LegalWriting
institute

Visual Identity Manual

Overview

This document explains visual identity guidelines that should be used by anyone doing work on behalf of the Legal Writing Institute (LWI). Creating a uniform visual identity helps audiences recognize and understand the LWI brand.

Created by the LWI Public Relations & Social Media Committee and distributed by the Legal Writing Institute Board of Directors.

Adopted October 2019.This Manual shall be reviewed every three years or at the launch of a major update to Office, Word, Mac OS, and/or Windows, whichever is sooner.

1. Introduction

In 2018, Legal Writing Institute (LWI) President Kristen Tiscione created the LWI Public Relations & Social Media **(PRSM)** Committee. One goal of the PRSM Committee is to preserve the visual identity and overall brand of LWI as the membership and Board of Directors change over time. Accordingly, she charged the PRSM committee with creating a uniform approach to written communication for the LWI Board and its various committees. The Board believes that by developing this manual and making it readily available to the Board and Committee chairs, LWI will better achieve the stated goals. The manual was formally approved by the LWI Board in October 2019.

This manual governs all communications used by the LWI Board and its various committees. It provides guidelines for usage of the logo and for the design of any written communications created for or on behalf of LWI. Any such written communication carrying the imprimatur of LWI shall conform to the guidelines contained in this visual identity manual.

Checklists for typical documents and email correspondence are on pp. 10-12. All questions, including how to gain access to sample communications and logos, should be directed to the appropriate LWI Board Officer; in most cases, this will be the Communications and Public Relations Officer **(CPRO)**. For the current CPRO, see https://www.lwionline.org/resources/committees.

2. Types of communications governed by visual identity guidelines

To understand the nature and purpose of visual identity systems and operating manuals, you are encouraged to consult the visual identity system at your home institution. All universities will have a document similar to this one, though probably more detailed. For the purposes of this manual, communications include but are not limited to the following:

- Emails sent to the LWI listserv on behalf of LWI and its committees
- Emails sent through Mailchimp (LWI's official one-way messaging service that has replaced LWINET) to LWI members
- PDF or Word attachments sent via email through the LWI listserv or Mailchimp on behalf of LWI
- LWI committee reports
- Communication about LWI-sponsored conferences, including but not limited to content appearing on websites, listservs, and posters
- Programs for LWI-sponsored conferences, including the LWI Biennial, Applied Legal Storytelling, Sirico Workshops, We Write Workshops, and One-Day Workshops
- Press releases sent by or on behalf of LWI
- Letters sent by or on behalf of LWI
- Pages and subpages of the LWI website, where possible
- The cover art and any other internal pages as deemed appropriate by editors of LWI publications, including *The Second Draft*, *Monograph*, *LWI Lives*, and *The Journal of the Legal Writing Institute*
- Presentation handouts and PowerPoint / Prezi slides created on behalf of LWI (ex: Professional Status Committee presentations at conferences)
- LWI Board meeting agendas and minutes

3. The LWI logo: usage and variations

As a threshold matter, all LWI-branded communications should include some version of the LWI logo. LWI-branded communications include, but are not limited to, all communications identified in the list above.

3.1. Authorization

Use of LWI's logo is limited to those members of LWI who are doing work for or on behalf of LWI. No one may use the logo without prior authorization of the LWI Board of Directors. Committee members doing committee work are assumed to have authorization.

3.2. Usage restrictions

Any member or other person who is creating communications for or on behalf of LWI must use the logo in the manner set forth in this manual.

3.3. Accessing logos and typefaces referenced in this manual

The LWI Board will create and maintain a cloud-based folder of logos, templates and sample documents. At its discretion, the Board will share these materials with members of its committees and publications and to any other appropriate individual.

3.4. The primary logo

LWI's primary logo should be used whenever a document or communication calls for use of the logo, unless specific document design considerations require that a different version of the logo be used. The logo is rectangular and has a transparent background. Normally, the logo is set flush with the left margin. When used in print on 8.5 x 11-inch paper, it should be approximately 1.2 inches high and 3.5 inches wide. In emails and documents of other sizes, it should be proportionate in size but still sit toward the left margin where possible.

3.5. The square logo

The square logo is LWI's secondary logo. This logo should be used where the rectangular logo either doesn't fit or looks awkward. In print on 8.5 x 11-inch paper, the square logo should be approximately 1.5 inches by 1.5 inches. In other contexts, it should be proportionate in size.

To create this logo, the words "Legal Writing" and "institute" were centered under the graphic, and they are the same vertical distance from each other as they appear in the primary, rectangular logo. Like here, where no additional text is used (i.e. no committee

name), the distance from the top of the graphic to the bottom of the characters in "institute" is approximately 1.45 times the height of the graphic itself.

