



BRAND IDENTITY STYLE GUIDELINES

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Vision and Mission



VISION STATEMENT

Creating excellence.
Driving innovation.
Empowering leaders in law.



MISSION STATEMENT

ALA is the catalyst for
growth by providing:

- Diverse educational experiences.
- Engaged peer communities.
- Strategic solutions.
- Dynamic resources.
- Trusted networks.

2

Brand Positioning Statement

ALA is the trusted partner for legal management professionals, delivering accredited professional development, tailored resources and a global community that empowers success.



Brand Identity

NAME

Association of Legal Administrators (ALA)

TAGLINE

The heart of the Legal Management Community.

NAME

4

Logo and Visual Elements

Association of Legal Administrators - ALA®

ALA's trademarks may be reproduced only from original master copies provided by marketing@alanet.org. The trademarks must be used as a prominent graphic element in or on all platforms (digital and print). The ALA logo provides immediate brand recognition and connects individuals to ALA. There are several variations of the logo to meet different design needs — together, they comprise ALA's logo system.

- All platforms, programs/events and chapters representing ALA should reflect consistent graphic identity standards.
- The ALA logo should never be used in place of text.
- Use approved files and never alter elements.
- Contact marketing@alanet.org for access.



LOGO

Logo

Formats

Preferred: Full horizontal logo

Alternative: Stacked logo for narrow spaces

Special Circumstance: For use under 70px, use type-only treatment with Montserrat, Frutiger or Arial

Association of Legal Administrators (ALA)[®]

Clear Space



Maintain clear space equal to the height of the "A" icon on all sides.

Logo Sizing

Preferred logo: minimum size 1.25" wide



Alternative logo: minimum size 2.25" wide



Special circumstances only (pens, pencils)



File Types

Web Photos: JPG (72dpi)

Web Logos, Icons, Illustrations: PNG (24-bit)

Print: JPG (300dpi), EPS, or TIFF

Brand Colors

Our color palette has three sets: primary, secondary and accent. Lean heavily on the primary ALA blue, but use supporting sets to build color schemes that are complementary and balanced. White, black and gray are also allowed to be used in combination with these colors.

PRIMARY



ALA Blue
#346094
C87 M64 Y18 K3
R52 G96 B148
PANTONE 653c

ACCENT



ALA Orange
#FF6D00
C0 M71 Y100 K0
R255 G109 B0

NEUTRAL USE CASES



Gray
#808080
C52 M43 Y43 K7
R128 G128 B128

SECONDARY (LIMITED USE)



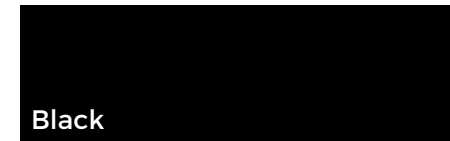
ALA Light Blue
#66CCFF
C50 M3 Y0 K0
R102 G204 B255

ACCENT



ALA Green
#2C9936
C81 M15 Y100 K2
R44 G153 B54

NEUTRAL USE CASES



Black
#010101
C75 M68 Y67 K90
R1 G1 B1

COLOR
PALETTE

Primary Typeface

Consistent use of typography helps to make the brand identity strong and cohesive across all applications. The typeface Montserrat was selected to complement the voice and tone of ALA's brand. This typeface is a websafe font with flexibility built in — there are a range of styles within the font family. Omnes is the supporting font, acting as the body copy or alternate subhead styles.

MONTSERRAT

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!@#\$%^&*) 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!@#\$%^&*) 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!@#\$%^&*) 0123456789

Headlines: Montserrat, 700 weight, 24pt

Body Text: Open Sans, 400 weight, 10-12pt

Fallbacks: Arial, Helvetica (for email and Word docs)

Aa

The **Meriwether font** can be used for formal applications, decorative materials or names, as it conveys a classic and refined style that complements our brand's identity.

TYPOGRAPHY

Incorrect Uses of ALA Logo

DO NOT ALTER THE LOGO IN ANY WAY.

