

# ALA IDENTITY STANDARDS GUIDELINES

 [alanet.org/facebook](https://www.facebook.com/alanet.org)

 [alanet.org/linkedin](https://www.linkedin.com/company/alanet.org)

 [@ALABuzz](https://twitter.com/ALABuzz)

 [community.alanet.org](https://community.alanet.org)

[alanet.org](https://www.alanet.org)



The *ALA Identity Standards Guidelines* were developed to ensure that a common thread is present in all ALA communications. Refer to this document for information regarding proper use of the ALA name, logo, corporate colors and program names.

Revised September 2018

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## Our Vision

***The following statement can be used on materials to express the mission of ALA.***

*ALA is the premier professional association connecting leaders and managers within the legal industry. We provide extensive professional development, collaborative peer communities, strategic operational solutions, and business partner connections empowering our members to lead the business of law.*

## Our Image

The Association of Legal Administrators (ALA) image and identity are powerful assets of this organization. The image of this Association begins with the public's perception. Perceptions held by members, nonmembers, attorneys, business partners, consultants, the media and other audiences play an increasingly important role in ALA's long-term success.

ALA's vision and goals provide the foundation on which our image is built. Each year, through various methods, we communicate to many audiences about all the activities we do to support the vision and goals of the Association.

Our image should be a priority for everyone who is involved with this organization. Building a consistent, recognizable and effective visual identity for the Association can only help clarify our image and present a more consistent message to our audiences.

The following guidelines provide a framework for our image and identity efforts. It is our hope that this information helps to ensure that a common thread continues to run throughout all of ALA's communication activities.

## Our Name

Our name is the "Association of Legal Administrators." In text, write out our full name followed by the initials "ALA" in parentheses if there will be further references using the initials "ALA." Capitalize "The" before the Association name only if it appears at the beginning of a sentence:

### The Association of Legal Administrators (ALA)

Example: "The Association of Legal Administrators (ALA) was founded in 1971 to provide support to professionals involved in the management of law firms, corporate legal departments and government legal agencies. ALA has approximately 9,000 members, representing law firms, corporate legal departments and government legal agencies in more than 30 countries."

# Our Logo

At the center of our brand and our design system is our logo. It is the single strongest visual element used to promote our name and our organization. Therefore, it must be used correctly and consistently to reinforce its legal protection as our identity. Our logo must be applied to all materials in accordance with the standards and guidelines developed to ensure maximum consistency and visibility is achieved with each and every brand touch point.

Our logo is composed of multiple elements. These elements, detailed here, should never be altered, redrawn or repositioned in any way. Consider that the logo components are in a “locked” relationship that is unmovable. The ALA brand name, the symbol or the legal name may never be used by itself as a graphic.

Always use the approved electronic artwork when reproducing our logo. Electronic artwork is available in all required file formats and in all approved color formats.

For use with the web jpg (72 dpi) or png (24-bit) files are recommended. For print purposes, you should use a jpg (300 dpi) or eps (vector) file that will guarantee a graphic that is in high resolution. Please note that an eps (vector) file can only be viewed when using a graphic software program (e.g., Adobe® Illustrator or Photoshop). Contact [marketing@alanet.org](mailto:marketing@alanet.org) to obtain the necessary files and guidelines.

Two ALA logo formats have been developed to provide the amount of flexibility needed to properly place our logo into any given space. No other formats may be created. The preferred format should be used whenever possible. In extreme situations where vertical space is very restricted, the alternative format may be used. Examples of applications where the horizontal format is acceptable are promotional items such as pens, pencils and lanyards; book spines; website headers; and restricted mastheads.

## Preferred Formats



## Alternative Formats



## Special Circumstances Format (70 pixels wide or smaller)



(Use color logo whenever possible)

# Special Note About Corporate Logo Usage

The ALA corporate logo is representative of the Association as a whole. Therefore, careful thought should be given when determining the use of the ALA logo. In most cases, you should use your chapter's logo on your collateral materials, promotional items, ads, etc. If your chapter is co-sponsoring a program or event, your chapter logo (and not the ALA corporate logo) should be used.

# Logo Sizing

For a cohesive look among high-visibility print applications, our logo should be consistently sized from one application to the next. The logo size is determined by measuring the width of the logo. Sizes less than 1.25 inches wide for our preferred logo and 2.25 inches wide for our alternative logo should never be used. This is the smallest size recommended for clear logo reproduction.

