

11 Inns of Court School of Law

Section	Page
11.0 Introduction	59
Basic elements	
11.1 The logotype.....	60
11.2 Standard lock-up formats	61
11.3 Endorsed lock-up formats	62
11.4 Colour reproduction	63
11.5 Exclusion zones.....	64
11.6 Incorrect uses of the logotype.....	65
Stationery	
11.7 School letterhead	66
11.8 School personalised letterhead	67
11.9 Business cards	68
11.10 School compliments slip	69
11.11 Invitations - A5 single sided	70
Publications	
11.12 A4 cover grid	71
11.13 A4 and prospectus back cover grid	72

The Inns of Court School of Law has joined with City University to form the Institute of Law. A visual system has been devised to allow the two identities to sit together, as a transition stage.

The School's identity system follows all the same guidelines for the City identity with respect to typeface, colour and templates. Please refer to the other sections of these guidelines for guidance.

The only difference is that the School's coat of arms and name is used as an additional logotype alongside City's.

These guidelines also show how the Institute of Law's title and strapline should be used.

At the end of this section there are examples of the following publications:

- Fax template
- Memo template
- PowerPoint template
- Document covers
- Advertisements
- Web header
- Poster

11.1 Basic elements The logotype

The Inns of Court School of Law logotype – figure 1 – comprises two elements: the crest and the namestyle. These elements appear together in a fixed set of relationships shown overleaf. The elements must never be altered or redrawn in any way.

To maintain clarity and impact of the crest and namestyle the logotype should not be reproduced smaller than 15mm – figure 2 (measured by the width of the crest).

Only master artwork available from Marketing and Communications may be used to reproduce the logotype.

1

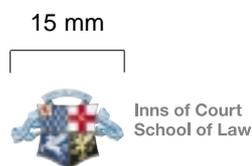
Crest

Namestyle



2

Minimum reproduction size



11.2 Basic elements The logotype - standard formats

There are four standard versions of the logotype shown below. Only these versions may be used in conjunction with the City University logotype.

Only master artwork available from Marketing and Communications may be used to reproduce the logotype.



**Inns of Court
School of Law**

Ranged two line format



Inns of Court School of Law

Ranged one line format



**Inns of Court
School of Law**

Centred two line format



Inns of Court School of Law

Centred one line format

11.3 Basic elements The logotype - endorsed formats

An endorsed version of the School's logotype has been produced for occasions when it is not possible to use the School's regular logotype in conjunction with the City University logotype – for example when it is to appear on a third party publication.

There are four standard versions of the endorsed logotype, shown below. These versions of the School's logotype are only used when it is not possible to use the regular version with the City logotype.

Only master artwork available from Marketing and Communications may be used to reproduce the logotype.

This version of the logotype is used on the backcover of publications, see 11.13.



Inns of Court School of Law

A School of the Institute of Law
at City University, London

Ranged two line format (endorsed)



Inns of Court School of Law

A School of the Institute of Law at City University, London

Ranged one line format (endorsed)



Inns of Court School of Law

A School of the Institute of Law
at City University, London

Centred two line format (endorsed)



Inns of Court School of Law

A School of the Institute of Law at City University, London

Centred one line format (endorsed)

11.4 Basic elements Colour reproduction

The Inns of Court School of Law logotype may appear in full colour or a single colour half-tone.

Full colour

Crest is reproduced in four colour and the namestyle reproduces in either Pantone Cool Grey 9c or as a 60% tint of Black.

Whenever the budget allows, the full colour logotype should be used.

Single colour half-tone

The crest reproduces as a single half-tone colour and the namestyle reproduces as a solid color.

Light colour or tinted backgrounds

The School's logotype appears with the City logotype and the City logotype normally appears on a white background. If the logo appears on a light coloured or light tinted background, (ie 40% tint or less), the namestyle should appear in grey for colour versions of the crest or black for black and white versions of the crest.

Reversed version

The crest is reproduced in either four-colour or single colour half-tone and the namestyle reproduces white out. This version is used when the logotype appears on a coloured background.

