



TEXAS BOARD OF LEGAL SPECIALIZATION

**BOARD CERTIFIED LOGO
USAGE AND STANDARDS MANUAL**

Version 2.0
February 2013



The TBLS has gone to great lengths to develop methods of enhancing awareness of board certification. Its approach is to establish an “identity” for certification that is immediately recognizable and usable in a variety of ways.

The Board Certified, or “BC” logo, is the most important element in establishing the identity of certification. It is notable and makes a favorable impression on the public. It provides the foundation for building identity and consequently for all marketing and communication efforts on behalf of certified attorneys.

Use of the logo by Board Certified attorneys clearly communicates the basic mission and philosophy of certification – a commitment of quality to their clients and their profession. The logo provides a single consistent visual message that reinforces this commitment.

The BC logo may be used only by TBLS for promotional and advertising purposes; and It can be reproduced only according to the requirements outlined in the Board Certified Logo Usage and Standards Manual. These requirements allow the logo to have maximum impact on building brand recognition.

Before using the BC logo, please be sure to read the manual. The use of the BC logo is permitted solely under the terms stated in the manual. No modification or alteration of the logo is permitted, except as expressly stated in the manual.

The primary purpose of this Usage and Standards Manual is to provide specifications for the use and presentation of the Board Certified logo and typestyles in a variety of projects and media, including web.

The primary use of the BC logo is in conjunction with the Texas Board of Legal Specialization organization title and the words describing the specialty area, as shown in the example below:



It's very important that these standards are applied whenever the logo is incorporated into communications to create familiarity and maintain consistency and continuity.

In addition to the required graphic standards for use of the BC logo, you must also be aware of the professional requirements concerning advertising in the Texas Disciplinary Rules of Professional Conduct. You **MUST** familiarize yourself with Sections 7.01 through 7.07 of the TDRPC.

TBLS certification is an attribute of the certified attorney and not his or her law firm. Only Board Certified® attorneys are authorized to download and utilize the image appropriate to their area(s) of certification. When using the BC logo, it must be clear to a reasonable person that the certification applies to an individual attorney and the identity of that attorney must be clearly indicated. The BC logo may not be displayed in any manner that would lead a reasonable person to believe that a firm or other organization is certified by TBLS.

The TBLS recently modified the original logo. In addition to the Board Certified® logo graphic, this new image now includes the TBLS organization and the appropriate specialty area(s) title. In this graphic configuration, each image conforms to the requirements set by the State Bar of Texas Advertising Review Department, and does not need to be submitted to that department for approval, and may be used in any media.

Images may be resized, but any alteration of the graphic elements of any image must be approved by the State Bar of Texas Advertising Review Department.

We encourage you to incorporate the new logo in as many forms of communication as possible:

Electronic media, including websites and social media sites

Newspaper and other print media offered to the public

Telephone directories

Outdoor signs

Business cards

Letterhead

Listing in professional journals

Written communications to current clients

Written communications to other attorneys

Email signatures

Color standards

The Board Certified corporate identity system uses one color as standard that is enforced by application of the Pantone® Matching System: Pantone 295 (Admiral Blue).

This color may be simulated in four-color process combinations and RGB/Web based formulas as shown below.

When four-color process is used, the PMS (Pantone Matching System) color will be simulated on press, by mixing proportions of cyan, magenta, yellow and black inks (CMYK).

Colors used in different applications and projects may vary somewhat due to paper stock or printing techniques. At all times, any adjustments to match the actual PMS ink colors as close as possible must be made.

PANTONE 295



To specify ink to printers and other graphic manufacturers (like screen printers and advertising specialty firms), simply tell them the ink color is **Pantone 295**.

PROCESS COLOR SIMULATION:

Four-Color Process (CMYK)

Cyan	100%
Magenta	68%
Yellow	8%
Black	52%

Web (RGB)

Red	0
Green	47
Blue	95

Web (HTML)

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The logo may only be reproduced in these color applications:

- Pantone 295* (Admiral Blue)

This color is shown in the large logo above on a white background. **This is the primary color combination of the BC logo. Always use this version unless not possible. The following logo color combinations may be used only if the application prohibits usage of the primary color combination.**



- Black only



- White reversed out of solid Pantone 295



- White reversed out of solid black

As a condition to the use of the BC logo, you agree to abide by the technical graphics requirements contained in the Usage and Standards Manual. As an additional condition to the use of the BC logo, **YOU AGREE TO ABIDE BY THE REQUIREMENTS OF THE TEXAS DISCIPLINARY RULES OF PROFESSIONAL CONDUCT.**

As a Board Certified attorney, you are responsible for the manner in which the BC logo is used in association with your name consistent with the Texas Board of Legal Specialization Rules and Regulations and the [Texas Disciplinary Rules of Professional Conduct](#). You can get pre-approved of an advertisement in the public media through the Advertising Review Committee at 1-800-566-4616. **TBLS strongly encourages you to obtain pre-approval of an advertisement and to consult with Advertising Review on any questions you have related to advertising.**

Certified attorneys are permitted to use the BC logo only in accordance with the TBLS guidelines and only so long as they remain certified by the TBLS.

Advertisements placed prior to receipt of the notice concerning the right to use the BC logo need not be withdrawn, but no such advertisement may be renewed after receipt of the notice. The attorney is responsible for any costs associated with ceasing use of the BC logo.

The TBLS does not charge a licensing fee for the use of the BC logo. However, the TBLS reserves the right to change the terms of these guidelines. The TBLS reserves the right to withdraw the right to use the BC logo at any time and for any reason.

The logo is the registered trademark owned by the State Bar of Texas for the exclusive use of the Texas Board of Legal Specialization. Use and reproduction of the logo is subject to the terms and conditions of the license agreement which reflects the policies adopted and implemented by the Texas Board of Legal Specialization in its governance of the Board Certification program. Any use or reproduction contrary to the terms of the license is strictly prohibited.

Contact info:

If you have any questions on the use of the Board Certified logo, colors, please contact the Texas Board of Legal Specialization:

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