Welcome to the LSAC PLUS Program community! We have created the branding resource guide to make it easy for you to use our brand in the right way as you prepare your LSAC PLUS Program marketing and communication materials. Explore these pages to understand our basic design elements and requirements.

Questions? We’re here to help. Contact Connie Ballou, Director of Brand Marketing, at cballou@LSAC.org.

Please note:
For many years, our DiscoverLaw.org website was the destination for resources supporting diversity in legal education and the legal profession. The new location for diversity resources is now under Discover Law on LSAC.org. Groups who are underrepresented in legal education and the law will find additional resources alongside the information that prospective law students would need.

On Instagram, Facebook, and Twitter, @DiscoverLaw is now @LSACDiversity. Be sure to connect with us.

HIGHLIGHTS
- Always label your program as an LSAC PLUS Program wherever the title of your program appears.
- Use the LSAC logo when you promote your program online or in print materials.
- The LSAC logo should appear separate from any other logo or seal.
- A review by LSAC is requested for all instances of our logo use.

ABOUT LSAC
LSAC is a not-for-profit organization devoted to promoting quality, access, and equity in law and education worldwide by supporting individuals’ enrollment journeys and providing preeminent assessment, data, and technology services.

We are committed to the idea that 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. We seek to increase opportunities for people from diverse backgrounds and ensure that the future of our justice system reflects all those it serves.

ABOUT LSAC PLUS PROGRAMS
LSAC provides grants for law schools to create Prelaw Undergraduate Scholars (PLUS) Programs. The PLUS Program is designed to increase the number of lawyers from underrepresented groups by introducing first- and second-year college students to the skills important for law school success. Each PLUS program takes a creative approach to immersing students in legal education by balancing classroom academics with practical understanding of the profession. During the four-week program, students 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. They are also provided with an overview of the law school admission process.
COMPOSITION
The Law School Admission Council logo, as shown here, is a combination of the graphic and the logotype. The type, “LSAC,” stands in for the full brand name and forms the foundation of the mark. The letters 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.

MINIMUM SIZE
The minimum size for the logo measures 0.5 inches in length.

MAXIMUM SIZE
The maximum size for the logo must never exceed 25 percent of the overall live area. Exceptions may be made only for large-scale printing such as signage, in consultation and with the permission of LSAC.

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 as “x.” The closest any element may appear to the logo is “x,” as shown. The logo may not be surrounded by a border of any kind.
**CORRECT USAGE**

The logo must appear in the primary blue (PMS 301) with white type. The preferred usage for the logo is on a white background. However, it may be placed on a light-colored background or on a dark background that allows enough contrast for the logo to stand out.

The logo may be placed within a photo, but never over high-contrast areas or busy content, as this interferes with clarity and legibility. Master logo artwork should always be used for reproduction.

The LSAC logo can only be in PMS 301. However, if you are placing the LSAC logo on a light background, we recommend PMS 643. As with all use of LSAC branding, review by LSAC is requested prior to usage of any logo variation.

**FILE FORMATS**

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

**JPEG/JPG.** This is a pixel-based format widely used for digital purposes, such as email graphics or websites, or in documents to be viewed electronically. Pixel-based files appear in RGB.

To download a LSAC logo click [here](#).
LOGO MISUSE

INCORRECT USAGE
The following examples illustrate incorrect uses of the LSAC logo.

Do not alter the proportions of the logo.

Do not recreate or retypeset the elements of the logo.

Do not rotate the logo.

Do not create a new logo lockup.

Do not recreate the logo in another color.

Do not scan or copy the logo from a website.

Do not place the logo within another shape that violates the area of isolation.

Do not surround the logo with a white (or any color) box or border.

Do not take the logo apart.

A white logo should not be used.

Do not place the logo over a patterned background.

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

Do not place the logo over a busy photograph.
Logo Color and Typography

PMS 301 is the official LSAC logo color.

<table>
<thead>
<tr>
<th>PANTONE SPOT</th>
<th>PROCESS COATED</th>
<th>PROCESS UNCOATED</th>
<th>RGB</th>
<th>HTML</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 301</td>
<td>CMYK 100.46.5.18</td>
<td>CMYK 100.30.2.24</td>
<td>RGB 0.82.147</td>
<td>005293</td>
</tr>
</tbody>
</table>

Typography

**AVENIR LIGHT**

abcdefgijklmnopqrstuvwxyz
ABCDEFGHijklmnopqrstuvwxyz
0123456789$%&(_-#?)

**AVENIR HEAVY**

abcdefgijklmnopqrstuvwxyz
ABCDEFGHijklmnopqrstuvwxyz
0123456789$%&(_-#?)

**ARIAL REGULAR**

abcdefgijklmnopqrstuvwxyz
ABCDEFGHijklmnopqrstuvwxyz
0123456789$%&(_-#?)

**ARIAL BOLD**

abcdefgijklmnopqrstuvwxyz
ABCDEFGHijklmnopqrstuvwxyz
0123456789$%&(_-#?)

**BRAND TYPEFACE**

An important part of the LSAC graphic identity is the use of clean, consistent typography. The Avenir typeface family should be used in cases where Law School Admission Council is spelled out next to our logo or next to your school name (examples: Law School Admission Council, LSAC PLUS Programs).

**ALTERNATE FONTS**

For online or electronic applications, substitute Arial. Arial is a standard font typically found in most word-processing and presentation software programs (such as Microsoft Word and PowerPoint).
**FULL NAME**
The full name of the organization, Law School Admission Council, can be used with the logo, but is not part of the logo and should not violate the area of isolation. The full name should always appear on one line—never stack or break the full name into multiple lines. Note: Admission is always singular—no “s.”

To avoid logo “lockup,” the full company name, Law School Admission Council, may appear next to the logo, but must not violate the logo’s area of isolation (registered mark is part of the logo, so the area of isolation starts after the mark).

**LSAC.ORG**
The URL for the Law School Admission Council website should always appear in all caps in URLs and email addresses. The font should be Avenir Light or Arial.