



Law Society
of Scotland

Member

Member logo guidelines

Contents

Introduction	3
Our Member logo	4
Design rules	5
Terms of use	8
Best practice	9
File formats	14

Introduction

Members of the Law Society of Scotland who hold current practising certificates are entitled to use the Member logo on their letterhead, business cards, website, email signature and marketing material if they wish. An updated version of the existing Member window sticker is also available from the Law Society of Scotland marketing team.

The logotype will signify to your current and future clients that you are a fully qualified and regulated solicitor with all of the benefit and protections that the profession provides.



Our Member logo

The Law Society of Scotland Member logotype comprises four elements, the holding device, name and crest and the title 'Member'; these, along with the two colours, reflect the heritage, history and essential Scottish nature of the Society. These components are always placed in this fixed relationship and the logotype must never be altered, separated or amended in any way.

The preferred rendition for use by members is the top yellow and blue version *LS1* illustrated opposite. Wherever possible reproduction should be in two colours on a white or dark background.

In some instances, particularly for digital use or where the existing colour scheme presents a clash with company colour schemes, the single blue *LS2* version may be used. The grey *LS3* version should only be used for any black and white printing requirements.



LS1



LS2



LS3

Exclusion zone and minimum size

Exclusion zone

To ensure its integrity and visibility, the Member logo should be kept clear of competing text, images and graphics. There is a permitted clear area required around the identity as indicated in diagram LS4. Do not place any other element within this space.

Minimum size

We have established a minimum size recommended for printing, it should not be used smaller than 24mm in width, as indicated in the diagram LS5. The logo should never be used so small that it is difficult to read.

A minimum size of 100 pixels wide (set at screen resolution of 72dpi) has been recommended for screen/digital use.



LS4



LS5

Incorrect usage

It is important that the Member logo is used correctly and consistently in all applications. If the logo is altered or recreated in any way, the impact, consistency and recognition of the Law Society of Scotland brand will be compromised.

- 1 Do not change the appearance, colour, shape or size of any element of the logo.
- 2 Do not change the proportions or remove any part of the logo.
- 3 Do not stretch the logo.
- 4 Do not condense the logo.
- 5 Do not use a low resolution version of the logo.
- 6 Do not place the logo on a coloured background without a white keyline. Overly busy photography or patterns should be avoided entirely.
- 7 Do not use the logo without the holding device.
- 8 Do not rotate the logo.









Colour

The Member logo must appear in full colour, blue or 75% grey at all times.

Please refer to the Pantone and CMYK references opposite for print work.

The RGB and web colours are for screen (including web, email, PowerPoint presentations and TV advertising).

		C 0 M 14 Y 86 K 0	R 253 G 218 B 36	Coated PMS 115 Uncoated PMS 108 WEB fdda25
		C 100 M 70 Y 8 K 54	R 0 G 47 B 95	Coated PMS 295 Uncoated PMS 295 WEB 002f5f
		C 0 M 0 Y 0 K 75	R 90 G 87 B 88	WEB 5a5758

Terms of use

- 1.** Only qualified solicitors with a current-year practising certificate who also hold current membership in the Law Society of Scotland are permitted to use the Member logotype.

Should the individual at any time cease to hold a current PC or membership, then they must immediately remove the solicitor Member logotype from all of their communications materials.

