



**LEADERSHIP
DEKALB**

Learn. Connect. Advance.

Brand Style Guide

Introduction

Leadership DeKalb is a 501(c)3 nonprofit organization in DeKalb County that convenes current and emerging leaders from diverse backgrounds, informs them about vital issues for a thriving and forward-looking DeKalb County, and engages them to lead in ways that improve quality of life for all who live and work in DeKalb.

For more than 27 years, Leadership DeKalb's purpose has been to position leaders to unite, commit, and act to make DeKalb a premier place to live, work and enjoy life. The brand is a representation of the organization and all of its invested alumni, members, sponsors and donors.

In order to maintain our presence in the community, Leadership DeKalb's brand must be clearly and consistently presented. This style guide provides information on treatment of the brand and proper usage of the organization name, its logo and associated colors used in all communication materials. Please adhere to these guidelines at all times.

If you have any questions or concerns about this style guide, please contact Emily Yang, Communications Coordinator, at 404-373-2491 or emilyyang@leadershipdekalb.org.

Organization Name

Leadership DeKalb should appear in text as two words with a capital “L” for Leadership and a capital “D” and “K” for DeKalb.

Leadership DeKalb

Correct! Always use in this form.

Leadership Dekalb

Incorrect. Do not use.

LeadershipDeKalb

Incorrect. Do not use.

leadership dekalb

Incorrect. Do not use.

Logo

Our logo is our most valuable asset that stands for who we are and what we do. Leadership DeKalb's logo consists of the "L" and "D" iconic visual and Leadership DeKalb text. Always use the logo artwork provided by Leadership DeKalb. Logo variation may include our tagline "Learn. Connect. Advance." For our logo to visually stand out, it must be reproduced on a white background.

Acceptable variations of our logo are as follows:

Full color with tagline



Full color with no tagline



Grayscale (to be used for black and white printing only)



Unacceptable Logo Modifications

Below are examples that serve to illustrate the improper modifications to our logo. Please refrain from altering the logo in any fashion.

Do not retype the logo text



**LEADERSHIP
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**LEADERSHIP
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Do not stretch the logo



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Do not alter the logo color



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Do not flip or rotate the logo



Retired Logos

The following logos have been retired. If you have a copy of any of these logos, please remove them from your files.

Former logos



Retired October 2012



Retired 2002

Former logos (for web)



Retired October 2012



Retired November 2011

Colors

The colors for Leadership DeKalb were strategically chosen for the organization. Any and all communications materials should only use the colors below.

Primary Colors



R: 191
G: 30
B: 45

C: 18
M: 100
Y: 91
K: 7

PMS: Pantone 180 C
Hex Code: #BE1E2D



R: 247
G: 148
B: 30

C: 0
M: 50
Y: 98
K: 0

PMS: Pantone 157 C
Hex Code: #F7931D



R: 95
G: 98
B: 95

C: 62
M: 51
Y: 54
K: 24

PMS: Pantone Cool Gray 9C
Hex Code: #5F615E

Secondary Colors



R: 0
G: 122
B: 75

C: 89
M: 28
Y: 87
K: 15

PMS: Pantone 348
Hex Code: #007A4B



R: 0
G: 118
B: 164

C: 88
M: 47
Y: 18
K: 1

PMS: Pantone 307
Hex Code: #0076A4

Fonts

The logo fonts are Avenir Light (for tagline) and Adobe Caslon (for main text). Both are commercial fonts and are inaccessible on most computers; therefore, please see below for acceptable fonts to use for Leadership DeKalb.

Arial

The quick brown fox jumps over the lazy dog
1234567890

Trebuchet MS

The quick brown fox jumps over the lazy dog
1234567890

Georgia

The quick brown fox jumps over the lazy dog
1234567890