

# LEGAL LABELS

*THE VERDICT IS IN: LABELS NOT ONLY HELP ORGANIZE BUT CAN ALSO ADD A PROFESSIONAL AND ELEVATED ELEMENT OF DISTINCTION TO YOUR FIRM'S IMAGE.*



## **Types of Labels:**

- Exhibit Labels
- Mailing Labels
- Document Enclosed Labels
- Office Use Labels
- Water Bottle Labels
- Self-Promotion & Advertising Labels
- Anniversary Labels
- Equipment & Inventory Labels

## **Great For:**

- Improving image & effectiveness
- Identify & organize documents & exhibits: Confidential & Document Enclosed Alerts
- Customer Hospitality: Branded water bottles for clients

## **Available Options:**

- Premium Stocks: Estate #8 & #9 Stocks, Shiny & Matte Foil Stocks
- Foil & Embossed Printing: To add a distinct look
- Consecutive Numbering: Documenting & Exhibiting
- Blockout Labels: Cover Up Outdated/Incorrect Information

# SUCCESS STORY

## **CHALLENGE**

A legal firm with one lawyer had added a new partner, but wanted to utilize their existing folders, envelopes, and signage while the new lawyer was getting started. They needed these labels quickly, because updated print would take time to produce.

## **SOLUTION**

Using a blockout label which was opaque, the legal firm created a piece that could cover existing print pieces until new ones could be ordered. These labels used full color print to match their brand and were created in small quantities to be used in different settings. One label style was used to update their signage temporarily, while another label was used to update folders and other small-scale print pieces.

Best of all, these labels could be produced quickly, allowing the law firm to add this new information to their print while waiting for updated print to arrive. The blockout label covered the previous information, kept everything in the office true to the law firm's brand, and allowed the firm to stay on budget while they waited for new pieces to be produced.

## **BENEFITS**

While the law firm was celebrating the new partner joining the team, the labels allowed them to get that news to clients while enjoying these benefits:

- Cost-effective
- Quick turnaround time allowed the news to get out fast
- Everything remained true to the law firm's brand