

# **Themis School of Law**

## **LOGO DESIGN BRIEF**

12<sup>th</sup> January 2015

## **Overview and Background:**

Themis School of Law (“TSL”) is the first project of a private limited company called Themis (Private) Limited (the “Parent Company”) in Karachi, Pakistan. It is envisioned to be a new legal educational institution aiming to produce lawyers equipped with the legal skills and knowledge required by legal employers in Pakistan as well as preparing students to go abroad to pursue further qualifications. TSL shall not be a degree awarding institution initially but shall be providing academic support to students studying for the University of London External LLB Law Degree (the “Course”).

[Themis](#) (*Greek: Θέμις*) was the ancient Greek Titan goddess of law and divine justice. She is described as being “of good counsel”. This is the philosophy and inspiration behind TSL and we shall endeavor to provide our students with good counsel and advice in relation to both their legal studies and future career.

The Course is a three (03) year undergraduate degree course. It shall be taught with a view to get the students to learn and appreciate the subject of law and its intricacies, ensuring that they manage to get the highest grade they are capable of achieving. Focus shall be on the syllabus of the subject matter which is set by the examining bodies and students will be taught skills to attempt the examinations by analyzing the past exam papers. In addition to academic support, TSL will also instill in students practical legal skills, such as classes for advocacy, drafting and other practical legal skills essential for all lawyers. Furthermore, there are plans to have exchange programs with other law schools in Pakistan and study abroad opportunities. TSL shall also support students in securing internships and jobs upon graduation.

Being that TSL is a relatively new entrant to the market, there is a strong need to ensure that any design/logo/website is recognisable and distinguishable. A strong focus shall be on advertising, direct marketing and promotion of this new law school. It is also hoped that many of the students shall be attracted primarily through word-of-mouth and because of the holistic nature of the program which incorporates not only academic but also practical skills.

The main competitors are as follows:-

- 1) Full-scale law institutions in the city of Karachi such as [Lecole](#) and [SZABIST](#).
- 2) Full-scale law institutions in other cities of Pakistan e.g. the [Islamabad School of Law](#), [The Institute of Legal Studies Pakistan](#); [School of International Law](#); and [Roots College International](#).
- 3) Individual private law tuition teachers.

## **Target Market:**

The target market as stated above shall be students (both male and female) ranging normally between the ages of nineteen (19) to twenty-three (23) years. These students will mostly be from upper middle-class backgrounds looking to pursue a legal career. We are also going to target students already enrolled with our competitor institutions and who we hope will be looking to transfer from their current institution to TSL by attracting them with our progressive and student-centric approach to teaching the Course.

Given that these students will be funded by their parents, it can safely be said that the parents of the prospective students may also be considered to be the target market.

## The Logo

The key thing to keep in mind when designing the logo is to bear in mind that any future projects of the Parent Company (as mentioned earlier) should have a common theme. For instance, look at these Harvard University logos which have a common theme/element running through the individually distinct logos.



The logo should, of course, appeal to the target market. It should encourage students and parents to spread the word. It should also immediately indicate that TSL provides high quality legal education.

With regard to the typography and the font to be used, please note that law is generally regarded as serious subject and profession. Therefore, the font used should portray the same seriousness, for instance, Times New Roman/Garamond/Palatino Linotype as opposed to Comic Sans MS. Classic fonts such as Helvetica may be considered as well.

The colour or theme is best left up to you, as long as it is in line with the fact that this is a serious higher educational institute. We can tweak the samples you share eventually if it is so required by us. If you wish, you may want to go [through this document](#) by a law school in the U.S. which sets out the graphic design identity and rationale of the font and logo of the school. It states that they use a shade of red to indicate the seriousness of purpose which makes sense. In fact, I kind of like the shade of red used for the Loyola logo and I also like the colours used by the [Stanford Law School](#).

The following logos taken from Google Images may be considered as inspiration:



**(a)** This logo uses a pillar (potentially inspired by Greek architecture, given the origin of Themis) but one suggestion is to have something like this but to replace the pillar with [scales of justice](#). Perhaps with the scales made out to form the letter 'T'.



**b)** The font of this logo is and the simplicity is appealing. The figure of the woman is the goddess Themis who is depicted with scales and a sword usually. However, we do not wish to incorporate the image of the goddess in the logo.

### **Use of the Logo and Marketing Strategy**

The logo and the full name of TSL shall be used on a signboards and billboards for advertising the school. There shall also be a website and promotions on social media such as Twitter, LinkedIn and Facebook promoting the business, name and logo of TSL.

It is also intended to be reproduced for the purposes of direct marketing e.g. flyers (to be distributed near law schools and private schools), hoarding boards, posters, car stickers, stationery, business cards, USB sticks and particularly on lecture handouts for students as well as on slideshow presentations etc. as is typically used by any high quality educational institute. It may also be used on clothing e.g. sweatshirts and hoodies. Basically, the logo should be able to be reproduced on various merchandise of TSL.

For the aforesaid reasons, it should be ensured that the logo should still be recognisable even if it is (1) reduced in size; and (2) photocopied or reproduced in grey-scale.

Please contact us if further clarifications or information is required with respect to the above.

Thank you.

**Themis School of Law**