

Chapter V
Logo Policy Guidelines



Authenticated by:
ALSA International Board 2020/2021



ASIAN LAW STUDENTS' ASSOCIATION INTERNATIONAL BOARD

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I. LOGO POLICY FOR ASIAN LAW STUDENTS' ASSOCIATION

Amendment: -

*Come into Effect on 3rd of October 2016
Passed by the Governing Council*

1. The title of this association is “**Asian Law Students’ Association**” and shall be referred to as “**ALSA**” thereafter.
2. Logo of this association shall be called the “**ALSA Logo**” and is as shown below:



3. Details of the ALSA Logo are:
 - a. Color: Red Maroon, color code: #8d0101 or White, color code #FFFFFF where applicable
 - b. Font: Gotham Black Regular
 - c. Lady Justice holding a scale
 - d. Terms of “ASSOCIATION” placed below “ASIAN LAW STUDENTS”

Alternative logo:



Note: The white logo shall serve as an alternative for the red should it cause any designs problems (i.e. the logo can't be seen clearly). The dark grey background behind the ALSA logo is for explanatory purposes only and is **not** a part of the ALSA logo.

4. Philosophy of the ALSA Logo:

- a. Lady Justice holding a scale signifies that this association stands for honesty, integrity and credibility of Asian law students in promoting the awareness of justice.
- b. "ALSA" shall be a solid platform to execute the stated visions of Asian law students.
- c. Red color defines the bravery to enforce the goals of this association.

5. Rationale:

- a. The ALSA Logo will represent ALSA
- b. Branding action to unify ALSA from ALSA International to ALSA Local Chapters
- c. Dispelling all distances and stigma in each part of ALSA
- d. To relieve all confusions that potential partners might have about ALSA and its respective National and Local Chapters

6. Aims:

- a. Introduce ALSA as a unified association, and Local Chapters as a representative of Universities members of ALSA
- b. Unification of ALSA Logo to help clarify the different parts of ALSA
- c. A firm unification of the association beginning from the ALSA Logo.

7. Rules on the logo usage (applicable to ALSA International Board, National Chapters and Local Chapters):

- a. The ALSA Logo represents ALSA, including the respective National and Local Chapter;
- b. Any form of promotional materials issued or made by this association shall include the ALSA Logo;
- c. The ALSA Logo shall be placed side-by-side with other ALSA National Chapter and/or ALSA Local Chapter Logo on the promotional materials depending on who creates the promotional materials
 - i. Promotional materials by an ALSA National Chapter shall include their respective ALSA National Chapter Logo and the ALSA Logo
 - ii. Promotional materials by an ALSA Local Chapter shall include its own ALSA Local Chapter Logo, their respective ALSA National Chapter Logo and ALSA Logo

II. LOGO POLICY FOR ALSA NATIONAL CHAPTERS

Number: 025/K/ALSAIB/IX/2016

Logo Policy for Asian Law Students' Association (National Chapters)

Amendment: -

*Come into Effect on 3rd of October 2016
Passed by the Governing Council*

1. The title of this association is “**Asian Law Students' Association**” and shall be referred to as “**ALSA**” thereafter.
2. Logo of ALSA shall be called the “**ALSA Logo**” and is as shown below:



3. Rationale:
 - a. Branding action to unify ALSA from ALSA International to ALSA Local Chapters
 - b. Dispelling all distances and stigma in each part of ALSA
 - c. To relieve all confusions that potential partners might have about ALSA and its respective National and Local Chapters

4. Aims:

- a. Introduce ALSA as a unified association, and Local Chapters as a representative of Universities members of ALSA Unification of ALSA Logo to help clarify the different parts of ALSA
- b. A firm unification of the association beginning from the ALSA Logo.

5. Rules on the use of ALSA National Chapters Logo:

- a. In creating the respective ALSA National Chapters' (NC) Logo, the following rules shall be followed:
 - i. Include the ALSA logo :
 1. Lady Justice holding an equal balance;
 2. The letters 'ALSA'; and
 3. Leaf design on both side of the letters 'ALSA'
 - ii. Replace 'ASIAN LAW STUDENTS' with the words 'NATIONAL CHAPTER' or 'LOCAL CHAPTER'
 - iii. Replace 'ASSOCIATION' with the name of the National Chapter or Local Chapter (i.e INDONESIA, THAILAND or TAIWAN etc);
 - iv. No modification is permitted unless it is regulated under the Book of Guidelines
- b. ALSA National Chapters must inform the ALSA International Board if there are any changes in the ALSA National Chapter Logo and the ALSA International Board reserves the right to request a change in the ALSA National Chapters Logo if the ALSA National Chapters Logo does not comply with the above rules.
- c. The secondary configuration is permitted.
- d. Further regulation shall be referred to the Graphic Standard Manual (GSM) of ALSA International.

6. Rules on the use of ALSA National Chapters Logo:

- a. In creating the respective ALSA National Chapters' Logo, the following rules shall be followed;

- b. Any form of promotional materials issued or made by this association shall include the ALSA Logo;
- c. In the promotional materials, each NC and LC shall only place its respective logo:
 - i. Promotional materials by an ALSA NC shall only place the respective logo without having to place ALSA Logo;
 - ii. Promotional materials by an LC:
 - a). Shall only place the respective logo without having to place ALSA NC Logo nor ALSA Logo;
 - b). May place its universities logo as required by the policy of the respective universities.

7. Timeline

- a. Timeline for National Chapter
Due date for all of NC to adapt with the newest logo policy: until ALSA Forum Laos 2021
- b. Timeline for Local Chapter
Due date for all of LC to adapt with the newest logo policy: ALSA Conference 2022

8. Conditions for the Transitions

- a. First Priority: Digital products or documents (including all digital promotional materials)
- b. Second Priority: existed printed documents / merchandise, stamp
- c. All of NC shall conduct a presentation during AF and AC for their compliance with the new logo policy
- d. The policy does not apply retroactively
- e. If the NC or LC is having the board transition period within the timeline, the newly elected board shall be able to apply the new logo policy for its digital products or documents, as well as for their printed documents including the stamp and merchandise