

LOGO

40th Anniversary Logo

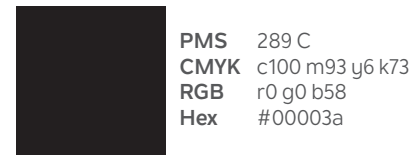
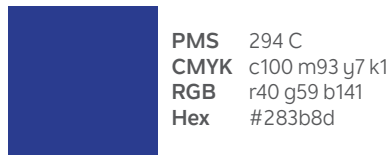


The preferred usage of the 40th Anniversary Leadership Akron logo is full-color on a white background. In certain circumstances, the logo may appear on different backgrounds. If the logo needs to appear as PMS, a black and white or all-white (reverse) version may be used.

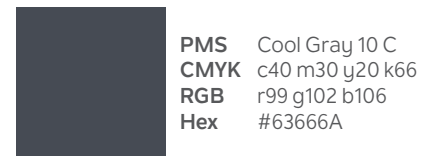
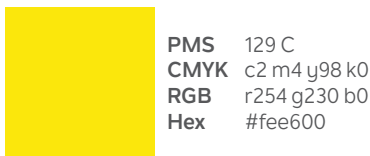


COLOR PALETTE

Primary Color Palette



Secondary Color Palette



MINIMUM SIZE

CLEAR SPACE



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

CORRECT USAGE



Do not adjust logo proportions.



Do not modify logo colors.



OF CREATING A GREATER LEADERSHIPAKRON

Do not typeset the in text logo.



Do not place the logo on an unapproved background.



CMYK



Do not flip the logo.



Do not rotate the logo.



Do not scale the logo smaller than minimum size.



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.



54 East Mill Street, Suite 201
Akron, OH 44308
330.436.5291
LeadershipAkron.org

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.

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.