



Leadercast

# Brand Guidelines

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The Brandbook for Host Sites

Positive Disruption

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# 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 style guide you'll find rules and processes designed to help guide your team through the use of the 2020 Leadercast Positive Disruption 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 simulcast or flexcast successful!

## Materials

All materials that are designed by Host Sites must be submitted to [marketing@leadercast.com](mailto:marketing@leadercast.com) for approval. Please allow five business days for approval. All changes sent from Leadercast marketing team are required.

Marketing materials that Host Sites can design include, but are not limited to, the following: website, posters, flyers, trade-show materials/signage, billboards, TV and radio scripts, direct mailers, brochures or digital banner ads.

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

We have provided you with marketing materials, but you may also want to create your own. On the Host Site Portal, in the Marketing folder, you will find marketing assets 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.

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***Note:** This document serves as a foundational guide to using our Leadercast Host Site brand identity. Violations of brand guidelines will result in one written warning from the Leadercast legal team requiring immediate removal of items from use. Subsequent violations will result in a fine.*

*Special exceptions may apply.*

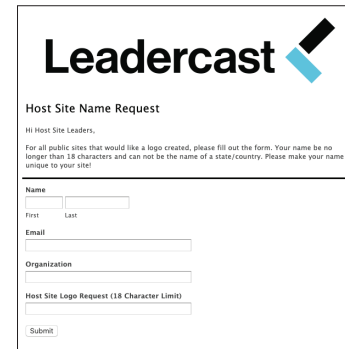
*For assistance, please contact [marketing@leadercast.com](mailto:marketing@leadercast.com).*

# Event Logo

## Naming Your Event

If you are a Host Site that is open to the public, 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 (except Atlanta), town, school, neighborhood or organization. This name should not exceed 25 characters.

*NOTE: Host Sites are required to use the customized logo provided by Leadercast. Alterations to this logo are not permitted.*



The image shows a web form titled "Leadercast" with a pencil icon. Below the title is the heading "Host Site Name Request" and a sub-heading "Hi Host Site Leaders,". A note states: "For all public sites that would like a logo created, please fill out the form. Your name be no longer than 18 characters and can not be the name of a state/country. Please make your name unique to your site!". The form fields include: "Name" (with sub-fields for "First" and "Last"), "Email", "Organization", and "Host Site Logo Request (18 Character Limit)". A "Submit" button is at the bottom.

## How To Request Your Logo

To request a Host Site Name and logo, fill out this form: <https://giantimpact.wufoo.com/forms/s9x228o1wwpyrp>

Please allow up to five business days to approve and complete this request.

## Correct Usage

**Leadercast**  
Houston

**Leadercast**  
Harrisburg County

**Leadercast**  
Harrisburg Co. Chamber

## Violations

- 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 25 character limit (e.g. Leadercast First Baptist Church of California)

*Remember: The Leadercast Host Site Management 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. If you have not re-applied to be a Leadercast Host Site by April, 3, 2021, your name will become available for another site to use.*

# 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 a color that is not in this manual is 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



Leadercast

- > Do not use the primary Leadercast logo



- > Do not use prohibited typefaces



- > Do not add additional graphic elements



- > Do not alter or add text

EVENT

# Logo — Color

## Contrast

The logo should always appear legibly on a clear background. Refer to the images on the right for reversed and one-color options. When using the logo with a yellow background, use Leadercast black; and when using a black background, the white logo should be used (the same goes for the reverse).

Refrain from using two-color logos on photography or non-Leadercast colors.

Reversed on White

The logo is displayed on a white background. The word "Leadercast" is in a bold, black, sans-serif font, and "Harrisburg County" is in a smaller, black, sans-serif font below it.

**Leadercast**  
Harrisburg County

One Color

The logo is displayed on a yellow background. The word "Leadercast" is in a bold, black, sans-serif font, and "Harrisburg County" is in a smaller, black, sans-serif font below it.

