



**WEST VIRGINIA  
UNIVERSITY**

# **College of Law**

***Marketing and  
Communications  
Reference Guide***

**2025**

# Table of Contents

<b>Our Goals</b>	<b>2</b>
<b>Our Strategies</b>	<b>2</b>
<b>What Makes Us Different</b>	<b>3</b>
<i>University-Wide Differentiators</i>	
<i>WVU Law Differentiators</i>	
<b>Our Identity</b>	<b>4</b>
<b>Our Logos and Wordmarks</b>	<b>5</b>
<i>University-Wide Logos and Wordmarks</i>	
<i>College of Law Logos and Wordmarks</i>	
<b>Our Look</b>	<b>6</b>
<i>WVU Law Colors</i>	
<i>Our Patterns</i>	
<i>Our Fonts</i>	
<b>Our Voice and Tone</b>	<b>7</b>
<b>Our Content</b>	<b>8</b>
<i>Multimedia</i>	
<b>Storytelling Resources</b>	<b>10</b>
<i>How to Share WVU College of Law Stories</i>	
<i>External Communications Channels</i>	
<i>Design Support</i>	
<b>Accessibility</b>	<b>12</b>
<b>Accessing College of Law Assets</b>	<b>12</b>
<b>Additional Resources</b>	<b>12</b>

# Introduction

**Purpose of Guide:** This guide serves as your first point of reference to the WVU College of Law brand and communications strategy. Access visual elements, understand our identity and personality, and discover resources that help us promote the WVU College of Law while ensuring that we align with the broader WVU brand. These strategies will help elevate WVU Law's identity, values, and goals.



## Our Goals

1. Enhance the reputation, prestige, and pride of the West Virginia University College of Law among prospective and current students, faculty, staff, alumni, donors, the WVU community, the State Bar, peer competitors, and relevant external audiences.
2. Strengthen the WVU Law brand through intentional messaging, data, dynamic information, storytelling, content strategy, and success measurements.
3. Elevate the visibility and success of WVU Law's strong portfolio of programs, clinics, and coursework to remain competitive in today's market.

## Our Strategies

1. Develop and implement a comprehensive marketing and communications plan that focuses on both internal and external audiences.
2. Develop and implement an internal communications plan and channels to disseminate signature stories, individual and group spotlights, announcements, and events.
3. Develop and implement external communications channels to build stronger connections among key external audiences, including but not limited to alumni, donors, State Bar members, lawyers, judges, and other law schools across the region and nation.
4. Infuse key value propositions, selling points, and calls to action tailored toward each audience into all content.
  - *Explain why prospective students should choose WVU Law over peer institutions.*
  - *Highlight current students and faculty success stories, service work, scholarship, etc. to help with retention.*
  - *Emphasize the Law School's value proposition to faculty, staff, students, and administrators systemwide.*
  - *Share success stories with alumni, donors, and State Bar members statewide.*
5. Incorporate dynamic storytelling, content strategy, and strong messaging into all communications channels and marketing materials.

## What Makes Us Different

### University-Wide Differentiators

- **Statewide impact:** At WVU Law, through clinics, centers, statewide engagement, public interest law, and pro bono work.
- **Fascinating research:** At WVU Law, through faculty research, including public interest law, energy and sustainability law, artificial intelligence and the law, international and humanitarian law, rural law, and more.
- **Warmth:** At WVU Law, through faculty, students, and our Mountaineer spirit.
- **Fun:** At WVU Law, through camaraderie, competitions, student orgs, and events.

### WVU Law Differentiators

- **Access:** Our students receive unparalleled access to faculty, staff, dedicated alumni, State Bar members, judges, and government officials powered by genuine relationships, deep-rooted connections, and personal touchpoints. Access to resources, opportunities, and jobs help our students to thrive during and after their time on Law School Hill.
- **Experiential Learning:** Our students are learning while doing. From first-hand experience in real-world settings to simulated course offerings, our students are prepared to practice law from day one.
- **Tradition:** Everything we do is rooted in long-standing traditions and authenticity. We are known for our loyal alumni base that connects us across the state and nation.



