pLink Leadership®

ACCELERATING POSITIVE CHANGE. IN A BIG WAY.

This Guide

Our brand embodies our story, the vibe of our people, and our bold goal of transforming the world with positive leaders.

Our brand style has intention. It is (and we are) - curious, positive, forward-thinking and future-focused, courageous, loving trailblazers.

This set of guidelines is intended to help our clients and partners who wish to promote our shared workspace by including pLink Leadership's brand in/on their materials.

Questions may be directed to Jennifer Schneider, our brand's BFF (and, more formally, our Director of Design and Product Development), at jennnifer@plinkleadership.com.

Our Story

pLink Leadership has one big goal:

TO ACCELERATE POSITIVE CHANGE.

It's all based on one big idea:

FUSING THE SCIENCES OF HUMAN NATURE

WITH THE DISCIPLINE OF LEADERSHIP

TO TRANSFORM THE WORLD OF WORK.

Or as we call it,

ACCELERATING POSITIVE CHANGE. IN A BIG WAY.

Our Logo

pLink Leadership®

ACCELERATING POSITIVE CHANGE. IN A BIG WAY.

Our Logo

Our logo reflects the powerful, transformative nature of pLink Leadership's work. It embodies our brand story by fusing the science of positive psychology (P) and the discipline of leadership (L) and resonates with our desire to accelerate positive change in a really big way.

Our monogram icon (mark) is intended to be dynamic, interesting, simple, iconic, and unusual. It indicates the fusion, acceleration, and "big way" aspect of our brand story without being clinical, simplistic, or too masculine.

The serif typeface used for our name is bold in the same way the monogram mark is bold. It is also elegant, clear, and refined, without being too expressive or competing with the beauty of the mark. The rounded edges of the pLink Leadership logo are important and are echoed in our chosen typeface.

Our tagline is clean, simple, and modern. It complements the logo design without distracting from it and has an open and energetic feel. Acceleration, indeed!

pLink Leadership®

ACCELERATING POSITIVE CHANGE. IN A BIG WAY.

Our Logo

pLink Leadership®

ACCELERATING POSITIVE CHANGE. IN A BIG WAY.

pLink Leadership®

Our Logo

Alignment

Lock ups and alignments do not include the ® symbol or the punctuation at the end of the tagline.

Space between mark and logo and tagline are always consistent and identical.

The mark, logo, and tagline lock up is used for big presence brand communications such as the website homepage, PowerPoint template lead page, or marketing folders.

The mark and logo lock up is our primary use logo.

© pLink Leadership Brand Guide 2020

Our Logo

Spacing

Our logo likes to breathe. Our brand likes a lot of white space.

Our Logo - Variations

Horizontal Lock Up

Used when spacing dictates a landscape logo format: for example, PowerPoint deck, headers and footers of documents, etc.

The tagline is not to be locked up with this version, although it can be used somewhere else on the page as long as it complements the logo and the point size is not larger than the Americana.

pLink Leadership®

Logo Wordmark

The words of the logo (wordmark) may also be used. This should be used in conjunction with the mark elsewhere on the page.

pLink Leadership®

Logo and Tagline Lock Up

This logo is used for the business cards, with possible future applications to be considered.

pLink Leadership®

ACCELERATING POSITIVE CHANGE. IN A BIG WAY.

Our Logo - Variations

Mark Only (Icon)

Our mark has been designed to stand on its own: for example, social media profile pictures, informal communication, shareables, etc. When the mark is being used as a stand-alone, **only the gold foil effect version should be used.** A drop shadow or a blue “tag” can accompany the mark to make sure it does not disappear. Tab is 50% larger than mark (e.g., 1in high mark is placed on a 1.5in high tab for horizontal orientation, 1in wide mark is placed on a 1.5in wide tab for vertiacal orientation).

For pLink Leadership products (worksheets, handouts, etc.), the mark should be accompanied by the wordmark logo somewhere else on the page. Examples of this can be found in the House Brand Collateral section.

Drop Shadow Settings:

Shareable

Worksheet

Our Logo - What NOT to Do

Use your own colors

Use without ® symbol

Modify spacing between locked up elements

Modify sizing of the elements

Exceed minimum legibility size
- avoid using full logo with tagline any smaller than 1.5” wide

Rotate or reconfigure logo alignment

Use tagline with horizontal logo

© pLink Leadership Brand Guide 2020

Our Typography

Headings
Americana Bold 18pt

pLink Leadership has one big goal:
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890 @!?“”:;&

CALLOUTS/ACCENTS
Kiona Regular/Semibold 14pt

ACCELERATING POSITIVE CHANGE. IN A BIG WAY.
AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP
QQ RR SS TT UU VV WW XX YY ZZ 1234567890 @!?“”:;&

Script/Accents
Lumios Marker 20pt
(20pt leading)

Fusing the science of human nature with the discipline of leadership ...
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890 @!?“”:,&

Body Copy
Muli Family
- Muli Light 10pt
- *Muli Light Italic 10pt*
- **Muli Bold 10pt**

... to facilitate **adaptation**, enable organizational and human **flourishing**, and *accelerate positive change.*
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890 @!?“”:;&

Our Typography - Guidelines

Americana Bold - Logo and Headings

This serif font can be used for headers and will create a direct, visual link to the pLink Leadership mother brand and product library materials. Bold in the same way the logo is, it is also elegant, clear, and refined without being too expressive and competing with the beauty of the mark. The rounded edges of the pLink Leadership logo are important and are echoed in our chosen font.

Americana BT Bold
18 pt, never all caps, use sparingly

KIONA – TAGLINE AND ACCENTS/CALLOUT QUOTES

This is clean, simple, and modern. Used very rarely, for important callouts and quotes. Complements the logo font without distracting from it and has a slightly perky tilt to it that says open and energetic. Acceleration, indeed!

