



Brooklyn Law School

ESTABLISHED 1901

Official Branding Guidelines

August 2026

Version 1.0

Table of Contents

Introduction	1
Brand Positioning	2
Primary Logo	4
Variations	5
Clear Space	6
Knockout Logo	7
Disecting the Logo	8
Other Logo Restrictions	10
Center Lockups	11
The Bridge	12
The Lamp	13
The Seal	14
Color Palette	16
Typography	17
Brand in Action	19

Introduction

Since its establishment in 1901, Brooklyn Law School continues its commitment to being an important gateway of opportunity to all by providing a comprehensive, innovative, quality legal education to those seeking a career in law.

In 2026, we have developed a brand refresh that celebrates not only our legacy, but also the ever-growing BLS community ranging from outstanding legal scholars and teachers, to our diverse student body from across the country and around the world, to our robust network of over 24,000 alumni. Most importantly, the brand refresh aims to highlight the relentless ambition that drives our students to reach their goals at the Law School and beyond.



Brand Positioning

Ambition. Innovation. Excellence.
Brooklyn Law School

Brand Positioning

Ambition



We are fueled by ambition. We are driven to achieve the goals we set for ourselves and our community. We work hard, and we work with passion for what we do.

Innovation



We challenge our knowledge. We nurture new ideas both big and small. We are creative in the ventures we take out into the world.

Excellence



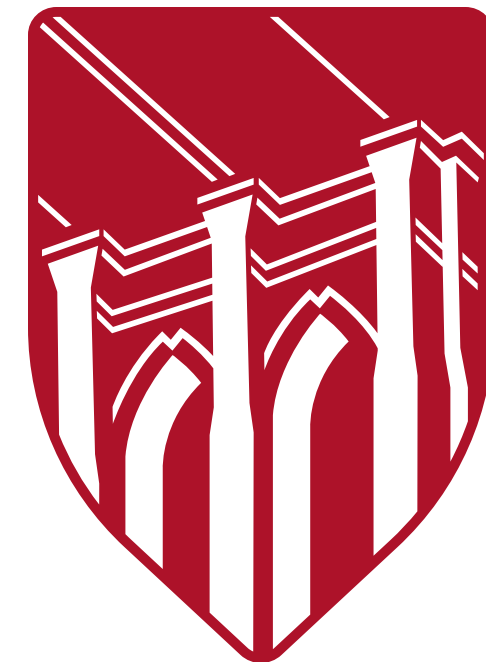
We continue to serve as a beacon for those seeking opportunity, welcoming those whose varied experiences enrich our academic community. We are united by a common commitment to excellence in the study of law.

Primary Logo

The primary logo aims to retain two key components of Brooklyn Law School's logo identity: the Brooklyn Bridge and the school's primary red.

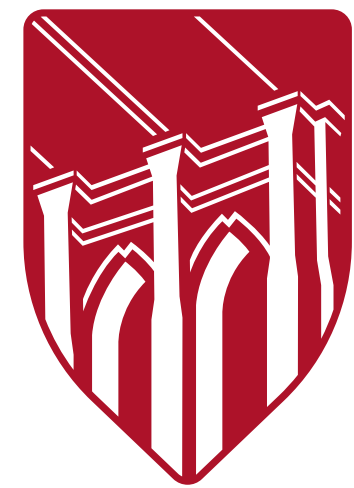
The Brooklyn Bridge within the logomark has been refined to include its architectural details, as well as angled and cropped to depict a view of the landmark looking up. A shield shape is utilized to emphasize on the Law School's integrity, strength, and diligence.

The wordmark—while retaining the Lyon typeface, has increased its weight to represent the boldness of our community.



Brooklyn Law School
ESTABLISHED 1901

Primary Logo: Variations



Brooklyn Law School
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Horizontal, with date (preferred)

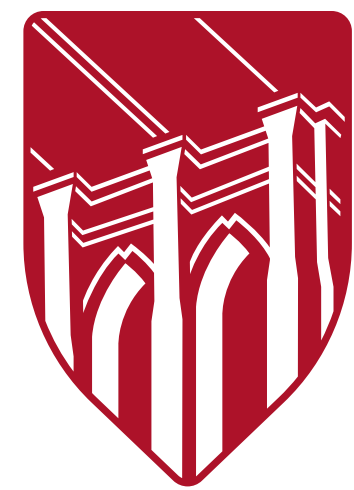
Where space permits, this variation is preferred.



**Brooklyn
Law School**
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Stacked, with date

Use this variation when horizontal space is limited.



Brooklyn Law School

Horizontal, no date

For applications where space permits but the establishment date is not legible, use this variation.



**Brooklyn
Law School**

Stacked, no date

For applications where horizontal space is limited and the establishment date is not legible, use this variation.

Primary Logo: Clear Space



A minimum amount of clear space must be kept when using the logo with competing text, images and graphics, equal to the width of the “B” on all sides.