## Our Identity

### **Elevator Pitch: West Virginia University College of Law is one of one.**

We are in a class of our own. At WVU Law, we don't just educate future lawyers; we help shape the legal future of the state. As West Virginia's only law school, we offer unparalleled access to opportunities, personalized attention, and direct pathways into legal circles throughout all corners of the state and country. We make our students' legal education as distinctive as it is impactful. Our tight-knit community cares deeply about the future success of our students and making a difference in our state and beyond.

- **Prospective Students Value Proposition:** West Virginia University College of Law is one of one. We are in a class of our own. WVU Law is your gateway to an exceptional legal education and unparalleled access to the state's legal, political, and professional networks. Our tight-knit community puts students first – providing professional experiences, personal connections, and unique opportunities you won't find anywhere else. Our coursework, professional touchpoints in and out of the classroom, and student services prepare you to pass the NextGen bar exam and step into the legal world with confidence on day one. Plus, we are rated among the best value law schools in the country.
- **Current Students Value Proposition:** West Virginia University College of Law is one of one. We are in a class of our own. West Virginia University College of Law readies you to contribute, advocate, and serve as leaders and legal professionals in your community. As the only Law School in West Virginia, you benefit from unmatched access to the bench, the bar, and the broader legal landscape. We focus on building personal touchpoints and connections that begin here and extend throughout your careers. Hands-on legal training, rigorous curriculum, expert faculty, interdisciplinary work, legal scholarship, and career-ready services help you step into the legal world with confidence on day one.
- **Faculty + Staff Value Proposition:** West Virginia University College of Law is one of one. We are in a class of our own. WVU Law is home to a small, tight-knit community. Our dedicated faculty and staff serve as the intellectual center of the law school, working together to ensure students receive a well-rounded, exceptional legal education that stays current but also looks to the future. Driven by impactful service, legal scholarship, simulated learning, and personal touchpoints, every course, event, and experience held by our faculty and staff is designed to elevate the future of the legal profession in West Virginia and across the country.
- **Alumni + State Bar Members + Donors Value Proposition:** West Virginia University College of Law is one of one. We are in a class of our own. WVU Law's 147-year history is deeply woven into West Virginia's legal fabric. As West Virginia's only law school, we don't just educate future lawyers; we shape the legal future of the state. Given that many West Virginia lawyers and judges graduated from WVU Law, our alumni, State Bar members, and partners form a powerful network that drives justice, leadership, and change throughout our state and beyond. Our culture is uniquely welcoming and approachable, our traditions are rich, and the legacy of past alumni empowers WVU Law's future.

## Our Logos and Wordmarks

University and College of Law logos, as well as other branded assets, are all available to download through the College of Law [website](#). For questions or issues accessing these resources, email [lawcommunications@mail.wvu.edu](mailto:lawcommunications@mail.wvu.edu).

### University-Wide Logos and Wordmarks



### College of Law Logos and Wordmarks

Only use the approved WVU College of Law logo lockup and wordmark in all materials.



