

GUIDELINES

FOR THE WINTER ELSA LAW SCHOOLS MARKETING TEMPLATES

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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 FILES

1. After opening the editable Photoshop file, you will notice that the background needs to be changed. It is recommended to find the image that might suit your Winter ELSA Law Schools, 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.

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:

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.](#)

WORKING WITH THE FILE

Editable Covers

The editable cover file shall be used for your **WELS Facebook pages**. Thus, you must follow these steps to customise them to your need:

1. Change the ELSA International Logo on the bottom into your NG/LG logo in accordance with our regulations (see below). 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.
4. Insert your sponsors/partners in the space provided as per the following usage example:



Editable Wall Posts

The editable cover shall be used for your wall posts on your WELS Facebook Pages

5. Change the ELSA International Logo on the bottom banner into your NG/LG logo in accordance with our regulations (see below). In the case of more than one Organising Group, please put the logos next to each other horizontally.
6. Change the background photo to one of your city/country. USE COPYRIGHT FREE IMAGES.
7. Change the text in the editable field.

Generic Covers

These are to be used by the NG/LG Pages when asked to change their cover by ELSA International. They can be found in the package. It is important that these may only be used by the NG/LG Pages.

Getting to know the composition

The title is constructed as follows:

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

The WELS Facebook Page names should follow the following format:

“WELS (NG/LG Name) 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.

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 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.

In Cover Photo 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).

2. 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.



The European Law Students' Association



AFTERWORD

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

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

Good luck with the organising!