



GUIDE

CONTENTS

These guidelines are mandatory and must be applied consistently and rigorously to all creative assets made on behalf of Equinox.

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MATTERFESTO

BRAND BELIEF

**We believe in the power of law
to enable the freedom and
confidence to go boldly into
the unknown.**

OUR PEOPLE

Entrepreneur leaders with a growth mindset who leverage fractional services for expertise and growth, but not for legal.

CURRENT STATE/PROBLEM

Entrepreneurs don't trust that lawyers can be affordable, accessible, or a strategic advantage. Law feels like a complicated cost that only mega corps can afford. So they go at it alone.

FUTURE STATE/PROMISE

We imagine a world where entrepreneurs have the same strategic law advantages as the mega corps.

HOW WE MAKE IT HAPPEN

We make it possible for all business leaders to have a “Chief Legal Officer” on their team by removing the barriers of costs, response time, and complexity.

BRAND BELIEF

The essence of what matters to us and our customer. The shared values and raison d'être.

We believe in the power of law to enable the freedom and confidence to go boldly into the unknown.

OUR PEOPLE

The hero of your brand narrative, the customers we help.

Entrepreneur leaders with a growth mindset who leverage fractional services for expertise and growth, but not for legal.

CURRENT STATE/PROBLEM

What is the real-real problem we solve?

Entrepreneurs don't trust that lawyers can be affordable, accessible, or a strategic advantage. Law feels like a complicated cost that only mega corps can afford. So they go at it alone.

FUTURE STATE/PROMISE

What's our vision? The transformational change that we deliver.

We imagine a world where entrepreneurs have the same strategic law advantages as the mega corps.

HOW WE MAKE IT HAPPEN

The way we lead, help, and guide with passion and expertise in product or service.

We make it possible for all business leaders to have a "Chief Legal Officer" on their team by removing the barriers of costs, response time, and complexity.



FOUNDATION

FUTURE STATE/PROMISE

**We enable
entrepreneurs with the
same strategic law
advantages as the
mega corps.**

EQUINOX TEAM VALUES



Equinox Team Members

We are legal professionals with real business experience as in-house counsel, business degrees, or entrepreneurs. We are:



Business First

We understand business and support the leadership team's vision and strategy to achieve its goals.



Deal Makers

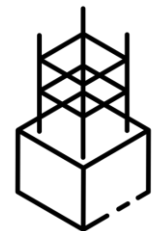
We work collaboratively and innovatively to move the business forward, advising on the balance of business and law in each decision.



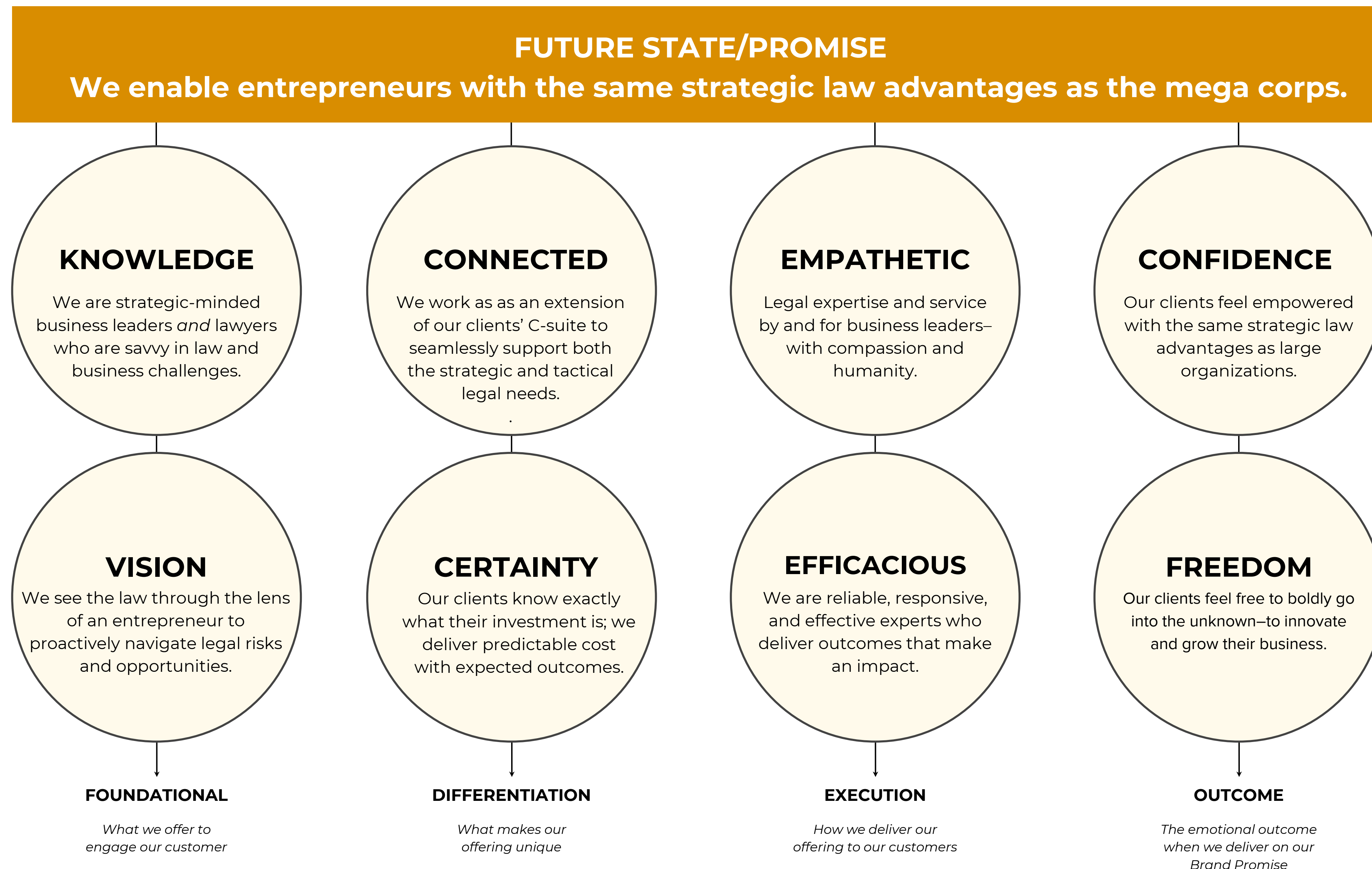
Intentional

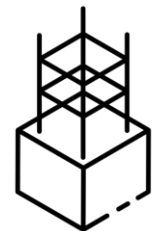
We follow through on our commitments.





FOUNDATION





What does “Knowledge” mean at Equinox?

We are strategic-minded business leaders and lawyers who are savvy in law and business challenges.

Why “Knowledge” matters to our business...

Knowing first-hand the complexities entrepreneurs face gives us empathy and a clear vision of both the risks and the opportunities.

When we get it right...

Our clients trust us, and include us in their inner c-cuite circle because they know we understand their business’ real-real needs.

FOUNDATIONAL

*What we offer to
engage our customer*

KNOWLEDGE

We are strategic-minded business leaders and lawyers who are savvy in law and business challenges.

VISION

We see the law through the lens of an entrepreneur to proactively navigate legal risks and opportunities.

What does “Vision” mean at Equinox?

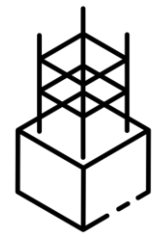
Seeing the whole picture through entrepreneur business and proactive law lenses to deliver strategically and tactically.

Why “Vision” matters to our business...

We are looking out for our clients. We look ahead not just behind. We enable the freedom and confidence for our clients to go boldly into the unknown.

When we get it right...

Clients go from using law reactively to cover risk, and move into exercising proactive law to uncover new markets and opportunities they never thought possible.



What does “Connected” mean at Equinox?

We work as an extension of our clients’ C-suite to seamlessly support both the strategic and tactical legal needs.

Why “Connected” matters to our business...

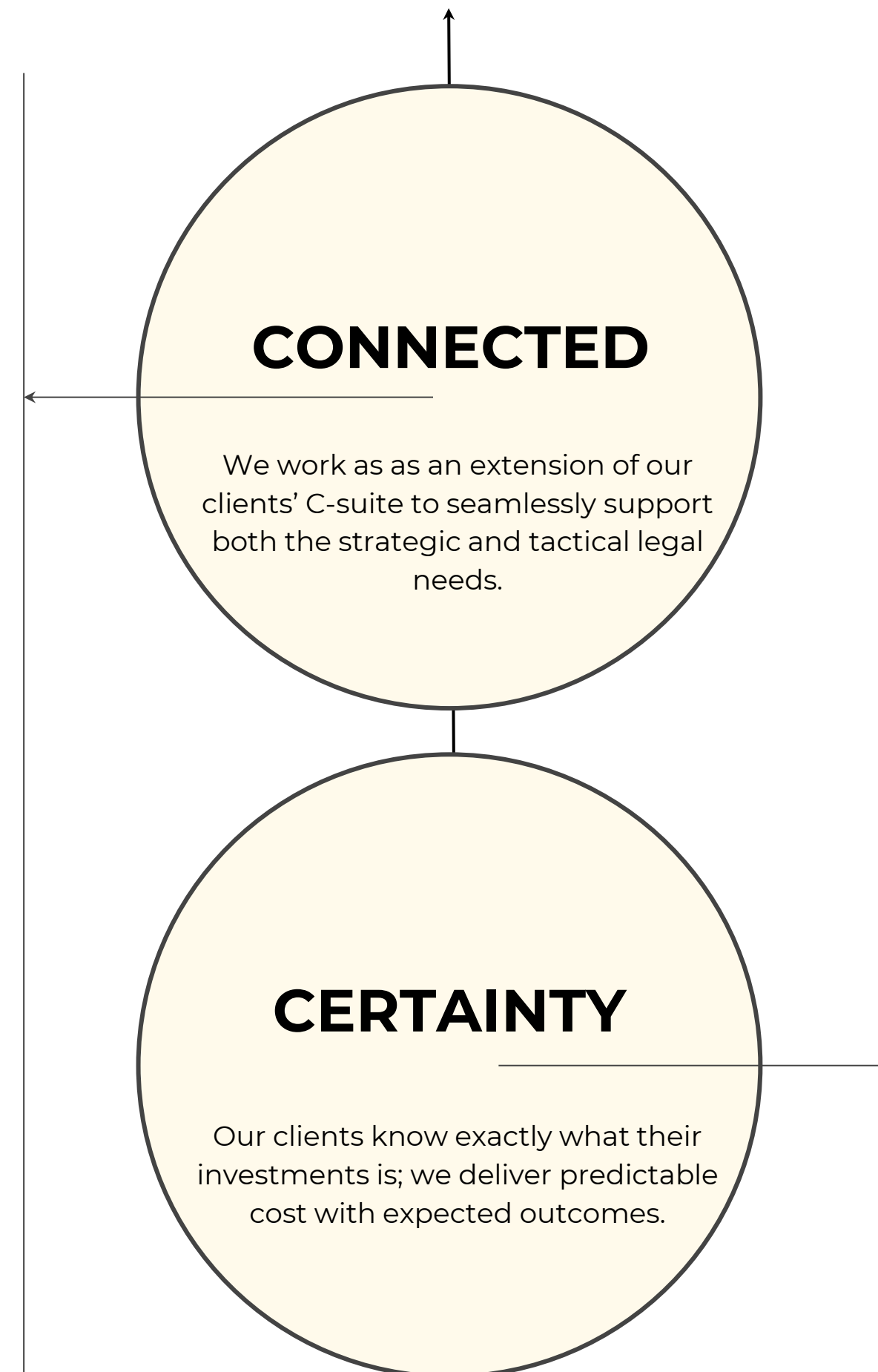
Working as an extension of our client’s team helps us understand their needs and better help them resulting in significantly less time invested in transactional legal with a law firm.

When we get it right...

Our clients call on us for strategic planning instead of crisis management. And they continue to call, as we develop a mutual, long term and profitable relationship.

DIFFERENTIATION

What makes our offering unique



What does “Certainty” mean at Equinox?

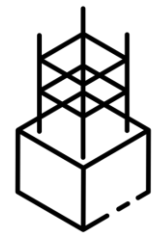
Our clients know exactly what their investment is; we deliver predictable cost with expected outcomes.

Why “Certainty” matters to our business...

We offer “Chief Legal Counsel” at a fixed cost so there’s no uncertainty or lack of trust in using our service. There’s also certainty that we will get it right because we’re part of the team and the conversation.

When we get it right...

When our client’s trust us with their strategic conversations, delegate and add more scope to our team.



What does “Empathetic” mean at Equinox?

We listened first to understand the person as well as the problem before we go into solution mode.

Why “Empathetic” matters to our business...

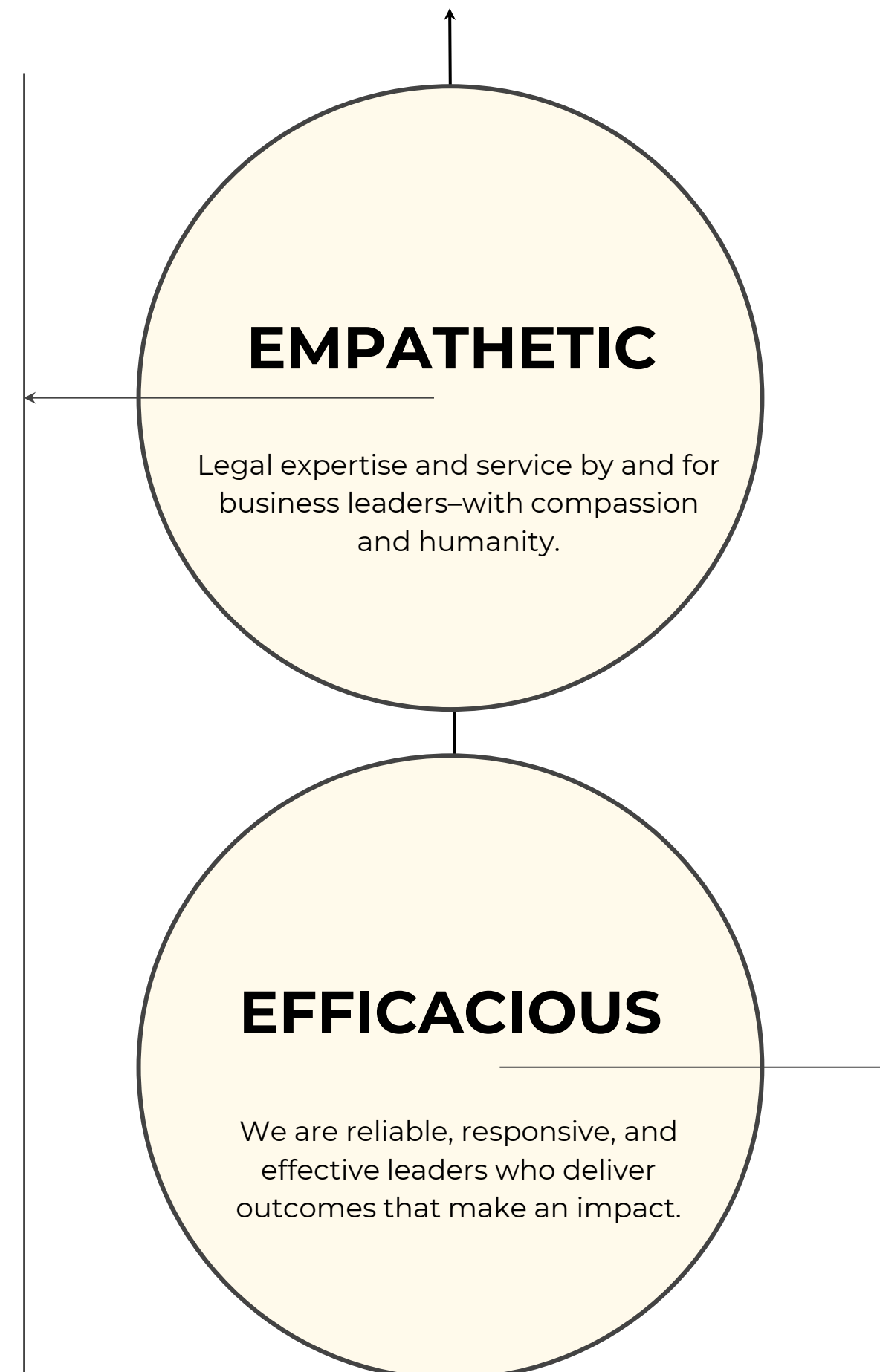
We put people first, and truly act as if we are part of our client’s C-Suite wearing both our entrepreneur and lawyer hats.

