

# Brand Guidelines 2022



STETSON LAW

# Table of Contents

About these Guidelines	2
Brand Identity	3
Logo Anatomy	7
Logo Size	8
Department Logos	9
Logo Image-Free Zone	10
Logo Colors	11
Brand Typography	12
Collateral Guidelines	13
Advertising	19
Print Collateral	24
Powerpoint Template	29
Digital Advertising	30

# About These Guidelines

The principles in this manual create a cohesive identity system for Stetson Law that:

- Reinforce Stetson Law's brand positioning and graphic identity
- Promote a consistent experience across all marketing communications
- Present a differentiated look from the competitive landscape

Stetson Law's guidelines is more than a logo, a typeface, and copy placement. It's a mission to enhance our brand recognition and drive brand preference.

Promoting the Stetson Law brand is a team effort. Therefore, all marketing and communications initiatives start with these guidelines. You will see do's and don'ts for color, typography, logo usage, graphics and the design of digital and print material.

Consistency is key to developing a successful look, feel, and brand messaging that all audiences will connect with now and for years to come.

# Brand Identity

## PRIMARY HORIZONTAL LOGO

This is the Stetson Law horizontal logo. It is our primary mark that is the foundation of our visual language.

The logo should be employed across *all marketing materials* except for rare circumstances dictating otherwise.

**This is the primary lockup and is preferable to all other versions. This logo should be used whenever possible.**

Two variations of the logo available:

- four color process (cmyk)
- 3 spot colors: PMS 363C green, PMS 579C light green, and 424C gray





# Brand Identity

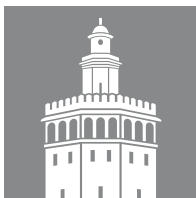
## SECONDARY HORIZONTAL LOGO

These variations can be used in situations that call for one or two-color versions.

All variations of the the logo should appear in one of the following color variations:

- two color
- one color

*PLEASE NOTE: Do not recolor or combine any tones outside of our recommended color palette.*



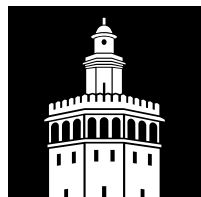
STETSON LAW

Two colors – gray, green



STETSON LAW

Two colors – gray, black



STETSON LAW

One color – black

# Brand Identity

## VERTICAL STACKED LOGOS

The vertical stacked logo is a good option when space is tight. However, it should only be used when the primary horizontal logo will not fit comfortably. For example, a digital “skyscraper” ad (see page 31) is tall and narrow. This is an excellent situation to use the stacked version since the ad is only 160 pixels wide. As a general rule, a stacked logo should only be used when the width is less than 2.25” or 160 pixels.



Two colors – green, light green



Two colors – green, gray



One color – black

# Brand Identity

## LOGO USAGE ON VARIOUS BACKGROUNDS

For the best legibility when printing on dark or photographic backgrounds, use the horizontal logo versions shown.

*(Photo shown is only an example)*



Solid green background: Use two color logo (gray and green with white bar) as shown.



Full color logo over full color photo.



One color logo (black) placed over black and white photo.

# Logo Anatomy

The logo is the primary graphic element used to identify Stetson Law. It should be used consistently when identifying the College of Law in communications.

The **full name**, “Stetson Law” and the **Tower Mark**, consisting of the stylized graphic “tower”, are combined with specific proportions and careful configuration to form the complete Stetson Law logo. The full name, “Stetson Law,” always appears to the right of the mark.

When using the logo, the size and space relationships between the letters, words and shapes must be maintained and should not be altered (see page 8).

Guidelines for the proper usage of the logo are outlined in the following pages.



**Tower Mark**

**Full name**

# Logo Size

The Stetson Law logo is designed to retain its characters and legibility in small and large sizes.

For general printing processes, the horizontal logo should not be reproduced below 2” in width.

*When changing the size of the logo, the height and width of the logo must remain proportional.*



**Minimum size: 2”**

*DO NOT expand or condense the logo.*



# Department Logos

Stetson University College of Law logo standards allow department units to create logos while maintaining a consistent brand identity. Three types of department templates are available. :  
If you need a department logo, please contact [communications 1@law.stetson.edu](mailto:communications1@law.stetson.edu)



Veterans  
Law  
Institute



Veterans  
Law Institute



Veterans Law Institute



STETSON  
LAW

Veterans  
Law  
Institute



STETSON  
LAW

Veterans  
Law Institute



STETSON LAW

Veterans Law Institute

# Logo Image-Free Zone

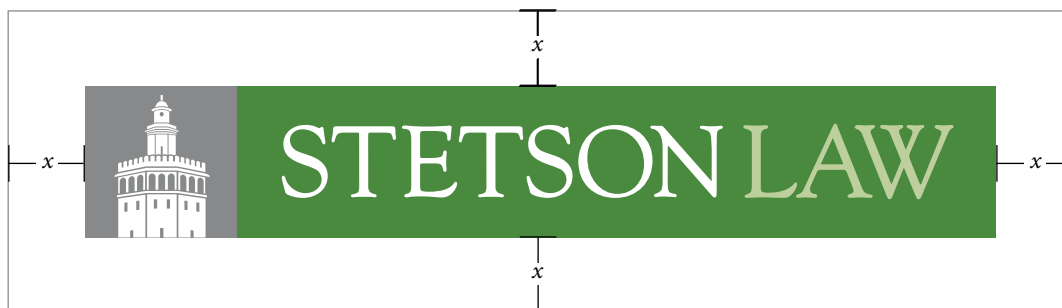
It is imperative that an image-free zone be maintained around the logo to protect it from any visual clutter from text or other graphic elements on the page.

