
Minnesota State Bar Association

Certified ▲ Specialist

Branding Guidelines

Purpose

- To safeguard the public by setting guidelines governing the message they receive about Certified Legal Specialists.
- To protect the integrity of the Certified Legal Specialist logo by ensuring uniformity and consistency in all uses.
- To assist public awareness of the benefits of retaining Certified Legal Specialists for their legal work.
- To recognize those attorneys who have become certified as specialists and to provide them with an additional benefit to their certification.

Use of the Brand

The use of the brand and logo is restricted to the Minnesota State Bar Association (MSBA) for promotional and advertising purposes and to MSBA Certified Legal Specialists only. MSBA Certified Legal Specialist is an attribute of the certified attorney only and not of his or her law firm. When using the logo, it must be clear to a reasonable person that the certification applies to an individual attorney. The identity of the certified attorney must be clearly indicated in connection with the logo. The MSBA Certified Legal Specialist logo may not be displayed in any way or manner that would lead a reasonable person to believe that a firm or other organization is certified by the MSBA.

Certified attorneys are permitted to use the MSBA Certified Specialists logo and brand only in accordance with the Minnesota Rules of Professional Conduct and these guidelines and only for so long as they remain certified. An attorney who is decertified for any reason, including his own choice, may continue to use language that says they were certified, but must include an expiration date of their certification. Advertisements placed prior to decertification need not be withdrawn but no such advertisement may be renewed after decertification. The attorney is responsible for any costs associated with changing the status of their certification.

What You Can Say

Lawyers who are MSBA Board Certified Specialists may call/refer to themselves as the following in print, online, and in oral communication, provided the MSBA is identified in the communications as the certifying organization.

MSBA Certified
[Practice Area] Specialist
or
[Practice Area] Specialist,
certified by the Minnesota
State Bar Association

MSBA Certified Practice Areas:
[Civil Trial Law]
[Criminal Law]
[Labor and Employment Law]
[Real Property Law]

Certified Specialists are discouraged from simply saying they are a “specialist” or “legal specialist” unless they include additional language that indicates their practice area and the certifying organization.

Certification staff can provide current statistical data for use in your marketing materials. For example:

- There are approximately 25,460 active attorneys in Minnesota.
- We are just shy of 800 active Board Certified Specialists.
- The Real Property Specialty has 323* active specialists.

* For up-to-date statistics about board certified specialists by practice area, please contact the Certification Director at: (612) 333-1183.

Logos & Standards

Our goal is to help the public recognize and understand what legal specialization means. As part of that effort, the MSBA created a main logo for the entire certification program as well as logos for each specialty practice area. You will find logos specific to each specialty.

How to Use the Logos

Logos will help promote you as a specialist. Please use them on your website, letterhead, videos, email signature and in other marketing materials as a way to differentiate yourself from other lawyers.

When you add a hyperlink to the logo, please link it to the main certification webpage: www.mnbar.org/certify

Logo Files

On the website you'll find hi res, lo res and eps vector files. The logos are available for download at: www.mnbar.org/certify/advertising-and-logos

Usage Guidelines

When using these images, please adhere to the following guidelines for consistency of our image. If you have any questions, please contact Jennifer Pickles at: jpickles@mnbar.org.

Minnesota State Bar Association
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Real Property Law

Minnesota State Bar Association
Certified ▲ Specialist

Labor and Employment Law

Minnesota State Bar Association
Certified ▲ Specialist

Civil Trial Law

Minnesota State Bar Association
Certified ▲ Specialist

Criminal Law

In order to preserve the accuracy of the MSBA Certified Legal Specialist logo, only a logo provided by the MSBA may be used for reproduction purposes. The logo may be enlarged or reduced in size, but any other alteration of the logo is strictly prohibited.



PMS: 187
CMYK: C0, M100, Y79, K20
RGB: R176, G28, B146
HEX: B01C2E



100%
Black

The logo should primarily be reproduced in PMS 187 and Black. It can also be reproduced in all Black or reversed out to white on a solid color background. Do not add or use additional colors.

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Always maintain an appropriate amount of clear space around the logo. Do not crowd the logo. Do not use the logo over a photo or busy background. Do not stretch or distort the logo.