Full colour version



**Inns of Court
School of Law**

Single colour half-tone



**Inns of Court
School of Law**



**Inns of Court
School of Law**

Positive versions on light colours or tints 40% or below



**Inns of Court
School of Law**



**Inns of Court
School of Law**

Reverse versions out of black or solid dark colour



**Inns of Court
School of Law**



**Inns of Court
School of Law**

Reverse versions out of dark tints above 40%



**Inns of Court
School of Law**



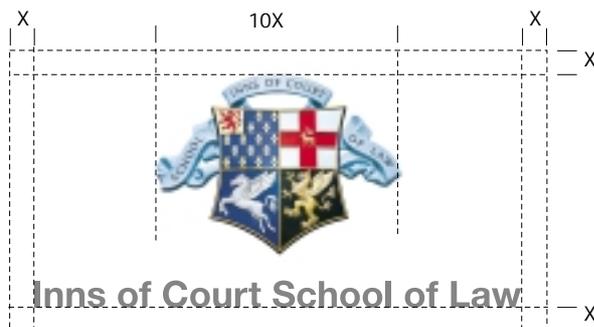
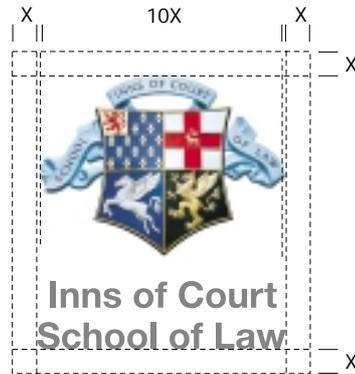
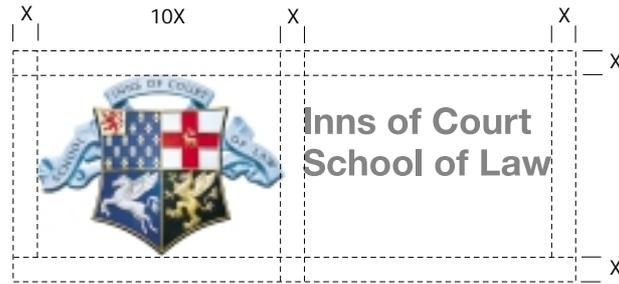
**Inns of Court
School of Law**

11.5 Basic elements Exclusion zones

To maintain the effectiveness of the Inns of Court School of Law logotype, 'protected zones' have been created around the logotype, shown below. No other visual elements such as type or photographs, should appear within this area.

In each case the outer dotted box surrounding the logotype forms the protected zone.

X denotes the width of the crest divided by 10.



11.6 Basic elements Incorrect uses of the logotype

The Inns of Court School of Law logotype can only appear in the permitted versions specified in this section of the guidelines. Some examples of incorrect use are shown here.

- 1 Do not use any colour configuration other than those specified.
- 2 Do not change the size of the namestyle in relation to the crest from the formats specified.
- 3 Do not substitute a different typeface for the namestyle.
- 4 Do not change the namestyle configuration from the formats specified.
- 5 Do not place a white background around the Inns of Court logotype when placing it on a coloured background.
- 6 Do not use the logotype within a box or distinctive shape.
- 7 Do not scan or re-screen the logotype. All versions are available from Marketing and Communications.
- 8 Do not let any words or visual elements appear within the exclusion zone.

1



5



2



6



3



7



4



8



11.7 Stationery School letterhead

Size: 210x297mm

Paper stock:

100gsm – Conqueror CX22 Diamond
Ultra Smooth.

Stationery orders must be placed
with Astron.

1 City logotype

Prints to match corporate colours in
the size and position shown.
Master artwork must be used.

2 School logotype

Prints to match corporate colours in
the size and position shown.
Master artwork must be used.

Typographic specifications

All set in upper and lower case
ranged left.

3 Institute

Helvetica Neue bold 8/9pt.