As a rule, a minimum distance — equal to 1/2 the width of the “tower mark” must be maintained around the logo as “white space”.

The Stetson Law logo should never be shown in a confined area smaller *than the 1/2 width image-free zone*.



The 1/2 width of the “tower mark” represents the image-free space that should be maintained around the logo.



# Logo Colors

The Stetson Law logo may be reproduced using solid Pantone® Spot Colors, or using Pantone® 4-Color Process builds as shown.



## SPOT COLORS:



Pantone® 363 C  
(Green)



Pantone® 424 C  
(Gray)



Pantone® 579 C  
(Light Green)



Pantone® 527  
(Purple)

## 4-color Process Coated (CMYK)

Pantone® 363 C (Green):	C 75	M 24	Y 100	K 9
Pantone® 424 C (Gray):	C 49.5	M 40.44	Y 39.5	K 4.16
Pantone® 579 C (Light Green):	C 28	M 7	Y 47	K 0
Pantone® 527C (Purple):	C 46	M 93	Y 0	K 0

## RGB colors

## HEX #

Pantone® 363 C (Green):	R 51	G 153	B 51	339933
Pantone® 424 C (Gray):	R 102	G 102	B 102	666666
Pantone® 579 C (Light Green):	R 204	G 204	B 153	cccc99
Pantone® 527C (Purple):	R 153	G 51	B 153	993399

When printing on uncoated paper for stationary, use Pantone® 295U, Pantone® 201U, Pantone® 527U and Pantone® Cool Gray 11.

The logo should be reproduced as a positive logo in three colors, 4-color process, or in one-color. Refer to the guide on this page for specific color use.



