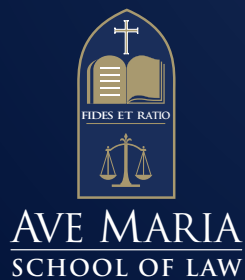




AVE MARIA
SCHOOL OF LAW



GRAPHIC STANDARDS & BRAND GUIDELINES

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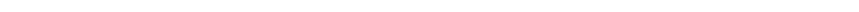
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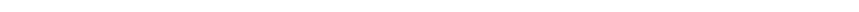
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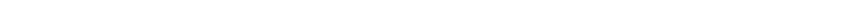
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FINAL SUMMARY



01

THE SEAL

Wax seals were once used to authenticate an official document. The Ave Maria School of Law academic seal continues to provide that level of authentication for its most important documents.

Our formal seal has historical significance and represents the origin, virtues, and Catholic foundation of Ave Maria School of Law.

Symbolism

Blue has traditionally been used to represent the Blessed Virgin Mary, the patroness of our law school. Blue has significance in both the Old and New Testaments and is a sacred color,

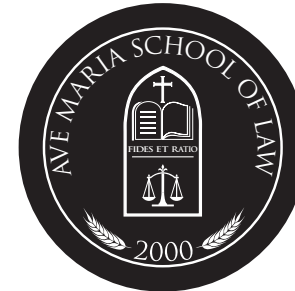
reminding us of Mary's faithfulness to God and Her role in salvation history. Gold historically represents that a person's life should be refined like gold and that their work should withstand the fire they will encounter. The cross represents the cross of salvation upon which Christ died. Beneath the cross are the two tablets upon which Moses received the Ten Commandments. The Ten Commandments are Divine Positive Laws because they were revealed by God and spelled out with no ambiguity. Facing the tablets is an open book representing legal education. *Fides et Ratio* is the Latin rendition of *Faith and Reason*, the title of an encyclical promulgated by Pope John Paul II on September 14, 1998, and which posits that faith



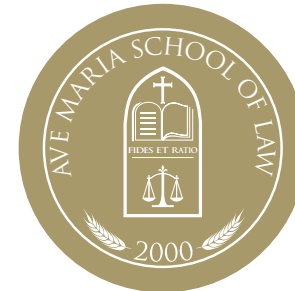
and reason are not only compatible but essential together. The scales of justice represent the balance between truth and fairness sought after in the justice system. The representation in the Ave Maria School of Law seal includes a fleur de lis, an historically Marian symbol. The law school was founded in 2000 and, instead of being displayed in Roman numerals, is written in Hindu-Arabic numbers, representing a new law school for a new millennium. Biblically wheat symbolizes love, charity, and those who believe in Christ.



(Figure 1.)



(Figure 2.)



(Figure 3.)

NB: The law school seal exists in three-color and one-color formats. The one-color seal should always be presented in blue, gold, black, or white (Figures 1-3). Consideration will be taken when metallic inks or special printing techniques are used.



Safe Area

A safe area around the Ave Maria Law logotype must be preserved to allow for maximum legibility. No elements, including type, other logos, graphics, or photos, may intrude upon this space. The safe area is equal to the measurement between the outer and inner rings containing "Ave Maria School of Law" (Figure 4).

In addition, placing the seal too close to a cut or folded edge violates the safe area. A general rule is to maintain a one-quarter inch space from any edge or fold.

Size Requirements

It is important that the seal never appear smaller than the size illustrated in figure 5. This minimum size has been established to ensure that the seal reproduces without losing graphic clarity (Figure 5).

There is no maximum size restriction. In general, the seal should be prominently displayed, but sized appropriately for each individual piece.

(Figure 4.)

Safe

NB: The official seal of Ave Maria School of Law is not displayed alongside any other law school logo. It officially represents the Board of Trustees and the Office of the President and Chief Executive Officer.



1 inch

(Figure 5.)

Unacceptable Executions and Variations

The law school seal must be used as designed to ensure its graphic integrity. No deviation from these outlined standards is permitted. The seal artwork is available in electronic format but will only be distributed with permission from the Office of Communications & External Affairs. Scanning the seal from printed materials or recreating the artwork in any way is strictly prohibited.