4 Address details

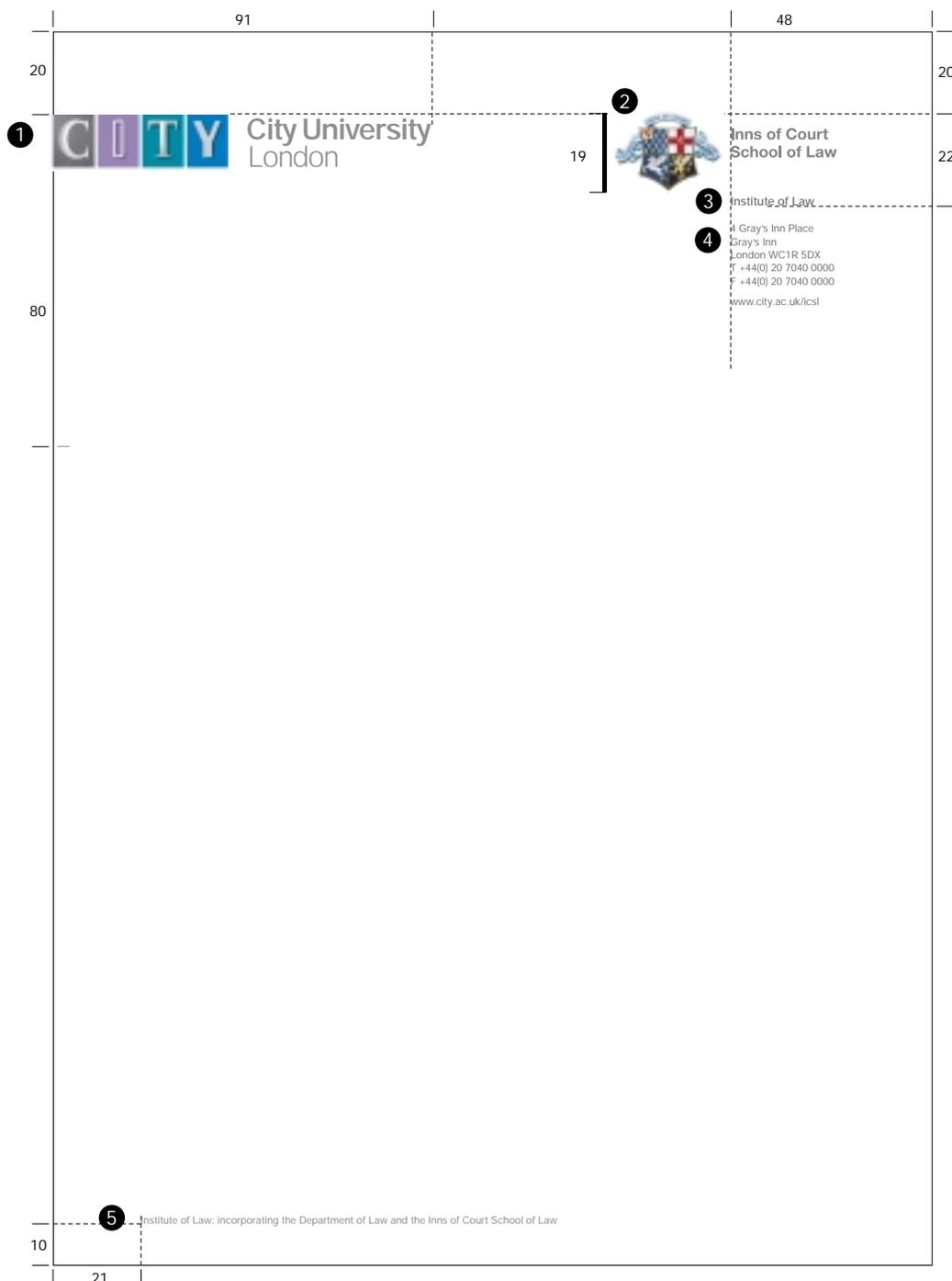
Helvetica Neue roman 7/9pt,

5 Strapline

Helvetica Neue roman 7pt.

Colour

All text prints to match
City Grey (see section 1.6 of City
Guidelines for reference).



All measurements are in millimetres

11.8 Stationery School personalised letterhead

Size: 210x297mm

Paper stock:

100gsm – Conqueror CX22 Diamond Ultra Smooth.

Stationery orders must be placed with Astron.

1 City logotype

Prints to match corporate colours in the size and position shown. Master artwork must be used.

2 School logotype

Prints to match corporate colours in the size and position shown. Master artwork must be used.

Typographic specifications

All set in upper and lower case ranged left.

3 Institute

Helvetica Neue bold 8/9pt.

4 Name

Helvetica Neue bold 7/9pt.

Qualification and title

Helvetica Neue roman 7/9pt.

