



Lead Group  
Brand identity guidelines  
and applications

## Logo

- 1.1 The Lead Group logo
- 1.2 Positive and negative version
- 1.3 The logo construction
- 1.4 The logo sizes
- 1.5 Logo Do's and Don'ts
- 1.6 The logo freezone
- 1.7 Positioning of the logo
- 1.8 Positioning Do's and Don'ts

## Colours and variations

- 2.1 Colour palette
- 2.2 logo variations
- 2.3 Logo variations negative

## Typography

- 3.1 Logo and text fonts
- 3.2 Basic typographic rules
- 3.3 Headlines and bullet points

## Images

- 4.1 Recommended imagery

## Stationery

- 5.1 Business card
- 5.2 Business card variations
- 5.3 Letterhead
- 5.4 Letterhead construction
- 5.5 Letterhead variations
- 5.6 Continuation sheet
- 5.7 Continuation sheet variations
- 5.8 Compliment slip
- 5.9 Compliment slip variations
- 5.10 Facsimile
- 5.11 Facsimile variations
- 5.12 DL window envelope
- 5.13 DL window envelope construction
- 5.14 Document cover front
- 5.15 Document cover back

## File names

Support and credits

## 1.1 The Lead Group logo

The Lead Group logo represents the company, its values and integrity.

The stylised arrow represents the forward movement of the company in the sense of 'leading'.

It is essential that the logo is used correctly and consistently in all forms of communication. It should never be redrawn, modified or enclosed in a box or frame. The logo should only be reproduced in the authorised colour palette in its positive or negative form.

The standard logo and all authorised variations of the logo are provided on CD in different file formats.



lead<sup>↑</sup>  
group

---



lead<sup>↑</sup>  
group

### 1.1 Positive and negative version

Select the negative version of the logo if it is intended to be reversed out of black. It should not be used on other background colours and the black used should ideally be the tone specified in section 2.1.

If the logo is used negative, the black background should fully bleed across the page or a defined area in the layout. The logo should never appear contained within a box.



lead  
group

---



lead  
group

### 1.3 The logo construction

The exact construction of the Lead Group logo is an integral part of its design. The logo should never be altered in any way and the font and kerning should not be modified.

The logo is designed on the basis of visual criteria and not necessarily mathematical proportions.



#### 1.4 The logo sizes

The Lead Group logo should ideally be used in three standard sizes.

Exceptions can be made in order to comply with a certain layout or format but the logo should never be used smaller than 20mm overall width. Under 20mm the word 'group' becomes smaller than 6 point and therefore difficult to read.



lead<sup>7</sup>  
group

small logo 20mm  
logo eps 50%



lead<sup>7</sup>  
group

medium logo 40mm  
logo eps 100%



lead<sup>7</sup>  
group

large logo 60mm  
logo eps 150%

### 1.5 Logo Do's and Don'ts

Never change the authorised versions of the logo as it will undermine the consistency of the overall identity.

As long as the logo is applied only using the provided files on the CD (and not altered in any form) possible mistakes in its application should be easy to avoid.



Do not stretch the logo.



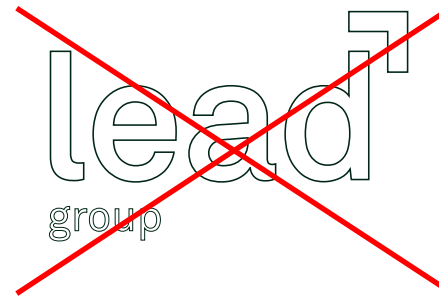
Do not increase the space between the logo and the group name.



Do not scale any parts of the logo.



Do not color the logo.



Do not outline the logo.



Do not use colour or pictures as a background (except for black in the negative version).

## 1.6 The logo freezone

Whenever words or designs appear near the logo, a freezone should be considered around it. Keeping an amount of space around the logo enhances its appearance.

The minimum Freezone equals the dimensions of the arrow symbol.

The freezone can be larger than illustrated, or the unit space shown can be added on repeatedly but it should never be smaller.



