



ALLEGHENY COUNTY BAR ASSOCIATION

Serving the Pittsburgh Legal Community

BRAND BOOK

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Mission Statement and Values

ACBA MISSION STATEMENT

To empower our members; promote a just, accessible, and inclusive judicial system; and serve the community at large.

ACBA VALUE STATEMENTS:

- To be an invaluable resource to the legal profession and the community by:
- Fostering a culture of unbiased collegiality, ethics and professionalism;
- Championing equality, diversity, and inclusion in the profession;
- Promoting equal access to legal and other law-related services; and
- Enhancing the success of our members through education, networking, leadership, and professional development.

ORGANIZATIONAL OVERVIEW:

Founded in 1870, the Allegheny County Bar Association (ACBA) is the professional trade association of attorneys, judges, paralegals and legal administrators with offices primarily located in Allegheny County and surrounding counties. With more than 5,000 members, the ACBA offers continuing legal education seminars, membership benefits and services, networking opportunities and meeting space for more than 70 Committees, Divisions and Sections that address issues impacting the legal profession.

B

Brand Overview

With more than 5,000 member attorneys, judges, paralegals and legal professionals, the Allegheny County Bar Association (ACBA) is the largest and most influential legal professional trade association in Western Pennsylvania. The ACBA brand carries significant value within the Pittsburgh Legal Community, in the Western Pennsylvania community at large and with other legal organizations across the country.

In 2019-20, the ACBA Board of Governors partnered with the University of Pittsburgh Katz Graduate School of Business (Pitt) to examine the ACBA brand and a potential name change.

The idea to incorporate the name “Pittsburgh” into the bar association was explored, as other metropolitan bar associations have made similar changes. For example, the former “Cuyahoga County Bar Association” became the “Cleveland Metro Bar Association” and the “Hamilton County Bar Association” became the “Cincinnati Bar Association.” The idea was to consider positioning the bar association as a regional resource to the entire Western Pennsylvania Legal Community, not simply the attorneys of Allegheny County, and to capitalize on the many positive connotations that may come with using the name “Pittsburgh.”

The ACBA and Pitt conducted a member survey regarding a potential name change – providing numerous potential examples, such as the “Pittsburgh Metro Bar Association” and the “Western Pennsylvania Bar Association,” among others. ACBA members overwhelmingly rejected the idea of changing the name, revealing a deep sense of pride in the name “Allegheny County Bar Association.”

However, the study advised the organization to **retain the name “Allegheny County Bar Association” while still more strongly aligning the ACBA with the Pittsburgh Metropolitan Area**, and developing a more consistent brand in terms of logos, language use, etc. through the ACBA and its sub-entities.

The ACBA Board of Governors Name Change Subcommittee recommended to the Board of Governors rebranding the ACBA with a new logo that captures a sense of Pittsburgh, by implementing a tagline:

Allegheny County Bar Association

Serving the Pittsburgh Legal Community

In order to ensure that the ACBA brand is upheld and positioned appropriately and consistently through the Pittsburgh Legal Community and beyond, the ACBA has developed this Brand Book, which was adopted by the ACBA Board of Governors in 2022. This guide offers instructions, guidance and rules for logo use, language style and related matters to be used by the ACBA, its committees, sections and divisions, and strategic partners.

C

Logos, Colors and Supporting Artwork

APPROVED LOGO VERSIONS

PRIMARY LOGO:

The Primary Logo, available in color, grayscale and black, in horizontal and vertical forms, is for use in all broad ACBA marketing, correspondences and similar initiatives.

Horizontal Versions:

Full Color



Grayscale



Black / 1 color



Vertical Versions:

Full Color



Grayscale



Black / 1 color



SIMPLIFIED LOGO:

The Simplified Logo is available as initials (ACBA) and written out (Allegheny County Bar Association), with both available in color, grayscale and black/1 color formats. Simplified logos may be used, at the discretion of the ACBA Marketing, Media Relations and Strategic Partnership Department (“Marketing Department”), the Communications and Publications Department (“Publications Department”) and/or the Executive Director, when using the primary logo isn’t practical, such as on lapel pins, pens, awards, etc.

Approved Versions

ACBA **ACBA** **ACBA**

Approved Versions

**ALLEGHENY COUNTY
BAR ASSOCIATION**

**ALLEGHENY COUNTY
BAR ASSOCIATION**

**ALLEGHENY COUNTY
BAR ASSOCIATION**

**ALLEGHENY COUNTY
BAR ASSOCIATION**

ADAPTABLE LOGO:

The Adaptable Logo is a variation of the Primary Logo to be used when a “sub logo” is needed for specific ACBA Committees, Divisions and Sections; specific programs or initiatives; or specific events. In order to ensure consistency, only the ACBA-approved adaptable logo – not new, custom-designed logos – will be used for these purposes.



ADAPTABLE LOGO: Examples Continued



BENCH-BAR CONFERENCE LOGO

The annual ACBA Bench-Bar Conference is a variation of the Primary Logo to be used in all materials promoting the conference, the ACBA's biggest event of the year.

It will be updated annually containing the year of that specific conference.



LOGO USAGE: THE RULES FOR USING THE NEW LOGO(S)

GENERAL RULES:

- The use of former ACBA logos are not permitted.
- Non-ACBA entities (such as strategic partners, advertisers, other legal organizations) may use the ACBA logo only with expressed, written permission from the ACBA, and provided the logo/logos are used in accordance with the brand guidelines detailed in this manual.
- When using the primary logo, the tagline should always be included.
- Don't add a drop shadow, bevel and emboss, inner glow or any other text effects to the logo.
- Don't change the alignment (vertical or horizontal) of the logo and tagline.
- Don't adjust the placement of the logo icon.
- Don't resize any individual elements of the logo.
- Don't rotate or crop the logo.
- Custom logos for specific ACBA Committees, Divisions, Sections, events or initiatives and/or modifications of the ACBA logo beyond those outlined in this Brand Book are not permitted.

ADDITIONAL RULES:

PLACING THE LOGO ON A BACKGROUND COLOR:

The logo should never be placed on a background color that compromises the legibility of the logo. The background color should always provide sufficient contrast:

Preferred



Approved



NOT Approved



NO COLOR ADJUSTMENTS:

Don't adjust the colors in any way. This applies to every ACBA logo: Primary Logo, Committee, Division and Section Logos; Specific program or initiative Logos; or specific events logos.

