

GUIDELINES

FOR THE SUMMER ELSA LAW SCHOOLS MARKETING TEMPLATES



elsa

The European Law Students' Association

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INTRODUCTION

The Guideline covers the most important issues connected to the usage of the graphic material on different stages.

OPENING THE FILE

1. After opening an InDesign file, you will see the notice that one of the files needs to be relinked. This concerns the background image. It is recommended to find the image that might suit your Summer ELSA Law Schools, i.e. the picture of the city, anything related the topic etc.

In order to do so, open the “Links” tab (typically situated on the right panel), click on the red question mark sign and find the pre-selected image of your liking.

2. After opening an InDesign file, you might also see a notice that some fonts are missing. This typically happens to Windows users for the following reason.

Helvetica Neue font is not pre-installed on any computer running on Windows OS. As Helvetica Neue serves as a Corporate Identity font (see [ELSA Corporate Identity Handbook](#), p. 8), therefore, it is the primary font to be used by Local and National Groups when designing any type of material.

However, if you don't have Helvetica pre-installed on your PC, the purchase of this font will be very costly. Thus, users who do not have Helvetica on their PCs **are recommended to use Arial font instead of Helvetica.**

WORKING WITH THE FILE

Getting to know general facts

1. Each material is constructed taking into account the Categories of Summer ELSA Law Schools. Currently, there are 5 different Categories, which have their own unique colour. This colouring was designed in order to differentiate various Categories.

Below, you may find a reference of Categories corresponding to the unique colour and the colour code.

Category	Colour	Colour Code	
		RGB	HEX
Public Law	Green	82 217 204	#51d8cc
IP Law	Orange	237 168 118	#eda876
Corporate Law	Pink	238 122 125	#ee7a7d
Maritime Law	Blue	125 182 221	#7dbbdd
Human Rights	Yellow	244 237 135	#f4ed87

This colouring is applied to different elements of the composition, i.e. the icons and the background overlay box (as you might also notice, the background overlay box is 50% transparent). **It is strongly not allowed to change the colouring of your Summer ELSA Law School Category.**

In order to be sure that you are using the right template package, below you may find the list of Categories and Summer ELSA Law Schools of this year's cycle sorted by country.

Country	City	Topic	Category
Austria	Vienna	Dispute Resolution	Corporate Law
Azerbaijan	Baku	Business Law	Corporate Law
Belgium	Antwerp	Intellectual Property and Competition	IP Law
Bosnia and Herzegovina	Sarajevo	Freedom of Religion in Europe	Human Rights
Croatia	Rijeka	Diplomacy & Law	Public Law
Croatia	Rijeka	Diplomacy & Law	Public Law
Croatia	Zadar	Human Rights and Globalization	Human Rights
Cyprus	Nicosia	Competition Law	Corporate Law
Czech Republic	Brno	IT Law	Public Law
Denmark	Copenhagen	Maritime Law	Maritime Law
Georgia	Tbilisi	Intellectual Property Law	IP Law
Germany	Cologne, Dusseldorf, Bonn	Human Rights	Human Rights
Germany	Dresden	Intellectual Property - a(n) (un)justified	IP Law

		monopoly	
Germany	Mannheim, Frankfurt, Heidelberg	Banking and Finance	Corporate Law
Germany	Munich	Human Rights Law	Human Rights
Greece	Athens	Maritime Law: Safety & Security	Maritime Law
Greece	Athens	International Investment Law	Corporate Law
Greece	Thessaloniki	Medical Law & Bioethics - The end of life	Public Law
Ireland	Dublin	Corporate and Finance Law	Corporate Law
Italy	Salerno	International and European Environmental Law	Public Law
Italy	Trieste	Media Law	Public Law
Malta	Msida	Maritime law	Maritime Law
Poland	Cracow	International Tax Law	Corporate Law
Poland	Lodz	Film Law	Public Law
Poland	Poznan	Intellectual Property Law	IP Law
Poland	Wroclaw	International Trade Regulations	Public Law
Poland/ Germany	Slubice/ Frankfurt Oder	European Union Law	Public Law
Portugal	Coimbra	Human Rights Law	Human Rights





