The Law Society
of Brunei Darussalam

IDENTITY DIRECTION /
RECOMMENDATION

Equal Measure.

A proposed renewal for the Law Society of Brunei Darussalam. It carries forward the institution's distinctive gold centre and balance, then removes ornamental weight so the identity can serve lawyers and the public with equal clarity.

→ Level by construction.
Open by purpose.
Rooted by name and restraint.

01

THE RECOMMENDATION

Keep the memory. Change the posture.

The original identity's strongest assets are not its metallic detail or ornamental typography. They are the balance and the singular golden form at its centre. **Equal Measure keeps those two ideas and makes the rest direct.** A straight beam expresses a common standard; paired pans express equal access; the central gold bud carries continuity; the open lower field keeps the institution from feeling sealed or remote.

01

Level

The beam is literally horizontal. Consistency, predictability and impartiality begin in the construction.

02

Open

No plinth, canopy, chain or scroll closes the form. The Society serves the profession and people approaching the law.

03

Measured

One optical weight, two equal pans and a restrained gold note replace decorative hierarchy with quiet confidence.

02

THE MARK

Balance as an instrument, not a trophy.

The Law Society
of Brunei Darussalam

PRIMARY SIGNATURE

One name.
Two balanced lines.

This is the preferred form wherever space permits. The jurisdiction has real weight rather than disappearing into a decorative caption.

CURRENT

THE LAW SOCIETY OF BRUNEI DARUSSALAM

RETAIN

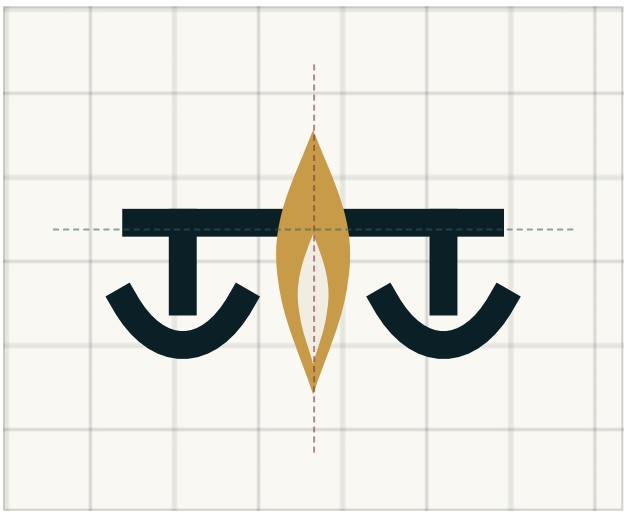
the gold centre and balance

→

REMOVE

scrollwork, chain detail and plinth

PROPOSED



01 **A level beam**

The single horizontal is deliberate. The mark must never be rotated or redrawn with an uneven beam.

02 **Two equal pans**

Identical curves and identical spacing make equality visible before explanation.

03 **Central continuity**

The gold bud is distilled from the existing emblem. It is a formal continuity cue, not a claim that the original shape has a documented national or religious meaning.

04 **Open field**

The absent plinth removes the seal-like base and leaves room for the Society's public-facing role.

LOGO SYSTEM

One idea, tested for every surface.



PRIMARY — MOST APPLICATIONS



REVERSE — DEEP FIELDS



STACKED — CEREMONIAL / VERTICAL



COMPACT — DIRECTORY / FAVICON / SOCIAL

The Law Society
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Clear space and minimum size

Clear space *x* equals the gap between the two balance pans. No graphic, crop or neighbouring message enters this field.

Horizontal, digital	180 px minimum
Horizontal, print	42 mm minimum
Stacked, digital	150 px minimum
Compact symbol	16 px minimum

Minimums are working proposal values. Final production files must repeat these proofs after colour and license approval.



16 PX



24 PX



32 PX



48 PX

04

TYPOGRAPHY

Modern, legible and free of ceremonial theatre.

Aa

Newsreader

Wordmark and editorial display. Medium weight, closer tracking and sturdy serifs replace fragile high-contrast display type.

Manrope

Navigation, services, labels, forms and public information. Clear at small sizes and visibly contemporary.

