# Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page 1</th>
<th>Page 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overview</td>
<td>xxxxx</td>
<td>xxxxx</td>
</tr>
<tr>
<td>Identity</td>
<td>xxxxx</td>
<td>xxxxx</td>
</tr>
<tr>
<td>Photos</td>
<td>xxxxx</td>
<td>xxxxx</td>
</tr>
<tr>
<td>Positioning</td>
<td>xxxxx</td>
<td>xxxxx</td>
</tr>
</tbody>
</table>
Overview

**Different** is in our DNA. We were founded in ‘73 to be different. There still isn’t anybody like us.

UNH Law began in 1973 as Franklin Pierce Law Center. Our founders looked at legal education and considered how to do things differently. We now have the rankings, the bar passage, the job placement to say with confidence - “different works.”
Overview

We’re the Law School that was born in a barn, grew up in a state capital, and is innovating legal education worldwide.

Like many startups, a garage, dorm room, or in our case a barn, made a great place to get things started. Once we hit our stride, we moved into our beautiful White Park campus in Concord, New Hampshire.
Overview

We’re kindred spirits with entrepreneurs, inventors, startups, and artists, yet one of the world’s top-ranking legal institutions.

We’re one part start-up, one part leading academic institution. As one of the top intellectual property programs in the world, UNH Law develops lawyers who support innovations that change everything.
Challenges to Overcome

1. **Awareness**
   There is an imbalance between our low brand recognition versus our leading ranking, impressive outcome stats, and reputation for excellence among scholars.

2. **Competition**
   There is an extremely competitive market in legal education causing steep tuition discounts and a temptation to lower admissions standards.

3. **Engaging our alumni**
   Law schools depend on support from alumni. 40 of our graduating classes graduated from a school called Franklin Pierce Law Center. Only 4 graduated from UNH Law.
Identity

The UNH Law identity is a component of a University-wide “parent” identity system.

The expression of the law school’s unique voice should be accomplished without causing confusion or degradation to the parent UNH brand.
Identity

01 Logos

The UNH Law logo is a component of a larger University-wide identity system. UNH Visual Guidelines for UNH and UNH Law logo use must be followed. There are multiple acceptable versions of the UNH law logo, please refer to UNH parent guidelines:

- https://www.unh.edu/digital/standards/logos
- https://unh.app.box.com/s/lryiv9khm2qf2kv69epgnuwjd0taxkyw
The UNH Law font system follows the University brand standards specified in UNH Visual Guidelines.

- https://www.unh.edu/digital/visual-identity-branding#color-for-digital

### Identity

02 Fonts

#### Headlines
- Glypha (or Rockwell),
- Source Sans (or Myriad Pro)

#### Subheads
- Source Sans (or Myriad Pro)

#### Body
- Source Sans (or Myriad Pro)

#### Accent
- Glypha (or Rockwell)
Identity
03 Colors

The UNH Law color system follows the University brand standards specified in UNH Visual Guidelines.

- https://www.unh.edu/digital/visual-identity-branding

Primary Color Palette Blue (Pantone 661) and white are the official school colors of UNH and the School of Law. Pantone 661 should be a prominent color.
In addition to the accent colors specified in the UNH Visual Guidelines, the UNH Law brand will make limited use of non-brand accent colors in special cases in order to differentiate and support the specific UNH Law brand voice.

The use of non-brand accent colors is not a departure from core branding. Rather, the use of non-brand accents colors must work in harmony with, and must never appear to supersede, the parent brand.

E.g. A UNH Law publication using color bars above and below headlines that were color sampled from the image in each two-page spread.
Identity

05 Look & Feel

This:
- Imagery should be bold, saturated, and colorful, memorable.
- White space should be preserved for “breathability” of copy.
- Headlines should generally be grey, black, or dark blue.
- People should appear bold, emotional, confident.
- Portraits should have contemporary styling, depth of field.
- Information graphics should be artful, striking, and elegant.
- Celebrate the region when possible.
Photos

“Heroic” imagery will be the focus in all marketing.

- professional quality photography
- dynamic poses and backgrounds
- rich colors and deep contrasts
"Photo forward" means awesome photos as the main element in most material. Therefore, the quality and impact of photographs are of critical importance.

**Quality:** Photos should feel current, trendy, stylish. Contemporary trends should be considered such as rich coloration, stark contrasts, and dramatic depth-of-focus.

**Impact:** Photos with impact are generally colorful, slightly odd, and poses have a sense of drama, imbalance, or unrest.
Photos

02 Portraits

**Do:** Relevant context in backgrounds makes pictures more engaging. Use dramatic depth of field and rich coloring techniques, and confident poses.

**Don’t:** Uninspiring backgrounds, dull colors, and mug-shot like poses are not engaging.
Photos

03 Publication covers

**Do:** Use unusual, striking imagery that engages readers. Images may be abstract representations of a story that unfolds within.

