

ELSA Brand Book

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

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

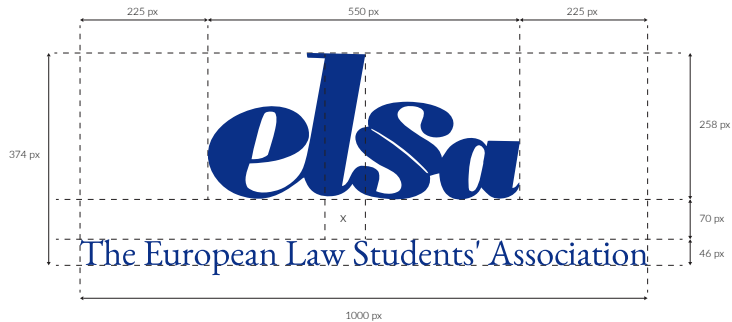
We are creating a plethora of opportunities for our members in the spirit of extracurricular education, which makes our members better and smarter.



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. Only when the design and the subtitle appear together in the correct proportions and colours may it be called the ELSA logo. 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 with capital letters, in the same type, size and colour as the subtitle, in English using EB Garamond.

Remember that the ELSA logo shall be featured on all marketing materials, with the exclusion of live broadcasting and instant photos shared on social media stories.

LOGO USAGE

The ELSA logo and the variations thereof may be featured without the subtitle only when the logo is relatively small and it is not used in combination with any other subtitle or name. Relatively small shall mean that the width of the design is 30 mm or less if the material production technology makes it impossible to use the logo with the subtitle and/or name. This exception does not apply for business cards, letterheads, envelopes, and digital publishing including webpages and social media.

The dimensions of the logo may be altered without altering its proportions to the extent that the subtitle would still be easily legible.

If there is an obligation deriving from national legislation to have the subtitle in a national language, this shall have secondary importance to the ELSA logo. The non-English subtitle shall be perfectly centred above the design with the same spacing, font, size and colour as the English subtitle.

The name of National Groups shall be written in English. The name of the National or Local Group shall be written in the font EB Garamond; written in capital letters and in the same type, size and colour as the subtitle; Perfectly centred under the subtitle with a fixed spacing of X, presented in the schemes attached in this Brand Book.

The ELSA logo shall be used only by ELSA International. ELSA International may authorise others to use the ELSA logo.



CLEAR SPACE



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.

Give the logo some space!

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. It is permitted only if the logo is used in a dynamic setting such as videos, gifs, or moving pictures provided that the logo is used in its right form at least for one second.

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 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!

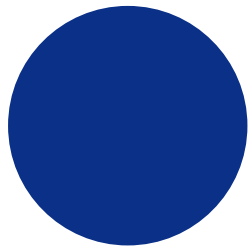
COLOURS

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.

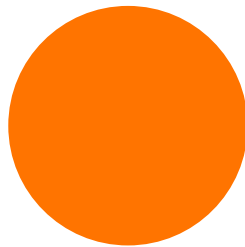
We have defined a core set of colours for you to start with. This does not mean that other complementary colours cannot be used. Make sure that the Corporate Identity is not undermined by non-corporate colours.

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

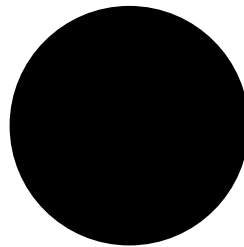
RGB is used for **digital publishing**.



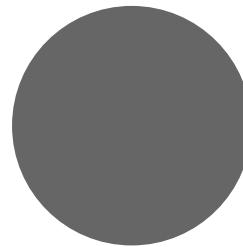
RGB: 10 48 135
CMYK: 100 85 0 0
HEX: #0a3087



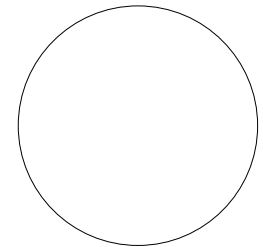
RGB: 255 116 0
CMYK: 0 64 94 0
HEX: #ff7400



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

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

The ELSA logo in blue, featuring the word 'elsa' in a stylized, lowercase, serif font.

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 ELSA logo in black, featuring the word 'elsa' in a stylized, lowercase, serif font.

The European Law Students' Association

Black

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

The ELSA logo in white, featuring the word 'elsa' in a stylized, lowercase, serif font, set against a solid blue background.

