



ATTACHMENT D

General Standards for Use of AccessLex Institute Name and Logo

Standards for Use of AccessLex Institute's ("AccessLex") Name and Logo

To ensure the integrity of the AccessLex Institute brand, AccessLex provides the following standards for use of the AccessLex name and logo by grantees. This document provides direction for using the Company's name, logo, or other communications assets.

Use of AccessLex Institute Brands

The terms of your contract require that AccessLex provide written permission for use of the Company's name, insignias, symbols, trademarks, trade names, or logos. All materials, including news releases, brochures, fliers, reports, publications, promotional materials, or other forms of publicity that mention AccessLex require approval. Requests for review and approval should be sent to Marketing@accesslex.org with a copy to Legalnotices@accesslex.org. Requests to review materials should be received at least ten business days prior to anticipated release. Materials should not be released to the public until AccessLex has provided written approval.

AccessLex Logo

Grantees may request copies of the Company's logo for use in publications or on the web by sending requests for copies of the logo to Marketing@accesslex.org. Please include in your request a detailed description of how, and for how long, you intend to use the logo.

AccessLex Institute® Name:

Use "AccessLex Institute" when describing the organization for the first time; "AccessLex" is sufficient in successive mentions. Do not use "the" in front of AccessLex except when naming the AccessLex Center for Education and Financial Capability® and the AccessLex Center for Legal Education Excellence®.

Describing AccessLex Institute®:

Nonprofit AccessLex Institute® fosters broad-based access to quality legal education for talented, purpose-driven students and works to maximize the value and affordability of a law degree through research, policy advocacy, and student-focused initiatives. In partnership with its nearly 200 nonprofit and state-affiliated ABA-approved member law schools, improving access and positively influencing legal education have been at the heart of the organization's mission since 1983.

AccessLex Institute advocates for policies that make legal education work better for students and society alike; conducts research on the most critical issues facing legal education today; seeks to expand access to legal education for underrepresented students; aims to increase first-time bar exam passage nationwide; and awards grants in support of its mission. The organization provides free on-campus and online personal finance programming and resources to students and offers professional development opportunities and guidance to school administrators working to improve financial capability at their institutions.

Believing that every law student deserves access to an affordable, best-in-class bar preparation program, AccessLex is also the organization behind Helix Bar Review by AccessLexSM. With a state-of-the-art interface, flexible access and the most innovative adaptive learning technology available, Helix is delivered *at-cost* with a transparent pricing structure — altering the paradigm of bar preparation to the benefit of law students for the long-run.

AccessLex Institute is headquartered in West Chester, PA, with a team of Accredited Financial Counselors (AFC®) based throughout the U.S.

Communications Partnership

AccessLex believes communication is important to helping us achieve our mission and wants to coordinate with grantees to amplify the impact of your work. Please inform us when you achieve significant project successes so that AccessLex can highlight these accomplishments on the Company's website or through other communications channels, such as newsletters and annual reports. Send updates to grants@accesslex.org, with a copy to Marketing@accesslex.org.