# Brand Typography

## Headline font:

**Helvetica Neue LT Pro - 33 Thin Extended**

Sizes: 18pt and larger

## Subhead font:

**Helvetica Neue LT Pro - 73 Bold Extended**

Sizes: 10pt to 17pt

## Body copy font:

**Helvetica Neue LT Pro - 45 Light**

Sizes: 8pt to 12pt

## Mandatory font:

**Helvetica Neue LT Pro - 75 Bold**

Sizes: 6pt to 10pt

## ALTERNATE FONT

Goudy Old Style: Regular

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

abcdefghijklm

nopqrstuvwxyz

1234567890

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ**

**abcdefghijklm**

**nopqrstuvwxyz**

**1234567890**

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

abcdefghijklm

nopqrstuvwxyz

1234567890

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ**

**abcdefghijklm**

**nopqrstuvwxyz**

**1234567890**

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

abcdefghijklm

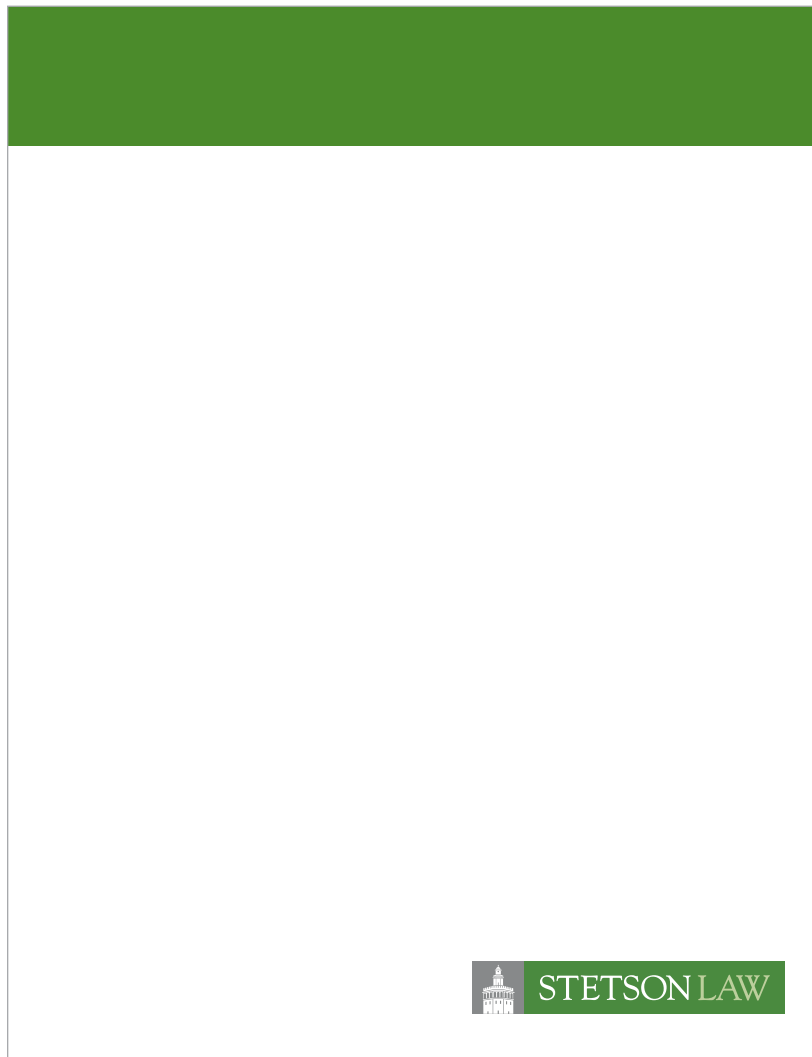
nopqrstuvwxyz

1234567890

