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WASHINGTON
COLLEGE *of* LAW
WASHINGTON, D.C.

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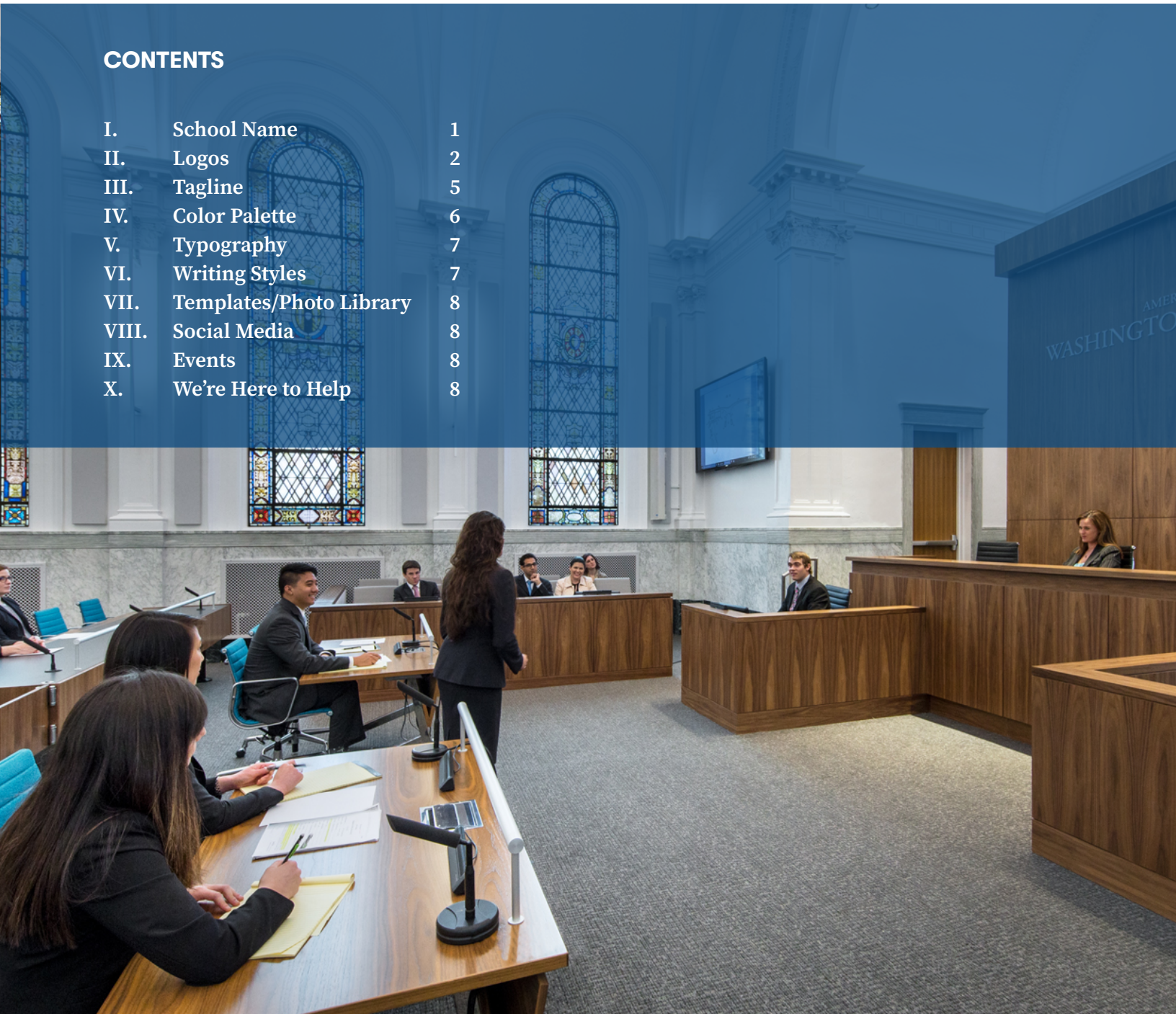
AUWCL BRAND GUIDE

THE AMERICAN UNIVERSITY WASHINGTON COLLEGE OF LAW BRAND GUIDE

A strong brand is crucial for American University Washington College of Law (AUWCL) as it establishes a cohesive and recognizable identity. The AUWCL Brand Guide serves as a valuable tool, providing clear and consistent guidelines for all digital and print content produced by the law school community. By adhering to these guidelines, we can present a unified and professional appearance, ensuring that our messaging is easily identifiable and resonates with our target audience. Consistency in visual presentation, voice, and tone strengthens our brand identity, which, in turn, enhances the reputation and recognition of AUWCL. Through a well-defined brand, we can build trust, foster engagement, and differentiate ourselves in a competitive academic landscape, ultimately attracting talented students, faculty, and partners who align with our values and goals.