5 Address details

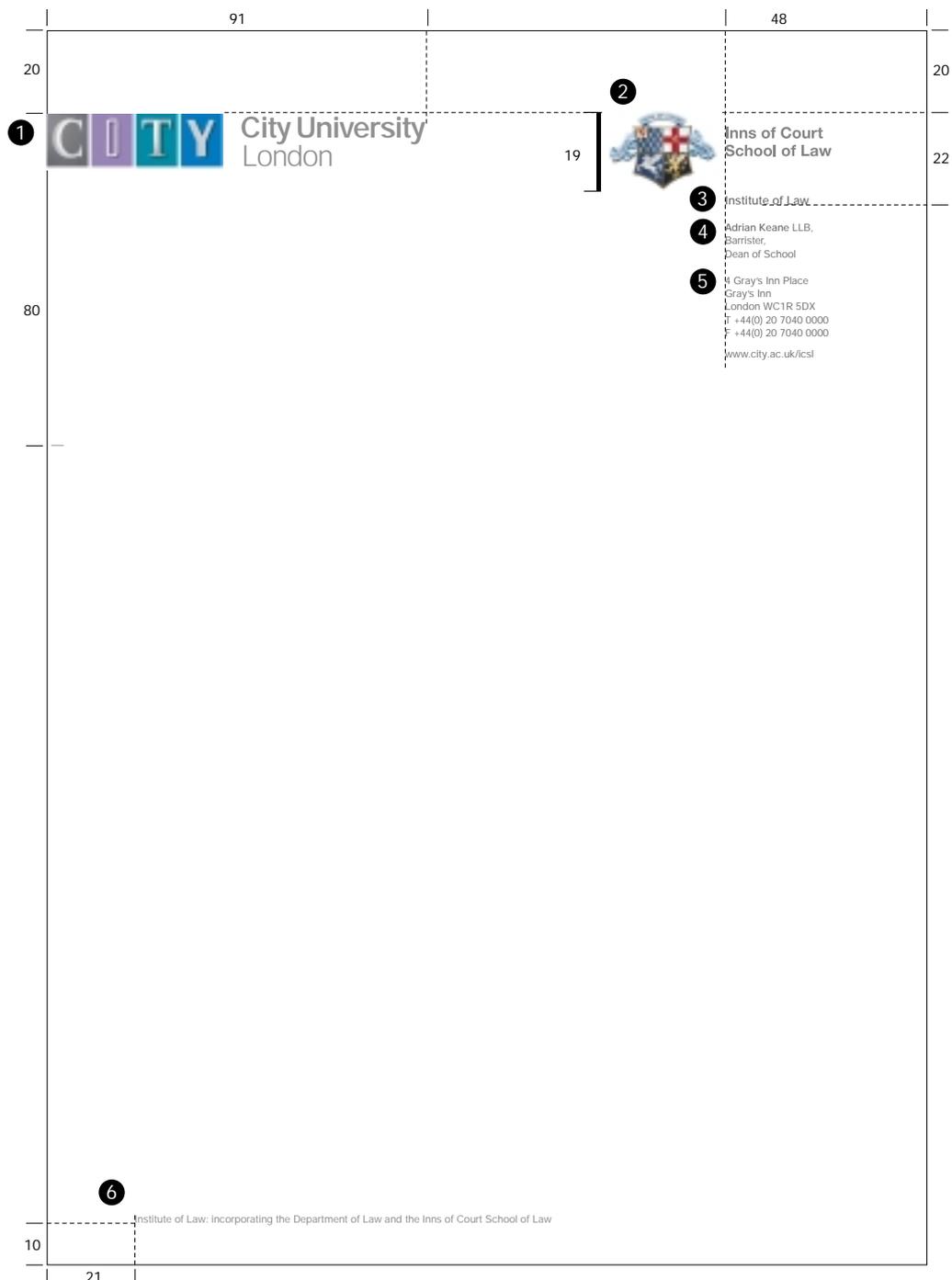
Helvetica Neue roman 7/9pt.

6 Strapline

Helvetica Neue roman 7pt.

Colour

All text prints to match City Grey (see section 1.6 of City Guidelines for reference).



