This document introduces and explains the usage of the basic visual elements of the ABA Section of Litigation brand identity: the signature, imagery, typography and color.

Combined with the provided layouts and design principles relevant to the various applications, these basic elements are used to create visual expressions of the Section.

This resource should be referred to as often as identity and branding questions arise. While not every branding question or application situation can be addressed, many foreseeable Section communication needs are presented here for your reference.
The ABA Section of Litigation Signature is the key identifier of the Section.

It consists of a shape, known as the ‘ABA Section of Litigation Triangle’ paired with the Section name rendered using specially designed letter forms. This is known as the ‘ABA Section of Litigation Wordmark.’

The Triangle and Wordmark are unique to the Section, and combined they form the ABA Section of Litigation Signature.

**Construction**

The ABA Section of Litigation Signature is constructed following simple rules.

Use the logos provided by the Section of Litigation to ensure they follow proper construction.

**Angle**

The Triangle should follow the same angle as the ABA Wordmark.

**Position of Wordmark within the shape**

The ABA Wordmark is placed 1/2 of its width from the right angle of the ABA triangle.
The Signature
Alternative Configurations

The Primary configuration is the preferred version of the signature which must be used whenever possible.

The secondary configuration of the signature may be used in cases where the primary configuration might not be the best fit.

**Bottom Right Corner — Primary**
Use whenever possible on brochure covers, postcards and print communications

**Top Right Corner**
This is the preferred configuration for email templates and other electronic instances where the Signature needs to be visible on the top of the page.

**Bottom Left Corner**
This configuration may be used in special instances where the bottom right corner or the top right corner are not available.

**Top Left Corner**
This configuration may be used in special instances where the bottom right corner or the top right corner are not available.
The ABA Signature should always be anchored on the cover page corner for any ABA Section of Litigation materials.
The Signature
Minimum Size and
Special Instances

The ABA Section of Litigation signature must be seen and recognized in order to make an impact.

Minimum Sizes
The Wordmark within the signature must be at least 0.375” in height.
The Wordmark can be used in cases where the full Signature does not fit.

Special Instances
The Wordmark may be used without the triangle in special instances where the Signature becomes too overwhelming. (i.e. Back of brochures, indicia for postage, floating on a page.)
The Signature
Unacceptable Usage

The ABA Section of Litigation Signature is special and unique, therefore, it should not be re-drawn, modified, added to or distorted in any way.

The examples on this page illustrate things that should not be done with the ABA Section of Litigation Signature.

The simplest way to follow these standards is to use the electronic artwork provided.

Unacceptable Usage

<table>
<thead>
<tr>
<th>Unacceptable Signature</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do not use the ABA Triangle without the Wordmark</td>
<td></td>
</tr>
<tr>
<td>Do not stretch or distort the Wordmark in any way</td>
<td></td>
</tr>
<tr>
<td>Do not alter the wordmark lock-up</td>
<td></td>
</tr>
<tr>
<td>Do not alter the wordmark with a different typeface</td>
<td></td>
</tr>
<tr>
<td>Do not alter the orientation of the Wordmark</td>
<td></td>
</tr>
<tr>
<td>Do not alter the orientation of the Triangle</td>
<td></td>
</tr>
<tr>
<td>Do not stretch or distort the Signature in any way</td>
<td></td>
</tr>
<tr>
<td>Do not use substitute the Triangle for any other shape</td>
<td></td>
</tr>
<tr>
<td>Do not add any effects to the Signature</td>
<td></td>
</tr>
<tr>
<td>Do not fill the triangle with images or patterns</td>
<td></td>
</tr>
</tbody>
</table>
Imagery
Illustrations

Every image we use contributes to the way the ABA Section of Litigation is perceived. In our new brand expression, we encourage use of illustrations.

Imagery should be purposeful and should reflect the event, the event location or the spirit of the Section.

Guidelines

Illustrations should be contained within a frame and never float on a page.

Avoid using the illustrations as backgrounds and don’t place type over an image.

Photography can be used in certain cases where an illustration would be less effective. For example an event brochure might be describing the accommodations. In this case it would be acceptable to rely on a photo of the hotel instead of an illustration.
Color Palette
Primary

This core set of color is used to convey an official tone in communications and materials.

Central to our color palette is the color blue. The ABA Triangle Blue is the preferred and recommended color for the Signature. Other hues of blue can be used as color accents.

Gray hues provide contrast and project a modern attitude and should be used on the typography. A generous use of white space symbolizes our confidence and straightforward nature.

Please refer to a Pantone Matching System® swatch book for precise color references. When match colors are not available, then apply CMYK (four-color) equivalents. Please note that four-color screened equivalents, when compared to Pantone match colors, will produce varied, imperfect results.

PANTONE® and PANTONE MATCHING SYSTEM® are registered trademarks of Pantone, Inc.
The Primary palette of blues and grays are the foundation for the Section materials and should be used as such.