1 unit freezone

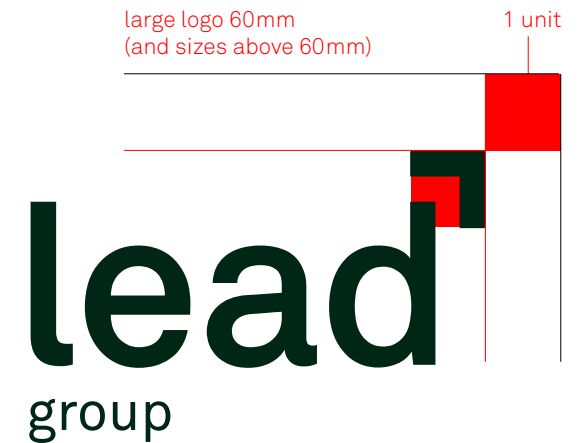
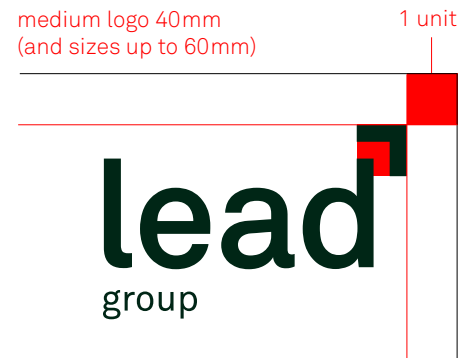


## 1.7 Positioning of the logo

The logo should always be positioned in the top right corner of a design or format.

The Freezone should always be considered when positioning the logo. This applies to the medium logo (above 40mm width) and the large logo (above 60mm width).

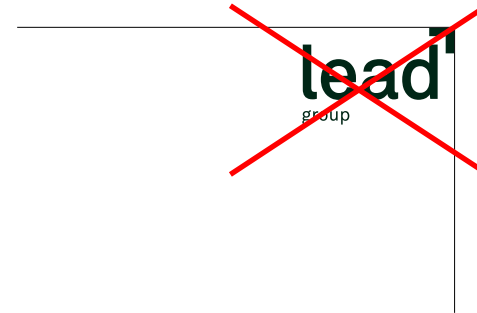
When using the smaller logo or sizes below 40mm width a distance of at least 4mm should be kept to the edge of a design or format.



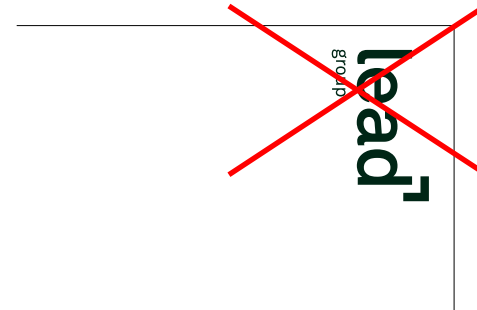
### 1.8 Positioning Do's and Don'ts

The position of the logo within a certain format should be considered as an integral part of the design. The logo should therefore not be placed in any other positions or used vertically.

Do not position the logo ignoring the minimum freezone.



Do not rotate the logo.



Do not position the logo in any other corners except top right.

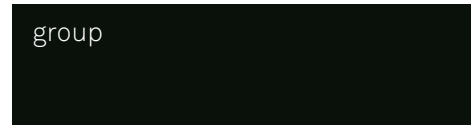


## 2.1 Colour palette

The colours of the logo and its variations (see 2.2) are specified in Pantone\* (for single colour printing), CMYK (for four colour offset printing), and RGB (for web use, on screen presentations and pdf's).

Whenever possible uncoated paper should be used for printing.

\*PANTONE® is a registered trademark of Pantone, Inc. Colours shown are not intended to match PANTONE colour standards.



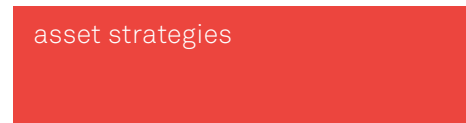
Pantone 3 U  
CMYK 60/0/60/91  
RGB 5/43/29



Pantone 3005 U  
CMYK 100/34/0/2  
RGB 0/123/193



Pantone 659 U  
CMYK 55/30/0/0  
RGB 135/157/207



Pantone 485 U  
CMYK 0/95/100/0  
RGB 198/36/6



Pantone 021 U  
CMYK 0/53/100/0  
RGB 216/135/0



Pantone 4645 U  
CMYK 0/37/68/28  
RGB 179/136/75



Pantone 355 U  
CMYK 94/0/100/0  
RGB 61/155/62



Pantone 5767 U  
CMYK 15/0/68/39  
RGB 159/158/80

## 2.2 Logo variations

Each company within the Lead Group has its own colour that relates to the name and activity of that particular company.

The colours should not be modified and must be printed correctly.

The colours should not be used as a background for the logo. The logo can only stand on a white or black background.

lead   
capital

lead   
aviation

lead   
asset strategies

lead   
power

lead   
oil and gas

lead   
sgg

lead   
energy

### 2.3 Logo variations negative

As the standard logo, the logo variations can be used on a black background. The colours of the individual sections have been selected to appear equally well on a white or black background.