The following illustrates misuse of the Ave Maria Law seal:

- *Deleting/changing elements or spatial relationships (Figure 6.)*
- *Improper color (Figure 7.)*
- *Legibility; failure to produce enough contrast on textured backgrounds/ photos, screening, incorrect reverse (Figure 8.)*
- *Distortion; stretching or improper scaling, drop shadows, outlines (Figure 9.)*
- *Crowding/foreign elements (Figure 10.)*
- *Improper positioning; diagonal baseline, bleeding off the page (Figure 11.)*



(Figure 6.)



(Figure 7.)



(Figure 8.)



(Figure 9.)



(Figure 10.)



(Figure 11.)



02

LOGO & WORDMARK

Ave Maria School of Law logos, signatures, and seal are unique graphic identifiers and principal components of a unified visual image. Therefore, accurate and consistent application of these logos is critical to building instant Ave Maria Law recognition.

Several important points when it comes to using the

Ave Law logo:

- All law school publications, advertising, and promotional pieces must include the law school logo and must be approved by the Office of Communications & External Affairs prior to printing and/or posting unless otherwise discussed in advance with Communications & External Affairs.
- All marketing and promotional materials using the

Ave Maria Law logos, including flyers, brochures, t-shirts, web graphics, etc., must be approved by Communications & External Affairs.

- Law school logos cannot be altered without prior approval.
- Communications & External Affairs will email approved, vendor-ready logos upon request.
- **All logo approval requests should be sent to communications@avemarialaw.edu.**

The logos illustrated in this guide are the only logos approved for use on law school communications, with the exception of unique logotypes created for anniversary celebrations, fundraising campaigns, events, or other approved needs (see Special Cases).

PRIMARY SIGNATURES

The Centered Logotype

This signature consists of three elements: the words "Ave Maria School of Law," a horizontal line, and the graphic element. (Figure 12.)

The Left Logotype

This signature consists of the same graphic element as the centered logotype. The only difference is that it is aligned to the left. (Figure 13.)

Graphic Structure

The Ave Law signature, also known as the logotype, appears in three primary forms: centered logotype, left logotype, and the law school wordmark. (Figure 14.)

NB: Note that the words Ave Maria School of Law are in graphic form and may not be recreated with any font, resized, or rearranged for any reason (see Unacceptable Executions).



AVE MARIA
SCHOOL OF LAW



AVE MARIA
SCHOOL OF LAW

AVE MARIA
SCHOOL OF LAW

COLORS

Colors

The logotype should always be presented in color, all black, all white, all blue, or all gold, as shown (Figures 15–16). Consideration will be taken when metallic inks or special printing techniques are used.

Background Color

The preferred background colors for Ave Law signatures are white, black, blue, and gold. The logotype may be reversed out of an image or other colored background only if the logo is legible, the law school's selected color palette is honored, and the safe area is preserved (see Unacceptable Executions).

SAFE AREA

A safe area around the Ave Law logotype must be preserved to allow for maximum legibility. No elements may intrude upon this space, including type, other logos, graphics, or photos. The safe area is equal to the height of the "A" in Ave or the "A-height" of the logotype. (Figure 17.)

Additionally, placing the logo too close to a cut or folded edge violates the safe area. A general rule is maintaining a one-quarter-inch space from any edge or fold.



(Figure 15.)



(Figure 16.)

Safe space is equal to the "A-height" of the logotype



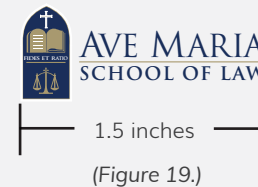
(Figure 17.)

Size Restrictions

Signatures must never appear smaller than the sizes illustrated here. These minimums have been established to ensure that the logotype reproduces without losing graphic clarity. The minimum width for the centered logotype is one inch. The minimum width for the left logotype is one and one-half inches. The minimum width for the wordmark is one inch. (Figure 18–19.)

There is no maximum size restriction.

The logotype should be prominently displayed but sized appropriately for each piece.



