

**SOUTHWESTERN LAW SCHOOL**  
L O S   A N G E L E S

# **BRANDING & DESIGN 101**

**Presented by Communications and Marketing**



# You are a designer.

## BRAND GUIDELINES

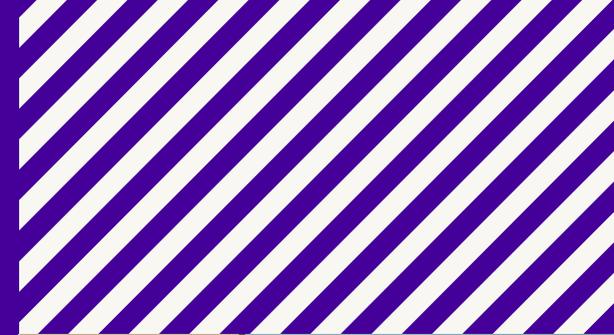
Understand the principals and importance of branding.

## DESIGN CONCEPTS

Learn how our designers create on-brand materials.

## ASSETS AND TOOLS

Get the files and tools you need to start designing.



# Brand Identity

**Brand identity is the visible elements of a brand, such as color, design, and logo, that identify and distinguish the brand in consumers' minds.**

A brand is an emotional or even philosophical concept, while brand identity is the visual component that represents those larger ideas.



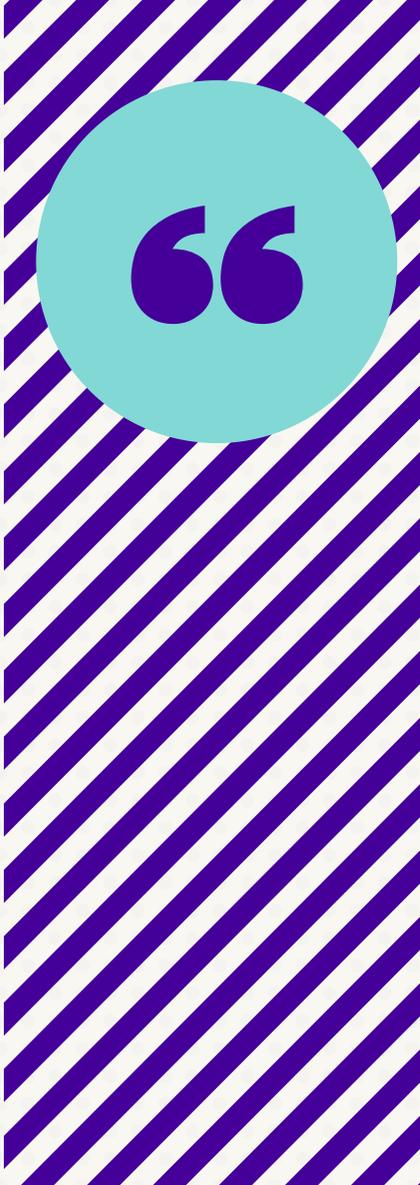


A STRONG BRAND ID HELPS MAKE  
SOUTHWESTERN

**AUTHORITATIVE IN THE  
MARKETPLACE,  
CREDIBLE AMONG OUR  
COMPETITORS,  
AND TRUSTWORTHY IN THE  
EYES OF OUR CUSTOMERS.**



“



# SOUTHWESTERN IS:



## ■ Trailblazing

Southwestern has encouraged enrollment of students from all walks of life long before other law schools around the country did so. Southwestern is progressive in its approach to technology and learning.

## ■ Los Angeles

Bullocks Wilshire is a city institution. We've trained one of the city's most renowned mayors. We have excellent standing in entertainment law. Prospective students cite our location as a critical factor in their attending Southwestern.

## ■ Scrappy

Southwestern students have a determination and strength of will that graduates from other schools lack. Southwestern staff share this strength.

## ■ Public Service

Southwestern has inspired a commitment to public service through a rich selection of programs, courses, activities and individual pursuits.



# Our Brand Identity in print

The Orientation Kit



Erica J.  
Part-Time Evening  
Mother of One & National Best Oral Advocate  
*Future Appellate Attorney*



# Our Brand Identity

in advertising

LAX Charging Station  
Advertisement

WHAT IF  
LAW SCHOOL  
CAME TO YOU?

