



JSW LAW
GOLD+

Brand Manual

JSW LAW Visual Identity Guidelines



Contents



Our brand	4
Unique Visual Identity	5
The Logo	6
Logo Forms	7
Logo Art Forms	13
JSW Law Color	17
Color variations	18
Typography	19
Editorial Style Guide	22
Iconography	24
Patterns	25
Print & Publication	26
Social Media	27
Website	28
Digital Communication	29
Photography	30
Videography	31

Our Brand

JSW Law is Bhutan's first and only law school founded through the Royal Charter on 21st February 2015 by His Majesty the King Jigme Khesar Namgyel Wangchuck. The establishment of JSW Law highlights that, to create a just and content society, we must set in place the strong standards of the Rule of Law and His Majesty the King believes that legal education is the foundation and an indispensable and a vital component of such a society.

The Law school works to set the bar for excellence in legal education, research, and best practices in related fields by focusing on the core values reflected in our motto, "Justice, Service, and Wisdom".

To that end, JSW Law needs to have a strong brand presence. Coherence and consistency more than anything is the key to a strong and memorable brand image. This brand manual is intended to help achieve consistency in terms of visual representation, symbolizing our core values in the visual form.

"Coherence and consistency more than anything is the key to a strong and memorable brand image."

Unique Visual Identity

“Design is the silent
ambassador of your brand.”

-Paul Rand

While branding goes far beyond a logo, it is important to realize that people perceive the world through sight, hearing, smell, and touch which are used to associate the things around us. Therefore, having a strong visual representation helps people recognize the brand faster; be it through color, design, fonts, or other visual representations.

To make sure that our brand is instantly recognizable, JSW Law must exhibit a consistent identity. The graphic representation of who we are and what we stand for should be expressed in our visual identity which is crucial for fostering a consistent and favorable perception of the School. In today's world of the Internet, the visual brand has become even more necessary.

A brand however prominent, if not represented graphically in a professional way will end up looking unprofessional. JSW Law's designs must meet the highest standard of quality and creativity.

The Logo

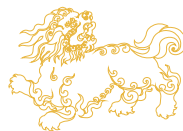
In reverence of His Majesty the Fourth King Jigme Singye Wangchuck's most noble qualities, JSW Law has appropriated His sacred initials—JSW, for its motto: Justice, Service, Wisdom. The logo, in consistent with our core values, consists of three principal elements:



The sun has a total of 34 sunrays, representing the 34 years of His Majesty the Great Fourth's reign, and is composed of two national colors—yellow and orange.



The Moon indicates that the legal knowledge and skills gained at JSW Law will provide students with methods for solving their problems and problems in society.



The Lion (white) at the center of the Sun shows that its radiance reaches out to the entire world, and that it may, like the eternal sun, benefit all who are touched by it.

Logo Forms

Complete Form

The complete form of the logo is the primary JSW Law Logo, and it should appear in all official documents, letterheads, publications, signboards, etc.



ORIGINAL VERSION

The artwork form is created from scanned artwork. The sun has an intricate brush-stroke pattern that gives it an organic feel.

- Use when the logo appears big enough for the texture to be visible.



VECTOR VERSION

The patterns of the artwork version vanishes when the logo is printed in a small area and ends up making the logo pixelated/blurry. To avoid that, a vector form is suggested. Here, the brush stroke texture of the sun is replaced with a gradient.

- Use when the logo has to appear small.
- Use when a cleaner version of the logo is preferred.

Logo color combination

The following logo variations can be used depending on the background.



JSW LAW GOLD

When used on the white background or JSW Beige, the JSW Law gold logo must be used.



JSW LAW WHITE

When used on the JSW Gold, or other backgrounds (images/colored-background), the white version of the logo can be used.



JSW LAW BLACK

Whenever the final product is printed in Black and White, the use of JSW Law Black logo is encouraged for clarity.

Other forms

Even though the following versions are accepted, it has to be used with caution and only when absolutely necessary.

LOGOTYPE SIMPLE

Use this form when the logo has to be printed in extremely small spaces.

JSW LAW

LOGO FOR SPORTS

The Lion and the Logotype combination can be used for the sports logo.



LOGOTYPE WITH MOTTO

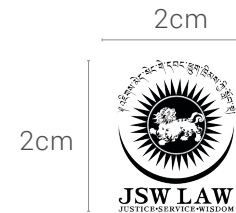
Use this form where the text JSW Law can be used with the motto.

JSW LAW
JUSTICE•SERVICE•WISDOM

Print size



With the normal daily printers, the minimum size to be printed is approximately 3X3cm. Printing lower than that would result in letters not being clear.



With high-quality printers, the minimum size can be brought down to approximately 2X2cm. Printing lower than that would result in loss of details on the logo.



With the normal daily printers, the minimum size to be printed is approximately 2X2cm. Printing lower than that would result in letters not being clear.



With high-quality printers, the minimum size can be brought down to approximately 1X1cm. Printing lower than that would result in loss of details on the logo.