When we get it right...

We develop long term and meaningful relationships with our clients that grow as we help their businesses grow.

EXECUTION

How we deliver our offering to our customers



What does “Efficacious” mean at Equinox?

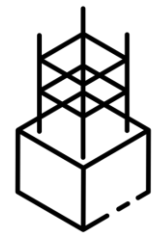
We boldly go. We have a bias for taking action and doing what’s right to deliver a dependable experience every time.

Why “Efficacious” matters to our business...

Fortune favors the bold. We get stuff done. Straight-talk, no BS or pretention. We are driven to lead the industry in customer trust, knowledge, and effectiveness.

When we get it right...

Clients know they can count on us. We bring confidence, experience, and leadership to solve complicated problems.



What does “Confidence” mean at Equinox?

Although we lead with confidence, it’s not about us. We do empower our clients to “know what they don’t know” so they can confidently make good decisions.

Why “Confidence” matters to our business...

Distrust is the industry norm for attorneys. We build trust by removing the barriers of unknown costs, response time, and business complexity.

When we get it right...

Our clients remain proactive and growth-minded. They keep us near and dear as they fearlessly take on the status quo.

OUTCOME

*The emotional outcome
when we deliver on our Brand Promise*



What does “Freedom” mean at Equinox?

Our clients feel free to boldly go into the unknown—to innovate and grow their business.

Why “Freedom” matters to our business...

We believe that every business should and can have a “Chief Legal Officer” on their team. And when they do, they use same legal advantages of large organizations to compete and win.

When we get it right...

Our clients feel like they can grow and innovate their business—which in turn, allows Equinox to grow and innovate our business.



OUR POSITION

We don't compete in contested red markets of business law as usual. Instead, we forge our own path to into the unknown.

FUTURE STATE/PROMISE

Strategic Legal Counsel For All



NEIGHBORHOOD

FROM



“what we do”
positional tagline

TO



“why we matter”
positional tagline



THIS

Strategic Legal Counsel
For All

Strategic Legal Counsel
For Entrepreneurs

Strategic Legal Counsel

Fixed Cost, Strategic Legal
Counsel For
Entrepreneurs

NOT THIS

Strategic Legal Counsel
For Small Businesses

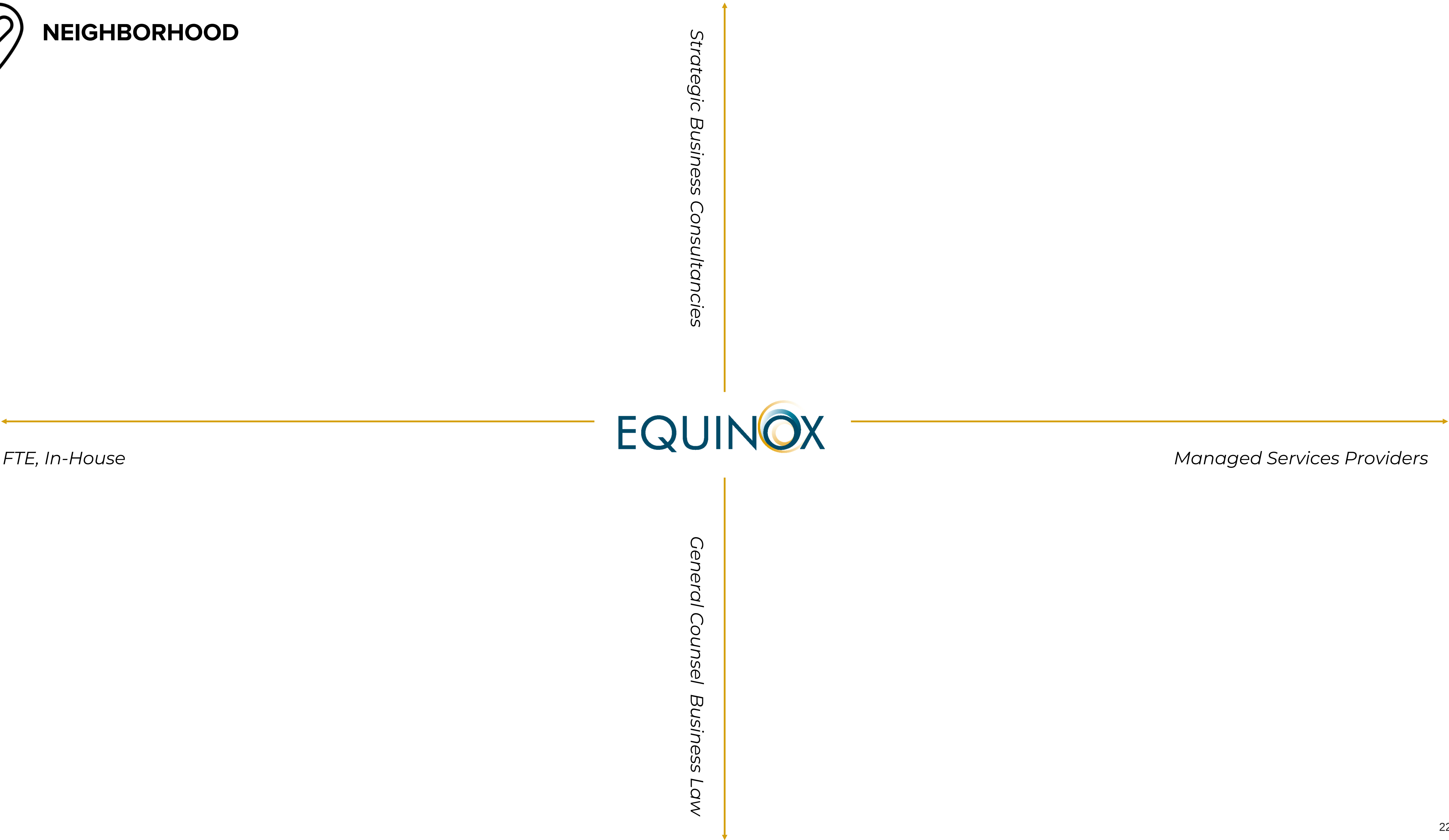
Legal Counsel For
Entrepreneurs

General Legal Counsel

Fractional Legal Counsel
For Entrepreneurs



NEIGHBORHOOD





ADJACENCIES

LIVE

Spaces and places where our customers go in real life.

- **Food:** Wholefoods, Specialty Foods, Farmers Markets
- **Health:** Gym member, Personal Trainer, Peloton
- **Family:** Child Care & Pet Care Services
- **Second Space:** Coffee Shops, WeWork, Knack Workspaces, Galvanize Seattle
- **Drink:** Local Wine Bars, Distilleries and Breweries.
- **Entertainment:** Netflix, Hulu, Amazon, Pandora, Spotify

LEARN

Where our customers go for knowledge, to search for personal and professional growth.

- **Google Search:** Top Law Firms, Seattle Business Law
- **Podcasts:** The Shrimp Tank, The Tim Ferriss Show, TEDTalks, \$100 MBA
- **Business Publications:** Puget Sound Business Journal, HBR, Fast Company, Bloomberg
- **LinkedIn: Professional Groups -** EO Seattle, Vistage Seattle, WPO, Seattle Good Business Network, Seattle SBA, Greater Seattle VCs & Entrepreneurs

BUY

Where and how our customers consume other services in the growth of their business.

- **Fractional, Managed Services:** Trinet, HCL Technologies, Cognizant, Zenefits, ADP
- **SAAS:** Intuit, Shopify, Hubspot, Salesforce, Microsoft, Google Workspace
- **Out-source:** Freelance marketplaces; UpWork, TopTal, LinkedIn
- **Wholesale/Bulk:** Costco, Amazon, Alibaba
- **Business Banking:** Umpqua Bank, WaFd Bank, Key Bank, Seattle Credit Union



OUR NARRATIVE



NARRATIVE

A CHARACTER

An entrepreneur leader with a growth mindset who currently uses other fractional services

MEETS A GUIDE

Equinox is a group of strategic business leaders and lawyers who:

1. Know what you don't know
2. Wield the power of law to enable the freedom and confidence to go boldly into the unknown.

AND CALLS THEM TO ACTION

Go boldly into the unknown.

Take the assessment. Get paired with a “Chief Legal Officer” to help you navigate what’s ahead.

SUCCESS

Empowered with the same strategic law advantages as the large organizations.

Navigate the unknown to uncover new strategic opportunities and growth.

WITH A PROBLEM

Fear of the unknown slows or paralyzes innovation because they don’t know what they don’t know about legal issues.

Don’t think they can afford to have a an attorney on their team so they try to DIY.

WHO GIVES THEM A PLAN

Remove the barriers of costs, response time, and complexity so that all business leaders can have a “Chief Legal Officer” on their team not their payroll.

THAT RESULTS IN...

FAILURE

Remain reactive and paralyzed by risks of unknown costs, response time, and business complexity.

Going blindly or alone into the unknown.



NARRATIVE

CHARACTER

Small business leader with a growth mindset who currently use other fractional services



PROBLEM

Fear of the unknown slows or paralyzes innovation because they don't know what they don't know about legal issues

Don't think they can not afford to have a "Chief Legal Officer" on their lead team so they try to DIY



PLAN

Make it possible for all business leaders to have a "Chief Legal Officer" on their team by removing the barriers of costs, response time, and complexity.



SUCCESS

Be empowered with the same strategic law advantages as the large organizations.

Navigate the unknown to uncover new strategic opportunities and growth.

The Pitch Story

Entrepreneurs exist to challenge the status quo.
The power of law exists to level the playing field but is often used against those who "don't know, what they don't know."

Enter Equinox Law, a team of Entrepreneurs who are also attorneys on a mission to enable all Entrepreneurs to go boldly into the unknown.

We remove the barriers of costs, response time, and complexity so that every business can have a "Chief Legal Officer" on their team, giving them the same strategic law advantages as the mega corps.



OUR PERSONALITY

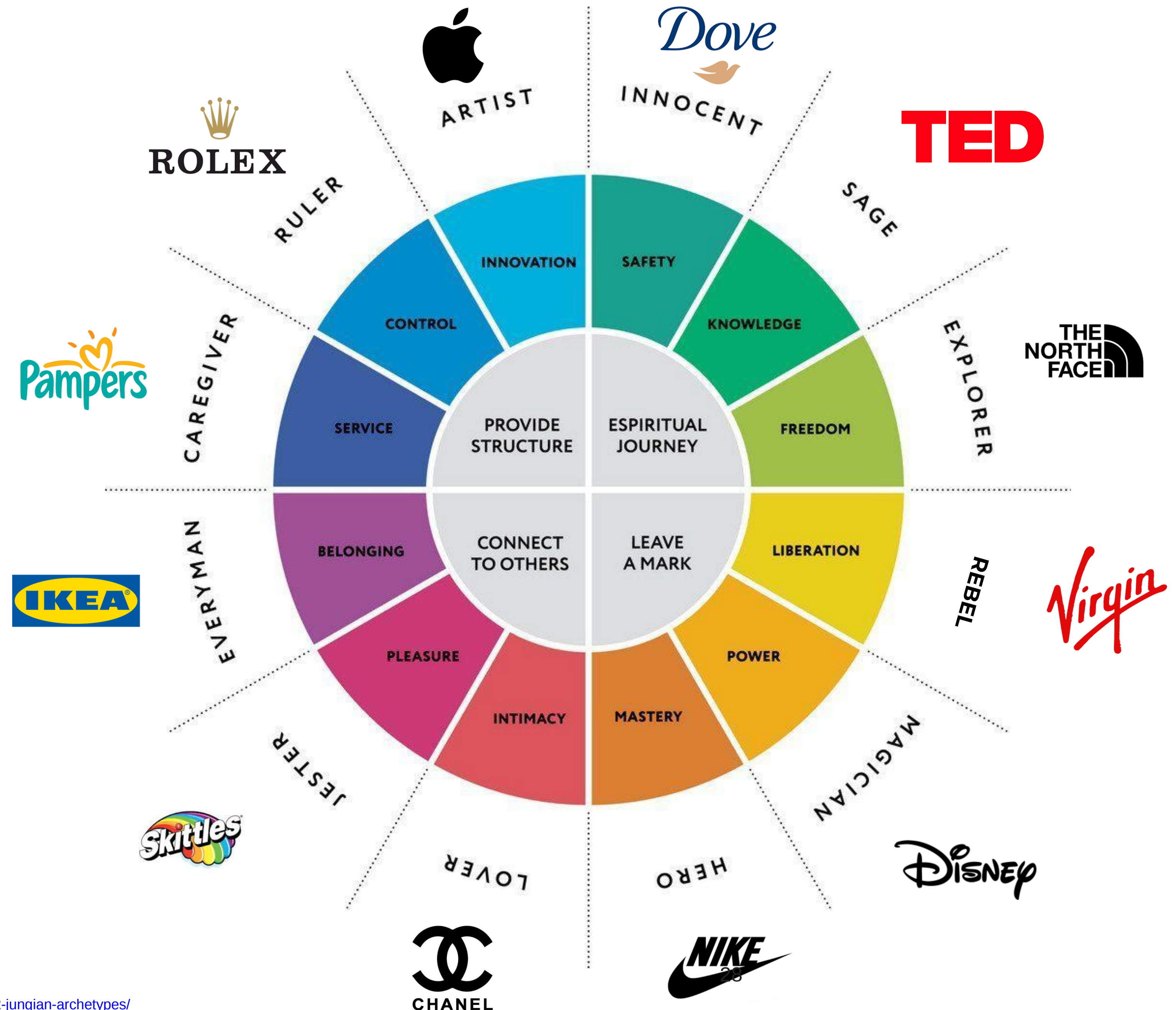


PERSONALITY

THE 12 COMMON ARCHETYPES

The psychologist, **Carl Gustav Jung**, used the concept of archetypes in his theory of the human psyche. He believed that universal, mythic characters—archetypes—reside within the collective unconscious of people the world over. Archetypes represent fundamental human motifs of our experiences as we evolved; consequently, **they evoke deep emotions.**

Although there are many different archetypes, Jung defined twelve primary types that symbolize basic human motivations. **Each type has its own set of values, meanings, and personality traits.**





PERSONALITY

CONFIDENCE

OUTCOME

FREEDOM

*Strategic Legal
Counsel For
Entrepreneurs*

*The emotional outcome
when we deliver on our
Brand Promise*

*Equinox the playing
field with the
mega corps*

THE SAGE ARCHETYPE

Motto: The truth will set you free

Core desire: to find the truth.

