BRANDING & DESIGN 101
Presented by Communications and Marketing
You are a designer.

BRAND GUIDELINES
Understand the principals and importance of branding.

DESIGN CONCEPTS
Learn how our designers create on-brand materials.

ASSETS AND TOOLS
Get the files and tools you need to start designing.
Brand Identity

Brand identity is the visible elements of a brand, such as color, design, and logo, that identify and distinguish the brand in consumers' minds.

A brand is an emotional or even philosophical concept, while brand identity is the visual component that represents those larger ideas.
A Strong brand ID helps make Southwestern authoritative in the marketplace, credible among our competitors, and trustworthy in the eyes of our customers.
SOUTHWESTERN IS:

- **Trailblazing**
  Southwestern has encouraged enrollment of students from all walks of life long before other law schools around the country did so. Southwestern is progressive in its approach to technology and learning.

- **Scrappy**
  Southwestern students have a determination and strength of will that graduates from other schools lack. Southwestern staff share this strength.

- **Los Angeles**
  Bullocks Wilshire is a city institution. We’ve trained one of the city’s most renowned mayors. We have excellent standing in entertainment law. Prospective students cite our location as a critical factor in their attending Southwestern.

- **Public Service**
  Southwestern has inspired a commitment to public service through a rich selection of programs, courses, activities and individual pursuits.
Our Brand Identity in print

The Orientation Kit
Our Brand Identity in advertising

LAX Charging Station Advertisement
Our Brand Identity
On the web
The Southwestern Virtual Orientation Experience
Fresh off the press!

Available now on SWLaw.edu/MediaAssets
Style Guide

Quick tips

- Use correct brand elements and logo
- Use proper typefaces
- Match colors to approved color palette
Brand Guide

Logos + Elements

“A logo doesn’t sell (directly), it identifies.”
—Paul Rand
Problem:

Solution:

SOUTHWESTERN UNIVERSITY OF LAW
To be candid, I come from a low socioeconomic background wrought with substance abuse, domestic violence, and deep poverty that included periods of unemployment and even homelessness. Despite the bleak circumstances, I prioritized education. The hopes that I could break out of the cycle of violence and poverty, I now pursue a legal career in an effort to aid those in situations similar to mine, and the Public Service Program has given me the opportunities to do just that.

VINCENT CHOI
7th & Full Day Program Public Interest Law Students Association
Do's + Don'ts
Do's + Don'ts

SOUTHWESTERN LAW SCHOOL
Los Angeles, California • www.swlaw.edu

SOUTHWESTERN LAW SCHOOL
3050 Wilshire Boulevard • Los Angeles, CA 90010-1106
Brand Guide

Typography

>Type is a visual voice. Without reading, it imparts its message” — Laura Worthington

Myriad Pro

Itatem ratia cullendipsus quam aut eost, quunt quam quis se ditatecea atumqui as ut quibea quam voluptas qui sandell

Arial

Itatem ratia cullendipsus quam aut eost, quunt quam quis se ditatecea atumqui as ut quibea quam voluptas qui sandell

Univers

Itatem ratia cullendipsus quam aut eost, quunt quam quis se ditatecea atumqui as ut quibea quam voluptas qui sandell
“Color is a power which directly influences the soul” —Wassily Kandinsky
Tips for new designers from designers.

CHOOSE ONE FONT
Use only one font at a time. Avoid using multiple fonts, however, you can play around with the same font by adjusting the weight of a font by bolding or italicizing a font to provide more emphasis.

USE UP TO TWO COLORS
Use up to two colors. Color plays an important role and to provide the most contrast, use complimentary colors: purple and yellow; red and orange; green and red.

STRIVE FOR VISUAL BALANCE
Make sure there is a focal point in the design. What do you want your audience to see first? Make this the star of the design and typically, the largest. Any additional elements should enhance it and not detract from it.
Brand voice is the distinct personality a brand takes on in its communications.

Brand voice helps Southwestern stand out from the crowd.
Brand Voice

Voice:
This describes your company’s personality. It’s consistent and unchanging.

Tone:
The emotional inflection applied to your voice. It adjusts to what’s suitable for a particular piece or message.
Brand Voice
Brand Voice

Livechat

It’s more than just answering questions – or THIS would happen:

Well, it answered the question...
WHAT REALLY HAPPENED!!

HI! I was wondering when the deadline is for applications for your J.D. Program.

The deadline for Fall 2020 has passed and school started on August 13th. Fall 2021 applications go live on September 10th with an April 1st deadline.

Let me know how else I can help.
I have Fee Waiver Codes!!!
~Prof K
Brand
Voice

WHAT REALLY HAPPENED!!

I would greatly appreciate that code! I am looking to apply for next fall.

Fee Waiver

Thank you for that help!

It is my pleasure!

Here is your code: 4703SNEQYMSTF20232Q - it expires on December 31, 2020. I will have a new batch if you need to apply after Jan 1.

Keep in touch!
~Prof K
RESOURCES FOR DESIGNERS

**CANVA**
A new (or seasoned) designer's best friend.
canva.com

**GETTYIMAGES**
Your go-to place for stock images.
swlaw.edu/gettypreview

**SW MEDIA ASSETS**
Approved, hi-res versions of brand elements.
swlaw.edu/MediaAssets

**FLICKR**
Our repository of Southwestern event photos.
flickr.com/photos/swlaw/
Main Takeaways

TOGETHER, WE CAN STRENGTHEN SOUTHWESTERN'S BRAND
By following brand guidelines in our design, we forge a stronger relationship with our customers. By distributing design tasks institution-wide, you help us help you.

GETTING STARTED DESIGNING IS EASY
You have the tips, you have the tools, you understand our voice, go forth and create!

WE'RE STILL HERE TO HELP
Co-Mark still needs to approve published designs, but we're here to help you at every step of the process.