



LAW SOCIETY
OF IRELAND

OUR BRAND GUIDELINES

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REGULATE
REPRESENT

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1

OUR BRAND



LEADER

PROTECTOR





DYNAMIC

CLEAR





WE ARE THE
LAW SOCIETY
OF IRELAND

HERITAGE

PROUD OF TRADITION – PREPARED FOR THE FUTURE

We are the professional body for solicitors. The way we communicate reflects our values and what we stand for. We act with the highest possible standards of integrity, fairness and independence.

Our vision affirms our purpose and serves as a reminder of the clear direction that we are taking to meet the needs of our members in the changing context for the profession – in education, regulation and representation.

Our vision also serves to ensure that our role in protecting the interests of the public are better understood and that we take a more active role in public life.

OUR VISION

THE TRUSTED VOICE
OF A RESPECTED
SOLICITORS' PROFESSION

WHY DO WE EXIST?

- To serve, represent and support our members and the public.
- To ensure fair and effective regulation of solicitors in the interests of the profession and the public.
- To provide excellent legal education and training.
- To raise awareness within members of the public of how the profession can help to vindicate their rights.
- To participate fully in public life so that issues of fairness and justice are to the fore in public discourse.

OUR MISSION

OUR VALUES

Our values are what we stand for and what guides our behaviour in our dealings with all stakeholders

OF SERVICE

- We act to protect and champion the rights of the profession, their clients and the public interest.
- We provide a responsive, courteous and efficient service to our members and the public.
- We value and seek feedback and are constantly striving to understand and meet the needs of our members and the wider public.

RESPECT

- We show respect by listening well to different views and perspectives without pre-judgment.
- We show respect by giving reasons for our decisions after due consultation and consideration.

OWNERSHIP

- We act to the highest professional standards, constantly reviewing our systems and processes to ensure that these are fit for purpose.
- We are accountable for our work in a transparent manner.
- We involve a broad representation of our members in core activities.

INTEGRITY

- We act with integrity and fairness and report on our activities and decisions in a transparent manner.
- We speak clearly, plainly and accurately in our communications.

INDEPENDENCE

- We act in an independent and fair manner, without fear or favour of any section of society or any state institution or body.

2

TOOLS & RULES

OUR MASTER LOGO

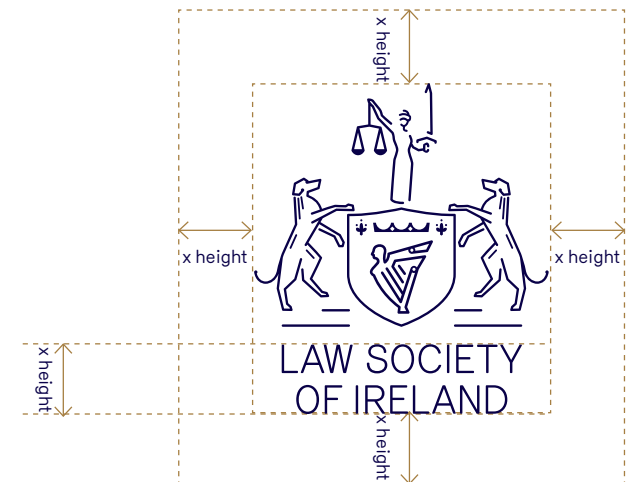
The design of our master logo is a contemporary interpretation of the Law Society Coat of Arms. It is made up of two components: the crest and the type. These components are always placed in a fixed relationship and you should never alter, separate or reproduce them in any other way.



KEEP IT CLEAR

To ensure its integrity and visibility, our master logo should be kept clear of competing text, images and graphics. It must be surrounded on all sides by adequate clear space.

The minimum areas of clear space below are based on a measurement equivalent to the height of the 'LAW SOCIETY OF IRELAND' text.