- Rearranged elements
- Wordmark as part of logo
- Distorted
- Altered
- Scale of symbol changed
- Logo as part of another word
- Unapproved color combinations
- Changed typeface
- Patterned logo
- Overlaid on busy background
- In shape or container
- Effect (like drop shadow)
- Rotated logo
- Logo with another logo
- Discontinued logos



Do not alter the logo colors or use unapproved logo color formats.



Do not outline the logo.



Do not allow the logo to become distorted due to improper scaling. When placing or inserting logo files into applications such as Word or PowerPoint, the vertical scale must always match the horizontal scale.



Do not scan the logo or allow poor quality reproduction. Do not capture the logo from our website home page and use it for print.



Do not typeset our brand name or legal name or graphically alter the logo in any way.



Do not violate the logo clear space with graphic elements, typography, hole punches or page edges.



Do not allow the logo to be placed upon a background that is overly busy or that does not provide adequate contrast.



Do not rearrange the components of the logo.

Certified Legal Manager (CLM)[®]

The Certified Legal Manager (CLM)[®] designation is another component of ALA that must be portrayed in a clear and consistent manner.

Full Name

Certified Legal Manager (CLM)[®]

Note that [®] is always superscript
Plural format will be Certified Legal Managers (CLMs)[®]

Footnote

Certified Legal Manager (CLM) is a registered mark of the Association of Legal Administrators.

Individual usage

CLM may appear after certified individuals' names without [®]. Example: John Smith, CLM

LOGO



REVERSED



BLACK



ALA Blue

#346094
C87 M64 Y18 K3
R52 G96 B148
PANTONE 653c

ALA Conferences

Use official event names from
alanet.org/events-and-education.

ALA's Annual Conference & Expo

**ALA's 2026 Annual
Conference & Expo**

LegalLeaders: ALA's Executive Leadership Summit



Chapter Leadership Institute



Level Up: ALA's Legal Management Fundamentals



ALA Chapter Logo Guidelines

To strengthen the ALA brand while allowing chapters to maintain their identity, the following standards apply to all chapter logo use.

Required Formats

Chapters are provided with approved logo files in the following formats:

- Horizontal Lockup
 - Full color (white version upon request)
 - Print-ready (EPS) and web (PNG, JPG) files
 - Clear Space and Sizing
-
- Minimum logo size for print is 1.5 inches wide
 - Minimum logo size for digital is 150 px wide
 - Do not stretch, distort or crowd the logo

Maintain clear space equal to the height of the "first uppercase letter" icon on all sides.

Logo Structure

All chapters have the option of selecting one of three logo lockups:

EXAMPLE



WHITE LOGO AVAILABLE UPON REQUEST



ALA Chapter Logo

Color Usage

Chapters are required to use the primary ALA Blue in their logos.

Use of alternate colors, gradients or tints are not permitted unless approved by ALA Headquarters.

Typography

Chapter names in the logo must use the official typeface ***Frutiger ITALIC BOLD***, *italic light*.

Chapters are not allowed to substitute fonts in the logo or any provided artwork.

Usage Restrictions

- Do not add taglines, slogans or icons to the official logos.
- Do not create alternative lockups without approval.

PRIMARY



#346094
C87 M64 Y18 K3
R52 G96 B148
PANTONE 653c

SECONDARY (LIMITED USE)



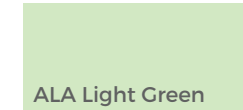
#66CCFF
C50 M3 Y0 K0
R102 G204 B255

ACCENT



#2C9936
C81 M15 Y100 K2
R44 G153 B54

ACCENT-BACKGROUND



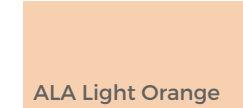
#2D9947
C81 M15 Y100 K2
R45 G153 B71

ACCENT



#FF6D00
C0 M71 Y100 K0
R255 G109 B0

ACCENT-BACKGROUND



#FF6D00
C0 M71 Y100 K0
R255 G109 B0

ACCENT



#ED1B24
C0 M99 Y97 K0
R237 G27 B36

NEUTRAL USE CASES



#808080
C52 M43 Y43 K7
R128 G128 B128

NEUTRAL USE CASES



#010101
C75 M68 Y67 K90
R1 G1 B1

Incorrect Uses of Chapter Logos

CHAPTERS ARE PROVIDED WITH LOGOS, WHICH ARE NOT TO BE REDRAWN, RECOLORED OR ALTERED.

