



LAW SOCIETY
OF IRELAND

YOUR SOLICITOR MEMBER LOGO GUIDELINES

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OUR MEMBER LOGO

Members of the Law Society of Ireland who hold current-year practising certificates are entitled to use the solicitor member logo on their letterhead, business cards, website, email signature and marketing material if they wish. The logo will signify to your current and future clients that you are a fully qualified and regulated solicitor, with all of the benefits and protections that the profession provides.

The design of the solicitor member logo is a simplified iteration of the Law Society of Ireland logo. It has been designed to complement the Law Society of Ireland brand identity. It is made up of two components: the ribbon and lady justice 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.

To download the solicitor member logo visit www.lawsociety.ie/memberlogo



LAW SOCIETY
OF IRELAND

PRACTISING
SOLICITOR

A version of the solicitor member logo exists with the plural 'Practising Solicitors'. This version of the logo may be used at the discretion of the solicitor member.



LAW SOCIETY
OF IRELAND

**PRACTISING
SOLICITORS**

KEEP IT CLEAR

To ensure its integrity and visibility, the solicitor member 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 'PRACTISING SOLICITOR' text and divider lines.



THE SMALLEST SIZE

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

minimum print size:
12mm high



A minimum size of 119 pixels wide x 45 pixels high has been recommended for screen/digital use.

NO ALTERATIONS PLEASE

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

- Please don't adjust the colours of the solicitor member logo. The only exception to this rule is when using the logo on your own letterhead — see page 11.
- Please don't rotate, stretch or distort the solicitor member logo.
- Please don't add supplementary elements to the solicitor member logo
- Please don't alter the elements, proportions or positions of the solicitor member logo
- Please don't place the solicitor member logo in a box or shape on a background

Examples of incorrect uses of the solicitor member 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.

COLOUR

The solicitor member logo must appear in indigo wherever possible.

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

TERMS OF USE

Use of the logo will imply consent with the Terms of Use, as follows:

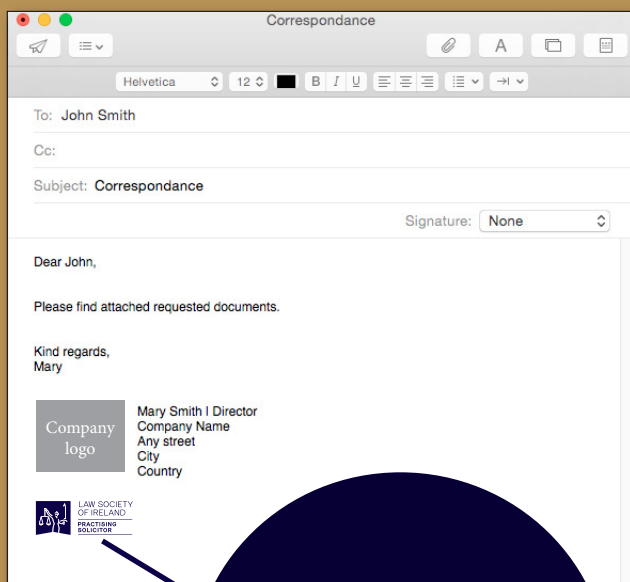
- i. Only qualified solicitors with a current-year practising certificate who also hold current membership in the Law Society of Ireland are permitted to use the logo. Should the individual at any time cease to hold a current PC or membership then they must immediately remove the solicitor member logo from all of their communication materials.
- ii. Qualified solicitors working in the service of the State who are not required to hold PCs are permitted to use the logo if they are also current members of the Law Society.
- iii. Use of the logo is voluntary.
- iv. Solicitor members may choose to use either the singular or plural version of the logo at their own discretion.
- v. The logo may be used on the firm's and solicitor's stationery including letterhead and solicitor member business cards, website, solicitor member email signatures, and electronic and printed marketing materials such as eZines, brochures, signs, and advertisements.
- vi. When a firm uses the logo on their collective firm stationery, website or marketing material, all practising solicitors in the firm must also hold membership.
- vii. When the logo is used online it is recommended (though not required) that it be linked to www.lawsociety.ie/whyuseasolicitor, which outlines to clients and future clients the benefits and extra protections every time they use a solicitor.
- viii. All uses of the logo must be in accordance with the Brand Guidelines.
- ix. Collective trademark registration of the logo is pending. Once the collective trademark is in place, all uses of the logo must be in accordance with the Collective Mark Regulations.