# Print / Collateral Guidelines

**FULL PAGE AD OR BROCHURE 8.5 w X 11 h**

*Not shown actual size.*



GREEN BAR  
1.5"  
HEIGHT



LOGO 3.25" WIDE  
1/2" FROM BOTTOM AND SIDE

# Print / Collateral Guidelines

**1/2 PAGE AD OR BROCHURE 8.5 w x 5.5 h**

*Not shown actual size.*



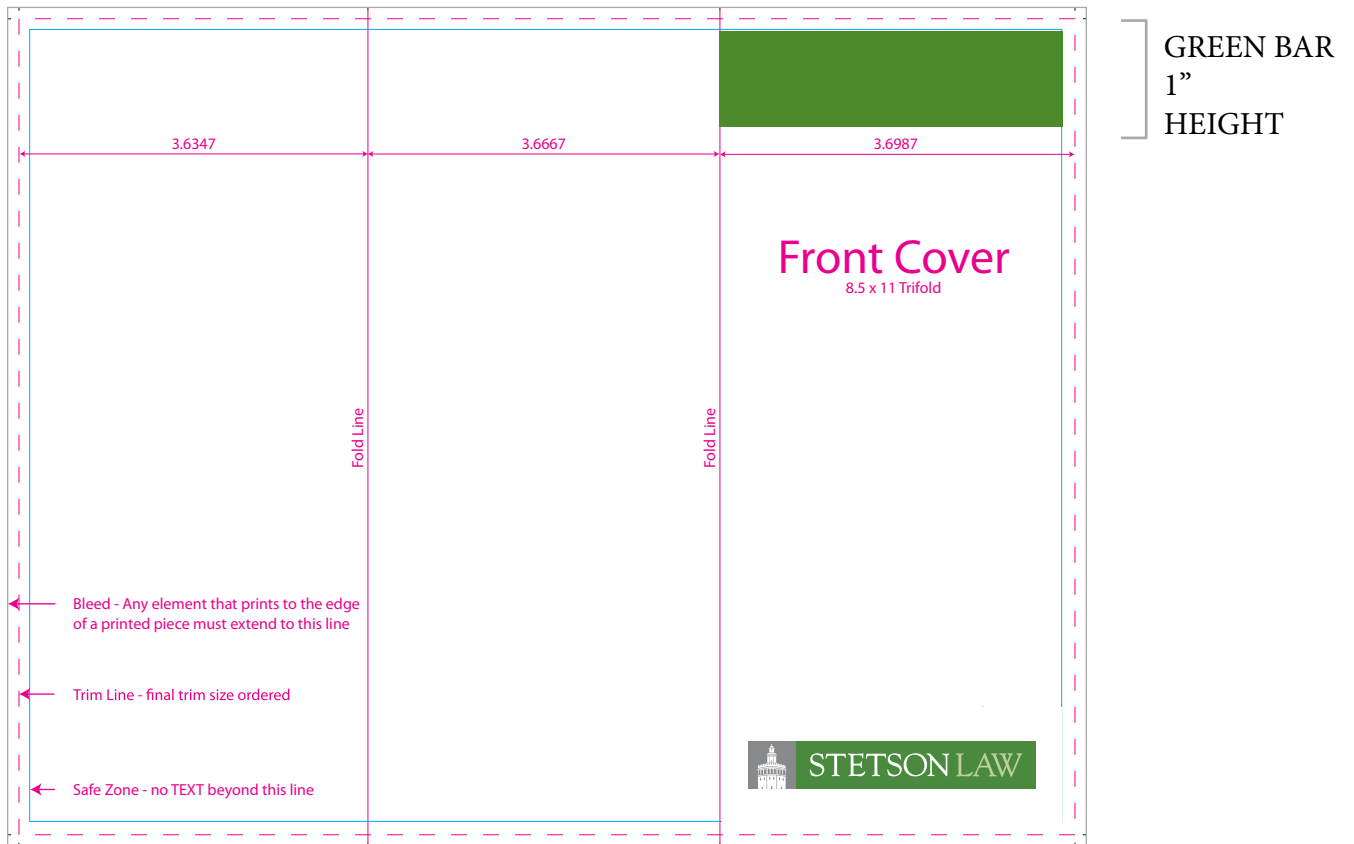
GREEN BAR  
1.25"  
HEIGHT

LOGO 3.25" WIDE  
1/2" FROM BOTTOM AND SIDE

# Print / Collateral Guidelines

**BROCHURE 11 w x 8.5 h**

*Not shown actual size.*

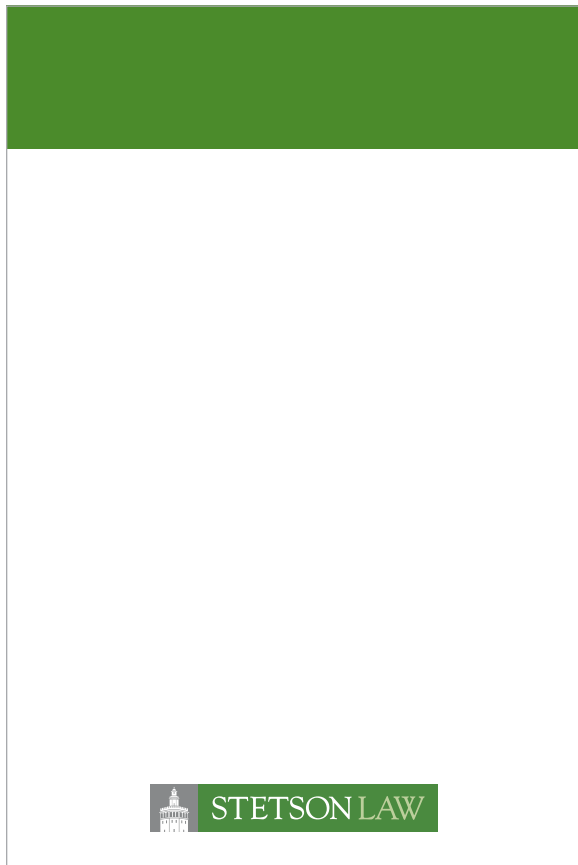


LOGO 3" WIDE  
1/2" FROM BOTTOM  
CENTERED LEFT AND RIGHT

# Print / Collateral Guidelines

## **BROCHURE 6 w x 9" h**

*Not shown actual size.*

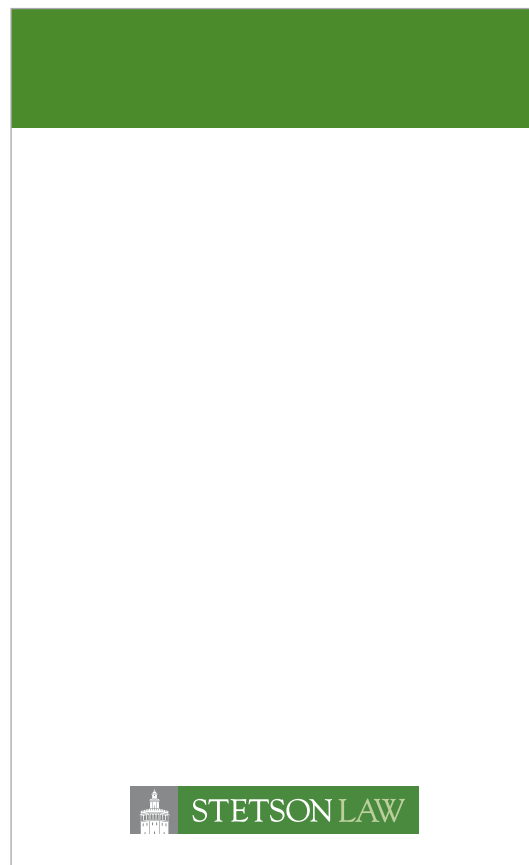


GREEN BAR  
1.5"  
HEIGHT

LOGO 3" WIDE  
CENTERED LEFT AND RIGHT  
.75" FROM BOTTOM

## **1/4 PAGE NEWSPAPER AD 5.5 w x 9" h**

*Not shown actual size.*



GREEN BAR  
1.25"  
HEIGHT

LOGO 3" WIDE  
CENTERED LEFT AND RIGHT  
.75" FROM BOTTOM

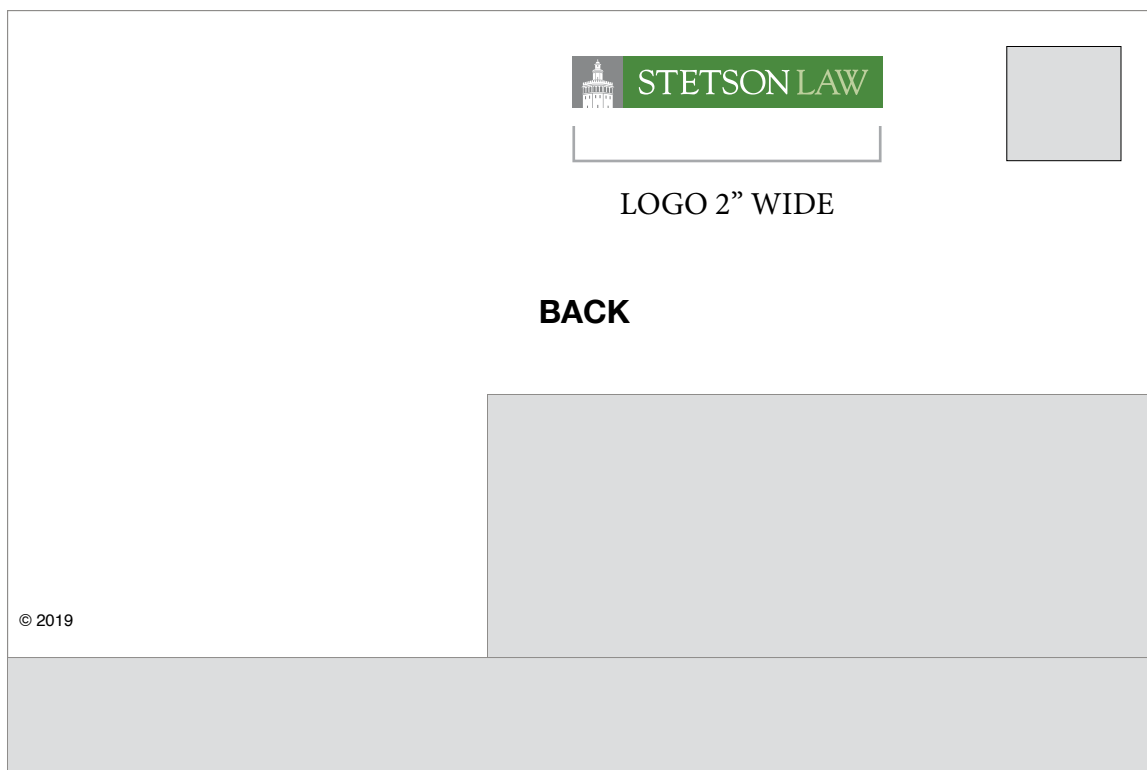
