

Шрифт

Joint Proposals Workshop MKT & PD | LXXXIX ICM Brno

CHECK YOUR ATTENDANCE!



MKT



PD

Workshop Description:



Description

This workshop is dedicated to discussing the Marketing proposal for the changes to the ELSA Traineeships brand, jointly between the Vice Presidents in charge of Marketing and Professional Development.

Outcome

Discuss and propose a recommendation for the proposal for the ELSA Traineeships brand.

Preparation

Read the Proposal No. 29 for the ELSA Traineeships Brand in the International Council Meeting Decision Book.

Proposal No. 29



Proposal No. 29

FONT

Archivo (all weights)

COLOURS



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



RGB: 103 172 95
CMYK: 64 8 77 0
HEX: #67ac5f



RGB: 48 96 51
CMYK: 82 38 91 32
HEX: #306033

RECOMMENDED IMAGERY

Corporate related images

1. Corporate buildings
2. Office environment
3. Traineeships destination pictures

KEY SELLING POINTS

1. Cultural and legal exchange;
2. Language skills improvement;
3. Enhancing your CV with an international experience;
4. Traveling and working abroad.

ELEMENTS

1. Green wave element;
2. Black transparent overlay;
3. One-liner call to action.

TIMELINE

1. Job Posting - External Promotion
2. Student Housing - Internal Promotion
 - a. Countdowns & General Promotion

TWO CYCLES

- 1st Launch in November
2nd Launch in March

Proposal No. 29



Proposal No. 29

FONT

Roboto (all weights)

COLOURS



RGB: 0 0 0
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1. Green wave element;
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3. Green "T" element.

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Changes in the Proposal:



Font: From Archivo to Roboto

Element: Introduction of the green “T” in the ELSA Traineeships Logo

Removal of timeline section:

- 1. Job Hunting - External Promotion
- 2. Student Hunting - Internal Promotion
 - a. Countdown and General Promotion

Why?



ARCHIVO -> ROBOTO

Archivo



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto



ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Why?

Archivo



**Аа Бб Вв Гг Дд Ее Жж
Зз Ии Йй Кк Лл Мм Нн
Оо Пп Рр Сс Тт Уу Фф
Хх Цц Чч Шш Щщ Ъъ
Ьь Юю Яя**

Roboto



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Why?

Archivo



**Аа Бб Вв Гг Гг Дд Ее
Єє Жж Зз Ии Іі Її Йй
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Сс Тт Уу Фф Хх Цц Чч
Шш Щщ Ъь Юю Яя**

Roboto



**Аа Бб Вв Гг Гг Дд Ее
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Тт Уу Фф Хх Цц Чч
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Why?

Archivo



**Aα Ββ Γγ Δδ Εε Ζζ Ηη
Θθ Ιι Κκ Λλ Μμ Νν Ξξ
Οο Ππ Ρρ Σσ/ς Ττ Υυ
Φφ Χχ Ψψ Ωω**

Roboto



**Aα Ββ Γγ Δδ Εε Ζζ Ηη
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applications are
now open for

ELSA Traineeships

apply until the 30th April

FAST-TRACK YOUR CAREER NOW



what is ELSA TRAINEESHIPS?

ELSA Traineeships provide law students and young lawyers with legal work experience. These opportunities are offered by Traineeship Providers active in different jurisdictions and legal sectors.

Through partnerships with a wide range of Traineeship Providers across different jurisdictions and legal sectors, participants experience the true diversity of the legal profession.

Whether you're working in a law firm, NGO, court, or research institution, each ELSA Traineeship offers a unique opportunity to develop practical skills, expand your network, and gain valuable insights into different areas of law.



legal sectors provided by ELSA TRAINEESHIPS?