UNACCEPTABLE EXECUTIONS

The following illustrates the misuse of the Ave Law logo:

- Font changes (Figure 20.)
- Using unapproved elements, even if those elements use approved colors or fonts (Figure 21.)
- Legibility; failure to produce enough contrast on textured backgrounds/photos, screening, incorrect reverse (Figures 22–23.)
- Distortion; stretching or improper scaling, drop shadows, outlines (Figure 24.)
- Crowding/foreign elements or improper positioning (Figures 25-26.)
- Translation of Ave Maria School of Law (Figure 27.)



**Ave Maria
SCHOOL OF LAW**

(Figure 20)



(Figure 21)



(Figure 22)



**AVE MARIA
SCHOOL OF LAW**

(Figure 25)



(Figure 23)



(Figure 26)



(Figure 24)



(Figure 27)

FILE FORMATS

- Only EPS and PNG formats preserve background transparency.
- EPS format is a vector image, while JPG and PNG are raster images.
- PNG format is most suitable for web applications.
- EPS format is most suitable for print.

LOGO USAGE

ACADEMIC AND ADMINISTRATIVE UNITS

The logo is to be used by all academic and administrative units at Ave Maria Law.

STUDENTS

Any student organization wishing to use the Ave Maria Law logo must obtain permission to do so in writing. Please email

communications@avemarialaw.edu.

EXTERNAL ORGANIZATIONS

Any individual, organization, or company outside the school wishing to use the Ave Maria Law logo must obtain permission to do so in writing.

Please email communications@avemarialaw.edu.



03

SUB-BRANDED LOGO

Law School Departments and Offices

Understandably a department or office may wish to have a distinct visual look and feel to help define its uniqueness. However, it is important to remember that each law school department and office is an essential segment of a greater whole—Ave Maria School of Law.

To satisfy the needs of individual units, Communications & External Affairs has created a system that combines the Ave Law logotype with a secondary signature. Please do not attempt to rebuild these signatures (logotype and text)

combinations. Size, proportion, and spatial relationships have been carefully considered to ensure that the unit identifier does not overpower the logo (Figure 28.)

Individual signatures will also be supported with typography and department/office-centered photography, where applicable (see Design System Elements).

Color and size restrictions are the same as the primary signatures.

Special Cases: From time to time, there may be events or cases that call for special graphic standards consideration.

During the year, certain events may be driven by a theme or need for visual distinction. Under the guidance of Communications & External Affairs, special logotypes, typefaces, color schemes, or graphic elements may be used to promote the uniqueness of these events.

Unique logos are usually limited to a lifespan of one year and should be incorporated into a design that reflects the current design system whenever possible. However, they should never be a complete substitute for official law school logos.

Formal documents, such as certificates and invitations, may incorporate novelty or script fonts to reflect a level of sophistication. Depending upon the document theme or tone, a one-of-a-kind color palette may also be chosen.

It is well beyond the scope of this manual to touch upon all possible exceptional cases. The Office of Communications & External Affairs will review requests for special consideration on a case-by-case basis.



(Figure 28.)

NOTE:

Only approved sub-branded logos for schools, departments, offices, etc. shown here may be used. No graphic element may be used to represent a law school office or department without prior permission from the Office of Communications & External Affairs.

To receive your department, or office logo please contact the Office of Communications & External Affairs.



04 NAMING & MONOGRAM

Naming Structure

The correct name of the law school is **Ave Maria School of Law**. In all first references to the law school, Ave Maria School of Law should be used in its entirety. In second and later references you may use either:

"AVE MARIA LAW" (Used frequently when we are speaking about the mission of the school and in a more formal setting.)

"AVE LAW" (Referenced in more informal settings such as in digital form, on branded promotional items, and on social media--in particular, when used as the preferred hashtag, "#AveLaw" (Figure 30).)

***Please note, we are no longer referring to the law school as "AMSL" and use "AML" as in our monogram. (Figure 29.)**

Monogram

Monograms are the oldest forms of identification that were used by the Ancient Greeks on coins representing different cities. They were often used by painters on their artwork and, by royal families who relied on them for distinction/ to declare property and, for invitations for weddings.

