LEAD WITH LOVE

2018: MEDIA + BRAND GUIDELINES

WE ARE

A heart-centered social impact organization dedicated to shifting culture through experiential and educational events, trainings and service projects to inspire us all to CHOOSE LOVE in personal and professional life.

OUR MISSION

We exist to shift culture from fear to love.

OUR FOCUS

Leadership, empowerment and community

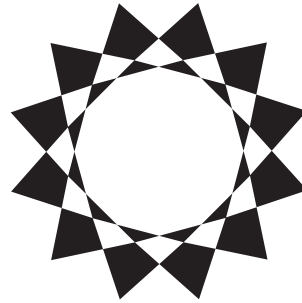# OUR PROGRAMS

Summits, Retreats, Trainings and Community Projects

OUR MESSAGING THEMES

- Healthy
- Stability
- Accessible
- Playful
- Inspirational
- Supportive
- Optimistic

OUR COMPANY IMAGE

- Clean
- Modern
- Healthy
- Bright
- Natural
- Friendly
- Approachable

Lead with Love embodies qualities of a crystal: natural, healing, beautiful and powerful. The Lead with Love logo is a star shape modeled after the atomic structure of aquamarine which is the state stone of Colorado. The beautiful color is vibrant, bright and airy. It's gorgeous. It is a stone of courage and calmness. Aquamarine's beryl shape is made up of star structures alongside a cubic structures. The star shape harkens a compass rose- a tool for direction and forging a path. The star shape can be repeated (as it does to form the crystal) to create patterns with the appearance of sacred geometry.

LOCK UPS

The Lead with Love logo lock ups are composed of the star mark and the brand name. The brand name typeface is Oswald, widely tracked in 2 different weights. Usage of the variations depend on application. Landscape should be use for broad horizontal contexts. Stack should be used for ample vertical space.

PRIMARY	STACK	LANDSCAPE	MARK

PRIMARY	STACK	LANDSCAPE	MARK
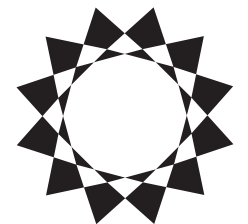
LOCK UP VARIATIONS
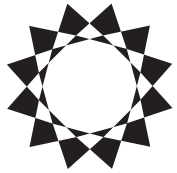
LEAD WITH LOVE
SUMMIT

LEAD WITH LOVE
TRAININGS

LEAD WITH LOVE
SERVICE
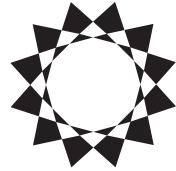
LEAD WITH LOVE
RETREATS

LEAD WITH LOVE
SUMMIT

LEAD WITH LOVE
TRAININGS

LEAD WITH LOVE
SERVICE

LEAD WITH LOVE
RETREATS

LOCK UP VARIATIONS

LEAD
WITH LOVE
SUMMIT
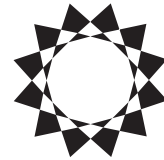
LEAD
WITH LOVE
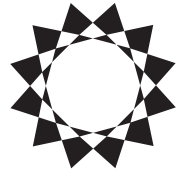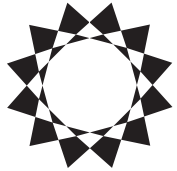TRAININGS
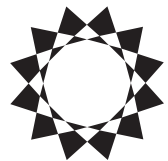
LEAD
WITH LOVE
SERVICE
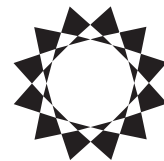
LEAD
WITH LOVE
RETREATS

LOCK UP VARIATIONS

The following lock ups must be approved before use.

 LWL SUMMIT

 SUMMIT

 LWL SERVICE

 SERVICE

 LWL TRAININGS

 TRAININGS

 LWL RETREATS

 RETREATS

PROPER USAGE

Do not use unbranded colors. Stick with primary brand colors.

Do not stretch or distort.

Do not rotate mark.

Do not use rainbow mark on color pattern or image background.

Use contrast to make the logo stand out prominently. Avoid drop shadows.

Do not change the scale of the mark or brand name independently. Only enlarge or shrink as a complete unit.

PROPER USAGE

Do not increase or reduce the space between the mark and the brand name.

Do not replace the typeface.

Do not change the spacing of the letters in the brand name.

Do not outline or apply other styles.

Do not use lowercase.

Do not change move the position of the mark or brand name.

