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Subject: The New Look of HLLDS
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To: jwesthoff@jd22.law.harvard.edu



The Harvard Law Latter-day Saints has a brand new look!

Swag. Logo. Banner.

Dear Harvard Law Latter-day Saints,

What better way to celebrate the end of a fantastic semester than introducing our organization's new look? Enjoy!

SWAG





"We affirm the strength brought to the law by a lawyer's personal religious conviction. We strive through public service and professional excellence to promote fairness and virtue founded upon the rule of law."

—*Mission Statement of The Harvard Law Latter-day Saints*

The Harvard Law Latter-day Saint's rebranding effort began as a simple attempt to make a non-gimmicky T-shirt design for an organization with an awkwardly long name and a somewhat taboo acronym. We wanted a design that would (1) embody our organization's mission, (2) reflect our identity as Harvard Law students, and (3) broadly appeal to other faith groups on campus. What could tie all three together? Langdell Hall.

Langdell's famous inscription—"Non Sub Homine Sed Sub Deo Et Lege"—elegantly embodies our belief that religious conviction is a boon to the legal system; indeed, it suggests law by itself is insufficient. Moreover, the building's classic ionic columns convey a strength that is appropriately associated with the union of faith and law. Finally, by drawing inspiration from one of HLS's most iconic buildings, this design subtly communicates "Harvard" and will resonate with people of faith across campus.





This year we put the design on long and short sleeve Champion tri-blend shirts.

LOGO

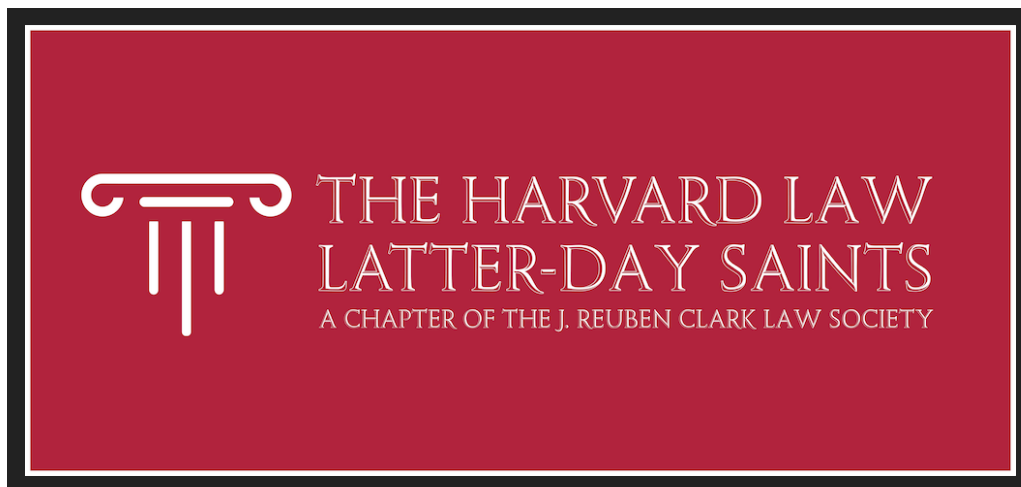
One perk behind the t-shirt design is its scalability. The meaning behind the design can ultimately be distilled into the pillar, which is why it is at the center of our new logo. Already a powerful visual image, the symbolism behind the pillar will grow as future generations of Harvard Law Latter-day Saints put it to work. Check out a few iterations of the logo below!





BANNER

Never again will Harvard Law Latter-day Saints sit at unadorned tables during affinity group fairs. From now on, our new banner—displayed at the bottom of this email—will be available to display in all its glory at fairs, events, potlucks, email banners etc. Note how the banner takes advantage of the vertical space inherent in the pillar design to communicate we are indeed a chapter of the J. Reuben Clark Law Society. Identity crisis = resolved!



I hope you are as excited about our new look as I am. These designs will help our organization build unity, communicate effectively, and add a sense of gravitas that will remind members of HLLDS's potential to do good both on and off HLS campus.

Good luck on finals, enjoy the break, and please look forward to an even better J and Spring term next year!

Dunn Westhoff



THE HARVARD LAW
LATTER-DAY SAINTS
A CHAPTER OF THE J. REUBEN CLARK LAW SOCIETY

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