Though monograms have been used for centuries to represent individuals and organizations, they continue to be popular today for their simplicity and elegance. Based on our naming structure, we have chosen to use the A + M + L in designing and branding our monogram.

The Monogram

This signature consists of the graphic element and "Ave Maria Law."



(Figure 29.)

The Social Wordmark

This signature consists of the graphic element and "Ave Law."



(Figure 30.)



Design System Elements

A design system is a series of standardized elements working together to create a look that is easily identifiable and readily associated with Ave Maria Law. In addition to the logo's placement, color treatment, and size, three key elements support the visual image of Ave Maria Law communications: typography, color palette, and photography.

05

TYPOGRAPHY

TYPOGRAPHY

Thousands of typefaces, or fonts, are available in desktop publishing software. However, not all typefaces reflect the preferred, professional image of Ave Maria School of Law.

In order to uphold our image, maximize document readability and maintain consistency between publications, Ave Law has chosen **Adobe Garamond Pro** as its primary serif font to be used across all communications. Several styles within the **Adobe Garamond Pro** typeface (italic, bold, bold italic, and small caps) allow for some flexibility in design.

In addition to Garamond, Ave Law uses a sans-serif

font, **Muli**, to add visual contrast and hierarchy to documents and publications. This typeface also has several available styles. Another font, **Trajan**, is used for our name, "Ave Maria School of Law". In general, **Adobe Garamond Pro** will be used for headlines and body copy, while a weighted version of **Muli** will be used for subheads, sidebars, bullet points, and callouts.

These are the font families used by Communications & External Affairs when designing most law school communications. If these fonts are unavailable, the following font families are suitable replacements: Times New Roman (serif) and Arial (sans serif).

The use of novelty or script fonts is prohibited in most instances (see Special Cases).

PRIMARY FONT

ADOBE GARAMOND PRO

To download Adobe Garamond Pro

https://amsl.avemarialaw.edu/Communications/Garamond_Archive.zip

Aa

Adobe Garamond Pro Regular
abcdefghijklmnopqrstvwxyz
abcdefghijklmnopqrstvwxyz
1234567890?!*+(.,)

Adobe Garamond Pro Italic
abcdefghijklmnopqrstvwxyz
abcdefghijklmnopqrstvwxyz
1234567890?!+(.,)*

Adobe Garamond Pro SemiBold
abcdefghijklmnopqrstvwxyz
abcdefghijklmnopqrstvwxyz
1234567890?!*+(.,)

Adobe Garamond Pro SemiBold Italic
abcdefghijklmnopqrstvwxyz
abcdefghijklmnopqrstvwxyz
1234567890?!+(.,)*

Adobe Garamond Pro Bold
abcdefghijklmnopqrstvwxyz
abcdefghijklmnopqrstvwxyz
1234567890?!*+(.,)

Adobe Garamond Pro Bold Italic
abcdefghijklmnopqrstvwxyz
abcdefghijklmnopqrstvwxyz
1234567890?!+(.,)*

SECONDARY FONT

Muli

To download Muli

[https://amsl.avemarialaw.edu/](https://amsl.avemarialaw.edu/Communications/muli.zip)

[Communications/muli.zip](https://amsl.avemarialaw.edu/Communications/muli.zip)

Aa

Muli Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!*+(.,)

Muli Italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!*+(.,)

Muli SemiBold

abcdefghijklmnopqrstvwxyz
abcdefghijklmnopqrstvwxyz

Muli SemiBold Italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!*+(.,)

Muli Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!*+(.,)

Muli Bold Italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!*+(.,)

SECONDARY FONT

Trajan Pro

To download Trajan Pro

[https://amsl.avemarialaw.edu/
Communications/trajan-pro.zip](https://amsl.avemarialaw.edu/Communications/trajan-pro.zip)



TRAJAN REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!*+(.,)

TRAJAN LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!*+(.,)

TRAJAN SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!*+(.,)

TRAJAN BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!*+(.,)

Fides et Ratio

Ave Maria School of Law's motto, "Fides et Ratio" or "Faith and Reason" font is in the handwriting of Saint Pope John Paul II. It is used as a watermark on our stationery.

