

# BRAND AND GRAPHIC STANDARDS GUIDE

*Effective October 1, 2019*

*Within these pages are the brand and graphic standards for all printed and Web-related materials.*

*For more information on the application of the FBA brand, please contact us at [fba@fedbar.org](mailto:fba@fedbar.org) or 571.481.9100.*



**Federal Bar  
Association**

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# INTRODUCTION

It is important that all staff, members, and vendors use the Federal Bar Association name, logo, and branding properly and consistently. Uniformity in presentation will maximize the awareness of our name while protecting our logo rights.

These guidelines are intended to help the FBA maintain its identity throughout the nation for all the services that are offered. Refer to these guidelines whenever using any element of the FBA name, logo, or brand.

This guide provides an overview of the FBA's visual identity as well as guidelines on using the key graphic elements of that identity: the FBA logo, colors, and preferred typefaces. It focuses on print publications with general guidelines for the Web.

## Why we have guidelines

Every representation of the FBA should consistently communicate the unique benefits it offers to its members. Visual consistency helps create recognition and differentiates the FBA from other bar associations. Every physical representation of the FBA's image that people notice—whether it's a letter written on stationary, a brochure, or a sign—offers an opportunity to communicate our commitment to service. The consistent use of one distinctive logotype communicates who we are, with one voice, to members and others.

# BRAND GUIDELINES Q & A

## What purposes are these guidelines intended to serve?

There are multiple purposes for these guidelines. First, they are meant to illustrate and explain the correct ways to use the FBA's name, logo, and brand. The guidelines give the specific information needed for the majority of uses of our logo and brand. Second, protecting them from misuse or improper use is important for legal and public relations reasons. Third, improper usage ultimately weakens the FBA. Fourth, correct usage of our name, logo, and brand helps to increase awareness of the FBA and its activities.

## Are the rules regarding logo usage suggested or mandatory?

The rules are mandatory. The FBA's logo and brand are viable only when used correctly.

## What is the best way to be sure I am reproducing a logo accurately?

Follow the instructions in this guide. If you have questions, you can contact staff at [fba@fedbar.org](mailto:fba@fedbar.org) or 571.481.9100.

## TERMS OF USE

By downloading FBA graphics, you agree to abide by the following terms of use:

1. Logos and graphics may not be altered, redrawn, or reset typographically. Elements of the logos or graphics may not be separated, rearranged, or altered in any way, and original height-to-width proportions (aspect ratios) must be maintained.
2. Your permission to use the FBA's logo and graphics is revocable by the FBA.
3. The logos and graphics may not violate the rights of others or applicable law, or state or imply endorsement of your business or organization.
4. You agree that upon request from the FBA, you shall forward to the FBA samples of your use of the logos and graphics.

## LOGO FORMAT AND ACCESS

The FBA has provided its logo in a variety of formats at [www.fedbar.org/branding](http://www.fedbar.org/branding).

JPG — Used for online and print purposes.

TIF — (Raster) Used for print purposes due to its high resolution. For newsletters or documents created in word processing applications such as Microsoft Word. Offers higher resolution output and reproduces well from black and white or color laser printers or inkjet printers.

EPS — (Vector) Used for print purposes due to its high resolution. Newsletters or documents created in page layout programs such as QuarkXPress, InDesign, or PageMaker. Offers highest quality output for documents being produced on printing presses, digital presses, or other post-script printing devices.

To download the logo visit [www.fedbar.org/branding](http://www.fedbar.org/branding). If you have questions about the logo or need a format that is not listed, please contact staff at [fba@fedbar.org](mailto:fba@fedbar.org) or 571.481.9100.

# Federal Bar Association

## Brand and Graphic Standards Guide

### PROPER LOGO USE

Acceptable colors are PMS 281, black, and white. No other colors may be used. The logo is available in two versions:



**Federal Bar  
Association**

Vertical



**Federal Bar  
Association**

Horizontal

#### The Partial Logo

Use of the individual FBA seal is not permitted except with approval from the FBA headquarters.



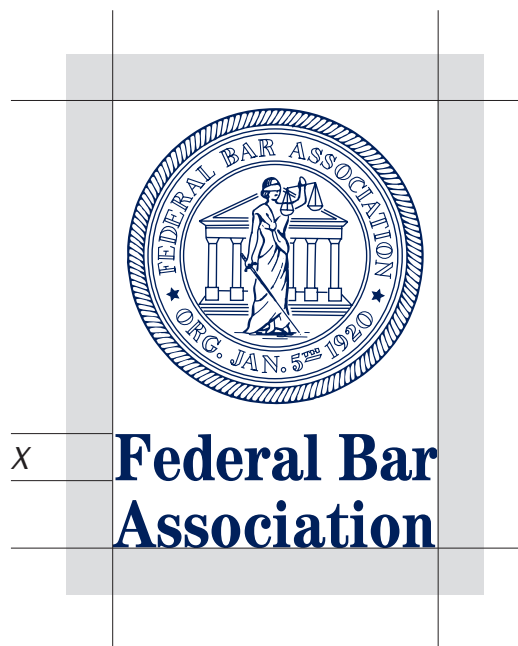
#### Merchandise and Manufactured Items

Any request for reproducing any FBA logo (including a chapter, section, or division logo) is subject to the approval of the national office. Please contact staff at [fba@fedbar.org](mailto:fba@fedbar.org) or 571.481.9100 for more information.

