

# LSAC Prelaw Undergraduate Scholars (PLUS) Programs Branding Resource Guide

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Law School  
Admission Council

[LSAC.org](https://www.lsac.org)

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 program marketing and communication materials. Explore these pages to understand our basic design elements and brand requirements.

### 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 first-year and second-year college students 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.

### ABOUT LSAC

LSAC is a not-for-profit organization committed to promoting quality, access, and equity in law and education worldwide

by supporting individuals’ enrollment journeys and providing preeminent assessment, data, and technology services.

LSAC is committed to diversity and has an understanding 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. LSAC seeks to increase opportunities for people from diverse backgrounds and ensure that the future of our justice system protects and serves all people.

### SOCIAL MEDIA

Connect with us on social media in the following ways:

- **Identify LSAC PLUS Program** correctly.
- **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](#)

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# BRANDING REVIEW PROCESS

## BRAND 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 Online”** in subsequent labeling on the same material.

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

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

**Examples:** PLUS Online at ABCD University School of Law is funded by the Law School Admission Council, Inc.

Sponsored by the Law School Admission Council, LSAC PLUS Online 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 Online in substantially the same form as follows:

*“This project 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. Download an updated LSAC logo from the [Branding Resources](#) page.
- **Separate** the LSAC logo from any other logo or seal on any materials incorporating LSAC’s logo.
- **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 by LSAC. When submitting PLUS Program materials, LSAC prefers that you bundle multiple content items for LSAC’s review (if possible).

## Follow these easy steps to begin:

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

Connie Ballou  
[cballou@LSAC.org](mailto:cballou@LSAC.org)

Deborah Velsor  
[dvelsor@LSAC.org](mailto:dvelsor@LSAC.org)

LSAC DEI Team  
[diversityoffice@LSAC.org](mailto:diversityoffice@LSAC.org)

- **Include** relevant 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](mailto:cballou@LSAC.org).



## 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](mailto:cballou@LSAC.org) for approval.



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.

## 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 (example if L within the shield is 1/4 inch in height, allow 1/4 inch of space on all sides). The logo may not be surrounded by a border of any kind. The registered mark is part of the logo, so the area of isolation starts after the mark.



## FULL NAME

The full name of the organization, **Law School Admission Council**, is used with the logo. To avoid logo "lockup," the area of isolation should not be violated. **Note: Admission is always singular — no "s."**

## COLOR

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

Pantone Spot	PMS 301
Process Coated	CMYK 100.46.5.18
Process Uncoated	CMYK 100.30.2.24
RGB	0.82.147
HEX	#005293



Preferred White Background



Acceptable Light-Colored Background



### 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 the corporate blue. 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.

### 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 or HTML.

To download an LSAC logo, go to the PLUS Program [Branding Resources](#) page.

## INCORRECT USAGE

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 rotate the logo.



Do not place the logo over a busy photograph.



Do not recreate or retypeset the elements of the logo.



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



Do not recreate the logo in another color.



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



Do not take the logo apart.



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