Kiona and Kiona Semibold
14 pt, all caps, condensed versions should not be used

Lumios Marker – notes, names, and accents

Used for accent situations - in quotes, specific areas of text, and signatures. Chosen for its open yet elegant style, it feels feminine but not girlie, with bold strokes and connected flow. Leading will be tightened up so too much space doesn't appear between lines, and this font includes ALL characters of the alphabet, as well as some extra items we've been missing (hello, é!)

Lumios Marker
Font point and leading should be the same size, min 8pt

Muli Family - Body Copy
Light, clean, modern, and easily readable, Muli Light, Light Italic, and Bold will be the main font family for all our content.

Muli
10pt light for body, use whole font family

© pLink Leadership Brand Guide 2020

Our Typography - Alternate (Web-friendly)

Alternate typeography may be used for web-based applications, emails, and documents that will be shared with clients and partners in an editable format. Alternate script font (Journal) is used as “margin notes” on rare occations.

Headings
Bookman Old Style Regular 18pt

pLink Leadership has one big goal:
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890 @!?“”:;&

CALLOUTS/ACCENTS
Century Gothic Regular All Caps 14pt

ACCELERATING POSITIVE CHANGE. **IN A BIG WAY.**
AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP
QQ RR SS TT UU VV WW XX YY ZZ 1234567890 @!?“”:;&

Script/Accents
Journal 20pt

Fusing the science of human nature with the discipline of leadership ...
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890 @!?“”:;&

Body Copy
Arial Family
- Arial Light 11pt
- *Arial Light Italic 11pt*
- **Arial Bold 11pt**

... to facilitate **adaptation**, enable organizational and human **flourishing**, and *accelerate positive change.*
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890 @!?“”:;&

Our Color Palette

PRIMARY COLORS		SECONDARY		ACCENT
Celestial Blue	Café Misto	TwoCan Coral	Honey Drizzle	Infinite Shine

Celestial Blue is the color of our name and a portion of our tagline.

Café Misto offers contrast and elegance when needed.

TwoCan Coral is the power of our tagline “IN A BIG WAY,” and our accent color when we are emphasizing an idea or design element.

Honey Drizzle is our matte gold accent color, adding depth and definition where needed.

Infinite Shine is the gradient “gold foil” effect of our mark.

Our Color Palette

	Primary		Secondary	Accent
Shade 60%	HEX # 1D282C CMYK 80 65 60 66 RGB 29 40 44	HEX # 928D89 CMYK 45 39 42 4 RGB 146 141 137	HEX # 8E372F CMYK 29 85 82 28 RGB 142 55 47	HEX # 745F40 CMYK 46 53 77 28 RGB 116 95 64
Core color	Celestial Blue PMS 539 U HEX # 30424A CMYK 80 62 53 42 RGB 48 66 74	Café Misto PMS 1545 U @ 10% HEX # F4EBE4 CMYK 3 6 8 0 RGB 244 235 228	TwoCan Coral PMS 032 U HEX # EC5C4E CMYK 2 79 72 0 RGB 236 92 78	Honey Drizzle Gold Foil #270 HEX # C29F6B CMYK 24 36 66 1 RGB 194 159 107
Tints 60%	HEX # 838E92 CMYK 52 37 37 3 RGB 131 142 146	HEX # F8F3EF CMYK 2 3 4 0 RGB 248 243 239	HEX # F49D95 CMYK 1 47 33 0 RGB 244 157 149	HEX # DAC5A6 CMYK 15 20 36 0 RGB 218 197 166
20%	HEX # D6D9DB CMYK 15 10 10 0 RGB 214 217 219	HEX # FDFBFA CMYK 0 1 1 0 RGB 253 251 250	HEX # FBDEDC CMYK 0 15 8 0 RGB 251 222 220	HEX # F3ECE1 CMYK 4 5 10 0 RGB 243 236 225

these colors rarely used

Special use colors

Infinite Shine

Gold Tint = GT	Gold Mid = GM	Gold Shade = GS
HEX # F2E8DB	HEX # C0B090	HEX # 664522
CMYK 4 7 12 0	CMYK 23 25 44 3	CMYK 38 61 88 47
RGB 242 232 219	RGB 192 176 144	RGB 102 69 34

gold foil effect: -41°

Text Black (Design)
HEX # 262626
CMYK 71 65 64 69
RGB 38 38 38

RGB color signature is used when creating new collateral for flexibility of use between digital and print.

© pLink Leadership Brand Guide 2020

Our Colors + Our Logo = The Way We Look

On a light background, our mark appears in **Infinite Shine** and the logo words are in **Celestial Blue.** Our tagline is **Celestial Blue** and **TwoCan Coral.**

pLink Leadership®

pLink Leadership®

pLink Leadership®

ACCELERATING POSITIVE CHANGE. IN A BIG WAY.

Our Colors + Our Logo = The Way We Look

On a dark background, our mark appears in **Infinite Shine** and the logo words are in **Café Misto.** Our tagline is **Café Misto** and **TwoCan Coral.**

pLink Leadership®

pLink Leadership®

pLink Leadership®

ACCELERATING POSITIVE CHANGE. IN A BIG WAY.

Our Colors - “Black and White”

The only time the mark is a solid color is for print or merchandise purposes that require a non-gradient vector graphic. This is NOT our preferred usage of the logo, and is used only when absolutely necessary. This application will be considered on a case-by-case basis.

In cases where black or white is required, please consider **Celestial Blue** as “black” and **Café Misto** as “white.”

Our Colors - What NOT to Do

Use **several shades and tints to accent** a design - we want high contrast.

Use **TwoCan Coral** or **Honey Drizzle** as primary colors.