



# ELSA Brandbook

*elsa*

The European Law Students' Association

# Mission Statement

The brand of ELSA has a long-lasting history. Created to overcome many differences of the time, ELSA is still all about the people and strengthening ties - over cultural, language, religious and outlook differences. We are doing our share in this world by challenging the status quo of legal education in Europe and beyond.

Our vision is unique:

**“A just world in which there is respect for human dignity and cultural diversity”**

Our purpose is simple:

**To contribute to legal education, to foster mutual understanding and to promote social responsibility of law students and young lawyers.**

We provide opportunities for law students and young lawyers to learn about other cultures and legal systems in a spirit of critical dialogue and scientific co-operation.  
We assist law students and young lawyers to be internationally minded and professionally skilled.  
We encourage law students and young lawyers to act for the good of society.

Our tone of voice is appealing. As an association with an international outlook, we are embracing the diversity and various backgrounds our members are coming from. We aim at providing our members with a platform to develop their existing skills and acquire new ones while creating memorable relationships between each other. This is why we are here and this is how we are treating the world.

«It is about what you say and how you say it»

## **FAMILIAR**

Try to be nice and build trust.

## **BRIEF**

Forget about complex sentences.

## **HUMANE**

Remember, people prefer contact with people, not robots.

## **PERSONAL**

In the end, you are not strangers.

## **ACTIVE**

Always ask people about their opinion.

## **TRULY**

Do not set on “selling”, just be honest.

## **TRUSTWORTHY**

If you promise something - do it.

## **DARING**

A pinch of confidence is always a good idea.

# BRAND PERSONALITY

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There is much more that our brand has to offer. In its simplest way, ELSA embodies everything that active members can say about themselves.

## PEOPLE-FOCUSED

We create an atmosphere of teamwork, where everybody can find their place. The feeling of family we all cherish.

## SOCIALLY RESPONSIBLE

Our projects reflect the main values that we have, and these are mostly focused around human rights. Through our values we influence society and try to sculpt a more just world.

## INTERNATIONALLY MINDED

An international environment brings us the possibility to broaden our horizon. We are doing all this while travelling and discovering the world together.

## COMMITTED TO LEGAL EDUCATION

We are creating a plethora of opportunities for our members in the spirit of extracurricular education, which makes our members better and smarter.



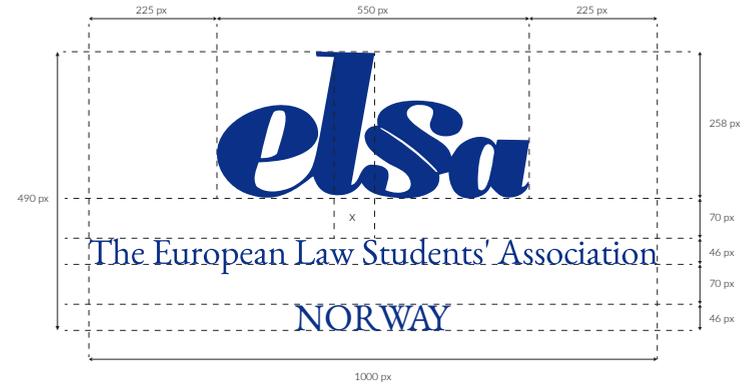
**OUR LOGO**

# THE ELSA LOGO

Only to be used by ELSA International



To be used by NG / LG



The ELSA logo is the most immediate representation of our Association, our people and our brand to the world. In order to build a unified image of ELSA, correct use of the logo is essential.

The ELSA logo consists of two parts: the design and the subtitle. When the logo is used by a National or Local Group, it shall be in combination with the name of the respective group. The name shall always be written in capital letters and in English using EB Garamond.

Remember that the ELSA logo shall be featured on all marketing materials, regardless of media.

# CLEAR SPACE

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The European Law Students' Association



The European Law Students' Association

In order to maintain the integrity of the ELSA logo, it is important that no other logos, inscriptions or graphical elements infringe on its space.

The size of the Clear Space is determined by the cap height of the letter “E” in the design part of the ELSA logo and is to be respected for all directions.

Have a look at the figures above to get a clear picture of the Clear Space of the logo.

