

2020-2021

STYLE GUIDE

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

© 2020
Produced by Southwestern Law School, Los Angeles
Office of Communications & Marketing
Questions? Email Co-Mark@SWLaw.edu

Rev. Fall 2020

INTRODUCTION

Southwestern Law School's Communications and Marketing (Co-Mark) team proudly presents this *style guide*.

It was developed to guide the use of Southwestern's communications and marketing materials, and demonstrates proper use of Southwestern's logos, color palettes, typography, and other visual assets.

Consistent use of Southwestern's graphic branding system will align and enhance Southwestern's communications and marketing across all media to ensure maximum impact. When we present a consistent public image in our graphic style, Southwestern builds recognition and awareness, and presents an image of cohesiveness that bolsters Southwestern's brand value.

Governance and Review

To maximize the impact of Southwestern's visual and verbal communications, all uses and applications of Southwestern's graphic branding should be reviewed by Co-Mark. This will help to ensure consistency and cohesiveness.

Please direct inquiries and proposed artwork to Co-Mark@SWLaw.edu, (213) 738-6731, or campus mail.

Although this guide includes an extensive identity guideline, it cannot cover every possible print, digital, or product execution. Always check with the Co-Mark team for guidance on uses not covered in this document at Co-Mark@SWLaw.edu or (213) 738-6731.

THE SOUTHWESTERN LAW SCHOOL NAME

The correct name of the law school is Southwestern Law School.

First reference:

Southwestern Law School, Los Angeles

Second and later references:

Southwestern Law School

Southwestern

the law school

Southwestern Law School, Los Angeles

Do not use:

Southwestern University School of Law

Southwestern University

Southwestern College of Law

Help us protect our good name!

Please send screenshots with URL links if you come across improper use of our name to Co-Mark@SWLaw.edu.

THE STORY BEHIND OUR LOGO



SOUTHWESTERN LAW SCHOOL

Los Angeles, California ▪ www.swlaw.edu

The Southwestern logo was designed to identify and unmistakably link Southwestern Law School with its landmark building: Bullocks Wilshire. The Bullocks Wilshire motif within the logo is an iconic piece of Los Angeles and Southern California history. No other institution has anything like it.

The inclusion of the Bullocks Wilshire motif on the left side of Southwestern's logo is alongside the textual component of our title. It unifies the institution's most important visual concept with its name, forming a powerful brand statement. The logo is an imperative component in all official communications. As a permanent and indispensable part of the school, use of the logo strengthens awareness of the institution and its mission.

Both the Bullocks Wilshire motif with its colors and gradients, and the school's font were chosen to represent the institution's core values and its connection to the community of Los Angeles. Southwestern's commitment to diversity, public interest, advocacy, and civility are inextricably tied to these design elements. When an official communication bears these symbols, it represents an educational institution whose core values are inclusion, equality, and diversity.

OUR LOGO

def: graphic mark, emblem, or symbol used to aid and promote public recognition

There are two versions of Southwestern's official LOGO:

**With "Los Angeles,
California • www.SWLaw.edu"**
(preferred)



SOUTHWESTERN LAW SCHOOL

Los Angeles, California ▪ www.swlaw.edu

With full address:
(e.g. for return address
on mailings)

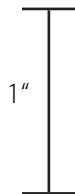


SOUTHWESTERN LAW SCHOOL

3050 Wilshire Boulevard • Los Angeles, CA 90010-1106

Size

The logos are available in one size that can be scaled to the minimum size shown at the right.



SOUTHWESTERN LAW SCHOOL

Los Angeles, California ▪ www.swlaw.edu

Minimum 1" in height
No maximum

Clear Space

Clear space is the minimum "breathing room" maintained around our logo. This area should be kept free of graphics, text, and other logos.



Dotted line at right reflects
Clear Space

OUR LOGO

Color

Use only approved colors.
Color is available only within the gradient section behind the building graphic.

Color logos are available with
"Los Angeles, California • www.SWLaw.edu"
or with the full address.

Black and Purple are approved logo colors.



SOUTHWESTERN LAW SCHOOL

Los Angeles, California • www.swlaw.edu



SOUTHWESTERN LAW SCHOOL

3050 Wilshire Boulevard • Los Angeles, CA 90010-1106



SOUTHWESTERN LAW SCHOOL

Los Angeles, California • www.swlaw.edu



SOUTHWESTERN LAW SCHOOL

3050 Wilshire Boulevard • Los Angeles, CA 90010-1106

The Southwestern identity system consists of specific logos, colors, and fonts.