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I. SCHOOL NAME

Our correct name is “American University Washington College of Law,” written with no comma between American University and Washington College of Law. In written and oral communications, such as marketing initiatives, speeches, publications, and website, the preferred way to refer to the school is:

1. “American University Washington College of Law”
2. By the acronym “AUWCL,” which should accompany the first reference of the school name in news and magazine articles, i.e. American University Washington College of Law (AUWCL).

The Use of “WCL”

Though internally the shorthand WCL is used often, WCL is not a known name or acronym to external audiences, such as prospective students, the media, the general public, or even the broader legal community. Therefore, using American University Washington College of Law whenever possible is preferable, followed by the full AUWCL acronym in public communications.

General rule:

- **Internal Audience:** The “WCL” abbreviation may be used in faculty and staff communications including internal events, memos, letters, and emails.
- **External Audience:** External-facing materials such as ads, flyers, banners, and brochures must use the full “American University Washington College of Law” name on the first reference and “AUWCL” on subsequent references.

Shortening the Name – Character Limitations

In places where character limitations make the use of the full school name difficult, such as television titles and chyrons identifying a faculty expert or an online advertising headline, it is preferable to shorten the name to American University for the purposes of name recognition, i.e. *American University Law Professor* and *Intellectual Property Law at American University*.

II. LOGOS

AUWCL Logo

The AUWCL logo represents the overall identity of the law school. The logo may only be used in blue, black or white.



Only official versions of the logo should be used. It should not be recreated or altered in any way such as cropping, adding drop shadows, outlining, changing proportions, changing borders, etc. Do not change the logo color or change the color of the Capitol icon. Below are examples of incorrect usage of the AUWCL logo.

Do not stretch or distort



Do not remove AMERICAN UNIVERSITY or any other logo element



Do not tilt or rotate



Do not alter the colors within the logo.



Do not place the logo inside a box or shape making the shape appear to be a variation of the logo.



Do not add other elements on or near the logo.



Distance should be half the height of the logo horizontally and vertically. Addresses are an exception as they may fall within the minimum encroachment area.

[Click here](#) to download AUWCL logos.

AU Logo

The American University logo is a highly recognized international brand. Therefore, though not required, it is highly encouraged that the AU logo appears along with the AUWCL logo in brochures, flyers, presentations, etc. For example, the “AU” may be in an opposite corner of a flyer as seen in these examples:



Official AU Logo



Alternate Versions



As mentioned for the WCL logo, the AU should not be recreated or altered in any way such as cropping, adding drop shadows, outlining, changing proportions, changing borders, etc. [View the full AU Creative Style here.](#)

Program Logos

Individual programs within AUWCL may have their own logos to represent their unique identity. In these cases, the American University Washington College of Law logo should either be on the left or above the secondary logo, depending on size restraints. [See program logos here.](#)



ACADEMY ON HUMAN RIGHTS
& HUMANITARIAN LAW



ACADEMY ON HUMAN RIGHTS
& HUMANITARIAN LAW

If you need to have a version of the logo created with your program or organization name, please contact Erik Garcia at erikg@wcl.american.edu.

[Click here](#) to download AUWCL program logos.

Combination Logos

The logo may not be inserted into another internal or external organization's logo or combined with another organization's name to create a secondary logo. There are times when the law school logo will be paired with another organization's logo or a program name. In those cases, the American University Washington College of Law logo should either be on the left or above the secondary logo, depending on size restraints. When side by side, allow a space between the two logos equal to the height of "Washington College of Law" (see below) and center the organization's logo within the vertical height of the wording in the AUWCL logo. When stacked, center the organization's logo under the AUWCL logo and allow a space in between that is equal to the height of the words "Washington College of Law" (see below):



The Law School Seal



The official Washington College of Law seal should be reserved for official school use, specifically through the Office of the Dean, Office of the Registrar, and Office of Development and Alumni Relations. Use of the seal should be avoided in external publications, websites, social media, etc., as these should instead contain the AUWCL logo.