With the normal daily printers, the minimum size to be printed is approximately 1X1cm. Printing lower than that would result in letters not being clear.



With the high-quality printers, the minimum size to be printed is approximately 1X1cm. Printing lower than that would result in letters not being clear.



With the normal daily printers, the minimum size to be printed is approximately 2X2cm. Printing lower than that would result in letters not being clear.



With the high-quality printers, the minimum size to be printed is approximately 2X2cm. Printing lower than that would result in letters not being clear.

Emboss/stamp



JSW LAW GOLD STAMP/EMBOSS

JSW Law Gold stamp/emboss logo is strictly reserved for the Honorable President's stationery, and other important documents (e.g., degree Certificate, academic transcripts and other certificates with the Honorable President's signature.)



JSW LAW SILVER STAMP/EMBOSS

JSW Law silver stamp/emboss can be used for general usage as and when needed. (e.g., ordinary Certificates, folders, files, and other documents that require the silver stamp or emboss.)

Seal

For the seal, the logo has been modified to fit the format of the seal.



JSW LAW GOLD SEAL

JSW Law Gold seal is strictly reserved for the Honorable President's usage.



JSW LAW BLUE SEAL

JSW Law Blue seal can be used for the general purpose.

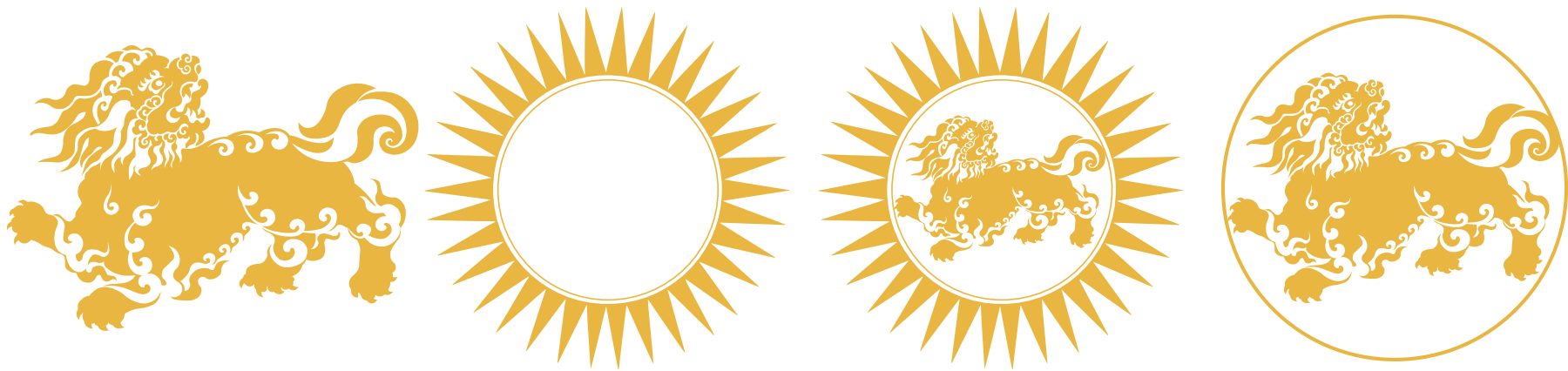


JSW LAW HOLOGRAM

JSW Law Hologram can be used as an authentication seal for Academic transcripts and certificates.

Logo Art Forms

In the art form, artistic freedom is given for the parts of the Logos to be used as design elements. This form does not substitute the logo.



Unacceptable forms



Do not squeeze the logo either vertically or horizontally.



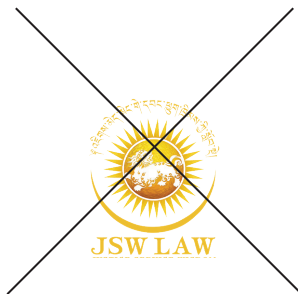
Do not edit the words by scaling or transforming in any way.



Do not give effects like reflections, bevel or emboss.



Do not rotate or flip the logo.



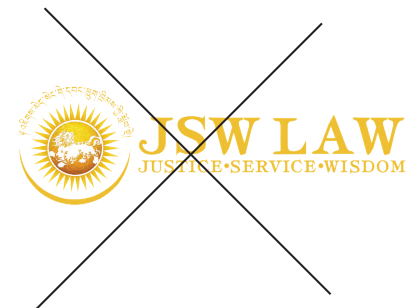
Do not scale the logo too small.



Do not alter any part of the logo by coloring it differently.



Do not change the transparency of the logo.



Do not use the logo-text orientation in horizontal.

Logo usage: partner brands

The JSW Law logo should appear to the left of the partner logo.



0.1x

X

More than the 0.1x zone may be needed to ensure well-balanced design.

In some cases it might be appropriate to have the JSW Law logo placed to the right of the partner logo.



universität
wien



Government Of India



The Asia Foundation



Logo usage example

The following are few examples of how the logo can be used across various medium.



