



Promoting your Specialist Accreditation

Brand Guidelines | Updated November 2016



THE LAW SOCIETY
OF NEW SOUTH WALES

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Why branding matters

A strong Specialist Accreditation brand benefits us all.

The Specialist Accreditation brand is a powerful thing but it can be even more powerful when we're consistent in how we reinforce and apply it.

The Specialist Accreditation 'Promoting your accreditation' guidelines were developed with one goal in mind: **to reinforce a visual brand identity that reflects the proven expertise of you**, the Accredited Specialist.

Accredited Specialists play a role in strengthening our brand. You can help by incorporating these guidelines into the marketing and communications materials you create. The logos and terms are flexible enough to help you create a full range communications for your specific audience, while still allowing the distinctiveness of the visuals to remain.

While the guidelines do not cover all scenarios, they do provide you with an idea of what is acceptable and what is not.

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Section 1: Toolkit

**Promoting your
Specialist Accreditation**

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1.1 Specialist Accreditation Logo

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The logo

As the competition intensifies, so too does the need for the individual practitioner to define what it is that makes them distinctive.

The Specialist Accreditation logo is the single, strongest visual representation of an Accredited Specialist. When used correctly and consistently it can amplify the impact of Specialist Accreditation in an increasingly competitive profession.



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Preferred logo

The round Specialist Accreditation logos have two variations to accommodate most applications.

	Two colour	Black	White
<p>Generic logo Use when a specialist has more than one accreditation or when a legal practice is promoting more than one Accredited Specialist.</p>			
<p>Specific logo Use when promoting an individual Accredited Specialist.</p>			

← First preference Last preference →

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Alternative logo

The horizontal Specialist Accreditation logos have two variations.
The horizontal logo should only be used when the round logo is not suitable.

	Two colour	Black	White
<p>Generic logo Use when a specialist has more than one accreditation or when a legal practice is promoting more than one Accredited Specialist.</p>			
<p>Specific logo Use when promoting an individual Accredited Specialist.</p>			

← First preference   Last preference →

Note: greyscale and stacked logo versions are no longer available. Accredited Specialists are encouraged to replace these versions with the preferred or alternative logo.

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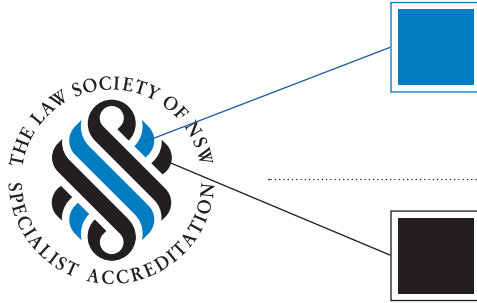

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Logo colours

It is essential these colours are reproduced accurately and consistently whenever the Specialist Accreditation logo is used.

	Print		Digital (web, mobile, tablet)	
	Pantone	CMYK values	RGB values	Hex code
	Pantone 285	C: 89 M: 43 Y: 0 K: 0	R: 0 G: 124 B: 195	#007CC3
	Black	C: 0 M: 0 Y: 0 K: 100	R: 0 G: 0 B: 0	#000000

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Safe space

Safe space is the area around the logo that must be kept free of competing text or graphic elements. Leaving a 'safe space' ensures maximum visibility and clarity. The minimum space around every side of the logo must be equal to the Specialist Accreditation symbol, as indicated below.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus ante ac mi accumsan interdum at quis justo. Sed auctor vulputate lorem efficitur dignissim. Sed ac massa massa. Nunc laoreet vel leo semper consectetur.



amet, consectetur adipiscing elit. Praesent cursus urna sed rutrum molestie. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Suspendisse blandit egestas eros, ut suscipit orci accumsan tincidunt Nulla ac eleifend leo. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus nec commodo metus. Donec sodales nisi non pretium finibus. Lorem ipsum dolor.

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Minimum size

To make sure the logo is always readable the minimum allowable height size is 14mm or 50 pixels.

