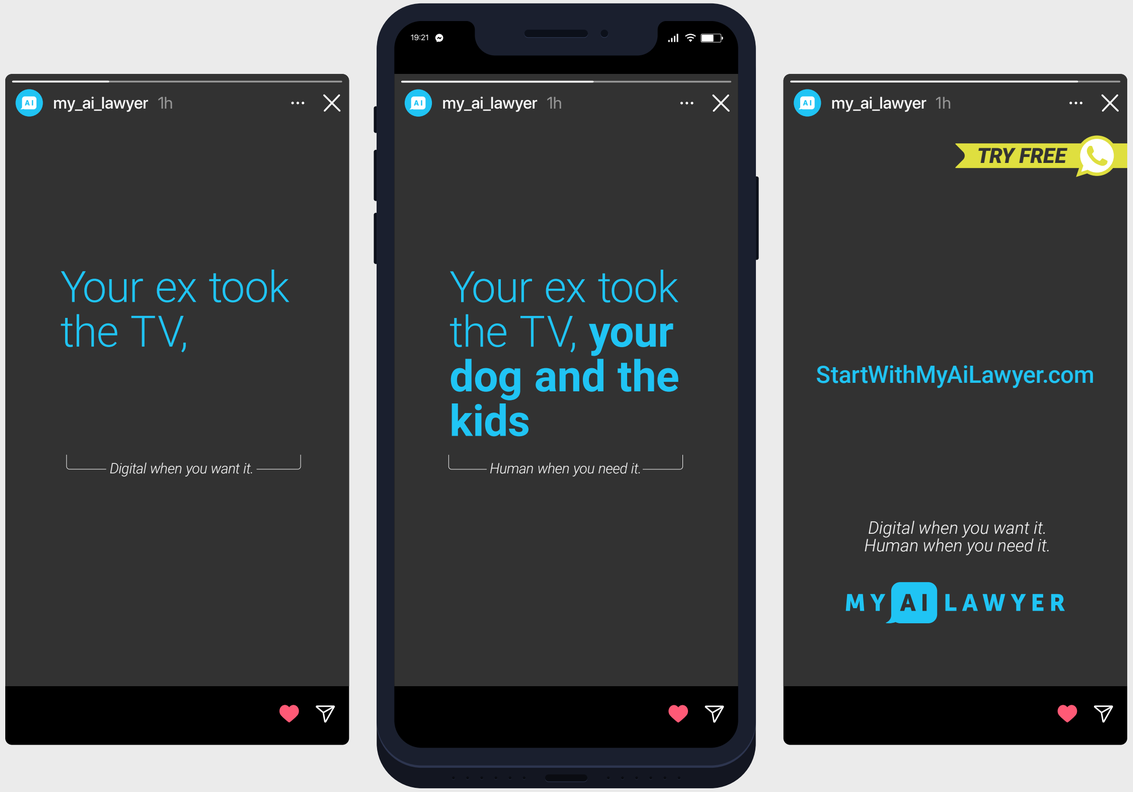
Campaign A

Social media carousel



Campaign A

Social media story



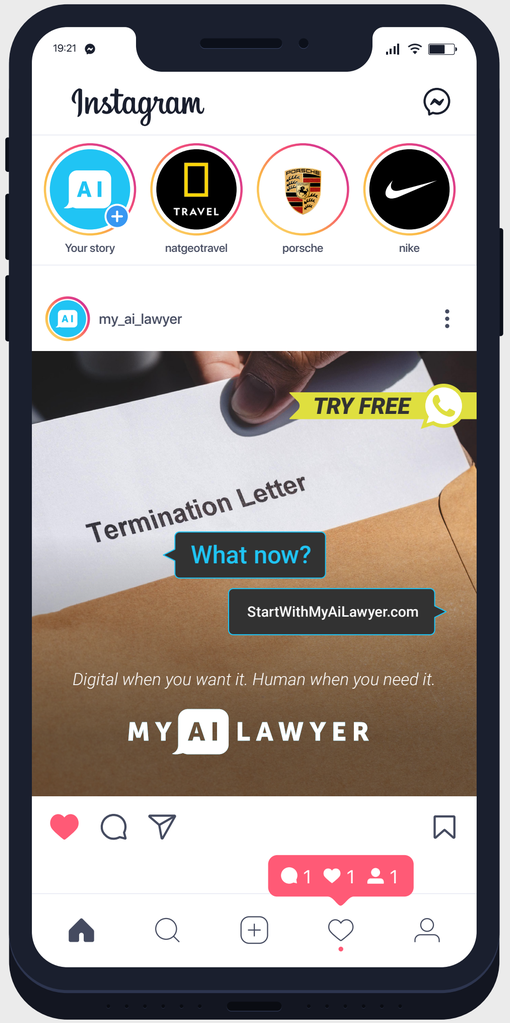
Campaign B

DOOH



Campaign B

Social media post



Tactical activation

Tactical activation

As part of a PR activation we'll leave a car in a busy city street that looks like it has been vandalised by a scorned lover, with the hope that this will be shared. On closer look there will be a small message on it:





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