JSW Law Color

Colors associated with JSW School of Law are tricolors of orange, blue, and yellow. These colors are adopted as the primary colors to signify the combination of national and Buddhist Triple-Gem colors. Yellow and orange are the national colors of Bhutan. While the combination of yellow, blue and orange signify Buddha, Dharma and Sangha.



JSW LAW GOLD

HEX #E9B640

CMYK 9 28 88 0

The primary color associated with JSW Law school is JSW Law Gold. The color should appear prominently in all designs and brand materials and should be one of the most recognizable visual element of JSW Law.



JSW LAW ORANGE

HEX #EE9538

CMYK 4 48 89 0

JSW Law Orange is the secondary color for the brand. The color should appear in conjunction with JSW Gold and should never overpower the Gold. Do not let the color take more than 20% of the design space.

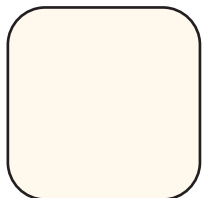


JSW LAW BLUE

HEX #6A839C

CMYK 65 44 29 0

JSW Law blue is the complementary color of the JSW brand. The color should appear very minimally. The color should take a maximum of 10% of the design space.



JSW LAW BEIGE

HEX #FFF7EB

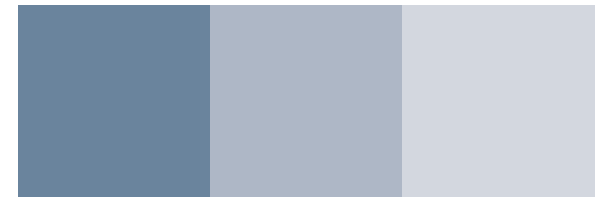
CMYK 0 2 7 0

JSW Law beige is the lighter version of JSW Gold and can be used as a background. Although the color is not compulsory and one can use their best judgment.

Color Variations

COLOR VARIATIONS

The color variation of the JSW colors can be changed by decreasing either saturation, lightness or the transparency. Do not alter the Hues.



GRADIENT VARIATIONS



A gradient variation between JSW Gold and JSW Orange is accepted.



A Gradient between JSW Gold and a lighter shades of the same is accepted.



A Gradient between JSW Orange and a lighter shades of the same is accepted.

Typography

Typeface

JSW typeface contains a mixture of Sans and Serif typefaces and should be used with the best judgment. Preferably the Serif fonts for traditional mediums like the book, and Sans for modern mediums like the web, social media, or posters.

SERIF FONT PAIRING

JSW Serif fonts can be used as a typeface for Books, magazine, research publications, and other traditional forms of publications.

IBM Plex Serif

Bold, *Bold Italic*, Medium, *Italic*, Light, *Light Italic*

Crimson Pro

Bold, *Bold Italic*, Medium, *Italic*, Regular

SCRIPT FONT

In rare occasions where a script font is needed, the font Ananda can be used.

Ananda

Regular

SANS FONT PAIRING

JSW Sans fonts, on the other hand, can be used as the typeface for digital mediums such as the web, posters, social media posters and others.

IBM Plex Sans

Bold, *Bold Italic*, Medium, *Italic*, Light, *Light Italic*

Roboto

Black, *Black Italic*, Medium, *Medium Italic*, Light

Serif typeface

Serif typeface gives a sense of tradition, and reliability and can be used for traditional publications, official documents, research paper, newsletter.

HEADINGS FOR SERIF FONT PAIRING

IBM Plex Serif

JSW School of Law
JSW SCHOOL OF LAW

Crimson Pro

JSW School of Law
JSW SCHOOL OF LAW

PARAGRAPHS FOR SERIF FONTS

Crimson Pro

Crimson pro can be used as the paragraph font for traditional publications, official documents, research paper, newsletter.

Sans typeface

Sans typeface gives the sense of modern, digital, and boldness and can be used for digital mediums such as the web, posters, social media, and others.

HEADINGS

IBM Plex Sans

JSW School of Law
JSW SCHOOL OF LAW

Roboto

JSW School of Law
JSW SCHOOL OF LAW

PARAGRAPHS FOR SANS SERIF FONTS

Roboto

Roboto, on the other hand, can be used as a paragraph font for digital mediums such as the web, posters, social media, and others.

Typography examples

SANS

JSW School of Law

Who are we?

JSW Law is Bhutan's first and only law school founded through the Royal Charter on 21st February 2015 by His Majesty the King Jigme Khesar Namgyel Wangchuck. The establishment of JSW Law highlights that to create a just and content society, we must set in place the strong standards of the Rule of Law, and His Majesty the King believes that *legal education is the foundation and an indispensable and vital component of such a society.*

- Justice
- Service
- Wisdom

SERIF

JSW School of Law

Who are we?

JSW Law is Bhutan's first and only law school founded through the Royal Charter on 21st February 2015 by His Majesty the King Jigme Khesar Namgyel Wangchuck. The establishment of JSW Law highlights that to create a just and content society, we must set in place the strong standards of the Rule of Law, and His Majesty the King believes that *legal education is the foundation and an indispensable and vital component of such a society.*

- Justice
- Service
- Wisdom

Editorial Style Guide

Writing guide

The Editorial Guide is the set of conventions adopted by JSW Law, covering elements such as spelling, punctuation, text formatting, acceptable language, numbers, and dates. JSW Law mostly use The Chicago Manual of Style and Meriam-Webster as basis to guide JSW Law publications (brochures, newsletters, posters and academic writing).

