

# Leadership Circle Marketing Guidelines

Dear Leadership Circle Community Member,

Your success is our success. As our co-founder, Bob Anderson loves to share, "a rising tide lifts all boats!" To that end, we are happy to share our approved Leadership Circle marketing guidelines, assets, and resources for your use. We hope they will be a great aid to you as you help us in our mission to elevate the conscious practice of leadership throughout the world.

As you may be aware, we have an extensive online library of resources called LCgo. LCgo houses all our brochures, PowerPoint presentations, handouts, sales collateral, community webinars, and LCP Certification materials to help you succeed. If you haven't checked it out yet, we encourage you to do so; you can find it here (link). Use password: Creative!TLC to access.

In addition, the Leadership Circle website is a great marketing tool. The interactive pages and information about the Leadership Circle Profile, the Collective Leadership Assessment, the LCP Self-Assessment, case studies, links to our books, white papers, and recent press about Leadership Circle are helpful marketing assets to share with potential clients. We invite you to take full advantage of all these Leadership Circle resources, marketing tools, and assets. We also encourage you to create personalized messages highlighting your unique selling proposition and share your success stories and services.

You may already have a website or printed marketing materials within which you wish to highlight Leadership Circle tools or processes – or you may plan to develop them at a future date. In either case, we ask that you follow the following guidelines when referencing or utilizing any Leadership Circle assets or information in your publications and materials. By doing so, you help protect and enhance the unique position and brand of Leadership Circle tools, services, and assets for the entire community to enjoy.

## *Leadership Circle Marketing Copy Guidelines*

There are a few ways of "speaking" about Leadership Circle products and services in electronic or printed form.

1. Write the information in your own words.
2. Paraphrase or reference copy found on the Leadership Circle website and in any LC brochures. Please use the reference guidelines below whenever paraphrasing or referencing any Leadership Circle copy or assets.

3. Link to appropriate pages or marketing brochures found on the Leadership Circle website or in LCgo. Please do not share pricing information, certification materials, or other non-marketing or non-delivery assets with clients or others.
4. Testimonials and case histories that involve Leadership Circle products are a great way to share your work.

## *Reference and Copyright Guidelines*

1. Statement of Authorship:

When paraphrasing, referencing or sharing any Leadership Circle (LC) products, copy, or assets, we would ask that you reference Leadership Circle as you would any author or copyright owner. Please note – we are now just “Leadership Circle” no longer *The Leadership Circle*. Please use our correct new name when referencing us either as “Leadership Circle” or abbreviated to “LC”. You are welcome to use some version of the following references:

\*\_(insert product or asset name)\_ copyright Leadership Circle®, all rights reserved.  
www.leadershipcircle.com (you may link to the specific product page or asset as appropriate)

-or-

\*Courtesy of Leadership Circle®, all rights reserved. www.leadershipcircle.com

This statement needs to appear clearly on a separate line near the item referenced or referenced at the bottom of every page describing or showcasing any LC products on your website, collateral, and brochures.

2. Please use the registered trademark symbol at the end of Leadership Circle® when referencing Leadership Circle.
3. Please use the TM symbol the first time the following product names are used on a website or in printed marketing material: Leadership Circle Profile™, Leadership Circle Profile—Manager Edition™, the Collective Leadership Assessment™, etc.

Our name "Leadership Circle®" should utilize the Registered Trademark ®. All other product names are trademarked "TM."

Samples:

Leadership Circle®

Leadership Circle Profile™  
Leadership Circle Profile™ Manager Edition  
Leadership Circle™ Self-Assessment  
Collective Leadership Assessment™  
Universal Model of Leadership™  
Leadership System™  
Leader to Leader™  
Promise of Leadership™  
Pulse™  
LeadTECH™  
REIMAGINE™  
etc.