Goal: to use intelligence and analysis to understand the world.

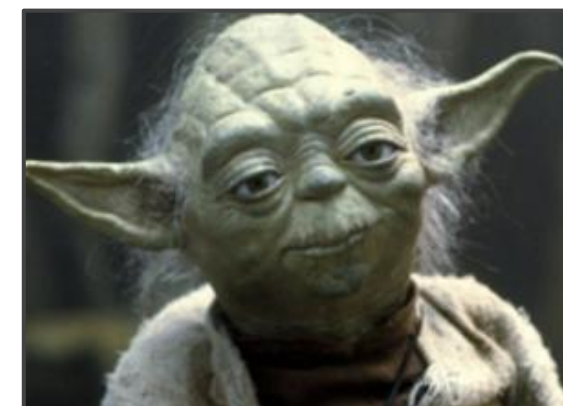
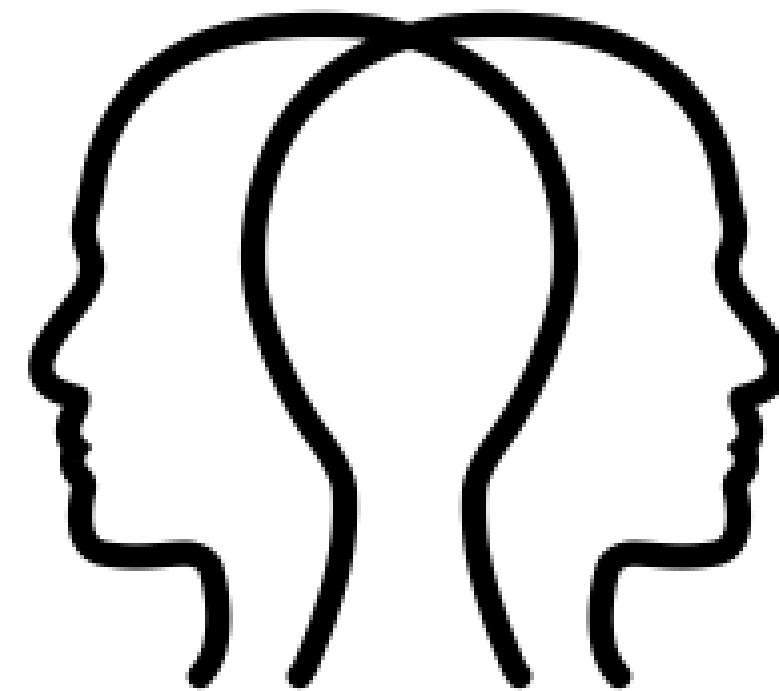
Biggest fear: being duped, misled—or ignorance.

Strategy: seeking out information and knowledge; self-reflection and understanding thought processes.

Weakness: can study details forever and never act.

Talent: wisdom, intelligence.

The Sage is also known as: The expert, scholar, detective, advisor, thinker, philosopher, academic, researcher, thinker, planner, professional, mentor, teacher, contemplative.



YODA



KATNISS EVERDEEN

THE REBEL ARCHETYPE

Motto: Rules are made to be broken

Core desire: revenge or revolution

Goal: to overturn what isn't working

Greatest fear: to be powerless or ineffectual

Strategy: disrupt, destroy, or shock

Weakness: crossing over to the dark side, crime

Talent: outrageousness, radical freedom

The Rebel is also known as: The outlaw, revolutionary, wild man, the misfit, or iconoclast.



HERO ASSETS



STRATEGIC LEGAL SERVICES

Michelle Bomberger
CEO and Managing Attorney
www.equinox.law

EQUINOX

THE PLAYING FIELD
WITH STRATEGIC LEGAL
SERVICES ON YOUR TEAM

The power of law is leveraged by large companies. Entrepreneurs don't have the same access to legal and are at a competitive disadvantage. **But it doesn't have to be that way.**

Equinox levels the field for entrepreneurs. By offering strategic legal counsel, entrepreneurs can **go boldly into the unknown** with confidence.

We remove the barriers of cost, complexity, and response times and give you a **competitive advantage of legal** on your side.





GO BOLDLY INTO THE UNKNOWN

Get the strategic legal help your business needs, when you need it for a fixed monthly cost from a team of lawyers who understand your unique challenges.



MADE FOR ENTREPRENEURS

You decide the budget and priorities. Get tailored legal services by-and-for entrepreneurs, at a fraction of traditional legal costs and a predictable, fixed price.



NO SURPRISE PRICING

We believe in complete price transparency. It doesn't matter if you are a business with minimal ongoing needs or one with complex, daily needs. It's a fixed price.



RISK FREE

If you decide at any time during a General Counsel Services term to cancel the contract, Equinox will true-up the actual time used against the amount paid.



HOW IT WORKS

Every business is different and needs a unique set of legal services. How you use our services is up to you – you decide how to design legal services to meet your needs.

Here's how:



1. TAKE THE ASSESSMENT

Complete a complimentary Business Health Assessment to identify needs and uncover gaps in business processes and compliance.



2. CREATE A PLAN

Collaborate with our team to create a project plan that works for you. Get tailored legal services that meet your needs, typically in 6-month terms.



3. GO BOLDLY

You now have the full power of the law on your side. Manage projects to completion with regular meetings and check-ins. Your team can call us anytime when questions or new projects arise and it's all included.

WHAT CLIENTS ARE SAYING

"Partnering with Equinox has changed the way we do business. I know that I have a strategic business partner that will help us make good decisions that are based in business-reality."

– JoAnn X., Terra Staffing Group

"[It] helps us to spend time and focus on legal matters that may have gone unchecked. Equinox has helped us to lay the groundwork for transitioning to the next generation."

– Mark M., Architectures

"At the time, Equinox cost more than we were spending on legal, but that was because we were acting as our own attorney, primarily with regard to contracts. We would spend more time ourselves reviewing contracts (and not doing as good a job) and also seeking out other lawyers to take on the work that Equinox does. Once we calculated the costs of the DIY approach, Equinox's fees were more in line."

– Gary Tashjian, Darwin's Natural Pet Products

UNIQUELY EQUINOX TEAM



Equinox Team Members

We are legal professionals with real business experience as in-house counsel, business degrees, or entrepreneurs. We are:



Business First

We understand business and support the leadership team's vision and strategy to achieve its goals.



Deal Makers

We work collaboratively and innovatively to move the business forward, advising on the balance of business and law in each decision.



Intentional

We follow through on our commitments.



IDEAL EQUINOX CLIENT



Lifelong Learner

The leadership team actively seeks outside advice. They use other fractional services and often are in peer leadership groups such as Vistage and Entrepreneurs' Organization.



Moving Parts

The business has consistent ongoing activity such as contracts, employees, activities in multiple jurisdictions, or active planning for growth or transition.



Risk Awareness

The leadership team is doing a lot of "lawyering" but knows there are gaps because they "don't know what they don't know".



REPRESENTATIVE CLIENT MONTHLY AGENDA



Lease

After extensive negotiations, the lease is nearly ready for signature. Let us know if you see any open items for further discussion.



Contract Template

We received your template to review and revise [certain] language. We anticipate having these changes to you toward the end of next week.



Contract Termination

I provided comments on this agreement, specifically relating to whether and how you can terminate. The next step will be to send a termination notice if you wish to proceed.



Licensing Agreement

We will review this document and have comments for you tomorrow.



Demand Letter

We received your email with the details of the dispute and will draft a demand letter. We anticipate having this to you by the first week in April.



Revised Employee Handbook

You are working on some updates before our review.



Anti-Harassment Training

I enjoyed the anti-harassment training and meeting your leadership team. Did you receive any feedback? We'll plan to do this training annually.



Cease & Desist

We provided a response to the Cease & Desist letter and are awaiting a response. We propose registering a trademark for the current use of your mark and will begin researching the availability of this in April.



Estate Planning

We sent an amendment documenting your changes to your will and trust.



Privacy Update

We are reviewing the privacy policy and updating for California's requirements if needed.



Contracts Management

Once you identify a lead for this project, we can put contract management back on the agenda.



Annual Meeting Minutes

We provided the annual meeting minutes for your review. Should we add any additional actions? If not, we will get these ready to sign in DocuSign.

STOP WONDERING "Is it worth it to call the lawyer for this?"

AND INSTEAD, GO BOLDLY.



THE PLAYING FIELD



LINK TO FILES

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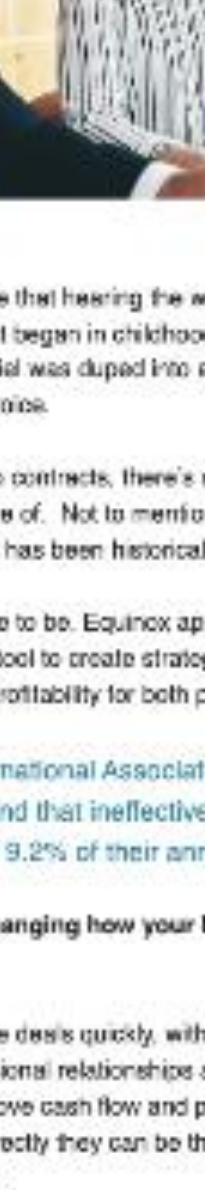
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EQUINOX IN BALANCE

NEWSLETTER

Take on business complexities with the power of law on your team

The power of law is often used against those who “don’t know, what they don’t know.” Not anymore. Equinox levels the field for entrepreneurs. In this month’s newsletter, we are going to look at the strategic advantage of contracts.



First, let’s recognize that hearing the word “contract” makes most of us nervous. Perhaps it began in childhood from watching [Disney’s The Little Mermaid](#), where Ariel was duped into a bad contract with Ursula resulting in her literally losing her voice.

Bad contracts or no contracts, there’s always a feeling that someone is going to get taken advantage of. Not to mention the path to writing, negotiating, and enforcing contracts has been historically daunting.

Well, it doesn’t have to be. Equinox approaches the idea of contracts differently. We see them as a tool to create strategic advantages by enabling alignment, trust, and greater profitability for both parties.

In 2018, the [International Association for Contract and Commercial Management](#) found that ineffective contract management was [losing businesses up to 9.2% of their annual revenue](#).

Don’t lose out. Changing how your business looks at its contracts can be a game-changer.

We all want to close deals quickly, without strife, and with financial flexibility. However, if professional relationships are just casual, you may lose that opportunity to improve cash flow and profitability. This is where contracts come in. If executed correctly they can be the most important tool to secure revenue and protect assets.

How? The contract represents the ground rules of the relationship and describes what each party is obligated to do and how the parties will interact with one another – in good times and bad.

More importantly, many of your relationships are not stand-alone contracts – They fit together into your supply chain and create dependencies upon one another. Research tells you exactly what you can see when the



Equinox Business Health Series: Contracts

Watch part two of the series as Michelle Bomberger, the CEO and Managing Attorney at Equinox Business Law Group, shares how to leverage contracts as a strategic advantage.

UPDATES

We are growing! Meet our amazing new teammates:

Jason Moe – Corporate Counsel
Jason is an experienced corporate counsel who has worked in the gaming industry as a developer and an attorney running his firm. He is passionate about helping businesses understand their legal leverage and adding value to their businesses through IP.
[LinkedIn](#)

Fabiola Jimenez – Corporate Counsel
Fabiola “Fabi” Jimenez has made a name for herself in the cannabis industry by providing the legal help they need to stay in compliance and reach their goals. Her knowledge and passion for helping businesses in this highly regulated industry earned her the attention of [Forbes Magazine](#). We are excited to have her join our team to help spread her passion for helping businesses further.
[LinkedIn](#)

Dominique Burt – Project Manager
Dominique is joining our team to bring his skills and project management know-how to our general counsel solution. He brings leadership, motivation, and knowledge to better enhance our innovative General Counsel Services model to serve our clients and the greater business community.
[LinkedIn](#)

Hannah Huang – Hannah is a fresh graduate who participated in our 2021-2022 High School Internship.

THE LIST

Check out these great resources:

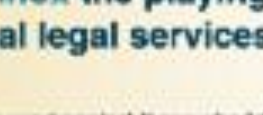
- [1. Use Your Contracts to Improve Financial Flexibility](#) | Michelle Bomberger, Equinox
- [2. Why Good Leaders Make You Feel Safe](#) | Simon Sinek, TED Talk
- [3. The Neuroscience of Trust](#) | Paul J. Zak, HBR
- [4. A Culture Of Accountability Is Critical And It Starts With Leaders](#) | J. Scott, 120VC
- [5. What's Your Negotiation Strategy?](#) | Jonathan Hughes & Danny Ertel, HBR



Michelle is the guest host of [The Serpent Tank Podcast](#) – Seattle every 4th Wednesday. Listen this Wednesday for Michelle's interview with Marlo Glenn of [Another Source](#).

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Equinox the playing field with fractional legal services on your team

The power of law is often used against those who "don't know, what they don't know." Not anymore. Equinox levels the field for entrepreneurs. Our Strategic Legal Counsel For Entrepreneurs removes the barriers of costs, response time, and complexities so your business can go boldly into the unknown.



Going blindly into the unknown can be costly

Your legal needs, like everything else today, are unpredictable. Going at it alone and "not knowing what you don't know" can be devastating. Just one simple mistake (one a lawyer could help avoid) could end up destroying your company. Yet we also know paying exorbitant and unpredictable legal fees can also be detrimental.

Go boldly into the unknown with Equinox

Get the strategic legal help your business needs, when you need it for a fixed monthly fee from a team of lawyers who understand your unique challenges.

- Corporate Governance
- Employment
- Contracts
- Leases

- Trademarks and Copyrights
- Mergers and Acquisitions
- Data Privacy
- Insurance

[Contact Us To Get Started](#)

2. Create A Plan

Collaborate with our team to create a project plan that works for you. Get tailored legal services that meet your needs, typically in 6-month terms.

3. Boldly Go

You now have the full power of the law on your side. Manage projects to completion with regular meetings and check-ins. Your team can call us anytime when questions or new projects arise and it's all included.



Take on business complexities with the power of the law on your team

Starting at \$2,500 a month

Contact us to get started today
425-250-0205

[Contact Us To Get Started](#)

Made for your business – You decide the budget and priorities. Get tailored legal services, by-and-for entrepreneurs, at a fraction of traditional legal costs.

No surprise pricing – We believe in complete price transparency. It doesn't matter if you are a business with minimal ongoing needs or one with complex, daily needs.

Risk-free – If you decide at any time during a General Counsel Services term to cancel the contract, Equinox will true up the actual time used against the amount paid.







425.250.0205
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ADS





Equinox Business Law Group PLLC

333 followersPromoted

The power of law is often used against those who “don’t know, what they don’t know.” Not anymore. Equinox levels the field for entrepreneurs. We remove the barriers of costs, response time, and complexity so that entrepreneurs can have a “Chief Legal Officer” on their team with same strategic law advantages as the mega corps.



EQUINOX
STRATEGIC LEGAL COUNSEL FOR ALL

Equinox the playing field

mailchi.mp

Like

Comment

Share

Send

SOCIAL MEDIA

[LINK TO FILES](#)



Your legal needs, like everything else today, are unpredictable. Going at it alone can be devastating. So can paying exorbitant and unpredictable legal fees.

There's a better way:



Never again hesitate in making the decisions needed to grow and protect your business and your people.



Are you taking advantage of the full power of law to lead and grow your business?