The European Law Students' Association

White

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

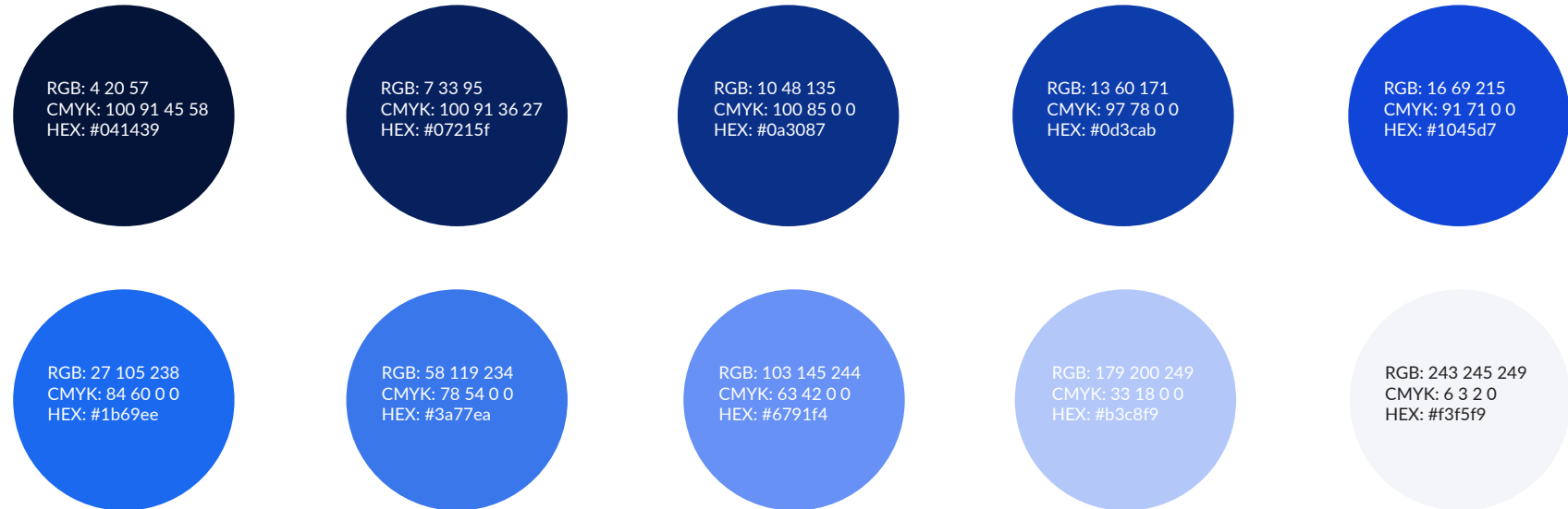
Seriously, never use any other colours for the logo!

SUPPORTIVE COLOURS

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


Anchor colour



RGB: 102 46 0
CMYK: 37 77 99 55
HEX: #662e00



RGB: 143 64 0
CMYK: 29 77 100 2
HEX: #8f4000




RGB: 184 83 0
CMYK: 21 73 100 12
HEX: #b85300



RGB: 224 101 0
CMYK: 7 70 100 1
HEX: #e06500




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




RGB: 255 137 16
CMYK: 0 56 92 0
HEX: #ff8910




RGB: 255 143 51
CMYK: 0 53 81 0
HEX: #ff8f33



RGB: 255 165 92
CMYK: 0 44 66 0
HEX: #ffa55c



RGB: 255 188 133
CMYK: 0 34 51 0
HEX: #ffbc85



RGB: 255 233 214
CMYK: 0 12 17 0
HEX: #ffe9d6

FONTS

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

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

pixabay.com

EXAMPLES



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.



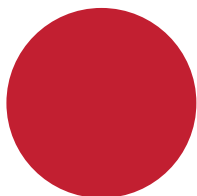
Helga Pedersen Moot Court Competition

helgapedersenmoot.elsa.org

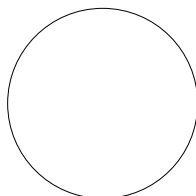
FONT

Palatino
Syne

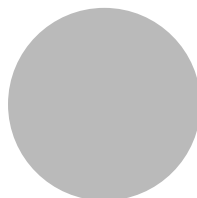
COLOURS



RGB: 194 31 49
CMYK: 16 98 78 6
HEX: #c21f31



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



RGB: 186 186 186
CMYK: 30 22 24 3
HEX: #bababa

KEY SELLING POINTS

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

ELEMENTS

1. Square speech bubbles
 2. ECtHR and participants' images
 3. Red see through layer over the images
-

TIMELINE

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

ELSA Legal Research Groups



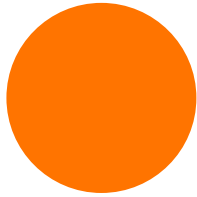
ELSA LEGAL RESEARCH GROUPS

LRG

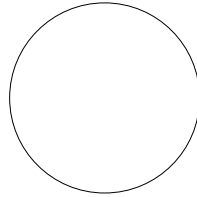
FONT

Lato (all weights)

