



BRAND GUIDELINES

VERSION 2.0

OUR UNIQUE VALUE PROPOSITION:

Where Your Legal Experience Defines Our Name The 5-Star Law Firm

At Viles & Beckman, we're not just your attorneys; we're your 5-Star Law Firm—the only firm in the nation with its name built around an unmatched commitment to your experience. From relentless advocacy to heartfelt care, we fight for your success as if you were family, ensuring justice and excellence every step of the way.





VILES & BECKMAN, LLC

INJURY ATTORNEYS

THE

5-STAR LAW FIRM®

SLOGAN & HASHTAGS

“Fighting for You Like Family”

“The 5-Star Law Firm”

Hashtags

#vilesandbeckman #the5starlawfirm #fightingforyoulikefamily
#vbgivesback

Vision: To be the cornerstone of advocacy, generosity and exceptional service to change lives in the communities we serve.

OUR VISION & MISSION

Mission: We support clients through their most challenging life events by fighting and advocating for all of their needs as if they were our own family.

OUR CORE VALUES

1

INTEGRITY

We uphold integrity by being honest, reliable, and ethical, consistently meeting deadlines and commitments, and taking full accountability in our roles for the trust of our clients and team.

2

CLIENT FOCUSED

We exist to serve our clients. An exceptional, personalized experience is our shared duty and responsibility.

3

RESULTS DRIVEN

Results matter. We own every outcome. We set challenging goals and embrace personal and collective accountability.

4

ALL IN

We commit completely to the mission. We bring it every day. Passion is the energy that fuels truly extraordinary performance.

5

TEAMWORK

It is the individual that gives strength to the team, and it is the team that gives strength to the individual. We are “team players.”

6

BETTERMENT

Today we shall be better than we were yesterday, and tomorrow we will be better than today.

7

FAMILY FIRST

Wellness in our personal lives, and safety and security for our families, is the cornerstone for our happiness. We put families first, and we care for one another, and our clients, as we would our own families.



The
VILES & BECKMAN, LLC
INJURY ATTORNEYS

5-Star Promise



You will speak with your attorney or case manager within 24 business hours of your call.



Expect all your legal questions to be answered in a way that is honest and easy for you to understand.



Your case will receive our full attention, with a client-focused advocacy as though you were part of our own family.



We will work together with you so that your voice is understood and prioritized in all decisions affecting your case.



We commit to a fair and transparent fee agreement for our services. We are vested in your success.

OUR STORY

BRAND POSITIONING

Viles & Beckman, LLC is more than an established personal injury law firm in the Fort Myers, Florida area; we are a beacon of hope and transformation for the communities we serve. With a reputation for excellence and a consistent stream of referrals, our firm stands as a top-rated legal ally. We are recognized not only for our legal expertise but also for being a pillar of support, advocating with a spirit of generosity that transcends the ordinary. Our unwavering commitment to our clients is driven by a vision to champion their causes with the same fervor and dedication one would expect from family. We are more than attorneys; we are lifelong partners in your pursuit of justice.

BRAND PERSONALITY

Viles & Beckman, LLC is a beacon of compassion and legal expertise, where a dedicated team tirelessly advocates for the community's families. We ease the stress of personal injury claims by treating each client like family, ensuring justice is both personal and heartfelt.

TARGET MARKET

We serve the heart of our community—middle-income families aged 30-55. They are homeowners and vehicle owners, embodying the values of hard work, loyalty, and empathy. Our clients are devoted to their families and are pillars in their communities, seeking a legal partner who shares their commitment to justice and excellence.



OUR BRAND MESSAGING



tone & style guidelines

- **Tone:** Maintain a soft, warm, and inviting tone that echoes understanding and compassion. We want our audience to feel heard, valued, and respected.
- **Language:** Use simple, clear language that speaks directly to the heart of our audience's values and daily lives. Emphasize empathy, reliability, and a sense of community.
- **Confidence through Experience:** Subtly weave in references to our extensive experience and success stories to build confidence without overwhelming the warm, personal tone of our messaging.
- **Focus on Family and Community:** Highlight our commitment to supporting not just the individual but their entire family and the broader community, reinforcing the values of loyalty and commitment.

OUR LOGOS

VISION AND INSPIRATION



THE

5-STAR LAW FIRM®

THE

5-STAR LAW FIRM®



Logo on Dark Background

The logo may be used in white over dark backgrounds for most surfaces. However occasionally it can be used in all white in instances that call for it, like small promotional items.



Logo on Light Background

The logo should be used in a full color when placed on light backgrounds. It can be featured as a single color logo.

OUR COLOR PALETTE

Hex and Pantone Values

The following primary colors should be used in all marketing materials and in instances where there is a need to expand the palate, other adjacent tones can be used.

<div>HEX CODE #0FA57B</div> <div>RGB: 15, 165, 123</div> <div>CMYK: 91%, 0%, 25%, 35%</div>	<div>HEX CODE #00CA88</div> <div>RGB: 0, 202, 136</div> <div>CMYK: 100%, 0%, 33%, 21%</div>	<div>HEX CODE #FFD700</div> <div>RGB: 255, 215, 0</div> <div>CMYK: 0%, 16%, 100%, 0%</div>	<div>HEX CODE #FFFFFF</div> <div>RGB: 255, 255, 255</div> <div>CMYK: 0%, 0%, 0%, 0%</div>	<div>HEX CODE #19353A</div> <div>RGB: 25, 53, 58</div> <div>CMYK: 57%, 9%, 0%, 77%</div>	<div>HEX CODE #9A333B</div> <div>RGB: 145,51,59</div> <div>CMYK: 0%, 67%, 62%, 40%</div>
<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>