BEST PRACTICE

EMAIL SIGNATURE

The solicitor member logo may be used in your email signature if you are a current PC holder and member of the Law Society of Ireland.

When used digitally (on websites and email signatures) the solicitor member logo can be linked to www.lawsociety.ie/whyuseasolicitor



The solicitor member logo should be placed beneath or beside your company logo and should only be used in indigo. It should adhere to the recommended minimum size for digital of 45 pixels high.

LETTERHEAD

Company
logo

Address details, address details, address details
Tel: 123 4567 | Fax: 123 4567 | Email: company@company.com
DX: 123 456

Printing in black and white: It is permitted to output our indigo logo in black and white when printing your stationery in black and white. There is no black version of our logo.

The solicitor member logo may be positioned at the bottom or top of your letterhead. Use your best judgement to ensure the logo maintains integrity and visibility.

It should be used in indigo only and its size should be no smaller than the recommended minimum size of 12mm high.



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ipid quam aut doluptas aut quias doliique officipsa soluptatus.



Address details, address
details, address details

T: 123 4567

F: 123 4567

E: info@company.com

DX: 123 456



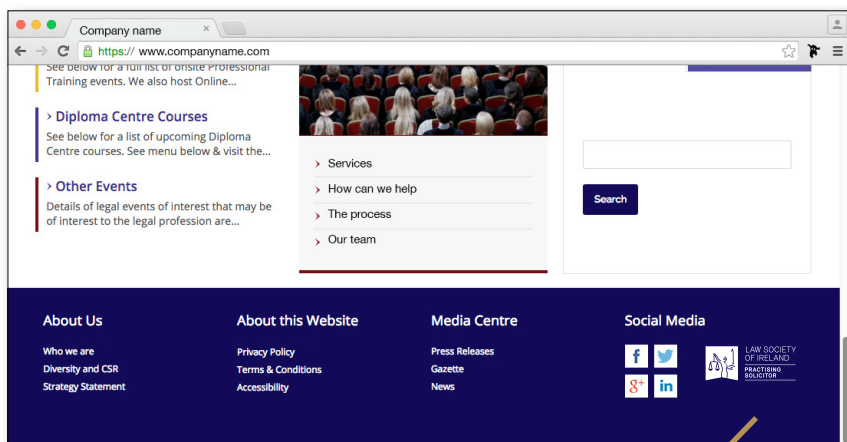
If you need to print your letterhead in spot colours (a 'spot' colour is any colour generated by an ink that is printed using a single run) you will need to add in the indigo spot colour of the solicitor member logo. This should be done professionally by your designer using the supplied illustrator eps file.

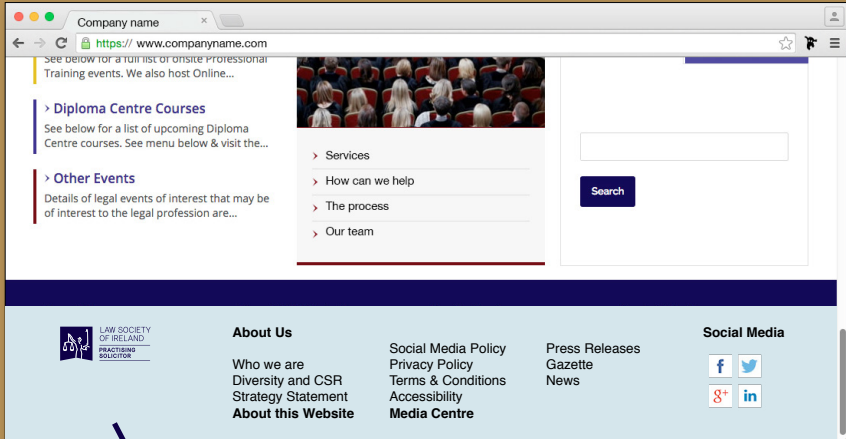
Do not re-colour the solicitor member logo when printing your letterhead digitally or full colour.