Particularly when used with page colors that are not white, the logo should have a transparent background (meaning: no background color).

3.6. The committee logo

Committees creating branded content may elect to include their committee name underneath the logo. When additional text (i.e., a committee name) is used in the logo, it should be set in sage green, centered, in the same typeface as the logo (Neuzeit Grotesk Regular), and set in a size that is smaller than the words "Legal Writing." The bottom edge of characters without a descender (a "tail") should form a square that is approximately 1.7 times the height of the graphic itself.

The LWI Board will maintain a purchased license to Neuzeit Grotesk Regular typeface and depending on the terms of the license will either provide the committee with the requested logo modification or will make it available to committee chairpersons from the official cloud-based sharing platform folder.

When possible, the text should be only one line long and no wider than the words "Legal Writing." For reference, when printed on 8.5 x 11-inch paper, the version of the committee logo seen here is 1.7 inches by 1.7 inches.

3.7. The logo icon

The logo icon is used in limited situations where the full LWI brand is already understood and where the rectangular or square logo is not appropriate or useful.

Possible contexts where the logo icon may be the best choice include website tabs, mobile apps, social media platforms, and pagination. One example of its use can be seen in the pagination of this manual, which, when printed on 8.5 x 11-inch paper, is .5 inches by .5 inches.

3.8. The grayscale logo

There may be instances when grayscale should be used, such as when documents need to be printed in hard copy and color printing is unavailable, or for etching on awards. Greyscale versions of the horizontal and square logos will be available in the cloud-based folder of logos and templates.

3.9. Any other variation on the logo requires prior consent

The CPRO must formally approve any other variation on its logo, particularly changes in color. Approval must be received prior to usage.

4. LWI Colors

The official colors of LWI are these:

Purple	Green
RGB - R99 G65 B100	RGB - R132 G145 B94
PANTONE (or PMS) - 668 C, or L: 36, a: 17, b:-24	PANTONE (or PMS) - 5773 C, or L: 61, a: -8, b: 22
CMYK - C55 M69 Y19 K34	CMYK - C44 M25 Y66 K18
HEX – 634164	HEX - 84915E
Gray	
RGB - R117 G120 B119	
PANTONE (or PMS) P 179-10 C	

CMYK - C56 M45 Y47 K11
HEX -757877

4.1. Meaning behind the colors and design of the LWI logo

The LWI logo and colors were developed in early 2008 by a committee consisting of Susan Duncan (president), Ruth Anne Robbins (president-elect), Ken Chestek (Treasurer), David Thomson (chair of the website development committee, Mimi Samuels (webmaster of the previous website), Tracy McGaugh Norton (LWI Board member at large). The official rollout began with the 2008 LWI Biennial Conference.

The LWI colors are muted purple and sage green. These brand colors were chosen to demonstrate our members' expertise in law and in communication. Purple is the color of law. The LWI purple is calm, because formal legal writing calmly conveys advocacy. Sage green represents wisdom. The logo incorporates a pen and sheaf of papers as well as the words "Legal Writing" and "institute." The shaded semi-circles seen in the logo represent a sheaf of papers.

4.2. No other colors should be used without prior consent

The LWI Board specifically prohibits any recoloring of the logo absent specific permission from the CPRO. Permission will be granted only in rare and exceptional circumstances. For example, if event "swag" items are unavailable in the LWI brand colors, the CPRO will work with the event organizers to decide whether an alternate color is acceptable and/or whether to select a black + white color palette instead.

5. Document design guidance and considerations

LWI communications should be well-designed to demonstrate the ethos of the organization. Communications can take many forms, each of which has its own considerations and constraints. Until recently, document design considerations were largely informed by whether the intended audience would be likely to read the communication in digital format or in print. In light of recent technological advances in screen-pixel density, it is no longer necessary to make the distinctions between digital and print communications. Guidance for digital and print communications is provided below. Because it has its own limitations, email has its own specific guidance below.

5.1. Guidance for all non-email communications

Mindful that the primary goal of implementing this Visual Identity Manual is to create a consistent brand identity across the wide range of digital and print communications LWI publishes each year, the PRSM Committee has chosen **Palatino Linotype**, a serif font, as the default font choice for all non-email communications, regardless of whether they are digital or print in nature.[1] The size of the typeface for both text and headings should be appropriate for the communication.

> **Note:** Palatino Linotype was chosen because it should be readily available on across Mac and PC platforms and is pre-installed in Office and Word for both Mac and PC. If you do not have "Palatino Linotype," use "Palatino" instead.