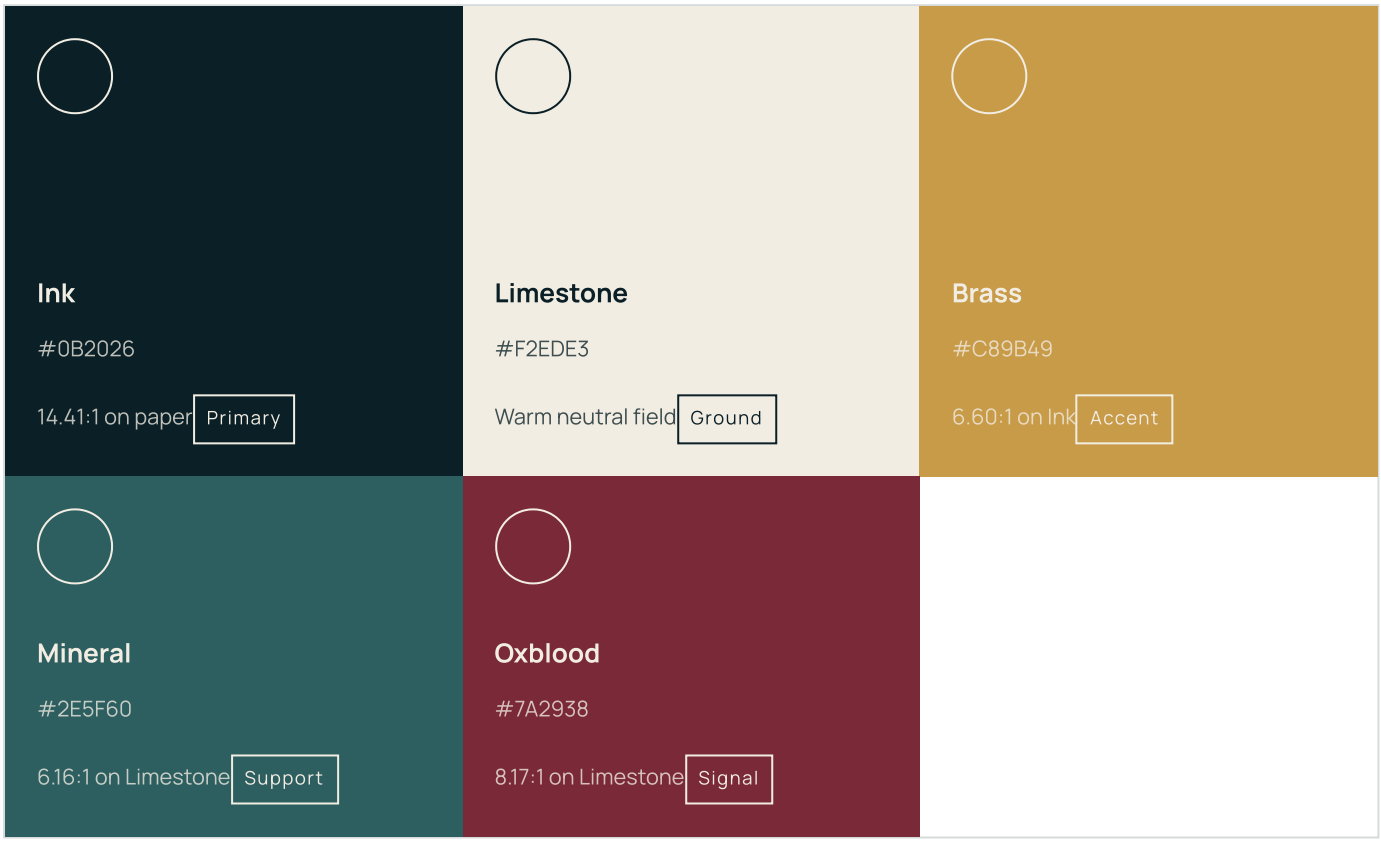
Malay / English

Both typefaces support Malay Latin. A Malay lockup must use the Society-approved name: *Persatuan Undang-undang Negara Brunei Darussalam*, pending final confirmation.

05

COLOUR

Dark enough for authority. Warm enough for people.



Ink and Limestone carry the identity. Brass belongs to the central bud, never fine body copy. Mineral supports digital navigation; Oxblood marks important actions and notices. Print colours should be converted and proofed under the appointed printer's colour profile.

06

BRUNEI CONTEXT

Rooted without borrowing authority.

Brunei's identity should be present through accuracy, restraint and local review. The mark does not need to annex the national crest, royal umbrella, crescent or mosque silhouette. Its strongest local signals are the Society's own inherited form, its correct full name, the confidence to leave space, and a palette drawn from the established website.

WHAT WE RETAIN

The Society's own equity

The balance and central gold form create a recognisable bridge from the current identity. Continuity supports member familiarity and public recognition.

WHAT BRUNEI MEANS HERE

Quiet form, local review

Malay Islamic Monarchy is the national philosophy. A professional body can reflect that context through dignity, hospitality and restraint without turning sacred or royal symbols into decoration.

WHAT WE AVOID

No borrowed crest

The national crest, royal umbrella, crown, crescent and protected emblems remain outside the visual device unless authority and permission are explicit.

WHAT NEEDS CONFIRMATION

Language and provenance

Confirm the official Malay name, language order, any Jawi need, and whether the central form has internal or cultural provenance the Society wishes to state publicly.

07

APPLICATIONS

Designed for the public desk and the professional record.