NOT Approved



NOT Approved



MAINTAINING PROPORTION:

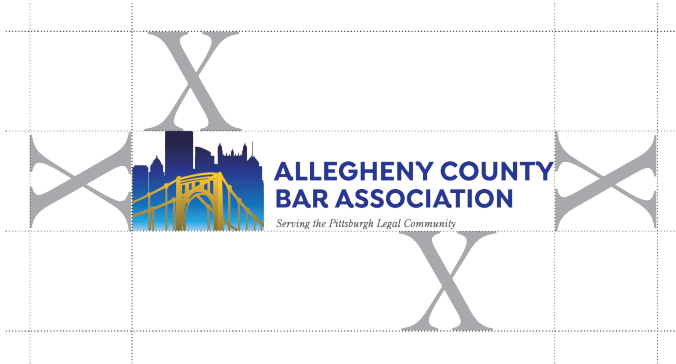
Don't condense, expand or distort the logo unproportionally:

NOT Approved



NON-INTERFERENCE ZONE

The logo has a “non-interference zone,” which is a set amount of clear, open space surrounding the logo. The purpose of this space is to avoid crowding the logo with text and other elements, so that it remains clearly legible and stands out as an important element. This zone is usually the height or width of the overall logo on each side.



PRIMARY COLOR PALETTE

The ACBA logo presents two gradients that establish the overall primary color palette: Navy to Light Blue and Gold to Bright Yellow.



CMYK
91, 88, 42, 42

RGB
38, 38, 73

HEX #262649

PMS 2768



CMYK
100, 95, 5, 0

RGB
43, 57, 144

HEX #2B3990

PMS Blue 072



CMYK
85, 50, 0, 0

RGB
28, 117, 188

HEX #1C75BC

PMS 285



CMYK
70, 15, 0, 0

RGB
39, 170, 225

HEX #27AAE1

PMS 2995



CMYK
44, 47, 91, 21

RGB
130, 110, 53

HEX #826E35

PMS 7756



CMYK
1, 19, 92, 0

RGB
253, 203, 43

HEX #FDCB2B

PMS 122

NOTE: Additional color schemes may be used to design marketing materials, web pages etc., at the discretion of the ACBA Marketing and Publications teams. Examples include a rainbow color scheme for an event organized by the ACBA LGBTQ+ Rights Committee, green to be used in a St. Patrick’s Day-themed event, etc. These custom color schemes are for specific materials, web pages etc. and will be used in conjunction with the established ACBA logos; in order to ensure a consistent brand, the color scheme of ACBA logos/ sub-logos themselves will not change.

TYPOGRAPHY

LOGO TYPEFACES (FONTS):

Isidora-Bold is the typeface used on the name “Allegheny County Bar Association.”

CenturyOldStyleStd-Italic is the typeface used for the tagline.

NOTE: Isidora-Bold is the primary font used in the logo. This font is to be reserved for use in the logo and should not be used in other situations (example: headlines, section headers) that will compete with the logo. The logo should always stand out from all surrounding elements; over-use of this font will begin to confuse the ACBA brand.

SUPPORTING TYPEFACES:

WEBSITE

Proxima-nova is the primary font for ACBA Websites.

NEWS RELEASES

Arial Black is the font for news release headlines.

Arial is the font for news release body text.

CORRESPONDENCE FONTS

Calibri is the primary font used in ACBA reports, correspondence, etc.

LAWYERS JOURNAL FONTS

Dutch 811 is used as the main body text for all articles in the *Lawyers Journal*.

Trajan Pro is used as the *Lawyers Journal* ‘logo’ text.

PITTSBURGH LEGAL JOURNAL FONTS

ITC Slimbach is the main body text used in the *Pittsburgh Legal Journal*.

Adobe Garamond is used as the ‘logo’ text.

OTHER FONTS

Fonts in body text, websites, correspondences, etc. may vary at the discretion of the ACBA Marketing and Publications Teams. The typeface involved in logo use will remain consistent.

LAPEL PINS

The logo colors/tagline have been modified slightly to adhere to printing factors for ACBA logo lapel pins.

- PMS color Blue 072c
- Shiny gold plating

Example:



D | Language and Text

In order to ensure unified, powerful brand, the ACBA strives for a consistency in language use across various publications, social media platforms, websites and other marketing materials.

BODY TEXT:

“Body Text” includes all language used in the body of ACBA publications, such as the *Lawyers Journal*, *Sidebar* e-newsletters, news releases and on webpages on all ACBA Websites. **Certain exceptions are made when using text on graphically designed marketing pieces and on social media posts**, as text requirements are adjusted based on best practices for those specific platforms (see below).

STYLE:

The ACBA shall use Associated Press Style as its default style. The current AP Stylebook is available at <https://www.apstylebook.com/>. Relevant highlights include:

- AP Style is generally third-person, unless used in a direct quote. “We” and “our” should not be used in body text or formal communications, unless in a direct quote, in letter signed by an individual or individuals, or in clear opinion pieces when accompanied by a column headshot in the *Lawyers Journal* (such as President’s Messages).
- Individuals’ names are written out on first reference, and their last name on subsequent references.
- Months are to be written out when not followed by a date.
Example: “The initiative will begin in September.”
- Months shall be abbreviated as follows when followed by the date, per AP Style:

Jan. 25	April 19	July 9	Oct. 31
Feb. 1	May 11	Aug. 16	Nov. 3
March 3	June 2	Sept. 11	Dec. 18
- Days of the week shall generally be used when referring to a singular date to add clarity.
 - Example: “The CLE will be held on Wednesday, March 18.”
- “st” and “th” are not to be used, per AP Style.
 - Example: “Sept. 2” is correct, not “Sept. 2nd” and not “March 3rd”
- The year shall be omitted when the year being referred to is obvious.
 - No Using the Year: “The Bankruptcy CLE is Wednesday, Feb. 3.”
 - Using the Year: “The first Real Property Section January Holiday Party was held Jan. 7, 2016.”
- The word “and” should be written out. Ampersands should not be used unless part of an entity’s formal, proper name, such as a law firm.
 - No ampersand, example: “The Committee on Law and Disability”
 - Use ampersand, example: “Dentons Cohen & Grigsby”

- Percent is written out, rather than using the % symbol.
- AP style abbreviations shall be used for states. “Pa.” for Pennsylvania, not “PA”
- Post-office state abbreviations such as “PA” should only be used when writing a mailing address.