The logo should not be used on other background colours and the black used should ideally be the tone specified in section 2.1.

lead   
capital

lead   
aviation

lead   
asset strategies

lead   
power

lead   
oil and gas

lead   
sgg

lead   
energy

3.1 Logo and text fonts

The authorised font to be used in all forms of communications is Akkurat.

Akkurat comes in three standard weights. Akkurat bold should be used for Headings, Akkurat light for standard text and Akkurat Regular for small text, footnotes or captions.

Akkurat is available for PC and Mac: [www.lineto.com](http://www.lineto.com)

If Akkurat is not available Helvetica or Arial may be used as an replacement font.

**Akkurat bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789-(.,:~+!#)\*"\$£%"[/]&@</>**

Akkurat regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789-(.,:~+!#)\*"\$£%"[/]&@</>

Akkurat light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789-(.,:~+!#)\*"\$£%"[/]&@</>

### 3.2 Basic typographic rules

When Akkurat is used in a layout, a few general typographic rules should be considered:

All text should be set ranged-left. Justified text should be avoided.

The number of characters per line should be no more than 80 characters (a space counts as character).

The line spacing (leading) depends on the length of the line. Longer lines need more leading than shorter ones. As a general rule 2 point additional leading should be used.

Paragraphs should be indicated by using a line space or half-line space. Avoid using indentation on the first line of a new paragraph.

When the words Lead Group appears in text it should always be written in lower case with and upper case 'L' and 'G' (Lead Group).

Only real '*italics*' should be used. Do not set the font on italic in the program menu settings.

9 point set on 11 leading

This is a sample text in Akkurat light 9 point set on 11 point leading. This is a sample text in Akkurat light 9 point set on 11 point leading. This is a sample text in Akkurat light 9 point set on 11 point leading. This is a sample text in Akkurat light 9 point set on 11 point leading. This is a sample text in Akkurat light 9 point set on 11 point leading. This is a sample text in Akkurat light 9 point set on 11 point leading. This is a sample text in Akkurat light 9 point set on 11 point leading. This is a sample text in Akkurat light 9 point set on 11 point leading. This is a sample text in Akkurat light 9 point set on 11 point leading. This is a sample text in Akkurat light 9 point set on 11 point leading.

10 point on 12 leading

This is a sample text in Akkurat light 10 point set on 12 point leading. This is a sample text in Akkurat light 10 point set on 12 point leading. This is a sample text in Akkurat light 10 point set on 12 point leading. This is a sample text in Akkurat light 10 point set on 12 point leading. This is a sample text in Akkurat light 9 point set on 12 point leading. This is a sample text in Akkurat light 10 point set on 12 point leading. This is a sample text in Akkurat light 9 point set on 12 point leading. This is a sample text in Akkurat light 10 point set on 12 point leading.

The name Lead Group used in text

~~The name lead group used in text~~

~~*sample text in italic*~~

~~The name LEARD GROUP used in text~~

~~sample text in italic~~

### 3.3 Headlines and bullet points

Headlines should follow a clear hierarchy. Too many weights and font sizes to emphasise certain parts of a text or headlines should be avoided.

Bullet points should be set in Akkurat. Squares or hyphens should not be used as bullet points.

12 point headline  
2 spaces before and 1 space after

10 point headline  
1 space before and 1 space after

10 point headline  
1 space before

This is a sample text in Akkurat light 10 point set on 12 point leading. This is a sample text in Akkurat light 10 point set on 12 point leading. This is a sample text in Akkurat light 10 point set on 12 point leading.

#### **Headline 1 (Akkurat bold)**

This is a sample text in Akkurat light 10 point set on 12 point leading. This is a sample text in Akkurat light 10 point set on 12 point leading. This is a sample text in Akkurat light 10 point set on 12 point leading.

#### **Headline 2 (Akkurat bold)**

This is a sample text in Akkurat light 10 point set on 12 point leading. This is a sample text in Akkurat light 10 point set on 12 point leading. This is a sample text in Akkurat light 10 point set on 12 point leading.

#### *Headline 3 (Akkurat light italic)*

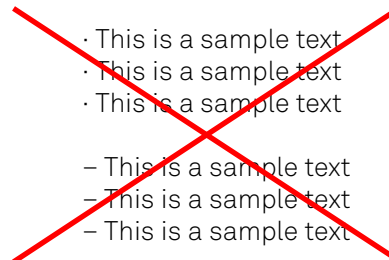
This is a sample text in Akkurat light 10 point set on 12 point leading. This is a sample text in Akkurat light 10 point set on 12 point leading. This is a sample text in Akkurat light 10 point set on 12 point leading.

bullet points

- This is a sample text
- This is a sample text
- This is a sample text

- This is a sample text
- This is a sample text
- This is a sample text

- This is a sample text
- This is a sample text
- This is a sample text





#### 4.1 Recommended imagery

We recommend the use of illustration rather than photography for all literature. Especially photos from image banks should be avoided. Illustration adds a friendly and human touch to all corporate business publications. The corporate colours can be considered when commissioning an illustrator.