III. TAGLINE: CHAMPION WHAT MATTERS

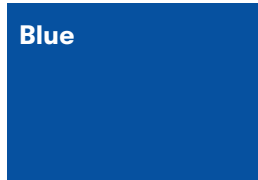
The AUWCL tagline “*Champion What Matters*,” speaks to the passion and principles that guide the American University Washington College of Law community. People here stand up for ideas and ideals and truly want to make a difference. Interests from person to person vary. Yet, every student and faculty member is encouraged to get behind something that matters. Something that is important. We speak up. We act. We can be champions of the rights of musicians in intellectual property law. We can champion healthcare legislation. We can champion human rights in other countries. We can champion a certain environmental policy. We can even champion a new club, event, or curriculum within the law school.

When should the tagline be included in written communications? As often as it can be. *Champion What Matters* appears on materials that encompass the larger brand – Admissions view books, advertisements, and social media accounts using the hashtag #ChampionWhatMatters. It is used on website landing pages, online advertising, videos, and social posts about top-ranked programs. The American University Washington College of Law community strives to *Champion What Matters*.

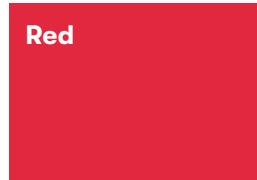
IV. COLOR PALETTE

To promote visual consistency and recognition, AUWCL utilizes the American University color palette, which can be found in the [Creative Style Guide | American University, Washington, DC](#). The page includes clear guidelines for primary and secondary (highlight) colors.

Official Logo Colors:

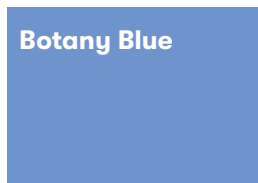


Pantone 072
RGB: 0, 79, 163
CMYK: 100, 79, 0, 0
HEX: #004FA2

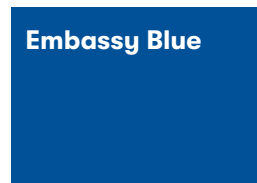


Pantone 186
RGB: 224, 38, 60
CMYK: 0, 100, 80, 0
HEX: #E0263C

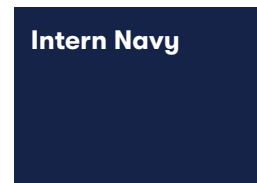
Highlight Colors:



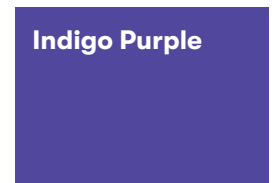
RGB: 105, 149, 221
CMYK: 63, 34, 0, 0
HEX: #6995DD



RGB: 8, 82, 153
CMYK: 99, 77, 9, 0
HEX: #005099



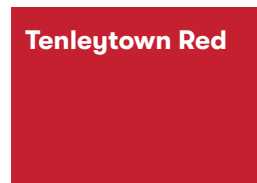
RGB: 24, 36, 73
CMYK: 100, 66, 0, 76
HEX: #182449



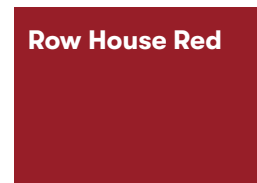
RGB: 73, 24, 205
CMYK: 82, 85, 0, 0
HEX: #4918CD



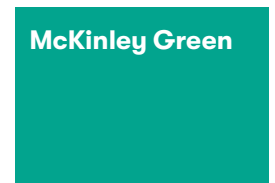
RGB: 60, 32, 140
CMYK: 94, 100, 5, 2
HEX: #3C208C



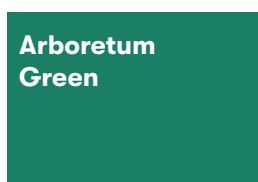
RGB: 196, 18, 47
CMYK: 1, 100, 80, 20
HEX: #C4122E



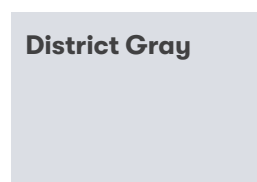
RGB: 150, 30, 40
CMYK: 26, 99, 89, 25
HEX: #961E28



RGB: 0, 179, 152
CMYK: 93, 0, 57, 0
HEX: #00A38D



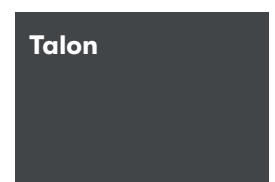
RGB: 29, 127, 102
CMYK: 100, 0, 66, 30
HEX: #1C7F66



RGB: 217, 220, 227
CMYK: 2, 1, 0, 13
HEX: #D9DCE3



RGB: 138, 149, 165
CMYK: 49, 36, 27, 1
HEX: #8A95A5



RGB: 65, 69, 71
CMYK: 70, 60, 57, 43
HEX: #414547

V. TYPOGRAPHY

Typography guidelines define the primary typefaces to be used in AUWCL materials. Recommended typefaces for headings, subheadings, and body text ensure a consistent visual identity.