ACBA-SPECIFIC STYLE

While AP Style is the ACBA’s default style, the ACBA, like most organizations, has its own organizational-specific style guidelines and AP Style exceptions. Those exceptions and style conventions include:

PERSONAL TITLES

- Given the nature of a bar association and promoting the significance of the legal profession, titles shall be capitalized whether they appear before or after the individual’s name.
 - Example: Director of Marketing Melissa Jones.
 - Example: Anthony Williams, Manager of Accounting.
- “Esq.” is not used in ACBA body text or marketing text, given the vast majority of our audience is attorneys. “Esq.” may be used in formal correspondence signatures, on business cards and similar materials.
- “The Hon.” shall precede a judge’s first and last name on first reference; Second reference shall be “Judge” followed by the last name.
 - The Hon. Nicola Henry-Taylor (first reference)
 - Judge Henry-Taylor (second reference)
- Commonly used ACBA titles should appear in these formats:
 - President
 - President-Elect
 - Immediate Past-President
 - Chair
 - Chair-Elect
 - Immediate Past-Chair

“ACBA” AND “ALLEGHENY COUNTY BAR ASSOCIATION”

- In external-facing communications, the “Allegheny County Bar Association” should be referenced as such (spelled out) on first reference and “ACBA” or the “bar association” on subsequent references.
- In internal/member-facing communications, “Allegheny County Bar Association” or “ACBA” may be used on first reference, and “ACBA” or the “bar association” on subsequent references.

ACBA DIVISIONS

External Audiences

- First Reference: “Allegheny County Bar Association” followed by the name of the Division. The name of the Division followed by the “Allegheny County Bar Association” is also acceptable.
 - Example: “Allegheny County Bar Association Homer S. Brown Division”
 - Example: “Homer S. Brown Division of the Allegheny County Bar Association” is also acceptable.

- Subsequent References: “ACBA” then the name of division.
 - Example: “ACBA Young Lawyers Division
 - Initialed Abbreviations (HSBD, WLD, YLD) may be used following “ACBA” after the first reference.
 - Example: “ACBA YLD”

Internal/Member-Facing Audiences

- First Reference: “ACBA” followed by the name of the Division.
 - Example: “ACBA Homer S. Brown Division”
- Subsequent References: Abbreviated. Mentioning “ACBA” not required.
 - Example: “YLD” or “WLD” or “HSBD”

All Audiences

- For purposes of both clarity and brand strength, language should be chosen to make it clear that ACBA Divisions are Divisions of the bar association, not competing or third party organizations. Avoid “The WLD” and similar references, and instead use “The ACBA WLD” or, in vehicles where first person is acceptable (such as on ACBA social media channels) “Our WLD.”

ACBA COMMITTEES, SECTIONS AND INTERNAL DEPARTMENTS

External Audiences

- First Reference: “Allegheny County Bar Association” followed by the formal name of the Committee, Section or Department. The name of the Committee, Section or Department, followed by the “Allegheny County Bar Association” is also acceptable.
 - Example: “Allegheny County Bar Association Real Property Section”
 - Example: “Real Property Section of the Allegheny County Bar Association” is also acceptable.
 - Example: “Allegheny County Bar Association Legal Employment Services”
- Subsequent References: “ACBA” then the name of Committee, Section or Department.
 - Example: “ACBA Real Property Section”
 - Example: “ACBA LES”

Internal/Member-Facing audiences

- First Reference: “ACBA” followed by the name of Committee, Section or Department.
 - Example: “ACBA Civil Litigation Section”
- Subsequent References: The name of the Committee, Section or Department without “ACBA.”
 - Example: “the Civil Litigation Section”

All Audiences

- For purposes of both clarity and brand strength, language should be chosen to make it clear that ACBA Committees and Sections are part of the ACBA, not competing or third party organizations. Avoid “The Criminal Litigation Section” and similar references, and instead use “The ACBA Criminal Litigation” or, in vehicles where first person is acceptable (such as on ACBA social media channels) “Our Criminal Litigation Section.”

BENCH-BAR CONFERENCE

External Audiences: “Allegheny County Bar Association Bench-Bar Conference” on first reference, with “Bench-Bar Conference” or “Bench-Bar” in subsequent references.

Internal/Member-Facing Audiences: “ACBA Bench-Bar Conference” on first reference, with “Bench-Bar Conference” or “Bench-Bar” in subsequent references.

Note: A hyphen is always used between “Bench” and “Bar”

CONTINUING LEGAL EDUCATION

The ACBA offers the following four types of CLEs, and each should be referred to as such on the first reference in all marketing materials, articles, publications, websites, etc.

- **In-Person CLEs** – This is used to describe CLEs that are presented by the ACBA held in-person in the Koppers Building, or anywhere else.
- **Live Webinar CLEs** – This is used to describe CLEs that are presented remotely via webinar, in real-time.
- **Previously Recorded CLEs** – This is used to describe CLEs, previously recorded by the ACBA, that have been recorded and are available for viewing/purchase by the ACBA after the fact to be watched on a computer or other device.
- **Live Video Replay CLEs** – This refers to ACBA CLEs that were recorded and now available to viewed, in-person, in the ACBA offices or elsewhere.

Additional notes:

- On second reference, all of the above can simply be referred to as “CLEs” provided the context makes it clear which type of CLE is being referred to.
- When pluralizing CLE, “CLEs” shall be used, without an apostrophe.
- To avoid confusion between the various types of products, avoid using “On-Demand” or “Online” to refer to any types of CLEs.