## Our Look

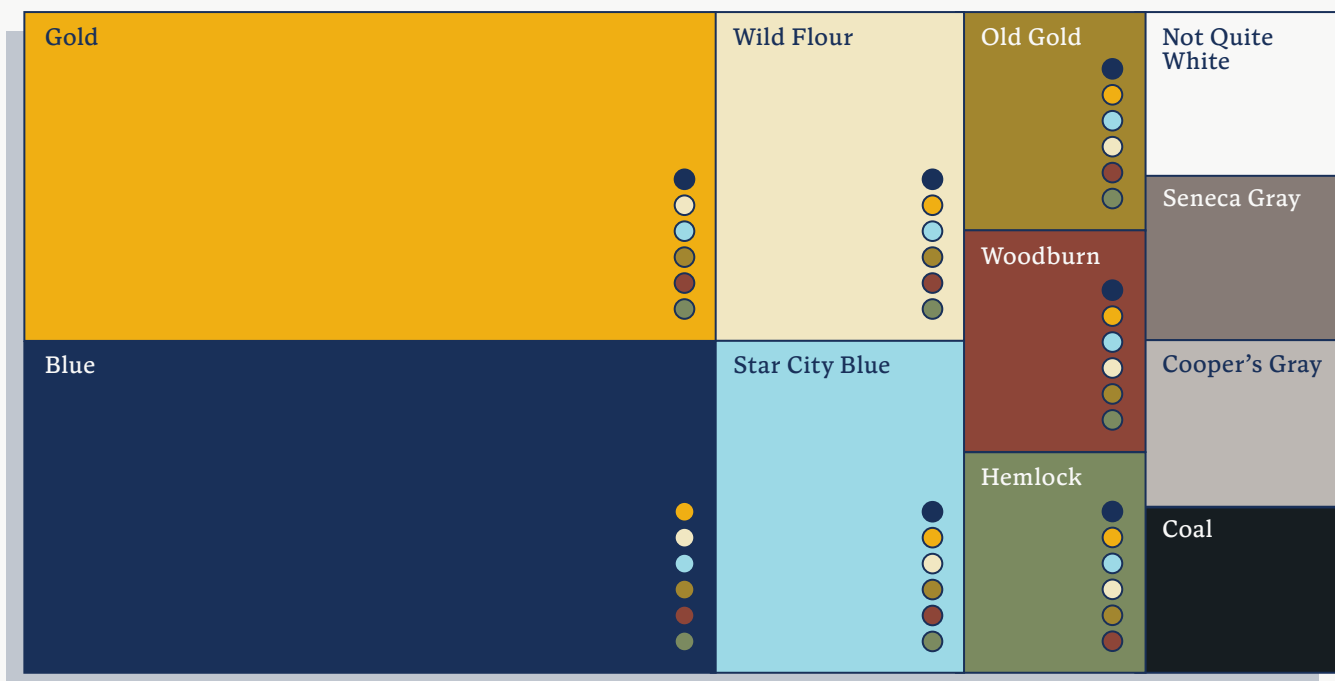
### WVU Law Colors

#### Primary: Gold and Blue

- The official colors of West Virginia University are Gold and Blue. Always refer to the colors as “Gold and Blue” (in that order), even on social media. Do not refer to WVU’s gold as yellow.

#### Secondary: Wild Flour, Old Gold, Woodburn, Hemlock, and Star City Blue

#### Neutrals: Not Quite White, Seneca Gray, Cooper’s Gray, and Coal



Secondary colors are intended to **complement** and **contrast** primary focal points. Their use should be subtle and must not overpower or outshine the primary colors – Gold and Blue. Secondary colors should not be used for logos, headlines, or other identifying elements.

The neutral color palette provides a foundation for organizing content and allows other colors to stand out. Neutrals are best used for backgrounds and should not be applied to headlines, visual elements, or typography.

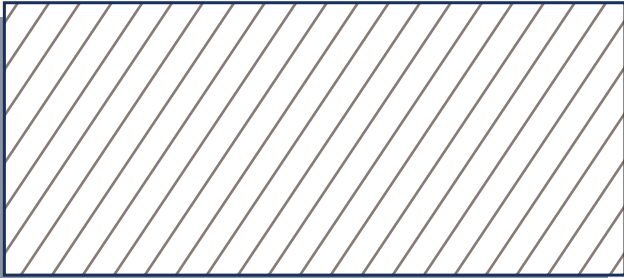
***Gold and Blue must remain the most prominent colors in all designs.***

For more information on the WVU Brand color palette and color builds, visit the [WVU Strategic Marketing and Communications website](#).