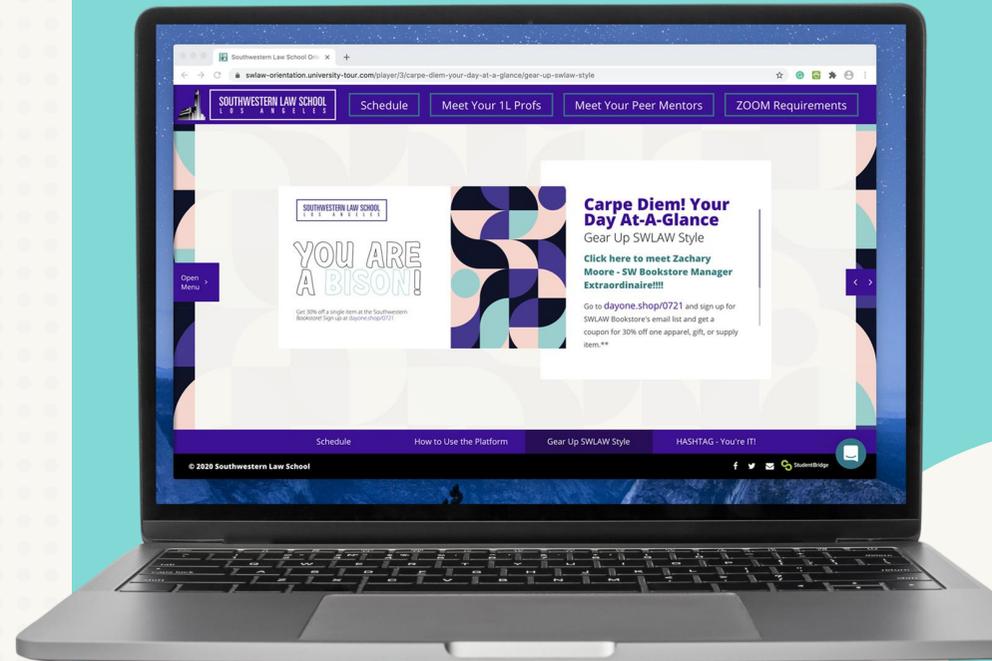
PART-TIME PROGRAM WITH DISTANCE OPTIONS

[www.SWLaw.edu/parttime](http://www.SWLaw.edu/parttime)

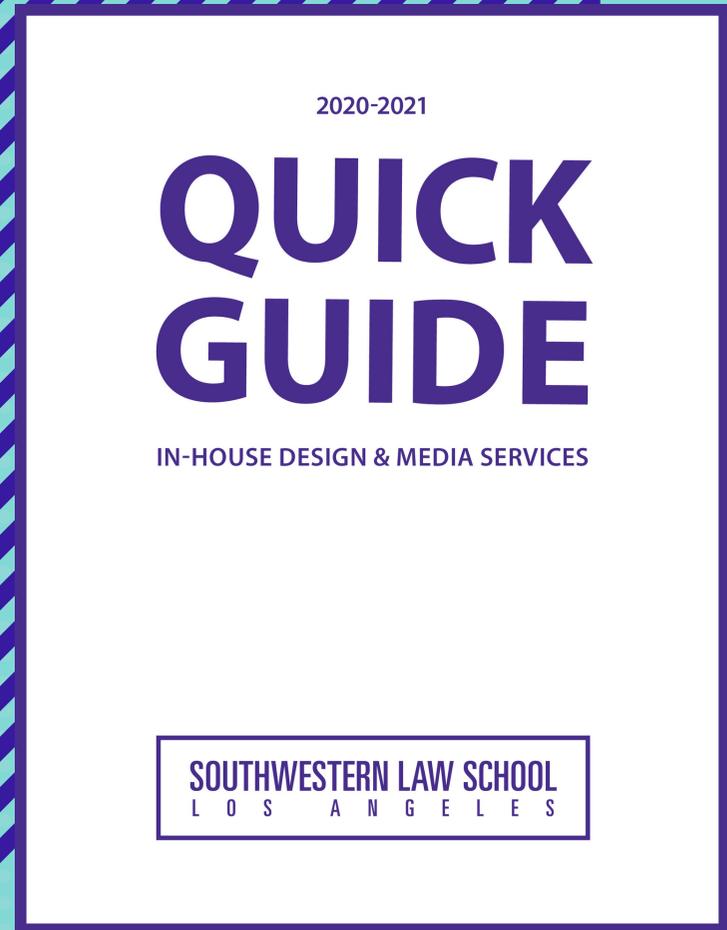
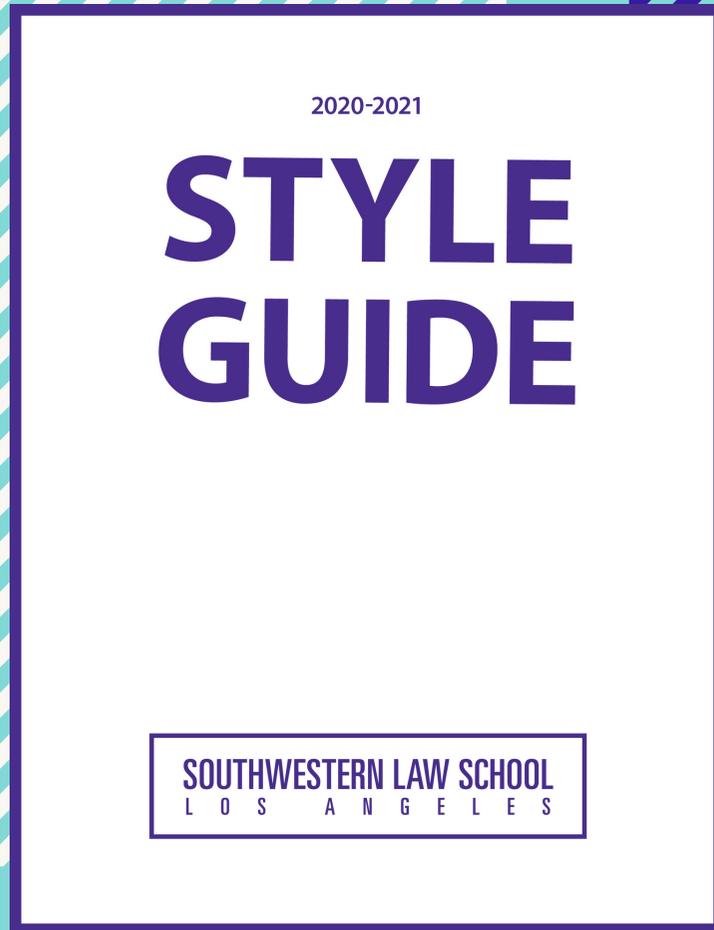
# Our Brand Identity