OTHER COMMONLY-USED ACBA NOUNS AND PHRASES

- The federal courthouse for the Western District of Pennsylvania shall be referenced as the Joseph F. Weis, Jr. U.S. Courthouse. On second reference, it can be referred as “courthouse” or “the federal courthouse.”
- The “U.S. District Court for the Western District of Pennsylvania” shall be referenced as such on first references and in formal court listings, such as with speakers on CLE panels. Simply “Western District” may be used on second reference.
- When the entire court system in Allegheny County is referenced, including the magisterial courts, it shall be referenced as “the Fifth Judicial District of Pennsylvania, County of Allegheny, Pittsburgh, Pennsylvania.”
- When referring specifically to the Court of Common Pleas, “Allegheny County Court of Common Pleas” shall be written out on first reference when written for both external and internal audiences. Simply “Court of Common Pleas” is acceptable on subsequent references.
- The word “downtown” shall not be capitalized in “downtown Pittsburgh.”
- Capitalize the “W” in Western in the phrase “Western Pennsylvania.”
- The “Pittsburgh Legal Community” shall be regarded as a proper noun and capitalized as such.
- “Lunch-and-Learn” shall be referenced as such.
- “50/60 Year Practitioners Awards Ceremony” shall be referenced as such on the first reference. On second reference, it may be referenced as “50/60” or “ceremony.”

- *Pittsburgh Legal Journal* is italicized and written out. “PLJ” is acceptable on second references, only.
- *Lawyers Journal* is italicized. Avoid “LJ” on first or second references.
- ACBA Job Board (not ACBA Jobs Board)

MISC. TEXT

- All text should be reflective of the ACBA’s mission and values.
- In order to ensure a consistent, unified brand, all text should resonate unity. Avoid phrases like “The Big Bar” or “That is an ACBA program, not a Construction Law Section Program” or any other language that implies differing/competing organizations.
- The words “sponsor” and “sponsorship” shall be reserved for financial sponsors, not presenting groups. The word “presented” is used to describe groups that organize specific events.
 - Correct: The CLE is presented by the ACBA Young Lawyers Division
 - Incorrect: The CLE is sponsored by the ACBA Young Lawyers Division
 - Correct: The CLE is sponsored by Network Deposition Services.

TEXT IN MARKETING MATERIALS

Marketing Text – specifically the text used in graphically designed web slides, event invitations, etc. – may veer from AP Style at the discretion of the Marketing and Publications Departments. For example, “September 15, 2022” may be written out if it fits the design elements of a formal invitation. The body text on the event registration page, however, should follow the above conventions. **Text in marketing materials is different than body text.**

SOCIAL MEDIA TEXT

Per industry standards, social media text is not bound by AP Style and should be adjusted to fit the conventions of each social media channel.

LINKEDIN

LinkedIn is a more formal social media channel, and all ACBA Body Text style detailed above shall be used.

FACEBOOK AND TWITTER

Facebook and twitter are social tools and should have looser adherence to rigid stylistic guidelines. Facebook posts should “feel like Facebook posts” and tweets “feel like tweets.” Some specific points to consider:

- “We” and “Our” may be used on Facebook in conjunction with a Committee, Division or Section.
- “Our Criminal Litigation Section” or “Our YLD” are acceptable.

LAWYERS JOURNAL EDITORIAL POLICY

Every two weeks, the *Lawyers Journal* publishes substantive legal articles and furnishes timely information on areas of interest to the Pittsburgh Legal Community. In addition, the *Lawyers Journal* covers Allegheny County Bar Association news and events.

Information published in the *Lawyers Journal* may not be used in any manner — in whole or in part — without the permission of the Allegheny County Bar Association.

ARTICLE SUBMISSIONS

- The author will receive story assignments (including due date and length) from the editor of the *Lawyers Journal*. Likewise, the author will submit stories to the *Lawyers Journal* editor on or before the assigned due date. Late articles will not be considered for publication.
- Authors will submit stories via e-mail to jpulice@acba.org. It is the author's responsibility to assure her/his story arrives by the deadline.
- Authors may submit unsolicited work; however, the editors reserve the right to select, reject, edit and excerpt articles at their sole discretion. It is best to contact the editor to discuss a story idea before actually writing the piece to make sure the story topic is relevant and has not been covered before.
- Authors must assure that the story submitted is their own original work and is not under any legal restriction for publication (i.e. previous copyright ownership).
- All *Lawyers Journal* submissions are subject to editing, and the edits are performed by an attorney editor. The author allows the *Lawyers Journal* to edit the work for content, clarity and mechanics. Authors will not be consulted for edits, nor will revisions be shared with the authors prior to publication.
- Articles that are essentially advertisements or self-promotions will not be selected for publication by the editorial board.
- Authors may only use their company name in a biographical description that may follow the article. The author's bio is limited to two sentences. The author is encouraged to submit a headshot photo to run with the article.
- The author assumes full responsibility for checking all names, titles, dates and facts for accuracy before submitting the story.
- Copyright: The *Lawyers Journal* holds all rights for publication (including publication on the Internet) and all reprint rights.
- The *Lawyers Journal* reserves the right to decline to publish any photograph which has been found to be altered or manipulated.

STYLE GUIDELINES

- Mechanics and style: Associated Press stylebook. Authors must recognize the interests of the readership and use terms and references relevant to the *Lawyers Journal*'s audience. Keep formatting to a minimum. Don't use bold. Bulleted lists are fine; avoid numbered lists unless it's important to present the information sequentially.
- Capitalize only proper nouns.
- The target length for articles is approximately 750-900 words. Stories longer than this will not be published.
- The author is welcome to suggest a title for the article.
- Language usage: Authors must not use biased language based upon race, ethnicity, gender and/or other stereotypes.
- Plagiarism: Whether deliberate or accidental, plagiarism is a serious and legally punishable offense. Authors will not use the words and/or thoughts of others as their own without proper permission and documentation.
- The *Lawyers Journal* does not use box ads to promote upcoming ACBA events unless they are paid ads.
- Introducing your topic: Sometimes it can be difficult for detail-oriented people to write an attention-getting introduction to a complicated issue, and as a result they may find themselves "backing into" an article by starting with background information or by structuring the article chronologically. Both of these approaches "bury the lead." To grab your reader's attention, please take care to explain what's at stake within the first paragraph or two. As you write for the *Lawyers Journal*, keep in mind that although the audience is made up of well-educated attorneys, judges and others in the legal profession, the ACBA is not looking for research papers nor committee reports. A strong lead helps capture your audience's attention.

