Logo Guidelines

February 2022
Our Identity

MAIN LAW SCHOOL
Primary logo should be used in most situations, however, the secondary logo is acceptable, and may be preferable, depending upon the particular application.

DEGREE PROGRAMS, CENTERS, AND JOURNALS
A standard logo created by the Marketing team is available for use for each of these entities.

BLUHM LEGAL CLINIC
A Clinic center may use the official Bluhm Legal logo, in conjunction with the name of the center in plain text separated by a distance.

A center may use the Marketing-created logo* which includes both the Bluhm Legal Clinic designation and the name of the specific center. These are available for all centers.

*In the rare instance that a center has a custom logo, this may be used as long as it appears in conjunction with the official Bluhm Legal Clinic logo. All custom logos must be approved by Marketing.
STUDENT ORGANIZATIONS

Student organizations must use the official student organization logo (to the right) on websites, printed materials, and promotional items. They may also include their organization’s specific logo (if one exists) or the name of the organization in plain text.

The Marketing department can create a combined logo, as in the case of the Latinx Law Students Association.

NLAw LOGOS

The NLaw logos should be limited to use where the standard logos will not fit on promotional items (e.g., a pin). Contact the Marketing department for permission.