# Print / Collateral Guidelines

**POSTCARD 6 w x 4 h**

*Shown actual size.*



GREEN BAR  
1"  
HEIGHT



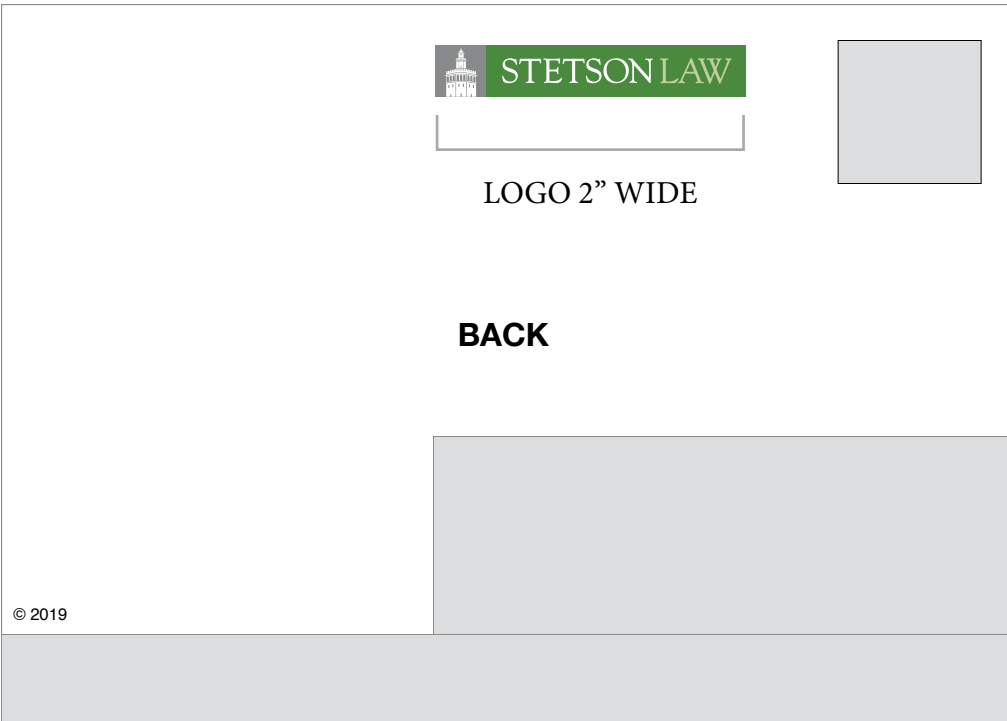
# Print / Collateral Guidelines

**POSTCARD 7 w x 5 h**

*Not shown actual size.*



GREEN BAR  
1.25"  
HEIGHT



# International students

1.25" depth



## Earn an LL.M. in International Law with an emphasis in Environmental Law or International Business

- Ranked #1 in Trial Advocacy and #2 in Legal Writing by U.S. News (2019)
- Safe and friendly campus minutes from world-class beaches and cultural opportunities
- First and oldest law school in Florida
- Scholarships available for outstanding, qualified students
- Guided study through mentorships with prominent international law faculty
- Alumni in more than 50 countries

[stetson.edu/law/international/llm](http://stetson.edu/law/international/llm)



© 2019

URL baseline positioned along horizontal center of logo

Logo positioned right of ad center



Not actual size.