Never recreate any of these elements.

Need us to check your logo usage? Email Co-Mark@SWLaw.edu.

The majority of Southwestern's graphic elements are downloadable from:

Southwestern's website - www.SWLaw.edu/MediaAssets (Students, Public, Third-Party Service Providers)

The Co-Mark section of MySouthwestern portal - www.SWLaw.edu/portal (Faculty, Adjunct Faculty, Staff)

OUR LOGO: INCORRECT USAGE

In order to create brand equity and recognition, the logo must be used consistently. Maintain consistency by becoming familiar with uses or alterations that are not allowed. Please note that although the examples below only depict the “Los Angeles” logo, the principles apply to all versions of our logo.

Do not stretch, distort, or morph the logo



Do not remove (or add) logo components

Do not crop the logo



Do not rotate the logo



Do not apply graphic effects
(this example shows a drop shadow)



OUR LOGO: INCORRECT USAGE

Do not alter or recreate the typeface used in the logo

Do not create an entirely new logo



Do not alter the proportions of the logo components



Do not change the colors of the individual logo components



Do not apply the logo in a color that is not part of our palette



There are a few exceptions where the logo is revised due to space or other constraints (e.g. online banner ads or logo merchandise such as pens, keychains, etc.). Please email Co-Mark@SWLaw.edu with these special requests.

OUR LOGO: BACKGROUND USAGE

In certain instances, the logo can appear over images or graphic backgrounds. It's important that our logo always remains prominent and legible. The background should never distract from the logo. Examples below show how the Southwestern logo should and should not be used when placed on varying backgrounds.

Do place the logo on light-toned images or backgrounds, as long as the contrast is maintained



Do place the logo on contrasting, complimentary, light-toned backgrounds, as long as the contrast is maintained



OUR LOGO: BACKGROUND USAGE

Do place the alternate reverse logo in white on dark-toned images or backgrounds



Do place the alternate reverse logo in white on dark-toned images or backgrounds



When in doubt?

Let Co-Mark check it out! Email your project to Co-Mark@SWLaw.edu so we can be sure the logo is used properly.

OUR LOGO: BACKGROUND USAGE

Do not place the logo on complex backgrounds



Do not place the logo on low contrast backgrounds



Do not place the logo on an opaque light-colored background



OUR BRAND ELEMENTS

def: a name, design, or symbol that distinguishes an organization or product from its rivals in the eyes of the customer

Southwestern's brand elements are commonly used on the covers of collateral material and are available in the school color palette.



As with the LOGO detailed on previous pages, Southwestern's brand elements should not be altered in any way. The same rules that apply to LOGO BACKGROUND USAGE apply to the brand elements, as well.

SOUTHWESTERN'S SEAL

Southwestern's SEAL is used on some collateral material, often as a watermark.

It is also used on awards, trophies, and plaques, often as an engraving. Due to the specific file requirements of vendors, please email Co-Mark@SWLaw.edu to request SEAL art for your next award, trophy, or plaque.

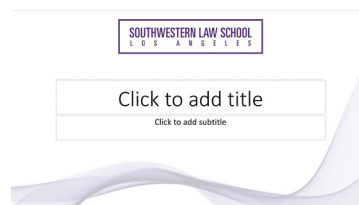
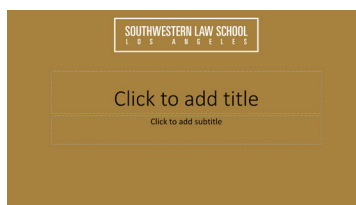
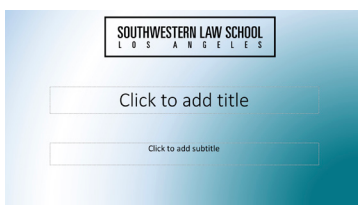
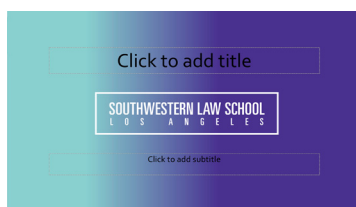
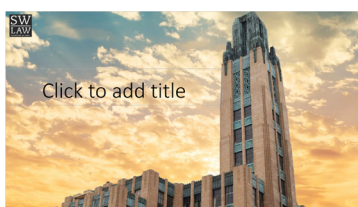


SOUTHWESTERN POWERPOINT TEMPLATES

There are six PowerPoint templates available for staff and faculty reflecting Southwestern's graphic identity. Please use one of these templates for your next presentation! They are downloadable from:

Southwestern's website - www.SWLaw.edu/MediaAssets (Students, Public, Third-Party Service Providers)

The Co-Mark section of MySouthwestern portal - www.SWLaw.edu/portal (Faculty, Adjunct Faculty, Staff)



SOUTHWESTERN EMAIL SIGNATURES

Please use the following templates for email signatures. Use Myriad Pro or Arial 12 point font.