**Don’t:** Typical “suit & tie” imagery is not engaging or trendy.

When featuring people, strive for natural poses, and diversity in subjects’ ethnicity and gender.
Photos

Instagram

**Do:**
- Choose high-quality photos, preferable striking images that can stand on their own.
- Place copy beneath the image in the comment area.
- Any copy in image should me minimal and use only on-brand fonts
- Use tags

**Don’t:**
- Embed copy within the image being posted (it will be too small and is not readable to the Instagram algorithms that help disseminate the post.
- Use off-brand fonts
Photos

04 Web ads

**Do:** Web ads need to stand out from a noisy background in a split second. In the web-ad context, slightly odd images catch the eye best. Bold color fields are stylish and non-brand accent colors may be effective backgrounds.

The use of non-brand accent colors should not be a departure from core branding. Rather, the use of non-brand accent colors must work in harmony with, and must never appear to supersede, the parent brand.

**Don’t:** Do not use typical photos of law students. Use bold, trendy, and confident images. Strive for tension, powerful gazes, confidence.

NOTE: These previous ads use our former logo, do not use.
Positioning

Stand out from competition by leveraging key organic strengths.

- Different - celebrate our being different
- Results - brag about our performance
- Value - focus on our practical values
Positioning

01 Different

The status quo has no place here.
Different is important to UNH Law because the competitive landscape in legal education is full of larger and better known law schools. Being different has been a part of our story from the beginning, and different has worked for us and our graduates.

Present UNH Law as different than other law schools:
• Highlight real-world context
• contradict expectations
• Be memorable

Professor Alex Roberts
Professor Roberts shown in a movie theatre reflects her expertise in entertainment law. It’s an odd and unexpected portrait of a law
01 Different

- we’re cool (unafraid, brave)
- we are innovative and cutting-edge
- small is better

We’re like the “alternative” cool kid from the John Hughes movie in the 1980s. Have taken the different, anti-establishment path and are proud of it. We do the right thing even when it’s unpopular. We are more interested in the future of law than in what is expected of us by people who are not very innovative -- and we always have been. We are outdoorsy. We have a hockey team. We have star-studded group of alumni. Our faculty are accessible and friendly. We are committed to social justice. Our faculty don’t just talk the talk, but walk the walk (Stan, John O). We have a strong international presence.
Positioning

01 Different

• we’re cool (unafraid, brave)
• innovative and cutting edge
• small is better

We were founded to be the law school for the information age (before the information age even began). Cutting-edge and innovative: Bioinnovation. Sports wagering. Blockchain. First - and only - bar alternative program in the country. First hybrid JD focused on IP. Our cafeteria is a farm-to-table cafe to nourish students physically as well as intellectually.
Positioning
01 Different

• we’re cool (unafraid, brave)
• we’re innovative and cutting edge

• small is better

Students become part of a powerful community supporting them from day one. Focus on “start up of you” from 1L year. Charming New England campus, next to a park, nestled in a state capital, an hour from the beach, the mountains, the lakes region, and one of the largest cities in the US. Faculty are accessible and friendly, involve students in projects that change the world, like helping Algeria transition to a knowledge economy. Small classes, practice focus. Close-knit alumni network of leaders in politics and industry.
Positioning

02 Results

- our students get jobs
  - we rock the rankings
  - we have excellent nationwide bar passage

UNH Law ranked number 1 in New England, and number 5 in the country for job placement on the open market in 2017. Students work on their professional identity from day 1 in the Legal Professions class, including skills like interviewing, networking, and resume-drafting. Students start working their 1L summer, and students go on to do up to two semester-long legal residencies, for a total of 3-4 professional experiences by the time they graduate.
Positioning
02 Results

• Our students get jobs
• **We rock the rankings**
• We have excellent nationwide bar passage

We have been in the top 10 for IP as long as USNWR has been ranking IP programs. We are ranked 85 in the US, and made the biggest leap of all top-100 schools in the overall rankings.
Positioning

02 Results

• Our students get jobs
• We rock the rankings

• We have excellent nationwide bar passage

We are ranked 15 in the nation for bar passage, across 14 jurisdictions.
Positioning

03 Practical Value

- **We have an unparalleled worldwide network**
  - Our faculty are accessible; and they walk the walk
  - Our experiential approach prepares attorneys

Leaders in state and national government, VP/chief patent counsel at Microsoft, head of IP at WeWork, VP/chief trademark counsel for Pepsi, these are some of the powerhouse alumni in the Franklin Pierce/UNH Law peer network. Our worldwide network wants to hire our grads, and find that they can hit the ground running unlike grads from other schools.
Positioning

03 Practical Value

- We have an unparalleled worldwide network
- **Our faculty are accessible; and they walk the walk**
- Our experiential approach prepares attorneys

This warm portrait of Professor Garvey reflects the relationship that UNH Law students have with their professors. UNH Law’s small size coupled with a roster of internationally renowned legal experts means students have access to stellar mentors. Our faculty also doesn’t just talk the talk, they walk the walk. They draft constitutional amendments. Advise countries on IP valuation. Help launch start-ups. Transform emerging economies.
Positioning
03 Practical Value

- We have an unparalleled worldwide network
- Our faculty are accessible, and they walk the walk
- **Our experiential approach prepares attorneys.**

Our students develop their professional identity from day one. DWS program is first - and only - bar alternative program in US, based on experiential learning. Students have 3-4 professional experiences before graduation. In any given year, 100 students placed in state agencies, nonprofits, public sector in NH. Residencies at Timberland, HP, Under Armour, Sony, Dallas Cowboys.
Voice

We’re a small school in a small state but our stature and influence outshines our size.