1.25" depth



**For over 20 years, Stetson Law has delivered study abroad experiences like no other.**

**Cape Town, South Africa**

- July 4 – August 3, 2019
- ABA - Approved 4 credits
- Gain a better understanding of international human rights law
- Field trips to Robben Island and safari
- Visit South Africa's wine region and Cape of Good Hope

**Oxford, England**

- July 21 – August 4, 2019
- ABA - Approved 3 credits
- Learn comparative trial advocacy from the #1 law school in Trial Advocacy (U.S. News & World Report)
- Walking tour of Oxford and Oxford court visits
- Classes held at beautiful St. Hugh's College

[stetson.edu/studyabroad](http://stetson.edu/studyabroad)



©2019

URL baseline positioned along horizontal center of logo

Logo positioned right of ad center

# Print Advertising – half page

*Not actual size.*

The right fit for your future

1" depth



Ranked #1 in Trial Advocacy  
and #2 in Legal Writing by *U.S. News*.

[stetson.edu/law](http://stetson.edu/law)



©2019

**Logo positioned right of ad center.  
This is the preferred position.**

# Print Advertising – half page

*Not actual size.*

## A legacy of excellence



### **Stetson Law has a winning record in mock trial, moot court and dispute resolution competitions.**

- Ranked #1 in Trial Advocacy and #4 in Legal Writing by U.S. News
- Ranked #4 for Moot Court by preLaw magazine
- Certificates of Concentration in Advocacy, Elder Law, Environmental Law, International Law, and Social Justice
- Dual-Degree programs: J.D./LL.M. in Advocacy and J.D./M.B.A.
- Seven teaching courtrooms

**[stetson.edu/law](http://stetson.edu/law)**



© 2019

**Logo centered on right side of ad  
when a photo is on left**

# Print Advertising – quarter page newspaper

*Not actual size.*

Enhance your foreign law degree  
with an LL.M. in International Law.

1.25" depth



Advance your career by completing this one year program  
located on our Gulfport campus.  
Email or call us today to learn more and set up a campus tour.  
International@law.stetson.edu • 727-562-7654



**STETSON LAW**

[stetson.edu/law/international/llm](http://stetson.edu/law/international/llm)

© 2019



# Print Collateral – Postcard Designs - front

**POSTCARD FRONT 7 X 5**

*Not actual size.*



Stetson Law named  
first-ever ABA competitions champion



Professor Charles H. Rose III  
Director, Center for Excellence in Advocacy

Grow as a Trial Lawyer

# Print Collateral – Postcard Design - back

## POSTCARD BACK 7 X 5

*Shown actual size.*



POSTAL  
INDICIA  
AREA

### **Mn dhrt teyu skedf kajdcdbn nb furie ksjuh**

- hdgts fyrts
- wurty bet bg triuh kspo
- gfjs hgwet gossa
- Bsaa kait soer nms kacba ovitr



© 2019

ADDRESS AREA – LEAVE CLEAR  
MINIMUM OF 4” WIDE X 2” DEEP

INK FREE BARCODE AREA – LEAVE CLEAR 7 x 5/8”

INSTRUCTIONS TO COME

# Print Collateral – Postcard Invitation

POSTCARD FRONT 7 X 5

*Not actual size.*

## Join us for the Class Of 2008 10 Year Reunion

October 26 – 27, 2018  
Gulfport, Florida



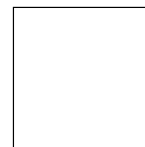
Register today at  
[stetson.edu/law/2008](http://stetson.edu/law/2008)



STETSON LAW

POSTCARD BACK

*Not actual size.*



Mn dhrt teyu skedf kajdcdbn nb furie ksjuh

- hdgts fyrts
- wurty bet bg triuh kspo
- gfjs hgwet gossa
- Bsaa kait soer nms kacba ovitr