All measurements are in millimetres

11.9 Stationery Business cards

Size: 85x55mm

Paper stock:

300gsm – Conqueror CX22 Diamond Ultra Smooth.

Stationery orders must be placed with Astron.

1 City logotype

Prints to match corporate colours in the size and position shown. Master artwork must be used.

2 School logotype

Prints to match corporate colours in the size and position shown. Master artwork must be used.

Typographic specifications

All set in upper and lower case ranged left.

3 Name

Helvetica Neue bold 7/8pt.

4 Qualification/job title

Helvetica Neue roman 7/8pt.

5 Institute

Helvetica Neue medium 7/8pt.

6 Address details

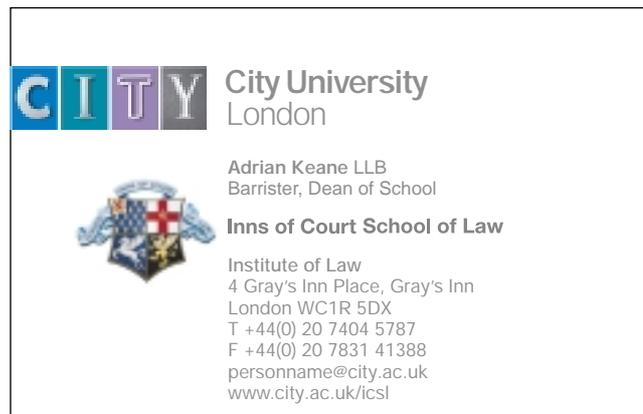
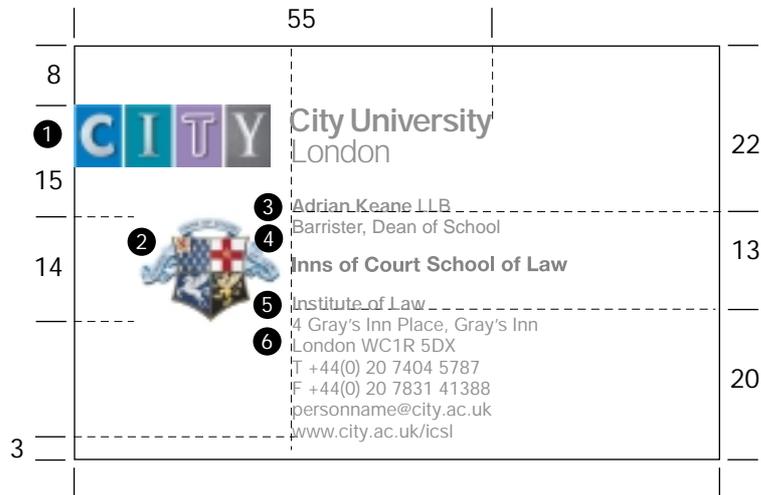
Helvetica Neue roman 7/8pt.

Colour

All text prints to match City Grey (see section 1.6 of City Guidelines for reference).

Reverse of card

See City Guidelines (section 2.7).



11.10 Stationery School compliment slips

Size: 210 x99mm

Paper stock:

100gsm – Conqueror CX22 Diamond Ultra Smooth.

Stationery orders must be placed with Astron.

1 City logotype

Prints to match corporate colours in the size and position shown. Master artwork must be used.

2 School logotype

Prints to match corporate colours in the size and position shown. Master artwork must be used.

Typographic specifications

All set in upper and lower case ranged left.

3 Institute

Helvetica Neue bold 8/9pt.

4 Address details

Helvetica Neue roman 7/9pt.