## On the web

The Southwestern Virtual Orientation Experience



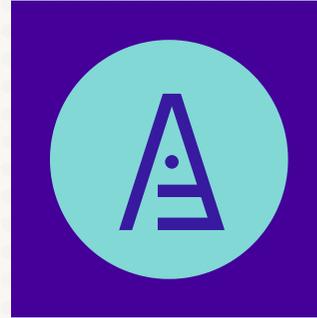
# Fresh off the press!



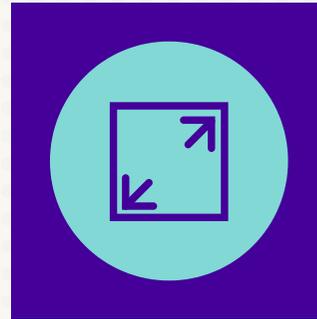
Available now on [SWLaw.edu/MediaAssets](https://www.swlaw.edu/MediaAssets)

# Style Guide

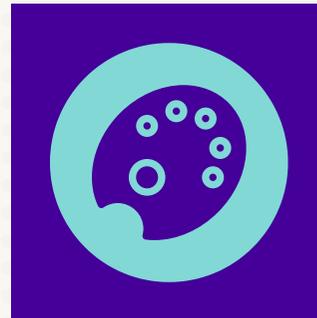
## Quick tips



Use correct brand elements and logo



Use proper typefaces



Match colors to approved color palette



# Brand Guide

## Logos + Elements

"A logo doesn't sell  
(directly), it identifies."

—Paul Rand

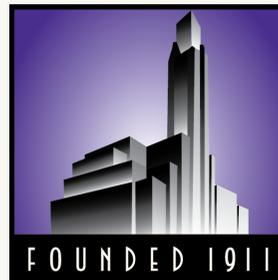
## Brand Elements

**SOUTHWESTERN LAW SCHOOL**  
L O S   A N G E L E S

## Square Logo



## Southwestern Logo



**SOUTHWESTERN LAW SCHOOL**

Los Angeles, California ▪ [www.swlaw.edu](http://www.swlaw.edu)

