

The LeaderShape® Logo Usage and Style Guide

The LeaderShape Logo



The rules established in this guide were created to protect the LeaderShape® brand identity and must be observed at all times by all parties authorized to by LeaderShape® to reproduce the LeaderShape® logo. For guideline clarification, or for additional signature artwork, please call LeaderShape® at 800.988.LEAD (5323).

The Signature

The typical “logo” consists of two elements, the mark and the logotype. Together, they are referred to as the “signature.” The LeaderShape® signature has been designed to ensure that clear legibility and balance of the mark and logotype are maintained at all sizes.

Logotype

The official LeaderShape® logotype is Frutiger Light. See “Official Signature Usage & Size Limitations” for guidelines on logotype usage.

The LeaderShape® Name in Type

Do not use the logotype within text—either in a heading or in the body of the text. Instead, the company name should appear as “LeaderShape®.” If additional emphasis is desired in text use a bold weight, but not italics.

Signature Format



Official Signature Usage & Size Limitations

The scale, placement and proportional relationships of the elements within the LeaderShape® signature are fixed and may not be altered. If adjustments are required for a specific application, please consult with LeaderShape® for alternatives consistent with the established LeaderShape® identity system.

The LeaderShape® mark can be used with or without the logotype. When used with the logotype, the approved signature format must be used.

It is strongly recommended that the logotype only appear with the mark. However, if a situation occurs where the logotype is used itself, the complete LeaderShape® signature should appear elsewhere within the piece. If the logotype appears without the mark, use a point size that ensures legibility and readability.

See examples of the approved signature formats and minimum size restrictions required to ensure clarity and readability of the LeaderShape® signature.

Minimum Sizes



Signature Clear Zone



Black Positive



White Reverse



One-color (PMS 433) Positive



One-color (PMS 433) Reverse



Signature Clear Zone

A certain amount of free space is required to isolate the LeaderShape® signature from surrounding type and graphical elements wherever it occurs. This open space, known as the "signature clear zone," is equal to the height of the letter "e" as it appears in the logotype. This is the minimum amount of space that must be maintained to ensure legal protection and optimum legibility, but a larger clear zone is always preferred.

Note: No spacing guidelines are provided for the scale, placement and proportional relationships of the elements of the LeaderShape® signature because they are fixed and must not be altered. See "Official Signature Usage & Size Limitations" for more details.

Positive Usage

Use positive signature alternatives on white- to medium-value backgrounds lighter than 20% of black. For color values ranging from 20%-50% of black, select the positive or reverse color option that provides the greatest visual contrast.

Reverse Usage

The signature may be reversed from any dark value background color ranging in value from 50% of black to solid black, and any image background providing adequate contrast. For color values ranging from 20% to 50% of black, select the positive/reverse option that provides the greatest visual contrast.

Color Usage

The color in the LeaderShape® signature is a solid color and must be closely controlled to ensure proper reproduction in every application. The official LeaderShape® signature color is:

Pantone®*:
PMS 433

Process† Color Equivalent:
C 33, M 3, Y 0, K 95

RGB† Color Equivalent:
R 49, G 53, B 57

Hexadecimal Equivalent:
313439

* Pantone® is a registered trademark of Pantone, Inc. and is Pantone, Inc.'s check-standard trademark for color reproduction and color reproduction materials.

† Four-color process percentages, Hex, and RGB equivalents given are for approximation only. Percentages required to build colors will vary between print, video, computer monitors and other applications and should only be used as a reference point. Each time the official LeaderShape colors are reproduced adjustments may be required visually to achieve the truest match.

Examples of Signature Misuse



Signature Misuse

This guide contains the only acceptable uses of the LeaderShape® signature, which may not be redrawn, cut apart, repropotioned, embellished or altered in any way without the express consent of its owner. In addition to the general usage rules established within this guide, here are a few examples of potential signature abuses you should strive to avoid.

- Do not allow the signature to appear on a background that provides inadequate contrast.
- Do not use electronically scanned images or second-generation copies of the signature. For additional artwork or to receive the signature in a digital form, call LeaderShape® at 800.988.LEAD (5323).
- Do not use the LeaderShape® mark to create a pattern.
- Do not use unapproved descriptors with the LeaderShape® signature.
- Do not distort or improperly scale the signature.
- Do not use more than one color within the LeaderShape® mark or logotype.