AUDIENCE

The audience of the *Lawyers Journal* is made up of:

- Approximately 5,500 members of the Allegheny County Bar Association which includes attorneys, district justices, judges, legal administrators and paralegals;
- Legal professionals in Western Pennsylvania who specialize in all areas of the law;
- Members of the business community who share a need for the latest local legal news.

CONTRIBUTION POLICY

The ACBA welcomes contributions from all sources but reserve the right to select, reject, edit and excerpt articles at the sole discretion of the editor and/or editorial board. The ACBA will publish no article which, in the opinion of the editorial staff, can be reasonably interpreted as insulting or offensive to any individual or group. The ACBA will not return unsolicited manuscripts. The ACBA does not publish book reviews or accept book submissions for review. The opinions expressed in articles contained in the *Lawyers Journal* are the opinions of individual authors and not necessarily those of the ACBA or the firms or entities with which the writers are affiliated. Articles are provided for the general interest of the legal community, but the information contained therein does not constitute legal advice and should not be relied on as such. Neither the ACBA nor the individual authors assume any responsibility for the accuracy of information reported. The *Lawyers Journal* assumes no responsibility for failure to report any matter inadvertently omitted or withheld from it.

LETTERS TO THE EDITOR

The *Lawyers Journal* welcomes letters to the editor. Letters should be addressed to Jennifer Pulice and sent to jpulice@acba.org. All letters must include signature, address and phone number. All letters are subject to editing. The ACBA regrets that it can neither print nor acknowledge every letter.

Editorial contact information:

Jennifer A. Pulice, Esq.

jpulice@acba.org

412-402-6623

ACBA EVENT MARKETING POLICY

OVERVIEW:

The ACBA organizes hundreds of events each year – CLEs, happy hours, lunch-and-learns, symposiums, the Bench-Bar Conference and more. This full calendar is reflective of a very active, thriving bar association.

In order to effectively market these events to members and – when applicable – non-member attorneys and the general public, it is essential that the ACBA be strategic in its marketing efforts. The ACBA asks for members' cooperation in working collaboratively with the ACBA staff and to ensure a thorough, robust marketing plan is in place for a given event, but also a plan that takes into consideration the dozens of other ACBA events being organized by various Committees, Divisions and Sections at any given time. This document outlines the ACBA's process for marketing events. As always, feel free to reach out to Brian Knavish, the ACBA's Director of Marketing, Media Relations and Strategic Partnerships, at any time with specific questions or requests. He can be reached at bknavish@acba.org.

PROCESS AND PROCEDURES

EVENT FORM:

Submitting an ACBA Event Planning Form or a CLE Proposal Form – at least 60 days in advance – is the first step in organizing an ACBA event. These forms are available at www.ACBA.org/eventforms. Event planning/marketing cannot begin until the Event Form is received as this form triggers the entire marketing process. Once submitted, every Event Form and CLE Form comes to the ACBA Marketing, Media Relations and Strategic Partnerships Department, where a custom marketing plan is devised for each event. The marketing may include an event web page, marketing graphic, social media schedule, "CLE-Blast" listing, *Lawyers Journal* CLE listing, ACBA *Sidebar* items, Division (HSBD, WLD, YLD), *Sidebar* items, *Lawyers Journal* preview story, social media schedule, targeted stand-alone e-blasts, event photography and/or news releases. **Marketing cannot be set into motion until the Event Form is received.**

EVENT WEB PAGE

An ACBA Event Web Page will be created and added to the ACBA web calendar for every ACBA event. Information contained on the event/CLE Form will be used to craft the text, and it is incumbent upon the event organizer to ensure the date, time and location are correct and that speaker names are spelled correctly. The presenting group will be listed atop the event description on this web page, followed by a title and a brief-but-catchy description of the program. The ACBA may contact the event organizer for additional details if needed. The ACBA will not make substantive changes to any event information without first consulting with the event organizer. However, the ACBA reserves the right to edit the description and/or event title for reasons of size/length, marketing flare (using current National Association of Bar Executives best practices) and style (see the "body text" section of the ACBA Brand Book) as needed.

MARKETING GRAPHIC

The ACBA will design a "Web Slide" – a graphically designed marketing piece – for every event. These slides will be used on social media and in targeted email marketing. Following digital marketing best practices, the amount of text will be kept to a minimum on slides, with the goal being to "entice a click." Once clicked, the user will be taken to the event page at ACBA.org which will contain additional details. Too much text on a graphic will result in reduced readership, fewer clicks, and it can actually work against the successful marketing of a program. The presenting group is listed atop the event web page, not on the web slide. The logo of single event sponsors shall be included on the Web Slide and on the Event Page. For events with multiple sponsors, the sponsor logo shall be included only on the event page, so as to not clutter up the Web Slide. In order to ensure brand standards and compliance with ACBA processes and procedures, members are not permitted to design, create or distribute marketing graphics without first working with the ACBA Marketing and/or Communications Departments.

PRE-EVENT SOCIAL MEDIA

Every event will receive a social media schedule, typically consisting of 2 LinkedIn posts, 3 Facebook posts and 6 tweets, scheduled throughout the weeks leading up to the event. The ACBA will write the social media content, following digital marketing best practices and the style shall be as outlined in the ACBA Brand Book. Hash tags (#ACBAYLD, #ACBABenchBar, etc.) shall be used when possible, and posts may also be added to the ACBA YLD, WLD and HSD Facebook and LinkedIn Pages.

CLE-BLAST

The Sunday Night “CLE-Blast” is sent via email every Sunday evening (so members can access it first thing Monday morning) to all members (less those who have opted out). Every CLE being presented by the ACBA, including those organized by ACBA Committees, Divisions and Sections, shall be listed in every edition of the CLE-Blast between the time the Event Form is received and processed and the date of the CLE.

LAWYERS JOURNAL CLE LISTINGS

The *Lawyers Journal* is printed every-other Friday and mailed to all members; it is also available online at ACBA.org/lawyers-journal. Every CLE being presented by the ACBA, including those organized by ACBA Committees, Divisions and Sections, will be listed in the *Lawyers Journal* as often as possible between the time the Event Form is received and processed and the date of the CLE. Note that the *Lawyers Journal* is sent to the printer roughly two weeks prior to the publication date.