## Our Look (Cont.)

### Our Patterns



*Pinstripe pattern*



*Topography pattern*

We use these patterns for background elements in print and digital pieces. These textures help our designs feel authentic and personable, while also allowing them to align more consistently with the WVU brand.

### Our Fonts

**Fonts We Use:** Helvetica is our primary font. Our secondary font is Antonia, a serif font that carries an elegant and traditional feel – something that aligns with the tone and feel of the College of Law very well.

**How to Access Our Fonts:** If you need help accessing our fonts, please email [lawcommunications@mail.wvu.edu](mailto:lawcommunications@mail.wvu.edu). For more information on the WVU brand fonts, visit the [WVU Brand site](#).

## Our Voice and Tone

The WVU College of Law’s voice reflects approachability, professionalism, and confidence. Our tone adapts depending on the audience, while always remaining authentic and rooted in our mission to educate, lead, and serve. **Below are ways we can ‘flex’ our tone to fit our intended audience.**

- **Current and Prospective Students:** Our tone should be encouraging and inspiring. We want to present WVU Law as a welcoming community where students gain access, opportunity, and hands-on experience to prepare for success from day one.
- **Faculty and Staff:** Our tone should be supportive and collaborative, reinforcing the sense of community and pride we share at the College of Law. We focus on celebrating achievements and providing clear, inclusive communication that highlights our shared purpose.
- **Alumni, Donors, and Government/Community Leaders:** Our tone should be authoritative, yet approachable. We should emphasize our legacy and impact, while positioning the college as a trusted partner in advancing justice, leadership, and change.

## Our Content

WVU College of Law (@WVULaw) manages accounts for the following social media platforms: Facebook, Instagram, LinkedIn, X, and YouTube. Because these accounts represent the College of Law and the WVU brand, content should align with WVU Law's mission, goals, and branding while being strategic and engaging.

As faculty and staff at the college, we ask that you please follow our accounts and repost relevant information when possible.

If you have an idea for social media, please fill out the [stories form](#) and a member of the Law Communications team will try to respond in a timely manner.

### Multimedia

Strong messaging and visuals help bring the WVU College of Law experience to life. Messaging, photos, and videos highlight the energy, professionalism, and spirit of WVU Law.

Since the Law Communications team may not always be available to take photos and videos of your events, programs, and Law School experiences, we encourage faculty, staff, and students to take pictures and videos. If you feel that your visual content aligns with WVU Law's social media goals and initiatives, feel free to share them with us through the [stories form](#). Please include any contextual information that will help us in sharing the content.

**Below are a few helpful tips and tricks that can take your visual content to the next level.**

### Photos

- **Variety:** Capture both vertical and horizontal photos. When shooting content, try to get a range of wide shots and close-ups that help tell the full story. If time is scarce, prioritize horizontal shots when only one format is possible.
- **Lighting:** Use natural light whenever possible, shooting near windows or outdoors, to make things feel authentic. Avoid harsh overhead lighting, strong shadows, and times of day when the sun is too bright.
- **Attention to Detail:** Aim to keep your backgrounds clean and uncluttered. Classrooms, courtrooms, and event spaces should look professional, with the focus placed on one subject at a time. When capturing people, stay mindful of appearances and ensure that subjects reflect the WVU Law brand.
- **Candid:** Capture the full experience – not just posed or staged shots, but also candid moments of students collaborating, faculty teaching or mentoring, alumni networking, or community engagement.
- **Branding:** When possible, include WVU branded elements in the background of your content. This could be murals, branded walls, or even outside signs and flags around campus. These elements help us visually showcase the WVU brand.

## Our Content (Cont.)

### Videos

- **Timing:** Keep videos short, energetic, and engaging: 10–20 second clips for Stories, 30–60 seconds for Reels and social posts, and 30-60+ second horizontal clips for B-roll and other storytelling videos.
- **Variety:** Film in both vertical and horizontal formats whenever possible to ensure that content works seamlessly across feeds: Stories, Reels, and longer platforms. This allows us to ‘double dip’ into our content and reuse clips for various needs.
- **Community:** Focus on authentic moments such as mock trials, competitions, classroom discussions, and student life. By capturing genuine reactions that resonate with our audiences, we can help to build trust and showcase the WVU Law community.
- **Quotes:** When possible, try to ask for a quote from the student, faculty, visitor, or speaker to help shape the narrative, strengthening our storytelling with authentic voices and perspectives. If shooting content or gathering video for a story, try to get quotes from those involved.