Our school motto is Fides et Ratio (Faith and Reason) Inspired by Pope John Paul II's 1998 encyclical, *Fides et Ratio*. He wrote *Fides et Ratio* to address the relationship between faith and reason. It was written primarily to address and defend traditional Christian philosophy. His Holiness believed that faith and reason together allow people to know and love God.

The encyclical posits that faith and reason are not only compatible but essential together. His Holiness writes, "Faith and reason are like two wings on which the human spirit rises to the contemplation of truth;" Faith without reason, he argues, leads to superstition. Reason without faith, he argues, leads to nihilism and relativism.

The Holy Father concludes that truth is discovered through the interaction of faith and reason together. But, although both are necessary to know God, reason alone cannot result in the ultimate truth.

Fides et Ratio



06

COLOR PALETTE

COLOR PALETTE

Color plays a crucial role in brand marketing as it can influence people's perception and emotional response to a brand. Color can convey various messages, evoke emotions, and create associations that can impact how people perceive a brand and its products or services.

PRIMARY PALETTE

The primary colors for Ave Law

Ave Blue *Blue should **always** be the dominant color throughout a printed piece.

HEX: 002B5C
HSB: 212, 100, 36
HSL: 212, 100, 18
RGB: 0, 43, 92
CMYK: 100, 53, 0, 64
PMS: 648C

Ave Gold

HEX: A8996E
HSB: 44, 35, 66
HSL: 44, 25, 55
RGB: 168, 153, 110
CMYK: 0, 9, 35, 34
PMS: 7503C

BLUE



GOLD



THE ACCENT PALETTE

A palette of accent colors has been carefully selected to complement the primary palette. These colors are reserved for three- and four-color publications. Accent colors should never replace the primary signature colors.

Due to different printing processes and paper stocks, maintaining consistent color across all publications can be difficult. An ink-matching system known as the Pantone® Matching System (PMS®) is the print industry standard for color matching.

AVE RED

(Crimson UA)

HEX: 9d1b2e
HSB: 351, 83, 62
HSL: 351, 71%, 36%
RGB: 157, 27, 46
CMYK: 0, 83, 71, 38
PMS: 7427C



100%



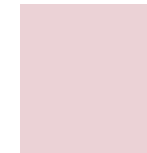
80%



60%



40%



20%

AVE GREEN

*(British
Racing
Green)*

HEX: 0f4324
HSB: 144, 78, 26
HSL: 144, 63%, 16%
RGB: 15, 67, 36
CMYK: 78, 0, 46, 74
PMS: 3435C



100%



80%



60%



40%



20%

Each color shown will provide the desired result when using matte, coated, or uncoated paper stocks. Colors are listed here by their PMS designation (for one-, two- and three-color printing) and the corresponding CMYK (four-color process printing) formula.

AVE GREY
(Quicksilver)

HEX: A6A3A0
HSB: 30, 4, 65
HSL: 30, 3, 64
RGB: 166, 163, 160
CMYK: 0, 2, 4, 35
PMS: Warm Gray 6C



100%



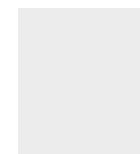
80%



60%



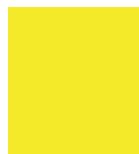
40%



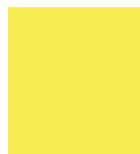
20%

**AVE YEL-
LOW**
*(Titanium
Yellow)*

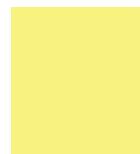
HEX: F4EA2A
HSB: 57, 83, 96
HSL: 57, 90, 56
RGB: 244, 234, 42
CMYK: 0, 4, 83, 4
PMS: 101C



100%



80%



60%



40%



20%



07

OFFICIAL STATIONERY

AVE MARIA SCHOOL OF LAW LETTERHEAD

There are two versions of law school letterhead—hard copy and electronic. Communications & External Affairs works with the print vendor to ensure the appropriate letterhead style is ordered for each unit and that the rules outlined in these graphic standards are adhered to.

