



K-NOTES

The Future of Contract Design



Information has to be inviting and it has to stand out. The way things stand out visually is through contrast, and one way to achieve contrast is through color.



A Review of Apple and Google

It's time for a change

The old standard for contracts is on its way out, shaped by industry changes in information design and user experience. The new standard encourages contracts that are visually pleasing, easy to understand, and build an open and friendly relationship between consumers and companies.



Key Takeaways

- ➔ **Contract Drafting Attorneys Use Design**
Contract design is changing how businesses present contracts and other legal documents to their clients and consumers. Visual elements, simplified text, short header sections, brand elements and colors, and white space help guide the users' eyes quickly to find the information they want.
- ➔ **Effectiveness of Negative Space**
Negative space is the area around the elements that is left empty. One way to make important written information stand out is by using the visually contrasting color of the negative space.



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Attorney



These documents are highly likely where we are going with consumer-facing documents and contracts."



Contraction = Conversation

While these documents are legal contracts, they read more like helpful blog posts and feel like conversations with friends. You notice a lack of legalese or legal voodoo in the simple language used.



Contract Guideposts

Visual guideposts are functional and tell you things like "you are about to read a section about your relationship with Google and your other devices." The Google visuals are an extension of the Google brand and are functional as guideposts but don't relay substantive information.

