LSAC Prelaw Undergraduate (PLUS) Program
Branding Resource Guide

MARCH 2020
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 requirements.

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 program takes a creative approach to immersing students in legal education by balancing classroom academics with practical understanding of the profession. During the 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.

HIGHLIGHTS
- **Label** your program as an **LSAC Prelaw Undergraduate Scholars (PLUS) Program** wherever the title of your program appears. 
  **Note:** LSAC PLUS Program, an abbreviation, may be used after a first reference to the full name of the program.

  One way to label the program is: **LSAC Prelaw Undergraduate Scholars (PLUS) Program at ABCD University School of Law.**

- **Acknowledge** LSAC as the grant source in your print and digital program materials.

  **Sample language you can use:** The PLUS Program at ABCD University School of Law is funded by the Law School Admission Council.

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

- **Use** the LSAC logo when you promote your program online or in print materials.

- **Separate** the LSAC logo from any other logo or seal.

- **Submit** program materials for review by LSAC.

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.

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.

SOCIAL MEDIA
Include us on social media in the following ways:

- **Identify** LSAC PLUS Program correctly.

- **Tag** us when promoting your LSAC PLUS Program.

- **Tag** our account(s) when sharing photos and videos.

  ![Facebook](https://www.facebook.com/LawSchoolAdmissionCouncil)
  ![Twitter](https://twitter.com/LSAC_Official)
  ![Instagram](https://www.instagram.com/official_lsac)
  ![LinkedIn](https://www.linkedin.com/company/law-school-admission-council)
  ![YouTube](https://www.youtube.com/c/LawSchoolAdmissionCouncil)

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  ![LinkedIn](https://www.linkedin.com/company/law-school-admission-council)
  ![YouTube](https://www.youtube.com/c/LawSchoolAdmissionCouncil)
As you begin to develop announcements and/or materials for your program, you are required to submit all content to LSAC for review, including:

• Press releases
• Email announcements
• Website content
• Online application forms
• Brochures or flyers
• Promotional items
• Any other materials mentioning LSAC PLUS Program or containing LSAC’s logo

We encourage you to bundle multiple content items for the branding review when possible.

Follow these easy steps to begin:

• Email the review request to the following LSAC contacts:

  Connie Ballou
cballou@LSAC.org

  Wendy Richardson
wendykrichardson@gmail.com

  LSAC DEI Team
diversityoffice@LSAC.org

• Include relevant links or attachments of items to be reviewed.

We will respond with approval or provide guidance for correction within 48 business hours. We do ask that you resubmit any corrected items. We also request that you let LSAC know when approved content is published or produced.

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.
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.

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.
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 knock out the “LSAC” letters. The letters must always appear in white.

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 white (or any color) box or border.