Single Unit Format (Figure 31.)

This is the letterhead in its most basic form and is for use by the general population of the law school.

The Office of the Dean (Figure 32.)

This format is restricted to use by the Office of the Dean. It is the only letterhead using the four-color seal

ONLINE PORTAL

Ave Maria School of Law, in collaboration with our printer, have made it easy to order stationery and business cards by using an online print portal. Each department can now order their own materials at: amlaw.presstigeprinting.com/



AVE MARIA
SCHOOL OF LAW

Date

Address Name
Company name
Department or Post Office Box Number
Street Address
City or Town, State 00000-0000

Dear Addressee,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. At urna condimentum mattis pellentesque id nibh tortor. Pellentesque eu tincidunt tortor aliquam nulla facilisi cras. Maecenas accumsan lacus vel facilisis volutpat. Iaculis urna id volutpat lacus laoreet non curabitur gravida arcu. Sagittis purus sit amet volutpat consequat. Nisi lacus sed viverra tellus in hac habitasse platea dictumst. Faucibus nisl tincidunt eget nullam. Morbi blandit cursus risus at ultrices. Dui nunc mattis enim ut tellus elementum. Lacinia at quis risus sed. Purus faucibus ornare suspendisse sed. Pretium viverra suspendisse potenti nullam ac tortor vitae. Amet cursus sit amet dictum sit amet justo. Est ultricies integer quis auctor elit sed vulputate. Massa tincidunt nunc pulvinar sapien et ligula ullamcorper. Fringilla urna porttitor rhoncus dolor.

Pretium quam vulputate dignissim suspendisse. Elementum nibh tellus molestie nunc non blandit massa enim nec. Nibh mauris cursus mattis molestie. Sit amet tellus cras adipiscing. Augue interdum velit euismod in pellentesque. Amet volutpat consequat mauris nunc.

Complimentary Close,

Sender's Name
Title

1025 COMMONS CIRCLE | NAPLES, FLORIDA 34119 | +1-239-687-5300 | AVEMARIALAW.EDU



OFFICE OF JOHN M. CZARNETZKY,
CHIEF EXECUTIVE OFFICER AND DEAN

Date

Address Name
Company name
Department or Post Office Box Number
Street Address
City or Town, State 00000-0000

Dear Mr. Smythe,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. At urna condimentum mattis pellentesque id nibh tortor. Pellentesque eu tincidunt tortor aliquam nulla facilisi cras. Maecenas accumsan lacus vel facilisis volutpat. Iaculis urna id volutpat lacus laoreet non curabitur gravida arcu. Sagittis purus sit amet volutpat consequat. Nisi lacus sed viverra tellus in hac habitasse platea dictumst. Faucibus nisl tincidunt eget nullam. Morbi blandit cursus risus at ultrices. Dui nunc mattis enim ut tellus elementum. Lacinia at quis risus sed. Purus faucibus ornare suspendisse sed. Pretium viverra suspendisse potenti nullam ac tortor vitae. Amet cursus sit amet dictum sit amet justo. Est ultricies integer quis auctor elit sed vulputate. Massa tincidunt nunc pulvinar sapien et ligula ullamcorper. Fringilla urna porttitor rhoncus dolor.

Pretium quam vulputate dignissim suspendisse. Elementum nibh tellus molestie nunc non blandit massa enim nec. Nibh mauris cursus mattis molestie. Sit amet tellus cras adipiscing. Augue interdum velit euismod in pellentesque. Amet volutpat consequat mauris nunc.

Sincerely,

First M. Lastname
Dean

1025 COMMONS CIRCLE, NAPLES, FLORIDA 34119 | +1-239-687-5300 | AVEMARIALAW.EDU

Fides et Ratio

(Figure 31.)

(Figure 32.)

*The watermark on the reverse of all letterhead, envelopes, business cards, et cetera, is the school motto, "Fides et Ratio," displayed in a font utilizing the handwriting of Saint Pope John Paul II.

BUSINESS CARDS, NOTE CARDS, NOTE PADS, AND ENVELOPES

There are two business card designs: the general Ave Maria Law design for use by the general population, a design strictly used by the Dean and CEO (Figure 33.)

