



BOARD OF LEGAL SPECIALIZATION
NORTH CAROLINA STATE BAR

Board of Legal Specialization Branding Guidelines



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North Carolina State Bar Board of Legal Specialization Branding Guidelines

I. The Value and Power of a Brand

Branding is critical to businesses and organizations.

The power branding creates helps organizations and businesses tap into consumers' minds. Branding can create an unspoken emotional connection between you and your audience; clients, potential clients, and colleagues.

To build this power and equity, start with a solid brand. You should effectively—and consistently—promote your business or organization or, in this case, specialty certification.

Consistency is so important that we have created these guidelines to make sure the North Carolina State Bar Board of Legal Specialization's brand is used consistently across all platforms.

II. The Specialist Brand

The North Carolina State Bar has been in existence for over 75 years. Its logo or brand—an abstract depiction of the scales of justice—has been used by the State Bar since at least 1974. The State Bar and its brand are known quantities. However, the “newer” specialization program of the State Bar has a way to go before it is recognized and understood by the general public. A brand for the specialization program will help the public to identify the program and to understand the meaning of board certification for lawyers. It will also give lawyers who are board certified a way to represent, with an image, the effort they have put into becoming certified in a specific practice area.

Brand Meaning & History

Our main specialist logo is similar to the State Bar's logo in that it incorporates the abstract scales of justice. In this way, the relationship to the State Bar is clearly conveyed.

Brand Basics

The Board of Legal Specialization may be referred to as:

- Legal Specialization Board
- Board of Legal Specialization
- North Carolina State Bar Board of Legal Specialization
- North Carolina Board of Legal Specialization



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What You Can Say

Lawyers who are board certified by the North Carolina State Bar may call/refer to themselves as the following in print, online, and in oral communication, provided the North Carolina State Bar Board of Legal Specialization is identified in the communication as the certifying organization:

- Specialist
- Legal specialist
- Board certified specialist
- Board certified lawyer or attorney
- I specialize in [x legal specialty]
- John Doe, Board Certified Specialist in Bankruptcy Law
- John Doe, Bankruptcy Law Specialist
- John Doe, Attorney at Law, Certified as a Specialist in Business Bankruptcy by the North Carolina State Bar

Specialization staff members can provide current statistical data for use in your marketing materials. For example:

- There are approximately 28,000 active attorneys in North Carolina.
- We are just shy of 1,100 active board certified specialists.
- The family law specialty has 253* active specialists.

**Contact us for most current numbers*

For up-to-date statistics about board certified specialists by practice area, please contact Justin Edmonson at jedmonson@ncbar.gov or 919-828-4620 ext. 249.

III. Logos/Badges

Our goal is to help the public recognize and understand what legal specialization means. As part of that effort, the Board of Legal Specialization created a main logo for the entire specialization program as well as logos and badges for each specialty practice area. You will find logos specific to each specialty, including those for lawyers who have been certified for 30 years in bankruptcy, estate planning and probate law, and real property law. As the badges are smaller, they are ideal for website, email, or business card use.

The logos are available for download at: nclawspecialists.gov/for-lawyers/for-certified-specialists/media-kit/specialty-specific-logos.

The badges are available for download at: nclawspecialists.gov/for-lawyers/for-certified-specialists/media-kit/specialty-badges.

How to Use These Logos/Badges

Logos and badges will help promote you as a specialist. Please use them on your website, letterhead, videos, and in other marketing materials as a way to differentiate yourself from other lawyers.



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Logo and Badge Files

On the website you'll find png and jpg files for the badges, and high resolution jpg files for the logos. Please note that a png has a transparent background, meaning it will show the color of your website or document behind the image. We recommend the png file for your website and online usage. When publishing these images on websites, you may need to code in buffer space to accommodate other logos. Please check with your web professional about this.

A jpg will appear with a white box around it. For printed materials, use the high resolution jpg files.

Information on Badges

You can help educate the public about the importance of specialization so they might recognize attorneys who have gone above and beyond in their profession. The Board of Legal Specialization has created badges specific to each specialty.

What are digital badges?

A badge is a digital representation of your significant professional accomplishments, combined with a description of the specific knowledge and skills required to earn it. Badges are used to educate the public as to what is required to earn the distinction—in this case, what it takes to become a board certified specialist. As such, we would love for you to use the badge on your websites and in your marketing materials. View or download the images at nclawspecialists.gov/for-lawyers/for-certified-specialists/media-kit/specialty-badges.

Hyperlink the Badge

When you post the badge on your website, please link it to the “Benefits of Hiring a Specialist” page on the specialization website. Please use this link: nclawspecialists.gov/for-the-public/the-benefit-of-hiring-a-specialist.

Usage Guidelines

When using these images, please adhere to the following guidelines for consistency of our message. If you have any questions, please contact 919-828-4620 ext. 255.



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Primary Logo & Fonts

The BCS, NCSB Logo includes the logomark combined with the logotype.



BOARD CERTIFIED SPECIALIST
NORTH CAROLINA STATE BAR

Logomark

Logotype

OPTIMA BOLD

HELVETICA MEDIUM CONDENSED

Specialty Logo



BOARD CERTIFIED SPECIALIST
NORTH CAROLINA STATE BAR
Consumer Bankruptcy Law

Logomark

Logotype

OPTIMA BOLD

HELVETICA MEDIUM CONDENSED

Helvetica Bold Condensed Oblique

Specialty Badge

BOARD CERTIFIED



*Business / Consumer
Bankruptcy Law*

Logo/Badge Colors

The logomark and specialty practice is PMS 7462 C. The rest of the logotype is 90% Black.



PMS: 7462 C
CMYK: C100, M71, Y22, K5
RGB: R0, G84, B139
HEX: 00548B



90% Black
CMYK: C0, M0, Y0, K90
RGB: R65, G64, B66
HEX: 414042

Primary Use

Always use both the logomark and logotype together. The logo should primarily be reproduced in PMS 7462 C and 90% Black. It can also be reproduced in 90% Black or reversed out to white on a solid color background, preferably PMS 7462 C or 90% Black. Do not add or use additional colors.



Do not crowd the logo. Do not use the logo over a photo or busy background. Do not stretch or distort the logo.

Always maintain an appropriate amount of clear space around the logo. In the example to the left, "H" represents one-half the size of the logomark and can be referenced to maintain proper clearance.