The mega corps use the law to their advantage because they can. It's time to Equinox the playing field for entrepreneurs and small businesses.



Is your business at risk?

Are you current with changing laws?

Are you leaving money in contract negotiations?

Find out. Take our complimentary, no-obligation Business Health Assessment



Where does your business stand?

Complete a complimentary, no-obligation evaluation to identify needs and uncover gaps in your business processes and compliance. Find out if Equinox is the right fit for you.



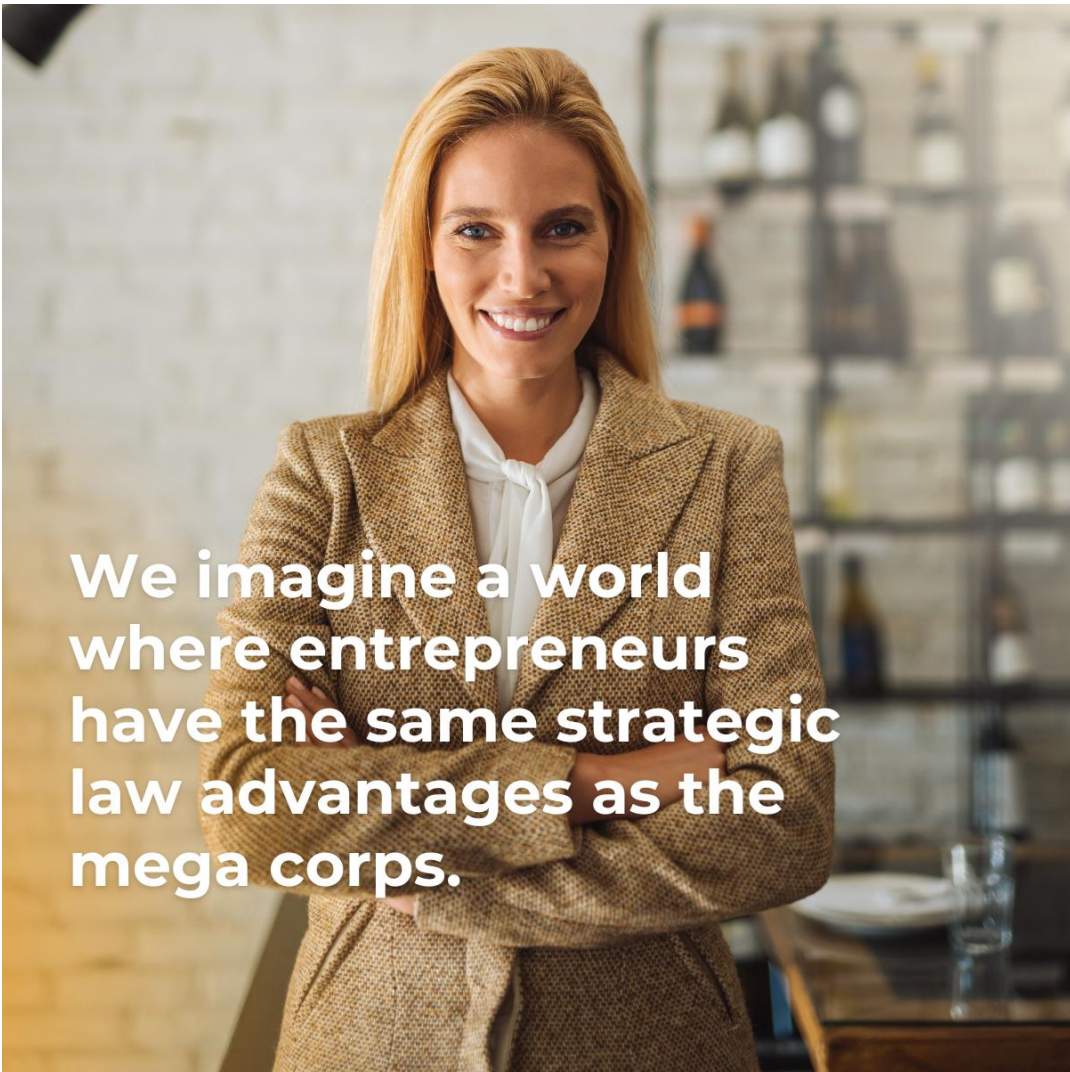
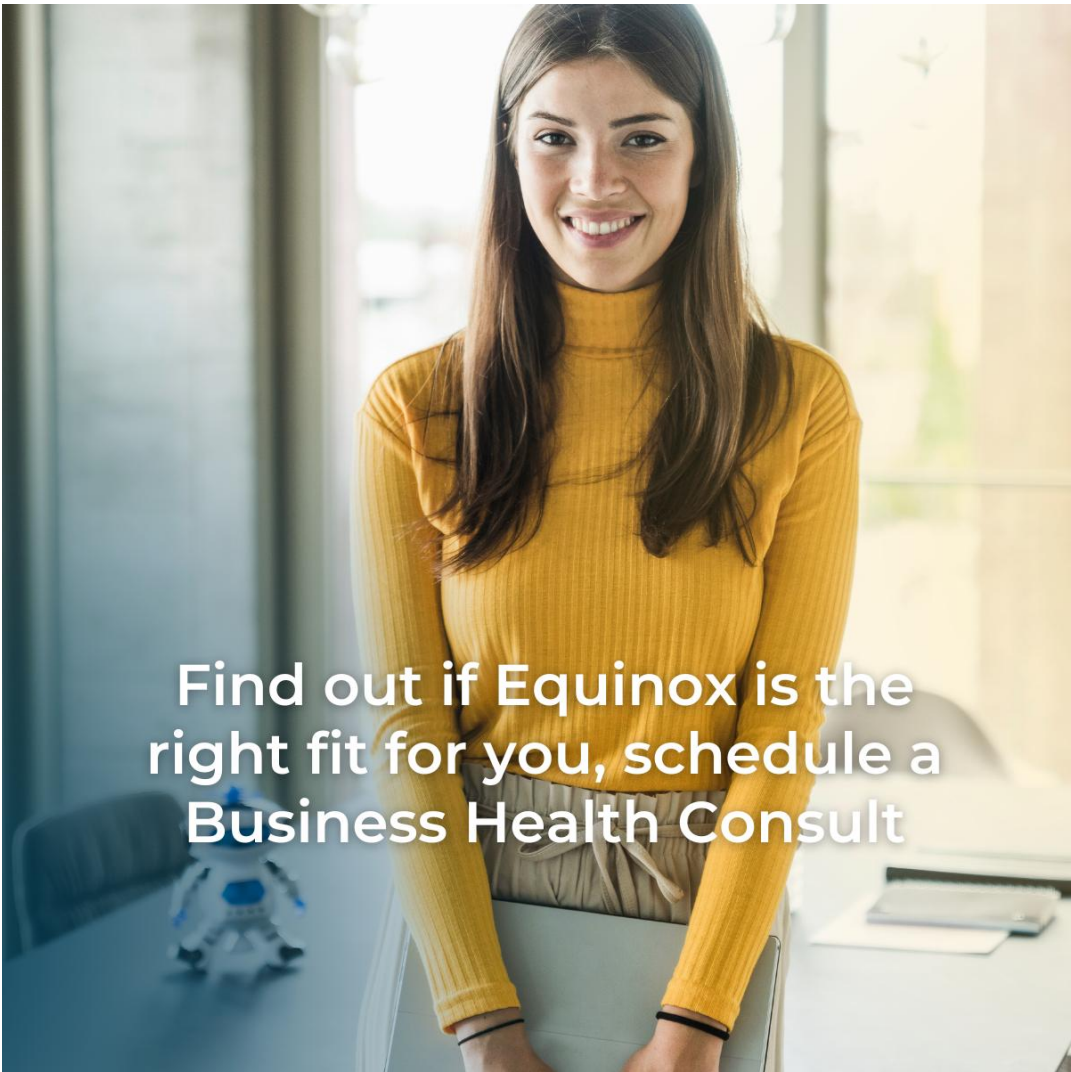
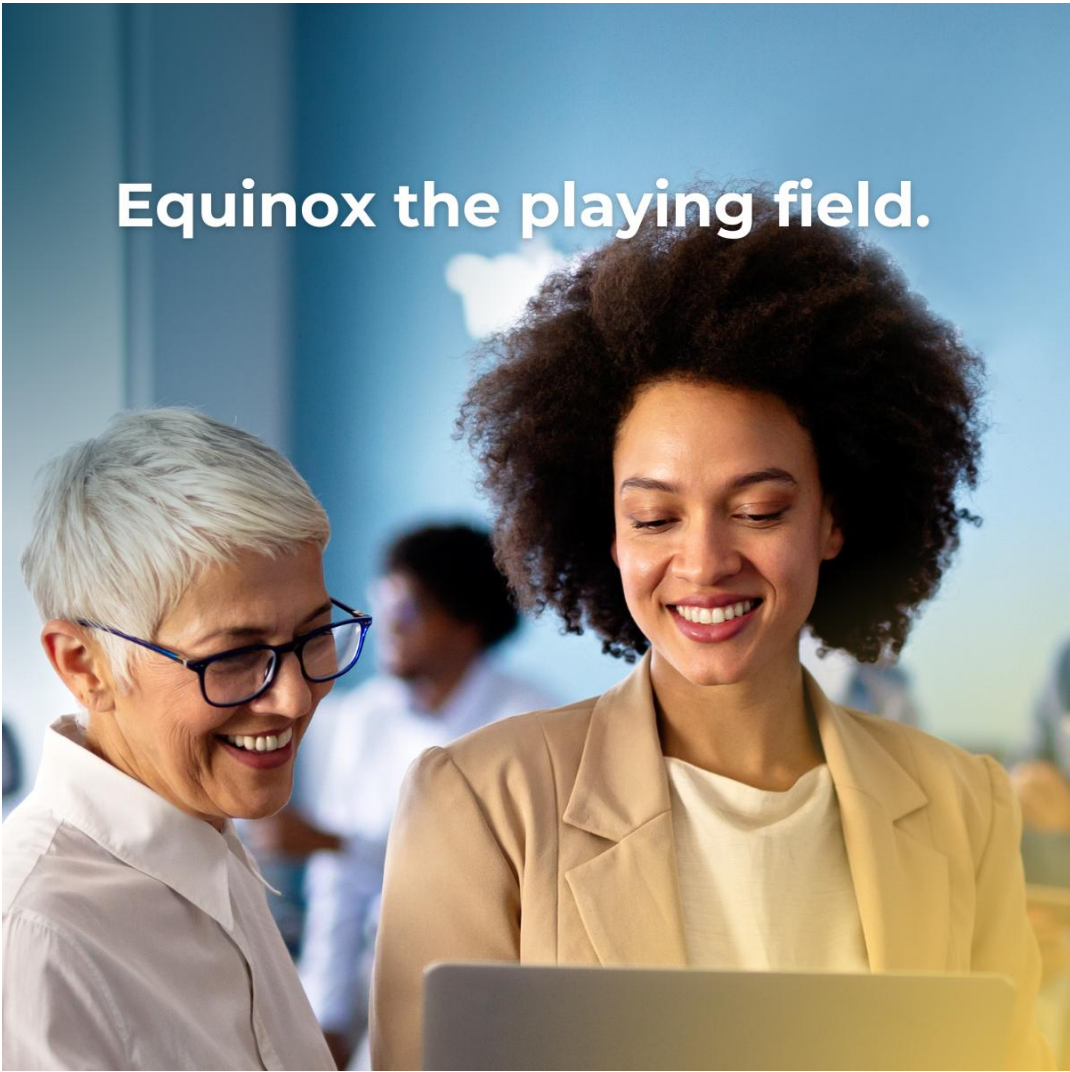
Know what you don't know.

Take our complimentary, no-obligation Business Health Assessment



SOCIAL MEDIA

[LINK TO FILES](#)



WEBSITE

[LINK TO WEBSITE](#)

ADS / GOOGLE DYNAMIC

[LINK TO FILES](#)



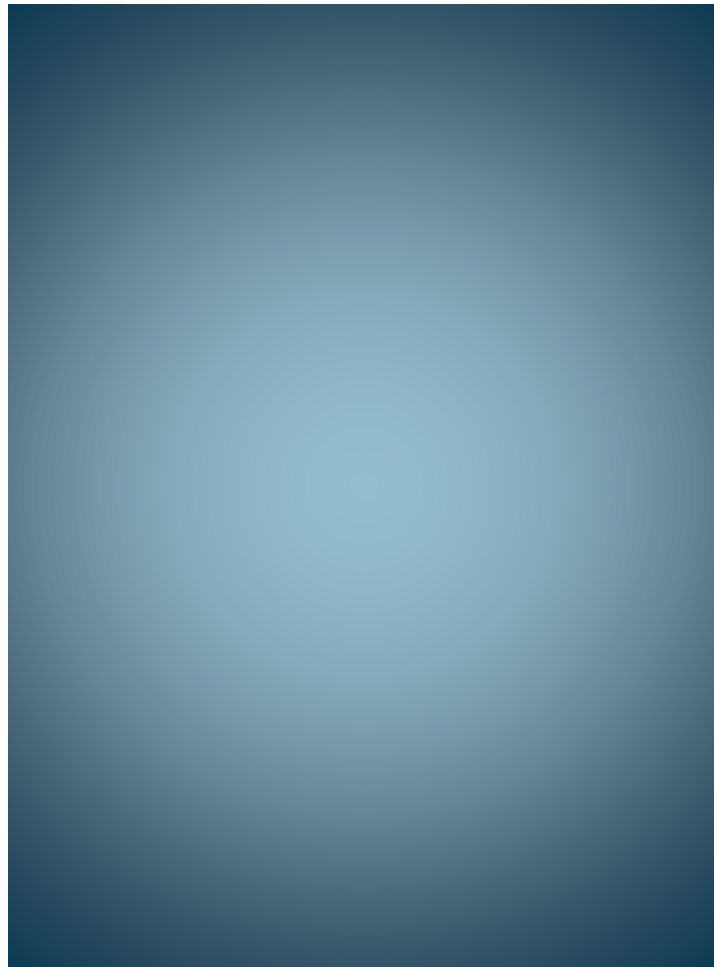
Description 1	Description 2	Description 3	Description 4	Long headline	Headline 1	Headline 2	Headline 3	Headline 4
Get the confidence of legal on your team, with fixed cost Business General Counsel Solutions.	General Counsel Solutions freeing you up to get back to what you do best.	General Counsel Solutions for small businesses at a monthly fixed-cost.		Discover Law The Way it Should Be! General Counsel Solutions	Business Law Group	Take The FREE Assessment	Law The Way It Should Be	General Counsel Solutions
Go boldly into the unknown with a fractional Chief Legal Officer on your team.	Law and entrepreneurial expertise, perfectly aligned. Giving you a strategic advantage.	Fractional, Executive Legal by-and-for entrepreneurs at monthly fixed cost.	Entrepreneur legal help your company needs, when it needs it, all for a fixed monthly fee.	Get the same strategic law advantages as the mega corps.	Entrepreneur Law Group	Hire On-Demand Legal Services	Go Boldly Into The Unknown	Fractional In-house Counsel
Go boldly (and legally) into the unknown with a Factional Chief Legal Officer on your team.	Add “Chief Legal Officer” to your team, at fraction of the cost.	Fractional, Executive Legal Counsel giving strategic advantage to entrepreneurs.	Don't go at it alone. Hire a fractional general counsel, at monthly fixed cost.	Law and entrepreneurial expertise, perfectly aligned.	The Entrepreneur's Legal Team	Hire Fractional Legal Counsel	Law And Business Aligned	Fractional Legal Services
Know what you don't know. Bring on Fractional, Executive Legal Counsel at a fixed cost.	Fixed-cost legal. Give your business the same strategic law advantages as the mega corps.	Take on business complexities with Fractional, Executive Legal Counsel at a fixed fee.	Fractional general counsel provides the legal help your company needs, when it needs it, all for a fixed monthly fee.	Level the playing field. Fixed-Cost Legal Services for Entrepreneurs.	Strategic Legal Counsel	Learn About Fractional Legal	Equinox The Playing Field	Fixed-Cost Legal Services



BRAND BRICKS

Great brands are built brick by brick. Like a Lego set, our brand architecture is designed as a modular system and story and design pieces that can be quickly assembled for a variety of expressions and situations.