We have established a minimum size recommended for printing based on the master logo height to ensure clarity and legibility at all times. All versions of our master marque must never be reproduced below its minimum size.

minimum size:
35mm high

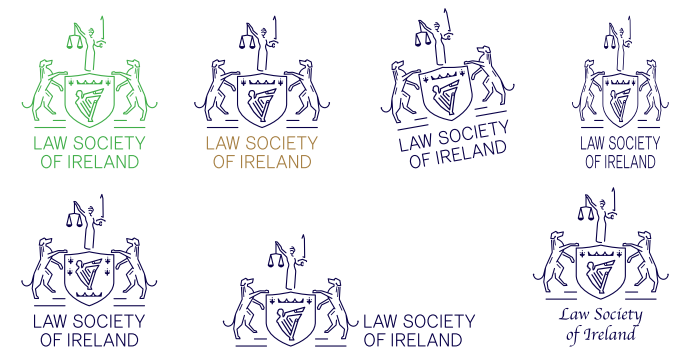


THE SMALLEST SIZE

NO ALTERATIONS PLEASE

It is important that our master logo is used correctly and consistently in all applications. If you attempt to alter or recreate our master logo in any way, the impact and recognition of the Law Society brand will be compromised.

- Please don't adjust the colours of the master logo.
- Please don't rotate, stretch or distort the logo.
- Please don't add supplementary elements to the master logo.
- Please don't alter the elements, proportions or positions of the master logo.



Please note the logos above don't follow the minimum recommended size; they serve to illustrate the recommendations on logo use as set out above.

TWO FONTS THREE WEIGHTS

Our designers use two fonts to maintain a consistent typographic look throughout all our professionally printed Law Society communications.

We use Merkury, with its bold, clean and contemporary personality, for headlines and pull quotes.

We use Dolly, it's more restrained and classical companion, for body copy. We also use its small caps smaller sub-headings that are the same point size as the body copy.

Dolly and Merkury are only used by our professional design team.

MERKURY
Dolly

MERKURY LIGHT
UPPERCASE TITLES /
SHORT STATEMENTS

Merkury Regular

Introductory text /

pull quotes / tables

Merkury Bold

Table headings

Dolly Roman & *Italic*

Body copy

DOLLY SMALLCAPS

SMALL SUB-HEADINGS

Dolly Bold

For limited use only

IN-HOUSE FONT

Please use the font Arial for all correspondence that you produce in-house. This includes emails, letters, memos, faxes, minutes, press releases, reports produced in-house (including the title on our cover template), Microsoft Excel, Microsoft PowerPoint, etc.)

Type your correspondence in Arial 11pt, left and right justify all text.

Arial Font Family
Fax
Memo
Letter
Email
Press Release
Presentations
Reports

OUR PRIMARY COLOURS

Our Identity system consists of two primary colours, indigo and ochre.

Please refer to the Pantone and CMYK versions below for print, and the RGB/HTML values for screen (including web, PowerPoint presentations and tv advertising).



Pantone 2766
C100 | M100 | Y6 | K60
R11 | G0 | B57



Pantone 465
C9 | M29 | Y66 | K24
R166 | G127 | B66

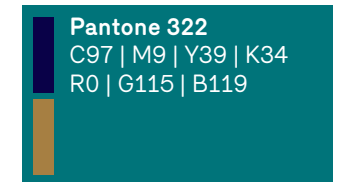
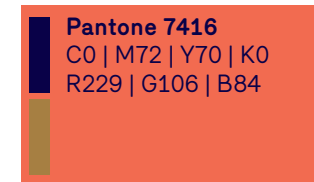
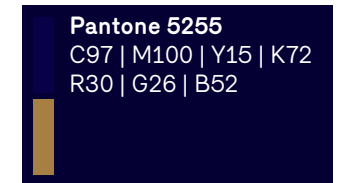
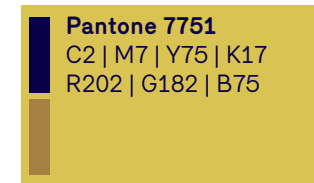
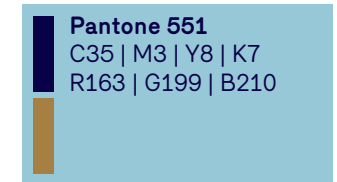
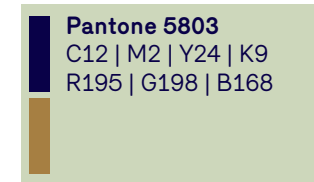
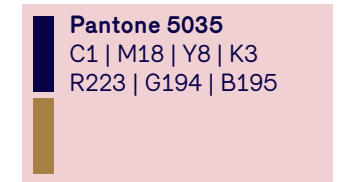
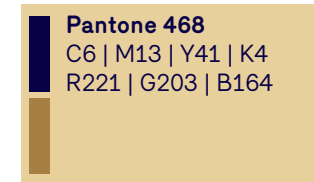
OUR SECONDARY COLOURS

Our primary colour palette is supported by a secondary palette of colours. These range from muted tones that evoke heritage, to stronger, contemporary colours.

