

THE **LEADERSHIP** AGENCY

Brand Guidelines

01 About

The Leadership Agency was founded with one purpose: to help companies lead by helping them hire the best leadership talent they need to take them to the top of their industries.

Committed to disrupting the recruitment process and improving the results. We are highly-skilled with the latest recruitment technology and innovations, but more importantly, we are experts with people. We can connect you with the leadership talent you need with a competitive pricing solution unlike any in the industry.

It takes people to connect with people. It takes a leader to find a leader!

#WeHelpOurClientsLead!



5 adjectives that describe The Leadership Agency :

Quality Urgency Sexy Smart Expert

02 Logo



THE**LEADERSHIP**AGENCY

Primary Logo



THE**LEADERSHIP**AGENCY

Additional Logo

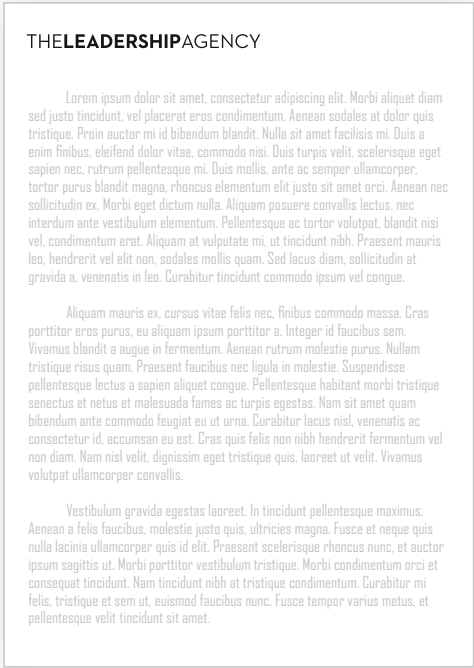
03 Logo Usage



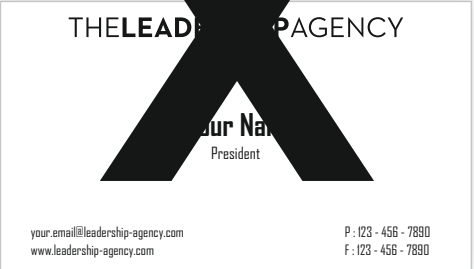
The Leadership Agency logo should always appear with minimum area of clear space around the logo. This area should be free of any



Photography Example



Letterhead Example



Bussiness Card Example

04 Typography

Agency FB

Paragraph Fonts :

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()-+=.,/

Agency FB Regular

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Agency FB Bold

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05 Typography

Calibri

Paragraph Fonts :

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abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()-+=.,/

Calibri Regular

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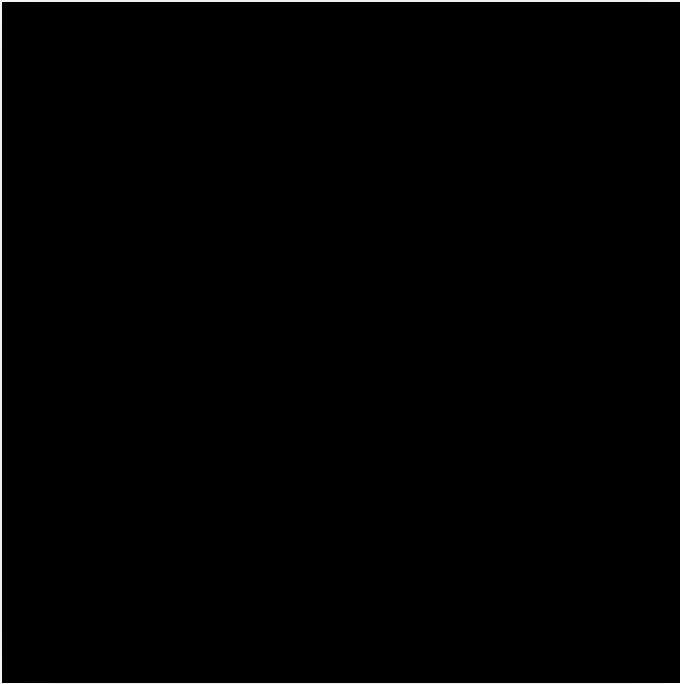
Calibri Bold

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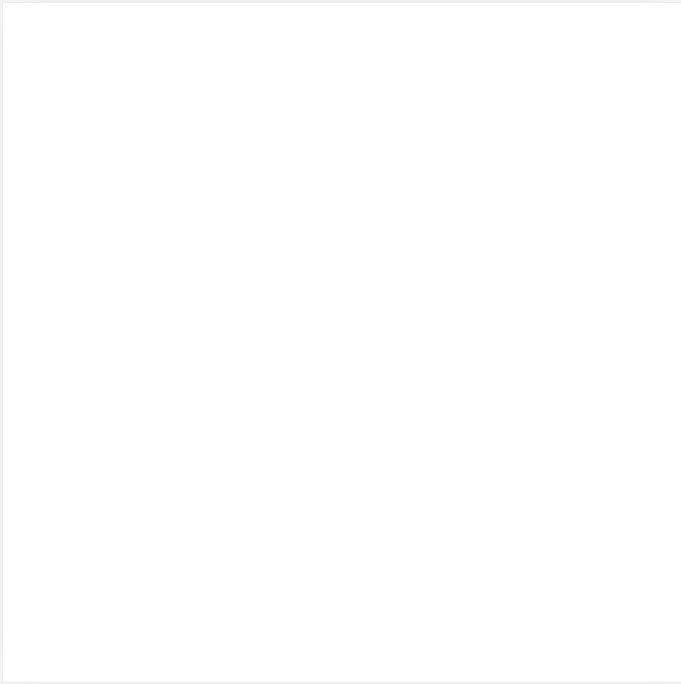
Calibri Italic

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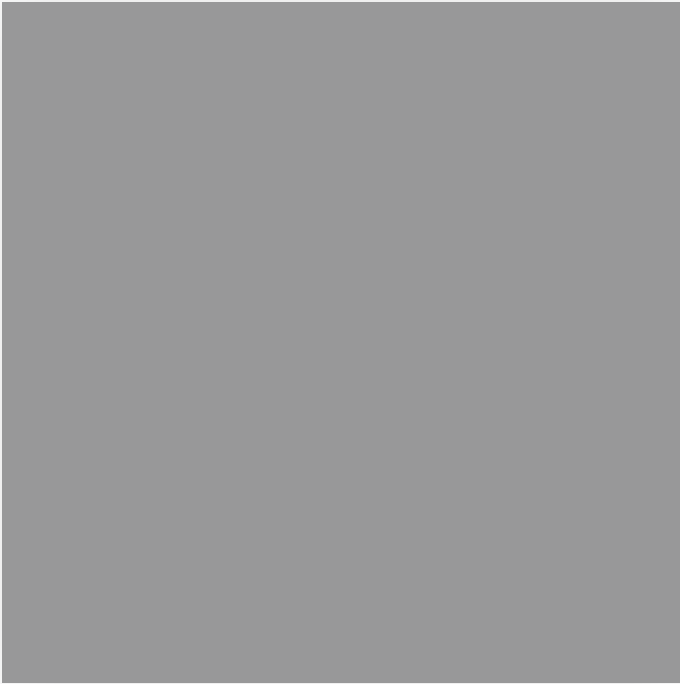
06 Colour Pallete



HEX 000000
R0 G0 B0
C0 M0 Y0 K100



HEX ffffff
R255 G255 B255
C0 M0 Y0 K0



HEX 808080
R128 G128 B128
C0 M0 Y0 K50

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