

CALL/ACBD Brand Guide

Updated: January 8, 2019

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Introduction

The word brand encompasses more than just logos and colours. Brand is a broader term and more diverse. It is the representation of our purpose, pledge and image to both members and internal audiences. It is the total effect created by our looks, communications, people, service and the experiences we create for our members, vendor partners, and others with whom we associate.

A great brand:

- Helps establish and support our reputation in the marketplace;
- Supports the credibility of messages and initiatives;
- Helps distinguish us from others; and
- Is part of what makes us proud advocates of our Association.

Our brand is bilingual and multi-jurisdiction. We represent ourselves as CALL/ACBD and not CALL.

The objectives of CALL/ACBD are:

- a. To promote law librarianship, to develop and increase the usefulness of Canadian law libraries, and to foster a spirit of co-operation among them.
- b. To provide a forum for meetings of persons engaged or interested in law library work and to encourage professional self-development.
- c. To co-operate with other organizations which tend to promote the objects of the Association or the interests of its members.

Tagline A tagline is our key message expressed through a unifying phrase. Our tagline “Developing and Supporting Legal Information Specialists” sets the tone and voice for CALL/ACBD. It is the anchoring phrase for our purpose, the core of who we are and what we set out to do.

Our Sound

First, Second, or Third Person? When we write, we have a narrative mode that should be consistent throughout the communication piece. Depending on what we are developing will dictate our sound.

First Person

Use first person narrative (“I”, “We”) to indicate personal experience, evaluation or opinion. “I presented our sponsorship package to a new vendor this morning.”

Second Person

Use second person narrative (“you”) to instruct or address your reader. “You have great insight into this complex problem.”

Third Person

Use third person narrative (“he”, “she”, “it”, “members”) to generalize or universalize the experience or situation. “He presented himself with confidence and had a clear understanding of his role.”

Media releases > Written in the third person with some exceptions.

Blogs and social media posts > Always written in the first person; always express a personal point of view.

Correspondence with members and vendor partners > Generally written in first person when signed by an Executive Board Member, Committee or SIG Chair.

Advertising and marketing communications > Written in third person as “CALL/ACBD” with minimal references in first person (“we”, “us”, “our”). We develop and support members therefore we do not focus on “us” in messages, but rather the members.

DESIGN GUIDELINES

Primary Logo

The primary logo for the Association is the CALL/ACBD logo. It is bilingual.



The standard logo size is: 1200 X 330 pixels or approximately 4" x 1" – this is the minimum size the logo should be used at in order to remain clear.

The RGB CALL/ACBD colour that is used in our logo is **Teal (RGB Code: 0/132/132)**. The CALL/ACBD logo colour should not be altered in any way, unless it is used in simple black or white.

See [Canadian Law Libraries](#) Vol. 17 no. 2 for more on the logo.

Standards for use of the CALL/ACBD Logo and tagline:

1. Committees and Special Interest Groups shall use the CALL logo and tagline with a line for the name of the Committee and Special Interest Group, in both English and French, beneath the CALL logo and tagline. The name of the Committee or Special Interest Group shall be in a font size that is equal to, but not greater than the font used in the CALL logo and tagline.

2. Committees and Special Interest Groups are advised to use the CALL logo and tagline on websites, letterhead, and other tools used to communicate with CALL members, vendors, associations and other organizations.
3. Committees and Special Interest Groups shall use the CALL logo and tagline provided by National Office. Altering the logo and tagline by Committees and Special Interest Groups is not permitted.
4. For a copy of the CALL logo and tagline, please go to [Member Resources](#) in the Members only area of the CALL website.
5. The Executive Board will review the CALL logo and tagline every three years.

Conference Logos





Each year's Conference Planning Committee has the opportunity to specify a conference logo graphic that relates to the conference theme. In designing the conference logo, these are the parameters that CPCs must adhere to:

Brand Colours







Our brand colours are the primary RGB colours represented on our website, in our brand logo and throughout our publications. We also have a set of six (6) secondary/complimentary colors that the CPC may use.

Typography

PRIMARY CALL/ACBD COLOURS

008486		77ACAE		8B9593		44515C	
	CALL TEAL PMS 126-6 RGB 0/132/134 CMYK 76/0/31/36		CALL TURQUOISE PMS 126-12 RGB 119/172/174 CMYK 40/0/17/24		CALL GREY PMS 176-4 RGB 139/149/147 CMYK 50/36/40/0		CALL NAVY PMS 126-6 RGB 68/81/92 CMYK 65/48/37/43

SECONDARY CALL/ACBD COLOURS

F04E5A		FCB748		3BB44A		0EAB7A		5DABDB		GRADIENT	
	VERMILLION PMS 57-6 RGB 240/78/90 CMYK 0/85/58/0		SOFT ORANGE PMS 14-7 RGB 252/183/72 CMYK 0/31/82/0		GREEN PMS 148-7 RGB 59/78/90 CMYK 75/0/100/0		VERIDIAN GREEN PMS 136-7 RGB 15/171/122 CMYK 79/6/70/0		MOUNTAIN BLUE PMS 109-5 RGB 93/171/219 CMYK 60/19/2/0		DATA STREAM PMS 136-2 - 120-16



The primary typeface of CALL/ACBD is **Tahoma** and the standard body text style/ for documents is 11 pt. font with 2 pts before and after in body text style.



