



THE CENTER FOR AMERICAN AND INTERNATIONAL LAW

Branding Style Guide



Institute for
**LAW ENFORCEMENT
ADMINISTRATION**



Institute for
**TRANSNATIONAL
ARBITRATION**



Southwestern Institute for
**INTERNATIONAL AND
COMPARATIVE LAW**



Institute for
ENERGY LAW



Institute for
**LAW AND
TECHNOLOGY**

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

Marketing Approval or guidance can be obtained by contacting the Director of Marketing. When reproducing the logo for print or online, please send an electronic copy or the url to kspicer@cailaw.org.

Preferred Corporate Signature (logo)

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.



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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.



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Corporate Signature Grid Diagram

The grid diagram of the corporate signatures shows the precise spacing and proportional ratios 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



Logo Symbol

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AND INTERNATIONAL LAW**

Logo Type

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**



C:79 M:65 Y:57 K:54
R:41 G:52 B:59
HEX: #29343A
PANTONE: 5463 C



C:84 M:40 Y:24 K:2
R:30 G:126 B:161
HEX: #1E7EA1
PANTONE: 314 C



C:18 M:26 Y:53 K:0
R:211 G:183 B:133
HEX: #D3B685
PANTONE: 7502 C

Corporate Signature Usage

Whenever possible, the Corporate Signature should always be used in full color. However, where color usage limitations exists, 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.



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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 Helvetica for body copy in emails and other online media where web fonts are not available. Use Arial where Helvetica is not available.

Proxima Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()_+?<>:\”{ }

Proxima Nova Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()_+?<>:\”{ }

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()_+?<>:\”{ }

Proxima Nova Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()_+?<>:\”{ }

Helvetica Regular

(Online body copy only where web fonts are not available.)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()_+?<>:\”{ }

Arial Regular

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

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.

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



Institute for
**LAW ENFORCEMENT
ADMINISTRATION**



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Institute for
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Institute Signatures (Logos)

Institute for Transnational Arbitration



Institute for
**TRANSNATIONAL
ARBITRATION**



Institute for
**TRANSNATIONAL
ARBITRATION**



Institute for
**TRANSNATIONAL
ARBITRATION**



Institute for
**TRANSNATIONAL
ARBITRATION**



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Institute for
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ARBITRATION**



Institute for
**TRANSNATIONAL
ARBITRATION**



Institute for
**TRANSNATIONAL
ARBITRATION**

Institute Signatures (Logos)
Institute for Energy Law



Institute for
ENERGY LAW



Institute for
ENERGY LAW



Institute for
ENERGY LAW



Institute for
ENERGY LAW



Institute for
ENERGY LAW



Institute for
ENERGY LAW



Institute for
ENERGY LAW



Institute for
ENERGY LAW



Institute for
ENERGY LAW



Institute for
ENERGY LAW



Institute for
ENERGY LAW



Institute for
ENERGY LAW

Institute Signatures (Logos)

Institute for Law and Technology



Institute for
**LAW AND
TECHNOLOGY**



Institute for
**LAW AND
TECHNOLOGY**



Institute for
**LAW AND
TECHNOLOGY**



Institute for
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Institute for
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TECHNOLOGY**

Institute Signatures (Logos)

Southwestern Institute for International and Comparative Law



Southwestern Institute for
**INTERNATIONAL AND
COMPARATIVE LAW**



Southwestern Institute for
**INTERNATIONAL AND
COMPARATIVE LAW**



Southwestern Institute for
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Southwestern Institute for
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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.



Institute for **LAW ENFORCEMENT ADMINISTRATION**



C:84 M:40 Y:24 K:2
R:30 G:126 B:161
HEX: #1E7EA1
PANTONE: 633 U



C:84 M:40 Y:24 K:26
R:22 G:102 B:161
HEX: #166683
PANTONE: 315 U



C:55 M:16 Y:15 K:0
R:113 G:177 B:200
HEX: #71B1C8
PANTONE: 7458 C



C:34 M:1 Y:8 K:0
R:163 G:216 B:229
HEX: #A3D8E5
PANTONE: 304 U



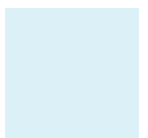
Institute for **TRANSNATIONAL ARBITRATION**



C:50 M:11 Y:6 K:8
R:113 G:175 B:205
HEX: #71AECC
PANTONE: 7458 C



C:56 M:12 Y:6 K:22
R:85 G:150 B:100
HEX: #5596B3
PANTONE: 7696 C



C:12 M:0 Y:2 K:0
R:220 G:241 B:246
HEX: #DCF1F6
PANTONE: 7457 U



C:78 M:47 Y:32 K:6
R:65 G:115 B:140
HEX: #41738C
PANTONE: 7698 C



Southwestern Institute for
**INTERNATIONAL AND
COMPARATIVE LAW**



C:62 M:25 Y:77 K:10
R:104 G:143 B:91
HEX: #678E5A
PANTONE: 7741 U



C:64 M:26 Y:79 K:32
R:78 G:114 B:70
HEX: #4D7145
PANTONE: 349 U



C:41 M:21 Y:53 K:0
R:156 G:174 B:135
HEX: #9CAE87
PANTONE: 7494 C



C:77 M:48 Y:76 K:49
R:42 G:70 B:51
HEX: #2A4633
PANTONE: 553 C



Institute for
ENERGY LAW



C:16 M:50 Y:79 K:1
R:210 G:139 B:77
HEX: #D28B4D
PANTONE: 7569 U



C:10 M:52 Y:83 K:22
R:182 G:114 B:54
HEX: #B67236
PANTONE: 7572 C



C:11 M:39 Y:64 K:0
R:223 G:163 B:108
HEX: #DFA36C
PANTONE: 721 C



C:33 M:64 Y:97 K:24
R:143 G:89 B:39
HEX: #8F5927
PANTONE: 464 C



Institute for
**LAW AND
TECHNOLOGY**



C:25 M:85 Y:57 K:9
R:177 G:70 B:87
HEX: #B04556
PANTONE: 7419 C



C:25 M:85 Y:57 K:34
R:138 G:51 B:66
HEX: #893341
PANTONE: 506 C



C:21 M:55 Y:32 K:0
R:199 G:132 B:143
HEX: #C7848F
PANTONE: 694 C



C:43 M:73 Y:50 K:22
R:128 G:77 B:89
HEX: #804D59
PANTONE: 7421 U



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