> **Note:** There may be instances where using a sans serif font makes sense for headings and other "accent" text. The PRSM Committee has chosen **Gill Sans**, a sans serif font, for that purpose. Gill Sans was chosen because it should be readily available on across Mac and PC platforms and is pre-installed in Office and Word for both Mac and PC.[2] See Section 5.4.3 for additional guidance.

In addition to being set in Palatino Linotype (or Palatino), communications should also include the LWI logo in the format that makes the most sense for the specific content being created. Please consult Section 3 above for guidance on selecting the appropriate version and placement of the logo.

Where possible and to the extent it doesn't disturb other document design considerations, use the logo icon beside pagination or as a footer in Word and PDF documents.

5.2. Guidance for email communications

Because LWI members use a wide range of email clients to send official LWI emails and because email sometimes looks different to the recipient than it does to the sender, it is difficult to create font-based uniformity in email communication. The primary guidance is to **brand emails with the LWI logo**. For example, the rectangular logo can be inserted into the email as a "banner" at the top of the email communication. Alternatively, you

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[1] For more information about **Palatino Linotype**, see https://en.wikipedia.org/wiki/Palatino. It is one of the few fonts widely available on both Macs and PCs that works well for body text. See Matthew Butterick's Practical Typography, https://practicaltypography.com/system-fonts.html.
[2] For more information about **Gill Sans**, see https://en.wikipedia.org/wiki/Gill_Sans.

may incorporate the LWI logo into your email signature. Your email signature should also identify your position within LWI (i.e., as a member of the Board or a specific committee).

5.3. Formatting guidance for all communications

5.3.1. Headings should be boldfaced and greyscale where possible; avoid ALLCAPS and underlining

LWI documents should use headings set in **boldface** and sentence case (meaning capitalize only at the beginning of a sentence). Where possible, headings should appear in a 35% lighter shade of black (or other color consistent with the brand colors). The headings in this document illustrate this approach, and the screenshot to the right indicates how to select this specific greyscale. Standard black bolded headings are also acceptable. Because it is more difficult to read, headings should not appear in ALLCAPS and should not be underlined.

5.3.2. Distinguish headings from document text with size and/or font differences

While not required, good document design will show hierarchy of nested headings by varying the size and/or the font of the headings. You can choose to use either or both of these document design principles in your LWI communication.

To vary the size, make primary headings larger than subheadings, which in turn can be larger than the document text. In this document, primary headings (1.0, 2.0, 3.0 etc.) are set in Palatino Linotype boldface, 16-point. Subheadings (1.1, 1.2, etc.) are set in Palatino Linotype boldface, 14-point.

Another popular document design principle uses sans serif font headings where the document text is serif, and vice versa. This helps the headings stand out from the rest of the rest. To use this approach, use Gill Sans headings with Palatino Linotype text.

5.3.3. Use decimal-numbering in nested headings where possible

Because it is easier to keep track of a document's organization and structure, you are encouraged to use of a decimal style of outline for nested headings rather than Roman numerals/Letters. However, because this is still a relatively new concept in legal writing documents, this guidance is advisory only.

5.3.4. Guidance for spacing of text and headings

Text should be set at no more than 1.15 spacing. That is the typical MS Word default. Headings should be set close to the text they modify without extra space between the heading and text. This is to allow headings to modify the text rather than existing as separate items. This can be done simply by setting the headings to be single-spaced with no hard-return before the text they modify.

If you know how to set line spacing manually, you may set up headings to be 3 points away from the text they modify and 18 points away from the end of the prior section. For reference, the headings of this document are set 18 points from the prior section's text and 3 points from the text they modify.

5.3.5. Bullet points should be grayscale where possible

Bullet points merely show a list and should not call attention to the bullet. Thus, the bullets should be set in the LWI-branded gray as specified above. Alternatively, this color gray on the MS Office drop-down text-color palette menu matches well enough to be an easy option. In emails and anywhere else where formatting bullets is challenging, standard black bullets is acceptable.
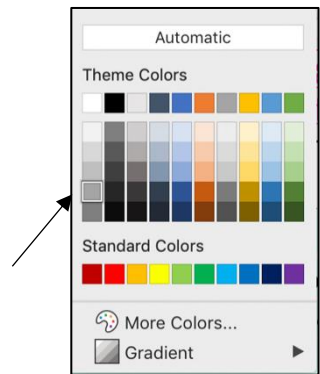
5.3.6. Distinguish paragraphs with white space rather than indentations

For communications that are longer than one paragraph, insert white space (as in this document) and begin new paragraphs flush with the left-hand margin. Avoid the convention of indenting to start a new paragraph.