These colours serve to support and complement our two primary colours, where necessary and should be used judiciously, when required.

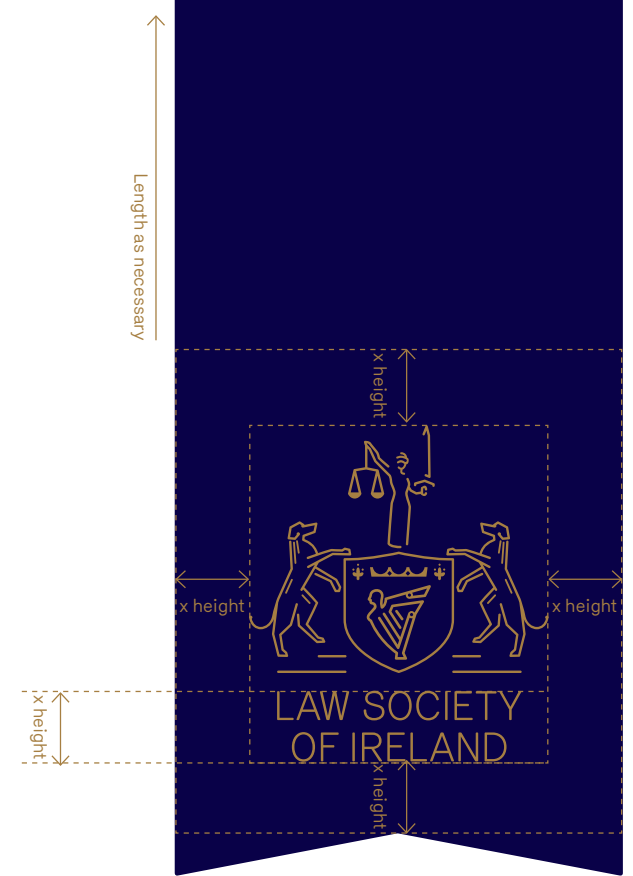
Our colours can also help as a reference point when art directing and selecting imagery; please refer to page 37.

PROUD OF TRADITION...



PREPARED FOR THE FUTURE

THIS
IS OUR
RIBBON



Our ribbon is a strong visual unit that can be used to add to our brand expression. It always bleeds off the top. The ribbon length is up to you. It can be indigo, ochre or white, depending on the background.