# INCORRECT USE

Do not alter the ELSA logo in any way. Do not animate, colour, rotate, skew, or apply effects to the logo. Do not separate the elements.

The following illustration demonstrates correct and incorrect logo use. Whilst it does not cover every possible scenario, you will formulate a good idea of what is acceptable and what is not.

Never attempt to create the logo yourself, change the font, or alter the proportions. Always use the logo generator or the provided templates.

If in doubt, do not hesitate to ask the Vice President of Marketing of ELSA International.



1. Correct logo use.
2. Do not move the elements.
3. Do not remove the subtitle.
4. Do not recolor the logo.
5. Do not apply any effects.
6. Do not rotate the logo.
7. Do not alter the proportions.
8. Do not add any ornaments to the logo

**Do not alter the ELSA logo in any way!**

# COLOURS

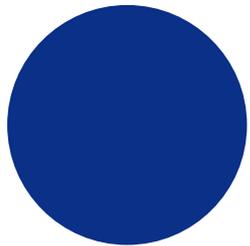
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The ELSA corporate colour palette consists of five colours and can be used in any combination as long as the integrity of the brand is not diminished. ELSA Blue should be used as an anchor in the material, but do not overuse it.

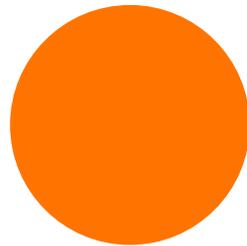
We have defined a core set of colours for you to start with. This does not mean that other complementary colours cannot be used. Make sure that the Corporate Identity is not undermined by non-corporate colours.

CMYK is the color profile used for **printed materials**.

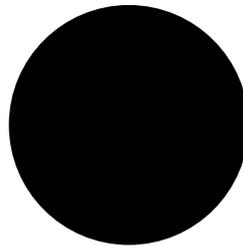
RGB is used for **digital publishing**.



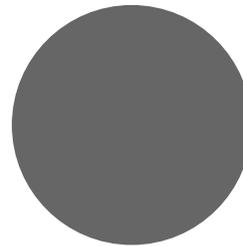
RGB: 10 48 135  
CMYK: 100 85 0 0  
HEX: #0a3087



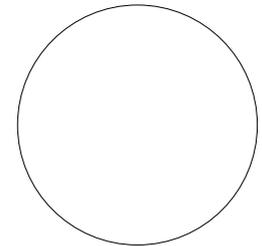
RGB: 255 116 0  
CMYK: 0 64 94 0  
HEX: #ff7400



RGB: 0 0 0  
CMYK: 0 0 0 100  
HEX: #000000



RGB: 102 102 102  
CMYK: 0 0 0 60  
HEX: #666666



RGB: 255 255 255  
CMYK: 0 0 0 0  
HEX: #ffffff

# LOGO COLOURS

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The ELSA logo shall under no circumstances be used in any other colours.



The European Law Students' Association

## **ELSA Blue**

The logo in ELSA blue is the standard logo and should be used as much as possible.



The European Law Students' Association

## **Black**

The black logo is only to be used for black & white material.



## **White**

The white version of the logo is used when the logo is to be placed against dark backgrounds.