Knockout Logo



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We encourage the usage of our knockout logo over our primary red as well as dark backgrounds. Horizontal and stacked variations with and without the establishment date are available.

Disecting the Logo: Approved Examples

To provide flexibility, the logo can be disected into the following layout examples. Please note that layouts may vary depending on document orientation.



Disecting the Logo: Restrictions

DO NOT center or right-align the wordmark.

DO NOT scale the logomark smaller than the wordmark.

DO NOT alter the type hierarchy of the wordmark.



Other Logo Restrictions



DO NOT rotate the logo.



DO NOT distort the logo.



DO NOT alter the logo's color.

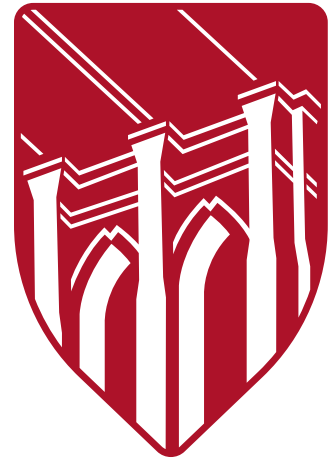


DO NOT outline the logo.



DO NOT apply a drop shadow to the logo.

Centers Lockups (Samples)

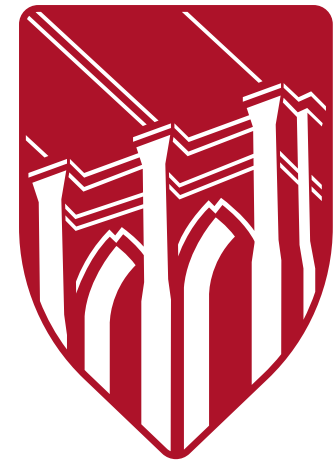


Brooklyn Law School

Dennis J. Block Center for the Study
of International Business Law



Three lines
for longer titles



Brooklyn Law School

Public Service Law Center



Two lines
for shorter titles

Lockups for individual centers and offices are to promote brand consistency throughout the Law School and will be provided by the Communications department.

The Bridge (Supergraphic)

The Brooklyn Bridge is a key part of the Law School's branding, calling back to its roots in downtown Brooklyn. It can be used as a graphic element for print and digital media as long as the Brooklyn Law School wordmark or logo is present.

The bridge element comes in two versions: with and without the cables. To keep the bridge recognizable, its two arches should always be present when being cropped.

