Introduction

The Center for American and International Law Branding Style Guide exists to ensure cohesive, clear, and effective communication across all customer touch points. Establishing consistent communication ensures that CAIL’s brand will ring strong, true, and recognizable within the marketplace. Therefore, it is extremely important to learn and follow this document closely.

The Branding Style Guide is a living document. As the company grows and develops, there may be a need for the brand to evolve. When these changes happen this document will expand, grow, be added to and be edited when necessary.

Marketing Approval

Use of the Center’s logo or the logo of our Institutes, and photos/videos on our website requires permission and must follow our brand guidelines. If you would like to use our logo or photos found on our website, please contact Ellen Beth Levitt at eblevitt@cailaw.org.
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The CAIL logo is an extension of the brand and reflects the character of our organization. The logo communicates the organization’s core attributes of international education and scholarship, professionalism, justice and the rule of law, leadership and vision.

Seen here is the preferred corporate signature in the stacked vertical layout. The complete and full signature consists of the logo symbol and logotype. Whenever size and layout permits, the full and complete signature should be used.

The logo should be reproduced from a clean, crisp original. A Photostat of 1200 dpi (dots per inch) will yield the best results, but nothing less than 300 dpi should ever be used.

The logo should not be used in conjunction with another logo unless specifically separated and typeset with a qualifier such as “sponsored by” or “in partnership with.”

The stacked logo must never be reduced to a size less than 0.6 inch in height, and the horizontal logo less than 0.3 inch in height unless approved by the Director of Marketing.
Horizontal Signature

The horizontal signature can be used whenever size and layout favors this solution over the preferred stacked signature, such as on the web.

The logo symbol is reduced in size and placed to the left of the logotype, which becomes left justified.
The grid diagram of the corporate signatures shows the precise spacing and proportional rations within each signature. These proportional relationships should never be altered.

The "x" units are used as the primary form of measuring distances between elements; "x" is defined by the total height of the “T” in “THE”.

The width of the word “LAW” from the logotype should be used in the stacked signature to determine the amount of required clear space. In the horizontal signature, use the letters “LA” to determine the required clear space. No text or graphic of any kind should infringe on the clear space. This ensures the signature has proper space to "breathe".
Logo Symbol and Logo Type

**Logo Symbol**
There are appropriate times to use the logo symbol alone. For example, when used as a decorative element or as an element in design.

**Logo Type**
The logotype alone should only be used where extreme size and layout constraints exist. It should only be used in the center justified version from the stacked signature.

THE CENTER FOR AMERICAN AND INTERNATIONAL LAW
Corporate Signature Colors

Seen here is the color palette for the Corporate Signature. The color values and the application of those values to the various parts of the logo symbol and logo type should never be altered or changed in any way.

THE CENTER FOR AMERICAN AND INTERNATIONAL LAW
Corporate Signature Usage

Whenever possible, the Corporate Signature should always be used in full color. However, where color usage limitations exist, the signature should be used in one color using halftones. Where halftones are not an option, the one color version using outlines for the globe can be used.
Incorrect Usage of Logo

The integrity of the CAIL logo must be respected at all times. Any modification or manipulation of the logo in any of the signature forms confuses meaning and diminishes impact. While no alterations should be made to the logo in anyway, the following non-exhaustive list covers some common misuses (all rules apply to stacked, horizontal and corporate one color signatures):

A) Do not alter the proportions
B) Do not place the logo in a colored box and place on a white background
C) Do not alter, change, or rearrange the color values
D) Do not tilt or rotate
E) Do not place the logo on background images
F) Do not change the proportional relationship
G) Do not rearrange logo elements
H) Do not add visual effects
I) Do not change the logo to outlines
Corporate Typeface

The typeface Proxima Nova is the approved typeface for the CAIL brand and all of its institutes. The approved weights of the typeface are Bold, Semibold, Regular, and Light. For body copy, use the regular weight. Use Arial for body copy in emails and other online media where web fonts are not available. Use Helvetica where Arial is not available. The approved serif font is Caslon and should only be used in publications.

**Proxima Nova Bold**

ABCDEF GHJKL MNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()_+?<>:"{ }

**Proxima Nova Semibold**

ABCDEF GHJKL MNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()_+?<>:"{ }

**Proxima Nova Regular**

ABCDEF GHJKL MNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()_+?<>:"{ }

**Proxima Nova Light**

ABCDEF GHJKL MNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()_+?<>:"{ }

**Helvetica Regular**

(Online body copy only where web fonts are not available.)

ABCDEF GHJKL MNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()_+?<>:"{ }

**Arial Regular**

(Online body copy only where web fonts and Helvetica is not available. Correspondence text on letterheads)

ABCDEF GHJKL MNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()_+?<>:"{ }

**Caslon Regular**

(Serif font - For use in printed journals / publications)

ABCDEF GHJKL MNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()_+?<>:"{ }
Institute Signatures (Logos)

Institute for Law Enforcement Administration

The five main educational institutes within CAIL have their own signature. Each signature is a monotone version of the Corporate Signature in its exactness; only the additional “Institute for” identifier type has been added along with the respective institute name.

The same stacked and horizontal layouts, as well as the same proportional rations that exist in the Corporate Signature, exist for each institute signature as well.

Do not use another form of logo mark or identification, nor other colors or combinations. Only use signatures in this Branding Style Guide to represent the respective institutes.
Institute Signatures (Logos)

Southwestern Institute for International and Comparative Law
Institute Color Usage

Seen here are the respective color palettes for the institutes. The color values and the application of those values to the various parts of the signatures should never be altered or changed in any way.
The stationery suite consists of business cards, letterhead, mailing labels, and envelopes. A design is displayed for each institute. The back of the business cards and the letterhead have a full bleed design. The envelopes are designed for an A9 template.
Dear Mr. Stevens,

Lorum ipsum dolor sit amet, consectetur adipiscing elit, ac placerat nisl vel ultrices. Nullam ornare, dui vel dapibus, mi elit vulputate elit, ac placerat nisl vel ultrices.

Pellentesque in sagittis ante. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Curabitur ac tellus consequat mi vehicula ultrices at eu turpis.


Fusce elementum, risus eget ultrices, tincidunt ultrices. Fusce sit amet et dolor bibendum, ornare porttitor diam, a facilisis turpis. Sed feugiat vehicula, purus ligula porttitor diam, a facilisis turpis.

Sincerely,

Jonathan Doe
President & CEO
Dear Mr. Stevens,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, ac placerat mi, elit. Praesent mattis tincidunt ultrices. Fusce elementum, risus eget euismod semper, diam nisi tristique risus, non congue nulla mauris non velit. Aenean mauris purus, consectetur vitae tempus eu, posuere nec ante. Vivamus id libero metus. Phasellus ac justo a eleifend. Praesent mattis tincidunt ultrices. Fusce elementum, risus eget euismod semper, diam nisi tristique risus, non congue nulla mauris non velit.

Sincerely,

Jonathan Doe
President & CEO
Stationery Suite Design

Envelopes
Stationery Suite Design

Envelopes
Below are the corporate email signatures for each institute. The logo with the rule line above it should be the only image for the signature. The rest of the signature should only be plain text.