For headings:

- GT Walsheim - Light
- *GT Walsheim - Light Oblique*
- GT Walsheim - Regular
- *GT Walsheim - Regular Oblique*
- **GT Walsheim - Bold**
- ***GT Walsheim - Bold Oblique***

For body text:

- Source Serif Pro - Regular
- *Source Serif Pro - Italic*
- **Source Serif Pro - Bold**
- ***Source Serif Pro - Bold Italic***

Acceptable alternative fonts include (not for logo or program name use):

- Gotham
- SansSerif
- Century Gothic

VI. WRITING STYLES

American University prefers the use of the Chicago Style for online articles. The AU Editorial Style Guide A-Z, available on the American University website ([Creative Style Guide | American University, Washington, DC](#)), provides answers to commonly asked questions about capitalization, punctuation, terminology, and other elements of written style.

The Basics - What You Need to Know:

- AUWCL Name: First use, “American University Washington College of Law.” After that, you may use “AUWCL” (externally) and/or “WCL” internally.
- Numbers: Spell out one to nine. Use numerals for 10 and higher.
- Abbreviations: Avoid using periods in abbreviations or degrees. For example, use *the US, the UN, the UK, the EU, Washington, DC*; and *JD, LL.M., JSD, and Ph.D.*
- Time: Use periods in a.m. and p.m. and use an em-dash to designate a period (for example, 1:00–2:00 p.m. though “:00” is not required).

VII. TEMPLATES

- **Canva** - NOTE: Canva templates are provided in [square](#) (ideal for social media) and [landscape](#) formats, ideal for screens - such as presentations and campus screens. Landscape versions are also suitable for printing.
- **PowerPoint** (for download)
- **Photo Library** - The AUWCL photo library is located at “[auwclphotos.com](#)” and is a work in progress that will evolve over time – including plans to add historical photos. Note that some photos (i.e. student photos and faculty portraits, etc.) are password protected. Should you have a need for a particular photo, please contact our office.

VIII. SOCIAL MEDIA

To ensure consistent branding across social platforms, please follow the preceding guidelines for social media content, including approved logos, colors, and typography.

IX. EVENTS

The Office of Strategic Communications and Marketing is happy to help with events. Information needed for event support includes:

- Event title and descriptive text
- Date(s)/time(s)
- Location(s)
- Schedule
- Speaker details
- Logos

We request at least 14 days’ notice for event support, particularly if a photographer is required.

X. WE’RE HERE TO HELP

The Office of Strategic Communications and Marketing now operates with an agency model where every department and program has a liaison in our office to provide support. While your contact is not the sole person on our team to provide service to your area, consider them your direct contact for your communications, marketing and advertising support. We encourage you to invite your liaison to your meetings and/or keep them updated on activities and events within your program/office/department.

Contacts

- **Keith Pierce**, Director of Strategic Communications & Marketing
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kpierce@wcl.american.edu
- **Elizabeth (Liz) Newton**, Assistant Director of Marketing
(202) 274-4278
enewton@wcl.american.edu
- **Brice Helms**, Public Relations Coordinator
(202) 274-4276
bhelms@wcl.american.edu
- **Hasini Jayawardena** – Graduate Assistant (during the academic year)
sj6795@american.edu

Office/Department	Elizabeth	Brice	Hasini	Keith
Advancement/Alumni	●			
Advocacy		●		
Anti-Corruption Law	●			
Business Law		●		
OCPD				●
Clinical Law		●		
Criminal Law		●		
Environmental Law	●			
Externship Program	●			
Health Law		●		
Hospitality and Tourism Law Program	●			
Human Rights Law/ Academy on Human Rights				●
International Law	●			
Legal Rhetoric		●		
Law & Government		●		
LLM	●			
Office of Academic Affairs				●
Office of Academic Excellence				●
Office of Admissions				●
Office of the Dean				●
Office of Diversity & Inclusion				●
Office of Online Learning	●			
Office of Student Affairs			●	
Pence Law Library		●		
PIJIP	●			
Sports & Entertainment Law		●		
Student Organizations			●	
Tech, Law and Security				●
WCL Abroad				●
War Crimes Research Office		●		
Women & the Law Program	●			

Contact information for department representatives available for assistance in creating content for events or activities.

By following the guidelines outlined in this brand guide, we can collectively maintain a strong and cohesive brand identity for American University Washington College of Law. For any further assistance or clarification, please reach out to the Office of Strategic Communications & Marketing.