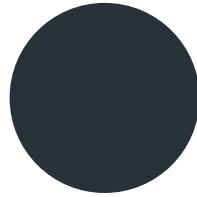
COLOURS



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

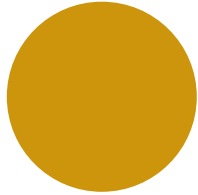
A vintage typewriter is shown in a close-up, low-angle shot. The machine is dark-colored, possibly black or dark brown, with a prominent carriage and a sheet of paper emerging from the carriage. A person's hands are visible on the right side of the frame, positioned over the keyboard as if typing. The background is blurred, suggesting an office or library setting. Overlaid on the center of the image is the text 'ELR' in a white, serif font, enclosed within a white square frame. The overall lighting is soft and focused on the typewriter and hands.

ELR

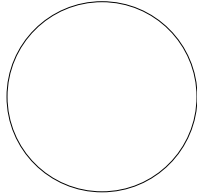
FONT

Lato (all weights)

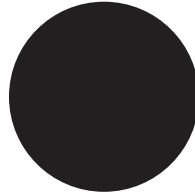
COLOURS



RGB: 205 149 12
CMYK: 0 27 94 20
HEX: #cd950c



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



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

KEY SELLING POINTS

1. Development practical research skills
 2. Publication and recognition in professional environment
 3. Improvement of Legal English and Writing Skills
-

ELEMENTS

1. Linear Elements
 2. Academic environment pictures
-

TIMELINE

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

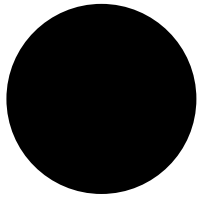
The image features a dark background with several hands raised in a gesture of protest or solidarity. The hands are rendered in a light, semi-transparent grey. In the foreground, there are large, flowing, colorful shapes in shades of red, orange, and blue, resembling liquid or smoke. The text is centered in the upper half of the image.

<Annual Human
Rights Campaign>

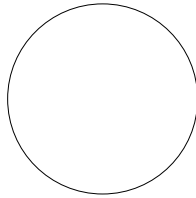
FONT

Lato (all weights)

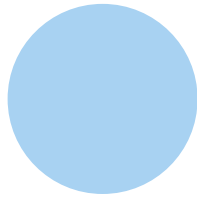
COLOURS



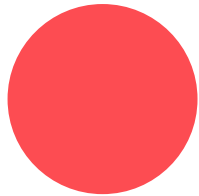
RGB: 0 0 0
CMYK: 0 0 0 100
HEX: #000000



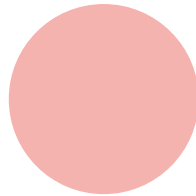
RGB: 255 255 255
CMYK: 0 0 0 0
HEX: #ffffff



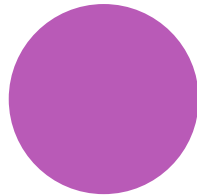
RGB: 168 210 242
CMYK: 31 13 0 5
HEX: #a8d2f2



RGB: 253 76 82
CMYK: 0 70 68 1
HEX: #fd4c52



RGB: 245 179 175
CMYK: 0 27 29 4
HEX: #f5b3af



RGB: 185 90 183
CMYK: 0 51 1 27
HEX: #b95ab7

KEY SELLING POINTS

1. Human Rights
 2. New topic each year
 3. Feeling connected to the ELSA Network
-

ELEMENTS

1. Gradient and wavy elements
 2. Images associated with Human Rights and AHRC Topic
-

TIMELINE

1. **Launch** - October
2. **General Promotion** - Throughout the year

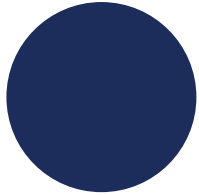


THE
JOHN H. JACKSON
MOOT COURT COMPETITION

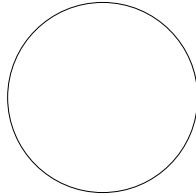
FONT

Lato (all weights)

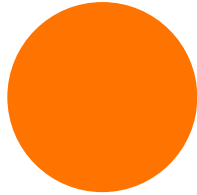
COLOURS



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. Circular graphics
 2. Globes & Case related pictures
-

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



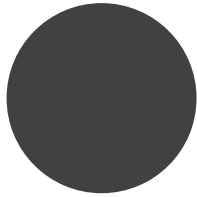
SELS
Summer ELSA Law Schools



FONT

Lato (all weights)