**Problem:**

**SOUTHWESTERN  
UNIVERSITY OF LAW**



**Solution:**

**SOUTHWESTERN LAW SCHOOL**  
**L O S A N G E L E S**

**SOUTHWESTERN LAW SCHOOL**  
LOS ANGELES



**SOUTHWESTERN LAW SCHOOL**  
LOS ANGELES

**SOUTHWESTERN LAW SCHOOL**  
LOS ANGELES



**PUBLIC SERVICE PROGRAM**

**10** OF THE PUBLIC SERVICE PROGRAM YEARS  
**2,400+** STUDENTS PARTICIPATED IN THE PROGRAM  
**510+** STUDENTS DEDICATED  
**75+** PUBLIC SERVICE HOURS

“

To be candid, I come from a low socio-economic background wrought with substance abuse, domestic violence, and deep poverty that included periods of unemployment, and even homelessness. Despite the bleak circumstances, I prioritized education in the hopes that I could break out of the cycle of violence and poverty. I now pursue a legal career in an effort to aid those in situations similar to mine, and the Public Service Program has given me the opportunities to do just that.”



**VINCENT CHOI**  
21, Full-Time Day Program  
Public Interest Law Cases Recipient

**SW  
LAW**  
SOUTHWESTERN LAW SCHOOL



**SOUTHWESTERN LAW SCHOOL**  
LOS ANGELES, CALIFORNIA

**Billy Bison**  
Communications and Marketing

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bbison@swlaw.edu | www.swlaw.edu

**SOUTHWESTERN LAW SCHOOL**  
LOS ANGELES

LAW SCHOOL THAT FITS YOU

ACCELERATED 2-YEAR J.D. PROGRAM  
 FULL-TIME DAY 3-YEAR J.D. PROGRAM  
 PART-TIME 4-YEAR J.D. PROGRAMS  
 CONCENTRATIONS



# Do's + Don'ts



SOUTHWESTERN LAW

Los Angeles, California ▪ www



SOUTHWESTERN LAW SCHOOL



SOUTHWESTERN LAW SCHOOL  
3050 Wilshire Boulevard • Los Angeles, CA

# Do's + Don'ts



## SOUTHWESTERN LAW SCHOOL

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Los Angeles, California ▪ [www.swlaw.edu](http://www.swlaw.edu)



## SOUTHWESTERN LAW SCHOOL

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3050 Wilshire Boulevard • Los Angeles, CA 90010-1106



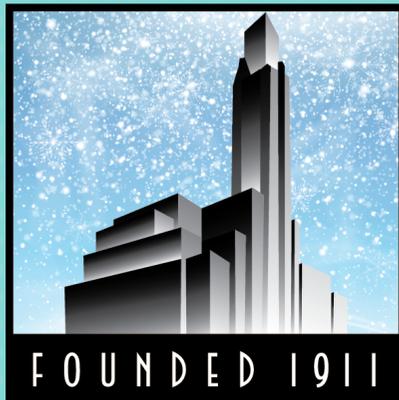
# Do's + Don'ts



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Los Angeles, California ▪ [www.swlaw.edu](http://www.swlaw.edu)



# Brand Guide

## Typography

“Type is a visual voice.  
Without reading, it imparts  
its message” — Laura  
Worthington



### Myriad Pro

Itatem ratia cullendipsus quam aut eost,  
quunt quam quis se ditatecea atumqui  
as ut quibea quam voluptas qui sandell



### Arial

Itatem ratia cullendipsus quam aut eost,  
quunt quam quis se ditatecea atumqui  
as ut quibea quam voluptas qui sandell



### Univers

Itatem ratia cullendipsus quam aut eost,  
quunt quam quis se ditatecea atumqui  
as ut quibea quam voluptas qui sandell