- Rearranged elements
- Wordmark as part of logo
- Distorted
- Altered
- Scale of symbol changed
- Logo as part of another word
- Unapproved color combinations
- Changed typeface
- Patterned logo
- Overlaid on busy background
- In shape or container
- Effect (like drop shadow)
- Rotated logo
- Logo with another logo
- Discontinued logos



Do not alter the logo colors or use unapproved logo color formats.



Do not allow the logo to become distorted due to improper scaling.



Do not scan the logo or allow poor quality reproduction. Do not capture the logo from our website home page and use it for print.



Do not typeset our brand name or legal name or graphically alter the logo in any way.



A Chapter of the Association of Legal Administrators

Do not customize the chapter logo without HQ approval.



Do not rearrange the components of the logo.

Contact ALA Headquarters at marketing@alanet.org for logo files if needed.

Brand Voice & Tone

This language is designed to give our communications a human voice. It helps us deliver our messaging, keeps us consistent and makes our stories believable.

Ensure that our personality comes through in voice and tone.

The tone of your writing should capture our spirit. This language can help you make appropriate choices to achieve a relatable voice. It is important that whatever you write sounds like it comes from someone who possesses our traits.

Voice Traits

- **Sincere:** trustworthy, friendly
- **Competent:** authoritative, credible
- **Professional:** respectful, composed

Tone by Use Case

- Educational content: clear, mentor-like
- Outreach: inclusive, supportive
- Announcements: confident, efficient

Writing Style

- Use sentence case in body copy
- AP Style
- Title case for headlines
- Use active voice and plain language

Maintain Consistency

With this guide, we can ensure all our communications work together and sound like they all come from one consistent brand voice. It allows us to deliver an incredibly potent message by keeping our story consistent, compelling and clear.

Brand Voice & Tone

EXAMPLES BY PLATFORM

LinkedIn (Professional + Inspirational)

Tone: Insightful, industry-focused and leadership-driven.

Example:

"Legal professionals are navigating change faster than ever. That's why ALA's LegaLeaders: Executive Leadership Summit is designed to help you lead with clarity, courage and connection. Join us in Scottsdale from October 24-25."

— Include relevant hashtags like #ALABuzz
##LegaLeaders25 #LegalLeadership
#LawManagement #LegalManagement

Email (Direct + Helpful)

Tone: Concise, actionable and warm. Use clear CTAs and personal touches where possible.

Conferences: Exciting, actionable and direct.

Bold Bites: Semiformal, newsworthy, current and concise.

Member News: Semiformal, direct.

VIP Alerts: Exciting, direct.

SEE EXAMPLES >>

ONLINE

Brand Voice & Tone

Website (Informative + Trustworthy)

Tone: Clear, accessible and professional.
Prioritize user needs and highlight benefits.

Example:

As a member of ALA, you gain access to exclusive education, a vibrant peer network and strategic resources to lead your firm with confidence. Whether you're new to legal management or a seasoned executive, you'll find tools tailored to your growth.

Instagram (Human + Visual)

Tone: Informative, energetic and storytelling-forward

Example:

From powerful keynotes to meaningful connections, #ALACLI25 brought chapter leaders together to learn, lead and grow. Take a look back at the energy, inspiration and unforgettable moments in Oklahoma City.

Be sure to tag us in your #ALACLI25 photos. We can't wait to see them and hope to see you at #ALACLI26!

#ALABuzz #ChapterLeadership



ONLINE

Brand Voice & Tone

Email Examples

CONFERENCES

Subject: Early Access Ends August 15 — Don't Miss Out

Body:

Hi Jamie,

We noticed you haven't registered yet for the ALA's Level Up: Legal Management Fundamentals. Spots are filling fast, and early bird pricing ends this Friday!

