Logo

Primary logo

The primary logo is available in two formats: one appropriate for vertical use and another appropriate for horizontal use. The appropriate format depends on the material to be branded. Use the version that will be most readable and attractive.

The primary logo consists of the shield, the wordmark, and the tagline in a single unit.

Vertical format

Use the logo exactly as shown.

Keep the shield, text, and tagline portions of the logo together in the proportions shown.

Do not alter the logo in any way.

Only consider removing the tagline "Private and independent since 1923" if the item on which it is printed will be too small, making the tagline illegible.

Horizontal format

If absolutely necessary, the wordmark (the text portion of the logo) can be used alone, without the shield and tagline.

Wordmark

School Colors

The law school's primary colors are:

Dark blue, PMS 294

Gold, PMS 124

The school's primary colors should be used prominently, where appropriate.

For print use	For web use
PMS 294	**R**0 **G**47 **B**108
C100 **M**74 **Y**0 **K**45	**Hex:** 002F6C

For print use	For web use
PMS 124	**R**234 **G**170 **B**0
C0 **M**29 **Y**100 **K**1	**Hex:** EAAA00

Logo color

Logo color applications

All variations shown here are acceptable for both vertical and horizontal logo formats.

Full color
Use whenever possible

PMS 294
Use when restricted to one-color PMS printing

Black
Use when color is not an option

Reverse white

Reversing out of darker, contrasting colors is acceptable. Reversing out of a multicolored graphic or a busy photograph is not recommended.

Reverse white option

In certain special instances, it may be permissable to use the color shield in combination with white text. Please note this option is ONLY available when the background color allows sufficient contrast for the PMS 294 blue in the shield to be clearly visible. When in doubt, please consult with the MarCom Dept.

Logo usage

When using the logo, do not:

- Stretch, force fit or alter the logo proportions
- Add or remove elements within the logo
- Change the colors within the logo
- Reset text in other fonts
- Use graphic effects such as drop shadows or 3D modeling
- Use the shield as a stand-alone element