BLUE GRADIENTS
STRATEGIC ADVANTAGE

Get the same strategic advantage as the mega corps.



YELLOW GRADIENTS
POWER OF LAW

Equinox enables entrepreneurs to go boldly into the unknown with the full power of law in their corner.



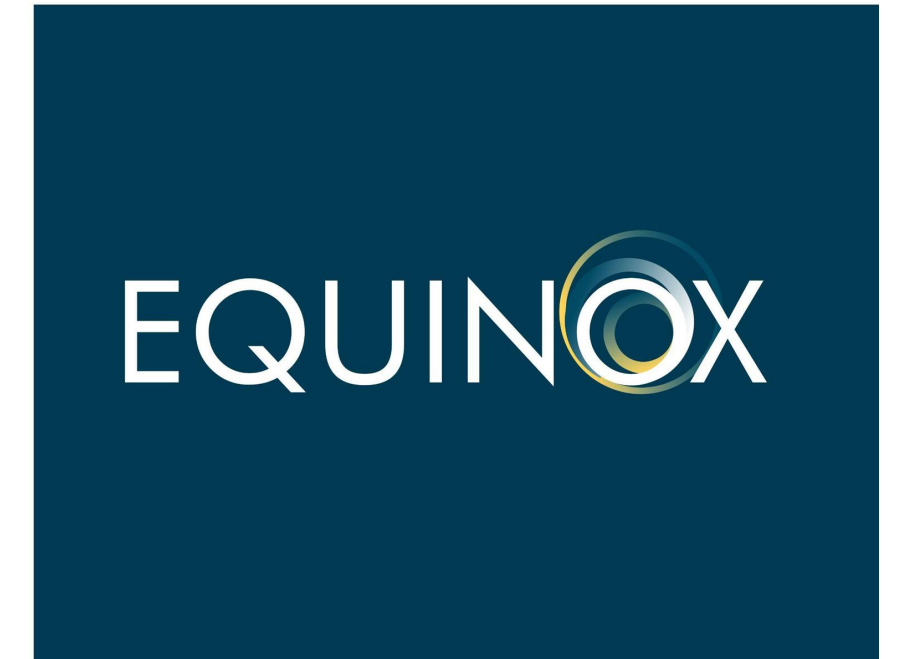
PEOPLE PHOTOGRAPHY
GROWTH MINDSET

Entrepreneur leaders with a growth mindset who leverage fractional services for expertise and growth, but not for legal.



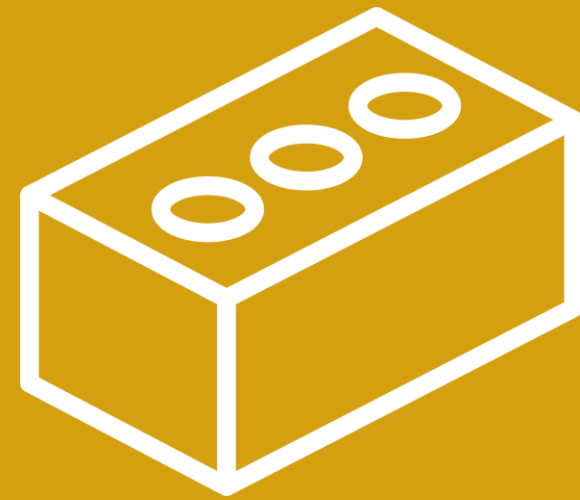
ICON LOGO
PERFECTLY ALIGNED

Law and entrepreneurial experience, perfectly aligned.

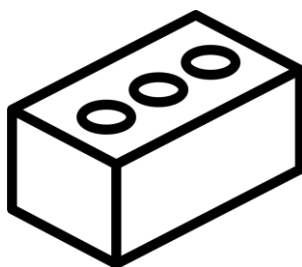


WORDMARK
BOLDLY GO

Enter Equinox Business Law Group, a team of Entrepreneurs who are also attorneys on a mission to enable all business leaders to go boldly into the unknown.



STORY BRICKS



BRAND NARRATIVE

Copy for use in introductory, brand storytelling. Ex. website, social media, company profile listings.

ONE LINE

Go boldly into the unknown with Equinox Strategic Legal Counsel on your side.

ONE SENTENCE

Equinox the playing field with Strategic Legal Counsel on your team.

ONE PARAGRAPH

The power of law is often used against those who “don’t know, what they don’t know.” Not anymore. Equinox levels the field for entrepreneurs. Our Strategic Legal Counsel For Entrepreneurs removes the barriers of costs, response time, and complexities so your business can go boldly into the unknown.

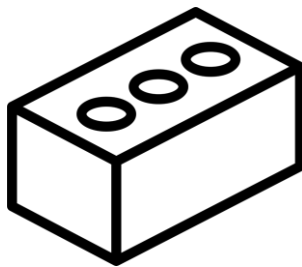
ONE PAGE

Entrepreneurs exist to challenge the status quo. The power of law exists to level the playing field, but is often used against those who “don’t know, what they don’t know.”

Enter Equinox, a team of Entrepreneurs who are also attorneys on a mission to enable all business leaders to go boldly into the unknown.

We remove the barriers of costs, response time, and complexity so that every business can have a “Chief Legal Officer” on their team, giving them the same strategic law advantages as the mega corps.

The Equinox Strategic General Counsel model provides you with a team of business-minded attorneys at a fixed monthly cost. So you can get the help you need when you need it.



PRODUCT/SERVICE NAMES & DESCRIPTIONS

Copy for use in defining the services and products we offer.
Ex. internal onboarding, website, email, industry listings, etc.

NAMES

DESCRIPTION

Strategic Legal Counsel For Entrepreneurs

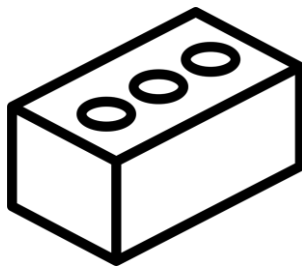
Just as you may tap into a managed services provider (MSP) for HR, accounting or IT to expand your capabilities without adding to your headcount, you can also tap into the power of law with Equinox.

Our fixed monthly cost, managed services (MSP) approach removes the barriers of costs, response time, and complexity so that every business can have the same strategic law advantages as the mega corps.

Unlike the mega attorneys, we bring a balance of strategic business and legal guidance. You set the priorities and the budget. Our team builds a personalized plan at a fixed monthly cost to best serve your legal priorities and needs.

Strategic Legal Counsel For Entrepreneurs (short)

Equinox the playing field with our fixed monthly cost, managed services (MSP) approach that removes the barriers of costs, response time, and complexity so that every business can have the same strategic law advantages as the mega corps.



PRODUCT/SERVICE NAMES & DESCRIPTIONS

Copy for use in defining the services and products we offer.
Ex. internal onboarding, website, email, industry listings, etc.

NAMES

DESCRIPTION

Business Health Assessment (Survey)

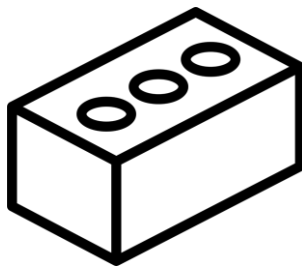
A complimentary, no-obligation evaluation to identify needs and uncover gaps in your business processes and compliance. It’s an quick way to determine where your business stands, and if Equinox is the right fit for you.

Business Health Consult (Meeting)

A complimentary, one-on-one discussion with an experienced business lawyer to talk through areas of concern, strength, and risk. The meeting is extremely personalized, tailored to your business’s individual needs, challenges you may be facing, projects on the back burner, and any areas of your business that need more focused attention. Within a week, you’ll get a customized summary of recommendations based on your Business Health Assessment.

Business Health Workshop (Class)

Learn what you need to reach and maintain a healthy business fit for leading a business through today’s uncertain and always changing environment. This self-guided, six-part workshop includes attorney led video trainings and tools to evaluate the current state of your business’s corporate strategy, compliance, human resources, financial planning, exit planning, and property protection.



PRODUCT/SERVICE NAMES & DESCRIPTIONS

Copy for use in defining the services and products we offer.
Ex. internal onboarding, website, email, industry listings, etc.

NAMES

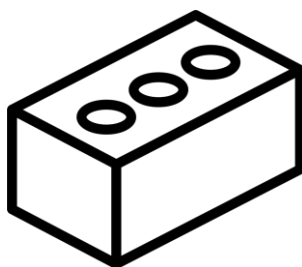
DESCRIPTION

In Balance Newsletter

A monthly email publication from Equinox that’s equal parts law and business—covering the issues that matter to entrepreneurs in Washington.

Equinox Legal Update

An email alert from Equinox on new or changing state and federal and laws that affect entrepreneurs in Washington. Updates are included in every client plan.



PRODUCT/SERVICE NARRATIVE

Copy for use in communicating categorically how we help to new clients. Ex. website, emails, brochure, etc.

PROBLEM

Going blindly into the unknown can be costly

Your legal needs, like everything else today, are unpredictable. Going at it alone and “not knowing what you don’t know” can be devastating. Just one simple mistake (one a lawyer could help avoid) could end up destroying your company. Yet we also know paying exorbitant and unpredictable legal fees can also be detrimental.

SOLUTION

Go boldly into the unknown with the full power of law in your corner.

Our fixed-cost, Strategic Legal Counsel removes the barriers of costs, response time, and complexity so that every business can have a “Chief Legal Officer” on the team, giving them the same strategic law advantages as the mega corps.

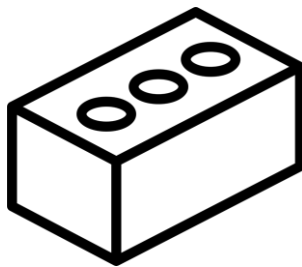
Equinox is law *and* entrepreneurial experience, perfectly aligned.

Business owners, leaders, and entrepreneurs like you have sacrificed countless hours and resources to accomplish success. You deserve legal counsel that not only helps you fix problems but avoid problems, too. Together, we’ll strategize around your short- and long-term goals while balancing associated risks, always working towards a safe and successful future for your business.

Take on business complexities with confidence.

Get the strategic legal help your business needs, when you need it for a fixed monthly fee from a team of lawyers who understand your unique challenges.

- Corporate Governance
 - Employment
 - Contracts
 - Leases
 - Trademarks and Copyrights
 - Mergers and Acquisitions
 - Data Privacy
 - Insurance
-



PITCH COPY

Copy for use in when we are introducing and pitching new clients.
Ex. website, pitch decks, podcasts, emails, long social posts, etc.

HEADLINES

BODY

ATTRACT

Equinox the playing field with Strategic Legal Counsel on your team.

Just as you may tap into a managed services provider (MSP) for HR, accounting or IT to expand your capabilities (without adding to your headcount), you can also tap into the power of law.

ENGAGE

Go boldly* into the unknown (*and legally)

Never again hesitate in making crucial business decisions. With Equinox on your side, you have a team of strategic-minded, entrepreneur experienced attorneys who understand what it takes to lead and grow a successful business.

Unlike hiring a traditional business lawyer, with us there are no surprise legal fees, unexpected delays, or boilerplate solutions. You set the priorities and the budget. Our team builds a personalized plan at a fixed monthly cost to best serve your priorities and legal needs.

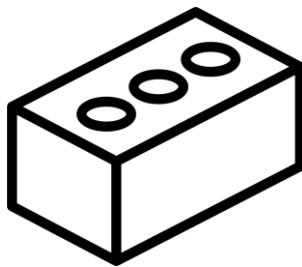
CONVERT

Are you taking advantage of the full power of law to lead and grow your business?

Contact us today 425-250-0205 to schedule a complementary Business Health Consult.

Or

Take our complementary, no-obligation Business Health Assessment to see where your business stands, and if Equinox is the right fit for you.



PITCH COPY

Copy for use in when we are introducing and pitching new clients.
Ex. website, pitch decks, podcasts, emails, long social posts, etc.

HEADLINES

CONVERT

Get the same strategic advantage as the mega corps.

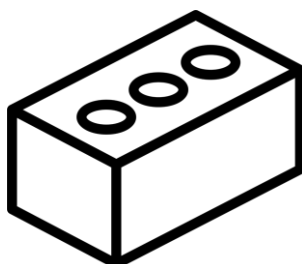
Starting at \$2,500 a month

BODY

Made for your business – You decide the budget and priorities. Get tailored legal services by-and-for entrepreneurs, at a fraction of traditional legal costs.

No surprise pricing – We believe in complete price transparency. It doesn't matter if you are a business with minimal ongoing needs or one with complex, daily needs.

Risk free – If you decide at any time during a General Counsel Services term to cancel the contract, Equinox will true-up the actual time used against the amount paid.



PRODUCT/SERVICE COPY

Copy for use in longformats where we have the audience’s attention. Ex. pitch decks, brochures, and website.

ONE PAGE: STRATEGIC LEGAL COUNSEL

Strategic Legal Counsel For Entrepreneurs

Just as you may tap into a managed services provider (MSP) for HR, accounting or IT to expand your capabilities (without adding to your headcount), you can also tap into the power of law with Equinox.

Our fixed monthly cost, managed services (MSP) approach removes the barriers of costs, response time, and complexity so that every business can have the same strategic law advantages as the mega corps. Unlike the mega attorneys, we bring a balance of strategic business and legal guidance tailored to the needs of entrepreneurs.

- Corporate Governance
- Employment
- Contracts
- Leases
- Trademarks and Copyrights
- Mergers and Acquisitions
- Data Privacy
- Insurance

How it works

Every business is different and needs a unique set of legal services. How you use our services is up to you – you decide how to design legal services to meet your needs.

1. Take the assessment

Complete a complimentary, no-obligation Business Health Assessment to identify needs and uncover gaps in business processes and compliance.

2. Create a plan

Schedule a complementary Business Health Consult with our team to collaborate and create a project plan that works for you. Get only the legal services that meet your needs, typically in 6-month terms.

3. Boldly go

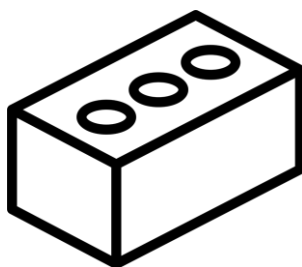
You now have the full power of law on your side. Manage projects to completion with regular meetings and check-ins. Your team can call us anytime when questions or new projects arise and it’s all included.

What’s Included

- Predictable, fixed costs tailored to the business needs and budget.
- Unlimited communications to get a tailored strategic general legal counsel guidance for your entire team.
- Responsive and empathetic help with 1-week turnaround on urgent projects, detailed project plan for the cycle
- Thorough review of all business and industry annual requirements, advice on updates, and strategic guidance to set priorities, goals, tactics to achieve those goals, as well as any associated risks.

