

2020-2021

QUICK GUIDE

IN-HOUSE DESIGN & MEDIA SERVICES

SOUTHWESTERN LAW SCHOOL
L O S A N G E L E S

Governance and Review

To maximize the impact of Southwestern's branding on visual and verbal communications, all uses and applications of Southwestern's name, logo, and images should be reviewed by Co-Mark. This ensures consistency and cohesiveness across all media and platforms.

Please direct inquiries and proposed artwork to Co-Mark@SWLaw.edu, (213) 738-6827, or campus mail.

Always check with the Co-Mark team for guidance on uses not covered in this quick guide.

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Produced by Southwestern Law School, Los Angeles
Office of Communications & Marketing

Questions? Email Co-Mark@SWLaw.edu

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SOUTHWESTERN COLOR PALETTE

Color is a flexible and powerful tool to communicate our identity. Consistent and proper use of our color palette protects and strengthens the Southwestern identity and associated messages. When creating collateral material in color, please select from the following color palette. Southwestern’s school color is [Prager Purple](#).

Primary Colors



Prager Purple
Pantone Violet C
RGB 68-0-153
HEX 440099
CMYK 89-100-1-2



Bradley Blue
Pantone 3145
RGB 0-119-136
HEX 007788
CMYK 88-39-38-8

Secondary Colors



Bullocks Blue
Pantone 324
RGB 130-216-213
HEX 82D8D5
CMYK 45-0-21-0



Gear Gold
Pantone 125
RGB 166-129-61
HEX A6813D
CMYK 32-45-90-10



Mena Mist
Pantone 421
RGB 178-180-178
HEX B2B4B2
CMYK 13-8-11-26

Tertiary Colors



Gunning Graphite
Pantone 425
RGB 84-88-90
HEX 54585A
CMYK 48-29-26-76



Per Se Yellow
Pantone 102
RGB 255-236-45
HEX FFEC2D
CMYK 3-1-91-0



Eggshell Plaintiff
Pantone P 1-1
RGB 248-247-242
HEX F8F7F2
CMYK 0-0-2-0

The palette above lists the values used to identify and formulate our colors. Using these formulas ensures consistent reproduction in all applications and collateral. To maintain color fidelity across various media, use these call-outs to specify colors:

- Viewing on monitor/TV:** Use the RGB call-out (e.g. R:68 G:0 B:153).
- HTML:** Use the 6-digit HEX call-out (e.g. 440099).
- Printing spot color:** Use the Pantone book call-out (e.g. Violet or PMS 3145).
- Printing CMYK:** Use the Pantone book call-out (e.g. PMS 3145) or CMYK call-out (88-39-38-8).

CO-MARK SERVICES OFFERED

Best Practice:

Always state the goal or objective of your projects. If we understand your vision, we can better assist you in bringing it to life!

The Southwestern Law School Communications and Marketing Office (Co-Mark) services students, alumni, faculty, media outlets, and the community, as well as all of the departments on campus. Please allow Co-Mark a reasonable amount of time to process your requests.

Co-Mark provides a variety of services, including:

Ordering/Obtaining:

- o Business Cards
- o Magnetic Name Badges
- o Stationery (digital and PDFs for print)
- o Logos, graphics, and images for print and digital collateral

Custom Images/Graphics for Informational Pieces:

- o Awards/Trophies
- o Flyers
- o Apparel Items
- o Table Runners
- o Banners/Signs
- o Third Party Websites
- o Canvas Pages

Custom Publications:

- o Marketing publications for programs, clinics, student organizations, events, etc.
- o Admissions/Orientation/Commencement packages

Photography & Video Services:

- o Events
- o Faculty/Staff/Department Portraits
- o Livestreaming
- o Short videos, Boomerangs, Memes
- o Webinar Production

Press Releases/Social Media/SW Blog Content:

- o Promoting an event
- o Celebrating faculty, staff, and student accomplishments
- o Engaging prospective and current students
- o Highlighting issues relevant to our community, legal education, or law practice

Webpage Development/Enhancement

- o Collaborate on page/content creation on SWLaw.edu
- o Train faculty/staff so they can maintain their department/team pages on the web pages
- o Edit and perform quality/content control throughout the website

SERVICE REQUESTS

Best Practice:

Request all photography, video, and marketing services when you reserve your event date(s)/room(s) and be sure to CC Co-Mark@SWLaw.edu. Never assume that a photographer will cover your event without a specific request and confirmation.

How to Order/Make a Request

Please send an email with as much detail and context as possible to Co-Mark@SWLaw.edu. Please do not send initial requests to individual team members.

Lead/Production Time

Actual lead times and production schedules vary depending on the academic calendar, other project commitments, department capacity, complexity of request, and other factors.

Co-Mark will accommodate last-minute requests/needs to the best of our ability.

Photography

Off-site photography

Please provide at least **15 business days notice**. If no in-house photographer is available we can help recommend a third-party photographer.

On-site photography

Please provide at least **ten business days notice**.

Event album production

Please allow at least **14 business days**. If you need one or two images immediately after the event, please indicate that need at the time of the original photography request.

Faculty or Staff photograph already edited and on file. Same day.

New Faculty or Staff photograph

Photoshoot within **four–seven business days**.

Photo selects and production/delivery within **five–seven business days** after the photoshoot.

Requests for Logos

One–two business days.

Logos are downloadable from:

Southwestern's website - www.SWLaw.edu/media (Students, Public, Third-Party Service Providers)

The Co-Mark section of MySouthwestern portal - www.SWLaw.edu/portal (Faculty, Adjunct Faculty, Staff)

Custom Graphic Treatments

Five–ten business days.

*Times are affected by COVID-19

SERVICE REQUESTS CONT.

Best Practice:

Be sure to give Co-Mark a heads up on future events during your planning phase.

Catalogs, Brochures, Inserts, Posters, One-Sheets, etc.

Email Co-Mark@SWLaw.edu and schedule a planning meeting.

Outside printing services require a minimum of seven business days and up to three weeks' lead time, depending on the requirements of the print job.

Press Releases

Three–five business days if all necessary information is provided; **five–seven business days** if research is required.

For the below services, please contact the listed department—they will happily assist you.

- o Staff Announcements/Commendations—contact AdministrativeServices@SWLaw.edu
- o Office and Desk Nameplates/Department Identification—contact AdministrativeServices@SWLaw.edu
- o Alumni/Fundraising-related content/collateral/events—contact Dev@swlaw.edu
- o Changes to the Portal—contact Information Technology at ITHelp@SWLaw.edu to get credentials and training on editing your department's section of the portal
- o For changes/corrections to course descriptions—contact Registrar@SWLaw.edu
- o Student LinkedIn profiles/photo—contact CareerServices@SWLaw.edu
- o Student Organization services—email StudentAffairs@SWLaw.edu



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3050 Wilshire Boulevard · Los Angeles, CA 90010-1106