Are you new to legal management or transitioning into a new role at your firm? Level Up: ALA's 2025 Legal Management Fundamentals is designed just for you — and now you have even more time to save with our extended early bird deadline!

Join us for two days of skill-building sessions, networking and practical strategies you can apply immediately. Plus, have a little fun while you're in Atlanta, too! From the High Museum of Art to Stone Mountain Park to the College Football Hall of Fame, there's something for everyone! Want to see what's in store? Explore the Full Agenda to see all the topics and speakers lined up for this immersive two-day event!

Register by August 15 to take advantage of Early Bird pricing and secure your seat at this two-day event.

<Secure your seat today>

BOLD Bites

Subject: 7.21.25 BOLD Bites - ALA's Weekly Newsletter

Pre-header: Check out the latest issue of *Legal Management*. Plus, apply for the Nominating Committee!

Content (abbreviated):

Top Story

Hot Off the Press: July/August *Legal Management*

When corporate attorney Brittany Buxton took parental leave with her first child, she felt completely disconnected from her clients and work, but not in a way that left her feeling confident about her time away...

Brand Voice & Tone

Email Examples

MEMBER NEWS

Subject: Your Tech Expertise Can Help — Join the Conversation in ALA's *Online Community*

At ALA, we're dedicated to providing a platform for legal professionals like you to connect, share insights and navigate the evolving landscape of the legal industry. As part of our ongoing efforts to tailor our offerings to your needs, we're eager to hear your experiences, insights and opinions. The *Online Community* is filled with insightful posts, but some are still waiting for your input. Head over now to jump-start the conversation!

Online Community Does anyone have recommendations for a good online course for ChatGPT and Excel? Share your recommendations!

A fellow member had a recent "fail" in a legal assistant who interviewed well and had good references, but unexpectedly had subpar technical skills in nearly every area. They are interested in finding a pre-packaged/online pre-employment IT testing for staff that tests for basic Word and Outlook skills. Does anyone know of a testing platform they'd recommend? Share your feedback!

You are receiving this email because you opted in to the technology member segment. Your contribution is highly valued, and we look forward to hearing your insights on these topics.

VIP PROGRAM

Subject: Welcome ALA's Newest VIP: Huntress

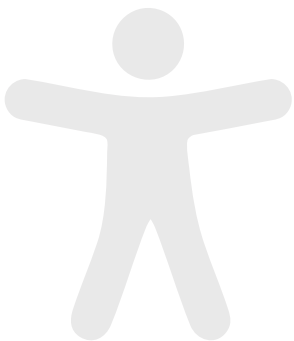
Header: We're Excited to Welcome Huntress as ALA's Newest VIP Partner!

Body: We are thrilled to announce that Huntress has joined ALA's Value in Partnership (VIP)SM program. Huntress protects more than 100K+ businesses from cybercriminals by providing enterprise-grade cybersecurity at an accessible price. Cybercriminals are more sophisticated than ever, and law firms are prime targets. Huntress delivers powerful cybersecurity solutions designed to protect your firm from hacking activity, phishing attempts and other cyber threats. Their expert-driven services help you: Stop cybercriminals before they infiltrate your systems. Defend against email-based attacks that target your employees. Empower your team to recognize and report cyber threats. Detect, analyze and respond to security risks — without needing an in-house cybersecurity team. Exclusive for ALA members: Huntress has partnered with Clear Guidance Partners to offer a 4-week free trial to help detect potential cyber threats in your firm's systems. Take advantage of this opportunity to safeguard your data and gain peace of mind. Learn more and activate your free trial today!

Community Connection and Social Media Guidelines

ALA encourages service by members and chapters. Share photos and stories with chapters@alanet.org to be featured in publications and on ALA International's social media platforms.

ALA social media accounts serve as representatives of ALA and must adhere to all brand guidelines. Use of official ALA avatars and logos is recommended for brand alignment and recognition with the public.



