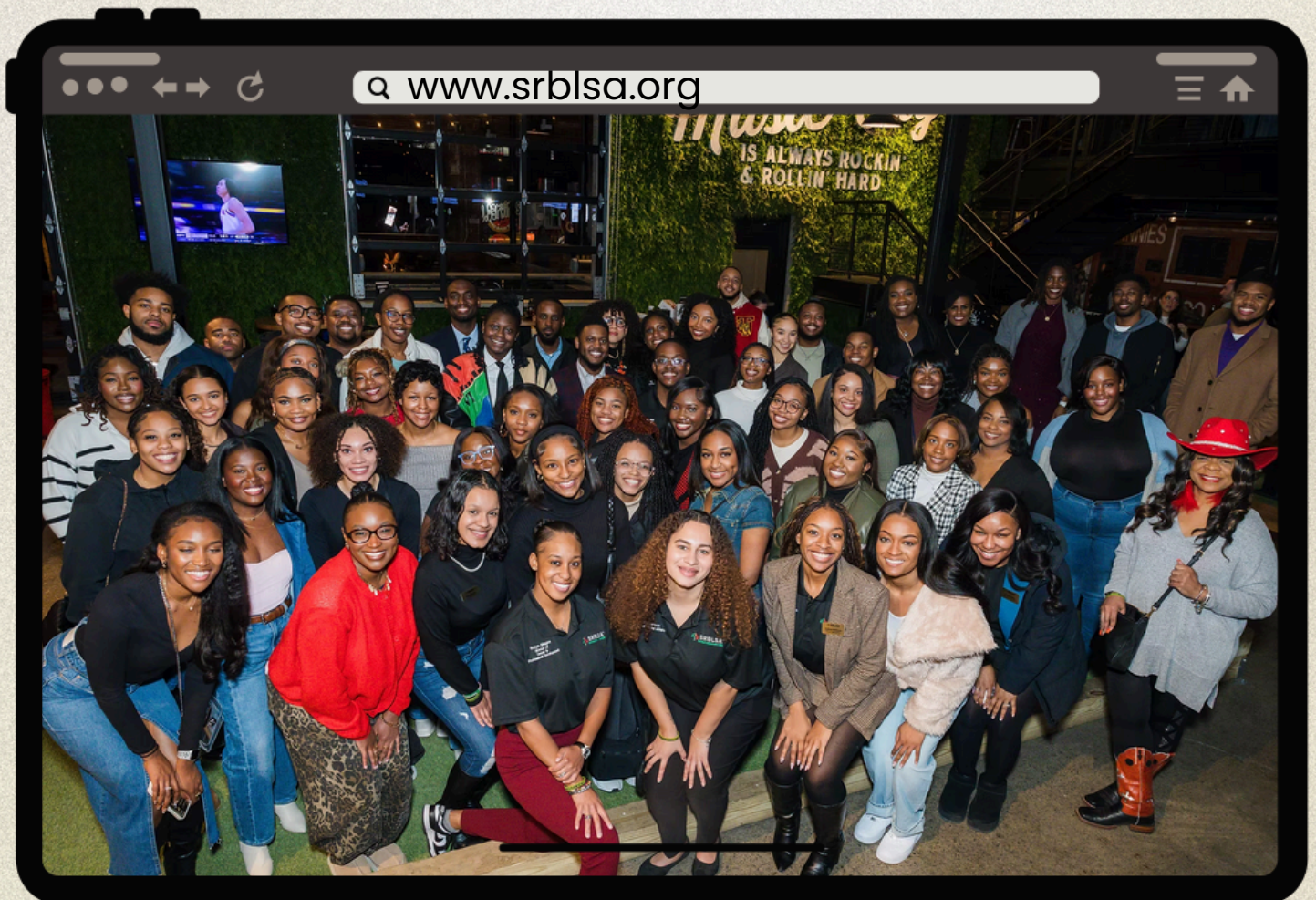




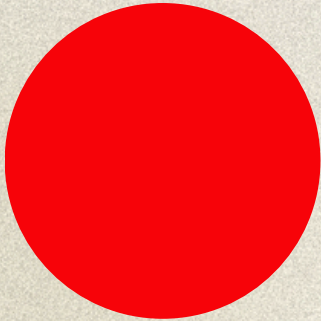
2025-26 Branding Toolkit



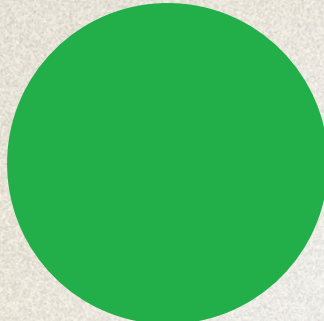
Visual Identity

PRIMARY COLOR PALETTE

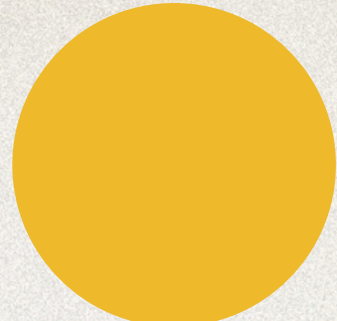
#F70309



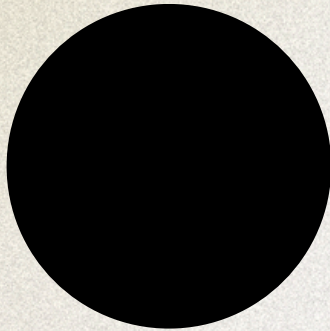
#22AF4A



#EEBA2B



#000000

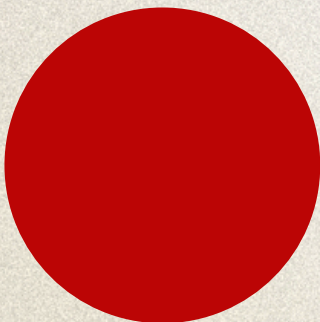


#FFFFFF

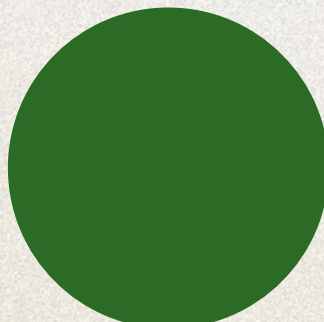


SECONDARY COLOR PALETTE

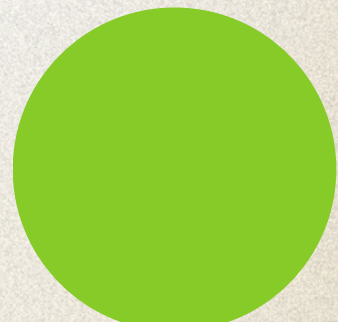
#BB0505



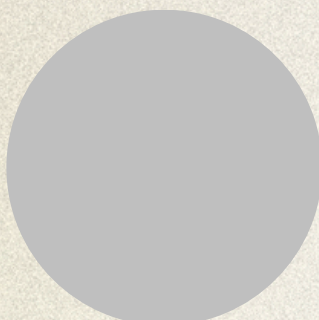
#2C6B26



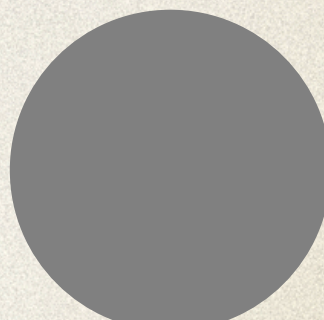
#87cb28



#BFBFBF



#808080



Visual Identity

TYPOGRAPHY

SOCIAL MEDIA FONTS

Impact

Anton

Poppins

Poppins

BEBAS NEUE

BEBAS NEUE

Asap Condensed

Asap Condensed

DM Sans

DM Sans

Montserrat

Montserrat

EMAIL & TOOLKIT TEXT FONTS

Times New Roman

Times New Roman

Georgia

Georgia

LOGO FILES



CHAPTER LOGOS

Chapters are permitted and encouraged to have their own identifying logos. Please see a few examples below:



**DUKE BLACK LAW
STUDENTS ASSOCIATION**

Messaging Guidelines

BOILERPLATE LANGUAGE

Use this boilerplate language in your emails or other communications when describing the national association to a corporate sponsor, external partner, potential member, and other audiences who are not necessarily familiar with NBLSA.

One-Sentence Description:

The National Black Law Students Association (NBLSA) is the nation's largest student-run organization dedicated to supporting and advancing the interests of Black law students and the Black legal community.

One-Paragraph Description:

Founded in 1968, the National Black Law Students Association (NBLSA) is a student-led organization that represents thousands of Black law students and alumni across more than 200 chapters in six regions. NBLSA is committed to cultivating Black legal excellence, advocating for racial and social justice, and building a supportive, empowered pipeline of future legal professionals who are committed to transformative leadership and service.

PREFERRED TERMINOLOGY

Use	Avoid
"Black" (capitalized)	"black" (lowercase)
"Criminal legal system" or "legal system"	"Criminal justice system"
"Marginalized", "historically excluded", and "Underrepresented (no hyphen)"	"At risk", "vulnerable", and "disadvantaged" (phrasing generally associated with a deficient mindset when talking about historical exclusion)