

# *Graphic* Standards



*Juris Mentem Law Review*  
AMERICAN UNIVERSITY

These graphic standards will help us maintain a **consistent** and **professional** look for all of our materials. From color palettes to typography, these guidelines will ensure that our look is always on point.

*Graphic Standards*

# CONTENTS

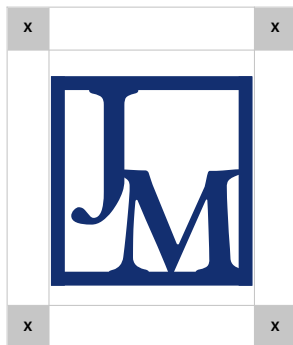
- 1 *Logos*
- 2 *Typography*
- 3 *Color Palette*
- 4 *Imagery*
- 5 *Social Media*
- 6 *Print*

# LOGOS

*Graphic Standards*

At JM, we've got the perfect logo for any occasion. Our logogram is versatile and adaptable for most things, from social media to flyers. When paired with the logotype, it's the perfect fit for print media. And when you need a circular logo or profile picture, our Icon is the way to go. Just remember: **never use the logogram in a circular logo**.

Logogram



Logogram + Logotype



Icon

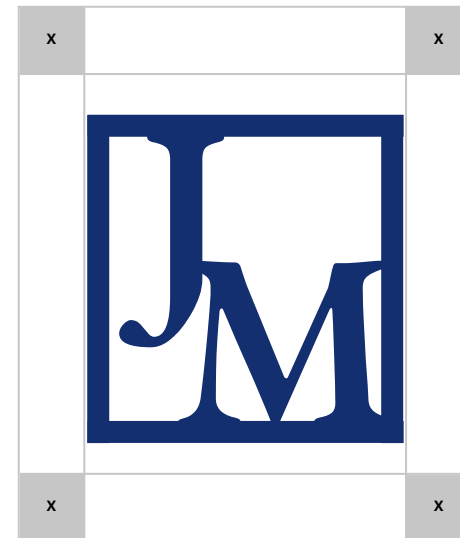


# LOGO *Graphic Standards*

## SAFE AREA

### CLEAR SPACE

When using the logo, it's essential to ensure that it is **spaced correctly**, and that the lettering is always **readable**. **The logo should never touch the edge of the text or page** and should have an even space around it. The logo size should also be appropriate for the content and context, ensuring that it is **always clear and visible**.

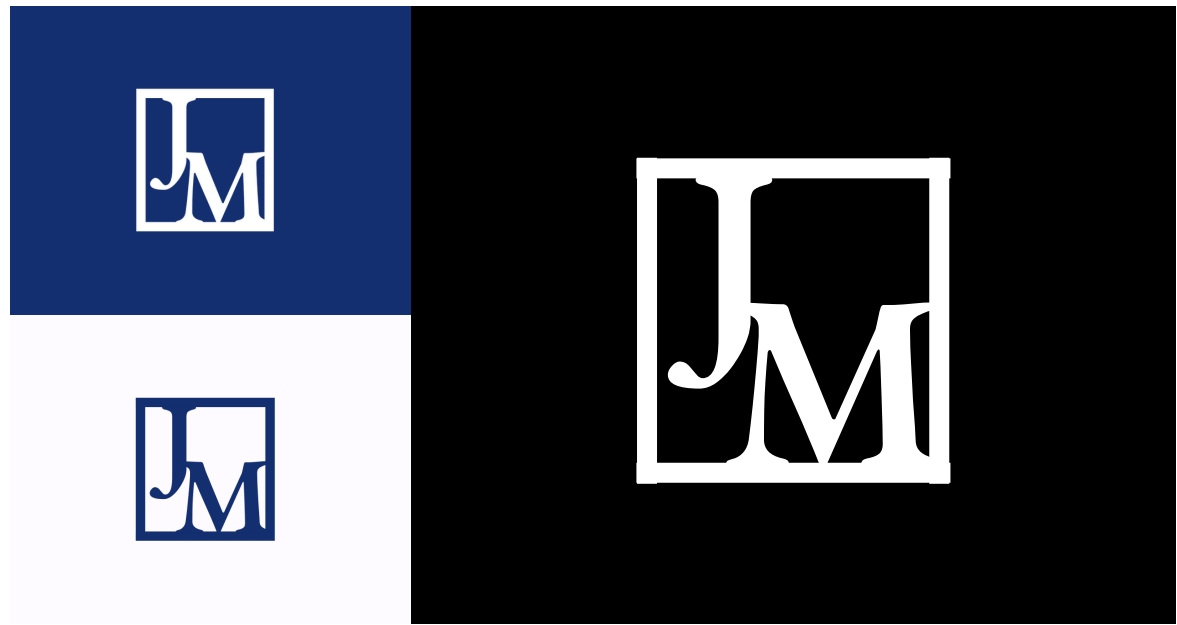




INCORRECT USAGE



CORRECT USAGE



# **TYPOGRAPHY**

*Graphic Standards*

**JURIS MENTEM**

**LAW REVIEW**

Primary

**Aa**

**GT Walsheim Black**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii**

**Jj Kk Ll Mm Nn Oo Pp Qq**

**Rr Ss Tt Uu Vv Ww Xx Yy**

**Zz 1 2 3 4 5 6 7 8 9 0**

Secondary (Serif)