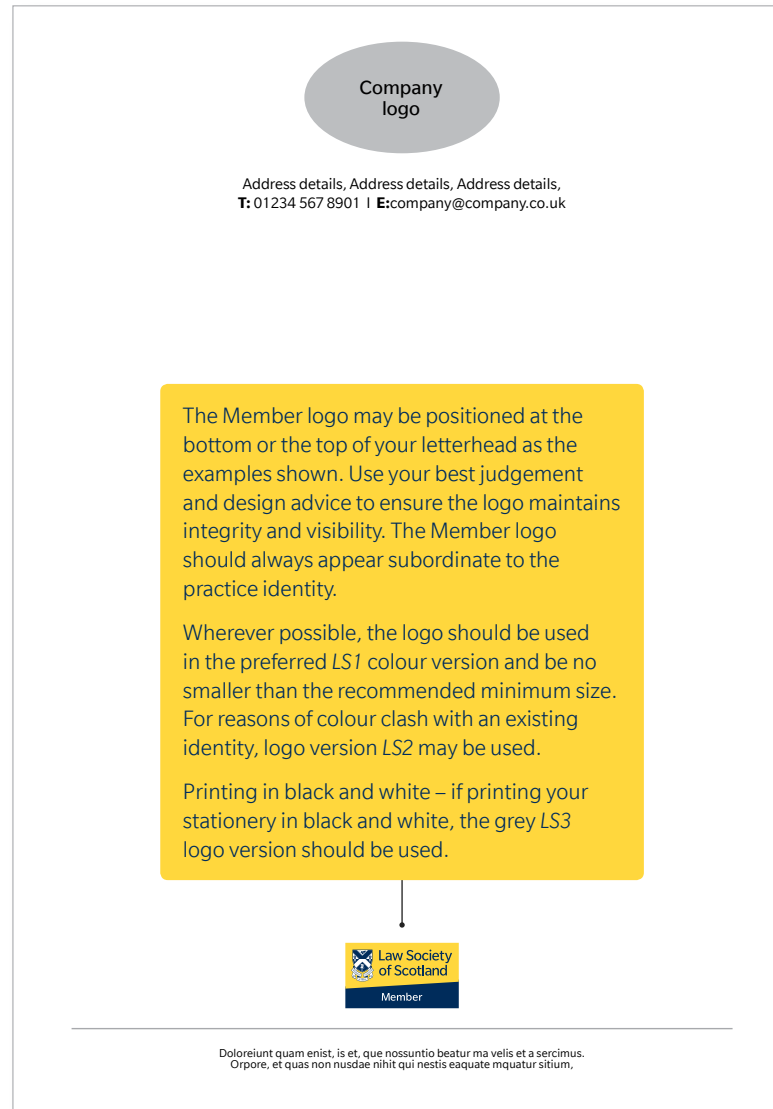
- 2.** Use of the logotype is voluntary.
- 3.** The logotype may be used on the firm's and solicitor's stationery, including letterhead and solicitor member business cards, website, solicitor member email signatures, and electronic and printed marketing materials such as brochures, signs and advertisements.

- 4.** The Law Society of Scotland Member logotype cannot be given greater prominence than your firm's / organisation's brand or logo or used in any way that might mislead the public.
- 5.** When the logotype is used online it is recommended (though not required) that is linked to www.lawscot.org.uk/yourscottishsolicitor
- 6.** All use of the logotype must be in accordance with the Brand Guidelines.
- 7.** The logotype is the intellectual property of the Law Society of Scotland and is protected by applicable copyright and /or other intellectual property laws.

Best practice

Letterheads

Please note the logos opposite don't follow the minimum size guidelines; they serve to illustrate the recommendations on logo use for letterheads.




Company logo

Address details, Address details, Address details,
T: 01234 567 8901 | E: company@company.co.uk