***Seriously, never use any other colours for the logo!***

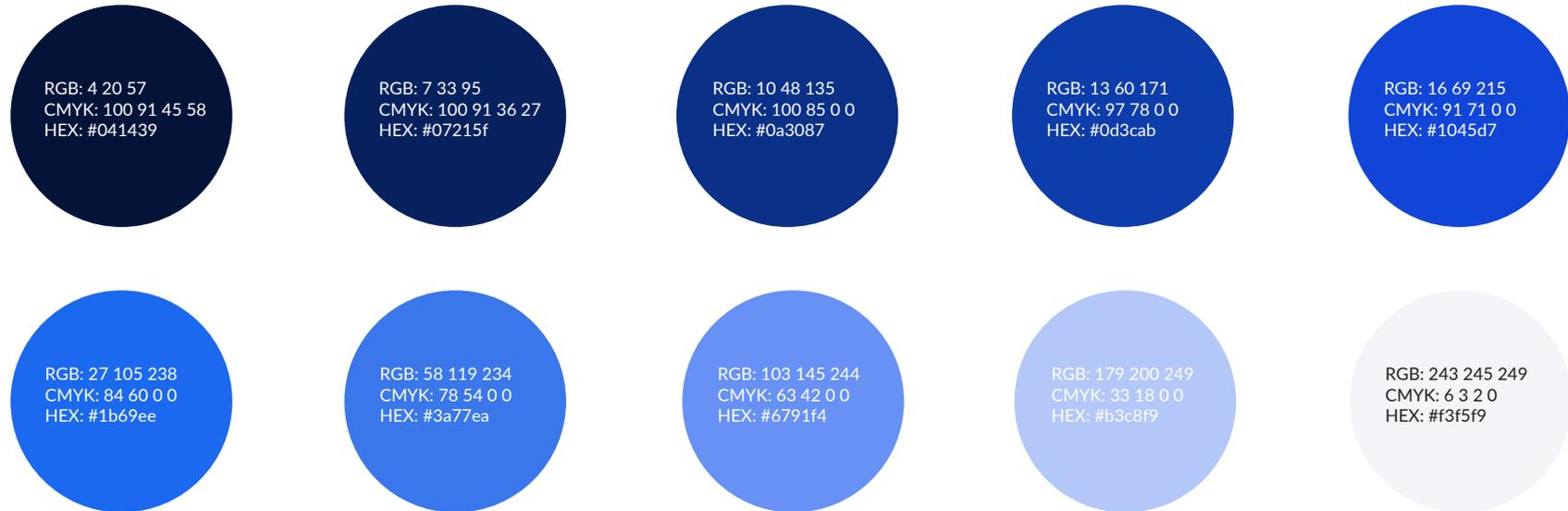
# SUPPORTIVE COLOURS

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To complement the ELSA primary colour palette, a set of supportive colours may be used. These colours are most appropriate in corporate design elements, charts and graphs, in lines and dots.

Do not be afraid to supplement with colours from outside this palette.

Anchor colour



# SUPPORTIVE COLOURS

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# FONTS

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As with our logo, consistent use of our corporate fonts, EB Garamond and Lato, reinforces ELSA's brand identity.

Lato should be used for headlines and may be used for copy and digital materials. Short headlines or labels can be all caps, otherwise headlines and subheads are sentence case.

EB Garamond should be used primarily for extended running body copy in longer, multiple-page documents, such as brochures and datasheets.

When working on intricate material, you can instead of EB Garamond use either Garamond Monotype or Adobe Garamond Pro. This exception is only applicable when you due to the nature of the material must use different font weights.

**EB Garamond shall always be used in the ELSA Logo!**

Lato Light

*Lato Light Italic*

Lato Regular

*Lato Italic*

Lato Bold

*Lato Bold Italic*

**LATO BLACK IS OUR HEADLINE WEIGHT**

**LATO BOLD IS OUR SUBHEADLINE WEIGHT**

LATO REGULAR IS OUR BODY COPY WEIGHT

LATO LIGHT IS USED FOR CAPTIONS AND SMALL BODIES OF TEXT

# RECOMMENDED IMAGERY

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A picture is worth a thousand words!

When selecting photos for your marketing material it is important that the imagery portrays ELSA in a way that strengthens our brand and underline our brand personality.

The imagery should be positive, natural and not come in conflict with ELSA's non-political status.

If you cannot find anything suitable an abstract photo may be the way to go.

**Only use professional and high-resolution photos.**

It is important to keep in mind the legal aspects when searching for photos. Always make sure that you have the necessary rights to use the image in question, and always give appropriate crediting when needed.

Below you will find a selection of handy image banks where you can find millions of free photos:

[pexels.com](https://www.pexels.com)

[unsplash.com](https://unsplash.com)

[pixabay.com](https://pixabay.com)

# EXAMPLES

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# OUR BRANDS

The following pages will unveil the overview of the Flagship Projects of ELSA. Flagship Projects are the most important events organised internationally by ELSA. Such projects constitute the immediate representation of our core activities within the Key Areas and are a natural continuation of our philosophy and the values that we all share.

