



## BRAND IDENTITY GUIDELINES

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JANUARY 29, 2018

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# LOGO

The Lead Assign logo is made up of two elements, the wordmark and icon. The icon may be used independently of the wordmark.

The wordmark must never appear without the dove.

The primary version should be used wherever space permits.

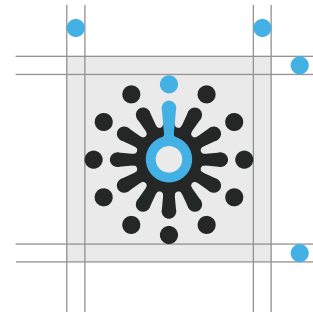
The secondary version is designed to be used where it is necessary to optimize the height such as a header of a website or toolbar.

The grey area must be kept free of all other graphical and visual elements. Other graphical and visual elements can be safely positioned up to the edge of the grey area.

## PRIMARY USAGE



## ICON ONLY



## SECONDARY USAGE



## VERSIONS

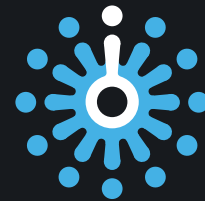
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# TYPEFACE

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Fonts are available from  
Typekit

LOGO WORDMARK ONLY

**FACIT**  
**BOLD**

HEADLINES

**RIFT**  
**BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

**RIFT**  
**MEDIUM**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

BODY COPY

Proxima Nova  
Regular (weight 400)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# COLOUR

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The primary style for the Lead Assign brand is a contrast of white and light blue against dark colours contrasting with dark grey and light blue on light backgrounds, usually as flat colours, however there are instances where a slight gradient is used.

Secondary palette options introduce colours to aid in navigation and information states.

## PRIMARY COLOURS



### LEAD ASSIGN BLACK

HEX #282828  
RGB 40 40 40  
CMYK 0 0 0 84



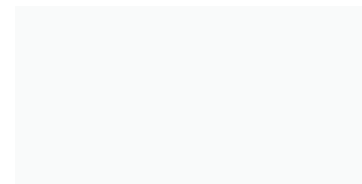
### LEAD ASSIGN BLUE

HEX #44b2e5  
RGB 68 178 229  
CMYK 64 12 0 0

## SECONDARY COLOURS



HEX #1a1c20



HEX #f7f7f7



HEX #00bf70

# THANK YOU

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For questions relating to usage, and to request brand elements such as logo versions etc, please contact us

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