The investment

Equinox Strategic Legal Counsel plans start at \$2,500 a month – No surprise fees – We believe in complete price transparency. You set the priorities and the budget. Our team builds a plan at a fixed cost to best serve your needs.



PRODUCT/SERVICE COPY

Copy for use in lead generation to qualify and capture leads.
Ex. email, landing pages, website.

ONE PAGE: BUSINESS HEALTH ASSESSMENT

Is your business at risk? Are you current with the ever-changing government regulations and laws? Are you leaving money on the table in negotiations and contracts?

See where your business stands today, take the Business Health Assessment

Just like getting an annual physical at your doctor, your business also deserves health checkups and proactive care. Our complimentary, no obligation Business Health Assessment is a holistic review of your current business operations to address areas of concern and celebrate areas of strength. The assessment evaluates your business’s priorities, goals, tactics to achieve those goals, as well as any associated risks.

CTA: Take The Free Assessment

Find out if Equinox is the right fit for you, schedule a Business Health Consult

After completing this short assessment survey, we schedule a complementary, one-on-one discussion with an experienced business lawyer to talk through areas of concern, strength, and risk. The meeting is extremely personalized, tailored to your business’s individual needs, challenges you may be facing, projects on the back burner, and any areas of your business that need more focused attention. Within a week, you’ll get a customized summary of recommendations based on your Business Health Assessment.

CTA: Schedule A Business Health Consult

FAQ:

What is a Business Health Assessment?

A complimentary, no obligation evaluation to identify needs and uncover gaps in your business processes and compliance. It’s an quick way to determine where your business stands, and if Equinox is the right fit for you.

Why take a Business Health Assessment?

The sooner you’re able to evaluate the risk lurking in your business, the sooner you’re able to mitigate it. After the assessment, you’ll have a better understanding of what to look out for, along with actionable recommendations to mitigate risks specific to your goals.

What happens in a Business Health Clinic?

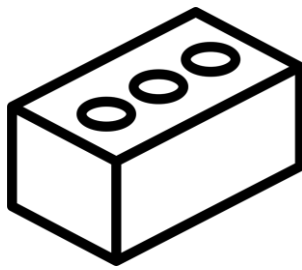
A complementary, one-on-one discussion with an experienced business lawyer to talk through areas of concern, strength, and risk. The meeting is extremely personalized, tailored to your business’s individual needs, challenges you may be facing, projects on the back burner, and any areas of your business that need more focused attention. Within a week, you’ll get a customized summary of recommendations based on your Business Health Assessment.

Is there a cost to taking a Business Health Assessment or participating in a Business Health Clinic?

We offer Business Health Assessments free of charge. Why? Because your business is our business, and your confidence in the current state of your business is an important step to growth, stability, and long-term success.

What areas are covered in the Business Health Assessment?

We’ll talk through the current state of your business’s corporate strategy, compliance, human resources, financial planning, exit planning, and property protection.



PRODUCT/SERVICE PITCH & CALL TO ACTION

Copy for use in short intro pitch descriptions. Ex. website, social media, industry listings.

PRODUCT

PITCH

CTA

Business Health Assessment

Where does your business stand? Complete a complimentary, no obligation evaluation to identify needs and uncover gaps in your business processes and compliance. Find out if Equinox is the right fit for you.

Take the assessment

In Balance Newsletter

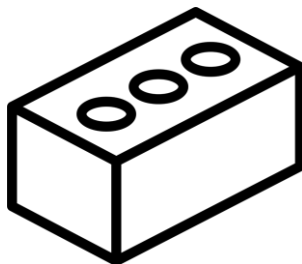
Things are uncertain and always changing. Stay up to date with our monthly newsletter that's equal parts law and business—covering the issues that matter to entrepreneurs in Washington.

Subscribe

Strategic Legal Counsel Plans

You now have the full power of law on your side. Manage projects to completion with regular meetings and check-ins. Your team can call us anytime when questions or new projects arise and it's all included.

Go boldly into the unknown, contact us today



SOCIAL MEDIA

Copy for use in LinkedIn and Facebook organic and paid posts.
Long body copy always to be placed in post not images.

FACEBOOK/LINKEDIN POSTS

Take on business complexities with the power of law on your team

The power of law is often used against those who “don’t know, what they don’t know.” Not anymore. Equinox levels the field for entrepreneurs. We remove the barriers of costs, response time, and complexity so that entrepreneurs can have a “Chief Legal Officer” on their team with same strategic law advantages as the mega corps.

CTA [link]: Add Strategic Legal Counsel to your team.

Law and entrepreneurial experience, perfectly aligned.

Like you, we are entrepreneurs. Unlike you, we are attorneys. We call ourselves Equinox because we serve our clients by bringing law and entrepreneurial expertise into perfect alignment. We remove the barriers of costs, response time, and complexities giving your business the freedom and confidence to go boldly into the unknown.

CTA [link]: Add Strategic Legal Counsel to your team.

Tired of surprise legal fees, unresponsive attorneys and boilerplate solutions?

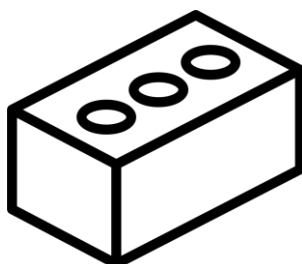
Get the strategic legal help your business needs, when you need it for a fixed monthly cost from a team of lawyers who understand your unique challenges.

CTA [link]: Learn more about our fixed-cost Strategic Legal Counsel plans designed for Entrepreneurs.

Go boldly* into the unknown (*and legally)

Never again hesitate in making crucial business decisions. With Equinox on your side, you have a team of strategic-minded, experienced entrepreneur attorneys who understand what it takes to lead and grow a successful business.

CTA [link]: See how Strategic Legal Counsel can help your business.



SOCIAL MEDIA

Copy for use in LinkedIn and Facebook organic and paid posts.
Long body copy always to be placed in post not images.

FACEBOOK/LINKEDIN POSTS

Add the power of law to your team, at a fraction of traditional legal cost.

Just as you may tap into a managed services provider (MSP) for HR, accounting or IT to expand your capabilities (without adding to your headcount), you can also tap into the power of law.

Introducing a new managed services approach to law with a fixed monthly cost, that makes it possible for every business can have the same strategic law advantages as the mega corps.

CTA [link]: See how Strategic Legal Counsel can help your business.

Is your business at risk?

Are you current with changing government laws?

Are you leaving money in contract negotiations?

Find out where your business stands. Complete a complimentary, no obligation evaluation to identify needs and uncover gaps in your business processes and compliance.

CTA [link]: Take our complimentary Business Health Assessment

Mega corps aren't the only ones with an army of attorneys.

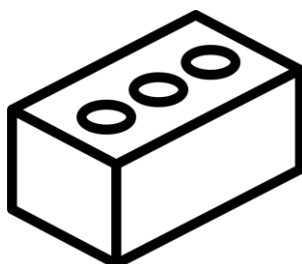
Equinox the playing field with the full power of law on your side. Get the strategic legal help your business needs at a fixed monthly cost so you can lead your business boldly into the unknown.

CTA [link]: Meet your army of attorneys.

We imagine a world where entrepreneurs have the same strategic law advantages as the mega corps.

That's why we do everything in our power to remove the barriers of costs, response time, and complexity to make it possible for all business leaders to have a "Chief Legal Officer" on their team.

CTA [link]: Learn more about how our fixed cost, Strategic Legal Counsel is leveling the playing field.



SOCIAL MEDIA

Copy for use on twitter adding links and hashtags as necessary.
Minimal use of emojis.

TWEETS

🐦 Equinox the playing field with Strategic Legal Counsel on your team. [\[link\]](#)

🐦 Take on business complexities with the power of law on your team. Strategic Legal Counsel For Entrepreneurs [\[link\]](#)

🐦 Law and entrepreneurial experience, perfectly aligned. Get the strategic legal help your business needs, when you need it for a fixed monthly cost from a team of lawyers who understand your unique challenges. [\[link\]](#)

🐦 We remove the barriers of 💰 , response ⌚ , and 🧠 so that every business can have the same strategic law advantages as the mega corps. [\[link\]](#)

🐦 Go boldly* into the unknown (*and legally) [\[link\]](#)

🐦 With Equinox on your side, you have a team of strategic-minded attorneys who understand what it takes to lead and grow a successful business. [\[link\]](#)

🐦 Never again hesitate in making the decisions needed to grow and protect your business and your people. [\[link\]](#)

🐦 Equinox the playing field with our fixed monthly cost, managed services approach that enables every business can have the same strategic law advantages as the mega corps. [\[link\]](#)

🐦 Find out if Equinox is the right fit for your business. Take our complimentary Business Health Assessment [\[link\]](#)

🐦 Learn more about how our fixed cost, Strategic Legal Counsel is leveling the playing field. [\[link\]](#)

🐦 Meet your army of attorneys waiting in the wings. Equinox the playing field [\[link\]](#)

🐦 The mega corps use law to their advantage because they can. It's time to Equinox the playing field for entrepreneurs and small businesses. [\[link\]](#)

🐦 As entrepreneurs ourselves, we get it. There's no room for second guessing. No margin for errors or overspending. Every dollar and every minute matters. We are here to help. [\[link\]](#)

🐦 Your legal needs, like everything else today, are unpredictable. Going at it alone can be devastating. So can paying exorbitant and unpredictable legal fees. There's a better way: [\[link\]](#)

DESIGN BRICKS

LOGO CONCEPT

**Our logo represents our brand promise
law and entrepreneurial experience,
perfectly aligned.**

The “swirl” of day and night becoming one
together is how we become one team with our
clients with equal parts law and business.

Balance and equity is in our namesake: the
“equinox”, time (twice each year) when day and
night are of approximately equal length as the
sun crosses the celestial equator (about
September 22 and March 20).

In use, our logo shows up with and without the
tagline. It should be on white or bright brand
gradient backgrounds to best convey the bold
confidence we empower.

