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FOREWORD

This Guideline covers the most important issues connected to promotion and marketing of your Summer ELSA Law School (SELS). We hope it will help you create proper marketing materials for your SELS and its promotion.

If something is not clear enough or you need any kind of assistance, please do not hesitate to contact İrem Özener, Vice President in charge of Marketing, at marketing@elsa.org

Best of luck with organising your SELS!

İrem Özener

Vice President in charge of Marketing of
ELSA International 2019/2020

1. The Name of Your SELS

The general name is constructed as follows:

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

Example:

Summer ELSA Law School Izmir on Maritime Law

The Facebook Page names should follow the following format:

“SELS (NG/LG Name) on (Topic)”

Example:

SELS Izmir on Maritime Law

Please follow this title and change only the parts in brackets. It is important to preserve the correct brand name of the project.

1. After opening the editable Photoshop files, you will notice that the background needs to be changed. It is recommended to find the image that might suit your SELS, e.g. the picture of the city, anything related to the topic etc. Simply drag and drop a new image into the ‘Layers’ tab and drag it down below the other layers. Please get help from your Marketing Coach or from the Vice President in charge of Marketing in case you do not have the programmes or find the instructions not helpful. To find out who is responsible for coaching your National/Local Group, send an email to marketing@elsa.org.
2. After opening the Photoshop file, you might also see a notice that some fonts are missing. This typically happens to Windows users for the following reason:
3. Lato font is not pre-installed on any computer running on Windows OS. As Lato serves as a Corporate Identity font, it is the primary font to be used by Local and National Groups when designing any type of material. Lato is available for free download online.

2. Working with the files

2.1 Generic Covers

These cover pictures are to be used for your Facebook Pages and your Profile Covers. Feel free to use any of them to promote Summer ELSA Law Schools and encourage your officers to change theirs as well!

2.2 Editable Covers

The editable covers file shall be used for your SELS Facebook Pages, Groups, Personal Profiles and Event Covers. Thus, you must follow these steps to customise them to your need:

1. Change the logo on the bottom into your NG/LG logo in accordance with our regulations. In the case of more than one Organising Group, please put the logos next to each other horizontally.
2. Change the background photo to one of your city/country. USE COPYRIGHT FREE IMAGES.
3. Change the title on the cover in the format given below.
(Summer ELSA Law School (National/Local Group) on (Topic)
Eg: Summer ELSA Law School Istanbul on Mergers & Acquisitions

2.3 Editable Wall Posts

The editable wall photo shall be used for your wall posts on your SELS Facebook Pages.

1. Change the logo on the bottom banner into your NG/LG logo in accordance with our regulations. In the case of more than one Organising Group, please put the logos next to each other horizontally.
2. Change the background photo to one of your city/country. USE COPYRIGHT FREE IMAGES.
3. Change the text in the editable field.

2.4 SELS Story Template

This file should be used to promote your SELS on your Instagram/Facebook stories. Avoid using them as a wall photo in your Facebook/Instagram/Linkedin pages.

1. Change the ELSA logo on the top right corner to your NG/LG logo.
2. Change the background picture with a picture of your city.
3. Change the text in the editable field.

3. Important Corporate Identity facts

1. The logos in the editable files 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.
2. In Cover Template, Story Template and Wall Photo Templates, use the ELSA logo in RGB colour code. In order to download the right logo for you, please click [here](#) (logos available in Photoshop and Illustrator file formats).
3. Your Local and National Group logo should have a clear spacing. To keep in line, please, take a look at the clear space of the ELSA logo as it is demonstrated in [ELSA Brandbook](#).