Serial Comma

In a list of three or more items, insert a comma before the “and” or “or” that precedes the last item; e.g., yellow, orange, and blue. No comma shall be used when there are only two items in a list; e.g., white and blue.

Ellipsis

An ellipsis (‘...’) is used to indicate content omitted from a quotation. Three full points must be used and must be spaced equally from each other and the words either side. E.g., corruption is toxic...a bribe is the most common corruption.

Hyphens

Usually used to connect words to form compound terms and expressions. E.g., long-term, short-term, a happiness-based justice, etc.

En Dash –

A dash is longer than a hyphen, and it is used to close up elements that form a range. E.g., 2015–17, pp.305-321. The en dash should not be used if “from” or “between” is used before the first of a pair of numbers. In such cases, “from” should be followed by “to” or “through”, and “between” by “and.” E.g., from 10 to 100, or between 5 and 7.

Em Dash —

Em dash is twice the length of an en dash. Em dashes are used to set off an amplifying or explanatory element and, in that sense, can function as an alternative to parentheses, commas, or a color—especially when an abrupt break in thought is called for. No space is required on either side of the em dash. An em dash is also used to indicate a sudden break in thought or sentence structure or an interruption in dialogue.

Quotations

Concepts, terms, and short phrases (up to 40 words) should be in run-in quotation and must use double quotation marks. Single quotation marks must be used within a quotation. Punctuation should be inside the quotation marks, with the exception when a single quotation mark is followed by a double quotation mark, then the punctuation goes in between. Colons, semicolons, and question marks follow quotation marks. Quotations of more than 40 words must be done in a block without double quotation marks within a separate paragraph.

Capitalization

Capitalize place names, (geographical parts of) regions, organizations, government agencies, heads of state, and important historical events, popular movements, titles of legislation, e.g., Thimphu, South Asia, Royal Bhutan Police, President Zelenskyy, Environmental Protection Act, etc.

Italicization

Italicize uncommon foreign words and phrases, binomial nomenclature, or titles of books, journals, works of art, and films.

Space

Use a single character space between sentences and after colons or semicolons used within a sentence.

Numbers and Dates

Spell out up to ten and use figures from 11. Use figures when followed by "%." For dates, e.g., the 1900s, 6 February 2013.

Abbreviations

Use a period after abbreviations, for example, e.g., except for familiar abbreviations such as SAARC, EU, IMF, UN, USA, WTO, NATO, etc.

Lists

For numbered lists the format should be as follows:

1. Point 1
2. Point 2

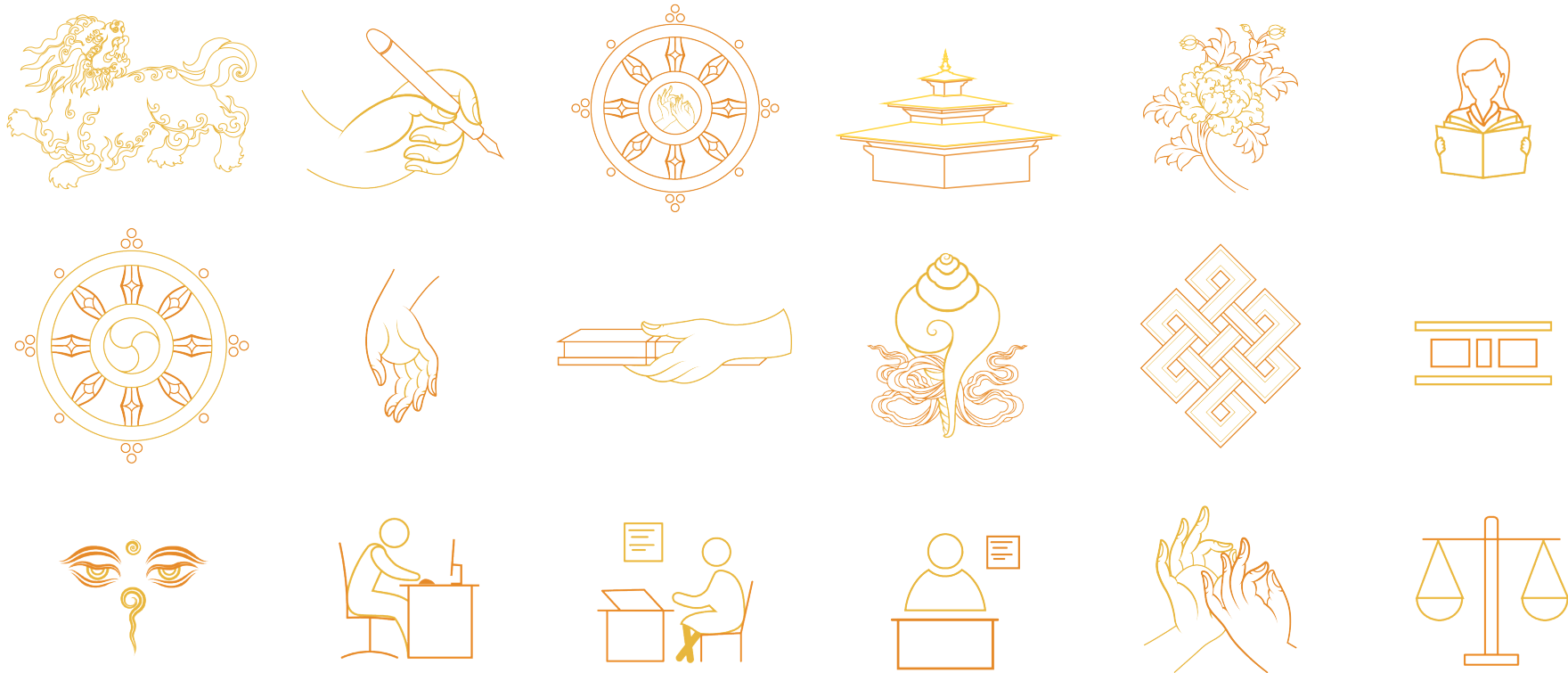
And for bulleted lists:

- Point 1
- Point 2

Iconography

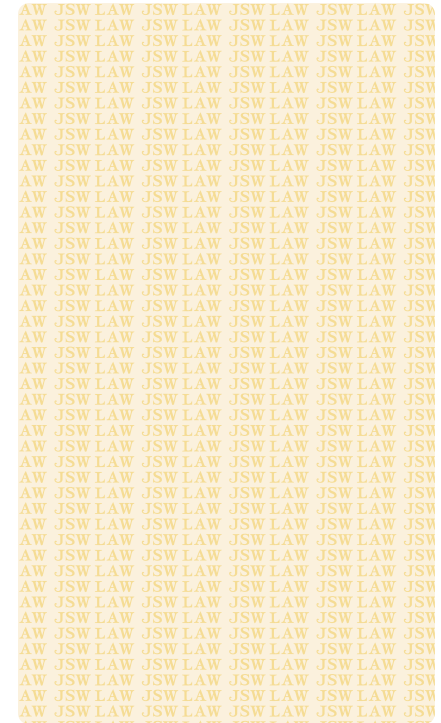
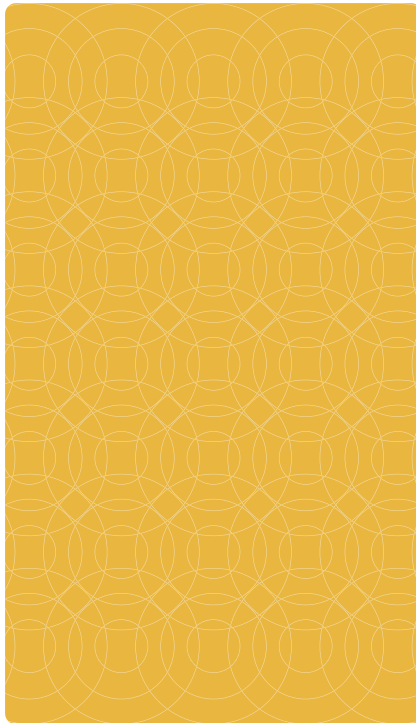
All JSW icons should be created stroke-based and not fill-based. A mixture of JSW Gold and JSW Yellow can be used for color.

The icons can also be used in a single color. (Black, White, Orange, Gold)



Patterns

The following patterns can be used for banners, posters, web backgrounds, or others. Any other pattern design is accepted, as long as it maintains the same visual aesthetics.



Print & Publication

MARGINS AND SAFE ZONE

Print publication must have at least 1.5cm margin from the edge of the trim. All critical elements such as texts and logos should be included within the margin.

BLEEDS

Bleed marks are safe areas out of the document print areas used for trimming/cutting the paper at the printing press. Images or elements that go to the edge of the document must be extended to the bleed area. A bleed area of a minimum 2mm is recommended.

IMAGE RESOLUTION

A minimum resolution of 300 dpi will ensure that your print is sharp.

COLOR PROFILE

To ensure the best reproduction of color on the final format, make sure all Web/Digital copies are in RGB color profile and Print materials in CMYK profile. Using the wrong color profile will result in false color.