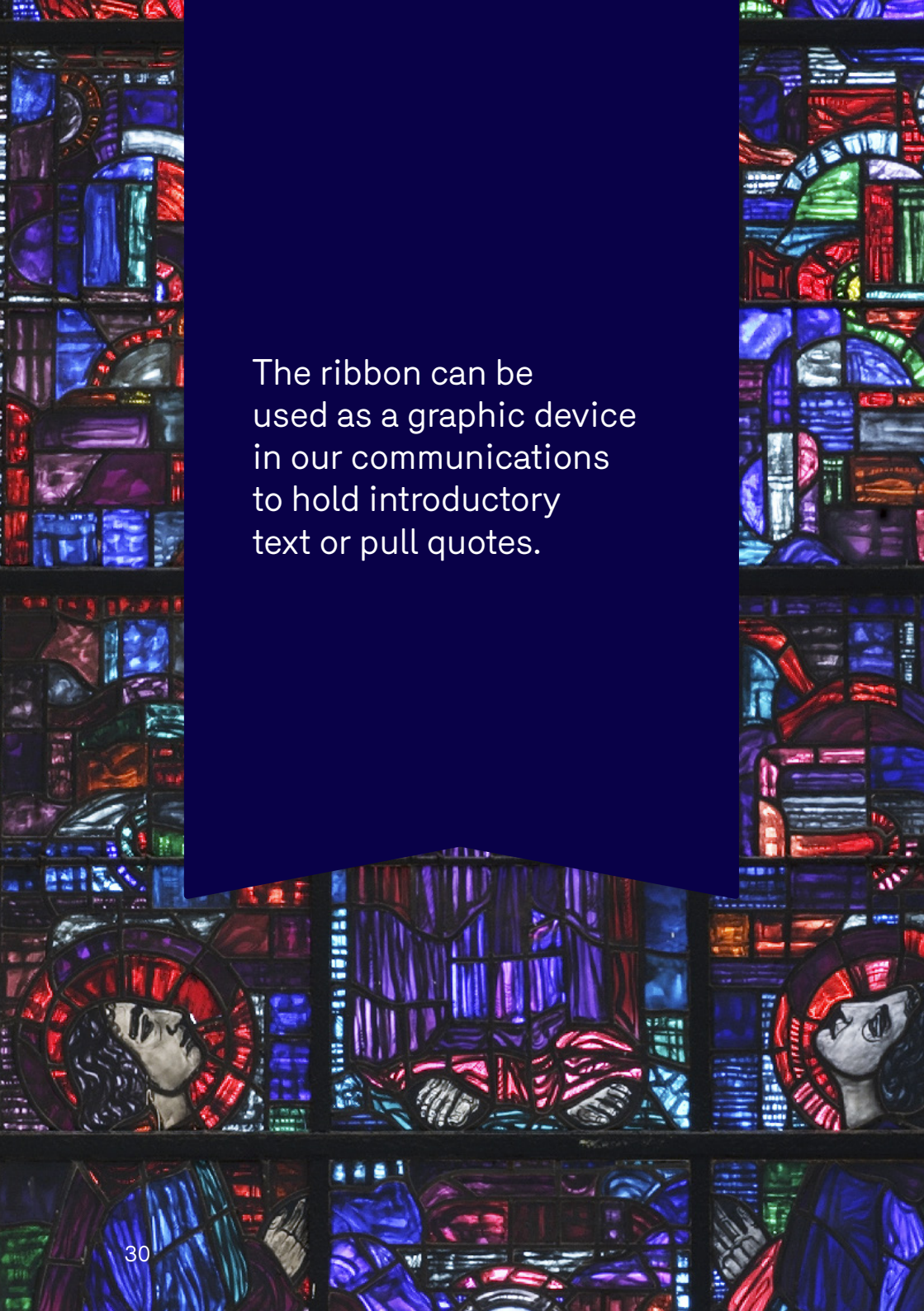
We have demonstrated some examples of its use in our Best Practice section on pages 57-65.

RIBBON + MASTER LOGO

If you choose to place our master logo on the ribbon, the same clearance space rule applies as on page x.

Always allow space between the ribbon (from the central point at the base) and the master logo based on the measurement equivalent to the height of the 'LAW SOCIETY OF IRELAND' text.

Again, the ribbon length above the master logo is up to you, just be considered.



The ribbon can be used as a graphic device in our communications to hold introductory text or pull quotes.



THE RIBBON
CAN BE USED TO
ACCOMMODATE
PHOTOGRAPHY

THE RIBBON CAN
ALSO BE USED
TO DIVIDE UP A
PAGE LIKE THIS...



Just don't use the ribbon as a decoration. Always give it a function; whether you use it to hold the master logo, a pull quote or even a photograph, always try to relate its use to the layout of your communications. This will ensure that your communications are always distinctly recognisable as the Law Society.