**Leadercast**  
Harrisburg County

The logo is displayed on a black background. The word "Leadercast" is in a bold, white, sans-serif font, and "Harrisburg County" is in a smaller, white, sans-serif font below it.

**Leadercast**  
Harrisburg County

Incorrect Usage

The logo is displayed on a yellow background. The word "Leadercast" is in a teal, sans-serif font, and "Harrisburg County" is in a smaller, black, sans-serif font below it. A large red 'X' is drawn over the entire logo, indicating it is incorrect usage.

**Leadercast**  
Harrisburg County

# Type Palette

The Leadercast brand is largely defined by clean, open and simple typographic layouts. Leadercast's typography consists of one type family, Source Sans Pro.

## Usage

The primary typeface 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, title case or lowercase setting

**Color:** Leadercast black or white on solid backgrounds

## Secondary Headline

Source Sans Pro, title case or uppercase setting

**Color:** Leadercast gray

## Copy/Text

Source Sans Pro Regular, lowercase setting

**Color:** Leadercast black

## Call-Outs and Captions:

Source Sans Pro Regular, or Italics lowercase setting

**Color:** Leadercast black

## Primary Fonts

### SOURCE SANS PRO

Source Sans Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Source Sans Pro Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Source Sans Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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



THEME

# Positive Disruption

## Logos

> Use black logos on yellow background. Use white logo on black background.



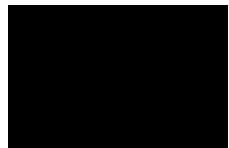
## Yellow

(Primary Color)

C19 M13 Y100 K0

R215 G200 B39

#d7c827



## Black

(Secondary Color)

C60 M40 Y40 K100

R0 G0 B0

#000000



## White

(Accent)

C0 M0 Y0 K0

R255 G255 B255

#FFFFFF



## Background



# Speakers and Photo Usage

We are excited to present our speaker lineup for Leadercast Positive Disruption! Here are our 2020 speakers, their approved titles, and examples of how to use and how not to use their images and likeness. Please take time and review the following pages and if you have any questions, please feel free to email [marketing@leadercast.com](mailto:marketing@leadercast.com). We will do our best to answer your concerns.

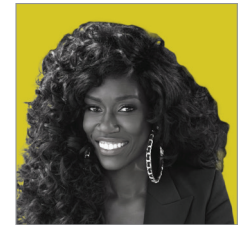
## Incorrect Use of Speaker Images



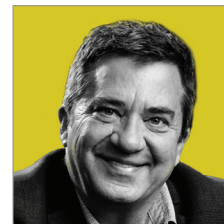
**Amy Jo Martin**  
Digital Media Pioneer and  
Best-Selling Author



**Andy Stanley**  
Best-Selling Author and  
Leadership Communicator



**Bozoma Saint-John**  
Chief Marketing Officer,  
Endeavor



**Dr. Henry Cloud**  
Psychologist and  
Leadership Expert



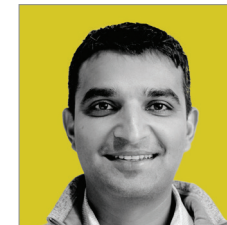
**Matt Wallaert**  
Behavioral Scientist and  
Chief Behavior Officer,  
Clover Health



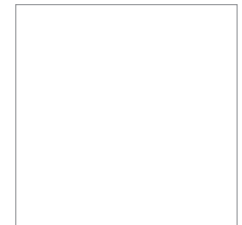
**Rahaf Harfoush**  
Digital Anthropologist and  
Best-Selling Author



**Richard Montañez**  
VP of Multicultural Sales &  
Marketing, PepsiCo North  
America



**Sangram Vajre**  
OCo-Founder and Chief  
Evangelist, Terminus: Account-  
Based Marketing



**TBD**  
Officid mint dellore mperum  
vera doluptaque