Each piece might make use of a secondary palette to add vibrancy and optimism.

**Secondary Palette Guidelines**

The secondary palette should derive from the main imagery used on the materials.

Select colors that are complimentary to the ABA Section of Litigation Triangle blue.

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**Examples of possible secondary colors**

Please refer to a Pantone Matching System® swatch book for precise color references. When match colors are not available, then apply CMYK (four-color) equivalents. Please note that four-color screened equivalents, when compared to Pantone match colors, will produce varied, imperfect results.

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Typography
Primary Typeface

Typography is an important aspect of the ABA Section of Litigation brand identity. While always working in the background, the consistent use of a selected font will, in time, create a familiar visual tone that is meant to enhance recognition.

Primary Typeface
The official typeface is Univers Condensed, both Light and Bold.

Univers is the headline typeface and it should be used throughout all brand applications, (i.e. as titles on brochures, posters, banners, etc...)

Univers should also be used as a text typeface whenever possible.

The consistent use of this typeface along with our other brand components will provide us with a strong and distinctive visual style.

ABA Section of Litigation
Brand Guidelines
May 2012 — Version 1
In certain situations, it may not be possible to use the prescribed typeface of Univers. These include letterhead, website and other applications that rely on equipment which only have system fonts installed.

In those cases Helvetica regular, oblique, bold and bold oblique can be used to substitute Univers.
A universal grid format has been developed to provide structure to the layout and proportions of graphic elements displayed on all ABA branded communications, promotions and advertisements. By doing so, a repeatable spatial approach and visual rhythm are established, creating layout efficiencies, visual order and heightened brand familiarity.

**Cover Grid Construction:**

1. Determine the document trim size and establish its margin. Begin with margins of 0.3” all the way around the document.
2. Place the Section of Litigation Triangle lock-up Mark on one of the corners of the document.
3. Add an image to the bottom section of the document preferably in a square shape, within the 0.3” margins.
4. Add title to the cover on the top section of the page. The title should be placed be at least 0.6” from the top of the page.

**Title Here**
Subtitle here in smaller proportional size
May be broken into two or three lines
If the format asks for a horizontal arrangement. Use these guidelines.

**Horizontal Cover Grid Construction**

1. Determine the document trim size and establish its margin. Begin with margins of 0.3” all the way around the document.
2. Place the Section of Litigation Triangle lock-up Mark on one of the corners of the document.
3. Add an image to the right section of the document preferably in a square shape, within the 0.3” margins.
4. Add title to the cover on the left section of the page. The title should be placed be at least 0.6” from the top of the page, with at least 0.1” margin from the image.
Shape

The ABA Section of Litigation Shape can be used as a component of the brand identity, bringing a distinctively Section of Litigation look to layouts. It takes the form of a cut off corner, reminiscent of the angle in the ABA Triangle.

The Section Shape can be used to crop imagery, or as a holding device for flat areas of color enclosing text.

Shape Guidelines

The cut off corner should always appear on the opposite corner from the logo.

When the cut off corner is used align the title typography or the title line to the new points on the shape.

Avoid

Never use more than one cut off corner.

Never cut off a corner that is not in opposition to the logo.

Never alter the angle of the cut off corner.
If the imagery fits within a vertical crop. Use these guidelines.

**Email Version 1 Construction**

1. The live area of the email should be 640 pixels and white. The background around the live area should be gray (f0f0f0).
2. Begin with margins of 20 pixels all the way around the document.
3. The main area (left column) should be 380 pixels wide and the side bar (right column) should be 200 pixels wide.
4. Place the Section of Litigation Triangle lock-up on the top right corner of the document.
5. Add an image above the side bar and under the Section of Litigation Triangle. The image should be 200 pixels wide.
6. Determine a highlight color. This is going to be used for the color bar and all the links on the email.
7. Add the title color bar (12 pixels in height) and title on the left column of the page. The title should be placed below a title color bar.

ABA Section of Litigation

**Title Here**

Subtitle here in smaller proportional size. May be broken into several lines of text.
External communications are vital in shaping the perception of the ABA Section of Litigation Brand. The consistent use of design elements, imagery, and typographic styles will ensure a visual unity, developing a cohesive and successful awareness of the organization.

ABA Section of Litigation

Annual CLE Conference

The Premier Event for Litigators

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201 Top Speakers
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Section of Litigation

Annual CLE Conference

April 18-20, 2012
JW Marriott / Washington, D.C.

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» Conference Brochure PDF
» Register

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Make your plans and register now.

For the group rate of $289 single/charge), please reference registration.

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8.0 hours of trial skills credit and 5.0 hours of ethics credit) have been requested in 60-minute states and 13.0 hours of MCLE credit (including 8.0 hours of trial skills credit and 5.0 hours of ethics credit) have been requested in 60-minute states and 15.60 hours of MCLE credit (including 9.60 hours of trial skills credit and 6.0 hours of ethics credit) have been requested in 50-minute states.

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