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# Brand Guidelines

**When referring to XpertHR or applying our branding, please adhere to the following guidelines to help us ensure consistency across all communications and a high level of presentation.**

## **Standard Partnership Credit Line:**

Please refer to XpertHR together with LexisNexis using the following line:

*XpertHR has been produced in partnership with LexisNexis.*

## **Referring to an author of XpertHR:**

Please refer to a single author as an *XpertHR Contributing Author*

## **Referring to an author firm of XpertHR:**

Please refer to a firm as an *XpertHR Contributing Author Firm*

## **XpertHR Website:**

- The website address should always be written as: [www.xperthr.com](http://www.xperthr.com)
- When directing people to the website please use the following line:  
*For further information or to request a demonstration of XpertHR,  
please visit [www.xperthr.com](http://www.xperthr.com)*

## **Citation for Federal Level Content:**

Author, "Federal [Article Name]," [Section Name] section in the online *XpertHR US Employment Law Manual*, XpertHR 2012 ([www.xperthr.com](http://www.xperthr.com)).

### *For example:*

Author, "Federal Employer Liability Concerns in Employee Management," Employee Management section in the online *XpertHR US Employment Law Manual*, XpertHR 2012 ([www.xperthr.com](http://www.xperthr.com)).



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## Citation for State Level Content:

Author, “[Article Name]:[State(s)],” [Section Name] section in the online *XpertHR US Employment Law Manual*, XpertHR 2012 ([www.xperthr.com](http://www.xperthr.com)).

*For example:*

Author, “Employer Liability Concerns in Employee Management: California,” Employee Management section in the online *XpertHR US Employment Law Manual*, XpertHR 2012 ([www.xperthr.com](http://www.xperthr.com)).

## Author badge:

- This badge can be used on your website, on printed collateral or on email signatures.
- Please leave a clearance of 15px / 3/16 (0.1875) in around the badge
- The minimum acceptable size for the badge is 100px wide. The recommended size is 200px wide.
- Please use the badge as it has been provided. No alterations are permitted.
- Please ensure that you link this badge to [www.xperthr.com](http://www.xperthr.com)

## One Page Charter Subscription Discount Flier:

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