• Powerhouse
• Brick & Ivy + Art and Innovation
• [voice attribute here]
Voice

01 Powerhouse

We’re a small law school with big impact.

UNH Law has ranked nationally in the top 10 for Intellectual Property for over 27 years. We rank number 1 among New England law schools, and number 5 in the nation, for job placement. 95% of our students passed the bar on their first try. And our graduates are working in more than 80 countries around the world.

We’re a small school in a small state, but our stature and influence globally outweighs our size. We’re a global powerhouse.
Voice
02 Brick & Ivy + Art & Innovation

It is of strategic importance to present UNH Law as both a stable, influential, and reputable academic institution as well as an entrepreneurial, innovative, and creative startup.

The eclectic architecture of our White Park campus expresses this in metaphor:

- Ivy-covered brick walls and stately columns
- Aggressive modern angles and abstract shapes
Appendix
Parking lot and under construction slides
Voice Attributes “Powerhouse”

01 Bold

**Goal:** Express the “powerhouse” nature, we’re small but mighty

**Why ‘bold’?**

- We may be small and less of a household name, but that doesn’t keep us from blazing a new path forward
- We’ve never shied away from our roots or dedication to preparing students for the future, not just the past
- We take risks, follow our gut, and stick to our guns—we are not blindly following the masses

**How this manifests in voice:**

- We speak with authority
- We are unapologetically us
- We don’t overly fluff what we’re saying—we’re clear, to-the-point, and confident when we speak
Voice Attributes “Art & Innovation”

02 Unconventional (runner up: innovative)

**Goal:** Show that we’re cutting-edge, ahead of the game, startup in nature

**Why ‘unconventional’?**
- We paved our own path to where we are today and have never just rolled with the tide
- We don’t just look for the textbook law student—our students are unique and creative, and it shows
- We have a startup mentality and equip our students to approach solutions combining historical data and forward thinking
- We prepare students to succeed in the decades to come, not just to have succeeded in the decades that have past

**How this manifests in voice:**
- We talk about the future
- We don’t always speak lawyer
- We embrace what makes our students and school unique
Voice Attributes “Brick & Ivy”

03 Consistent (runner up: reliable)

**Goal:** Instill tradition, expertise, legacy, stature

**Why ‘consistent’?**
- We have a history of high national rankings and successfully preparing our students for the real world
- While we may be unconventional, we always deliver
- We are result-oriented

**How this manifests in voice:**
- We talk about our roots, the school’s history, and where we came from
- We congratulate our alumni and champion their success
- Being a ‘bold’ brand, we don’t shy away from sharing our consistent successes
**Voice Attributes** “Smart + Human”

04 Clever (runner up: witty)

**Goal:** Show human side, differentiate from uptight competitors, speak to unique student body

**Why ‘clever’?**
- How many other law schools started in a barn and grew to become nationally top ranked?
- We paved our own path—by learning quickly and looking to the future, we’ve become a truly unique institution
- We are not just another stuffy, overly intellectual law school—we’re smart, we react to the times, and are always looking forward

**How this manifests in voice:**
- We speak as the smart brand we are, not like other stuffy, overly intellectual institutions
- We’re witty, when appropriate
- We aren’t robotic and don’t spit boilerplate lines—we always strive for “smart + human”
Voice Attributes

Social Examples

Supporting our students and making top-notch education accessible is one of our top priorities.

Big thanks to @co_royzz for their generous support of our international grad students.

Learn more about UNH Law scholarship opportunities.

Could #Lebron be fined for tampering? 😱

Our very own Associate Dean @McCannSportsLaw talks about the real risks for Lebron and the Lakers trying to acquire NOLA Pelicans star #AnthonyDavis

Another 15 inches of snow at UNH Law, Concord campus.

Delayed opening until 9am Thursday, Feb 7 for thawing, shoveling, and salting.

Congratulations to Tanya Ryskind JD’87 on being hired as Associate Head of School at NewGate Montessori School! @UNHAlumni srqmagazine.com/srq-daily/2019  ...

Heard about the new Associate Head of School at NewGate Montessori School?

None other than @UNHAlumni and JD’87 Tanya Ryskind 🍾
Voice Attributes

Social Rules

Use punctuation sparingly. One exclamation point, max, per post. 3 exclamation points isn’t the kind of ‘unconventional’ voice we’re going for :)  

Cut extra language (Learn more [link] vs. To learn more about this scholarship opportunity, please visit our website: URL)

Emoji usage: used ONLY in a clever way—should help support the statement infusing some extra human and witty tone

Use #hashtags only when connecting to a larger event or conversation happening right then (e.g. #Grammys, #Lebron). Extra hashtags on Twitter feel spammy—Twitter is best for real-time conversation.

On IG, more hashtags for discoverability are OK.