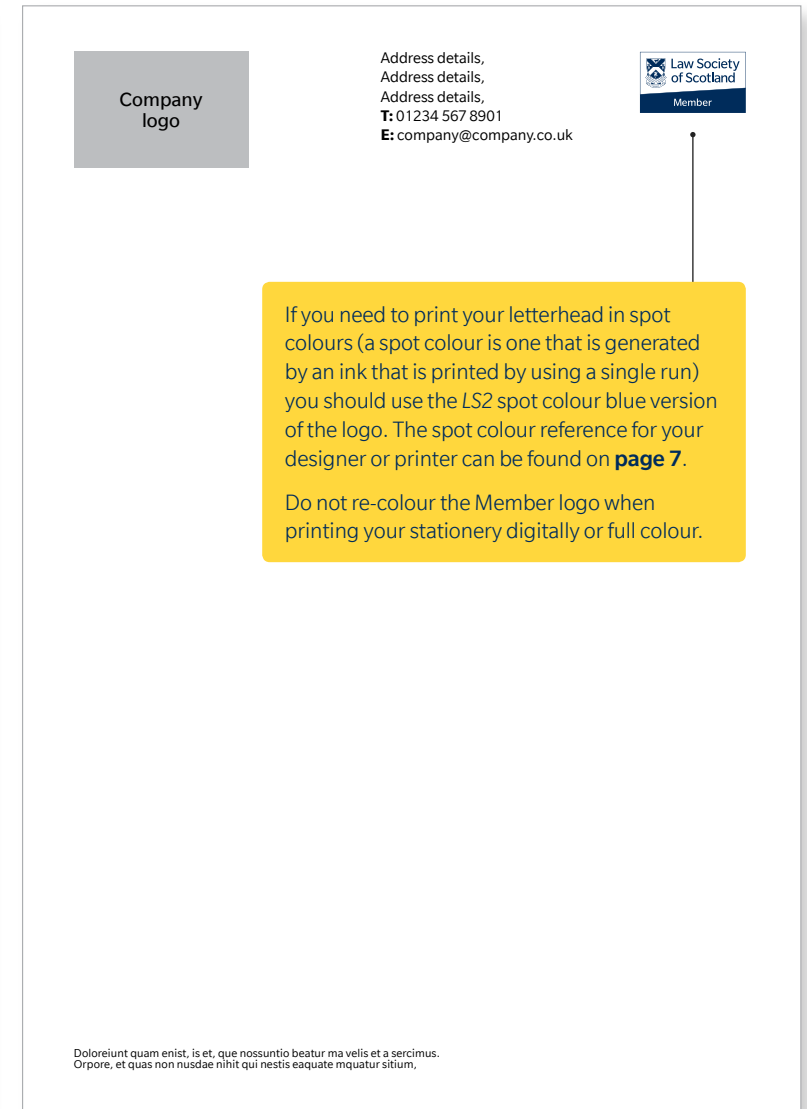
The Member logo may be positioned at the bottom or the top of your letterhead as the examples shown. Use your best judgement and design advice to ensure the logo maintains integrity and visibility. The Member logo should always appear subordinate to the practice identity.

Wherever possible, the logo should be used in the preferred *LS1* colour version and be no smaller than the recommended minimum size. For reasons of colour clash with an existing identity, logo version *LS2* may be used.

Printing in black and white – if printing your stationery in black and white, the grey *LS3* logo version should be used.




Doloreiunt quam enist, is et, que nossuntio beatur ma velis et a sercimus.
Orpore, et quas non nusdae nihit qui nestis eaquate mquatur sitium.



Company logo

Address details,
Address details,
Address details,
T: 01234 567 8901
E: company@company.co.uk



If you need to print your letterhead in spot colours (a spot colour is one that is generated by an ink that is printed by using a single run) you should use the LS2 spot colour blue version of the logo. The spot colour reference for your designer or printer can be found on **page 7**.

Do not re-colour the Member logo when printing your stationery digitally or full colour.

Doloreiunt quam enist, is et, que nossuntio beatur ma velis et a sercimus.
Orpore, et quas non nusdae nihit qui nestis eaquate mquatur sitium.

