



CHICAGO ASSOCIATION OF LAW LIBRARIES  
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CHICAGO, IL 60690  
[HTTP://WWW.CHICAGOLAWLIB.ORG](http://www.chicagolawlib.org)

# ***STYLE GUIDE***

*Last Revised March 12, 2012*

*Prepared and updated by the CALL Public Relations Committee*

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# *INTRODUCTION*

The purpose of this style guide is to document all published materials in current use by the Association. The style guide also sets forth standards and guidelines for the creation of those published materials.

Although not comprehensive, this style guide is meant to be as complete as possible, as of the date on the cover. If you are aware of any changes or inconsistencies with this style guide, please contact a member of the CALL Public Relations Committee.

# *Graphics Standards and Guidelines*

## Association Name

According to its by-laws, the official name of this Association is “Chicago Association of Law Libraries”.

In all Association publications and correspondence, the name of the Association may be abbreviated as “CALL”, using all capital letters and no periods between letters.

## Association Colors

The name of the association, “Chicago Association of Law Libraries”, as used in all marketing materials and correspondence, should be in solid black letters.

Promotional materials, such as banners, posters, brochures, lanyards, T-shirts, etc., may have the words “Chicago Association of Law Libraries” in either dark blue or black lettering on a white background or white lettering on either a royal or dark blue or black background.

## Association Typeface

Ariel is the preferred font used on the Association website. Times New Roman is to be used for primarily print publications and correspondence. The CALL Bulletin is also in Times New Roman because it is primarily a print publication.

### ARIEL – 10 pt.

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
Abcdefghijklmnopqrstuv**wxyz**  
1234567890

### TIMES NEW ROMAN – 10 pt.

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
Abcdefghijklmnopqrstuv**wxyz**  
1234567890

### ARIEL ITALIC – 10 pt.

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
Abcdefghijklmnopqrstuv**wxyz**  
1234567890

### TIMES NEW ROMAN ITALIC – 10 pt.

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
Abcdefghijklmnopqrstuv**wxyz**  
1234567890

### ARIEL – 12 pt.

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
Abcdefghijklmnopqrstuv**wxyz**  
1234567890

### TIMES NEW ROMAN – 12 pt.

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
Abcdefghijklmnopqrstuv**wxyz**  
1234567890

### ARIEL ITALIC – 12 pt.

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
Abcdefghijklmnopqrstuv**wxyz**  
1234567890

### TIMES NEW ROMAN ITALIC – 12 pt.

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
Abcdefghijklmnopqrstuv**wxyz**  
1234567890

## Logo Usage

Please see Appendix B for samples of approved logos. Downloadable logos are also available on the CALL website at <http://chicagolawlib.org> in the Member's Only Information section.



The approved logos should be used on all official documents, communications, publications, events, website pages, brochures, etc.

The approved logos should be used only for official communication. Any use should be submitted to the Board for approval prior to use through the Committee liaison.

## Logo Colors

The logo should be in grayscale or in the multi-color format in current use on the website.

Colors used for the logo:

1 <sup>st</sup> – FF, FF, FF - white	
2 <sup>nd</sup> – 139, 179, 223 – light blue	
3 <sup>rd</sup> – 207, 31, 38 - red	
4 <sup>th</sup> – 0, 62, 96 – dark blue	

## Taglines

The following are the official taglines for CALL:

- A Chapter of the American Association of Law Libraries
- Serving the Chicago Law Community For Over 50 Years
- Established 1947

## Photography

Starting in 2003, a form regarding permission to use members' photos with identifying names was enclosed with the membership renewal forms. Members are asked to indicate whether they grant permission for CALL to use their photograph in CALL communications media. This form is also sent to each new member. The Membership Committee keeps the original forms and will create a list of those giving permission. The committee sends copies of the list to the Internet and Bulletin Committees, and any other committee that requires this information.

## Legal Issues

The policy for reprinting and republishing any part of the CALL Bulletin will appear in each issue. The current policy reads:

Anyone who wishes to reprint or republish any part of the CALL Bulletin must have prior written approval from the CALL Bulletin editors. Anyone who wishes to reprint or republish an entire article from the CALL Bulletin also must have prior written approval from the author of the article. If the reprinted or republished material includes the CALL logo or is intended for commercial purposes, then additional prior written approval must be obtained from the CALL Executive Board.

AALL Meeting logos and graphics are available to download for use by chapters to report on AALL meeting events. Written permission is not needed to use them.