Because the first formal contact many people have with the university is through printed and online materials, it is important that these materials project a consistent and readily identifiable image. This publication includes a description of the logo and guidelines for its use, including official colors and typefaces, as well as the appropriate use of existing university symbols. Repeated and consistent use of the logo is critical to establishing and maintaining our identity with our many constituents.

**Graphic identity checklist**

- All Washburn University School of Law communications materials, whether printed or digital, should display an approved version of the logo. When it isn’t possible to use the logo, you should include a text identifier: Washburn University School of Law.
- The logo should be displayed in a prominent location on communication material.
- Use only authorized digital files of the logo.
- When a logo is reduced or enlarged, it should be treated as one unit. Resize all elements proportionately. Do not reduce the logo below 1.25 inches in height.
- Check color for accuracy and ensure that the logo is legible in the chosen print context.
- A logo should never be incorporated into illustrations, cartoons, or other symbols or logos. It is not intended to be a decorative repeating element.
- A logo does not have to be large to be effective, but it should have ample space around it for legibility and visual integrity.
- The logo can appear in color (PMS 654) or black. The logo should only be reversed out of a dark background.
- Partnerships: Logos of outside organizations may appear in the same size and visual plane as the Washburn Law logo to indicate partnerships or joint sponsorships.

Those departments with strong and consistent visual identities already in place are encouraged to incorporate the Washburn Law logo within their existing publications style guidelines. Please contact Marketing Communications to consult on appropriate size and placement.

**name: Washburn University School of Law**

Use Washburn University School of Law on first reference. On subsequent references, use Washburn Law. Do not use abbreviations such as WUSOL, WULS, WU Law, Washburn School of Law, Washburn Law School, Washburn University of Law, Washburn University Law, or Washburn University Law School.
**colors**
The official colors of Washburn University School of Law are PMS 654 (blue) and PMS 1215 (yellow). The logo should preferably be printed in PMS 654 on a white background or printed in white on a PMS 654 background. The logos can also be used in back. Other uses and colors of the logo are acceptable upon approval.

**logos**
The Washburn University School of Law logo has two versions, with the scales icon above the text or to the left of the text.

**Guidelines for all Logos:**

- Do not add any words or other images to a logo.
- Do not modify a logo with an unauthorized typeface.
- Do not modify, distort, obscure, and computer or camera enhance a logo in any way. (i.e.: do no place image or type over the logo)
- Do not modify the size or position relationships for any element within a logo.
- Do not turn a logo on its side or upside down.
- Do not put any logo over images.
- Do not put any logo over patterned or textured backgrounds.
- Do not rotate logos or place on an angle.
- Do not use existing logos to create new marks without approval from the Marketing department.