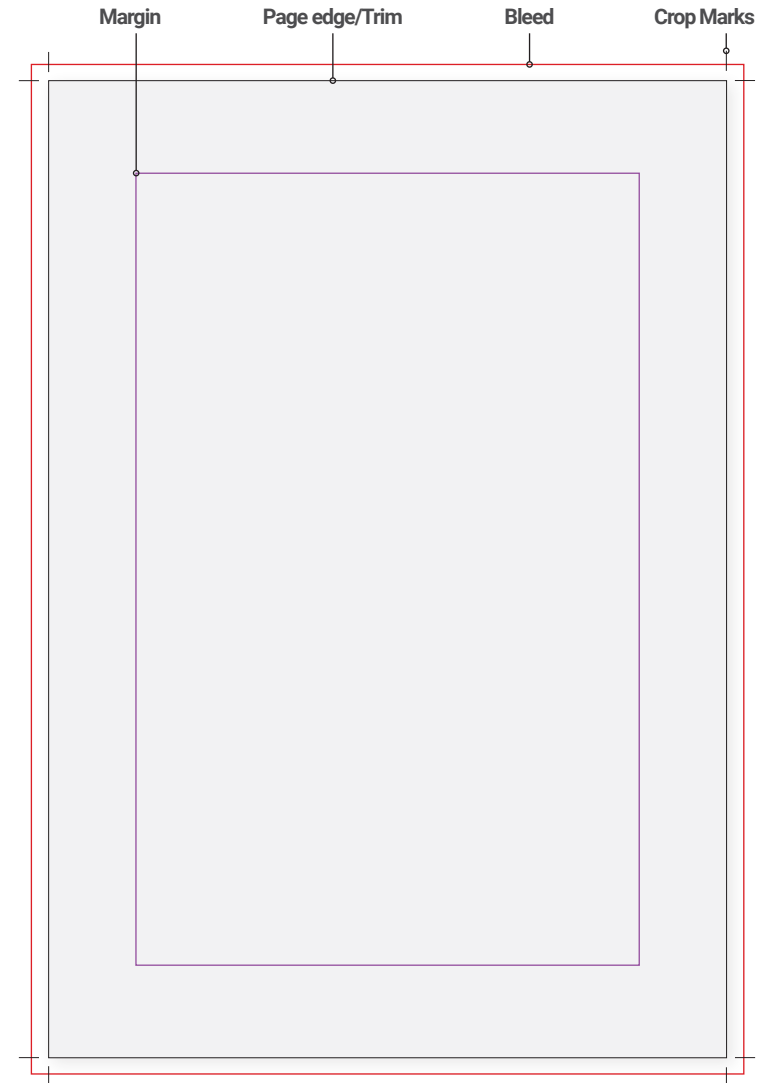
DIGITAL FILE FORMATS

These are the accepted file formats for JSW Digital Files.

Documents: .PDF, .DOCS

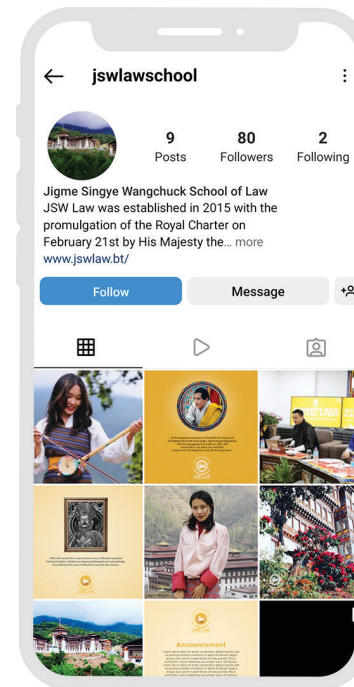
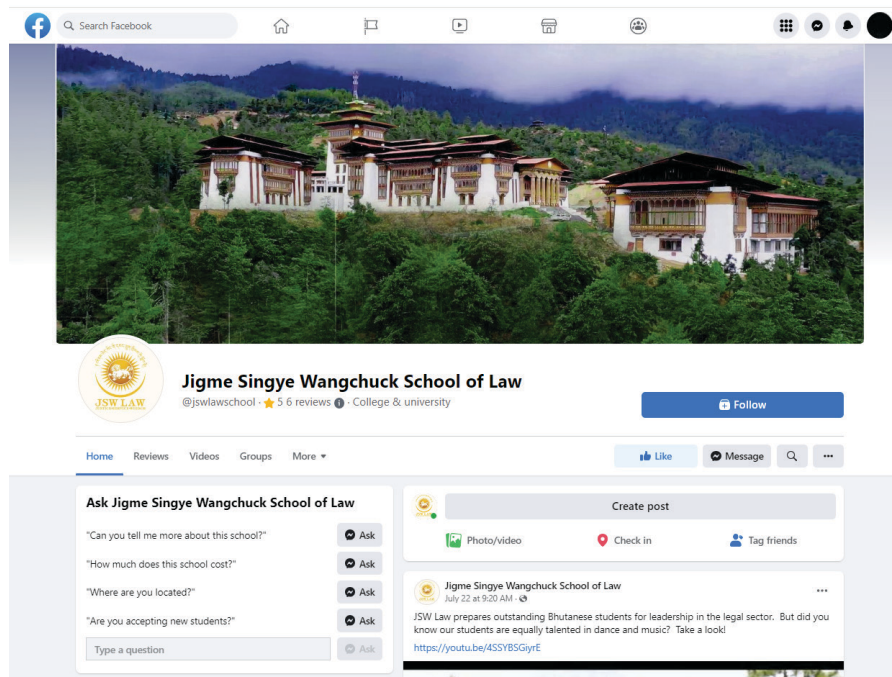
Images: .JPG, .PNG, .TIFF, .GIF

Editable formats: .PSD, .IND, .EPS, .AI.