ADMINISTRATIVE LAW	FINANCIAL LAW
ARBITRATION	HUMAN RIGHTS LAW
CIVIL LAW	INDUSTRIAL PROPERTY LAW
COMMERCIAL LAW	INTELLECTUAL PROPERTY LAW
COMPANY LAW	INFORMATION TECHNOLOGY LAW
COMPARATIVE LAW	INSURANCE LAW
COMPETITION AND ECONOMIC LAW	LABOUR LAW
CONSTITUTIONAL LAW	LEGAL THEORY
CONTRACT LAW	MERGERS & ACQUISITIONS
CRIMINAL LAW	PRIVATE INTERNATIONAL LAW
ENVIRONMENTAL LAW	PROPERTY LAW
EUROPEAN LAW	PUBLIC INTERNATIONAL LAW
FAMILY LAW	TAX LAW



where are ELSA TRAINEESHIPS?

LUXEMBOURG	AUSTRIA
MALTA	BELGIUM
NORWAY	BULGARIA
PERU	CZECH REPUBLIC
POLAND	ECUADOR
PORTUGAL	FINLAND
ROMANIA	GEORGIA
SWITZERLAND	GERMANY
THE NETHERLANDS	GREECE
TÜRKIYE	HUNGARY
USA	ITALY



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traineeships.elsa.org

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SWITZERLAND	GERMANY
THE NETHERLANDS	GREECE
TÜRKIYE	HUNGARY
USA	ITALY



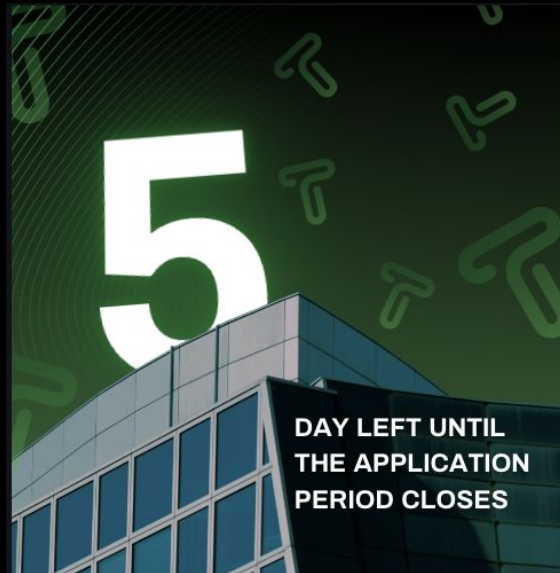
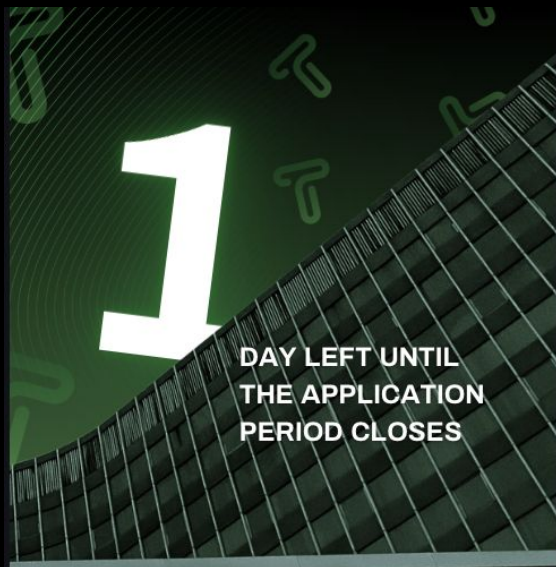
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Green “T” Element?



Removal of Timeline + Cycles



The section on the Timeline for the project is removed. This information is not relevant within the scope of Brand Book. Moreover, the definition of specific promotional timelines may create confusion due to the continuous nature of the promotion of ELSA Traineeships, for both Job Hunting and Student Hunting.

TELL US YOUR OPINIONS!

Questions to the Proposal?

Voting upon Proposal No.29

Ice Breaker!

Questions?

Thank you for your attention

Closing of the Joint MKT & PD Proposal Workshop
LXXXIX ICM Brno