Portugal	Oporto	Law & Business	Corporate Law
Romania	Poiana Brasov	Dispute Resolution	Corporate Law
Romania	Poiana Brasov	Banking and Finance Law	Corporate Law
Russia	St. Petersburg	Intellectual Property Law	IP Law
Slovak Republic and Austria	Bratislava and Vienna	EU Business Law	Corporate Law
Slovenia	Ljubljana	Business Law Challenges	Corporate Law
Switzerland	Geneva	Arbitration	Public Law
Turkey	Ankara	International Law and Arbitration	Public Law
Turkey	Istanbul	Mergers and Acquisitions	Corporate Law
Ukraine	Kharkiv	Law and Biomedicine	Public Law
Ukraine	Lviv	Drugs Policy	Public Law
Ukraine	Odesa	Maritime Law	Maritime Law
United Kingdom	Canterbury	Migration Law	Public Law

Should you have any questions regarding your ELSA Law School Category, please, send an email to **Ivan Chopyk**, Vice President for Marketing, at marketing@elsa.org, or **Nigel Micallef**, Vice President for Seminars & Conferences, at seminarsconferences@elsa.org.

Getting to know the composition

1. Each file is divided into 2 fields – left blank side bar and the main central part. Left blank side bar serves as a place to identify the most important elements of an ELSA Law School. **It is recommended to limit the changes in this area unless necessary.**

2. Each file contains certain group of icons situated at the left blank side bar, which serve as special identifiers to the most important details needed to be mentioned. The number of such icons varies in different materials. Below you may find the explanation of the icons.

			
Category	Place	Duration	Application Deadline
Non-editable	Editable	Editable	Non-editable

As you may see, some of text boxes situated below the icons are editable to suit your needs. **It is not allowed to change the text under the Category and Application Deadline icons.**

3. The icons at the left blank side bar and the transparent overlay box at the main central part are coloured in correspondence to the Category. **It is not allowed to change the colouring of these elements.**

4. There are fields specifically made editable to suit your needs. Those are the text boxes below the Place and Duration icons as well as the specific parts of the Title.

The title is constructed as follows:

“Summer ELSA (NG/LG Name) Law School on (Topic)”

Please follow this title and **change only the parts in brackets**. It is important to preserve the correct brand name of the project. Should you have problems with fonts, read Point 2 in Opening the File chapter.

5. You also can change the background image to suit your needs. Should you have issues with this, read Point 1 in Opening the File chapter.

6. Should you hesitate if you made the changes properly, please, refer to the specific Example of Usage file in a folder.

Getting to know important Corporate Identity facts

1. The ELSA logo at the left blank side bar should be replaced with your Local or National Group logo. However, pay attention in which material you want to do so, as it is important to preserve the proper colour coding of the ELSA logo.

In Cover Photo and Wall Photo templates, use the ELSA logo in RGB colour code. In Poster template, use the ELSA logo in CMYK colour code.

In order to download the right logo for you, please click [here](#) (logos available in Photoshop and Illustrator file formats).

2. Your Local and National Group logo should have a clear spacing. To keep in line, please, take a look at the Protected zone of the ELSA logo.



In order to read more about Protected Zone, see [ELSA Corporate Identity Handbook](#), p. 4.

AFTERWORD

We hope these guidelines will help you create proper marketing materials for your Summer ELSA Law School!

If something is not clear enough or you need any kind of help, do not hesitate to contact Nikolai Karleif Lyngnes, Graphic Design Team, at nikolai.lyngnes.gdt@elsa.org, or Vice President for Marketing, Ivan Chopyk, at marketing@elsa.org.

Good luck with the organising!