This document presents the updated Cornell Law School logo lock-up and outlines the different logo variations and their intended uses. These are not intended to be formal brand guidelines rather a general guide to help designers and staff understand the different options available.

Cornell Law School
Logo Lock-Up

LAST UPDATED JUNE 2015

Items marked * are transitional. Further development may take place; please be sure you are using the most current version available.
Cornell Law School
CLS Logo Lock-Up | Web Variations

- **Standard Horizontal Logo**
- **Alternate 2-Line Horizontal Logo for Limited Horizontal Space (e.g., Responsive Site)**
- **Standard Vertical Logo**
- **Simplified Insignia for Very Limited Vertical Space (e.g., Thin Web or Email Header)**
- **Alternate Vertical Logo for Limited Horizontal or a Square Space, Type Scales to 2x**
- **Type Only, for Small Square Space (e.g., Web Avatar, Small Banner)**
**CLS Logo Lock-Up | Variations**

- **Standard Horizontal Logo**
- **Alternate 2-Line Horizontal Logo** for Limited Horizontal Space
- **Standard Vertical Logo**
- **Alternate Vertical Logo** for Limited Horizontal or Square Space, Type Scales to 2x (e.g., Banners, Icons, Bookmarks, Promotional Gear)
- **Type Only for Very Limited Vertical Space** (e.g., Book Spines, Pens)
- **Type Only, for Small Square Space** (e.g., Web Avatar, Small Banner)