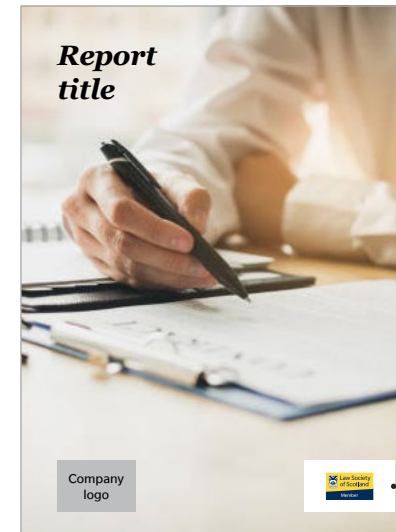
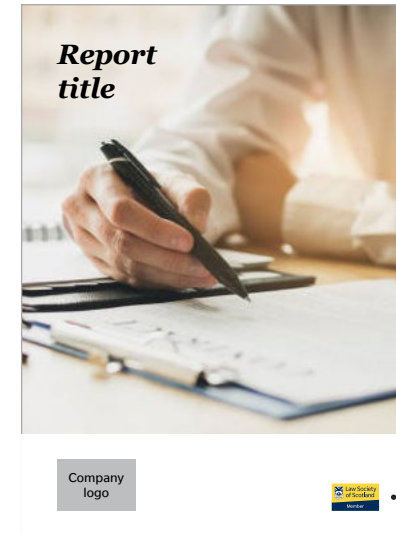
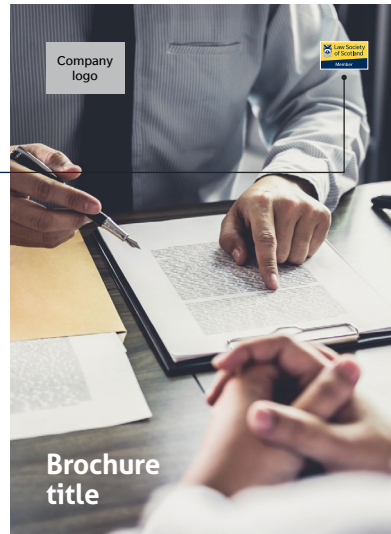
Marketing material

The Member logo may be placed anywhere on your marketing material. We recommend that you take the advice of a design professional in the application of the Member logo, but please use your best judgement to ensure the logo maintains integrity and visibility.

Please note the logos opposite don't follow the minimum size guidelines; they serve to illustrate the recommendations for logo use on marketing material.

Ensure a white keyline is added to the full colour logo if being used on a photographic or coloured background.

The logo may be used in full colour or monotone blue. Its size should be no smaller than the recommended minimum size set on **page 5**.



It's preferable to position the Member logo on a white strip as opposed to a busy background.

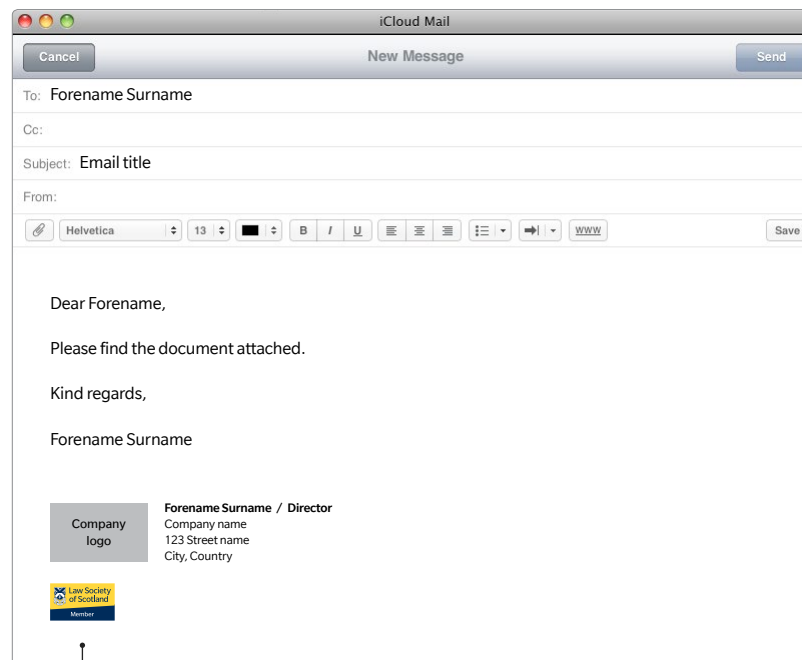
The Member logo should never appear floating in a white or coloured box.

Email signature

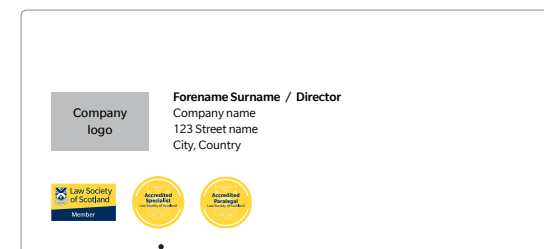
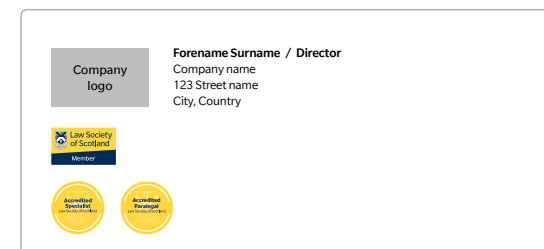
The Member logo may be used in your email signature if you are a current PC holder and Member of the Law Society of Scotland, and this is likely to be the most commonly applied usage. The logo should be used in colour *LS1* or probably more usually in the blue version *LS2*.