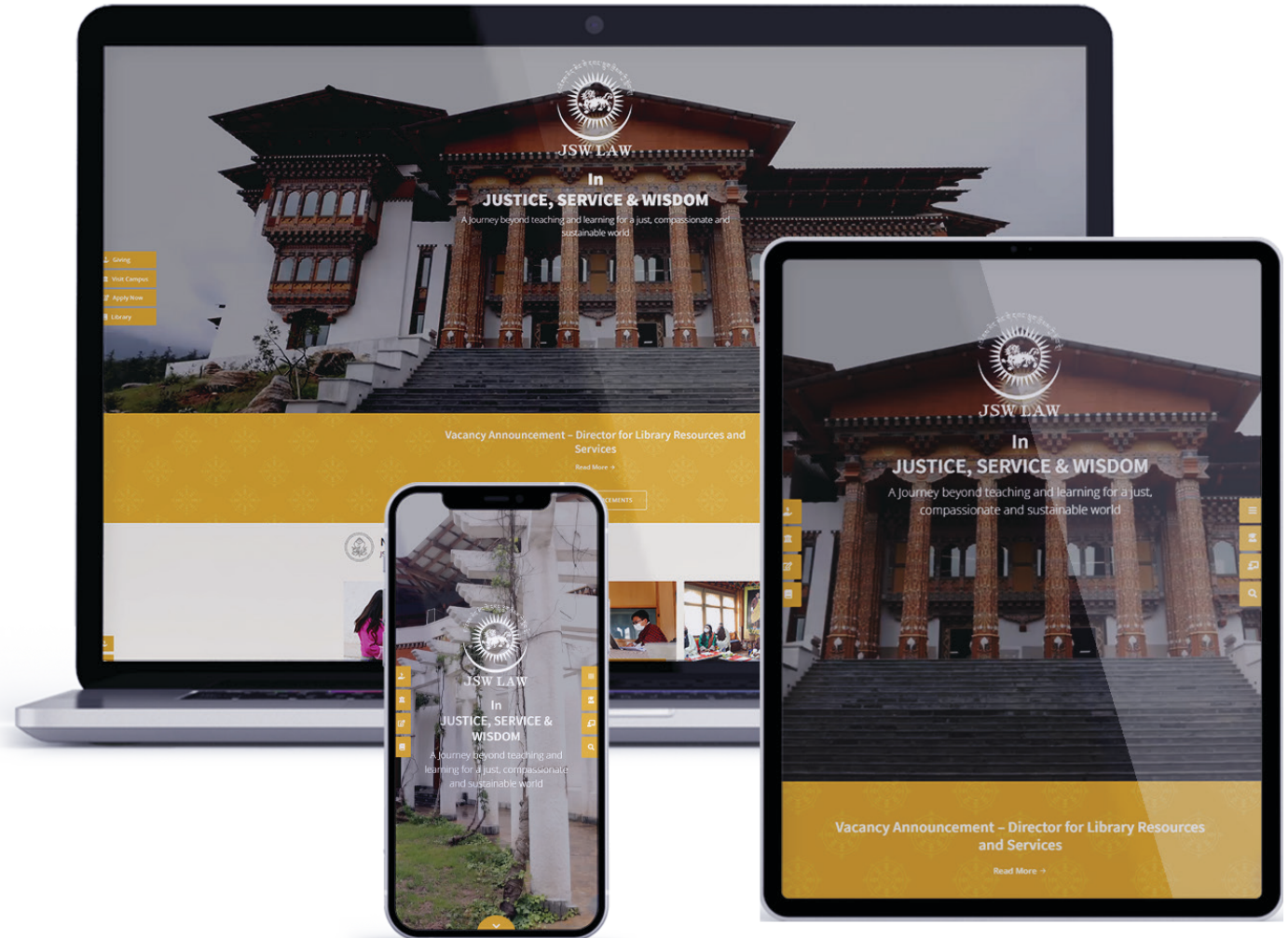
Social Media

Since social media has become one of the most popular communication tools, the social media pages and profiles of JSW Law should have a strong brand presence. The Logo, JSW Law brand color, and other design elements should be used strictly in all the contents.



