



## **Guidelines and recommendations for use of the USLAW NETWORK logo**

We encourage USLAW member firms to incorporate the USLAW logo in their firm's electronic, print and social communications. For seamless implementation, we have provided some quick and easy tips, guidelines and recommendations below to assist you with these efforts.

### **Official Logos**

For the social media-specific logos listed below, the logos have been sized per the social media channel's recommended guidelines:

- USLAW Logo ([JPEG](#) for web and [EPS](#) vector files for print)
- USLAW Member Logo ([JPEG](#) for web and [EPS](#) vector files for print)
- USLAW Member Logo for LinkedIn ([JPEG](#) Only)
- USLAW Member Logo for Facebook ([JPEG](#) Only)
- USLAW Member Logo for X, formerly known as Twitter ([JPEG](#) Only)
- USLAW NETWORK Foundation Logo ([PNG](#) and [EPS](#) vector files)

### **Modifications**

The USLAW logo, USLAW Member logo and the USLAW NETWORK Foundation logo MUST be used as it appears in the logo file. No member may reposition, redraw, reshape or alter any of these logos.

### **Logo Colors**

#### **USLAW and USLAW Member logo - Pantone 704 Red and Pantone 287 Blue**

The official colors of the USLAW logo and USLAW Member logo must be adhered to exactly if the logo is used in color. The logos may also be used in grayscale. In instances of dark backgrounds, where the red and blue logo colors may be difficult to read, the eps vector file may be converted to white. No other color deviations are allowed.

#### **USLAW NETWORK Foundation logo colors**

The logo is a four-color file, using Pantone 704 Red and Pantone 287 Blue to represent the USLAW portion of the logo. The logos may also be used in grayscale. In instances of dark backgrounds, where the red and blue logo colors may be difficult to read, the eps vector file may be converted to white. No other color deviations are allowed.

### **Logo Size**

Please consider readability and logo visibility when placing the USLAW logo, USLAW Member logo and the USLAW NETWORK Foundation logo on your communications materials. We discourage sizes so small that readability is compromised. When using these logos in either print or digital, always be cognizant of readability issues and how the logo will appear in its final application.

### **Logo + White Space**

When placing the USLAW logo and USLAW Member logo, always make sure a clear area equal to the height of the “U” in USLAW is around all sides of the logo.

### **Law Firm Home Page**

USLAW recommends you use the “USLAW Member” logo on your firm’s home page. When using the USLAW logo and/or the USLAW Member logo on your website, please always link the logo to [uslaw.org](http://uslaw.org).

### **USLAW NETWORK Reference**

When referring to USLAW NETWORK or USLAW, please use all caps every time, as this is the official way to represent the organization.

- USLAW NETWORK
- USLAW NETWORK member firm
- USLAW NETWORK member
- USLAW
- USLAW member firm
- USLAW member
- USLAW NETWORK Foundation

### **Attorney Email Signatures**

USLAW recommends you use the “USLAW Member” logo in your email signature. Please link the logo to [uslaw.org](http://uslaw.org).

### **Other Firm Electronic Brochures/Newsletters, etc.**

We encourage USLAW member firms to add the USLAW logo to their electronic communication (newsletters, magazines, brochures, etc.). Once again, please use the “USLAW Member” logo and link to [uslaw.org](http://uslaw.org).

### **Business Cards/Stationery**

While we recognize there is an added expense associated with print materials (unlike electronic ones), several firms have incorporated the logo into their business cards and stationery. While we encourage the use of the “USLAW Member” logo for print materials, please feel free to use the USLAW logo that best suits the design of the materials.

### **Editorial or Advertisement Use**

Any member wishing to reproduce the USLAW name or logo in any editorial article or advertisement must submit a request for such use to USLAW not less than one week prior to the planned date of publication. Please submit the proposed use to [connie@uslaw.org](mailto:connie@uslaw.org). This will give USLAW adequate time to review each request and respond in a timely manner. Requests must include an explanation of the intended use and a sample of that use.

Thank you for incorporating these suggestions. The USLAW logo has quickly become well recognized, and by proudly demonstrating your involvement in the NETWORK, you will share in the benefit this strong brand provides.