LSAC Prelaw Undergraduate Scholars (PLUS) Programs
Branding Resource Guide

October 2021

The Brand

Welcome to the LSAC PLUS Program community! We're excited to be working with you in the coming months.

This branding resource guide was created to make it easy for you to work with our brand as you prepare your PLUS Program marketing and communication materials. The following pages contain a few rules around basic design elements and guidelines on how to engage with LSAC so we can better amplify the PLUS Program in a consistent way.

About LSAC

LSAC's mission is to advance law and justice by encouraging diverse and talented individuals to study law and by supporting their enrollment and learning journeys from prelaw through practice.

We are committed to diversity, equity, and inclusion. We believe the legal profession should reflect the ever-increasing diversity of our society. LSAC makes resources available to advocate for and promote broad-based diversity in legal education and the legal profession. LSAC seeks to increase opportunities for people from diverse backgrounds and ensure that the future of our justice system protects and serves all people.

About LSAC PLUS Programs

LSAC provides grants for law schools to create Prelaw Undergraduate Scholars (PLUS) Programs (the "PLUS Program"). The PLUS Program is designed to increase the number of lawyers from underrepresented groups by introducing participants to the skills required for success in law school . Each PLUS Program takes a creative approach to immersing students in legal education by balancing classroom academics with practical understanding of the legal profession. During the PLUS Program, students will have the opportunity to take courses such as Legal Skills, Writing, Legal Research, and Advocacy, and be exposed to the different career opportunities in the legal profession. In addition, the PLUS Program provides students with an overview of the law school admission process.

Social Media

Connect with LSAC on social media:

Identify your program correctly, e.g. LSAC PLUS Program at ABC University School of Law.

Tag LSAC in instances where you are making a social media post or sharing photos and videos that are designed to promote or market the LSAC PLUS Program at your school to third parties.

Law School Admission Council

@LSAC_Official

@official_lsac

Law School Admission Council

Law School Admission Council

LSAC PLUS Program Branding Requirements

- **Complete** the LSAC PLUS Program Marketing Planning Form.

- **Label** your program as an **LSAC Prelaw Undergraduate Scholars (PLUS) Program** wherever the title of your PLUS Program appears. **Note:** After an initial labeling of "**LSAC Prelaw Undergraduate Scholars (PLUS) Program,**" you may use the abbreviation **"LSAC PLUS Program"** in subsequent labeling on the same material.

  Example of Abbreviation: LSAC PLUS Program at ABCD University School of Law.

- **Acknowledge** LSAC as the grant source in all print and digital PLUS Program materials.

  Examples:

  PLUS Program at ABCD University School of Law is funded by the Law School Admission Council (LSAC).

  Sponsored by the Law School Admission Council, LSAC PLUS Program at ABCD University School of Law ...

  Important: Include the following acknowledgement of funding and disclaimer on each and every publication and presentation resulting from LSAC PLUS Program in substantially the same form as follows:

  > "*This program received funding from the Law School Admission Council, Inc. (LSAC). The opinions and conclusions contained in this document are the opinions and conclusions of the author(s) and do not necessarily reflect the position or policy of LSAC.*"

- **Use** the LSAC logo on all promotional materials about your program. The LSAC logo in digital and print file formats will be available for you to download on LSAC.org.

- **Include** a web-accessible link to **LSAC.org/PLUS** on your PLUS Program landing page and any digital program materials as an additional resource and acknowledgment of LSAC's sponsorship of the PLUS Program.

- **Submit** PLUS Program materials that include the LSAC logo, program name, or sponsor line to LSAC for prior review and approval. When submitting PLUS Program materials for review, we request that you bundle multiple content items when possible.

LSAC Logo

Composition

The Law School Admission Council logo, as shown here, is a combination of the graphic shield, the logotype, and the organization name. The type, "LSAC," stands for the full brand name and forms the foundation of the shield. **The letters within the shield must always be white.** The logo elements are configured as a single unit and should never be recreated or altered in any way. **The registered mark (®) must accompany this logo as shown.**

If you have a specific need that would require a small version of the LSAC logo, please contact Connie Ballou, director of brand marketing, at **cballou@LSAC.org** for approval.