Print

14mm



SPECIALIST ACCREDITATION
THE LAW SOCIETY OF NSW

Digital (web, mobile, tablet)

50px



SPECIALIST ACCREDITATION
THE LAW SOCIETY OF NSW

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Logo misuse

The Specialist Accreditation logos are unique and more valuable and recognisable when used consistently and correctly. When the logos are changed the impact and meaning is diluted. Maintaining the integrity of the Specialist Accreditation logo is key to maintaining a strong visual identity. Examples of logo misuse are below.



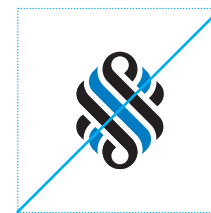
Do not change
the colours



Do not distort,
stretch or scale
disproportionately



Do not rotate
or flip



Do not add or
remove elements



Do not apply
graphic effects

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Logo on backgrounds

The colour version of the logo on a white background should be given preference over all other versions. The black and white versions can be used when it is not possible to use the colour version. The logo must always be legible and have enough contrast to the background.

Correct use



Incorrect use



Textured background in this context includes examples such as frosted glass and rough materials. If you are uncertain whether your application of the logo falls under this category please contact the department.

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1.2 Referencing your accreditation

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Terms

Using consistent and correct terms helps convey the message more clearly, ultimately helping to strengthen the mark of Specialist Accreditation.

Just like the logo, the terms 'Specialist Accreditation' and 'Accredited Specialist' are instantly recognisable as a mark of proven expertise and distinction. When used correctly they can send a strong, clear, unique message.

There is a difference in meaning when these words are changed which creates confusion and dilutes the message. It is important that these terms are used consistently and correctly so that the message remains clear and strong.

Correct use

“We have Accredited Specialists
in Family Law”

Incorrect use

“We are accredited
in Family Law”

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Use of terms

The below shows the correct and incorrect use of the term 'Accredited Specialist'. While this does not cover all scenarios, it does provide you with an idea of what is acceptable and what is not.

Correct use	Incorrect use
Full title	Full title
John Smith is an Accredited Specialist in Family Law	John Smith is Specially Accredited
John Smith - Accredited Specialist in Family Law	John Smith – Accredited Specialist
John Smith, Accredited Specialist – Family Law	John Smith is a specialist that is accredited in Family Law
John Smith, Accredited Specialist (Family Law)	John Smith is Accredited in family law
We have an Accredited Specialist in Family Law	John Smith is accredited in Family Law as a specialist
We have Accredited Specialists in Family Law and Property Law	John Smith, Specially Accredited in Family law
	We are accredited in Family Law
Post Nominals*	Post Nominals
John Smith – Acc. Spec. (Family)	John Smith Accredited Spec.
John Smith Acc. Spec. (Fam)	John Smith Spec. Acc.
John Smith – Acc. Spec. (Family & Criminal)	
John Smith Acc. Spec. (Fam and Crim)	

*A full list of post nominals can be found on page 14

The term 'specialist'

Unfortunately, the use of general terms such as 'specialist' and 'expert' are outside our ambit. These terms are a more general indication of expertise in a particular field and may in fact be legitimately used by persons who have a wealth of experience in that field but have not obtained Specialist Accreditation from The Law Society.

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Post nominals

Post nominals are the abbreviated form of a person's qualifications. Where possible use the full title of your accreditation, i.e. John Smith Accredited Specialist, Family Law. On marketing material with limited space, such as business cards, the post nominals may be used as set out below.

Full title (preferred option when space permits)	Abbreviated title
Acc. Spec. (Advocacy)	Acc. Spec. (Adv)
Acc. Spec. (Business Law)	Acc. Spec. (Bus)
Acc. Spec. (Business & Personal Tax)	Acc. Spec. (Bus & Pers Tax)
Acc. Spec. (Children's Law)	Acc. Spec. (Child Law)
Acc. Spec. (Criminal Law)	Acc. Spec. (Crim)
Acc. Spec. (Commercial Litigation)	Acc. Spec. (Comm Lit)
Acc. Spec. (Dispute Resolution)	Acc. Spec. (Disp Res)
Acc. Spec. (Employment & Industrial Law)	Acc. Spec. (Empl & Indus)
Acc. Spec. (Family Law)	Acc. Spec. (Fam)
Acc. Spec. (Government & Administrative Law)	Acc. Spec. (Govt & Admin)
Acc. Spec. (Immigration Law)	Acc. Spec. (Immig)
Acc. Spec. (Local Government & Planning)	Acc. Spec. (Loc Govt & Plan)
Acc. Spec. (Mediation)	Acc. Spec. (Medtn)
Acc. Spec. (Personal Injury)	N/A
Acc. Spec. (Property Law)	Acc. Spec. (Prop)
Acc. Spec. (Wills & Estates)	Acc. Spec. (Wills & Est)