Photography, Graphics and Promotional Material

Images offer a visual representation of “self” and are important for the outward facing representation of a brand. CALL/ACBD supports Legal Information Specialists. In 2018, a Legal Information Specialist should have more weight on digital information elements and data rather than images of books.

Images that represent the CALL/ACBD brand:

- Should always portray authentic interactions and should never appear unrealistically staged.
- Digital information elements and technology.
- May encompass the following themes: connection, collaboration, value, and technology.
- Some examples of images that we aim to avoid using (or using too frequently) include: a gavel (inaccurate for Canadian law), balance scales, books.

E-signatures

Below is the standard CALL/ACBD E-signature that is used:

[Name] | National Office
Canadian Association of Law Libraries (CALL)
Association canadienne des bibliothèques de droit (ACBD)
150 Eglinton Ave. E., Suite 402
Toronto, ON M5A 3S5
Tel: 647-346-8723

www.callacbd.ca

Social Media

Social Media is an important part of our lives and it is now expected that associations are present and active on various social media platforms. However, there are guidelines that must be followed when posting on behalf of CALL/ACBD. CALL/ACBD uses social media for three main purposes: to establish the Association as a thought leader, to provide relevant and value-added content to current and prospective members and to provide important information to its members.

CALL/ACBD's Social Media Accounts

Currently, CALL/ACBD is present on the following platforms:

- Twitter: @CALLACBD
- Facebook: @callacbd
- LinkedIn Group: Canadian Association of Law Libraries / Association canadienne des bibliothèques de droit

When joining any new social media platforms, every effort should be made to include the full name of CALL/ACBD. Variations such as CALLACBD, CALL/ACBD, or Canadian Association of Law Libraries/Association canadienne des bibliothèques de droit should be used if available. If none of these options are available, underscores and dashes can be used such as CALL-ACBD, CALL_ACBD, etc.

Imagery

- All images should align with Photography, and Graphics and Promotional Material guidelines.
- Use images in posts when available over simply just text.
- Images should be good quality and not blurry or unprofessional.

Hashtag Use

Hashtags are a great way to tag posts on social media which makes it possible for others to easily find messages with a specific theme or content. When referring to CALL/ACBD on its own channels, use #CALLACBD. When mentioning the Association from another account, always tag @CALLACBD. Do not excessively use hashtags and only use hashtags that are relevant for that post.

There will be two hashtags used each year for the CALL/ACBD Conference. The primary

CALL/ACBD Conference hashtag will include the general Association hashtag as well as the year of the conference (e.g. #CALLACBD2019). The secondary hashtag for the CALL/ACBD conference shall relate to the Conference theme. When determining the secondary hashtag for the CALL/ACBD Conference, the hashtag should encompass the theme for that year's conference. The Conference hashtag should always be researched in advance of being implemented to ensure that the hashtag hasn't been used for anything derogatory or unfavourable.

Mandatories and General Guidelines

References to Indigenous Peoples



USE OF ABORIGINAL

The term "Indigenous Peoples" is an all-encompassing term that includes the Aboriginal or First Peoples of Canada, and other countries. For example, the term "Indigenous Peoples" is inclusive of Inuit in Canada, Maori in New Zealand, Aborigines in Australia, and so on. The term "Indigenous Peoples" is generally used in an international context. The title of the United Nations Declaration of the Rights of Indigenous Peoples is a prime example of the global inclusiveness of the term "Indigenous Peoples".

Aboriginal is an all-encompassing term that includes Inuit, First Nations (Indians), and Métis.

"First Peoples" is also an all-encompassing term that includes Inuit, First Nations (Indians) and Métis.

Aboriginal and First Nations are NOT interchangeable terms.

"Aboriginal" and "First Peoples" ARE interchangeable terms.

Inuit is the contemporary term for "Eskimo".

First Nation is the contemporary term for "Indian".

Inuit are "Aboriginal" or "First Peoples", but are not "First Nations", because "First Nations" are Indians. Inuit are not Indians.

Source: <https://www.itk.ca/note-terminology-inuit-metis-first-nations-and-aboriginal>