ELSA has its own unique brand, so do our Flagship Projects. It is important to distinguish between the general brand of ELSA and the brand of our Flagship Projects.

ELSA creates an umbrella brand which has its own distinctive features. These aspects are close to heart for members and alumni alike as they are easily linked to memories within ELSA. Meanwhile, Flagship Projects of ELSA have their own brand approach, which slightly differs from the general ELSA brand. Their brands are of course based upon the general ELSA brand, however, they have their own remarkable characteristics, which make them outstanding.

On the following pages, you will be presented with these specific details, which constitute the brands of our Flagship Projects.

#EHRMCC

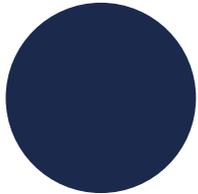
# EUROPEAN HUMAN RIGHTS MOOT COURT COMPETITION



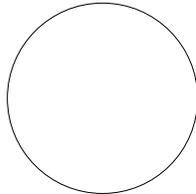
# FONT

Myriad Pro Condensed  
**Myriad Pro Bold Condensed**

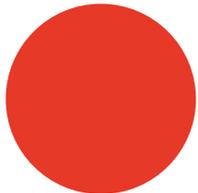
# COLOURS



RGB: 27 42 76  
CMYK: 100 86 40 39  
HEX: #062a4f



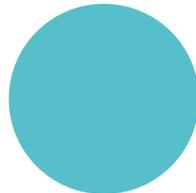
RGB: 255 255 255  
CMYK: 0 0 0 0  
HEX: #ffffff



RGB: 231 57 40  
CMYK: 0 88 87 0  
HEX: #e73928



RGB: 255 215 116  
CMYK: 0 17 63 0  
HEX: #ffd774



RGB: 87 191 202  
CMYK: 63 0 23 0  
HEX: #57bfca

# KEY SELLING POINTS

1. Prize: Traineeship at the ECtHR
2. The only MCC in English on the ECHR
3. Council of Europe

# ELEMENTS

1. Speech bubbles
2. Black and white images

# TIMELINE

1. **Launch** - September
2. **General Promotion** - ca. two months
3. **Registration Deadline** - November
4. **Final Round** - April

# ELSA Legal Research Groups

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ELSA LEGAL RESEARCH GROUPS

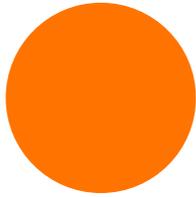
LRG

## FONT

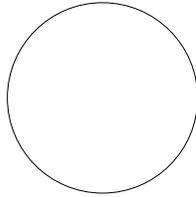
Lato (all weights)

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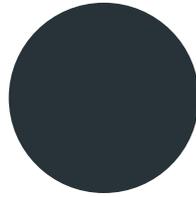
## COLOURS



RGB: 255 116 0  
CMYK: 0 64 94 0  
HEX: #ff7400



RGB: 255 255 255  
CMYK: 0 0 0 0  
HEX: #ffffff



RGB: 39 51 56  
CMYK: 30 9 0 78  
HEX: #273342

## KEY SELLING POINTS

1. International Recognition and Publication
  2. Working with experts in the field
  3. Improvement of Legal English and Writing Skills
- 

## ELEMENTS

1. Linear Elements
  2. Rectangle boxes with text inside
- 

## TIMELINE

1. **Launch** - November
2. **General Promotion** - 4 weeks
3. **Registration Deadline** - December
4. **Publication** - September

#FaceTheGlobalChallenge



# JOHN H. JACKSON MOOT COURT COMPETITION

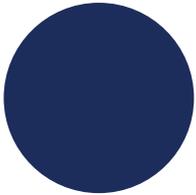


## FONT

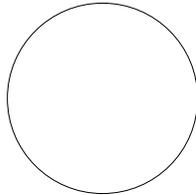
Lato (all weights)

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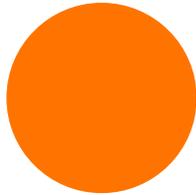
## COLOURS