...OR LIKE THIS

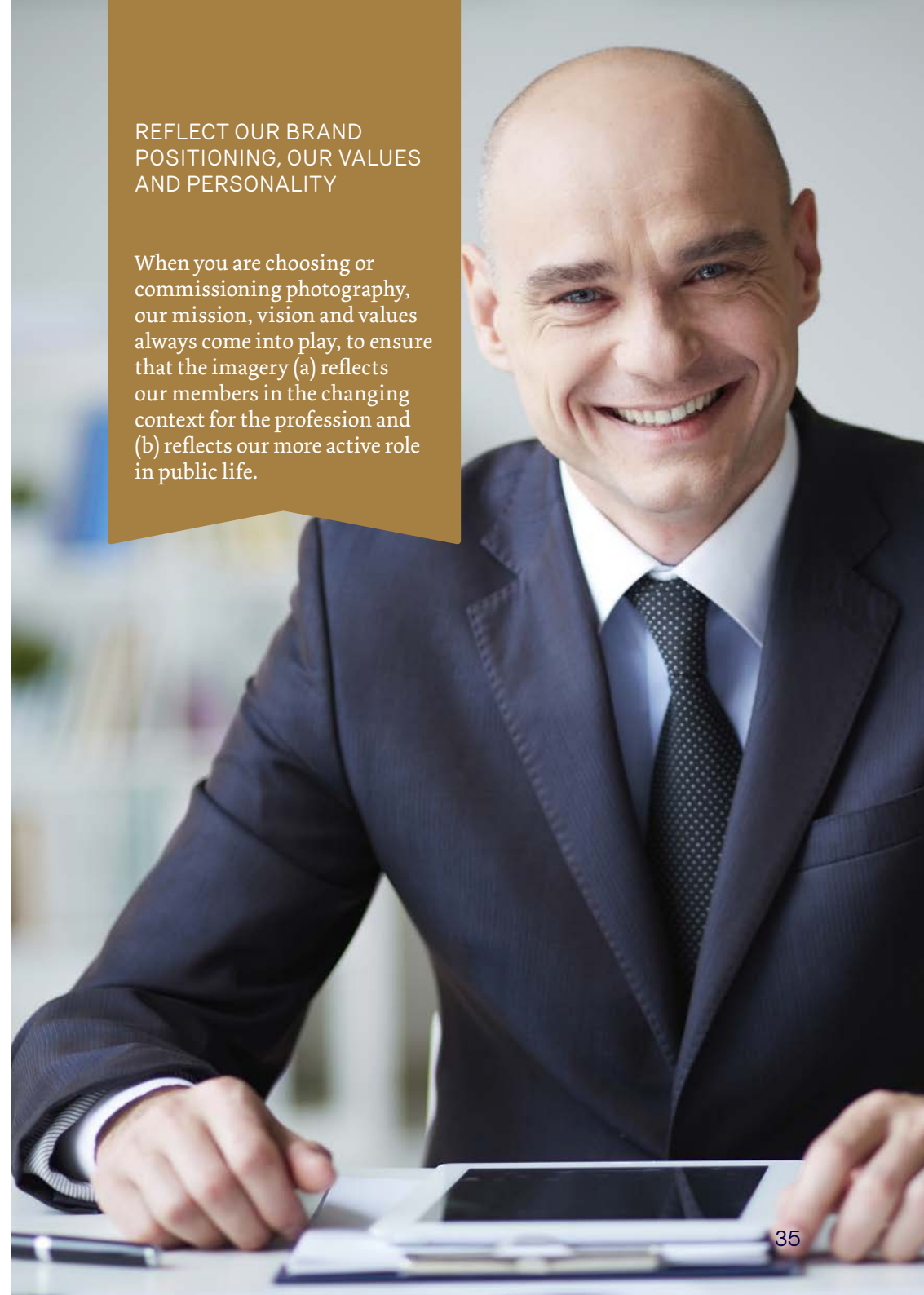
PHOTOGRAPHIC STYLE

Ensuring a consistent style and quality of photography strengthens the brand across all areas of our work.

Our style of photography checklist over the next few pages will help you to understand what makes our photographic style distinctive.

REFLECT OUR BRAND
POSITIONING, OUR VALUES
AND PERSONALITY

When you are choosing or commissioning photography, our mission, vision and values always come into play, to ensure that the imagery (a) reflects our members in the changing context for the profession and (b) reflects our more active role in public life.





KEEP IT REAL

Wherever possible, you should try to use images of aspirational people enjoying being involved. Feature a good balance of male/female of all age groups.



COLOUR

Strive for harmonious, sophisticated yet muted tones. And are there opportunities to feature subtle hints of indigo or ochre?

PROUD OF TRADITION –
PREPARED FOR THE FUTURE

We are based in a beautiful historical environment, Blackhall Place. Therefore it is necessary to consider a balance of location photography in our materials, with a complementary combination of wide angled and close up architectural details to create a dynamic visual story. Architectural photography, combined with strong portraiture, will help to capture the energy of our working environment and the culture in which we operate. These all help to create a dynamic visual story. Please see the juxtaposed imagery examples over the subsequent pages for reference.





SOCIAL MEDIA

The Law Society has created an avatar for use on social media, including twitter and LinkedIn.

