Leadercast™

THE ❶ THING

Brand Guidelines

Leadercast 2022 - The One Thing

Table of Contents

Getting Started

At Leadercast, we are thankful to partner with Host Sites 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 through the use of the Leadercast 2022—The One Thing brand. Our desire is to create strong brand consistency across a growing number of Host 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

Host Sites 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 Host Sites must be submitted to **clientsuccess@leadercast.com** for approval. Please allow 48 hours for approval. Once revisions are completed your specific Host Site marketing materials are approved.

Editable PDFs provided by Leadercast on the Host Site 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 **Host Site Portal** under Marketing Resources that you or a graphic designer can use to create materials for your event.

Tips

- If you do not have a team member with design experience, you may want to hire a local designer to create custom artwork, or offer them a sponsorship as a trade for their work.

- 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 Host Site brand identity.

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

Event Logo

Naming Your Event

If you are a Public Host Site, it is important that you have an official Leadercast Host Site 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 Host Site Name and logo, please complete the **Host Site Request form** Please allow up to ten business days to approve and complete this request.

Correct Usage

Leadercast
Houston

Leadercast
Harrisburg County

Leadercast
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.
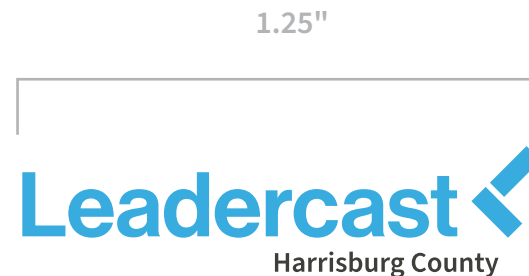
Sizing

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

Leadercast
Harrisburg County

Reversed on White

Leadercast
Harrisburg County

One Color

Leadercast
Harrisburg County

Leadercast
Harrisburg County

Incorrect Usage

Leadercast
Harrisburg County

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.

The One Thing

Dark Blue
(Primary Color)
C100 M93 Y35 K27
R32 G42 B92
#202a5c

Black
(Primary Color)
C75 M68 Y67
K90 R0 G0 B0
#000000
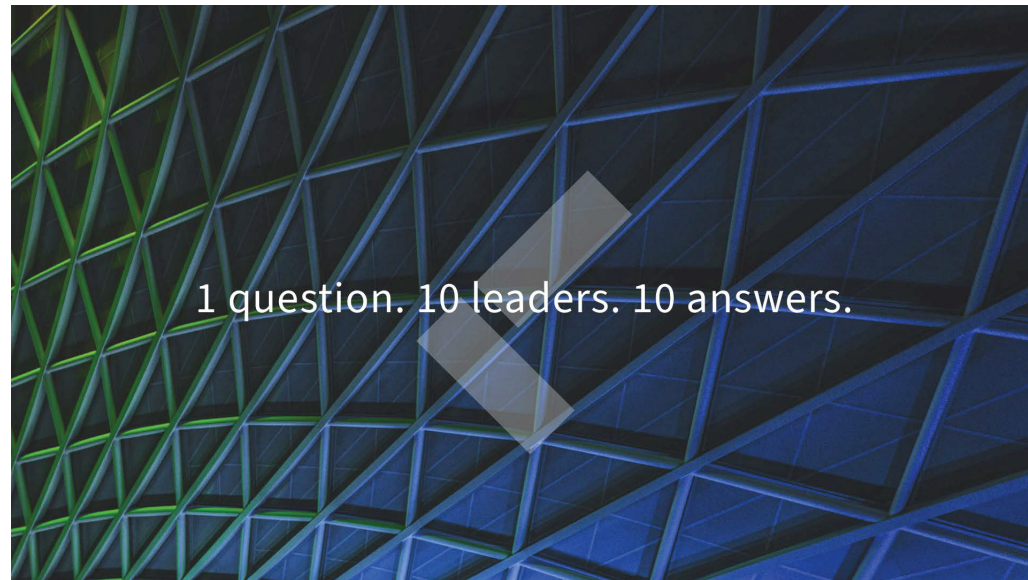
White
(Accent)
C63 M0 Y16 K0
R61 G199 B217
#3dc7d9

Light Blue
(Accent)
C74 M17 Y3 K0
R0 G165 B217
#00a5d9

Backgrounds

1 question. 10 leaders. 10 answers.

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*

.

Correct

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

Incorrect

Note: Examples are not to scale