### Social Media Dimensions

While the Law Communications team manages @WVULaw social accounts – which covers all programs, clinics, centers, and official law school activities – students are welcome to manage their own student org accounts. Feel free to reference the social media platform dimensions below for best results.

#### Facebook Sizes:

- **Profile Photo:** 196 x 196 px
- **Feed Photo Landscape:** 1080 x 566 px
- **Feed Photo Vertical:** 1080 x 1359 px
- **Feed Photo Square:** 1080 x 1080 px
- **Stories and Reels:** 1080 x 1920 px
- **Cover photo:** 851 x 315 px

#### Instagram Sizes:

- **Profile Photo:** 320 x 320 px
- **Feed Photo Landscape:** 1080 x 566 px
- **Feed Photo Vertical:** 1080 x 1350 px
- **Feed Photo Square:** 1080 x 1080 px
- **Stories and Reels:** 1080 x 1920 px

#### X (formerly Twitter) Sizes:

- **Profile Photo:** 400 x 400 px
- **Feed Photo Landscape:** 1280 x 720 px
- **Feed Photo Vertical:** 720 x 1280 px
- **Feed Photo Square:** 720 x 720 px
- **Cover photo:** 1500 x 500 px

#### LinkedIn Sizes:

- **Profile Photo:** 400 x 400 px
- **Feed Photo Landscape:** 1200 x 627 px
- **Feed Photo Vertical:** 720 x 900 px
- **Feed Photo Square:** 1200 x 1200 px
- **Cover photo:** 1128 x 191 px

## Storytelling Resources

As part of the new WVU brand refresh and WVU College of Law brand, we are focusing on storytelling to share our mission and goals with our respective audiences. We tell stories through multiple communication channels.

*Below is a sample of storytelling opportunities, however this guide is only a reference.*

### How to Share WVU College of Law Stories

Fill out the [stories form](#) if you would like to share a student or faculty success story, impact story, publication, experiential learning opportunity, upcoming event, an award, an announcement, or another news-related item.

If you have additional questions regarding submissions, please do not hesitate to reach out to [lawcommunications@mail.wvu.edu](mailto:lawcommunications@mail.wvu.edu).

### Internal WVU Law Communications Channels

- **Docket from the Hill:** This newsletter is sent to all WVU Law students, faculty, and staff. Distributed on Mondays during the academic year, it includes relevant information on what's happening at the college. If you have a story, event, or announcement that you think should be included in the newsletter, please fill out the [stories form](#). ***The cutoff for submissions to be considered for the following week's newsletter will be Wednesdays at noon.***
- **Alumni Newsletter:** This newsletter will be sent to all WVU Law alumni. Similar to *Docket from the Hill* newsletter, the goal of this newsletter will be to keep our alumni community informed on relevant information, upcoming events, and exciting stories pertinent to the college.

### Internal WVU Communications Channels

- **ENews:** To share announcements, events, and success stories with all WVU faculty and staff, the University uses ENews. The same content is posted and featured on the [ENews website](#). ***The Law communications team will take point on ENews submissions.***
- **UNews:** To share announcements, events, with all WVU students (undergraduate and graduate students), the University uses UNews, a bi-weekly email to all WVU students that runs on Mondays and Thursdays. The same content is posted on [students.wvu.edu](http://students.wvu.edu). ***The Law communications team will take point on UNews submissions.***
- **Digital Signage:** Digital signage screens are located across WVU campuses. These allow timely visual announcements to be displayed to students, faculty, and staff. Submissions are formatted in both vertical and horizontal layouts. ***The Law communications team will take point on digital signage submissions.***
- **WVU Stories:** WVU Stories is an upcoming website that will use the WVU brand's storytelling strategies to share long-form stories relating to exciting research, events, and other happenings that take place across the WVU college and campuses.

