

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.

2017 Identity Standards Guidelines

Revised February 14, 2017

A Bit of Philosophy

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 of 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.

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

Our Vision

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

ALA is the undisputed leader for the business of law, focused on the delivery of cutting-edge management and leadership products and services to the global legal community.

We identify and provide solutions to the most strategic and operational challenges our members and customers face today, while we prepare them for the opportunities and challenges of tomorrow.

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 which 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.

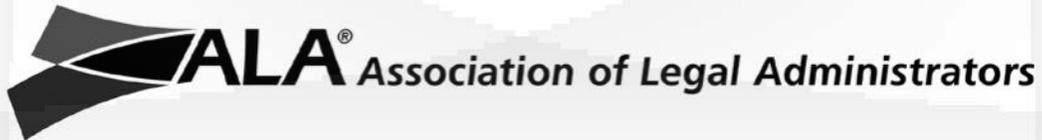
For use with the Web, a *jpg* file (72 dpi) is recommended. For print purposes, you should use a *tif* or *eps* file (300 dpi) which will guarantee a graphic that is in high resolution. Please note that an *eps* file can only be viewed when using a graphic software program (e.g., Adobe Illustrator or Photoshop). Contact the Marketing department to obtain the necessary files and guidelines.

Two 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 (Use color logo whenever possible)



Alternate Formats (Limited Use Only)



Special Note About Corporate Logo Usage

The ALA corporate logo is representative of 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) needs to be used.

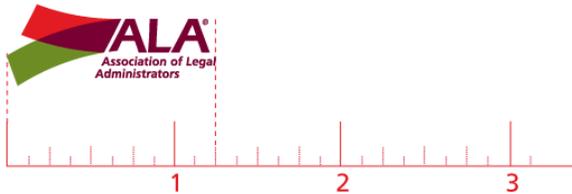
Logo Sizing

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 1-¼” wide for our preferred logo and 2-¼” 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 1-1/4"



Our Tagline

ALA has developed a tagline to help communicate and reinforce its brand positioning. The ALA Tagline should be used in conjunction with the ALA logo where possible. When possible, the tagline should incorporate one of the primary colors, preferably ALA burgundy

Your connection
to knowledge, resources and networking

Your connection
to knowledge, resources and networking

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 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 to obtain permission for use of the logo and to determine if a written agreement is required.

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.



Print	Screen	Embroidery	Signage
PMS 7421 C PMS 7421 U	Red 94 Green 23 Blue 45	Ackermann Isacord Thread 2113 or comparable	Burgundy 3M Film 180C-58 or comparable <i>(This is the closest standard color. It is recommended that a custom color be printed to match the PMS C standard.)</i>
Cyan 15% Magenta 100% Yellow 39% Black 69%	HTML 5E172D		



Print	Screen	Embroidery	Signage
PMS 7496 C PMS 377 U	Red 106 Green 127 Blue 16	Ackermann Isacord Thread 5934 or comparable	<i>(It is recommended that a custom color be printed to match the PMS C standard.)</i>
Cyan 44% Magenta 4% Yellow 98% Black 40%	HTML 6A7F10		



Print	Screen	Embroidery	Signage
PMS 1797 C PMS 1797 U	Red 196 Green 38 Blue 46	Ackermann Isacord Thread 1725 or comparable	Tomato Red 3M Film 180C-13 or comparable <i>(This is the closest standard color. It is recommended that a custom color be printed to match the PMS C standard.)</i>
Cyan 7% Magenta 98% Yellow 85% Black 0%	HTML C4262E		

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.

A.  **Chapter Name**
Chapter

Example:

 **Metropolitan Detroit**
Chapter

 **Chapter Name**
Chapter

1A height - Frutiger Bold Italic
1/2A height, align baseline - Frutiger Light Italic

B.  **Chapter Name**
Chapter

Example:

 **Mile High**
Chapter

 **Chapter Name**
Chapter

1A height - Frutiger Bold Italic
1/2A height, align baseline - Frutiger Light Italic

C.  **Chapter Name**
Chapter

Example:

 **Oregon**
Chapter

 **Chapter Name**
Chapter

Align

1-1/3A height, 2A away from baseline - Frutiger Bold Italic
1-1/3A height - Frutiger Light Italic

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

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

1X

F. Existing Chapter Logo
 A Chapter of the Association of Legal Administrators

Example: 
A Chapter of the Association of Legal Administrators

Endorsement no smaller than 6 pt. Frutiger Light Italic

G.  
A Chapter of the Association of Legal Administrators

The OLD ALA logo may not be used in conjunction with the Chapter logo

Certified Legal Manager (CLM)SM Program Guidelines

The Certified Legal Manager (CLM)SM Program is another component of ALA that must be portrayed in a clear and consistent manner, in part because ALA has applied for formal federal registration of the letters “CLM.” 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 SM after every single instance of “CLM.” On first reference, spell out the entire official name of the Program, followed by the letters (CLM) in parentheses, the superscripted service mark and an asterisk:

Certified Legal Manager (CLM)^{SM*}

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

**CLM is a service 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 service mark on each instance following the original reference.

CLMSM
Certified Legal Manager

Another CLMSM Option

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: Association of Legal Administrators (ALA). From then on, the Association becomes “ALA.”

This holds true for the Certification Program as well, only we must remember to use the service mark, too. Unless the footnote option is used, each time the letters CLMSM are used, in combination with the words “Certified Legal Manager” or otherwise, they must be followed by the superscript SM.

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

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

Example: “The 2012-2013 ALA President is Steven D. Wingert, CLM.”

Please also note that you do not need to include parentheses when using the letters CLMSM 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)SM, the more recognizable the program will become to our members, as well as to the entire legal community.

ALA Value in Partnership (VIP)SM Program Guidelines

The rationale behind using a service mark with the ALA Value in Partnership (VIP)SM Program is the same as for the Certified Legal Manager (CLM)SM Program.

The guidelines for using the letters “ALA VIPSM” 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: ALA Value in Partnership (VIP)SM Program. From then on, the Program can be

referred to as the “ALA VIPSM Program.”

The phrase “Value in Partnership Program” by itself is not the official name of this Program and should not be used in any ALA-related literature without the service mark or without ALA in the name.



ALA Annual Conference & Expo Guidelines

The official name of our Annual Conference is “Association of Legal Administrators (or ALA) Annual Conference & Expo.” In text, write out the full name in the first reference (including **ALA** in the name) and with subsequent references in the document, this event can be referred to as “the ALA Conference,” “the Conference,” “the Expo,” etc. ALA no longer uses ordinal numbers to identify the Conference (e.g., 20th, 30th, 40th, etc.)



ALA Regional Legal Management Conference Guidelines

The official name of our Regional Conferences is the “(Insert year) ALA Regional Legal Management Conference.” When there is a combined Regional event, the name should be “(Insert year) ALA Regional Legal Management Conference (insert West or East and Region numbers, e.g., 5 & 6).” In text, write out the full name in the first reference (including **ALA** in the name) and with subsequent references in the document, this event can be referred to as “the Region (insert number) Conference.”

Community Connection Guidelines

Beginning in 2012, the program name for ALA’s community service initiative was changed to Community Connection. Chapters now have the flexibility to conduct projects at any time during the year and have the opportunity to participate in multiple efforts.

Note that the Community Connection should NOT be confused with the Chapter Challenge Program.



ALA Website

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

Example: “Please visit *www.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.