RGB: 7 33 95  
CMYK: 100 91 36 27  
HEX: #07215f



RGB: 255 255 255  
CMYK: 0 0 0 0  
HEX: #ffffff



RGB: 255 116 0  
CMYK: 0 64 94 0  
HEX: #ff7400

## KEY SELLING POINTS

1. All around the world
  2. Biggest Moot Court Competition on Trade Law
  3. World Trade Organization
- 

## ELEMENTS

1. Skylines
  2. Globes & Maps
- 

## TIMELINE

1. **Launch** - September
2. **General Promotion** - ca. two months
3. **Registration Deadline** - December
4. **Final Round** - June

#ELSA Law Schools  
#SummerELSA Law Schools  
#SELS



**SELS**  
Summer ELSA Law Schools

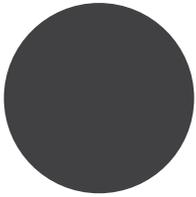


## FONT

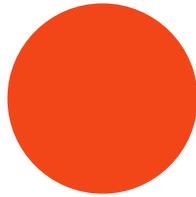
# Marling

Lato (all weights)

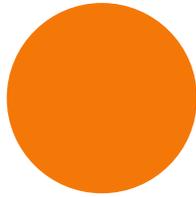
## COLOURS



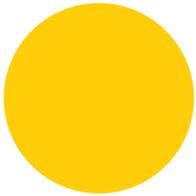
RGB: 65 64 66  
CMYK: 66 57 52 55  
HEX: #414042



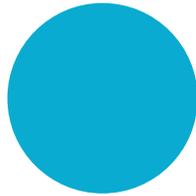
RGB: 242 70 25  
CMYK: 0 82 91 0  
HEX: #f24619



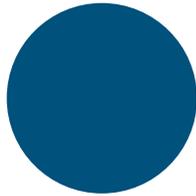
RGB: 244 120 8  
CMYK: 0 62 96 0  
HEX: #f47808



RGB: 255 206 8  
CMYK: 0 19 92 0  
HEX: #ffc008



RGB: 9 171 209  
CMYK: 74 9 13 0  
HEX: #09abd1



RGB: 0 81 123  
CMYK: 96 63 29 14  
HEX: #00517b

## KEY SELLING POINTS

1. A wide variety of legal topics
2. Good & efficient
3. Cultural diversity
4. Price

## ELEMENTS

1. Waves
2. Boats
3. Beaches
4. Umbrellas
5. Hand drawn icons

## TIMELINE

1. **Preliminary Promotion** – three weeks
2. **General Promotion** – seven weeks
3. **Additional Promotion Period** – two weeks

#ELSA Law Schools  
#WinterELSA Law Schools  
#WELS



WELS

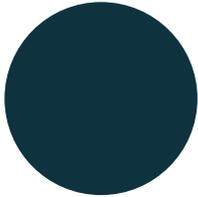
Winter ELSA Law Schools

## FONT

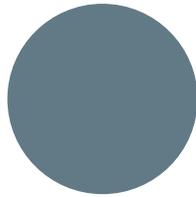
Lato (all weights)

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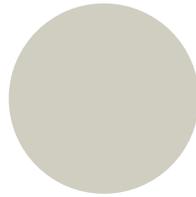
## COLOURS



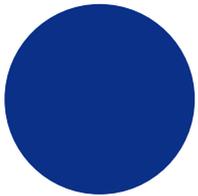
RGB: 27 54 64  
CMYK: 89 61 51 55  
HEX: #1b3640



RGB: 105 127 138  
CMYK: 61 38 34 16  
HEX: #697f8a



RGB: 217 215 201  
CMYK: 18 13 23 1  
HEX: #d9d7c9



RGB: 10 48 135  
CMYK: 100 85 0 0  
HEX: #0a3087

## KEY SELLING POINTS

1. A wide variety of legal topics
  2. Social programme
  3. Cultural diversity
  4. Winter break
- 

## ELEMENTS

1. Snowy sceneries
  2. Mountains
  3. Frozen lakes
  4. People under snow
  5. Christmas
- 

## TIMELINE

1. **Preliminary Promotion** – three weeks
2. **General Promotion** – six weeks

#ELSADelegations

# ELSA Delegations

«Experience international decision making»