**Aa**

**GT Walsheim Regular**

Aa Bb Cc Dd Ee Ff Gg Hh Ii

Jj Kk Ll Mm Nn Oo Pp Qq Rr

Ss Tt Uu Vv Ww Xx Yy Zz 1 2

3 4 5 6 7 8 9 0

Secondary (Sans)

**Aa**

**EB Garamond Regular**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj

Kk Ll Mm Nn Oo Pp Qq Rr Ss

Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5

6 7 8 9 0

## FORMATTING GUIDE



When formatting text, it's important to create a cohesive look and feel that is both professional and inviting. Feel free to mix and match our serif and sans fonts, but be sure to use them purposefully and ensure that all text remains legible. When writing out acronyms, always say the full name followed by the acronym in parentheses. Avoid using contractions and instead write out numbers. When formatting paragraphs, be sure to use "justified text." Justified text is when the left and right sides of the paragraph are aligned to create a parallel spacing, resulting in a clean and polished look.

### Juris Mentem Law Review

**20 Pt**

Consistency is key to building trust and credibility with our audience. By establishing a clear and consistent style, we ensure that our messaging is easily understood and that our organization is represented in a professional and cohesive manner.

14 Pt

Writing is one of the most powerful tools for growing and nurturing a community. With the right words, you can connect with people, spark their imagination, and inspire them to take action. Whether you're writing a blog post, a social media update, or a newsletter, it's important to approach it with a clear purpose and a strong voice. By sharing your story, your expertise, and your passion, you can build a following of like-minded individuals who share your values and vision. So don't be afraid to put pen to paper (or fingers to keyboard) and start writing your way to a bigger, stronger, and more vibrant community today.

10 Pt

# COLOR PALETTE

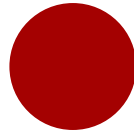
## *Graphic Standards*



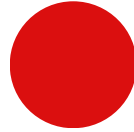
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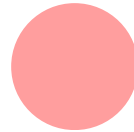
#B3D8E0



#A40101



#DB0F0F



#FF9E9E



#132F70



#0B2840



#09844D

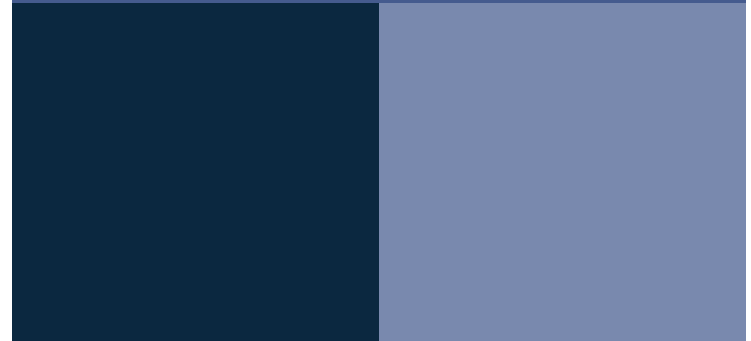


#BEEBCE



#51D171

Our color palette offers a range of choices that can help you create a cohesive and professional look for your brand. For optimal results, we recommend using the **standardized blues first**, as they are the official colors of our brand. When using other colors, we suggest using them in moderation and in ways that complement the blues. **Remember to keep your design simple, clear, and inviting.**



# IMAGERY

## *Graphic Standards*

We take pride in showcasing the richness of our history and the depth of our knowledge by using **high-definition** or **historical photos** that relate to American University, the law, or the topic being discussed. To add a touch of our brand identity, we typically **apply a transparent layer** in one of our official blues on top of the image. This allows for words to be placed on top of the image or to look specific to our organization, while still honoring the original image and its significance. **Always cite any images used in a design.**



