

LEADERSHIP CIRCLE[®]

STYLE GUIDE

LOGOMARK

Our refreshed “Leadership Circle” logo is an unambiguous representation of our brand. Created from our custom font “Leadership Circle Gotham.” Other brand assets mirror the logo and custom font look and feel. The refreshed logo harkens back to the “Swoop” logos and the interim “words only” logos used the previous. The new logo creates a fresh look that is more versatile and visible than the previous versions of the logo.

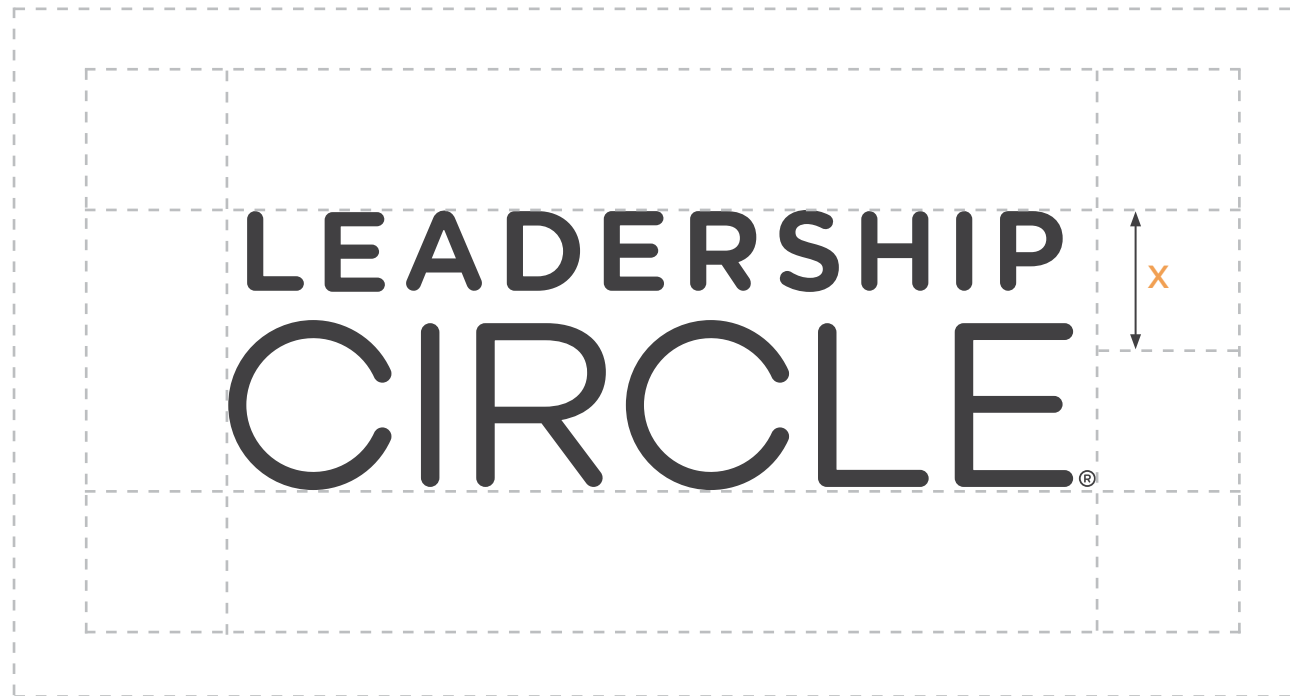
LEADERSHIP
CIRCLE®

Please only use the logo in our branded “Iron” color & white. White and Iron at 50% fill are also acceptable depending on the application and background color.

Please do not place the logo over busy backgrounds or photographs. The logo should be highly visible at all times.

LEADERSHIP
CIRCLE®

Please use at minimum 75% of logo height
as clear spacing entirely around the logo
and any other item.



Please use at minimum 50% of logo
width between the logo and the edge
of the page or screen.

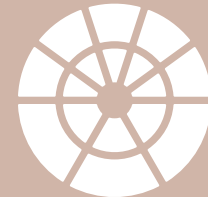
We have a library of product, business line, and certification logos to match our main logo mark. Similar to our main logo mark, they have been created using the new Leadership Circle Gotham font and incorporate the LCP Icon. The same design guidelines should be used for these logos as our primary logo mark, though you may substitute our brand colors with these logos per product coloring.



LEADERSHIP CIRCLE
PROFILE™



COLLECTIVE
LEADERSHIP
ASSESSMENT™



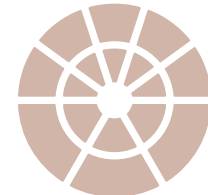
LEADERSHIP
SYSTEM™



LEADERSHIP CIRCLE
PROFILE™



COLLECTIVE
LEADERSHIP
ASSESSMENT™



LEADERSHIP
SYSTEM™

DOS AND DON'TS OF OUR LOGOS

LEADERSHIP
CIRCLE

Do NOT stretch the Logomark or any associated logos. DO hold the Shift button down when resizing to preserve the scale. If it looks off, just know the C's in CIRCLE are perfect circles.

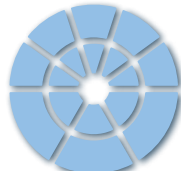
LEADERSHIP
CIRCLE®

DO keep the logo straight.

Do NOT rotate or flip any of the logos.



LEADERSHIP CIRCLE
PROFILE
MANAGER EDITION

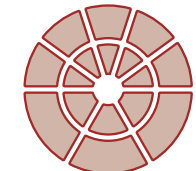


COLLECTIVE
LEADERSHIP
ASSESSMENT

Do NOT use any effects, like a shadow, or outline any of the logos.

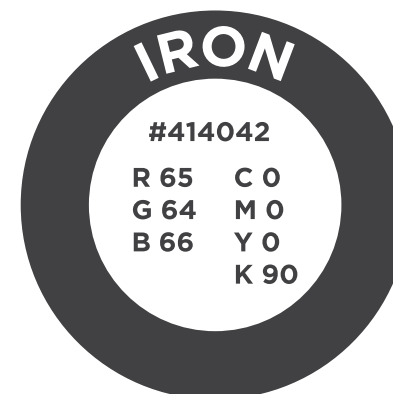
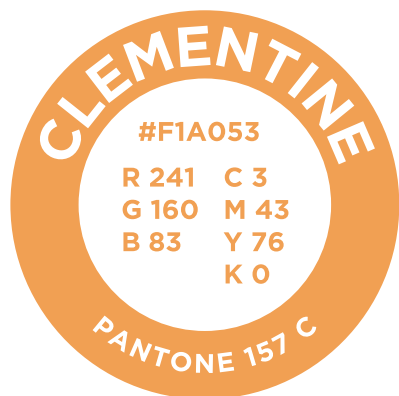
Please use SVG or vector files whenever possible.

***ALL INSTANCES OF THE LOGO ON THIS PAGE ARE INCORRECT**



LEADERSHIP
SYSTEM

COLORS



Please try and pair complementary colors together (example: Sky and Midnight, or Pea Pod and Forest)

Iron may be used at 100% fill or 50% fill based on needs