LOGO

Primary Logo

LEADERSHIPAKRON
EXPAND YOUR VISION

The preferred usage of the Leadership Akron logo is full-color on a white background. In certain circumstances, the Leadership Akron logo may appear on different backgrounds. If the logo needs to appear as PMS, a black and white or all-white (reverse) version may be used.

PMS   **Black and White**   **Reverse**

COLOR PALETTE

Primary Color Palette

PMS 152 C	**PMS** 294 C	**PMS** 289 C
CMYK c0 m63 y94 k0	**CMYK** c100 m93 y7 k1	**CMYK** c100 m93 y6 k73
RGB r244 g124 b42	**RGB** r40 g59 b141	**RGB** r0 g0 b58
Hex #f47c2a	**Hex** #283b8d	**Hex** #00003a

Secondary Color Palette

PMS 129 C	**PMS** Process Cyan C	**PMS** Cool Gray 10 C
CMYK c2 m4 y98 k0	**CMYK** c100 m0 y0 k0	**CMYK** c40 m30 y20 k66
RGB r254 g230 b0	**RGB** r0 g174 b239	**RGB** r99 g102 b106
Hex #fee600	**Hex** #00aeef	**Hex** #63666A

MINIMUM SIZE   CLEAR SPACE

1"

Never scale logo smaller than 1" wide. Always refer to the minimum size requirements when scaling.

Always leave enough clear space between the mark and any other graphics. The height of the clear space is equivalent to the height of the lines of text.

INCORRECT USAGE

Do not adjust logo proportions.

Do not modify logo colors.

Do not typeset the text in the logo.

Do not place the logo on an unapproved background.

Do not flip the logo.

Do not rotate the logo.

Do not scale the logo smaller than minimum size.

CORRECT USAGE

CMYK

PMS

Black and White

TYPEFACES

Aa

Nolan Next Book
Nolan Next Regular
Nolan Next Medium

Nolan Next Bold
Nolan Next ExtraBold

If Nolan Next is not available:
Arial Regular
Arial Bold

COPY

When referring to Leadership Akron in text, always use as two words.

GRADIENT

The Leadership Akron logo uses a gradient to give depth to the mark and provide a sense of reveal. It should only be used in the CMYK and RGB versions and does not exist as a color option in the palette.

54 East Mill Street, Suite 201
Akron, OH 44308
330.436.5291

LeadershipAkron.org

Always use good design sense and principles when using the Leadership Akron logo. If you have any questions, please contact **Mark Sheffler** at **mscheffler@leadershipakron.org**.