STETSON LAW

SEE PAGES 17 OR 24  
FOR U.S. POSTAL REGULATION  
KEEP CLEAR AREAS

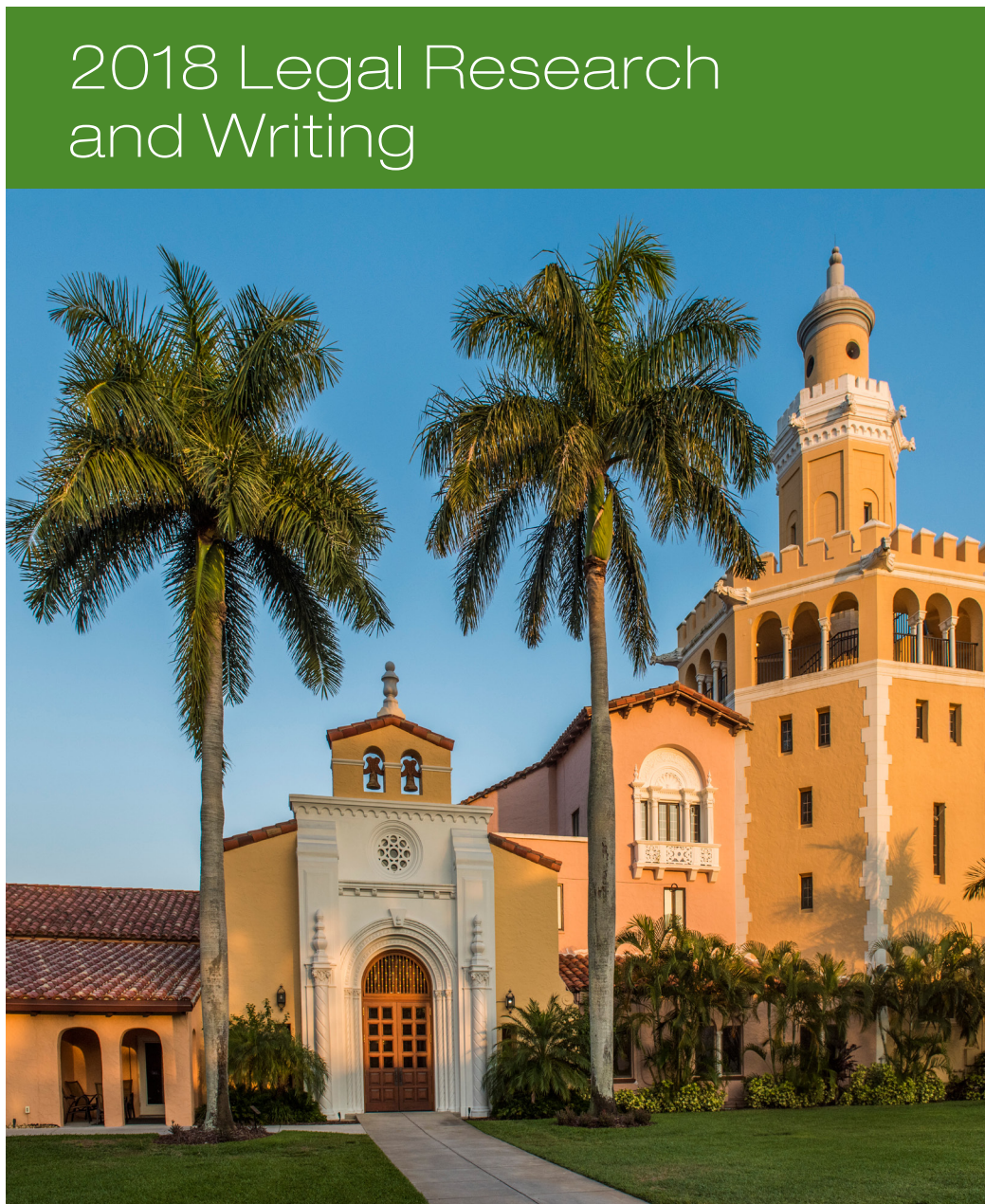
© 2022



# Print Collateral – Vertical Brochure

BROCHURE 6 w X 9 h

*Shown actual size.*



## 2018 Legal Research and Writing



STETSON LAW

LEADING THE WAY IN LEGAL RESEARCH AND WRITING

text  
optional



# Print Collateral – Slim Jim Brochure

## 3 PANEL BROCHURE PRINTS LETTER SIZE LANDSCAPE: 11 X 8.5

Outside: (left panel) 3.6347 x 3.6667 (center panel) x 3.6987 (right panel)

Inside: (left panel) 3.6987 x 3.6667 (center panel) x 3.6347 (right panel)

*Brochure shown not actual size.*

The Veterans Advocacy Clinic at Stetson University College of Law assists veterans in navigating the Department of Veterans Affairs (VA) disability benefits system and applying for Discharge Upgrades from the Department of Defense. To many disabled Veterans at the clinic, both students and clients, conventional architecture designs are unwelcoming due to inaccessibility and unwanted sensory information.

The new Veterans Law Institute is specifically designed to provide a pleasant environment for disabled students and clients who suffer from service-connected physical or emotional disabilities. Though the architecture itself cannot cure or fully address the needs of those with disabilities, a specially designed facility can provide a peaceful environment for our clients and students.

#### Four Pillars of the Stetson VLI

- Veterans Advocacy Clinic: Represent veterans on VA benefits claims and discharge upgrades.
- Student Services: Guide student veterans organization and place students in positions at courts, law firms and the Department of Veterans Affairs.
- Outreach: Provide education in the local community about veterans issues.
- Policy: Provide academic perspective on veterans law issues to legislatures and courts.