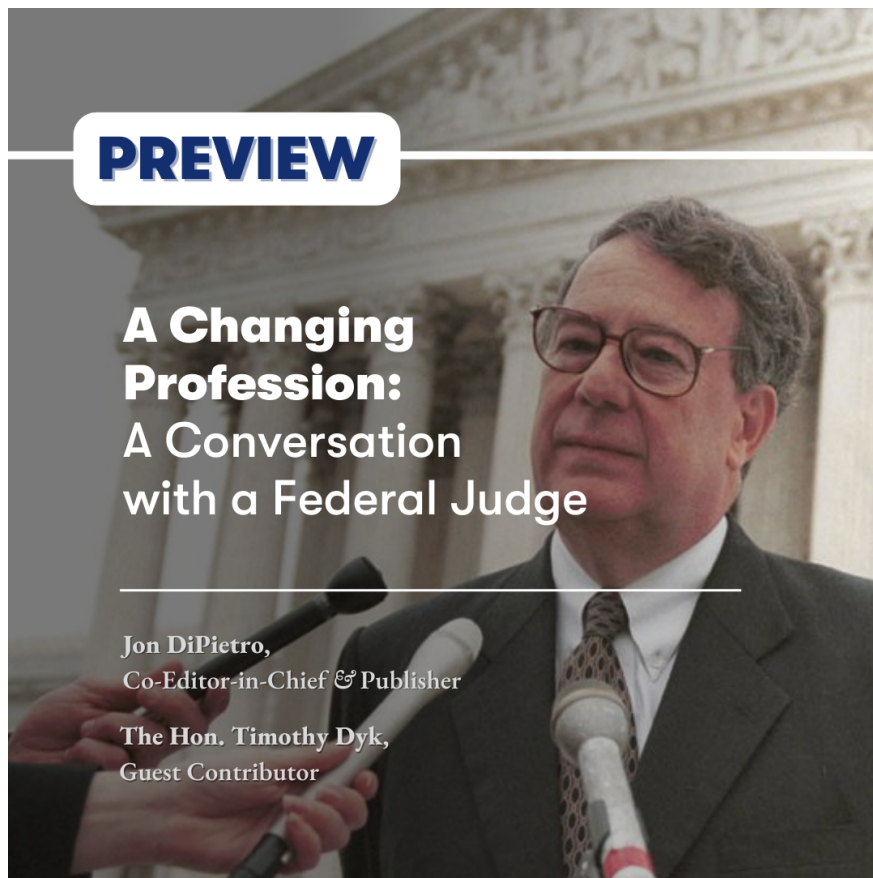


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# SOCIAL MEDIA

*Graphic Standards*



**PREVIEW**

**A Changing Profession:  
A Conversation  
with a Federal Judge**

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Jon DiPietro,  
Co-Editor-in-Chief & Publisher

The Hon. Timothy Dyk,  
Guest Contributor



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**5** **WAYS TO**  
*Get Involved*

SWIPE >

[american.edu/spa/jlc/juris-mentem.cfm](http://american.edu/spa/jlc/juris-mentem.cfm)



## PREVIEW

# A Changing Profession: A Conversation with a Federal Judge

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## FORMATTING TIPS



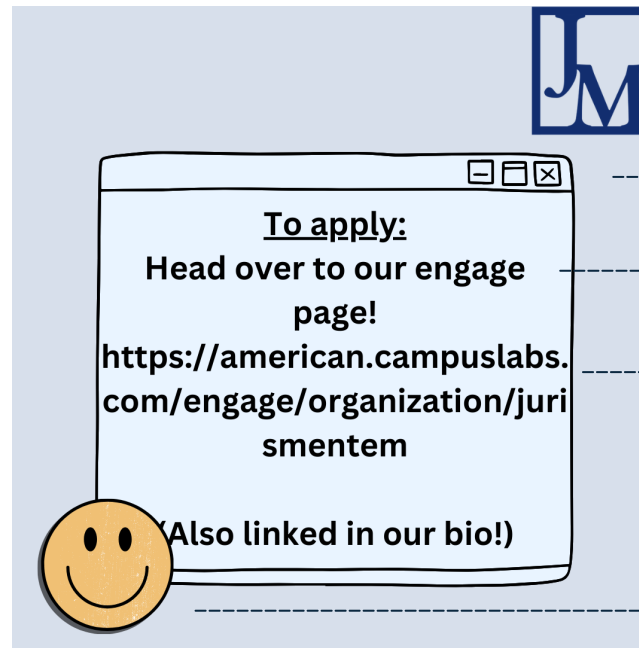
Designing social media posts is an artform. We know that the perfect image can speak a thousand words, but it's our job to make sure those words are **clear and visible**. To make sure your message hits home, we recommend using a **transparent gradient** to create a space for your words. **Keep the text away from the edge of the image and ensure it doesn't cover the focus of the picture.** Pairing our official primary and secondary fonts can take your design to the next level. Get creative and see what works best for your message.



## CORRECT FORMATTING



## INCORRECT FORMATTING



The logo is touching the corner, is too large, clashes with the background color, and looks out of place on this page.

Color does not work with the selected logo color.

Unapproved typeface. Must stick within approved fonts.

Let's keep it simple, folks. Shorten those links and make it easy for all to join in.

This icon is too close to the corner of the page and blocks part of the text. This post was clearly made using a template JM did not create. Do not use premade templates, especially if they do not meet our graphic standards.

## *Graphic Standards*

# PRINT

JM's graphic standards have been carefully crafted to ensure consistency across all mediums, from digital to print. When implemented correctly, these guidelines ensure that everything fits together seamlessly, including the look and feel of our biannual publication, which is at the center of our organization. By adhering to these standards, we're able to create a cohesive and recognizable brand that represents who we are and what we stand for.



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JM  
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**Thank you!**

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[jurishmentem@american.edu](mailto:jurishmentem@american.edu)