



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've provided some quick and easy tips, guidelines and recommendations below to assist you with these efforts.

Official Logos

The following logos are available for download from the member-only section of USLAW Connect. 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 Twitter (JPEG Only)

Modifications

The USLAW logo and the USLAW Member logo MUST be used in its entirety and as it appears in the logo file. No member may reposition, redraw, reshape or alter the USLAW logo or USLAW Member logo.

Logo Colors

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.

Logo Size

Please consider readability and logo visibility when placing the USLAW logo and USLAW Member logo on your communications materials. We discourage sizes so small that readability is compromised. The approved minimum logo size should not be smaller than .5".

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 www.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
- USLAW member firm
- USLAW NETWORK member firm
- USLAW member
- USLAW NETWORK member

Attorney Email Signatures

USLAW recommends you use the “USLAW Member” logo in your email signature. Please link the logo to www.uslaw.org.

Other Firm Electronic Brochures/Newsletters, etc.

We encourage USLAW member firms to add the USLAW logo to all of their electronic communication (newsletters, magazines, brochures, etc.). Once again, please use the “USLAW Member” logo and link to www.uslaw.org.

Business Cards/Stationery

While we recognize that there is expense associated with print materials (unlike electronic), 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. 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 very well-recognized and by proudly demonstrating your involvement in the NETWORK, you will share in the benefit this strong brand provides.