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Section 2: Application

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Logo positioning

Don't be misleading

The positioning of the Specialist Accreditation logo must always be in close proximity to the name of the Accredited Specialist, to remove any implication an entire legal practice is accredited. The link between the logo and the Accredited Specialist should be obvious.

Correct use

Smith & Jackson

Solicitors
88 Phillip Street
Walget NSW 0202
Telephone (052) 020202
Facsimile (052) 020202

John Smith LLB.
Accredited Specialist
(Family Law)



Incorrect use

Smith & Jackson



John Smith LLB.
Acc Spec (Family)

Solicitors
88 Phillip Street
Walget NSW 0202
Telephone (052) 020202
Facsimile (052) 020202

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2.1 Promoting one Accredited Specialist

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Promoting one Accredited Specialist

Option 1 - example letterhead

Specific logo

Post nominal after specialist's name



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Promoting one Accredited Specialist Option 2 - example webpage

- Specific logo**
- Generic statement** listing relevant area(s) of law

Smith & Jackson

HOME | SERVICES | ABOUT US | CONTACT

Smith & Jackson lawyers have been supporting the community for over 50 years.
Committed to offering professional and efficient services, the firm practices to the highest standard.
Smith & Jackson provide advice on Family Law.

 We have an
Accredited Specialist
in Family Law

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Promoting one Accredited Specialist Option 3 - example email signature

- Specific logo**
- Full title** listing area(s) of accreditation



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2.2 Promoting multiple Accredited Specialists

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Promoting multiple Accredited Specialists

Option 1 - example advertisement

- Generic logo**
- Post nominal** after each specialists' name

Smith & Jackson

Solicitors

**Family Law, Property Law, Wills & Estates,
Immigration Law and Commercial Law**

John Smith LLB. Accredited Specialist (Family Law)	Beryl Jackson LLB. Accredited Specialist (Property Law)
---	--



88 Phillip Street, Walget NSW 0202 Tel: (052) 020202 Fax (052) 020202

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Promoting multiple Accredited Specialists

Option 2 - example website

- Generic logo**
- Generic statement** listing relevant area(s) of law

The screenshot shows a website layout with two columns of text. Each column contains a paragraph of placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec augue ipsum, luctus vitae purus a, consectetur". Below each paragraph is a blue "Read more" link. A horizontal line with a central peak separates the text from a row of logos. On the left, there is a circular logo for "THE LAW SOCIETY OF NSW SPECIALIST ACCREDITATION" and the text "We have Accredited Specialists in Family Law". To the right of this text are four grey rectangular boxes, each labeled "Logo". The footer is a dark grey bar containing the firm name "Smith & Jackson" in a large, gold-colored serif font, and a navigation menu with links for "Terms of use", "Privacy Policy", "Cookies", and "Site Map".

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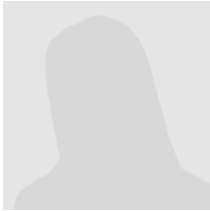

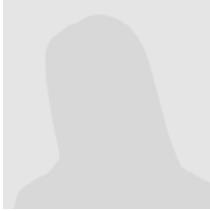
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Promoting multiple Accredited Specialists

Option 3 - example profile/bio

- Specific logo**
- Full title** referencing your area(s) of accreditation

	<p>George is an Accredited Specialist in Family Law and has practised as a family lawyer for over 15 years.</p> <p>Read more</p>	
	<p>Samantha is an Accredited Specialist in Family Law and has a particular interest in complex parenting and property matters, international relocation matters and surrogacy.</p> <p>Read more</p>	
	<p>Since her admission as a lawyer in 1992, Latisha has practiced primarily in the area of Family Law and is a passionate advocate for her clients.</p> <p>Read more</p>	