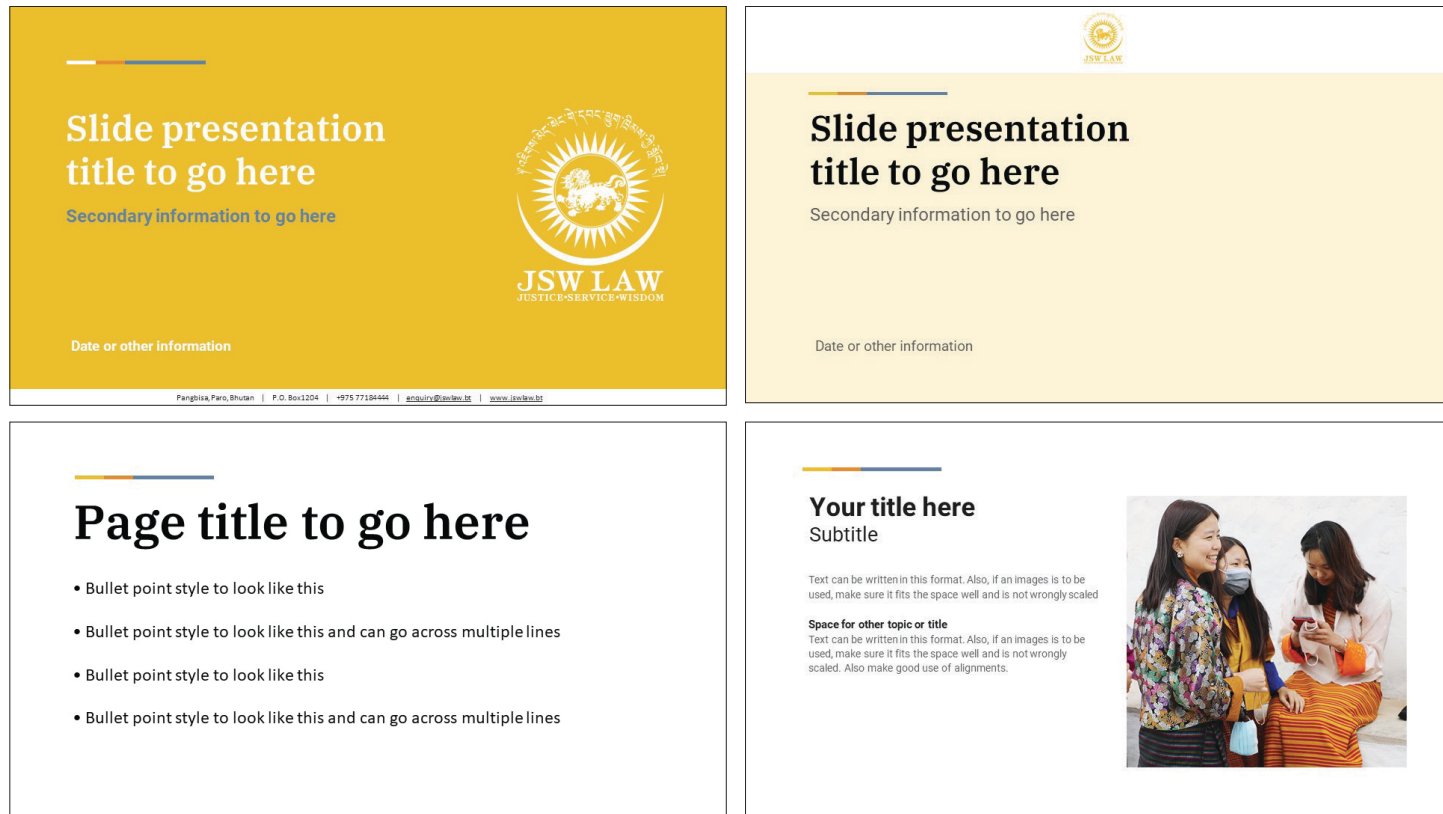
Website

- The JSW logo must appear prominently with each letter of the logo readable. At least, 150 pixel width with proportionate height at the resolution of 72 PX/Inch.
- JSW website must be built responsive to be viewed in all the devices.
- JSW color font and iconography should be prominent throughout the website design.



Digital Communication

For presentation, a standard template provided should be used. In case of custom templates, a design that is in accordance with JSW brand guide should be maintained.



Photography

Style

PORTRAITS

Portraits should be taken in white background. For non-passport types of portraits, a frontal or profile shot is acceptable.

CROWD/EVENT

- When clicking the picture of an event, people or crowds always try to tell a story.
- Cover the action in the picture.
- Never overlay texts on the picture as much as possible.

DO'S

- Edit photos before uploading.
- Light the subject properly if the photo is a portrait.
- Upload pictures that tell a story rather than some random photos.
- Always crop unwanted parts of the picture.

DON'TS

- Do not upload a low resolution picture.
- Don't upload a picture that is blurry or grainy.
- Don't overgrade images.
- Never upload under exposed or over exposed photos.



Side Profile



Frontal Profile

Videography

Video has become an increasingly effective way to communicate. Social media like Facebook gives higher preference to videos and therefore videos get higher reach.

Video Quality Settings

HD 1280p x 720p

or Full HD 1920p x 1080p

The video Aspect Ratio should be always 16:9 or Square 1:1.

Notes

- Use the rule of thirds for interviews.
- Shoot as many B-rolls as possible.



DO'S

- Always put the logo at the end of the video.
- If possible, always edit the video before uploading.

DON'TS

- Don't shoot the videos in portrait modes except if it is meant for stories or TikToks.
- Don't upload a video that is unacceptably shaky, blurry, or below standard quality.
- Never shoot interviews in a noisy environment.
- Never upload under exposed or over exposed footages.