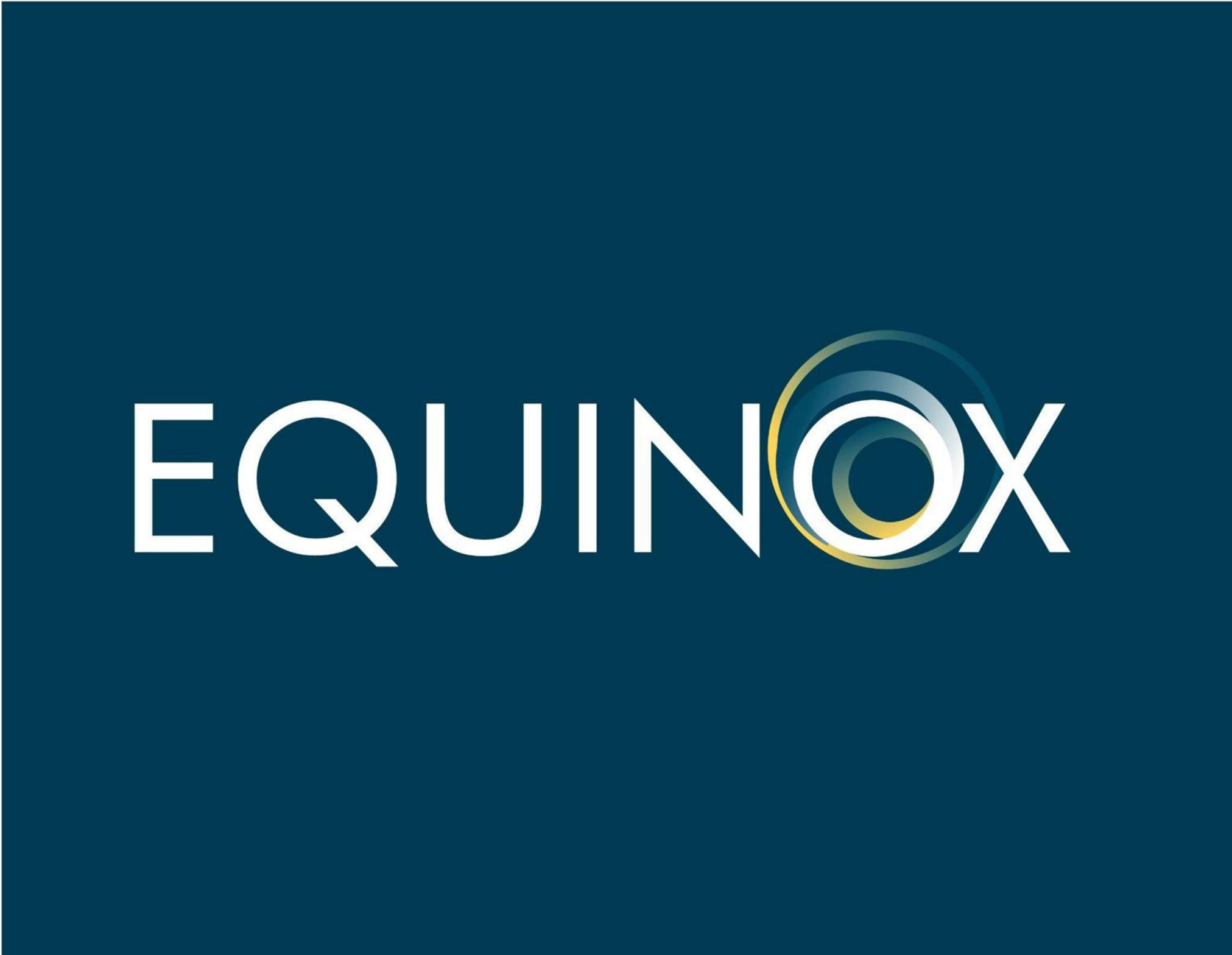




WORDMARK



WORDMARK WITH TAGLINE



WORDMARK REVERSE



WORDMARK WITH TAGLINE REVERSE



SWIRL MARK



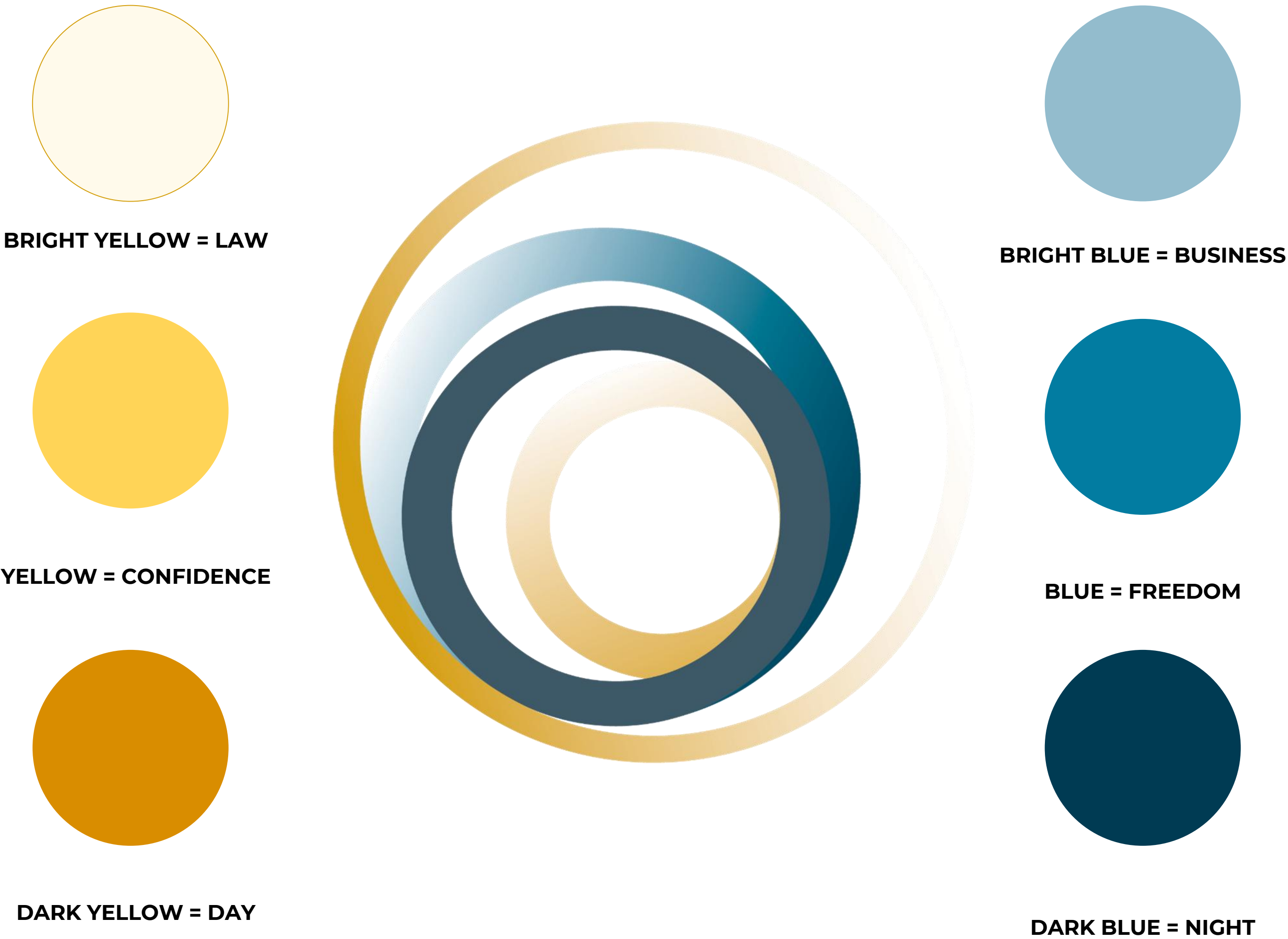
SWIRL MARK REVERSE

COLOR CONCEPT

Our colors are designed to convey the feeling of confidence and freedom that result from brand's promise of **law and entrepreneurial experience, perfectly aligned.**

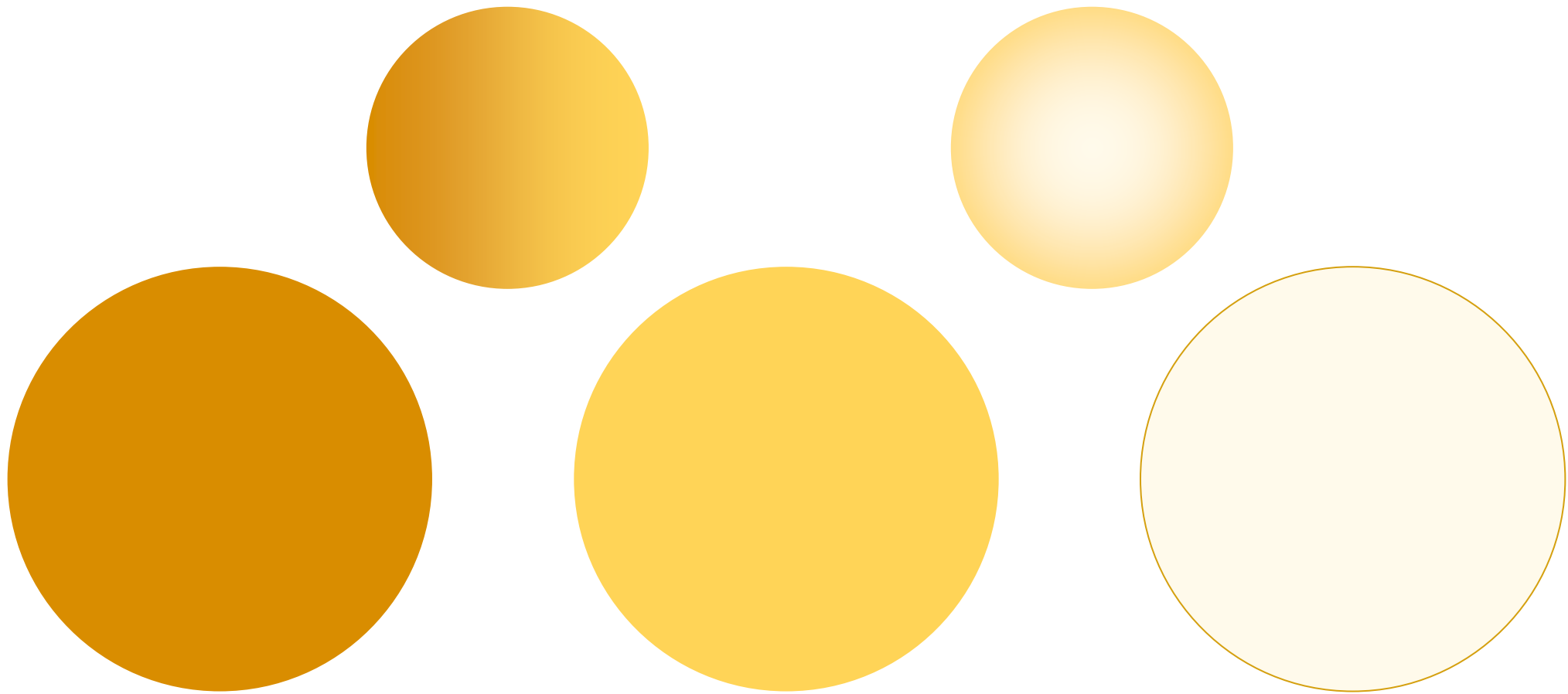
We use of color in alignment and in contrast to represent our alignment of law and business as well as the alignment as one team with our clients.

We use gradients to show the two colors becoming one.



COLORS

[LINK TO FILES](#)



DAY

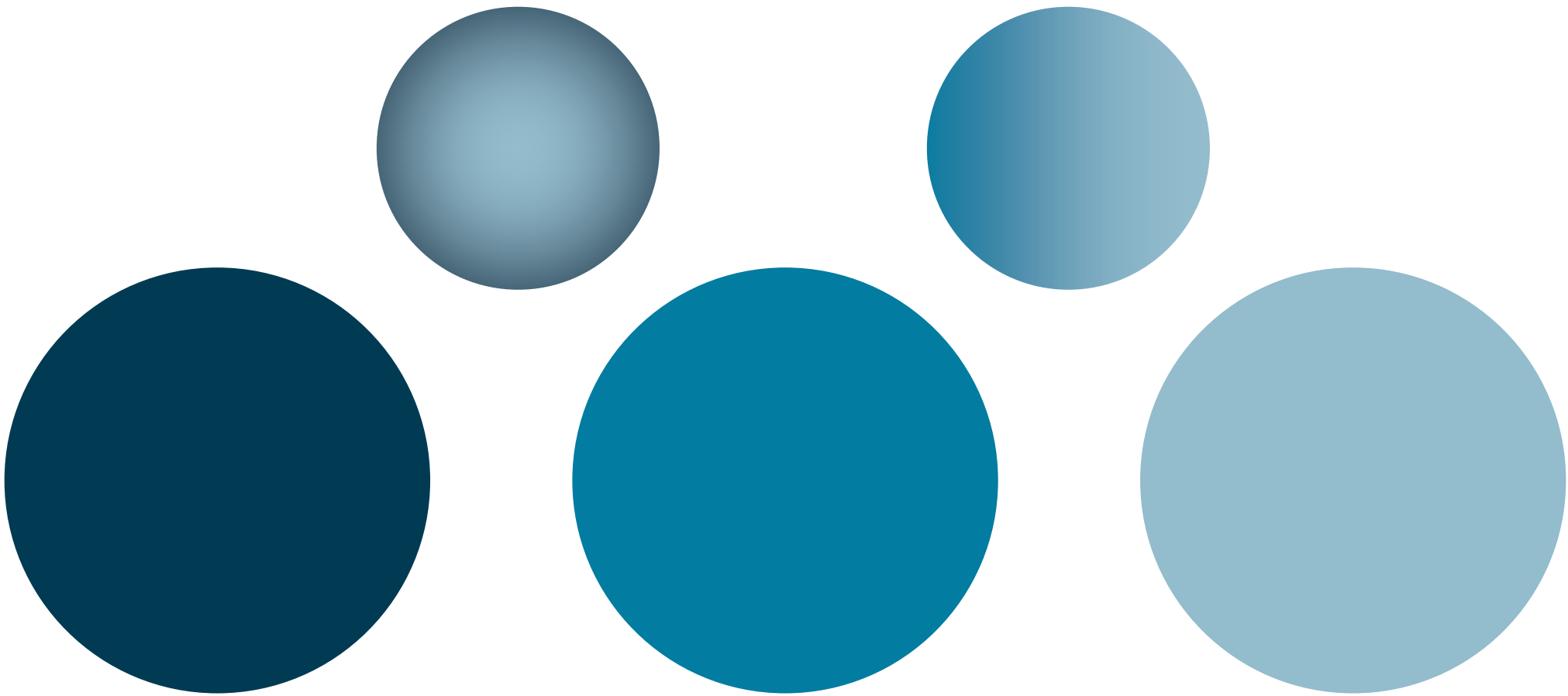
CONFIDENCE

LAW

HEX	#D98D00
RGB	217, 141, 0
HSB	39, 100, 85
CMYK	0, 35, 100, 15
LAB	65, 20, 70
PANTONE	131 C

HEX	#FFD457
RGB	255, 212, 87
HSB	0, 0, 73
CMYK	0, 17, 66, 0
LAB	87, 2, 65
PANTONE	135 C

HEX	#FFFAEB
RGB	255, 250, 235
HSB	45, 8, 100
CMYK	0, 2, 8, 0
LAB	98, -1, 8
PANTONE	155 C



NIGHT

BUSINESS

FREEDOM

HEX	#003b53ff
RGB	0, 59, 83
HSB	197, 100, 33
CMYK	100, 29, 0, 67
LAB	23, -7, -19
PANTONE	540 C

HEX	#027CA1
RGB	2, 124, 161
HSB	194, 99, 63
CMYK	99, 23. 0, 37
LAB	48, -15, -28
PANTONE	7704 C

HEX	#93BCCD
RGB	147, 188, 205
HSB	198, 28, 80
CMYK	28, 8, 0, 20
LAB	74, -10, -13
PANTONE	283 C

HEADLINES H1
Montserrat Bold
Sentence Case
Line Height 1.1
Tracking +5

Law and entrepreneurial
experience, perfectly aligned.

HEADLINES SHORT H2
Montserrat ExtraBold
All Caps
Line Height .08
Tracking 0

GO BOLDLY INTO
THE UNKNOWN

HEADLINES SHORT H3
Montserrat Light
All Caps
Line Height .08
Tracking 0

GO BOLDLY INTO
THE UNKNOWN

SUB HEADLINES H4
Montserrat SemiBold
Sentence Case
Line Height 1.3
Tracking +5

Collaborate with our team to create
a project plan that works for you.

CALLOUTS
Montserrat Bold
All Caps
Line Height 1
Tracking +250

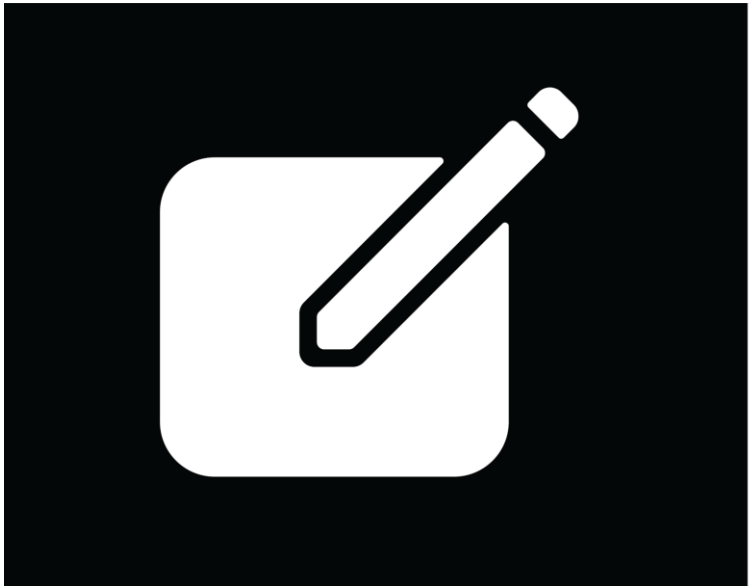
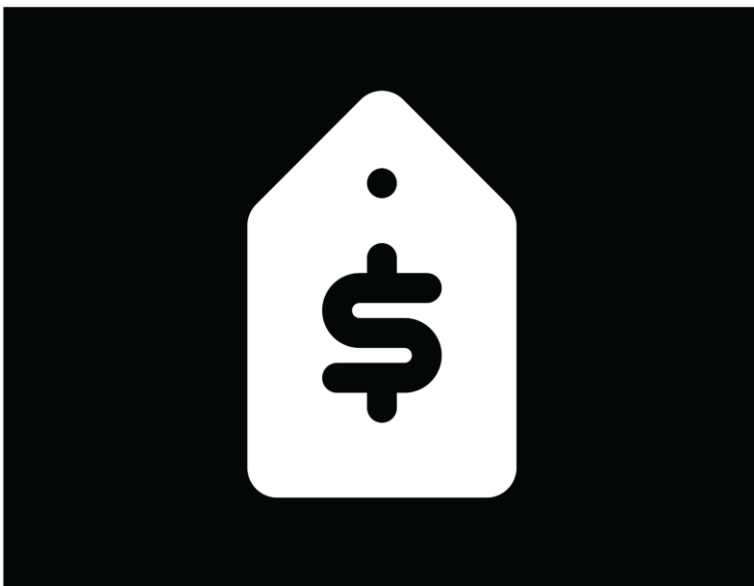
BUSINESS HEALTH ASSESSMENT

BODY
Montserrat Regular
Sentence Case
Line Height 1.2
Tracking +5

The power of law is leveraged by large
companies. Entrepreneurs don't have the
same access to legal and are at a
competitive disadvantage. But it doesn't
have to be that way.

