



Leadercast

# Brand Guidelines

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The Brand Guide for Host Sites

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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 Leadercast 2021—Shift 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

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: websites, 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/county (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 screenshot of a web form titled "Leadercast Host Site Name Request". The form includes a header with the Leadercast logo, a title "Host Site Name Request", and a sub-header "Hi Host Site Leaders". Below this is a paragraph of instructions: "For all public sites that would like a logo created, please fill out the form. Your name to us cannot exceed 25 characters and can not be the name of a state/county. Please make your name unique to your site!". The form contains several input fields: "Name", "First Last", "Email", "Organization", and "Host Site Logo Request (25 Character Limit)". A "Submit" button is located at the bottom of the form.

## 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 November, 1, 2020, 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.



# 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 use the primary Leadercast logo



- > Do not add additional graphic elements



- > Do not alter or add text



- > Do not use prohibited typefaces

# 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’s typography consists of one type family, Source Sans Pro.

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## 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 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.*



# Shift



**Dark Blue**  
(Primary Color)

C100 M93 Y35 K27  
R32 G42 B92  
#202a5c



**Red**  
(Accent)

C0 M89 Y60 K0  
R238 G66 B86  
#ee4256



**White**  
(Accent)

C63 M0 Y16 K0  
R61 G199 B217  
#3dc7d9

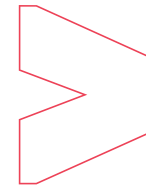


**Light Blue**  
(Accent)

C74 M17 Y3 K0  
R0 G165 B217  
#00a5d9



## Elements



## 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 [marketing@leadercast.com](mailto:marketing@leadercast.com). We will do our best to answer your concerns.

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## Correct



**Rahad Agrawal**  
Co-Founder, CEO and  
Architect of Daybreaker

## Incorrect



*Note: Examples are not to scale*