These graphic standards will help us maintain a consistent and professional look for all of our materials. From color palettes to typography, these guidelines will ensure that our look is always on point.
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At JM, we've got the perfect logo for any occasion. Our logogram is versatile and adaptable for most things, from social media to flyers. When paired with the logotype, it's the perfect fit for print media. And when you need a circular logo or profile picture, our Icon is the way to go. Just remember: never use the logogram in a circular logo.
When using the logo, it’s essential to ensure that it is spaced correctly, and that the lettering is always readable. The logo should never touch the edge of the text or page and should have an even space around it. The logo size should also be appropriate for the content and context, ensuring that it is always clear and visible.
Consistency is key to building trust and credibility with our audience. By establishing a clear and consistent style, we ensure that our messaging is easily understood and that our organization is represented in a professional and cohesive manner.

Writing is one of the most powerful tools for growing and nurturing a community. With the right words, you can connect with people, spark their imagination, and inspire them to take action. Whether you’re writing a blog post, a social media update, or a newsletter, it’s important to approach it with a clear purpose and a strong voice. By sharing your story, your expertise, and your passion, you can build a following of like-minded individuals who share your values and vision. So don’t be afraid to put pen to paper (or fingers to keyboard) and start writing your way to a bigger, stronger, and more vibrant community today.
Our color palette offers a range of choices that can help you create a cohesive and professional look for your brand. For optimal results, we recommend using the standardized blues first, as they are the official colors of our brand. When using other colors, we suggest using them in moderation and in ways that complement the blues. Remember to keep your design simple, clear, and inviting.
We take pride in showcasing the richness of our history and the depth of our knowledge by using high-definition or historical photos that relate to American University, the law, or the topic being discussed. To add a touch of our brand identity, we typically apply a transparent layer in one of our official blues on top of the image. This allows for words to be placed on top of the image or to look specific to our organization, while still honoring the original image and its significance. Always cite any images used in a design.
A Changing Profession: A Conversation with a Federal Judge

Jon DiPietro,
Co-Editor-in-Chief & Publisher

The Hon. Timothy Dyk,
Guest Contributor
Designing social media posts is an artform. We know that the perfect image can speak a thousand words, but its our job to make sure those words are clear and visible. To make sure your message hits home, we recommend using a transparent gradient to create a space for your words. Keep the text away from the edge of the image and ensure it doesn’t cover the focus of the picture. Pairing our official primary and secondary fonts can take your design to the next level. Get creative and see what works best for your message.
Let's keep it simple, folks. Shorten those links and make it easy for all to join in.

This icon is too close to the corner of the page and blocks part of the text. This post was clearly made using a template JM did not create. Do not use premade templates, especially if they do not meet our graphic standards.
JM’s graphic standards have been carefully crafted to ensure consistency across all mediums, from digital to print. When implemented correctly, these guidelines ensure that everything fits together seamlessly, including the look and feel of our biannual publication, which is at the center of our organization. By adhering to these standards, we’re able to create a cohesive and recognizable brand that represents who we are and what we stand for.
Thank you!

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