The No. 10 business envelope (Figure 34) is the most widely used size, but all envelopes in the stationery system will follow the same basic return-address format (Figure 35.)

Business cards are printed in full color (Figure 36.) Envelopes may be printed in full color or using the Ave Maria Law blue. Notecards and notepads will be available following the general design structure.



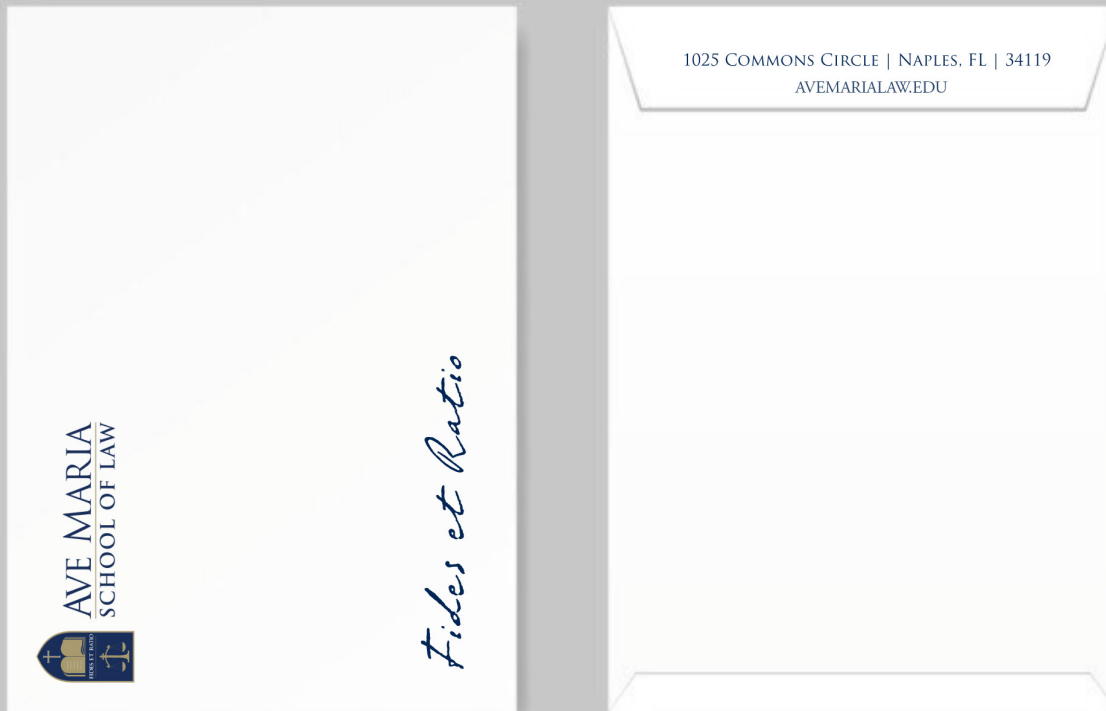
(Figure 33.)



(Figure 34.)

ONLINE PORTAL

Ave Maria School of Law, in collaboration with our printer, have made it easy to order stationery and business cards by using an online print portal. Each department can now order their own materials at: <https://amlaw.prestigeprinting.com/>



(Figure 35.)



(Figure 36.)



08

GENERAL DESIGN GUIDELINES

All publications produced at Ave Maria School of Law will follow these basic design guidelines -->

If you have questions or need assistance, contact the Office of Communications & External Affairs.

1. Type justification will be flush left. Left justification will be the format used for most body copy because it is easy to read. Right justification can be used in more dramatic design applications, but it is difficult to read and should be used as a design element only—not as body copy. Copy justified at both left and right make reading difficult due to space breaks between words.

2. Type will not hug or touch a rule or graphic element. Type will be kept comfortably away from the rule (line) of a box, column guide or graphic element. The rule of thumb is 1/8" to 3/16"—or more if the type is larger.