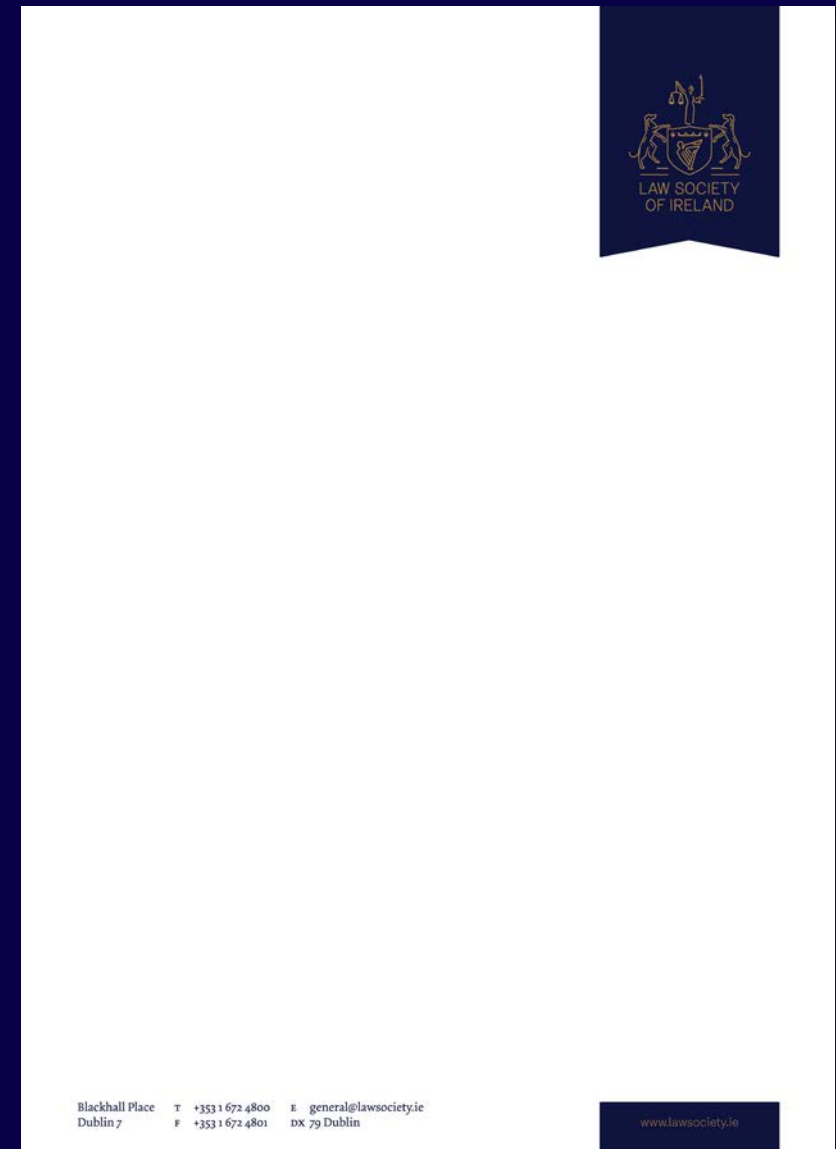
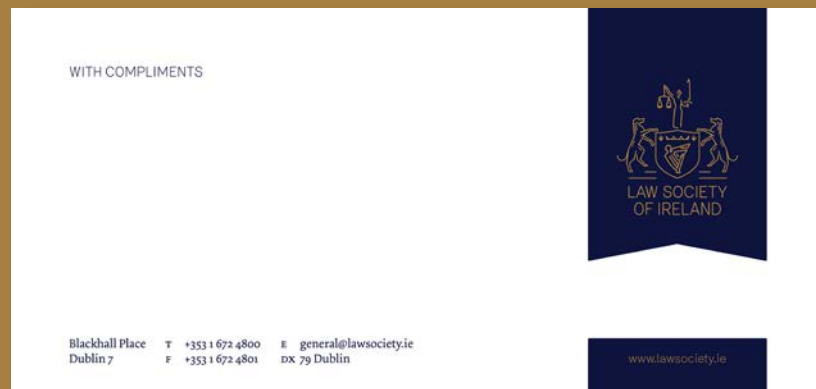
An avatar is a simplified graphical representation of our master logo set up for use at a small size (180 pixels x 180 pixels) where smaller details of the motif would be compromised.