Accessibility

All social media content should be made accessible and inclusive.

- #CamelCase hashtags to assistive technology can interpret each word. When using acronyms, test these with a screen reader.
- Always use alt text and captions and never rely on auto-generated options.
 - > You can't retroactively edit or add alt text to X or Threads.
 - > Remember to add alt text to GIFs on X and Threads.
- Videos with dialogue should include captions
 - > Note which platforms need open captions (embedded/burned in) versus closed captions (SRT file uploaded).
 - > All platforms have options for auto-generated captions, but these will need to be edited. If not editable, use open captions.
 - > Facebook, LinkedIn, X and YouTube all allow for SRT file uploads. Instagram and Threads require open captions because auto-generated captions can't be edited.
- Consider how assistive technology interprets emojis. Avoid overusing them and don't replace word with emojis.
- Social graphics should use minimal text and ALA approved colors and fonts.

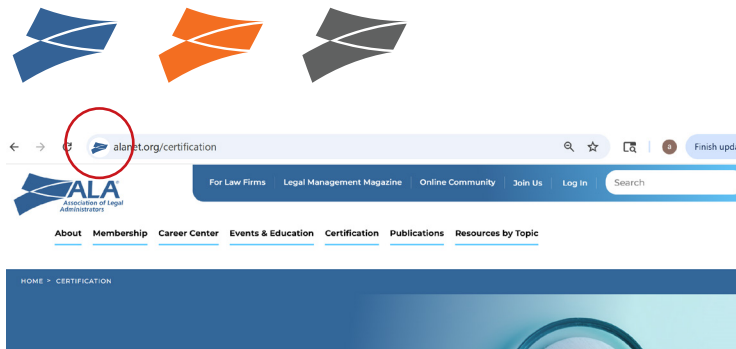
Website Guidelines

Websites, microsites and landing pages promoting ALA should accurately represent the ALA brand. This includes anything that promotes ALA membership, sponsored events, programs or products.

The official logo of ALA is available as a file optimized for image displays. PNG is the standard format for transparent images. These produce smaller files with more defined edges. PNG files are best exported directly from the EPS or AI files.

Favicon

All ALA sites should use one of the following Favicon options:



BEST PRACTICES AND CONSIDERATIONS

Web Colors

All ALA colors should be represented in RGB or HEX; never use CMYK for web colors. All colors should meet WCAG2.1 AA guidelines for contrast against #FFFFFF (pure white).

Responsive Design

Mobile first. Due to the increasing number of people using cell phones, all websites must be responsive. Failure to make a responsive website will result in a negative user experience and search engine ranking penalties.

Navigation

Website menus or navigation should clearly define the resources available on our website. An excessive amount of navigation items should be avoided by leveraging proper sub and main categorization.

Website Guidelines

Call to Action (CTA)

Our goal is to make it easier for individuals to find resources on our site. This can be accomplished by adding clearly visible call to actions within pages.

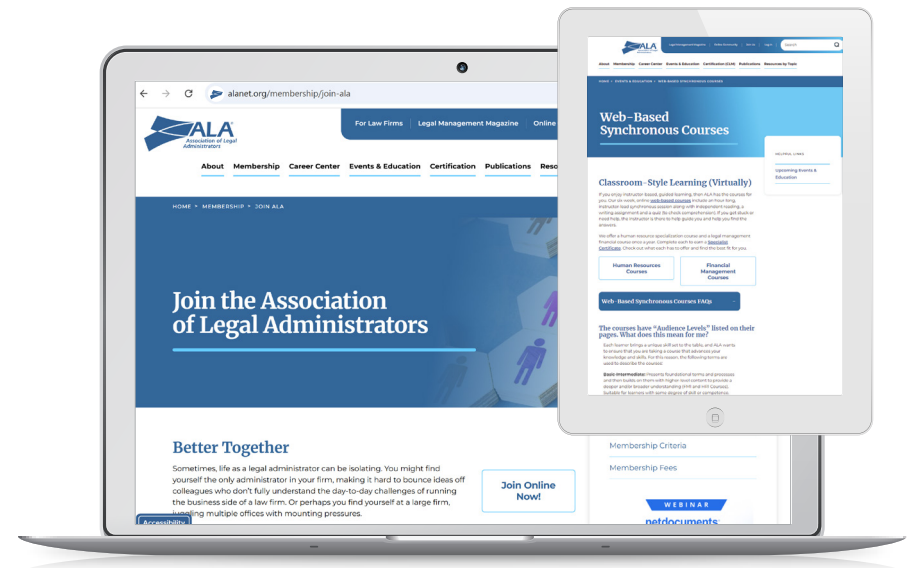
- Use concise, action-oriented and descriptive link text that clearly states the purpose of the desired action, such as "Download the Report" instead of "Click Here".
- Keep a CTA between two and four words.
- Ensure link text is meaningful on its own, especially for users with screen readers.
- Position CTAs where they are easily visible, like above the fold (before scrolling starts) or at the bottom of relevant sections.
- Make a CTA stand out through color, bolding and appropriate white space.
- Use UTM parameters on the destination URL to track how users engage with our content, and we can understand their journey.