ELSA  
Delegations

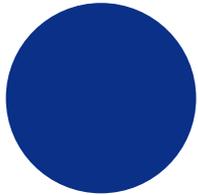


# FONT

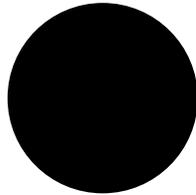
Lato (all weights)

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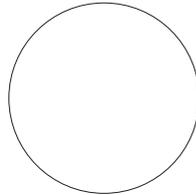
# COLOURS



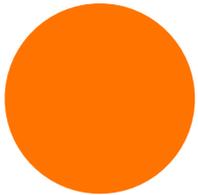
RGB: 10 48 135  
CMYK: 100 85 0 0  
HEX: #0a3087



RGB: 0 0 0  
CMYK: 0 0 0 100  
HEX: #000000



RGB: 255 255 255  
CMYK: 0 0 0 0  
HEX: #ffffff



RGB: 255 116 0  
CMYK: 0 64 94 0  
HEX: #ff7400

# KEY SELLING POINTS

1. Exclusive opportunity for ELSA members
  2. First-hand experience in international decision making
  3. A wide variety of sessions on current hot topics
- 

# ELEMENTS

1. Recognisable images from UN bodies
  2. Images with a variety of flags
- 

# TIMELINE

1. **Application opens every two months**
2. **Promotion Period** – two weeks

#STEPitUP



# STEP

TRAINEESHIPS

[STEP.ELSA.ORG](http://STEP.ELSA.ORG)

«Take the first *STEP*»

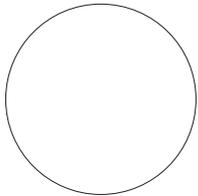
## FONT

Lato Medium / *Medium Italic*

**Lato Bold / *Bold Italic***

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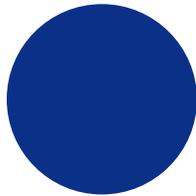
## COLOURS



RGB: 255 255 255

CMYK: 0 0 0 0

HEX: #ffffff



RGB: 10 48 135

CMYK: 100 85 0 0

HEX: #0a3087

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## TIMELINE

1. **Job Hunting** Promotion Period
2. **Student Hunting**
  - Countdown** – one week
  - General Promotion** – six weeks

## KEY SELLING POINTS

1. Cultural and legal exchange
  2. Language skills improvement
  3. Enhancing your CV internationally
  4. Internatioanlity
- 

## ELEMENTS

1. Corporate buildings
  2. World Map
  3. Airplanes
  4. Skyline
  5. Travel tickets & Passport
  6. Sunset & Sunrise Theme
- 

## TWO CYCLES

- 1st **Launch in November**
- 2nd **Launch in March**



**INTERNATIONAL  
FOCUS  
PROGRAMME**

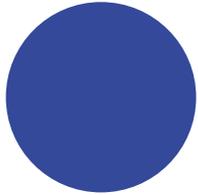


# FONT

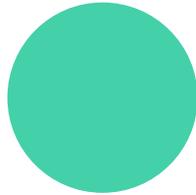
Lato (all weights)

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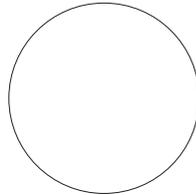
# COLOURS



RGB: 52 73 153  
CMYK: 91 76 1 0  
HEX: #344999



RGB: 68 208 169  
CMYK: 64 0 46 0  
HEX: #44d0a9



RGB: 255 255 255  
CMYK: 0 0 0 0  
HEX: #ffffff

# KEY SELLING POINTS

1. Human Rights and Social Responsibility
  2. Hot legal topics
  3. Feeling connected to the ELSA Network
- 

# ELEMENTS

1. Degraded transparent boxes
  2. Images associated with Human Rights & IFP Topic
- 

# TIMELINE

- General Promotion** - throughout the year
- ELSA Day** - Last Wednesday of November

**ELSA** International  
Phone: +32 2 646 26 26  
Web: [www.elsa.org](http://www.elsa.org)  
E-mail: [elsa@elsa.org](mailto:elsa@elsa.org)

*elsa*

The European Law Students' Association