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## **LAWASIA** International Moot Logo Visual Identity Guidelines

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The following guidelines provide the basic rules in applying the LAWASIA visual identity. It is important that these guidelines are adhered to in every piece of communication produced in order to achieve consistent representation of the LAWASIA International Moot branding identity.

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# LAWASIA International Moot Logo

## Visual Identity Guidelines

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### 1. THE LOGO

The logo is the basic element of the visual identity system. The logo's components have been designed to function as a cohesive visual unit and must not be rendered in any arrangement other than the one provided below.



The words 'Moot Competition' must be centrally positioned in the space between the vertical stroke of the 'L' of LAWASIA and the stroke of the first angled red form.

The three red strokes follow the angle of the third 'A' of LAWASIA. The three red strokes are of equal thickness and are rendered from top to bottom as a gradation from red to white. The red in CMYK mode can be achieved by combining 100% magenta and 100% yellow.

This is the Black and White version of the logo.



Note that work 'LAW' is rendered in 70% black and the words 'Moot Competition' is in 50% black. The word 'ASIA' is rendered in solid black. The three gradated lines start off as 60% black and fade into white or the colour of its background.

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### 2. LOGO DIMENSIONS

The minimum size of the logo is shown here. To maintain legibility and consistency in visual branding, it should not be smaller than 35 mm. in width. The height is in proportion.



### Exclusion Zone

The exclusion zone is the area around the logo which must remain clear of any type or visual elements. This zone may be calculated as three times the width of the stroke of the 'L' of the 'LAWASIA' logotype.



The exclusion zone

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### 3. BACKGROUND COLOUR

The colour and Black and White versions of the logo may be applied on a white background. If the logo is used on a coloured background, only the coloured version may be used and the colour of the background must be solid. Avoid rendering the logo over an image (coloured half-tone picture). This application may cause the gradated lines to become illegible.



The logo applied on a solid colour background.

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### 4. INCORRECT USAGE

This section sets out the design variations to be avoided.



Do not rearrange the logo's components.



Do not change the logo's colours



Do not set the logo at an angle.



Do not remove any of the logo's elements

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### 5. CORPORATE TYPEFACE

The logo's main typeface is Gill Sans Serif. It has been chosen for its elegant angular construction and its stylish contemporary look. As it is a sans serif typeface it also projects purposefulness and sincerity. As such it is deemed suited to design themes linked with the practice of law.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567980

Gill Sans medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567980**

Gill Sans bold

The lower case letters uses Myriad italic which works well with Gill Sans.

*abcdefghijklmnopqrstuvwxy*

*1234567890*

Myriad italic

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#### 6. ACCEPTABLE VARIATIONS

The logo has been designed to be flexible in accommodating variations. The following variations may be used to suit a range of activities linked to the Moot Competition.



Moot Workshop variation



Colloquium variation



Moot Leadership Camp variation





The LAWASIA International Moot Visual Identity System  
is designed by **The Design School at Taylor's**