# CLEAR SPACE AND SIZE REQUIREMENTS

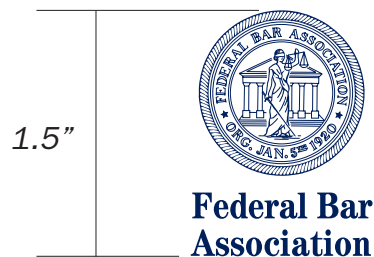
### Clear Space

The FBA logo should always have an area open space or “clear space” around it. No other graphic or typographic elements should fall within this area around the logo. The clear space should be equal to “x-height,” which is the height of the “F” at the size of intended use.



### Sizing

In order to protect the legibility of the logo, there is a minimum size requirement. It must never be reproduced in sizes smaller than 1.5” high for vertical logo option and 2.5” for wide horizontal option.



### UNACCEPTABLE APPLICATIONS

#### Borders, Drop Shadows, and Other Effects

The logo is always to be free floating and should never be constrained by a border or have a drop shadow or other visual effect applied to it.



## AFFILIATE LOGOS

### Chapter, Section, and Division Logos

Chapter, section, and division logos are available upon request from the communications department. These are examples of proper format; other representations are not permitted. Contact staff at [fa@fed-bar.org](mailto:fa@fed-bar.org) or 571.481.9100 for more information.



**Federal Bar  
Association**  

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**New Orleans Chapter**



**Federal Bar  
Association**  

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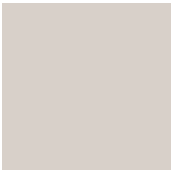


**New Orleans Chapter**

# Federal Bar Association

## Brand and Graphic Standards Guide

### COLOR PALETTE

When reproducing the FBA colors in print, broadcast, or web applications, match their PANTONE® equivalents as closely as possible. These colors can be found in the PANTONE® Color Standards.

						
<b>PMS 281</b> C = 100 M = 72 Y = 0 K = 32	<b>PMS 1235</b> C = 0 M = 29 Y = 91 K = 0	<b>PMS 371</b> C = 43 M = 0 Y = 100 K = 56	<b>PMS 159</b> C = 0 M = 66 Y = 100 K = 7	<b>PMS Warm Gray 3</b> C = 0 M = 4 Y = 8 K = 17	<b>PMS 308</b> C = 100 M = 5 Y = 0 K = 47	<b>PMS 1815</b> C = 0 M = 90 Y = 100 K = 51
<b>HTML</b> #002868	<b>HTML</b> #FCB514	<b>HTML</b> #566B21	<b>HTML</b> #C66005	<b>HTML</b> #D8CFC6	<b>HTML</b> #00607C	<b>HTML</b> #7D2500
<b>RGB</b> 0, 40, 104	<b>RGB</b> 252, 181, 20	<b>RGB</b> 86, 107, 33	<b>RGB</b> 195, 96, 5	<b>RGB</b> 216, 207, 198	<b>RGB</b> 0, 96, 124	<b>RGB</b> 125, 37, 0

### TYPOGRAPHY

Words do not just hold meaning; they communicate by their own very form. The FBA primarily uses the fonts below, and prefers these to be used whenever possible:

Headline:	<b>ITC Century, Book condensed</b>
Subhead 1:	<b>ITC Century, Bold condensed</b>
Subhead 2:	<i>ITC Franklin Gothic Book Oblique</i>
Body copy:	ITC Century Light
Photo caption:	ITC Franklin Gothic Book
Pull quote:	<b>ITC Franklin Gothic Demi</b>
Any script usage:	<i>BlackJack Regular</i>
Web:	Verdana, Regular (body content) <b>Georgia, Bold</b> (headers)

## CORE BRANDING

### **Mission Statement**

The mission of the association is to strengthen the federal legal system and administration of justice by serving the interests and the needs of the federal practitioner, both public and private, the federal judiciary, and the public they serve.

### **Vision Statement**

The association will be recognized as the premier bar association serving the federal practitioner and judiciary.

### **Company Background**

The Federal Bar Association represents the federal legal profession and comprises more than 16,000 federal lawyers, including 1,200 federal judges, who work together to promote the sound administration of justice, integrity, quality, and independence of the judiciary. The Federal Bar Association also provides opportunities for scholarship and for judges and lawyers to professionally and socially interact.