amazon



Domino's

FedEx

ebay

officina  
sans



Futura'pt

FutURa

univers

SWISS

flickr

CISCO

Ω  
OMEGA

UNIVERS

frutiger

FUTURA

Ω  
FUTURA

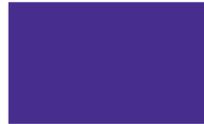
# Brand Guide

## Color Palette

“Color is a power which directly influences the soul” —Wassily Kandinsky

## Color Palette

### Primary Colors



**Prager Purple**  
Pantone Violet C  
RGB 68-0-153  
HEX 440099  
CMYK 89-100-1-2



**Bradley Blue**  
Pantone 3145  
RGB 0-119-136  
HEX 007788  
CMYK 88-39-38-8

### Secondary Colors



**Bullocks Blue**  
Pantone 324  
RGB 130-216-213  
HEX 82D8D5  
CMYK 45-0-21-0



**Gear Gold**  
Pantone 125  
RGB 166-129-61  
HEX A6813D  
CMYK 32-45-90-10



**Mena Mist**  
Pantone 421  
RGB 178-180-178  
HEX B2B4B2  
CMYK 13-8-11-26

### Tertiary Colors



**Gunning Graphite**  
Pantone 425  
RGB 84-88-90  
HEX 54585A  
CMYK 48-29-26-76

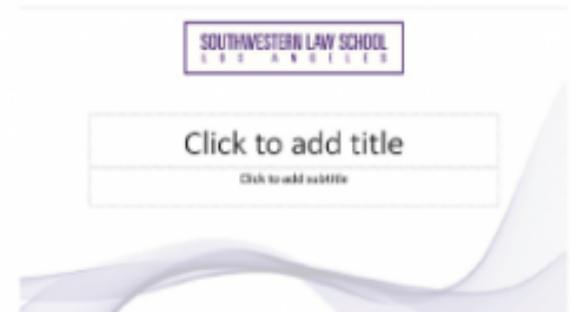
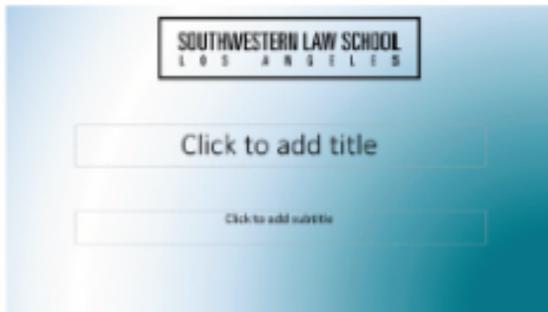
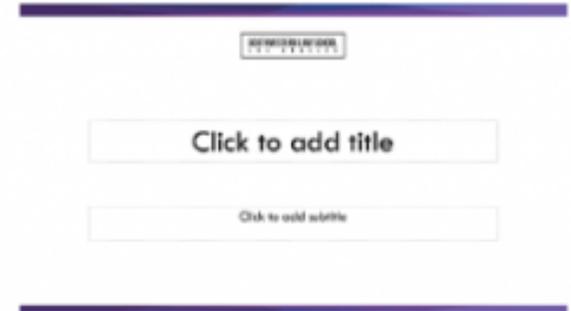


**Per Se Yellow**  
Pantone 102  
RGB 255-236-45  
HEX FFEC2D  
CMYK 3-1-91-0

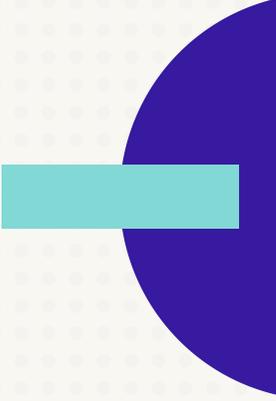


**Eggshell Plaintiff**  
Pantone P 1-1  
RGB 248-247-242  
HEX F8F7F2  
CMYK 0-0-2-0

# PowerPoint Templates



# Tips for new designers from designers.



## **CHOOSE ONE FONT**

Use only one font at a time. Avoid using multiple fonts, however, you can play around with the same font by adjusting the weight of a font by bolding or italicizing a font to provide more emphasis.

## **USE UP TO TWO COLORS**

Use up to two colors. Color plays an important role and to provide the most contrast, use complimentary colors: purple and yellow; red and orange; green and red.

## **STRIVE FOR VISUAL BALANCE**

Make sure there is a focal point in the design. What do you want your audience to see first? Make this the star of the design and typically, the largest. Any additional elements should enhance it and not detract from it.





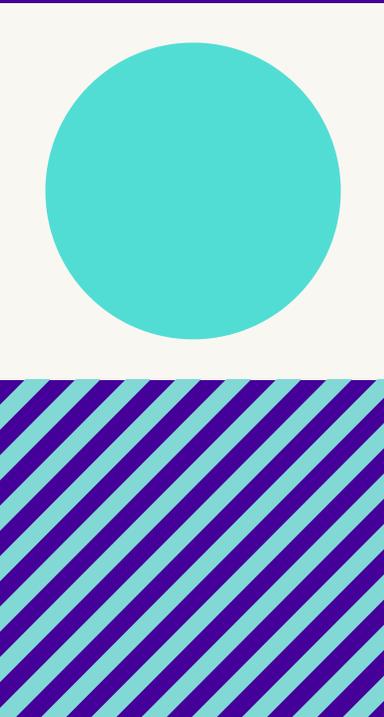




# Brand Voice

**Brand voice is the distinct personality a brand takes on in its communications.**

Brand voice helps Southwestern stand out from the crowd.