5 Name

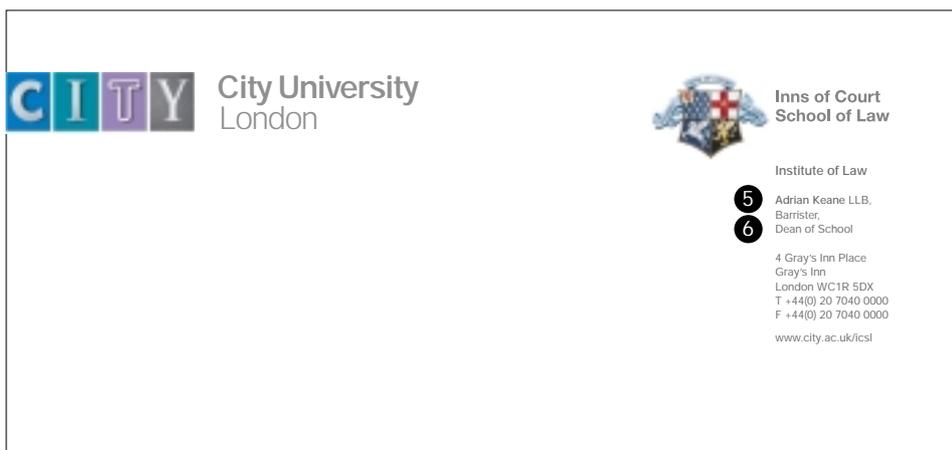
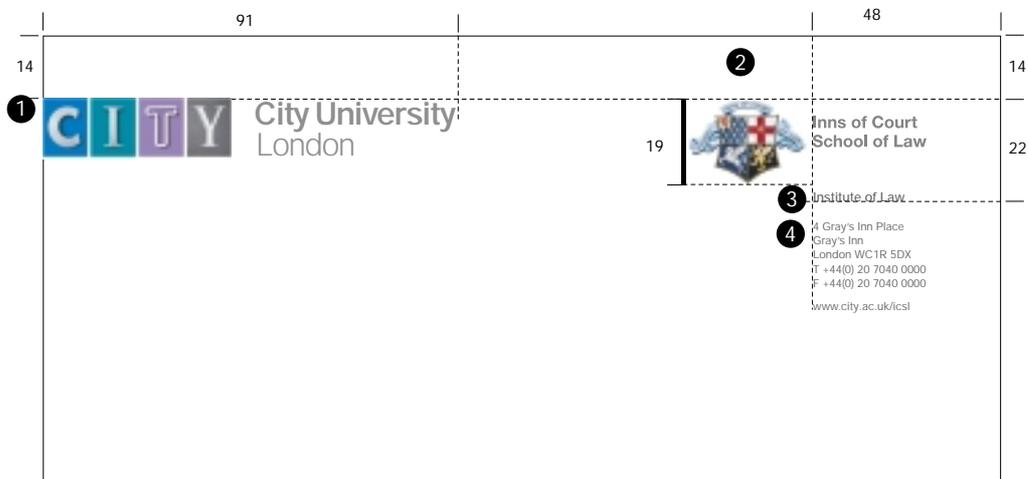
Helvetica Neue bold 7/9pt.

6 Qualification and title

Helvetica Neue roman 7/9pt.

Colour

All text prints to match City grey (see section 1.6 of City Guidelines for reference).



11.11 Stationery Invitations – A5 single sided

Size: 148.5x105mm (A6)

Paper stock:

300gsm – Conqueror CX22 Diamond Ultra Smooth.

Stationery orders must be placed with Astron.

1 City logotype

Prints to match corporate colours in the size and position shown. Master artwork must be used.

2 School logotype

(Centred version)

Prints to match corporate colours in the size and position shown. Master artwork must be used.

Typographic specifications

All set in upper and lower case ranged left.

3 Body text

Helvetica Neue light 9/14pt. Special text such as the headline and speaker's name may be emboldened and enlarged.