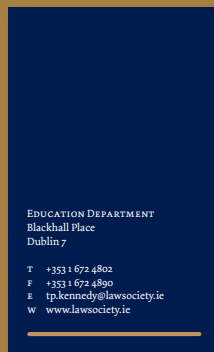
3

BEST PRACTICE

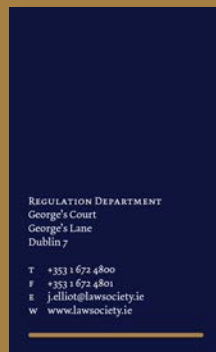
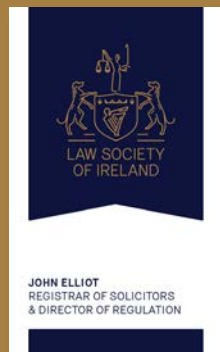
STATIONERY (GENERAL)



STATIONERY (EDUCATION)



STATIONERY (REGULATION)



LETTERHEAD TEMPLATE*

Private and confidential
Mr Joe Soap
Title
Company Name
Any Street
City
County
DX 00

00 Month 2013

Our ref:
Your ref:

Re: Type subject here

Dear Mr Soap,

Delete type where appropriate, insert individual details, type letter here in Arial, 11pt, justified left and right. Rename and "Save As" to your own directory.

Insert five (5) returns between "yours sincerely" and senders name/title. Use Arial, 11pt, bold for senders name and title.

Under no circumstances is "Yours sincerely" to be the first line of a subsequent page, if the main text of the letter finishes at the end of a page the last paragraph should move on to the next page along with "Yours sincerely".

Yours sincerely,

Mary Soap
Title

Blackhall Place T +353 1 672 4800 E general@lawsociety.ie
Dublin 7 F +353 1 672 4801 DX 79 Dublin

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All templates have been designed with consideration for in-house printing, whereby there is reduced ink coverage and no graphics bleed off the edge of the page.

* There are also templates available for the Education and Regulation Departments.

FAX TEMPLATE*

Blackhall Place T +353 1 672 4800 E general@lawsociety.ie
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FAX MESSAGE

TO
FROM
DATE
TOTAL PAGES
RE

Delete type where appropriate, insert individual details, type message here in Arial, 11pt, justified left and right. Rename and "Save As" to your own directory.

To et utatem vanda nonsedit eume destrumquam id quis sundell aborpor epudam, quas ma et et hit, nonsendi volore dolumquatur siti optatio nestist, aut qui dolestem la cuptatus a sum, quod mostios sectat.

NOTE: The message in this fax is confidential and intended only for the person to whom it is addressed. If you have received this message in error, please destroy it and notify the sender immediately.

www.lawsociety.ie



* There are also templates available for the Education and Regulation Departments.

MEMO TEMPLATE

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MEMORANDUM

TO
CC
DATE
FROM
RE

Delete type where appropriate, insert individual details, type message here in Arial, 11pt, justified left and right. Rename and "Save As" to your own directory.

To et ut utatem venda nonsedit eume destrumquam id quis sundell aborporepudam, quas ma et et hit, nonsendi volore dolumquatur siti optatio nestist, aut qui dolestem la cupatus a sum, quod mostios sectat.

CHAIRMAN:

DATE:

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PRESS RELEASE TEMPLATE

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Dublin 7 F +353 1 672 4801 DX 79 Dublin



PRESS RELEASE

TO
FOR IMMEDIATE RELEASE
TITLE

Delete type where appropriate, insert individual details, type message here in Arial, 11pt, justified left and right. Rename and "Save As" to your own directory.

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MINUTES TEMPLATE

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LAW SOCIETY
OF IRELAND

MINUTES OF MEETING

MEETING
HELD ON
PRESENT
APOLOGIES

Delete type where appropriate, insert individual details, type in Arial, 11pt, justified left and right. Rename and "Save As" to your own directory.

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Minutes of Meeting held on XXXXX
The Minutes of the Meeting held on XXXX, were approved and signed by the Chairman.


