

Living Law Society
Logo Thoughts

I hope you enjoy learning about our brand. We want to bring Sovereignty and Abundance to all living souls across the Earth Realm.

Here are some ideas about our logo...

1. We are looking for a **shield logo**
2. Ideally, we'd like "Living Law Society" near the top of the shield and the slogan, "Sovereignty and Abundance for All" towards the bottom. Please do not write these in CAPITAL letters.
3. Symbols of our organization include the eagle, sword, and pen/quill.
4. We would like the Eagle's wings to be stretched out (see 1776 Reloaded image)
5. We are hoping to have a simple logo that includes an eagle, sword, and pen/quill. Hopefully it can still be simple with those images.
6. As far as color pallets
 1. Please see the color palette suggested in the Brand Archetype page. We aren't wedded to those colors, but are open to them.
 2. We would love to see some gold colors.
 3. Red, White, and Blue are other color options
 4. We like blues and oranges
 5. I think the Harley Davidson logo colors are excellent too.
 6. Of course, we are open to your color ideas too
6. The Eagle: We LOVE the Eagle in the 1776 Reloaded image. This is another brand we have. A logo idea we have is to perhaps outline this eagle, put it inside a shield, and somehow have a sword and quill crossed over it somehow?

*Thank you for putting your heart,
vision, and mind into our logo design*

The Team at Living Law Society

Living Law
Society

BRAND PLATFORM

OUR BRAND PLATFORM

BRAND ARCHETYPE	The Outlaw		
PURPOSE STATEMENT	Through education we empower “the people” to take action to eliminate crime and corruption and restore lawful government “by and for the people.”		
VISION STATEMENT	To create an environment in which Americans can thrive, realize their full potential, and help bring sovereignty and abundance to all People on Earth		
BRAND IDEA	Real people on the land. Crops. Nature. Landscapes. Standing up. Rising Up. Pen. Pitch forks. Gallows. Civil War fonts and iconography		
SLOGAN	Sovereignty and Abundance For All		
BRAND VALUES (We value...)	Education	Empowerment	Networked Action
BRAND ATTRIBUTES (And we are...)	Trustworthy	Courageous	Tactical
BRAND VOICE (We sound...)	Authentic	Inspirational	Victorious
VALUE	Set you Free	Take control of your life and future.	Restore The Promise of America

The Outlaw Archetype



The Outlaw

**REVOLUTION**

*Rules are made to be broken*

**BRAND VOICE**

**BRAND MESSAGE**

Disruptive

Rebellious

Combative

You don't have to settle for status quo. First, demand more, second, go out and get it.

OUTLAW BRANDS

**DIESEL**

The Outlaw Personality

The Outlaw has a desire for revolution partly to change the world for the better and partly for the anarchy involved. They have a disdain for rules, regulation and conformity that would remove any form of their freedom of choice (or anyone else's). They are good at the core but anger is part of their motivation, which can become the dominant force. Without a fight, they are lost.

 DRIVE	 FEAR	 STRATEGY
Liberation	Servitude	Denounce Status Quo
Change	Conformity	
Righteousness	Complacency	Disrupt + Shock
Revenge	Acceptance	
Independence	Dependence	



JAMES DEAN
 Rebel Without a Cause



COLOUR PALETTE EXAMPLE

#b15e39	#faf6eb	#55250d	#a56f40	#efd494
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BRAND SLOGAN EXAMPLE



ALL FOR FREEDOM

FREEDOM FOR ALL

The Outlaw Branding Strategy

To appeal to an outlaw you need to prove to them first that you see the world as they do. Status Quo and Conformity are the common enemy and showing disdain for either will go a long way to resonating. Encouraging, facilitating or empowering revolution on the other hand, will make you an

instant family (or gang) member. Formal communication should be avoided and your language and tone should be laced with grit and attitude.

The Outlaw Industries And Categories

Automobile (Motorcycles)

Destruction Tools

Alternative Apparel

Body Art

The Outlaw Brand In Action – Harley Davidson

Logo

Shield
Quill/Pen
Sword

Slogan:
Sovereignty and Abundance For All







LOGO TEXT HERE

Slogan Here





LOGO TEXT HERE
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WWW.1776Reloaded.org

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