Shield
Logotype

LSAC® Law School Admission Council

Area of Isolation

Clear space around the Law School Admission Council logo is important to maintain the integrity and clarity of the mark. No graphic elements or text should ever touch the logo. Consider the height of the letterforms within the logo as "x." The closest any element may appear to the logo is "x," as shown (example if L within the shield is 1/4 inch in height, allow 1/4 inch of space on all sides).

Tip #1: Don't create a logo "lockup". **Tip #2:** Don't add **a border** of any kind around the LSAC logo.

x

x

LSAC® Law School Admission Council

x

x

Box shown is not part of logo. The box is to illustrate the area of isolation only. There should never be a white border around the LSAC logo.

Organization Name

The full name of the organization, **Law School Admission Council**, should always appear as part of the logo. **Note: Admission is always singular — no "s."**

LSAC® Law School Admission Council

Color

PMS 301 is the official LSAC logo color. The letters within the shield must always be white.

PMS 301
CMYK 100.46.5.18
RGB 0.82.147
HEX #005293

Logo Usage

Correct Usage

The logo must appear in the corporate blue (PMS 301/HEX #005293) with white type. The preferred usage for the logo is on a white background. Master logo artwork should always be used for reproduction.

The LSAC logo can only be in PMS 301/HEX #005293. However, the LSAC logo can be placed on a light background. As with all use of LSAC branding, review by LSAC is required prior to usage of any logo variation.

Preferred White Background. The box is to illustrate the white background only.

Acceptable Light-Colored Background

File Formats

The LSAC logo consists of the shield and the organization name. The logo should aways be used as a full asset, consisting of the shield, organization name, and register mark. Please note the specific file type and uses below.

JPEG/JPG. This is a pixel-based format widely used for **digital purposes**, such as email graphics, videos, presentations or websites; or in documents that use RGB or HTML formats and are being shared electronically only.

EPS. This is a vector format designed for printed materials. It is considered the best format for **high resolution printing**. EPS files typically print in PMS or CMYK.

The LSAC logo in digital and print file formats will be available for you to download on LSAC.org

Incorrect Usage

To ensure accurate and consistent use, never alter, rotate, embellish, modify or attempt to recreate the LSAC logo. The following examples illustrate incorrect uses of the LSAC logo.

Do not alter the proportions of the logo.

A white logo should not be used.

Do not scan or copy the logo from a website.

Do not place the logo over a patterned background.

Do not recreate or retypeset the elements of the logo.

Do not place the logo over a busy photograph.

Do not surround the logo with a box or border.

Do not knock out the "LSAC" letters. The letters must always appear in white.

Initiating the Branding Review Process

Follow these easy steps to begin:

- **Email** the review request to the following LSAC contacts:

  Connie Ballou
  cballou@LSAC.org

  Deborah Velsor
  dvelsor@LSAC.org

  LSAC DEI Team
  diversityoffice@LSAC.org

- **Include** relevant links or attachments of any materials that are subject to LSAC's review.

LSAC will make reasonable efforts to respond to your request for review of PLUS Program materials within three (3) business days of its receipt of your submission. Following its receipt of your submission, LSAC will either approve or reject the submitted materials. If LSAC rejects the submitted materials, LSAC will provide you with suggested corrections for resubmission of your submitted materials. After you perform the corrections requested by LSAC to your submitted materials, you must resubmit such materials for LSAC's review and approval. After you publish or produce any approved materials, you must notify LSAC of such publication or production.

We appreciate your collaboration in ensuring the LSAC brand is being used in the right way!

Questions? Please contact Connie Ballou, director of brand marketing, at **cballou@LSAC.org**.

LSAC PLUS Program Marketing Planning Form

Name

Email

Name of School

Phone

Materials and assets planned for use (**check all that apply**).

☐ Email(s)

☐ Brochure(s)

☐ Web page

☐ Flyer(s)

☐ Online application form

☐ Postcard(s)

☐ Presentations

Promotional item(s)

☐ Video

☐ Press release

Note
Include relevant links or attachments of items to be reviewed. LSAC will make reasonable efforts to respond to your request for review of PLUS Program materials within three (3) business days of its receipt of your submission. We do ask that you resubmit any corrected items. **Please let LSAC know when approved content is published or produced.**

Please bundle multiple content items for the branding review when possible.