For more help with building UTM parameters, visit ga-dev-tools.google/campaign-url-builder.

Site Identification

alanet.org (italicized)

Don't include <http://> or www. Example: Visit *alanet.org* for conference details.



Print Guidelines

All Publications must appear related to ALA, sharing common graphic elements to provide consistent visual messages.

BEST PRACTICES AND CONSIDERATIONS

Print Colors

All ALA brand colors should be saved in CMYK or Pantone colors; never use RGB for print files.

Logo Use

Only the ALA logo will be clearly and prominently displayed on the front cover of all printed materials or publications. However, the Association of Legal Administrators will be typeset when incorporated into mastheads.

- No other logos affiliated with ALA may ever appear on the cover of publications. Certain circumstances may warrant an exception to this rule. Contact marketing@alanet.org for consideration.
- The ALA logo may be printed over a photograph, texture or another image, if they remain a prominent visual element.

Call to Action (CTA)

- Make a CTA stand out through color, bolding and appropriate white space.
- Use short links or QR codes
 - When using QR codes, use UTM parameters on the destination URL to track how users engage with our content, and we can understand their journey.



Contact Information and Links



EMAIL

marketing@alanet.org
or *chapters@alanet.org* (italicized)



PHONE

+1-847-267-1252



MAILING ADDRESS

Association of Legal Administrators
8600 W. Bryn Mawr Ave., Suite 400N
Chicago, IL 60631 USA



WEBSITE

alanet.org



SOCIAL MEDIA AND COMMUNITY

Facebook: **@AssociationLegalAdmin** (italicized)

LinkedIn: **Association of Legal Administrators (ALA)** (italicized)

Instagram: **@ala_buzz** (italicized)

Online Community: **community.alanet.org** (italicized)

Visual Style Guide

Layouts

Grid-based, ample white space



Button Style

Rounded corners, bold type

Join Today

Register

Join Today

Register

Icons

Line based, rounded corners,
ALA Blue/Orange Palette



APPLICATIONS

Visual Style Guide

Photography

Diverse professionals,
candid, real events.



PowerPoint Slide Design

White content slides,
ALA Blue/Orange Palette



PHOTOGRAPHY

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Sample Templates

Email Template

- Subject: "Registration is Now Open: ALA's Level Up: Legal Management Fundamentals"
- Header: ALA banner with logo/date
- CTA: Orange button with navy text

Social Media Post (LinkedIn/Instagram)

- Image: ALA Blue/Orange with headline
- Copy: two to three benefit bullets + event link

Flyer/One-Pager

- Top: Event name/banner
- Middle: Three icons with summary points (Learn, Connect, Advance)
- Bottom: QR code + registration link

Slide Deck

- Title Slide: ALA Blue or white background
- Content Slide: White background, orange/blue headers, bullet points

PPT templates available at
alanet.org/membership/volunteer-at-ala/volunteer-resource-hub.





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alanet.org