Brooklyn Law School



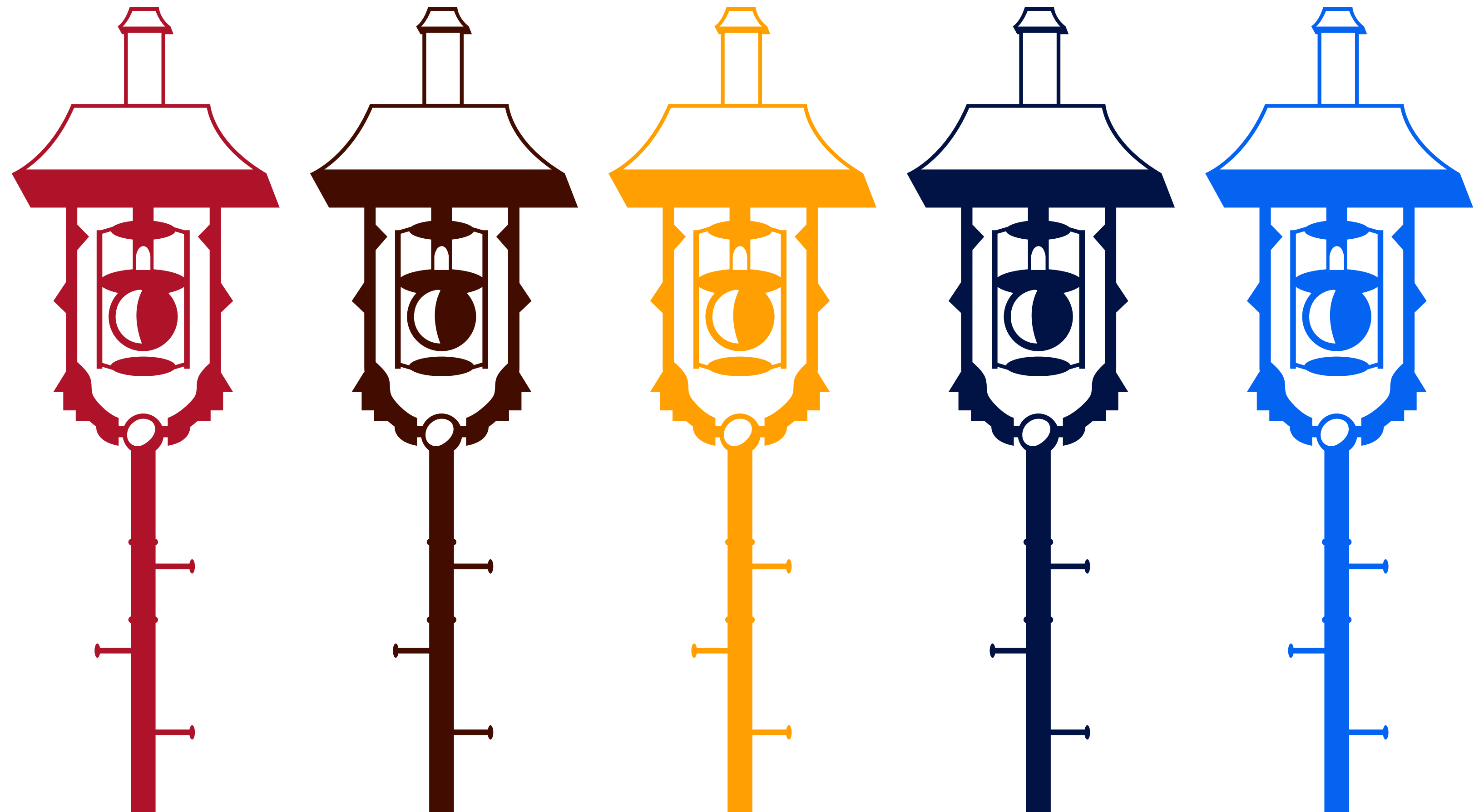
**Brooklyn
Law School**



The Lamp

The lamp is a unique detail that is present as you walk along the Brooklyn Bridge. As the bridge represents a path to get to where you want to be, the lamp provides support by lighting the way along your journey. In other words, it is a metaphor for the Law School's guidance and support towards its student body and community.

Because the lamp serves as a complimentary graphic, it must not be used on its own but in conjunction with either the bridge logomark or the bridge supergraphic.



The Seal

Present in the Law School's moot courtroom, as well as on the exterior of the Brooklyn Law School Tower on Joralemon Street, the seal is a classic mark of our heritage.

The mark could be used at academic ceremonies, on achievements (e.g. diplomas, certificates), awards, and merchandise. When cropped properly, the seal can also act as a subtle, translucent, textured background on print and digital materials.

DO NOT alter or recreate the seal.



The Seal as a Supergraphic

When using the seal as a background supergraphic, always set the opacity between 20% and 25% against a solid background, preferably our primary red. Never set the seal against a busy background. Shown on the right are approved examples of cropping.



Color Palette

The color palette serves to depict the personality of Brooklyn Law School. To maintain our heritage, the primary red has remained the same, representing the boldness and tenacity of our community. In support of our color is a hierarchal palette that represents the BLS community’s diversity, vibrancy, and groundedness.

The sizing and positioning of each color represents how frequently each color should be utilized when developing materials to represent our brand.



Typography: Primary

Brooklyn Law School has two brand typefaces: Lyon and Kievit.

Lyon is the serif typeface used in our logo's wordmark and our headlines. Kievit is the sans-serif typeface used in subheaders and body copy.

Lyon Semibold

Brooklyn Law School is driving forward to meet the demands of a new world of law.

Kievit Medium

Our faculty members are recognized nationally and internationally as leaders in their fields.

Kievit Regular

Their scholarship, participation in law reform, and advocacy have influenced fields as diverse as commercial law and bankruptcy, constitutional law, corporate and nonprofit governance, criminal law and procedure, international business law, law and technology, real-estate law, securities and financial-services regulation, taxation, torts, and more.

Typography: System Fonts

When sending native documents to external stakeholders or audiences that do not have our primary brand fonts installed, our preferred system fonts should be used: Georgia in place of Lyon and Corbel for Kievit. Example applications for this font usage include Microsoft PowerPoint, Word, and Excel, Google Documents, and e-mail.

Georgia Bold

Brooklyn Law School is driving forward to meet the demands of a new world of law.

Corbel Bold

Our faculty members are recognized nationally and internationally as leaders in their fields.

Corbel Regular

Their scholarship, participation in law reform, and advocacy have influenced fields as diverse as commercial law and bankruptcy, constitutional law, corporate and nonprofit governance, criminal law and procedure, international business law, law and technology, real-estate law, securities and financial-services regulation, taxation, torts, and more.



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Fueled by ambition.
Forged in **Brooklyn.**





Brooklyn
Law School

Built in
Brooklyn.
Practiced
everywhere.

Brooklyn
Law School



hold doors

 Do not hold doors

R8

Priority Seating
for persons with disabilities

Emergency Brake
Open this cover
Alarm will sound
Pull handle down

The bar
is high.
Your
potential
is higher.



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not lean on door

 Do not lean on door

Fueled by
ambition.



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Brooklyn.





For any questions or concerns,
please contact the Communications Department
at **communications@brooklaw.edu**