Brand & Identity StyleGuide

HELLO

These guidelines have been created
to establish the Future Leaders Hub brand
and identity, and to outline the desired usage
and implementation of its core elements.

These guidelines will help you create original,
purposeful and clear brand communications.
Please adhere to the systems outlined t
maintain consistency and integrity.

01

Brand Identity

Brandmarque

The logo has two elements -
the toggle ellipses and the namegraphic.

Big or small, our logo should be instantly
recognizable everywhere we use it. This
is why the logo never changes. Never
alter the logo in any way.

Minimum Clear Space

We respect the logo by giving it some space. To preserve the integrity and visual impact of the logo, always maintain minimum clear space around it.

General Notes
The minimum clear space surrounding the bottom ellipse is x, where namegraphic = 2X.

2X

2X

FUTURE LEADERS HUB

2X

2X

X

1.3

Sizing Guide

Sizes will be used as a guide whenever the identity is applied to various applications.

The key message of individual applications must be taken into account and designer discretion may be used to override these sizing guidelines.

Print
The brandmarque should never be reproduced with a width smaller than 30mm.

Digital
The brandmarque should never be reproduced at a width smaller than 80px at 72dpi.

30mm / 80px

Logo Applications

Our brandmarque is equally
adaptive to a variety of
backgrounds with either positive
or reverse applications.

FUTURE
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Incorrect Usage

1. Don't add effects (glows, shadows, etc.) to the logo.
2. Don't create an outline around the logo.
3. Don't skew the logo.
4. Don't rearrange the components of the logo.
5. Don't rotate the logo.
6. Don't alter the logo colors.
7. Don't use on a busy background.
8. Don't fill in gradients.
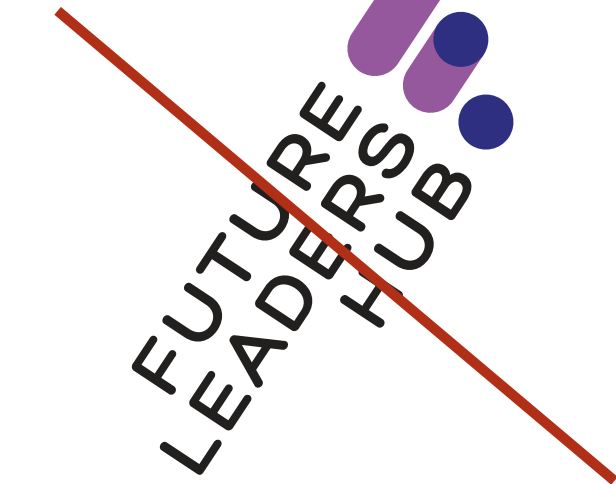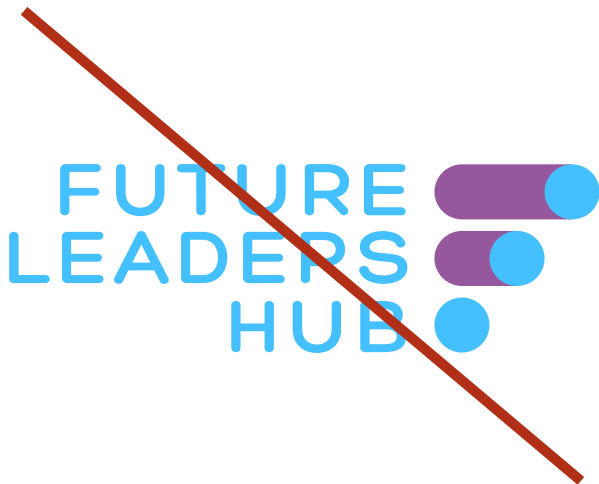9. Don't require with a different front.

1.

2.

3.

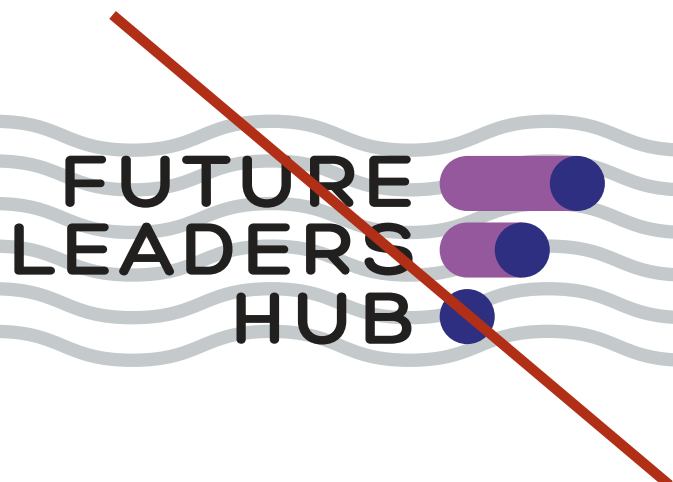

4.

5.

6.

7.

8.

9.

1.6

Color Palette

The color palette consists of two primary colors. The consistent use of these colors will create recognition and strengthen the brand.

CMYK   100/100/15/05
RGB   47/46/125
HEX   #2F2E7D

Pantone 100-16 C

CMYK   50/80/00/00
RGB   143/83/161
HEX   #8F53A1

Pantone 76-5 C

02

Business Cards

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Work in Progress

Digital Identity

03

Email Signature

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Work in Progress

For further information, please contact:

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