

# Visual Identity Brief

Atlani Avocats · Paris Bar

## 1. Identity and Objective

**Attorney** — Ruben Atlani, a member of the Paris Bar, is establishing a solo practice in Paris, France. I am currently practicing alone, but I may hire associates in the future.

**Core Practice Area** — Medical malpractice on the patient side — supporting and defending victims of medical errors, surgical errors, and hospital-acquired infections. Proceedings before civil, criminal, and disciplinary courts, as well as before the CCI/ONIAM.

**Possible Evolution** — The practice may expand to include the defense of healthcare professionals (doctors, medical facilities), or broader personal injury cases (accidents, disasters, victims of crimes). The visual identity must work effectively in these contexts without being confined to a single style.

**Regarding the logo** — Empathy and humanity are important values — but the identity must not be overly focused on “medical victims.” The desired balance: professionalism and competence on one hand, warmth and commitment on the other.

**Name** — ATLANI — short, strong, memorable, and consistent with the domain atlani-avocats.fr. The initial “A” can serve a design purpose, though this is not required.

**Website & email** — atlani-avocats.fr · cabinet@atlani-avocats.fr

## 2. Competitive Analysis — Victim Side

Law firms specializing in medical malpractice and personal injury on the patient side—exactly the practice I plan to pursue. The goal is to build a distinct and recognizable identity: visual similarity to one of them isn’t an absolute deal-breaker, but we aim to stand out enough to prevent any confusion.

### Competitors on the victims’ side



**Lerieux & Sénécal**  
Cyan-blue Teal #087890



**Bibal Law Firm**  
Black — navy blue text #1A3A7A #1A1A1A  
*Personal injury on the patient side. High standard of care.*



**Ad Vitam Lawyers**  
Slate Blue #4A6B8A



**Dante Law Firm**  
Dark Navy #1A2E5C  
*Highly saturated in the sector*



**Papin Law Firm**  
Bright orange #E55A00



**Coubris & Associates**  
Black #1A1A1A  
*Caduceus + scales in white on black*



**Le Bonnois**  
Navy + gold #1A3A7A



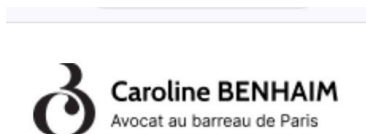
**Cécile Bigre**  
Dark duck #2A7A7A  
*Teal family — similar to Lerioux*



**Braun Cabinet**  
Bordeaux / Plum #7F194B  
*Stylized cursive B. Victims of bodily injury.*



**Rudyard Bessis**  
Red #C43030 #C43030  
*Scales + laurel wreaths — generic.*



**Caroline Benhaim**  
Black + red accent #1A1A1A



**Benoist André**  
Navy + gold #1E2E7A  
*Columns/toga in shield*



Avocate avocate en réparation du dommage corporel /



### Consolin & Zanarini

Dark navy #1A2E5C

Interlaced CZ, thin line



### Migat-Parot

Sage green #6B8C6B



### Sophie Kerzerho

Medium teal #2A8B8B

SK in circle



### Darien Trannin

Dark Teal #2A7A78

DT in square — two versions: small black on teal, large white on teal



### Dimitri Philopoulos

Teal/dark green

#2A8B7A DP in rounded

black square



### Chloé Bonnardel

Very dark teal #083E48

CB in a black square on a teal background



### Benezra & Attorneys

Royal Blue / Indigo #3A3A8A

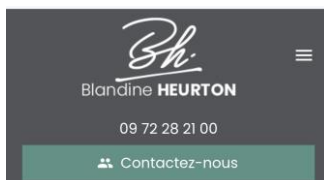
Pure Typographic + Stylized B



### Jehanne Collard

Bordeaux / dark red #8B3040

Puzzle icon + typography



### Blandine Heurton

Charcoal gray #535458

White handwritten "B"



### Pauline Bigot

Sage/mint green #69B189

PB white initials

## 2b. Firms in the field — Professional services & ONIAM

These firms are not direct competitors. A certain degree of similarity is acceptable, except for Limonta—any resemblance is absolutely unacceptable.