3. Image resolution must be 300 dpi or higher for camera-ready art. Illustrations used in printed publications must be 300 dpi or higher. If it is necessary to use a low-resolution image, such as a jpeg file, that image will be used as small as possible to allow for maximum visual crispness.

4. Columns of type should not be too close together. When columns of type are placed next to each other, such as in a newsletter, the columns must not be so close that the reader's eye is guided across instead of down the column.

5. Lines of type must not be too long. Generally, lines of type should not exceed one half the width of an 8.5" x 11" page.

6. The number of type fonts in one document must be limited. Publications will use one type font for headlines and one for body copy. A headline font will be visually different from the body copy font—for example, a heavier weight headline font and a lighter weight body-copy font.

7. Easy-to-read type fonts will be used. It is important that body copy font is easy to read. Script fonts for the body copy will not be used.

8. Publications will have a limited number of elements per page. Too many elements on one page confuse the eye. The eye needs a focal point, which is created by using one large element or one dominant color. Generally, less is more.

9. Some visual relief is needed on each page. Emphasis should be placed on providing ample white space— areas where no elements exist. "Trapped white space," however, which is a big white space "trapped" between several elements, must be avoided.



09

EMAIL & EMAIL SIGNATURES

EMAIL

Any Ave Maria School of Law email account is the property of Ave Maria School of Law and can be revoked at any time. Ave Maria School of Law email accounts are intended for business use only.

We have taken multiple steps to ensure uniformity in the professional branding and messaging of the Ave Maria School of Law identity.

As part of that branding uniformity, any @avemarialaw.edu account users will utilize the same email signature template and the same

background on their accounts. While Outlook provides stationery backgrounds on emails, Ave Maria School of Law emails will not utilize them. As a result, outside accounts with document control systems will likely capture an email using an Outlook stationery background in their control system, causing problems.

*Special requests may be made by departments requiring event/promotional/informational banners or graphics added to their email signatures. Requests and subsequent graphics/messaging must be made and approved by the Office of Communications & External Affairs.

EMAIL SIGNATURE

The email signature is an important tool in presenting Ave Maria School of Law as a unified brand. By using a common format for content in the signature space at the bottom of email messages, all members of our law school community can participate in helping build the Ave Law brand with every email they send. This advances a shared sense of our community's mission among those within the law school and strengthens Ave Maria School of Law's brand to external audiences.

Anyone who utilizes an @avemarialaw.edu email address will use this email signature. Inclusion of your personal mobile phone number is optional. (Figure 37.)

Any faculty who utilizes a scheduling app (e.g. Calendly) may include a link after the email signature.

**Please contact IT for assistance with your email signature.
** We recognize that mobile users of Outlook may experience trouble because despite mobile devices being considered miniaturized versions of desktops, mobile devices operate very differently. They use completely different operating systems which render HTML differently. This means that most of the time, email signatures look different between the two. Email signatures can display differently on both desktops and mobiles even if the same email client/app is used.



YOUR NAME

Your Title

p: 239-687-xxxx

m: optional

e: yourname@avemarialaw.edu

1025 Commons Circle Naples, Florida, 34119

www.avemarialaw.edu

(Figure 37.)



10

PHOTOGRAPHY, VIDEO & GRAPHIC DESIGN

The Office of Communications and External Affairs takes great care in selecting appropriate and school/office/department-centered photography, videos, and graphic design.

Digital files are preferred and must be of high-quality resolution for reproduction. Communications & External Affairs can scan a hard copy if a digital file is unavailable. Photography may be limited by budget or time constraints. Client-provided photographs that do not meet production standards will not be used.

All coverage requests must be made to Communications & External Affairs [via the link on the school website](#) at least two weeks before your project or event.

All creative graphic design requests must be made to Communications & External Affairs [via the link on the school website](#) well in advance of your project deadline -- think of us first not last!



1 1

FINAL SUMMARY

As per the Ave Maria School of Law Board of Governors, these standards apply to communications created or reprinted after January 2024. Pieces created and printed prior to this date are subject to these standards when they are reprinted. If you have questions regarding the use of Ave Maria School of Law graphic standards, contact the Office of Communications and External Affairs at: communications@avemarialaw.edu.