Logo size is determined by the width of the logo



Minimum size for the preferred logo format 1.25 inches



Minimum size for the alternative logo format 2.25 inches



When space is restricted and your need is smaller than the minimum size allowed, use Frutiger Regular/Bold or Arial Regular/Bold only

**Association of Legal Administrators (ALA)<sup>®</sup>**

# Our Colors

Shown here are specifications for reproducing the ALA logo colors. When reproducing these colors, always visually match approved colors. These colors should appear the same regardless of whether they are created for ink, vinyl, film, paint, fabric or thread, video, monitor screen, etc. Careful attention must be paid to correct color matches, ink densities and ink coverage in all forms of reproduction. Note: ALA Green uses a different Pantone for its uncoated treatment. This is done to achieve the closest color match to PMS 7496C.



PANTONE: 653C

MAIN COLORS:



#346094  
RGB: 52, 96, 148  
CMYK: 87%, 64%, 18%, 3%

PANTONE: 1525C



#bd4600  
RGB: 189, 70, 0  
CMYK: 19%, 83%, 100%, 9%

PANTONE: 7495

ACCENT COLOR:



#90993d  
RGB: 144, 153, 61  
CMYK: 47%, 27%, 96%, 5%

# Older Version Also Accepted



## MAIN COLORS:

PANTONE: 7421C



#5e172d  
RGB: 94, 23, 45  
CMYK: 15%, 100%, 39%, 69%

PANTONE: 7496C



#6a7f10  
RGB: 106, 127, 16  
CMYK: 44%, 4%, 98%, 40%

PANTONE: 1797C



#c4262e  
RGB: 196, 38, 46  
CMYK: 7%, 98%, 85%, 0%

## ADDITIONAL COLOR OPTIONS ALSO ACCEPTED

BLACK • GRAY • WHITE



# Our License Agreement

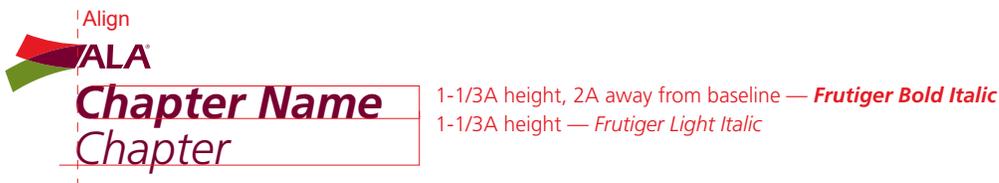
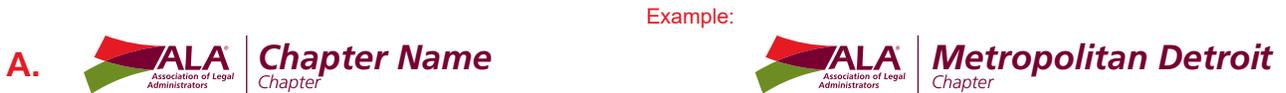
Chapters wishing to use the ALA logo on items other than letterhead or envelopes (e.g., clothing, jewelry, plaques, pen sets, coffee mugs, etc.) should contact ALA headquarters at [chapters@alanet.org](mailto:chapters@alanet.org) to obtain permission for use of the logo.

Based on advice of ALA legal counsel, chapters wishing to use the ALA logo for chapter websites may be required to enter into a License Agreement with ALA, the owner of the logo. Chapters should contact ALA headquarters at [chapters@alanet.org](mailto:chapters@alanet.org) to obtain permission for use of the logo and to determine if a written agreement is required.

# Chapter Logo Guidelines

We have established a wide range of options that promote the ALA name and/or logo with a chapter name. These options may be used as a replacement for or a complement to current chapter logos. Providing a close linkage between the chapter and ALA is a strategic step toward building the ALA brand worldwide. These options have been developed to provide flexibility for each chapter. Option A is the preferred option and is the strongest link to the ALA brand.

For new logos please use one of the headquarters-approved formats outlined within these guidelines. Contact [chapters@alanet.org](mailto:chapters@alanet.org) for assistance with producing a chapter logo or with any questions about your current chapter logo.



# Chapter Logo—Continued

D.  **Chapter Name**  
A Chapter of the Association of Legal Administrators

Example:

 **New Orleans**  
A Chapter of the Association of Legal Administrators

Align  **Chapter Name**  
Align  A Chapter of the Association of Legal Administrators

X in symbol Chapter Name — **Frutiger Bold Italic**  
1/3X height, 1X away from baseline — *Frutiger Light Italic*

E. **Chapter Name**  
 A Chapter of the Association of Legal Administrators

Example:

**Orange County**  
 A Chapter of the Association of Legal Administrators

Use connecting symbol only  
 **Chapter Name**  
 A Chapter of the Association of Legal Administrators  
1X

X — **Frutiger Bold Italic**  
1/3X height, align 1X away from baseline — *Frutiger Light Italic*  
Indent 1X from left of Chapter Name

# Certified Legal Manager (CLM)<sup>®</sup> Program Guidelines



The Certified Legal Manager (CLM)<sup>®</sup> Program is another component of ALA that must be portrayed in a clear and consistent manner. In longer, more substantive documents, such as a brochure, presentation or web page, you may footnote the first reference at the bottom of the page instead of inserting an <sup>®</sup> after every single instance of "CLM." On the first reference, spell out the entire official name of the program, followed by the letters (CLM) in parentheses, the superscripted registration mark and an asterisk:

## Certified Legal Manager (CLM)<sup>®\*</sup>

In small type at the bottom of the page, you must then footnote:

*\*CLM is a registered mark of the Association of Legal Administrators.*

By completely spelling out the name of the program and then footnoting it on the first page of your document or on first reference in a brochure or article, you are covered for the entire piece, and it is no longer necessary to use the registered mark on each instance following the original reference.