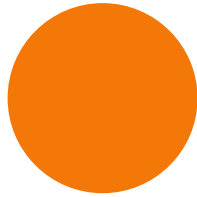
COLOURS



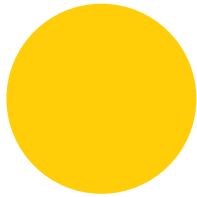
RGB: 65 64 66
CMYK: 66 57 52 55
HEX: #414042



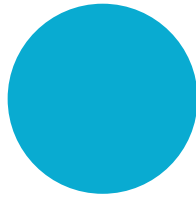
RGB: 242 70 25
CMYK: 0 82 91 0
HEX: #f24619



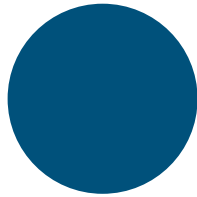
RGB: 244 120 8
CMYK: 0 62 96 0
HEX: #f47808



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

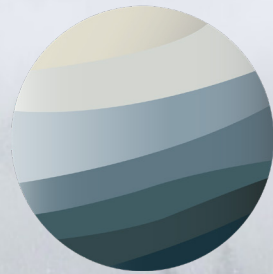
ELEMENTS

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



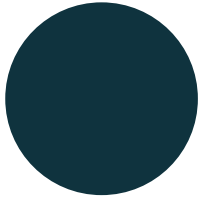
WELS

Winter ELSA Law Schools

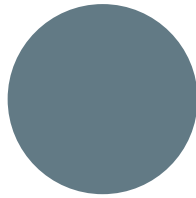
FONT

Lato (all weights)

COLOURS



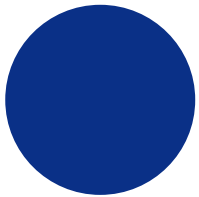
RGB: 27 54 64
CMYK: 89 61 51 55
HEX: #1b3640



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»



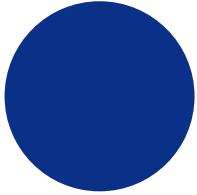
ELSA
Delegations



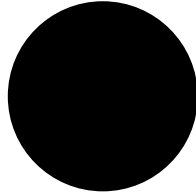
FONT

Lato (all weights)

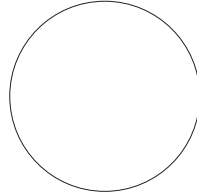
COLOURS



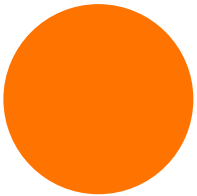
RGB: 10 48 135
CMYK: 100 85 0 0
HEX: #0a3087



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

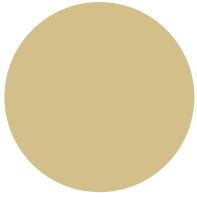


elsawebinars.
academy

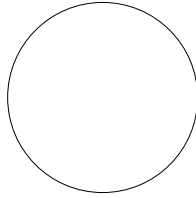
FONT

Lato (all weights)

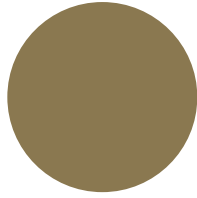
COLOURS



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CMYK: 16 20 51 2
HEX: #dcc58b



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



RGB: 138 120 80
CMYK: 43 44 75 16
HEX: #8a7850

KEY SELLING POINTS

1. High quality online legal courses
2. Specialisation without leaving home
3. Certificate of participation

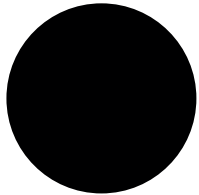


ELSA
Traineeships

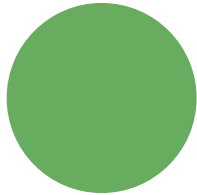
FONT

Archivo (all weights)

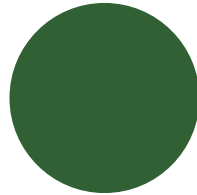
COLOURS



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



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

KEY SELLING POINTS

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

ELEMENTS

1. Corporate buildings
 2. Young professionals
 3. Office environment
 4. Business
 5. Traineeships destination pictures
-

TIMELINE

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

TWO CYCLES

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



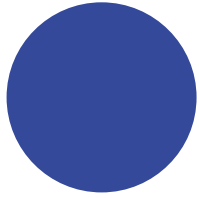
**INTERNATIONAL
FOCUS
PROGRAMME**



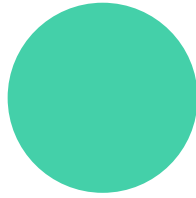
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Lato (all weights)

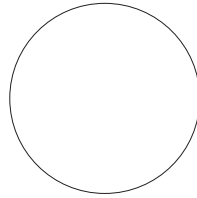
COLOURS



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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

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The European Law Students' Association