Brand Guidelines

Leadercast 2023 - Super Teams

Table of Contents

Getting Started

At Leadercast, we are thankful to partner with Presenting Partners like you who exist to change the way the world thinks about leadership. In this brand guide you'll find rules and processes designed to help guide your team with using the Leadercast 2023-Super Teams brand. Our desire is to create strong brand consistency across a growing number of Presenting Partner sites all over the world. Know that our team is committed to working alongside you to provide feedback and help however we can to make your Leadercast event successful!

Materials

Presenting Parnters can design their own marketing materials with resources provided by Leadercast including:

- Websites
- Flyers
- TV & radio scripts
- Direct mailers
- Trade-show materials
- Posters
- Billboards
- Digital banner ads
- Brochures
- Signage

All materials that are designed by Presenting Partners must be submitted to **clientsuccess@leadercast.com** for approval. Please allow 48 hours for approval. Once revisions are completed your specific Presenting Partner marketing materials are approved.

Editable PDFs provided by Leadercast on the Marketing Portal include changeable fields for location name, dates and contact information. These do not need to be sent for approval.

Event Graphics

Marketing materials are available on the **Marketing Portal** under Marketing Resources that you or a graphic designer can use to create materials for your event.

Tips

- If you want to make sure you use Leadercast-approved materials, contact Leadercast about marketing and branding packages for your Presenting Partner Site.

- You can also reach out to local universities' graphic design departments to see if they will post your project. Design students are often looking for projects to build their portfolio.

- If you want to make sure you use Leadercast-approved materials, contact your sales rep about marketing and branding packages for your Host Site.

Note: This document serves as a foundational guide to using our Leadercast Presenting Partners Site brand identity

For assistance, please contact *clientsuccess@leadercast.com*

Event Logo

Naming Your Event

If you are a Presenting Partner, it is important that you have an official Leadercast Presenting Partner name. The name of your event will always start with Leadercast, followed by the name of your city/county, town, school, neighborhood, or organization. This name should not exceed 18 characters.

Alterations to this logo are not permitted.

How To Request Your Logo

To request a Presenting Partner Site Name and logo, please complete the **Presenting Partner Logo Request** form. Please allow up to ten business days to approve and complete this request.

Correct Usage

Houston

Harrisburg County

Harrisburg Co. Chamber

Incorrect Usage

• Claiming an entire state, province or country as your simulcast
(e.g. Leadercast California)

• Placing your name before "Leadercast"
(e.g. California Leadercast)

• Using a name over the 18 character limit
(e.g. Leadercast First Baptist Church of California)

Remember: *The Leadercast Client Success Team will approve your event's name and will provide you with a custom logo that includes your selected name. Names are given on a first come, first served basis.*

Usage

"No Fly" Zone

To ensure visual clarity, allow for ample clear space around the logo. This "no fly" zone should be free from any other elements, and should scale with the logo. A general rule is to allow enough space for the Leadercast "L" to fit around the logo.

This example below is incorrect. The text has violated the "no fly" zone by entering the clear space around the logo.
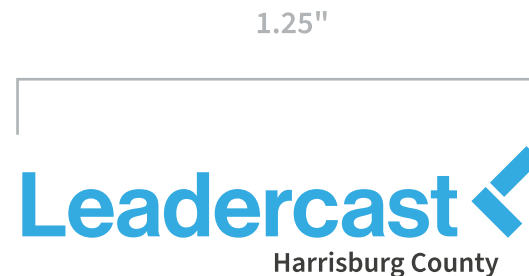
Sizing

Altering the size or placement of the location name in your logo is prohibited.

The minimum size of your logo is determined by the size of the Leadercast primary mark as pictured below. This portion of the mark must be a minimum of 1.25 inches wide.

1.25"

Incorrect Usage

Color

The examples below are incorrect. Using colors that are not aligned with the event brand colors are prohibited. See approved colors on page 9. Also, refer to the correct one-color and reverse logos.

Applications

- Do not stretch or modify the shape of the logo

- Do not add additional graphic elements

- Do not use the primary Leadercast logo

- Do not alter or add text

- Do not use prohibited fonts

Event Logo — Color

Contrast

The logo should *always appear* legibly on a clear background.

We do however understand that a clear background doesn't always work. Please refer to the images on the right for reversed and one-color examples.

When using the logo on a light one-color background, use the black logo; and when using a dark one-color background, use the white logo.

Refrain from using colors not aligned with the event brand colors.

Clear Background

Reversed on White

One Color

Incorrect Usage

Type Palette

The Leadercast brand is largely defined by clean, open and simple typographic layouts.
Leadercast font type: Source Sans Pro.

Usage

The primary font is Source Sans Pro and should be used throughout digital and print communications.

Utilize the hierarchy, scale, color and negative space when setting type to create structure and achieve the simplified look of the Leadercast brand.

Main Headline

Source Sans Pro Bold or Black, title case

Secondary Headline

Source Sans Pro Bold, title case

Copy/Text

Source Sans Pro Regular, sentence case setting

Call-Outs and Captions:
Source Sans Pro Semibold, sentence case setting
(Captions should be 9pts in size.)

Primary Fonts

Source Sans Pro

Source Sans Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Source Sans Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Source Sans Pro Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Note: Helvetica may be used if Source Sans Pro is unavailable.

Blue (Danube Blue)
(Primary Color)
C100 M40 Y0 K36
#0063a4

Red (Real Red)
(Primary Color)
C11 M99 Y99 K0
#d22026

Lt Blue (Surfin')
(Accent)
C45 M6 Y7 K20
#73b2c1

White
C0 M0 Y0 K0
#ffffff

Black
C75 M68 Y67 K90
#000000

Backgrounds

Speaker Photo Usage

Here are examples on how to use and how not to use speaker photos and their approved titles.

If you have any questions, please feel free to email *clientsuccess@leadercast.com*

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Correct

Joe Boyd
CEO of Leadercast,
Author, Storyteller, and
CEO of Boonrise Creative
Agency

Incorrect

Note: Examples are not to scale