SIZE & SPACE

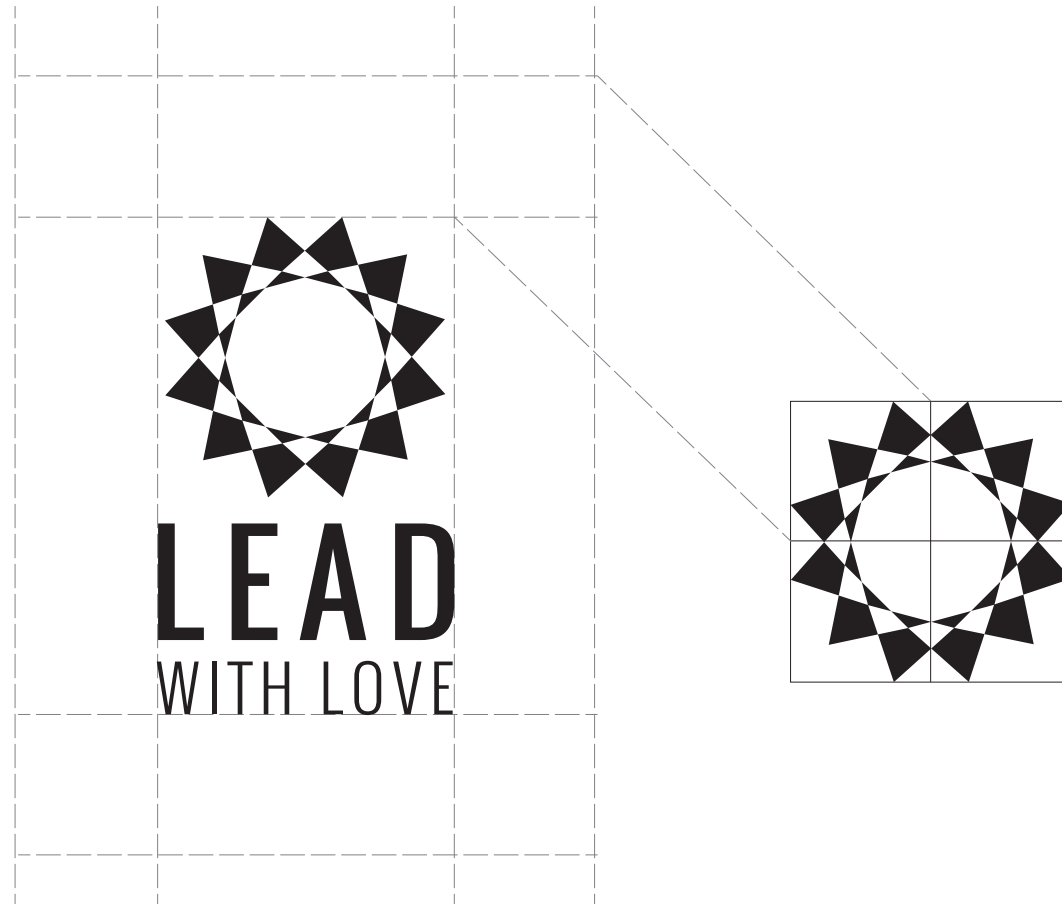**LEAD**
WITH LOVE

For all lock ups, always allow 1/4 of the size of the mark around the logo to prevent a cramped appearance.

TYPEFACE

Some guidelines:

Our 2 brand fonts are Sofia Pro and Oswald. Stick to these unless there are special circumstances.

When using Oswald, prioritize caps whenever possible. Oswal Light is the preferred style.

Sofia Regular and lighter are preferred for body copy.

Oswald and Sofia Medium and heavier are preferred for headlines.

Sofia Bold and Black and Oswald Bold are preferred for infographs.

SOFIA PRO

Sofia Pro Ultra Light
Sofia Pro Ultra Light Italic
Sofia Pro Extra Light
Sofia Pro Extra Light Italic
Sofia Pro Light
Sofia Pro Light Italic
Sofia Pro Regular
Sofia Pro Regular Italic
Sofia Pro Medium
Sofia Pro Medium Italic
Sofia Pro Semi Bold
Sofia Pro Semi Bold Italic
Sofia Pro Bold
Sofia Pro Bold Italic
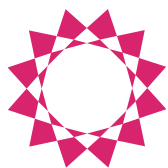**Sofia Pro Black**
Sofia Pro Black Italic

OSWALD

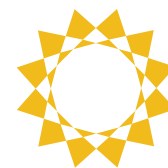Oswald Light
Oswald
Oswald Bold

PALETTE

CMYK: 11.52, 97.6, 33.1, 0.08
RGB: 215, 36, 109
HEX: d7246d
RGBA (squarespace): 215, 36, 109, 1

CMYK: 2.22, 81.64, 86.85, 0.15
RGB: 234, 86, 54
HEX: ea5636
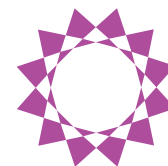RGBA (squarespace): 234, 86, 54, 1

CMYK: 5.28, 26.65, 100, 0
RGB: 241, 187, 27
HEX: f1bb1b
RGBA (squarespace): 241, 187, 27, 1

CMYK: 55.76, 12.38, 97.14, 0.38
RGB: 129, 175, 68
HEX: 81af44
RGBA (squarespace): 129, 175, 68, 1

CMYK: 43.69, 1.92, 11.9, 0
RGB: 138, 206, 220
HEX: 8acedc
RGBA (squarespace): 138, 206, 220, 1

CMYK: 33.63, 82.61, 0, 0
RGB: 173, 79, 158
HEX: ad4f9e
RGBA (squarespace): 173, 79, 158, 1

DESIGN ELEMENTS

OVERALL STYLE:

Bright

Simple

Clean

Organized

Artistic

Negative space is treated as content. Bright backgrounds with deliberate composition give a sense of clarity and freshness. Design elements help anchor the content and guide the eye through the composition.

DESIGN ELEMENTS

LEAD
WITH LOVE

Our watercolor design element helps Lead with Love convey some important brand messages. At our root, we are a brand that focuses on the human impact. This loose, imperfect design piece reminds us of efforts from the human hand. The look is creative and conveys process. It is bright and optimistic. The drip marks look natural and offer depth. All of these traits are reflect our brand personality.

Watercolor backgrounds and graphics should always be directly from the brand palette.

DESIGN ELEMENTS

HEADER

For headers, outlined Oswald may be a helpful option to differentiate the content. Widen the tracking slightly.

Header

For headers, use Sofia Black to differentiate from the content. Extra large scale preferred.

Rules

Heavy black rules are used to anchor and to divide content. They strengthen the design and offer some surprise and originality.

Thin gradient rules are used to gently divide content. They add organization and sweetness to the layout.