## Storytelling Resources (Cont.)

- **WVU Calendar:** The WVU Calendar is a website that lists all virtual and in-person events happening at WVU by date and time. This is a key resource when marketing events or other important information. Faculty, staff, and students should submit College of Law events to the WVU Calendar at [cal.wvu.edu](http://cal.wvu.edu).
- **To submit an event:** Log in using Duo Security. Press “Submit an Event.” Complete the form with event details. Under the Department tab, tag “College of Law.” The event will populate to our WVU College of Law calendar and on the website. [View additional information.](#)

### External Communications Channels

- **Website:** As of August 2025, the College of Law website is under construction. The Law Communications team is working on rebuilding the website in a new platform. Upon completion, expect a user-friendly website with a new navigation bar, new content, and new branding. More information is forthcoming.
  - In the meantime, if you have website updates that are small, content-based edits, please complete the [website request form](#).
- **Media Relations:** The University shares high-impact WVU stories to local and statewide media through [WVUToday](#), the WVUToday Daily Digest, media advisories, expert pitches, the expert database, and additional media relations efforts. The Law Communications team will help gauge what stories warrant WVUToday coverage.
- **Social Media and Multimedia:** Social media and multimedia coverage are great to utilize when sharing upcoming events, announcements, and stories to different audiences. For social media or multimedia coverage, please fill out the [stories form](#). If your event or story aligns with WVU Law’s social media goals and initiatives, we may reach out to you about the best platform for promotion and what assets are needed to move forward.

### Design Support

If you have a project that requires graphic design help for public-facing pieces, please submit your need through our [project request form](#). The Law Communications team will work with you to discuss the best way to produce your materials and meet your marketing needs.

Here are some of the ways we can help promote your event or meeting, or other news:

- **Digital:** Digital Signage Graphics, Social Media Graphics
- **Print\*:** Event Signage (Banners, Flyers, etc.), Print Materials (Booklets, Viewbooks, Postcards, Stationary), Other Branded Materials (Stationary, Cards, etc.)
  - *\*Our marketing strategy is digital-first. Print products are only considered when a digital alternative cannot be used.*

## Accessibility

Accessibility is an extremely important factor to keep in mind when posting and sharing any content. For all our content, we must meet accessibility standards.

The Law Communications team will ensure all external, public-facing products are accessible. Keep in mind this may take

**Below are some of the ways we ensure ADA-accessibility.**

- **PDFs:** All PDFs that are shared on the website or any other platform for public consumption must be made accessible. Because of this, we limit the digital distribution of PDFs unless necessary and must ensure each goes through proper accessibility remediation.
- **Alt Text:** We always write descriptive alt text for images we post on social media, upload to digital signage, or add to any online platform. We keep our alt text concise but meaningful, describing what is happening – not just what is visible.
- **Captions and Subtitles:** We always include captions when creating video content and review auto-generated captions for mistakes and inconsistencies.
- **Color Contrast:** We maintain strong color contrast so that text is readable.

## Accessing College of Law Assets

The Law Communications team has created a range of branded assets that are available for you to use. These assets are available to download through the College of Law [website](#). Below are a list of assets available to use.

- **PowerPoint Template**
- **Letterhead Template**
- **University and College of Law Logos**

## Additional Resources

For more information about the WVU brand refresh and our Let's Go! Brand, University brand guidelines, or how Strategic Communications and Marketing works as the central hub for storytelling, strategic marketing, and clear communications, visit the [SCM website](#).

If you have additional questions regarding the WVU College of Law brand, please do not hesitate to reach out to [lawcommunications@mail.wvu.edu](mailto:lawcommunications@mail.wvu.edu).