Parchicabore nonem faceate caborporia non reptiunt dolendio desedione volore
ipid quam aut doluptas aut quias doliique officipsa soluptatus.

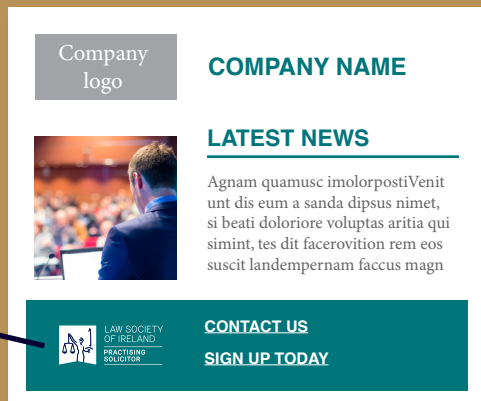
WEBSITE/EZINE

The solicitor member logo may be used on your website and ezine. Ideally placed in the footer, it may appear in indigo or in white reversed out of a dark colour. It should adhere to the recommended minimum size for digital of 45 pixels high.





Indigo solicitor member logo on light background



Ezine footer with white solicitor member logo on dark background

MARKETING MATERIAL



Company logo

LAW SOCIETY OF IRELAND
PRACTISING SOLICITOR

The solicitor member logo may be positioned anywhere on or within your marketing material. Use your best judgement to ensure the logo maintains integrity and visibility.

It may be used in indigo or white. Its size should be no smaller than the recommended minimum size of 12mm high.

**BROCHURE
TITLE**



Company logo

Address details, address details, address details
Tel: 123 4567
Fax: 123 4567
Email: info@company.com
www.company.com

LAW SOCIETY OF IRELAND
PRACTISING SOLICITOR



Company tagline company tagline



It is preferable to sit the solicitor member logo on a white strip rather than compromise legibility on a busy background.



The solicitor member logo should never appear floating in a white or coloured box.

FILE FORMATS

To download the solicitor member logo visit www.lawsociety.ie/memberlogo

The following file formats are recommended.

Files for the plural version of the solicitor member logo use the prefix LSOI_mems.

FOR PRINT

ITEM	PROCESS	FILE NAME
Letterhead	Digital printing	LSOI_mem_cmyk.eps
	Litho printing	LSOI_mem_cmyk.eps
Brochure/report	Digital printing	LSOI_mem_cmyk.eps
		LSOI_mem_white.eps
	Litho printing	LSOI_mem_cmyk.eps
		LSOI_mem_white.eps
	Litho printing (spot)	LSOI_mem_indigo.eps

For documents printed inhouse using desktop publishing packages such Microsoft Word, the following file formats are recommended:

LSOI_mem.jpg / LSOI_mem_white.png

FOR SCREEN/DIGITAL

ITEM	PROCESS	FILE NAME
Email signature	html	LSOI_mem.jpg
		LSOI_mem.png
Website	html	LSOI_mem.jpg
		LSOI_mem.png
		LSOI_mem_white.png
Ezine	html	LSOI_mem.jpg
		LSOI_mem.png
		LSOI_mem_white.png
Digital ads	html	LSOI_mem.jpg
		LSOI_mem.png
		LSOI_mem_white.png
Powerpoint	Desktop package	LSOI_mem.jpg
		LSOI_mem.png
		LSOI_mem_white.png

Please note .png files have a transparent background and should be used when placing the solicitor member logo on a coloured background or photograph.

ANY QUESTIONS?

If you have any queries regarding the solicitor
member logo, please email:

e memberlogo@lawsociety.ie

t +353 1 672 4960

Blackhall Place
Dublin 7

t +353 1 672 4800
f +353 1 672 4801

e general@lawsociety.ie
w www.lawsociety.ie