**CLM<sup>®</sup>**  
Certified Legal Manager

PANTONE: 653C

MAIN COLORS:



#346094  
RGB: 52, 96, 148  
CMYK: 87%, 64%, 18%, 3%

BLACK • GRAY • REVERSED

ADDITIONAL COLOR OPTIONS:

**CLM<sup>®</sup>**  
Certified Legal Manager

**CLM<sup>®</sup>**  
Certified Legal Manager

**CLM<sup>®</sup>**  
Certified Legal Manager

White on any  
darker solid color

## Another CLM® Option

CLM is a registered certification mark. The guidelines for using the letters “CLM” are similar to the guidelines we use when we refer to our Association. On first reference, we spell out the entire name, followed by the initials in parentheses: Certified Legal Manager (CLM)®. From then on, it can read CLM.

This holds true for the Certification Program as well; however, please be sure to use the registration mark, too. The first time the letters CLM are used, in combination with the words “Certified Legal Manager” or otherwise, they must be followed by the superscript ®. You do not need to use the registration mark after the first reference.

### Example:

“Attached is a list of the members who now carry the Certified Legal Manager (CLM)® designation.”

You DO NOT need to use the registered mark when using the letters CLM in conjunction with a person’s name to designate their status.

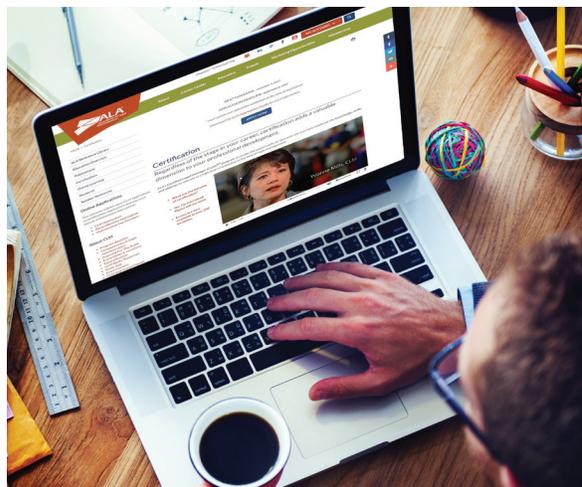
### Example:

“The 2017–2018 ALA President is Gary T. Swisher II, CLM.”

Please also note that you do not need to include parentheses when using the letters CLM® without the title. However, **please try to use the complete title whenever it is not too cumbersome**. The more we use the combination of the title of the program (Certified Legal Manager) along with its acronym (CLM®), the more recognizable the program will become to our members, as well as to the entire legal community.

## Individual Use of CLM® Mark and Logo

Individual use of the CLM® mark and logo is strictly limited to individuals who are properly certified by ALA. An individual may only refer to themselves as a Certified Legal Manager or CLM, or use the CLM logo, as long as they retain their certified status through recertification every three years. Individuals may use the certification mark and logo adjacent to their name and not adjacent to the name of an employer or other organization.



## ALA's Fall and Specialty Conferences Guidelines

To determine the official name of a fall or specialty conference, such as Master Class, C4 The Legal Industry Conference™, Human Resources Conference for Legal Management Professionals, Intellectual Property Conference for Legal Management Professionals, Law Firm Management Essentials, Large Firm Principal Administrators Retreat and Chapter Leadership Institute, visit *alanet.org/events*.

## Community Connection Guidelines

The mission of Community Connection is to encourage ALA chapters, its members, firms, business partners, relatives and friends to come together to contribute time, energy and resources toward improving their own communities.

On occasion, ALA has the opportunity to share Community Connection stories in its publications.

Contact *chapters@alanet.org* to let ALA know about your chapter/organization's accomplishments.

## ALA Website

When referring to the ALA website, do not include "*http://www.*" before *alanet.org*. Whenever the website address appears in a sentence or standing alone, it should be italicized.

Example: "Please visit *alanet.org* for additional information regarding upcoming ALA events."

## Questions?

If you have questions regarding these guidelines or need more specific assistance, contact the ALA Headquarters at 847-267-1252, or *marketing@alanet.org*.