4 Institute

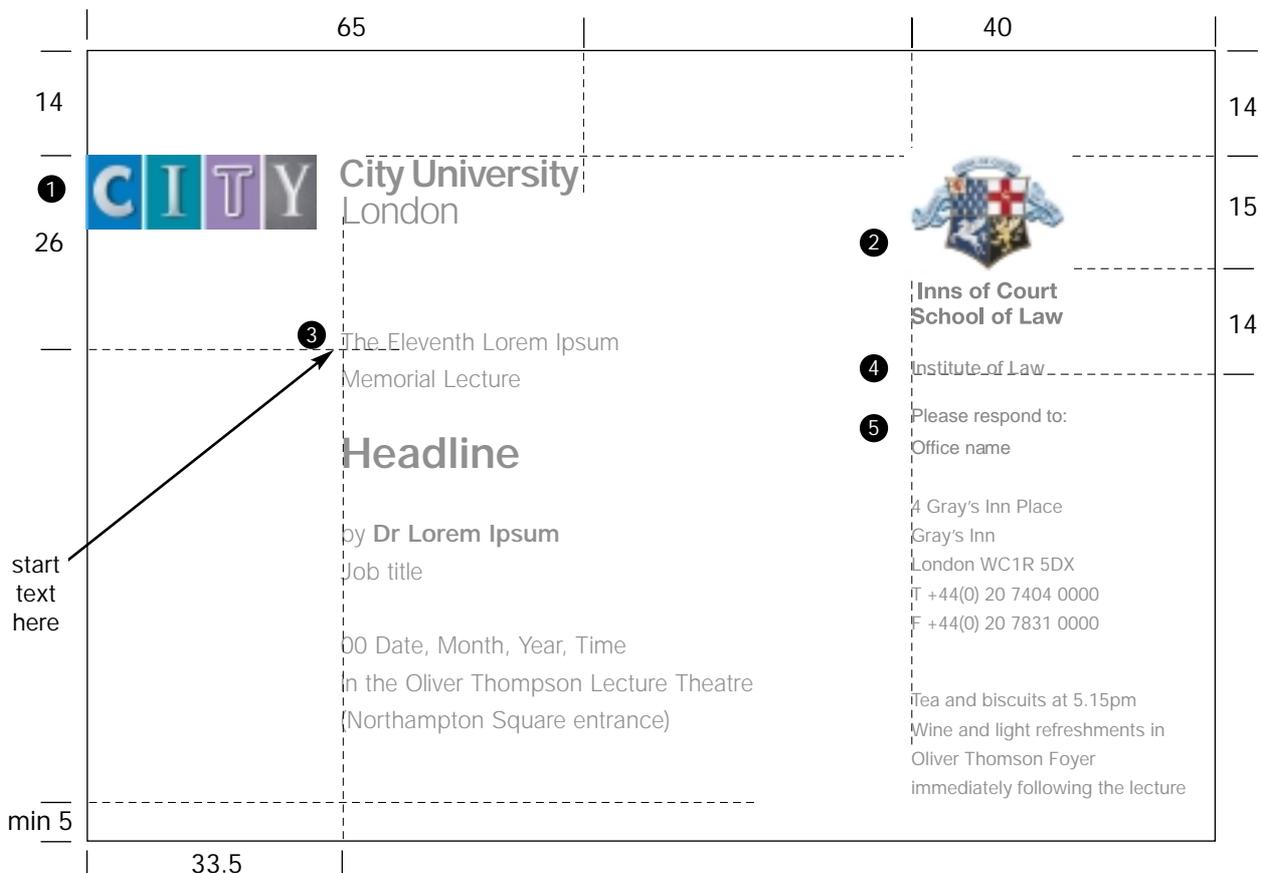
Helvetica Neue bold 7/14pt.

5 Reply address/details

Helvetica Neue roman 7/11pt.

Colour

All text prints to match City Grey (see section 1.6 of City Guidelines for reference).



11.12 Literature A4 cover grid

Size: 210x297mm (A4)

A4 literature covers should be endorsed with the City logotype and the School logotype.

All covers are divided vertically into thirds. The top third of the publication, shown below with a white background, is a 'clear zone'. Only the elements shown below may appear in this area. No images or coloured areas may appear within this zone. The bottom two thirds of the publication, shown below in grey, is the work area.

Any elements required to create the cover design may be placed there. A publication title may appear in this area.

1 City logotype

Prints to match corporate colours in the size and position shown. Master artwork must be used.

2 School logotype

Prints to match corporate colours in the size and position shown. Master artwork must be used.