LAWYERS JOURNAL PREVIEW STORIES

The ACBA evaluates every Event Form and CLE Form upon receipt and considers a *Lawyers Journal* preview story. Due to space limitations, the ACBA cannot publish a preview story for every event. Events open to all members will be considered for publication, and events of broad membership appeal are given priority. Preview stories will be assigned to a writer by the *Lawyers Journal* editor and are subject to edit, consistent with the *Lawyers Journal* editorial policy, available in the ACBA Brand Book.

LAWYERS JOURNAL/SOCIAL MEDIA EVENT COVERAGE

The ACBA generally prefers to publish event preview articles in the *Lawyers Journal* (rather than post-event coverage) and on social media to promote registration, but, as space allows, high-profile events may also receive photojournalism coverage in the *Lawyers Journal* following the event and on social media during the event. When formulating the marketing plan for an event, the ACBA assigns a staff photographer to cover many events. Due to staff capacity and space limitations, not every ACBA event can receive post-event photojournalism coverage. At times, the ACBA may reach out to the event organizer to have a member photograph the event and submit those photos to the ACBA to be posted on social media and/or in the *Lawyers Journal*. To have submitted photos considered for publication, the names of all individuals in the photo must be included with the photo, and it is the responsibility of the photographer to ensure all names are spelled correctly. The name of the photographer should be submitted as well.

ACBA SIDEBAR

The *Sidebar* is the e-newsletter of the ACBA, and it is sent to all members (less those who have opted out) every Thursday. During the summer and in late December, it may be published every-other Thursday. The *Sidebar* is one of the ACBA’s primary “all member” marketing vehicles (along with the *Lawyers Journal* and the CLE-Blast). Events open to all members will be considered for publication in the *Sidebar*. The ACBA will evaluate each event when the Event Form is received to determine if it is appropriate for inclusion in the *Sidebar*; feel free to request *Sidebar* in the “notes” section of your Event Form. To be considered for inclusion in the *Sidebar*, the event must be open to all members. *Sidebar* items are generally kept to 100 words or fewer, and never more than 200.

Due to space limitations, *Sidebar* items will run in two editions of the *Sidebar* in non-consecutive weeks; occasionally, as registration dictates, the ACBA may promote an event in a third edition of the *Sidebar*. CLEs are generally not promoted individually in the *Sidebar*, but rather in the “CLE-Blast,” though there is a link to the calendar containing all CLEs in every *Sidebar*.

DIVISION SIDEBARS

The Homer S. Brown Division, Women in the Law Division and Young Lawyers Division each produces a division-specific version of the *Sidebar* e-newsletter. Events organized by that Division should be included in Division level-*Sidebar*s, following that Division’s event submission policy. Additionally, in the interest of comprehensively promoting all ACBA events in a strategic fashion, the ACBA may add events of interest to Division *Sidebar*s when the event is organized outside of that Division but targeted to the members of that Division. (For example, if the Workers’ Compensation Section organizes a “Workers’ Comp for Young Attorneys” CLE, the ACBA will add a blurb on that event to the YLD *Sidebar*).

EMAIL MARKETING

The ACBA also will devise a targeted email campaign when processing an event form. As noted above, the ACBA will design a custom Web Slide (marketing graphic) for every event, then strategically email that graphic to targeted groups of interest in the weeks leading up to the event, as space allows in the ACBA’s email marketing calendar. Generally, each event will receive three such targeted “e-blasts” and, if registration dictates, a fourth. Note that these stand-alone e-blasts are targeted to Committees, Divisions and Sections, which is critical to reduce spamming and the number of members who unsubscribe from emails. Consistent with other bar associations, stand-alone, all-member e-blasts to promote single events are reserved for the ACBA’s signature events such as the Bench-Bar Conference, 50/60 Year Practitioners Awards Ceremony, etc. Generally, the ACBA’s vehicles for all-member event marketing are the *Sidebar*, CLE-Blast and *Lawyers Journal* not stand-alone, all-member emails.

NEWS RELEASES

Generally, ACBA events are not open to the news media, consistent with the policies of most membership organizations. Occasionally, events that are open to the public – such as the annual Rev. Dr. Martin Luther King, Jr. Prayer Breakfast and Program – will be promoted via a news release. To request news media promotion of your event, include that request on your Event Form. News releases will be sent in strict adherence to Associated Press Style. Coordinate all news media requests with Brian Knavish at bknavish@acba.org.

NON-ACBA EVENTS

The ACBA regularly receives requests from third party organizations to promote their events in the *Sidebar*, *Lawyers Journal*, on social media etc. The ACBA sells advertising and sponsorships where third party organizations can market their events to ACBA members; please send those inquiries to Brian Knavish at bknavish@acba.org. Occasionally, the ACBA will promote at no charge non-CLE events presented by nonprofits or community service organizations in the ACBA *Sidebar*, WLD *Sidebar*, YLD *Sidebar*, HSD *Sidebar* or on ACBA social media; these requests are evaluated on a case by case basis. As a CLE provider, the ACBA does not promote other organizations’ (i.e. competitors) CLEs for free; advertising and sponsorship opportunities are available to promote third-party CLEs.

EVENT MARKETING SUMMARY

- Fill out and submit a CLE/Event Form at least 60 days prior. That triggers the entire marketing process.
- The ACBA creates a custom marketing plan for every Event/CLE.
- Every Event/CLE gets its own web page, marketing graphic, social media schedule and targeted e-blast schedule.
- For events open to all members, the *Lawyers Journal*, *ACBA Sidebar* and CLE-Blast are the ACBA's vehicles for marketing these events to all members.
- Stand-Alone event e-blasts are targeted to groups of interest. Consistent with other bar association policies, stand-alone all-member e-blasts are reserved for the ACBA's signature events (Bench-Bar Conference, 50/60, etc.) to reduce spamming and unsubscribes.
- In order to ensure compliance with event marketing policies, members are not authorized to design, create or distribute marketing materials without approval from the ACBA Marketing and/or Communications Departments.