Agenda item

Next meeting
The next meeting will be held on XXX at XX:XX am/pm

CHAIRMAN: _____ DATE: _____


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REPORT TEMPLATE


LAW SOCIETY
OF IRELAND

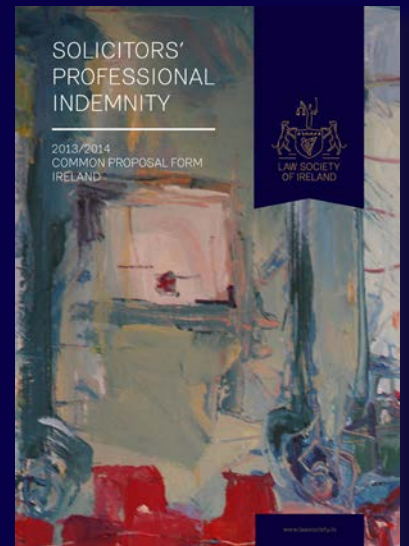
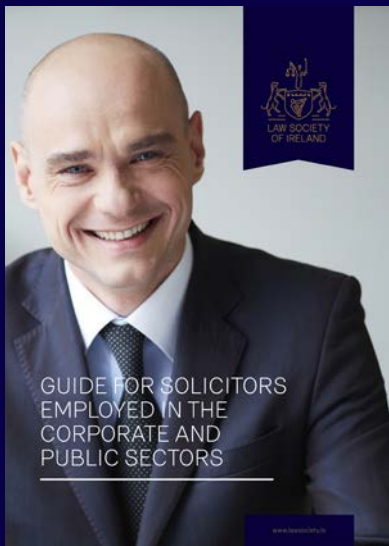
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Arial Bold 24pt

Sub title here, 16pt, separated by one return.
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www.lawsociety.ie

SAMPLE COVERS



FOLDER COVER



POSTER & INVITE



TYPOGRAPHIC LAYOUT

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67%

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134

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EZINE TEMPLATE



LAW SOCIETY OF IRELAND

ISSUE 52 | MARCH 2014

MEMBERS LEGAL NEWS



Headline Story 1

Header / Arial Bold 24pt/32px

Endisci ipis es ut aspicimod maio. Ditaspitia nihit, volorit, samustibus ullorens sus ersperumque consequodi iudintis in audam, odit dolocusamet. Et liliti tem re sinia. Arial Regular approx 40 words including link to story. [Read more >](#)

In this Issue

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Endisci ipis es ut aspicimod maio

sus ersperumque. Arial Regular

Headline Story 4 Arial Bold 16pt/22px

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Headline Story 4 Arial Bold 16pt/22px

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Archive

Issue 51: Jan 2014

Issue 50: Dec 2013

Issue 49: Oct 2013

Issue 48: Jul 2013

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Headline Story 4 Arial Bold 16pt/22px

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Members

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Headline Story 4 Arial Bold 16pt/22px

Endisci ipis es ut aspicimod maio. Ditaspitia nihit. Arial Regular approx 25 words including link to story. [Read more >](#)

Contact Us

Law Society of Ireland
Blackhall Place
Dublin 7
01 672 4800
ezine@lawsociety.ie

Headline Story 4 Arial Bold 16pt/22px

Endisci ipis es ut aspicimod maio. Ditaspitia nihit. Arial Regular approx 25 words including link to story. [Read more >](#)


Headline Story 4 Arial Bold 16pt/22px

Endisci ipis es ut aspicimod maio. Ditaspitia nihit. Arial Regular approx 25 words including link to story. [Read more >](#)

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POWERPOINT TEMPLATE



LAW SOCIETY OF IRELAND

**Main Title goes here
Arial Bold 24pt**

Sub title here, Arial Regular 16pt, separated by a thick gold rule. Aque nonsequ idundit quia cum facest, odit et facearum, simi, cupitate mporum quidunt et autatus

www.lawsociety.ie

Main Title goes here Arial Bold


- Bullet text
- Bullet text
- Bullet text
- Bullet text

Facit aut esequi quaerovit omnim fugitatur saerum earumqui core, sandel eost, volentem quis volorion nobitae rferspidi quatem ullorit ut quas voluptur sunt qui sendam vel in prateni muscien imillup tatiati quia nate magnis as as qui quat a dolorum ea quidero omnihitatus ratempor aut officiumqui denihilia in commos as et, omnienda im vendam que exceaquam nossequam faci quam, non enit alia ped maximin esto et la sam quasper itasit vellaboriae.

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Main Title goes here Arial Bold

- Bullet text
- Bullet text
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- Bullet text
- Bullet text
- Bullet text



Category	Value
mil magnis	11
nostiur	45
molorio	61
exerum	17

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ANY QUESTIONS?

If you have any queries or need branded or marketing materials of any kind, please contact Lisa Duffy, Print and Design Coordinator, for assistance.

EMAIL l.duffy@lawsociety.ie

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