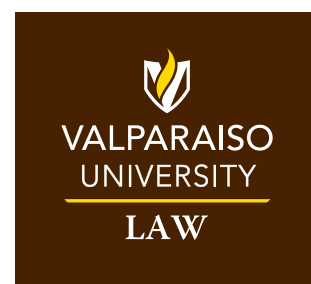
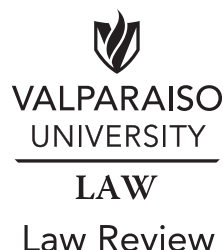
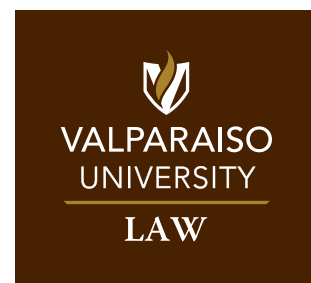
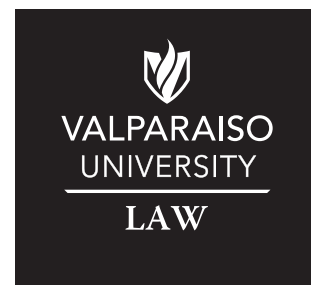


# LAW SCHOOL BRANDING GUIDE

## Acceptable Use Logos



Leave a clear zone around the logo - the height of the "V" in each logo - to give it room to stand out.

All logos can be downloaded at [www.valpo.edu/law/brand/logos](http://www.valpo.edu/law/brand/logos)

## Typography

Consider typography an extension of the Valparaiso University Law School personality. It conveys moods, tones, and meanings. Our identity includes three sans-serifs, three serifs, and two script types.

### Serif

Warnock Pro should be used for body copy and larger volumes of content. Minion Pro and Times New Roman can be used as a substitute when Warnock Pro is not available.

### Serif

Warnock Pro

Minion Pro

Times New Roman

### Sans-Serif

Avenir should be used as a title, headline, and header font. Gotham and Arial may be used as substitutes when Avenir is not available.

### Sans Serif

Avenir

Gotham

Arial

### Decorative

Bickham Script Pro and Corinthia Pro are decorative fonts and should be used sparingly as accents.

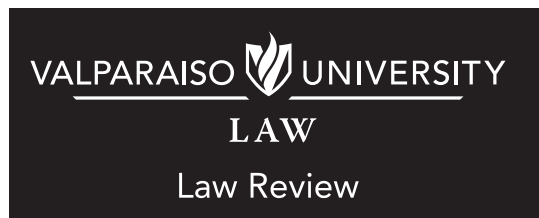
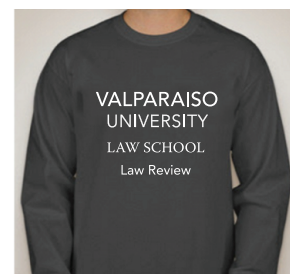
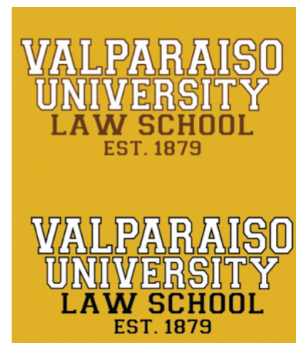
### Decorative

*Bickham Script Pro*

*Corinthia Professional*

# LAW SCHOOL BRANDING GUIDE

## Examples of Acceptable Apparel



## Approved Vendors

**Blythes Athletics, Inc.**  
 Jason Dudley  
 219-462-4412  
 2810 N. Calumet Avenue  
 Valparaiso, IN 46383  
 dudley@teamblythes.com

**Elegan Sportswear**  
 Craig Gall  
 212 E. Lincoln Way  
 Valparaiso, IN 46383  
 cgall@elegan1.com

**Club Colors Buyer, LLC**  
 Lisa Hilgenberg  
 420 East State Parkway  
 Schaumburg, IL 60173  
 lhilgenberg@clubcolors.com  
 www.clubcolors.com

**J2 Licensing, Inc.**  
 Gina Bennett  
 248-577-1100 x16  
 351 Executive Drive  
 Troy, MI 48083  
 gina@j2licensing.com

## Unacceptable Use Logos



Valparaiso University Law