ACBA SOCIAL MEDIA POLICY

Social media channels are among the most powerful and successful communications and marketing vehicles available today, and it is the goal of the Allegheny County Bar Association and Allegheny County Bar Foundation to use these tools to maximize their benefit to the ACBA and ACBF members.

The ACBA and ACBF use multiple social media platforms, designed to communicate with members, the Pittsburgh Legal Community and the broader legal community regarding news, upcoming events and more.

In order to maximize the benefit of social media for the ACBA/ACBF and its members, the ACBA has implemented this social media policy. The specifics contained in the policy are designed to maximize the marketing impact of social media while also ensuring consistent messaging, protecting the ACBA/ACBF brands and ensuring compliance with the organization's media liability policy.

Designated ACBA members – specifically those designated by ACBA Divisions – are encouraged to also use ACBA social media accounts to post photos, details about upcoming events, increase public understanding of the law, share news and encourage networking.

While ACBA social media platforms are powerful communications tools, social networking is most impactful – and social media marketing campaigns more successful – when individuals interact with ACBA/ACBF social media content. The ACBA/ACBF encourages members – from their personal social media accounts – to like, share, retweet and comment on ACBA/ACBF social media posts, as well as tag companies, organizations and people involved. This interaction will maximize the impact of ACBA/ACBF-generated social media.

The following social media sites are currently used by the ACBA:

- ACBA/ACBF Facebook
<https://www.facebook.com/alleghenycountybar/>
- ACBA WLD Facebook
<https://www.facebook.com/profile.php?id=100063715083029>
- ACBA YLD Facebook
<https://www.facebook.com/ACBAyounglawyersdivision/>
- ACBA HSBF Facebook page
<https://www.facebook.com/ACBAHomerBrownDivision/>
* Only divisions of the Allegheny County Bar Association – not Sections or Committees – are authorized to have Facebook pages
- ACBA/ACBF Twitter
<https://twitter.com/AlleghenyCoBar>
- Allegheny County Bar Association LinkedIn page and LinkedIn subgroups
<https://www.linkedin.com/in/allegheny-county-bar-association-a0bb5320>

LinkedIn Subgroups:

WLD

YLD

HSBD

Professional Ethics Committee

Sports Law Committee

Legal Technology and E-Discovery Committee

Arts and the Law Committee

Appellate Practice Committee
Committee on Exempt Organizations
Pro Bono Center
ACBA WILL
Workers' Compensation Section

**Any committee, section or division may ask the ACBA to set up a subgroup Linked to the main ACBA page.*

- Allegheny County Bar Association/Allegheny County Bar Foundation YouTube
https://www.youtube.com/channel/UCp4t3T_UaEooMEMzQbhqCzw
- Allegheny County Bar Association/Allegheny County Bar Foundation Instagram
<https://www.instagram.com/alleghenycobar/>
- ACBA Young Lawyers Division Instagram
<https://www.instagram.com/acbayounglawyersdivision/>

SOCIAL MEDIA POLICY SPECIFICS

- No individual is authorized to set up any social media or other site utilizing the Allegheny County Bar Association's name. Requests to create new social media accounts should be presented to the Marketing, Media Relations Department and Strategic Partnerships Department (Marketing Department).
- The ACBA's Marketing Department has ultimate responsibility for ACBA/ACBF social media, including its divisions.
- Only ACBA Divisions may have separate Facebook pages; all other social media content related to ACBA Sections and Committees will be posted to the respective ACBA social media pages at the discretion of the Marketing Department.
- The ACBA will use only one Twitter account; designated social media contacts for ACBA divisions are encouraged to use the ACBA Twitter with the following hashtags for their respective divisions: #ACBAYLD, #ACBAWLD and #ACBAHSBD.
- ACBA Divisions are required to assign member(s) to serve as social media points of contact. These individuals should maintain contact with the ACBA Marketing Department regarding social media content and strategy. These individuals will also manage division Facebook and LinkedIn posts, interact with and respond to social media followers. These individuals will also post content to the ACBA/ACBF Twitter. Social media privileges and passwords should be kept to a limited number of members and will be changed at least once per year.
- Posts made on behalf of the ACBA, its divisions or its membership should be engaging, and it is encouraged that members use a lighter tone on appropriate subjects. The content of the posts should, however, reflect the mission and values of the ACBA and its membership. If in doubt about the content, tone or timing of an ACBA-related post, please reach out to the ACBA Marketing Department.
- Only content related to bar association activities, events or programs should be published on ACBA social media.

- Under no circumstances should ACBA social media content be political in nature. ACBA members who are granted access to ACBA social media channels are strictly prohibited from posting content that is political in nature or could be construed as being political in nature. Similarly, members are prohibited from “retweeting” or “liking” – from an ACBA account – any social media content that is political in nature.
- ACBA members are not permitted to use the name of or endorse – overtly or otherwise – any political candidates or candidates running for any ACBA or ACBF office. While members are free to use their own social media accounts for this purpose, the ACBA/ACBF names may not be used in conjunction with these posts.
- The ACBA/ACBF may not follow or become friends with certain organizations or individuals in order to avoid a perception of endorsing any politician, social cause, individual or organization.
- Rare, limited exceptions to the “no political posts” rules may be granted for specific issues (such as a statement from the ACBA President on a particular piece of legislation) at the discretion of the ACBA Board of Governors. During those instances, only the ACBA Marketing Department may make such posts, following the strict, limited guidelines granted by the Board of Governors.
- Only ACBA members are granted access to the ACBA’s LinkedIn page or LinkedIn groups. LinkedIn is designed to be a place for members to interact. Non-member requesting access to LinkedIn will be denied.
- ACBA staff monitors and manages all social media platforms and retains the right to edit, reschedule or remove any information at any time for any reason.
- Social media logins and passwords may not be changed by members at any time. At a minimum, the ACBA will update social media passwords every July 1. If it is felt that a password/login change is necessary because of a suspected security breach or any other reason, please contact the Marketing Department.
- No social media post on any ACBA or ACBF post can violate existing ACBA mission statement, value statements, bylaws, policies or partnership agreements.
- For guidance on text style and conventions, see the “Social Media Text” Section of the ACBA Brand Book.