### To be avoided at all costs — former firm



#### Limonta Attorneys



Cobalt blue / royal blue — solid circle + white cursive L #1D4C9E  
*Former firm. Neither the color nor the concept may be used.*

### Other firms on the professional side / ONIAM



#### Auber Law Firm



Medium slate #3D5A80  
*A in square, thin line*



#### ACLH Lawyers



Very dark navy / black #28283C  
*AC/LH in grid*



#### Tamburini-Bonnefoy



Black, minimalist TB #1A1A1A



#### Normand & Associates



Burgundy red + black #8B1A1A  
*Red ampersand*



#### Fabre et Associées



Black, lawyer silhouette #1A1A1A



#### De la Grange & Fitoussi



Navy + burgundy red #3A3A6A  
*GF with red trim*



#### UGGC Lawyers



Gold / bronze + cream #C8A84C  
*Fleur-de-lis, premium*



#### Jasper Lawyers



Dark teal #1A6B7A  
*White geometric star*



**Saïdji & Moreau**  
Indigo / electric blue #4A4ADE  
Serif typeface on a solid background



**Lacœuilhe Avocats**  
Bright red #E8182A



**Abeille Avocats**  
Teal + navy #1A8B8B  
Radiant shape



**Wenger-Français**  
Deep navy #123B5D  
WF in circle, open semicircle — professional side

### 3. Color direction

#### What we're looking for

- ◆ Professionalism and competence — immediate trust.
- ◆ Warmth and empathy — without institutional coldness (not just black and gold like M&A firms or the professional sector; **we're addressing people here**, not companies).
- ◆ Modernity — no tired clichés.
- ◆ Sufficient differentiation from direct competitors in the victim sector — absolute differentiation from Limonta.
- ◆ A simple color palette (1–3 colors) that works well on a white background (letters, etc.).

For the main color, blue seems a natural fit: a color of trust and competence, well-established in law and medical law, and one that represents me well. The challenge is to find the perfect shade of blue—one that is both beautiful and appropriate (serious yet human)—and ideally not exactly the same as any other firm's.

Another color is still an option—the graphic designer is free to suggest any other direction.

### 4. Logo Direction

#### Logos I liked

I particularly liked these logos—not as templates to copy, just as references.



Darien Trannin



Tamburini-Bonnefoy



UGGC Attorneys



On the contrary, I don't like most of the other logos shown above (they aren't very attractive and lack modern, up-to- ).

## Options considered

**Atlani Avocats** (The full name—short, strong, consistent with the domain [atlani-avocats.fr](http://atlani-avocats.fr); a single large A shared between the two?)

**AA** (For the initials of Atlani Avocats — suggestions welcome.)

**RA** (Stands for Ruben Atlani. Two caveats: the pronunciation is awkward, and there's a slight inconsistency with the domain [atlani-avocats.fr](http://atlani-avocats.fr). Not out of the question—suggestions welcome.)

## To be avoided at all costs

- Overly conventional legal and medical symbols—scales, laurel wreaths, caduceus, crosses, togas.
- A style that's too casual—the tone is human but remains legal and premium.

## What we're looking for

- A logo that can be used in email signatures, letterhead, on the website, on business cards, and on social media (so the logo should be adaptable to both large and small formats).

*The graphic designer is entirely free to propose directions not explored here. This brief outlines a positioning strategy and differentiation constraints—not a solution. The best identity will likely be one we haven't yet imagined.*

0 Elegant to 100 Bold: 10

0 Lighthearted to 100 Serious: 90

0 Traditional to 100 Modern: 70

0 Friendly to 100 Professional: 50

0 Feminine to 100 Masculine: 60

0 Colorful to 100 Conservative: 60

0 Economical to 100 High-end: 80