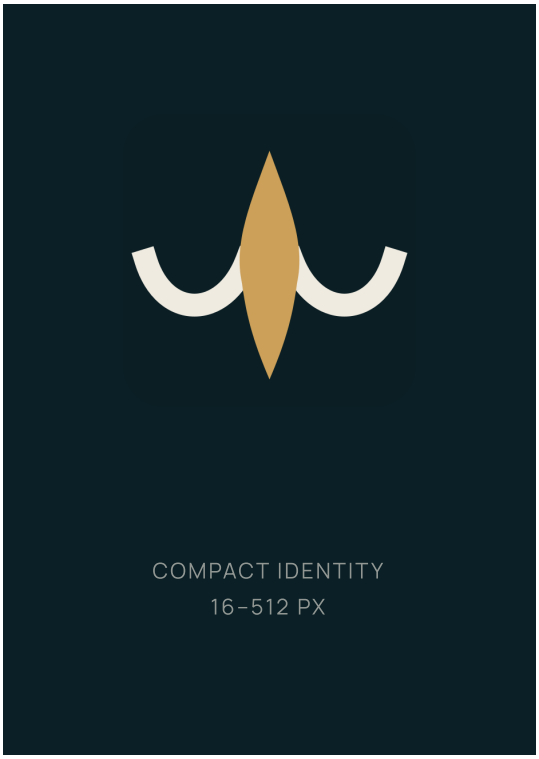
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A clear route to guidance and representation.

Official correspondence becomes calmer and more legible when the mark, name and public mission share one hierarchy.



08

VOICE

Authoritative because it is clear.

Plain before formal

Use the shortest accurate sentence. Reserve legal terms for places where precision requires them, then explain the route forward.

Certain only when verified

State what the Society can do, link to the official process, and name what requires independent advice. Authority grows from accuracy.

Human without familiarity

Speak to the public as capable adults. Avoid bureaucratic distance, false reassurance and chatbot-like enthusiasm.

Bilingual by design

Malay and English content should read as deliberate equivalents, not one language squeezed beneath the other.

09

GOVERNANCE AND ACCESSIBILITY

Make the system resilient after handover.

APPROVAL

Before public use

- Society Council sign-off
- Exact English and Malay naming
- Clarify whether any emblem-approval provision applies
- Record the approved version and date

FILES

Master artwork

- SVG and PDF masters
- 300 dpi transparent PNG exports
- CMYK printer conversion and physical proof
- One-colour black, navy and white negartwork

ACCESSIBILITY

Every surface

- Normal text contrast at least 4.5:1
- Large text and controls at least 3:1
- Empty alt text when the name is adjacent
- No meaning carried by colour alone

PRODUCTION TESTS

Before release

- 16, 24, 32 and 48 px contact sheet
- A4 letterhead at actual size
- Ordinary photocopy and white knockout
- Engraving, embroidery and foil proof if used

Use

- Keep the beam perfectly level.
- Preserve the supplied proportions.
- Use the reverse master on substantive dark fields.
- Keep clear space free of rules, crops and messages.

Do not

- Recreate the wordmark from a different font.
- Add arches, crowns, laurels, gavels or books.
- Apply metallic gradients or a bevel.
- Imply court, government, royal or member-firm endorsement.

DECISION TRAIL

How the recommendation was reached.

Six visual directions were tested. Independent reviews rejected the pointed-arch monogram as generic and religiously ambiguous, and found the woven route strategically interesting but too complex. The first continuity board preserved the right equity but still read as a trophy. The refined **Equal Measure** route scored highest for recognition, restraint, small-size behaviour and a usable system.

DIRECTION	DECISION	REASON
Equal Measure	**Recommended**	**Retains balance and gold equity; open construction; strongest one-colour and small-size potential.**
One Joint	Secondary concept	Strong local craft potential, but the beam curved and the weave needs documented provenance before it can carry the primary identity.
Wordmark and Spark	Digital-led alternative	Excellent editorial restraint, but the long jurisdiction name carries too much of the recognition burden.
Aurelian Continuity	Superseded	Right inheritance, but ornamental detail, plinth and luxury typography did not meet the modernisation brief.
Woven Balance	Rejected as primary	Idea worth preserving as a possible secondary pattern; unusable as drawn because of complexity and unsupported cultural specificity.
Chamber Monogram	Rejected	Arch reads as mosque-adjacent and monogram lacks a legal or public-service idea.



Aurelian Continuity

Inheritance / superseded execution



Woven Balance

Craft / rejected as primary



Equal Measure

Refined recommendation

Verified source trail

Law Society of Brunei Darussalam — About Us · institutional role and mission

Legal Profession (Law Society of Brunei Darussalam) Order · statutory purposes

Information Department — About Brunei · language, religion and national context

Brunei in Brief · national flag, crest and cultural context

Brunei Tourism — Flora · Simpur as the national flower

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