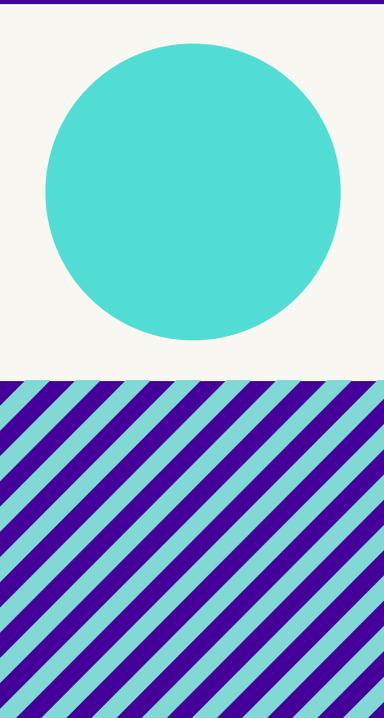
# Brand Voice

## **Voice:**

This describes your company's personality. It's consistent and unchanging.

## **Tone:**

The emotional inflection applied to your voice. It adjusts to what's suitable for a particular piece or message.



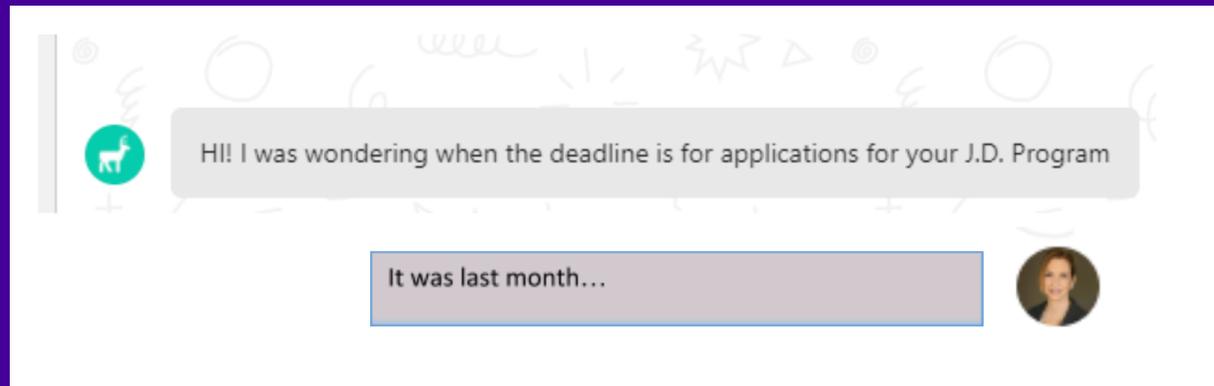
# Brand Voice



# Brand Voice

## Livechat

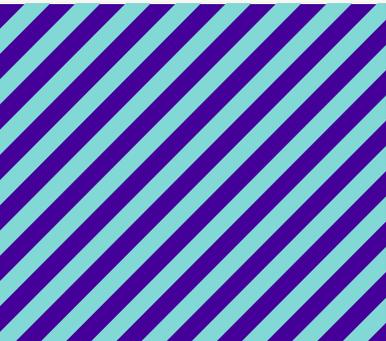
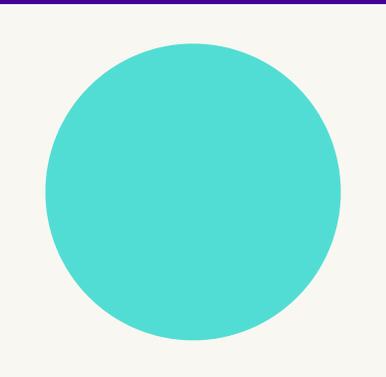
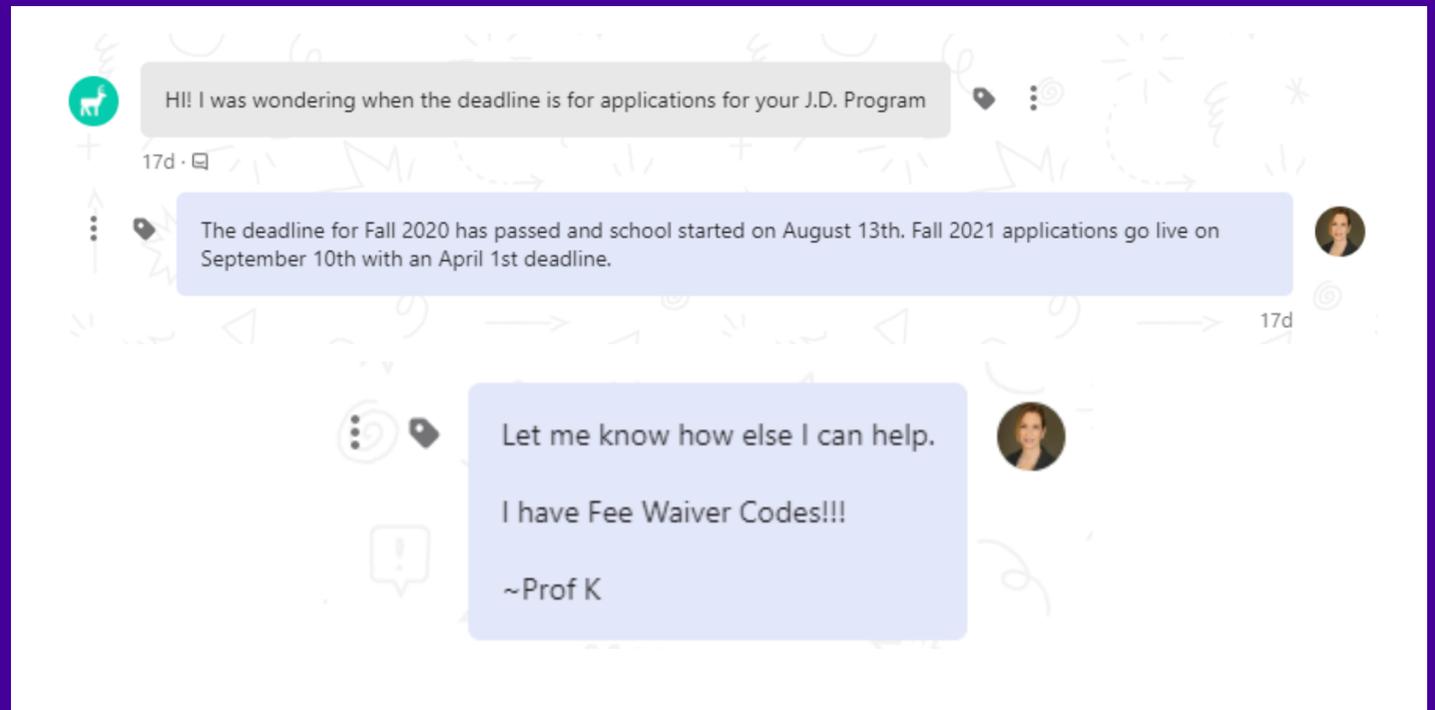
It's more than just answering questions – or THIS would happen:



Well, it answered the question...