4. The proper name of any LC product, program, or service may not be altered or changed in any way. It must always be described (or abbreviated) precisely as it appears in LC brochures and on the website. For example, do not refer to the Leadership Circle Profile (LCP) as "The Leadership Profile," etc.

When using abbreviations, please write out the full name first with the abbreviation following in parentheses at the beginning of your page or document. A list of approved abbreviations:

Leadership Circle Profile™ – LCP  
Leadership Circle Profile™ Manager Edition – LCP-ME  
Leadership Circle™ Self-Assessment – LCP-SA  
Collective Leadership Assessment™ – CLA  
Universal Model of Leadership™ – UML  
Leadership System™ – LS  
Leader to Leader™ – L2L  
Promise of Leadership™ – POL

5. In the course of following the above LC Marketing Information Guidelines, we ask that you do not make any unfounded claims or guarantees for LC products and services not detailed on the LC website or brochures.
6. LC reserves the right to ask for changes, modifications, and deletions to any material that does not uphold our standards for depicting our products, service, affiliations, community, brand, or company image.

## *LC Photo, Asset, and Graphic Guidelines*

1. You may use appropriate marketing assets found in LCgo, including PDFs, LCP Graph examples, brochures (both for viewing and printing), Powerpoint's, or other delivery assets included therein. Use LC PowerPoint presentation decks as-is or shortened to suit your needs. They are designed to be used as marketing and delivery materials for existing and prospective clients. Any graph, graphic, chart, or text found in a PPT transferred for use in any other medium must be accompanied by a Statement of Authorship as outlined above on page 2.
2. Do not use or duplicate any photo found on the LC website or embedded in brochures (except for in the actual brochure use).
3. Do not use or duplicate any LC graphics from the LC website or PDF brochures outside the assets mentioned in part one of this section. Instead, consider linking to LC web pages, brochures, or white papers with the graphics when needed.

### *LC Logo and Name Usage Guidelines*

You may use the Leadership Circle Logo provided that:

1. You reproduce the LC Logo to the highest-quality standards possible. Included in LCgo is an attachment containing LC logos of various standardized file types and sizes. Do not change the color of the logo from the colors provided.
2. Please do not place the logo over busy backgrounds or photographs. The logo should be highly visible at all times.
3. Please use at minimum 75% of logo height as clear spacing entirely around the logo and any other item.
4. Please use at minimum 50% of logo width between the logo and the edge of the page or screen.
5. Do not stretch the logo.
6. Please use SVG or vector files whenever possible.
7. Always use the LC logo and name in a secondary position in your materials. Meaning your company name or logo will always appear to be the dominant company and logo graphic on a given page. There must not be any indication or confusion that LC is your company or that LC products are created or owned by you or your company.

## *LCP and CLA Sample Report Guidelines*

LC sample reports, when used judiciously, can help educate clients and leaders receiving their results. Find these reports on LCgo. Please note: sample reports consist of two parts, the circle graphic and the detailed data in report form. LC sample reports must never be linked to or presented on your website or in brochures. Only use them as educational materials for existing individual clients. They are not meant to be available to the public or used as marketing materials.

## *Your Affiliation with Leadership Circle and Review Options*

Besides being an esteemed member of the LC Community, you are, strictly speaking, an independent coach/consultant who is certified to use LC products. In print and on your website, you may indicate you are certified to administer the Leadership Circle Profile™ or that you are a Leadership Circle® Certified Practitioner.

As you produce marketing materials using our assets for your websites or brochures, we'd love to take a look! Please send it to the LC Marketing Department ([Marketing@leadershipcircle.com](mailto:Marketing@leadershipcircle.com)) for review.

We reserve the right to make updates and changes to these guidelines. Please check our logo materials library for updates.

Let us know how to continue supporting you as you use and market Leadership Circle products and services. If you have any questions about these guidelines, you can reach us at [Marketing@leadershipcircle.com](mailto:Marketing@leadershipcircle.com). We will be happy to assist you.

Warm Regards,

Leadership Circle Marketing