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Section 3: Policies

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Advertising rules and guidelines

All Accredited Specialists, as solicitors practising in NSW, must adhere to obligations under the Legal Profession Uniform Law (NSW). All practitioners must be mindful of how they advertise services. Rule 36 of the Legal Profession Uniform Law Australian Solicitors' Conduct Rules 2015 prohibits false, misleading, deceptive or likely to mislead or deceive, offensive advertising.

Accredited Specialists are also required to adhere to the following guidelines, which were developed by the Specialist Accreditation Board for the purpose of maintaining integrity of the brand:

- Accreditation is the achievement of an individual practitioner and not their legal practice at large and any advertising or promotional material should reflect this.
- Accredited Specialists are encouraged to use the Specialist Accreditation logo as identification of proven expertise in their chosen area of law and to aid in business development, marketing and promotional purposes.
- Only Accredited Specialists who have renewed their accreditation, on an annual basis, are able to advertise or promote their accreditation and themselves as an Accredited Specialist.
- The symbols used in the Specialist Accreditation logo are a registered trademark of The Law Society of New South Wales.
- The Specialist Accreditation logo (in both its generic and specific form) used must be in the form approved by the Specialist Accreditation Board and must not be altered in any way (other than resizing it with proportions remaining the same).
- The Specialist Accreditation logo must always be displayed as indicated in these guidelines. It may not be used
- If the Specialist Accreditation logo is produced in blue and black, it must be printed using the official Specialist Accreditation blue tone, PMS 285.
- The Specialist Accreditation logo can also be printed in black; or white.
- When the Specialist Accreditation logo sits side by side another logo, the secondary logo must appear in equal size to the Specialist Accreditation logo.
- An Accreditation Specialist, who is on a leave of absence, has an inactive accreditation until such time as they are reinstated. Individuals on a leave of absence are requested to refrain from holding themselves out as an Accredited Specialist during the leave period.

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For Sole Practitioners who are Accredited Specialists

- If you are a sole practitioner and the firm name is your name and you do not employ other lawyers, you can use the Specialist Accreditation logo on the home page of your website or on your letterhead (without your name appearing right next to the Specialist Accreditation logo).
- If you are a sole practitioner and you employ other lawyers and/or the firm name is not your name, the Specialist Accreditation logo may only appear next to your name as the individual who is the accredited specialist.

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Responsible use of the Specialist Accreditation brand

Members of the profession and community are justifiably frustrated and concerned by practitioners who have not obtained Specialist Accreditation from The Law Society holding themselves out as specialists or experts (or similar).

If you become aware of a practitioner who is either using the Specialist Accreditation branding incorrectly or misrepresenting themselves please bring it to the attention of the Specialist Accreditation in writing.

It is important to note that any action by The Law Society is limited only to unauthorised use by a practitioner of terms such as 'Accredited Specialist' and the corresponding post nominals and logo.

Unfortunately, the use of general terms such as specialist and expert are outside our ambit, as they are a more general indication of expertise in a particular field and may in fact be legitimately used by persons who have a wealth of experience in that field but have not obtained Specialist Accreditation from The Law Society.

Lack of compliance to the branding guidelines may have a financial cost to the individual or firm.

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Logo Request

Request a logo

An email request must be sent to Specialist Accreditation for logo files with the following information:

1. Names of the specialist/s the branding will apply to.
2. Where the branding is to be used
3. Email: specialists@lawsociety.com.au
4. The department will confirm the specialist's accreditation and ensure that the application of branding being proposed complies with the guidelines.
5. The digital suite of logos will be emailed when confirmed.

Note: all logos are provided in **PNG** (digital: web, mobile, tablet) and **EPS** (for print).

Promoting your
Specialist Accreditation

Contact

Specialist Accreditation

T: 9926 0305

F: 9233 7146

E: specialists@lawsociety.com.au

W: lawsociety.com.au