Name should be in purple and bold. Signature should conclude with the purple "Los Angeles" logo.

Jane Doe

Student Services Assistant | Career Services Office
Southwestern Law School
3050 Wilshire Blvd. | Los Angeles, CA 90010
Tel: (213) 738-0000 | Fax: (213) 738-0000

John Doe '93

Adjunct Associate Professor of Law
Southwestern Law School
3050 Wilshire Blvd. | Los Angeles, CA 90010
Tel: (213) 738-0000 | Mobile: (323) 123-4567



SOUTHWESTERN LAW SCHOOL
Los Angeles, California ▪ www.swlaw.edu



SOUTHWESTERN LAW SCHOOL
Los Angeles, California ▪ www.swlaw.edu

*Include grad year if Southwestern alum
May include mobile number*

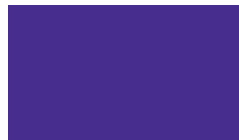
SOUTHWESTERN COLOR PALETTE

Color is a flexible and powerful tool to communicate our identity. Consistent and proper use of our color palette protects and strengthens the Southwestern identity and associated messages.

When creating collateral material in color, please select from the following color palette.

Southwestern's school color is [Prager Purple](#).

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

The palette above lists the values used to identify and formulate our colors. Using these formulas ensures consistent reproduction in all applications and collateral. To maintain color fidelity across various media, use these call-outs to specify colors:

Viewing on monitor/TV: Use the RGB call-out (e.g. R:68 G:0 B:153).

HTML: Use the 6-digit HEX call-out (e.g. 440099).

Printing spot color: Use the Pantone book call-out (e.g. Violet or PMS 3145).

Printing CMYK: Use the Pantone book call-out (e.g. PMS 3145) or CMYK call-out (88-39-38-8).

WHAT FILE FORMAT DO I NEED?

File format depends on whether it is for printed or digital use. Printed publications require high-resolution photos and graphics at 300dpi. Digital formats are only needed at 72dpi.

High Resolution (hi-res) for PRINT

eps (encapsulated postscript)

EPS format is typically used for printing logo items (tee shirts, keychains, etc.) which demand resolution independent graphics. Quality of vector art does not degrade, regardless of size. External vendors often request graphics in EPS format.

tif (tagged image file format)

Use the TIF format for any piece that will be printed (letters, fliers, postcards, invitations, etc.).

Low Resolution (lo-res) for DIGITAL FORMATS (internet, email, etc.)

jpeg or jpg (joint photographic experts group)

Use the JPG format for web and email. The JPG format is the most common format for photographic images on the web. Quality degrades at sizes greater than 100%.

gif (graphics interchange format)

Use the GIF format for web and email. The GIF format is most commonly used in simple animations. Quality degrades at sizes greater than 100%.

png (portable network graphics)

Use the PNG format for web and email. PNG is the successor to GIF for single images (no animation) demanding color fidelity. Quality degrades at sizes greater than 100%.

SOUTHWESTERN TYPOGRAPHY

Southwestern's primary typeface is Myriad Pro, a sans-serif typeface family. It's a highly legible typeface family that works well at very large display sizes (e.g. signs) or for small-scale applications (e.g. flyers). It also comes in a variety of styles including bold, semibold, italic, and condensed.

For the main copy, use Myriad Pro Light.

For emphasis within the text, consider using **Myriad Pro SemiBold** or **Myriad Pro Bold**.

For headlines or subheads, consider using **Myriad Pro Bold Condensed** or Myriad Pro Condensed.

Myriad Pro Light

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Myriad Pro Regular

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Myriad Pro Italic

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Myriad Pro Bold Italic

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SOUTHWESTERN TYPOGRAPHY

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Myriad Pro Condensed

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Myriad Pro Bold

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Our preferred typefaces may not be available on all computers. To ensure that our messages are presented properly, use Arial when the Myriad Pro family is not available.