5.3.7. Other formatting guidelines

- Use one space between sentences.
- Use the Oxford comma.
- For PDFs and Word documents designed for print, use 1" margins on all sides. For digital communications, use uniform margins unless the document constraints dictate another approach.
- Left-justify text unless there is a compelling reason not to do so.
- To preserve formatting, distribute documents as PDFs rather than Word documents unless the document is intended to be edited or Word is otherwise indicated.

6. Document design checklist

This checklist is designed to capture the key formatting guidelines at a glance for all non-email communication.

- **Logo**
  - o Include the LWI logo at the top of every document/website/communication.
  - o Use the primary (i.e., rectangular) logo unless the document lends itself to the square logo or committee logo.
  - o Use the color logo unless the document needs to be printed in black & white, in which case use the greyscale logo.
  - o When using the color logo, ensure proper LWI colors are being used.
- **Font**
  - o Use **Palatino Linotype**.
  - o If your computer doesn't have Palatino Linotype, use **Palatino**.
  - o If you want to use a sans serif font for accents (i.e., headings and other limited use), use **Gill Sans**.
- **Headings**
  - o Use sentence case (i.e., capitalize only at the beginning of a sentence)
  - o Headings should be boldfaced.
  - o Headings should be set close to the text they modify without extra space between the heading and text.
    - ▪ This can be done simply by setting the headings to be single-spaced with no hard-return before the text they modify.
    - ▪ If you know how to set line spacing manually, you may set up headings to be 3 points away from the text they modify and 18 points away from the end of the prior section.
  - o Where possible, headings should appear in a 35% lighter shade of black (or other color consistent with the brand colors).
    - ▪ Standard black bolded headings are also acceptable.
  - o While not required, consider distinguishing headings from the body text by varying the size and/or the font of the headings.
    - ▪ Specifically, you can make the headings larger than the body text (i.e., use 12 pt font for body text and 14 pt or 16 pt font for headings), and/or you can use the sans serif font **Gill Sans** for headings.

- o Because it is easier to keep track of a document's organization and structure, you are encouraged to use of a decimal style of outline for nested headings (i.e., 1, 1.1., 1.1.1., etc.) rather than Roman numerals/Letters.
    - ▪ This guidance is advisory only.
- o Avoid ALLCAPS and <u>underlining headings</u>.

- **Page numbers**
  - o Use page numbers on documents unless the document design does not lend itself to page numbers (i.e., websites, some PPT documents).
  - o Where possible and to the extent it doesn't disturb other document design considerations, use the logo icon beside pagination or as a footer in Word and PDF documents.

- **Bullets**
  - o If possible, set bullets in greyscale according to the guidance provided above.
    - ▪ In emails and anywhere else where formatting bullets is challenging, standard black bullets are acceptable.

- **Paragraphing**
  - o For communications longer than one paragraph, insert white space between paragraphs and begin new paragraphs flush with the left-hand margin.
    - ▪ Avoid the convention of indenting to start a new paragraph.

- **Document spacing**
  - o Text should be set at no more than 1.15 spacing.
    - ▪ That is the typical MS Word default.
  - o See Headings section for info on spacing between headings and body text.

- **Space between sentences**
  - o Use one space after periods.

- **Commas**
  - o Use the Oxford comma.

- **Margins**
  - o For PDF and Word documents, use 1" margins on all sides.
  - o For digital communications such a websites and PPTs, use uniform margins unless the document constraints dictate another approach.

- **Justification**
  - o Left-justify text unless there is a compelling reason not to do so.

- **Convert to PDF where possible**

- o To preserve formatting of Word documents, convert Word docs to PDF when they are final and before distribution unless the document is intended to be edited or Word is otherwise indicated.

7.   Email design checklist

This checklist is designed to capture the key formatting guidelines at a glance for all official LWI email communication.

- **Logo**
  - o Include the LWI logo in every email.
    - ▪ The rectangular logo can be inserted into the email as a "banner" at the top of the email communication.
    - ▪ Alternatively, you may incorporate the LWI logo into your email signature.
- **Font**
  - o There are no specific font guidelines for email communications.
    - ▪ If you have Palatino Linotype in your email system, you are encouraged to use it, but it is not required.
- **Signature block**
  - o Include a signature block in your email with your name and contact info.
  - o Your email signature should also identify your position within LWI (i.e., as a member of the Board or a specific committee).
- **Other formatting guidance**
  - o To the extent possible, follow the formatting guidance provided above for non-email communications with regard to headings, commas, etc.

Created for the Legal Writing Institute Board of Directors by the PR and Social Committee members:

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