When used digitally on a website or as part of an email signature, the logo can be linked to the 'what solicitors can do for you' page on the Law Society of Scotland website with the hyperlink: www.lawscot.org.uk/yourscottishsolicitor

Please note the logos opposite don't follow the minimum size guidelines; they serve to illustrate the recommendations for logo use for email signatures.



The Member logo should be placed directly beneath or beside your company logo. It should only appear in full colour or blue. It should always adhere to the recommended minimum size for digital detailed on **page 5**.



Additional accreditation marques

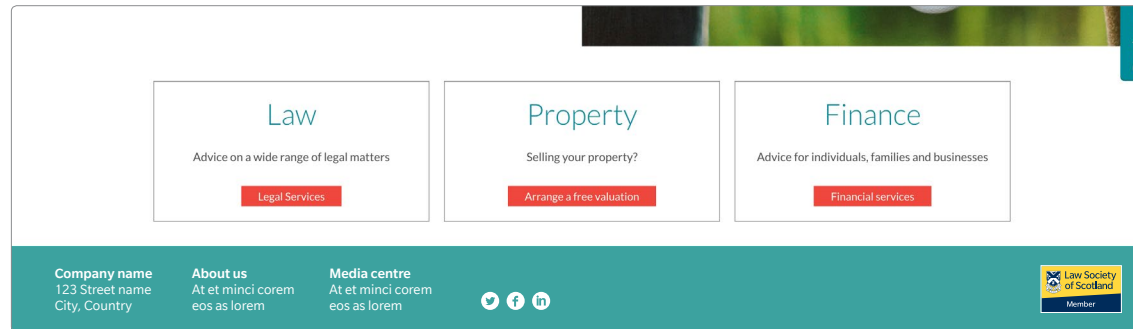
Where an appropriately accredited Member wishes to use an additional accreditation marque as well as the Member logo on an email signature, this should be placed alongside the Member logo and should adhere to the recommended minimum sizing.

Website/ezine

The Member logo may be used on your website or ezine. Ideally placed in the footer, it must appear in either full colour (with a white keyline if set on a coloured background) or blue. It should always adhere to the recommended minimum size for digital detailed on page 5.

Please note the logos opposite don't follow the minimum size guidelines; they serve to illustrate the recommendations on logo use for website and ezine footers.

Website footers



Ezine footers



File formats

Download the Member logo from the Law Society of Scotland website

The following file formats are recommended.

For print

Item	Process	File name
Letterhead	Digital print	LS_Member_CMYK.eps
	Litho print	LS_Member_Mono blue.eps LS_Member_Mono grey.eps
Brochure/report	Digital print	LS_Member_CMYK.eps LS_Member_Mono blue.eps LS_Member_Mono grey.eps
	Litho print	LS_Member_CMYK.eps LS_Member_Mono blue.eps LS_Member_Mono grey.eps
	Litho print (spot)	LS_Member_PMS.eps

For screen/digital

Item	Process	File name
Email signature	html	LS_Member_mono blue.jpg LS_Member_mono grey.jpg
Website	html	LS_Member_mono blue.jpg LS_Member_mono grey.jpg
PowerPoint	Desktop package	LS_Member_mono blue.jpg LS_Member_mono grey.jpg
Digital ads/ TV advertising	html	LS_Member_mono blue.jpg LS_Member_mono grey.jpg
Word	Desktop package	LS_Member_mono blue.jpg LS_Member_mono grey.jpg



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If you have any queries about any of the specifications in this document,
contact the marketing team, the Law Society of Scotland. **T: 0131 226 7411**