

Usage

UDC Law's logos give proprietary identification to the school; therefore, usage is restricted to officially recognized entities (e.g., student organizations, clinics, institutes, and centers) that receive approval from Law Communications.

Personal, commercial, or non-approved use of the official trademarks, logos, or their likeness is prohibited; this includes event posters/flyers, social media graphics, clothing, web spaces, various products, etc.

Individual unit logos that have not been approved or issued by Law Communications are not permitted.

Law school units or affiliates who partner with external organizations or events must seek approval from Law Communications before agreeing to share or allow use of UDC Law's logos, images, or other branded items with these entities.

Email lawcomm@udc.edu with questions or to request permission for the use of logos.

Institutional Name

Upon first reference, write out the full name of the school followed by a parenthetical with the abbreviated version:

**University of the District of Columbia
David A. Clarke School of Law (UDC
Law)**

Subsequent reference to the school can be made using **UDC Law**.

Once both the full name and abbreviation UDC Law have been utilized in the writing, it is permissible to reference the institution as the **School of Law**.

UDC Law is preferred for social media.

Not acceptable:

UDC-DCSL / UDC DCSL

UDC-DACSL / UDC DACSL

Clarke School of Law

UDC Law School

University of D.C. / DC

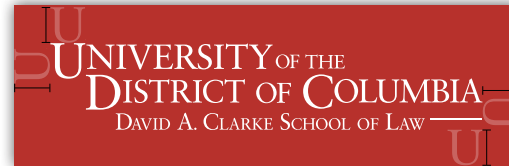
D.C. School of Law / DC School of Law

Identity

Only the following text logos are official. Any variant (e.g., in another color) is not an official identity mark and should not be used.

UNIVERSITY OF THE
DISTRICT OF COLUMBIA
DAVID A. CLARKE SCHOOL OF LAW

UNIVERSITY OF THE
DISTRICT OF COLUMBIA
DAVID A. CLARKE SCHOOL OF LAW



Logo should not span full width of page or image; do not place flush with edge of page or screen.

Clear space has been established to ensure logo visibility and impact. Always surround the UDC Law logo with at least the required minimum of clear space, which is **equal to the height of the capital "U" in University** (see boxed red logo above for illustration). Maintaining the Clear space zone between the logo and other graphic elements such as type, images, other logos, etc. ensures that the logo always appears unobstructed and distinctly separate from any other graphic elements.

Logos must **always** be placed with a fixed proportion of height to width. **Do not** stretch them wider/horizontally or taller/vertically. Scale each logo proportionally **only**, i.e., with height and width percentages of the original logo size being equal (e.g., 90% width and 90% height).

Minimum print size
2.5" wide
1" for promotional premiums

Minimum screen size
150 px at 75dpi

As a general rule, the logo should remain large enough for all text to be legible at actual size.

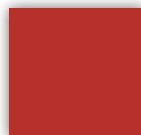
Do not place logo over busy graphics or photos.

UDC LAW Social Media: The mark to the left is for use as an icon (avatar, profile picture) on official UDC Law social media channels. Its clear and simple design allows it to be legible on small screens. Do not use without express permission from Law Communications.

Logo variants: The marks below are not (or are no longer) official marks of the university or the law school and are prohibited.



Color Palette



Red

PMS 7620

RGB:
R-183 G-49 B-44

CMYK:
0, 95, 94, 28

Web/Hex: #B7312C



Gold

PMS 142

RGB:
R-239 G-189 B-71

CMYK:
0, 25, 76, 0

Web/Hex: #EFBD47



Gray

PMS 742

RGB:
R-162 G-164 B-163

CMYK:
1, 0, 1, 36

Web/Hex: #A2A4A3

Tag Line

PRACTICE LAW. PROMOTE JUSTICE. CHANGE LIVES.

Style and color of tag line can be changed depending on use but should remain consistent with identity.