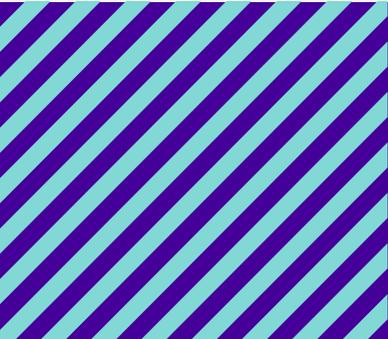
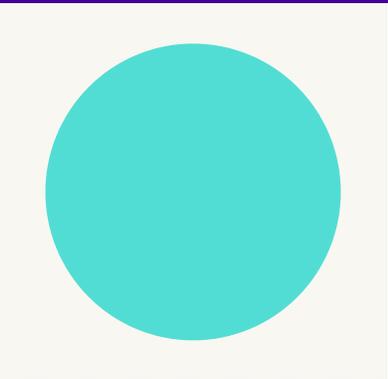
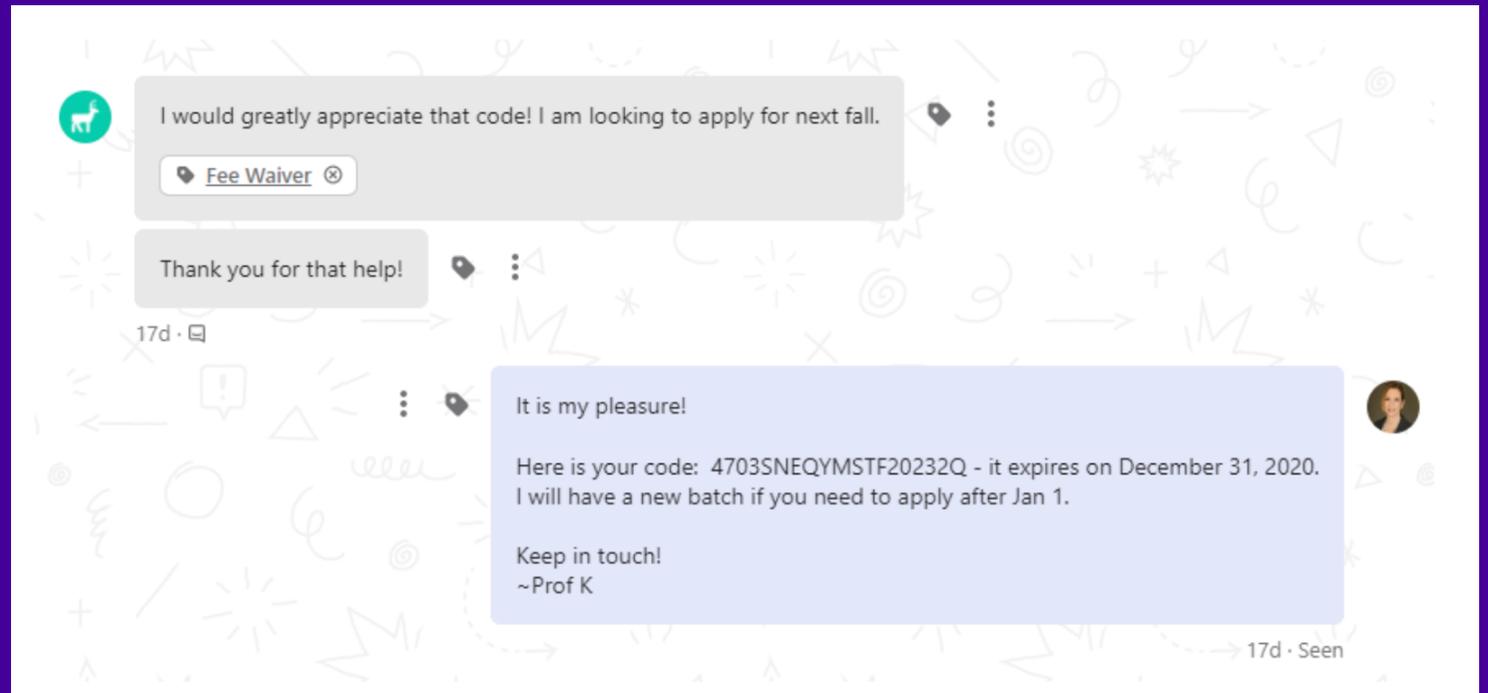
# Brand Voice

## WHAT REALLY HAPPENED!!



# Brand Voice

WHAT REALLY HAPPENED!!



# RESOURCES FOR DESIGNERS

## **CANVA**

A new (or seasoned) designer's best friend.  
[canva.com](https://canva.com)

## **SW MEDIA ASSETS**

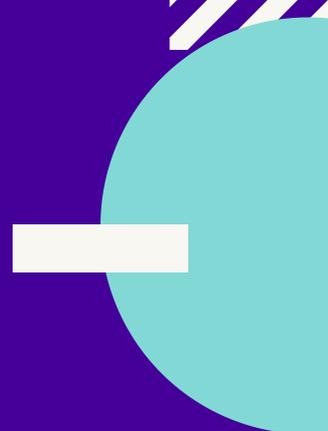
Approved, hi-res versions of brand elements.  
[swlaw.edu/MediaAssets](https://swlaw.edu/MediaAssets)

## **GETTYIMAGES**

Your go-to place for stock images.  
[swlaw.edu/gettypreview](https://swlaw.edu/gettypreview)

## **FLICKR**

Our repository of Southwestern event photos.  
[flickr.com/photos/swlaw/](https://flickr.com/photos/swlaw/)



# Main Takeaways

## **TOGETHER, WE CAN STRENGTHEN SOUTHWESTERN'S BRAND**

By following brand guidelines in our design, we forge a stronger relationship with our customers. By distributing design tasks institution-wide, you help us help you.

## **GETTING STARTED DESIGNING IS EASY**

You have the tips, you have the tools, you understand our voice, go forth and create!

## **WE'RE STILL HERE TO HELP**

Co-Mark still needs to approve published designs, but we're here to help you at every step of the process.