Arial

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Arial Bold

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Arial Italic

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Arial Bold Italic

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QUICK GUIDE:

In-House Design & Media Services Requests

The Southwestern Communications and Marketing Office (Co-Mark) provides a variety of services for staff, faculty, and third parties, including:

Ordering/Obtaining:

- o Business Cards
- o Name Badges
- o Stationery (digital and PDFs for print)
- o Logos, graphics, and images for print and digital collateral (for Southwestern staff, faculty, and third parties)

Custom Images/Graphics for:

- o Awards/Trophies
- o Banners/Signs
- o Table Runners

Custom Publications:

- o Specialty publications for programs, clinics, student support, etc.
- o Admissions/Orientation/Commencement packages

Photography & Video Services:

- o Events for school/student organization/special
- o Faculty/Staff/Department Portraits
- o Livestreaming
- o Short videos, Boomerangs, Memes
- o Webinar Production

Press Releases/Social Media/SW Blog Content:

- o Promoting an event
- o Celebrating faculty, staff, and student accomplishments
- o Engaging prospective and current students
- o Highlighting issues relevant to our community, legal education, or law practice

Webpage Development/Enhancement

- o Collaborate on page/content creation on the .edu or mini sites
- o Train faculty/staff so they can maintain their department/team pages on the applicable site
- o Edit and perform quality/content control throughout the .edu and mini sites

Best Practice:

Always state the goal or objective of your projects. If we understand your vision, we can better assist you in bringing it to life!

QUICK GUIDE:

In-House Design & Media Services Requests

How to Order/Make a Request

Please send an email with as much detail and context as possible to Co-Mark@SWLaw.edu.

Lead/Production Time

These are estimates. Actual lead times and production schedules vary depending on the academic calendar, other project commitments, department capacity, complexity of request, and other factors.

Co-Mark will accommodate last-minute requests/needs to the best of our ability.

Best Practice:

Request all photography, video, and marketing services when you reserve your event date(s)/room(s) and be sure to CC Co-Mark@SWLaw.edu. Never assume that a photographer will cover your event without a specific request and confirmation.

Photography

Off-site photography

Please provide at least **15 business days notice**. If no in-house photographer is available we can help recommend a third-party photographer.

On-site photography

Please provide at least **ten business days notice**.

Event album production

Please allow at least **ten business days notice**. If you need one or two images immediately after the event, please indicate that need at the time of the original photography request.

Faculty or Staff photograph already edited and on file

Same day.

New Faculty or Staff photograph

Photo shoot within **four–seven business days**.

Photo selects and production/delivery within **five–seven business days** after the photo shoot.

Requests for logos

One–two business days.

Logos are downloadable from:

Southwestern's website - www.SWLaw.edu/MediaAssets (Students, Public, Third-Party Service Providers)

The Co-Mark section of MySouthwestern portal - www.SWLaw.edu/portal (Faculty, Adjunct Faculty, Staff)

Custom graphic treatments

Five–ten business days.

QUICK GUIDE:

In-House Design & Media Services Requests

Catalogs, Brochures, Inserts, Posters, One-Sheets, etc.

Email Co-Mark@SWLaw.edu to schedule a planning meeting.

Outside printing services require a minimum of **seven business days** and up to **15 business days** lead time, depending on the requirements of the print job.

Press Releases

Three–five business days if all necessary information provided; **five–seven business days** if research is required.

Best Practice:

Be sure to give Co-Mark a heads up on future events during your planning phase.

For services listed below, please contact the listed department—they will happily assist you.

- o Staff Announcements—contact Administrative Services x6800
- o Office and Desk Nameplates/Department Identification—contact Administrative Services x6800
- o Alumni/Fundraising-related content/collateral/events—contact Institutional Advancement x6814
- o Changes to the portal—contact Information Technology at ITHelp@SWLaw.edu to get credentials and training on editing your department's section of the portal
- o For changes/corrections to course descriptions—contact Registration at x6705
- o Student LinkedIn profiles/photo—contact Career Services x6794
- o Event Signage—contact Institutional Advancement at events@SWLaw.edu
- o Student Group services—contact Student Affairs x6716



SOUTHWESTERN LAW SCHOOL

3900 Wilshire Boulevard - Los Angeles, CA 90010-3199