Resources for students, veterans and active service members are available online at [stetson.edu/law/veterans](http://stetson.edu/law/veterans). If you are a veteran or active service member seeking free legal help, contact us at 727-562-7324 or [veteranslaw@law.stetson.edu](mailto:veteranslaw@law.stetson.edu).



STETSON LAW

1401 61st Street South  
Gulfport, Florida 33707  
[stetson.edu/law/veterans](http://stetson.edu/law/veterans)  
(727) 562-7324  
[veteranslaw@law.stetson.edu](mailto:veteranslaw@law.stetson.edu)

© 2022

## Veteran's Law Institute

Honoring  
Their Service  
with Ours



Veterans  
Law Institute  
STETSON UNIVERSITY



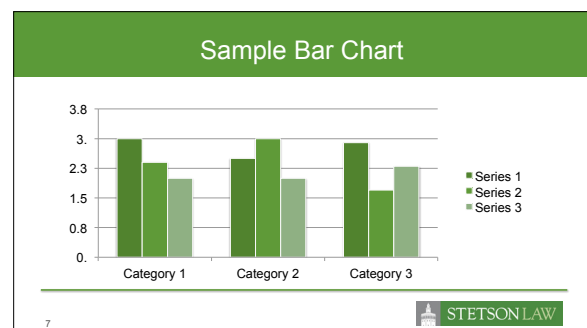
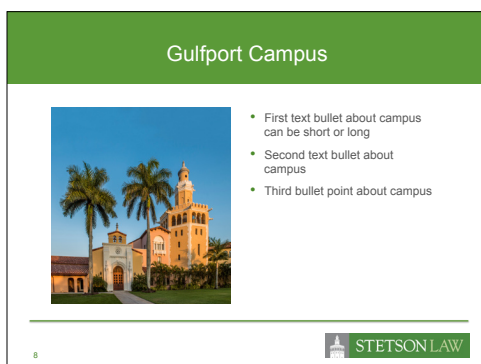
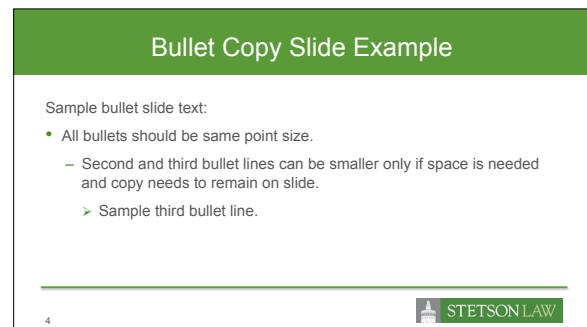
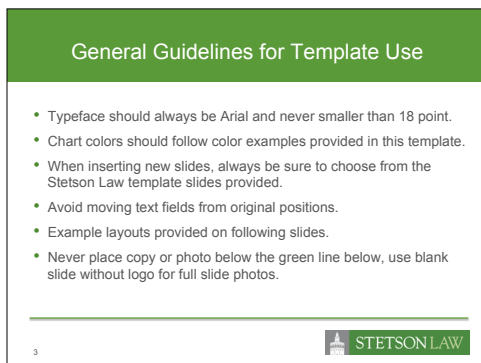
STETSON LAW

# PowerPoint Template

**STANDARD POWERPOINT  
TEMPLATE:  
10" x 7.5" (4:3 aspect ratio)**



**WIDE-FORMAT (WIDESCREEN)  
POWERPOINT TEMPLATE:  
13.333" x 7.5" (16:9 aspect ratio)**



*Sample slides shown are reduced to fit on page.*

# Digital Ads

**AD SIZE: 728 PIXELS X 90 PIXELS**

*Not shown actual size.*

Grow as a Trial Lawyer.



Ranked #1 law school in Trial Advocacy

*- U.S. News and World Report (2020)*

**LEARN MORE.  
APPLY NOW.**



**STETSON LAW**

# Digital Ads

Earn an LL.M.  
in International Law



**AD SIZE:  
300 PIXELS X 250 PIXELS**

*Ads not shown at actual size.*

Ranked as one  
of the  
top 100 schools  
in the nation.

- *U.S. News* (2020)

**LEARN MORE.  
APPLY NOW.**



**STETSON LAW**

# Digital Ads

**160 PIXELS X 600 PIXELS (Wide Skyscraper)**  
*Shown actual size.*

**Stetson Law**

**is ranked**

**#1**

**in Trial**

**Advocacy**


**and #3 in**

**Legal Writing**

*U.S. News*

*& World Report*

*(2020)*



**STETSON**  
**LAW**

**120 PIXELS X 600 PIXELS (Skyscraper)**  
*Shown actual size.*

**Stetson Law**

**is ranked**

**#1**

**in Trial**

**Advocacy**


**and #3 in**

**Legal Writing**

*U.S. News*

*& World Report*

*(2020)*



**STETSON**  
**LAW**