For any further information regarding the ACBA and ACBF’s social media, contact Brian Knavish, Director of Marketing, Media Relations and Strategic Partnerships, at bknavish@acba.org or 412-402-6620.

ACBA SPONSORSHIP POLICY

The ACBA works with a vast network of Business Partners, ranging from financial planners to court reporters to expert witnesses and more. These entities become Business Partners after being vetted by the ACBA and entering into advertising and/or sponsorship agreements. Additionally, the law firms of the Pittsburgh Legal Community often support the ACBA not only through attorney membership, but through sponsorships. This network of partners is always growing and evolving, which makes appropriately managing these relationships essential so that these partnerships stay mutually beneficial for all parties.

Brian Knavish, the ACBA's Director of Marketing, Media Relations and Strategic Partnerships, oversees the management of these relationships, and ACBA members should work with Brian on any/all sponsorship matters. He can be reached at 412-406-6620 or bknavish@acba.org.

When organizing events, ACBA Committees, Divisions and Sections (CDSs) are encouraged to secure sponsorships to help offset the cost of programming, food, beverages and general operations, which helps to keep dues low for all ACBA members. In order to ensure sponsorships maximize the value of partnerships for the sponsor and the ACBA overall – and to honor existing partnership agreements – ACBA Committees, Divisions and Sections are required to follow the ACBA protocols for securing sponsorships.

ALL SPONSORSHIPS

- When conceptualizing sponsorships, ACBA members should contact Brian Knavish before any solicitations are made to ensure the price being charged and the deliverables being offered for that price are consistent with other event sponsorships.
- Few things can damage a relationship more than charging different law firms or vendors different prices for similar events, offering some sponsors deliverables that are different than what others are getting for similar sponsorships, etc. While no ACBA member would intentionally cause these issues, such issues are easy to create, which is why it's important to work closely with the ACBA on all sponsorship matters.

LAW FIRM SPONSORSHIPS

- Once the sponsorship amounts and deliverables have been approved by the ACBA, members are free to approach their law firms/employers to sponsor events without further clearing the sponsorship idea with the ACBA.
- Once a law firm sponsorship has been secured, the ACBA staff liaison will notify the ACBA Marketing, Media Relations and Strategic Partnerships Department so that the ACBA can track sponsorship trends and results.

NON-LAW FIRM SPONSORS

- Potential vendor and non-law firm business sponsorships must be cleared by the ACBA before the vendor is approached by any ACBA member. Give the company name and business category to your ACBA staff liaison, who will then take it to the ACBA Marketing, Media Relations and Strategic Partnerships Department. This step is critical for several reasons:
 - To ensure that the potential sponsorship does not violate existing sponsorship agreements with exclusive or preferred partners.
 - To ensure the ACBA appears professional and organized in the eyes of partners. When one business receives multiple requests from different ACBA entities, it makes the ACBA appear unprofessional and disorganized, particularly when the various ACBA entities are unaware of other, simultaneous ACBA sponsorship requests.

- At any given time, a given partner may have recently entered into a sponsorship agreement, often accompanied by a request to not be solicited again by the ACBA for a specific period of time.
- Some partners agree to specific sponsorship terms for an entire year and ask not to be solicited again until that year has passed. Asking that entity for another sponsorship during that time could put a valuable relationship at risk.
- Some partners have asked only to be solicited by the ACBA staff – even for Committee, Division and Section events – and the ACBA needs to honor those requests.
- There may be opportunities to “bundle” requests, maximizing the value of the sponsorship for the partner and the ACBA overall.
- General tracking of potential sponsors. With countless potential partners out there, the ACBA is working to track sponsorships, monitor the number of “asks” and track results.
- Occasionally, a sponsorship request may be denied if the request would violate existing partnership agreements, or if the request jeopardizes a relationship or larger partnership deal that might be in the works. (For example, the ACBA can’t risk losing a \$20,000 annual deal due to a one-time \$500 ask).

PROCEDURES AND SPECIFICS

- ACBA members should work with their liaisons on sponsorship matters. The liaisons will consult with the Marketing, Media Relations and Strategic Partnerships Department.
- Each group is responsible for its own lead generation and sponsorship solicitation. While the ACBA may be able to connect interested partners with Committees, Divisions and Sections, the Marketing, Media Relations and Strategic Partnerships Department does not have the capacity to find sponsors for individual events on command.
- At any given time, the ACBA is in contact with numerous potential sponsors, and the status of these discussions changes almost daily. Because of that, the ACBA cannot provide an “off limits” list. The specific potential sponsors need to be approved before the specific solicitation is made.
- Event sponsors are expected to network in a professional manner, consistent with the ACBA’s mission and values. The ACBA reserves the right to decline individual sponsorships.
- If you plan to solicit sponsors for an event, please note that the event cannot be added to the ACBA calendar and marketing cannot begin until sponsorship levels, amounts and deliverables have been finalized with the ACBA Marketing Department.
- This sponsorship policy applies only to ACBA sponsorships. ACBF sponsors and donors are handled separately.

ACCESS TO MEMBERSHIP LISTS POLICY

Committee, Division and Section Chairs can request, through their staff liaisons, full membership lists for the specific Committees, Divisions and Sections they chair. These lists will be granted only for the purpose of conducting ACBA business (such as to formulate nominations, to form a subcommittee, etc.). The ACBA will not provide these lists for business development purposes, political campaign purposes or other reasons.

However, ACBA members may request to purchase mailing labels to be used for these reasons, via the following process.

- To be considered, email Brian Knavish at bknavish@acba.org and explain the reason you are requesting mailing labels.
- Members can request labels for the entire ACBA and/or for any Committee, Division or Section.
- If approved, the ACBA will provide physical mailing labels at the cost of 50 cents per label.
- The ACBA member agrees not to electronically capture the mailing information. If the member wishes to send a subsequent mailing at a later date, the above process should be followed once again.
- Additionally, the ACBA must review and approve the materials to be sent via the labels.
- Any ACBA member can request labels no more than twice in 12 months.
- Member lists are not available to non-members for any purpose.
- Labels are available for purchase to non-members only in the context of larger partnerships. For more information, contact Brian Knavish at bknavish@acba.org.