Typographic specifications

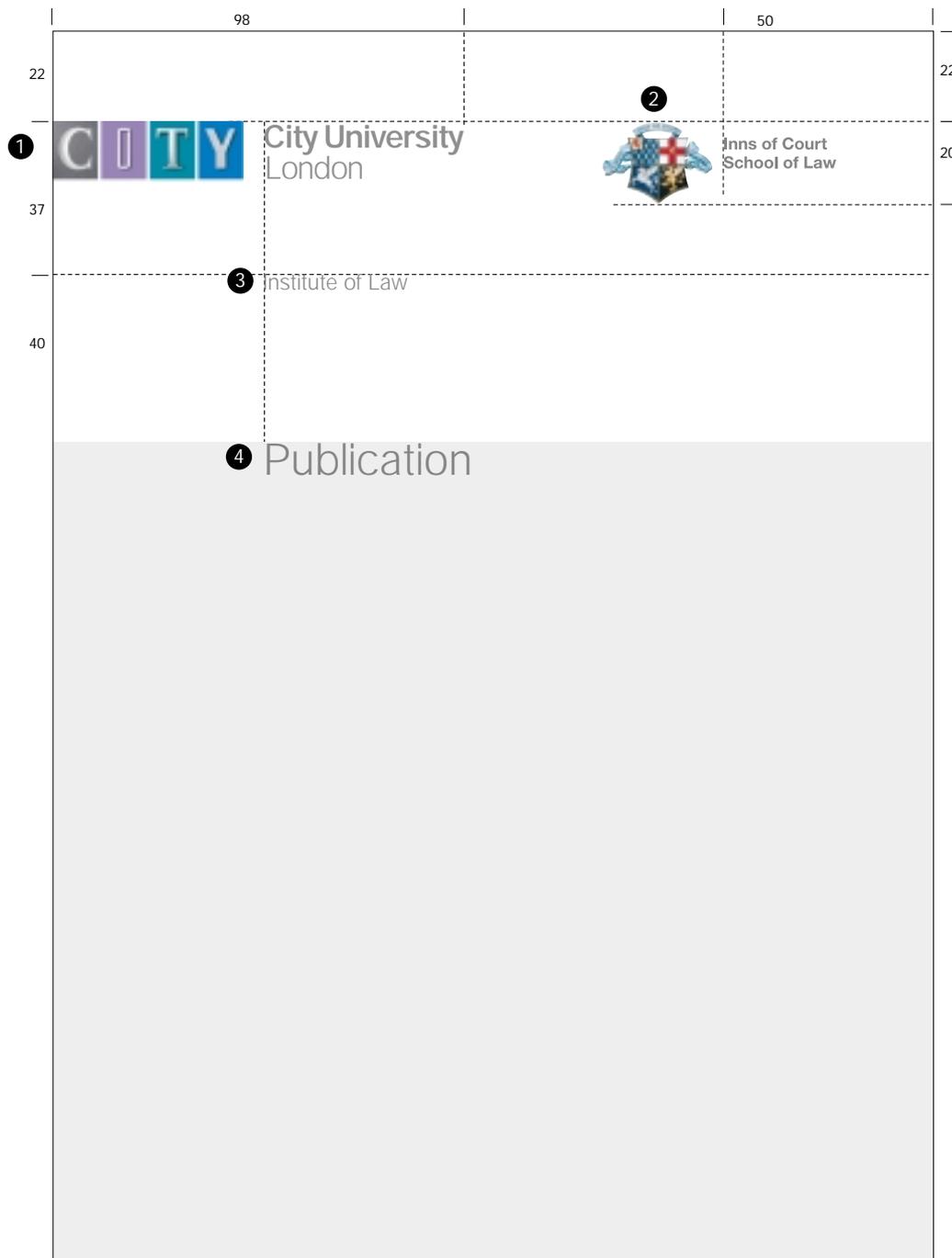
All set in upper and lower case ranged left.

3 Institute

Helvetica Neue roman 12pt.

4 Publication title

Any typeface style contained within this manual is permitted. It may appear in any position within the area designated by the grey tint.



All measurements are in millimetres

11.13 Literature A4 and prospectus back cover grid

Size: 210x297mm (A4)

All A4 and prospectus back covers for the Inns of Court School of Law are set with the endorsed School logotype and an address block. Elements other than the logotype and address block may appear on back covers but the logotype and address block must appear in the positions shown.

The address, telephone number and website address must appear in the Pantone Cool Grey 9c for five colour publications, 60% tint of black for printed publications featuring black, and 100% of colour for publications not featuring black.

1 Inns of Court logotype (endorsed version)

Prints to match corporate colours in the size and position shown.
Master artwork must be used.

Typographic specifications

All set in upper and lower case ranged left.

2 School name

Helvetica Neue medium 9/10.5pt.

3 Address text

Helvetica Neue roman 9/10.5pt.