ICONS

[LINK TO FILES](#)



TEAM PHOTOGRAPHY

[LINK TO FILES](#)





Entrepreneurs At Work

- Diverse people in their place of business
- Small business, not large corporate
- Bright, natural lighting with flares or glows
- People not looking at camera
- Bold and confidently working
- Warm tone, cinematic shallow depth of field



Entrepreneur Profiles

- Diverse people in their place of business
- Bold and confident pose, looking at camera
- Small business, not large corporate
- Bright, natural lighting with flares or glows
- Warm tone, cinematic shallow depth of field

PHOTOGRAPHY

[LINK TO FILES](#)



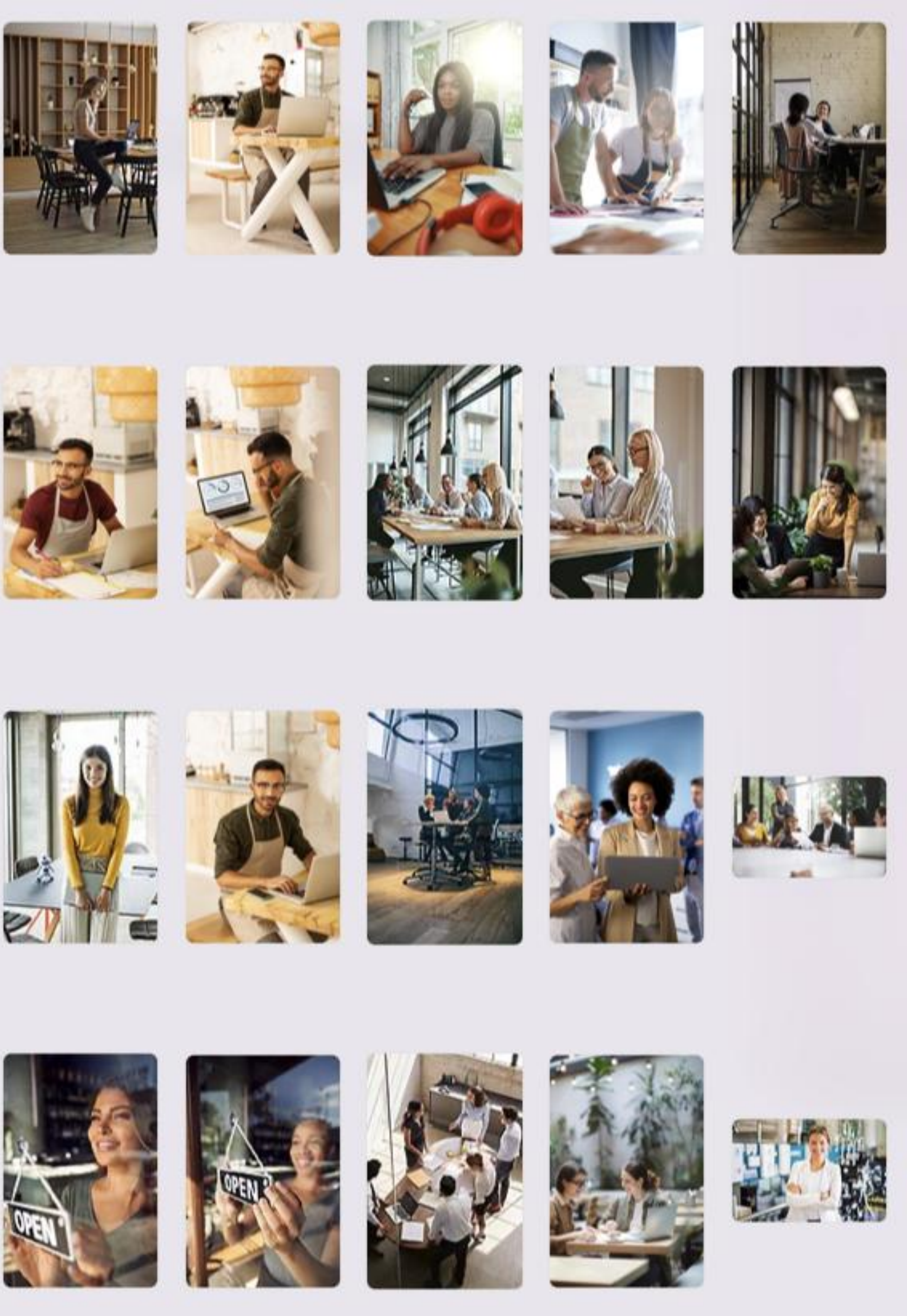
Collaboration

- Diverse groups of people representing Equinox and Clients together as one team
- Wardrobe has pops of brand colors
- Small business, not large corporate setting, minimal as possible
- Bright, natural lighting with flares or glows
- People not looking at camera
- Bold and confidently working
- Warm tone, cinematic shallow depth of field

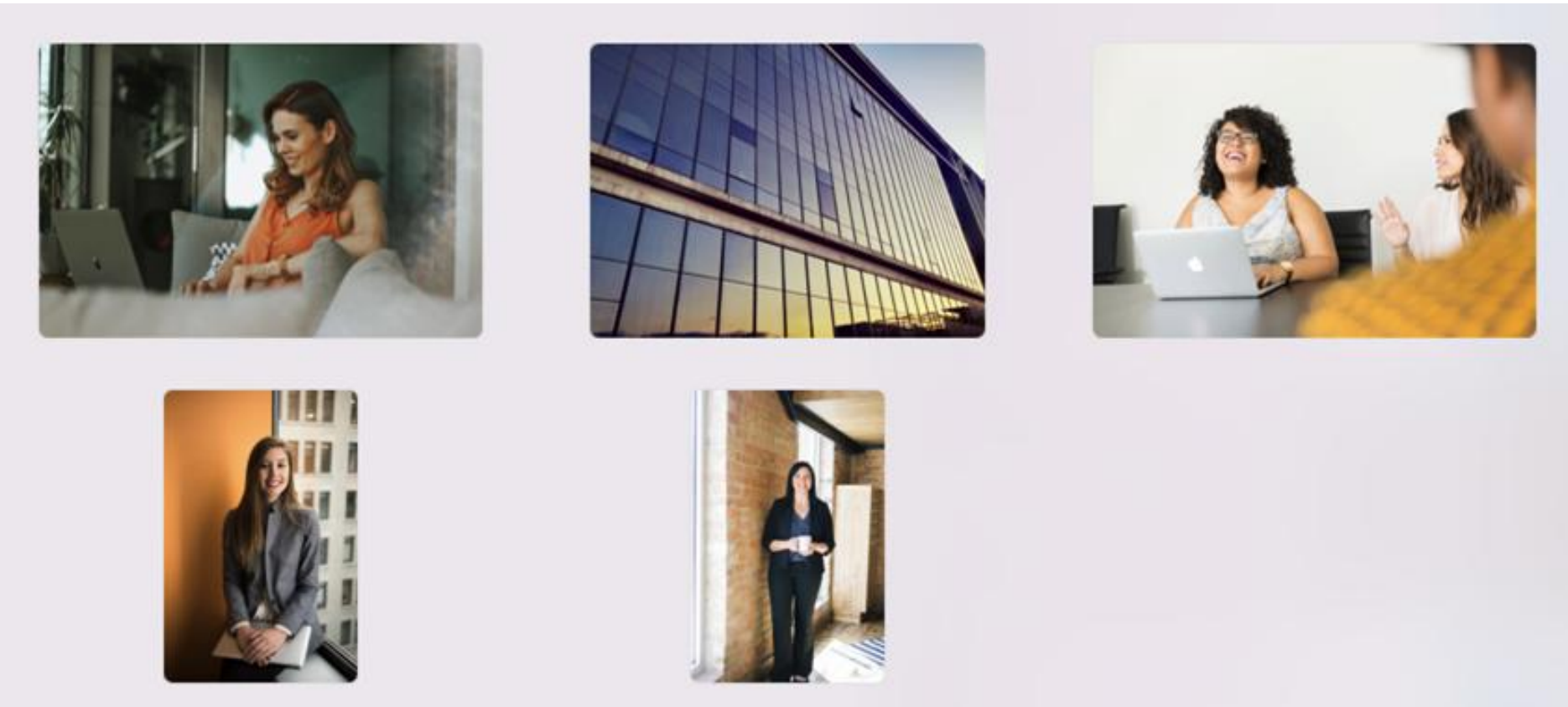


PHOTOGRAPHY LIBRARY

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Envato Stock



Upsplash Stock

BLUE PRINTS

MARKETING FUNNEL

Attract

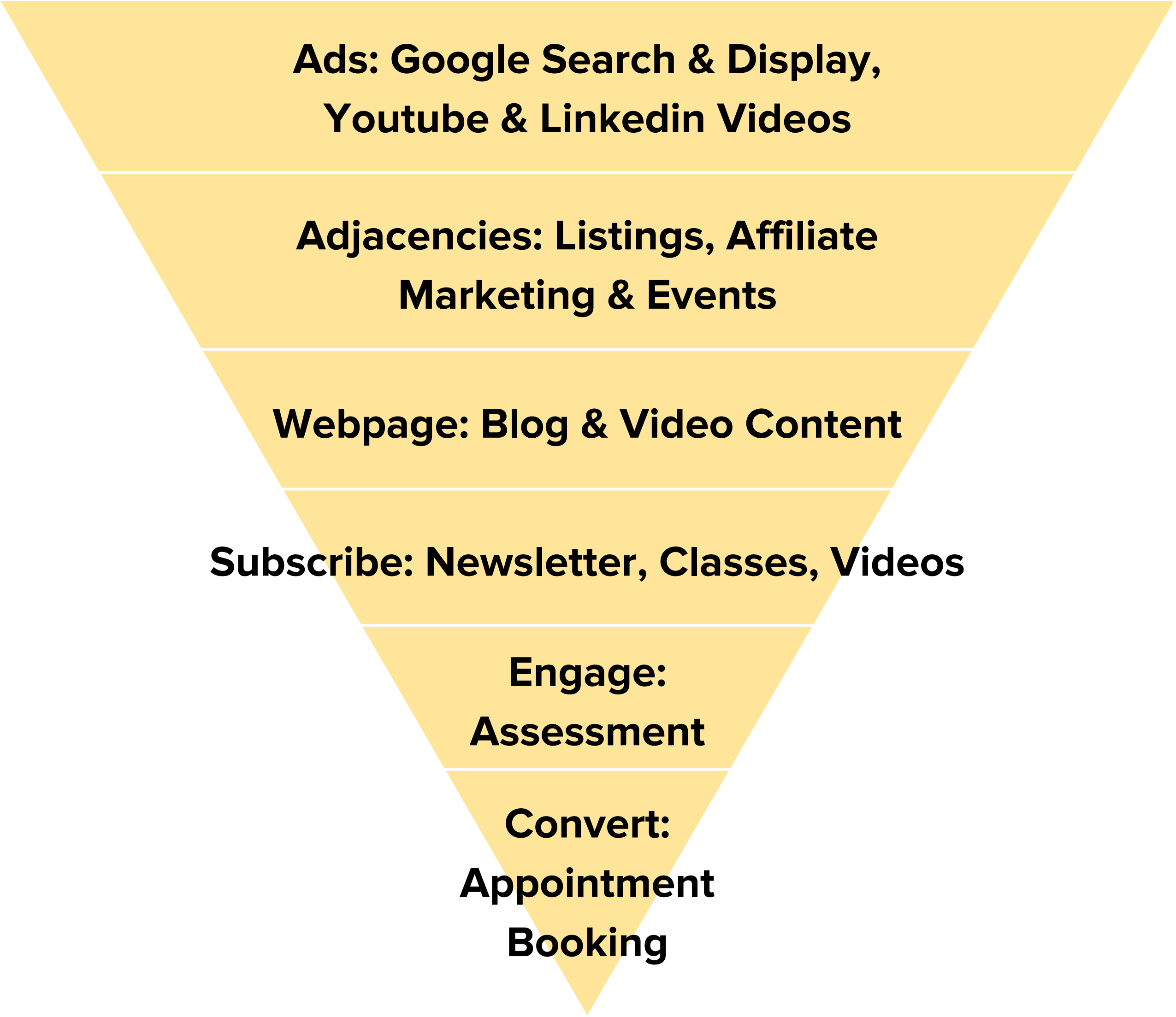
Create awareness and relevancy. Paid ads and content placements while customers are in the mindset of building their business—hiring managed services for HR, IT, Accounting, etc.

Engage

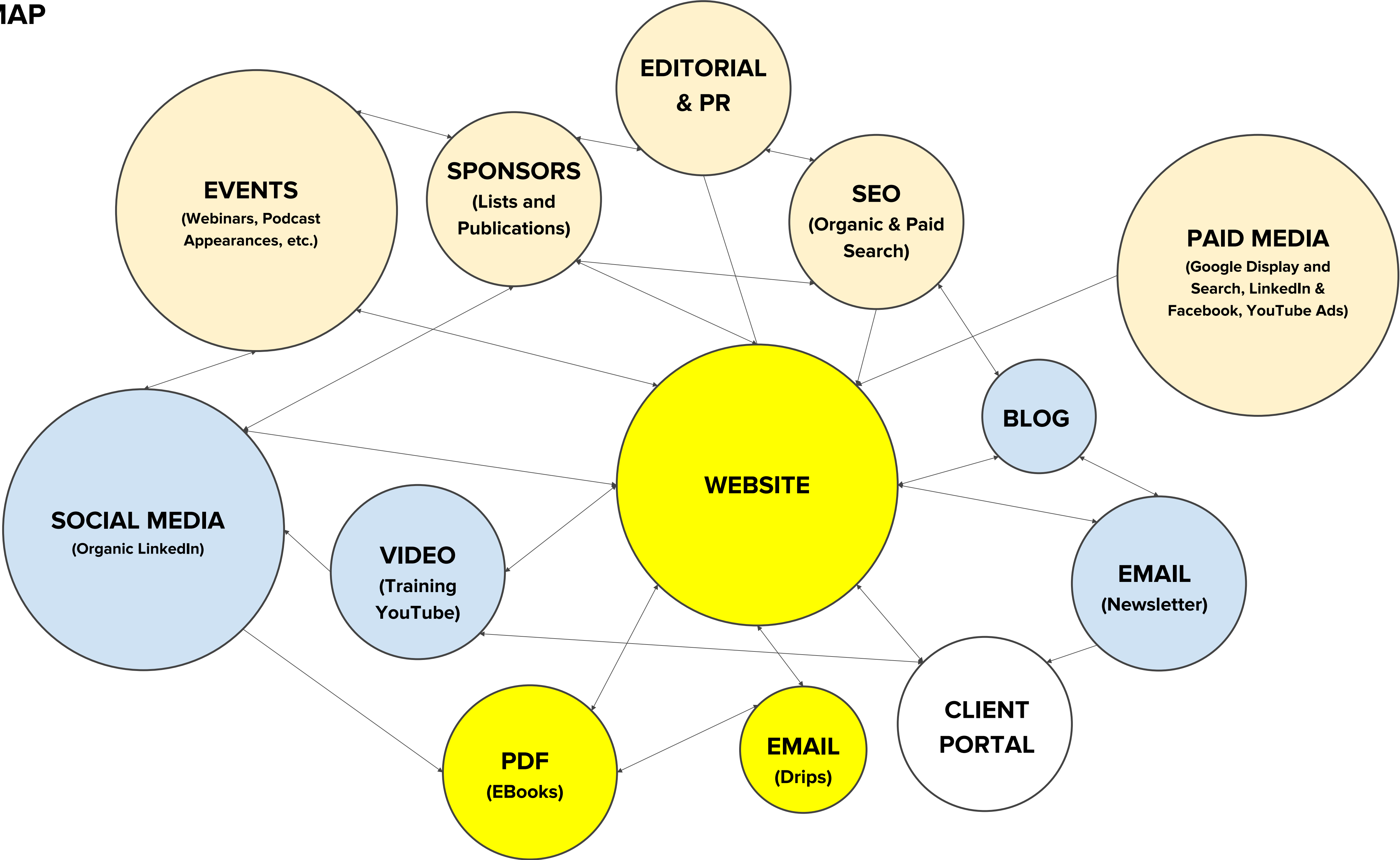
Offer value as “guide” with free content that helps customers go boldly. This can be BHA as a product, the newsletter as a resource, videos trainings as introduction to Equinox as guide.

Convert

Call to action: take the assessment, book an appointment, sign up for an event or a training.



MAP



SOCIAL MEDIA

EMAIL

WEBSITE

THX