The suggested illustrator (depending on budget and application) is Aude Van Ryn.

[http://heartagency.com/html/aude\\_frameset.html](http://heartagency.com/html/aude_frameset.html)



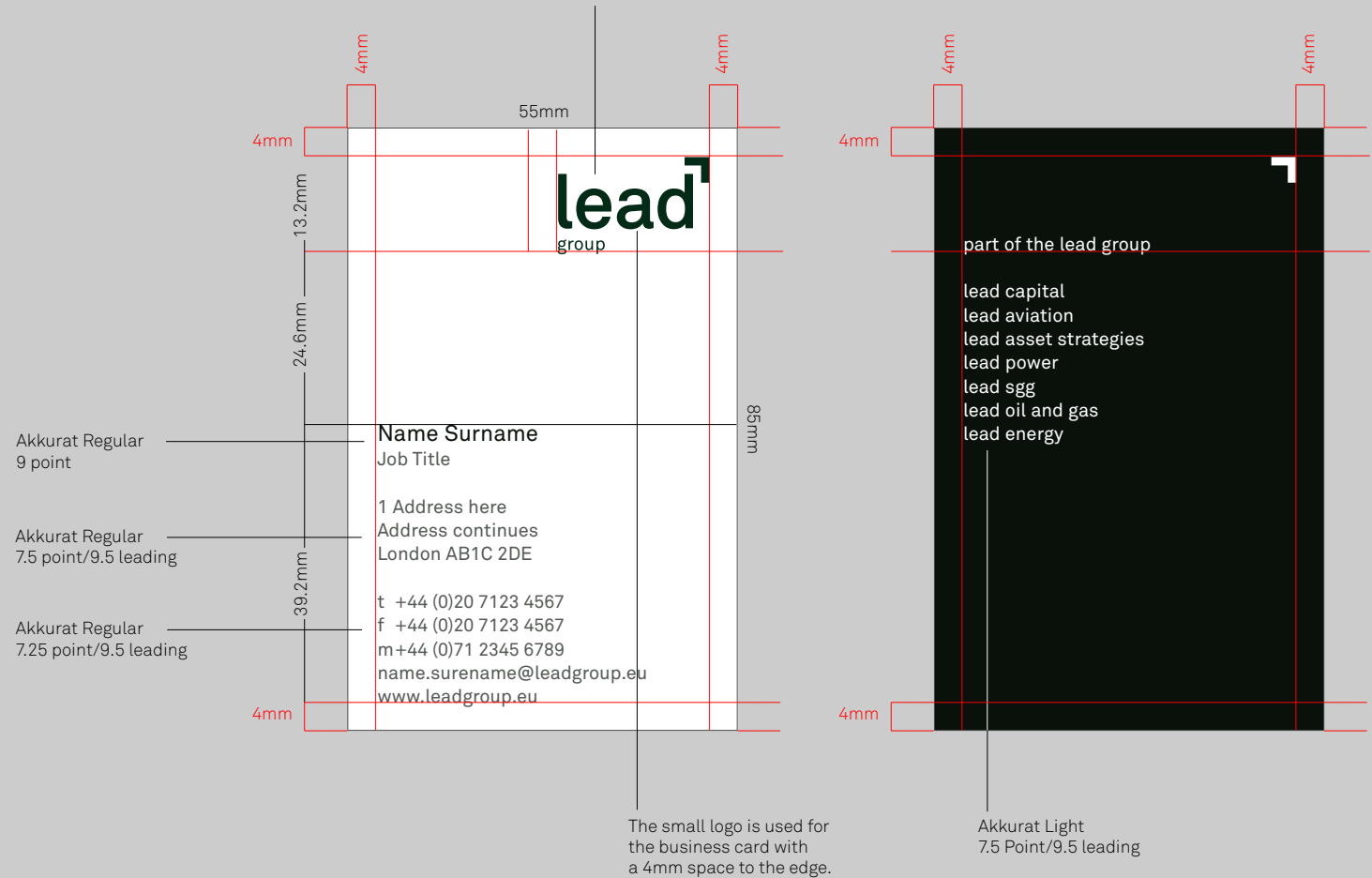
### 5.1 Business card

The Lead Group business card should be used by all employees of the company.

The design of the business card should remain consistent but personal mobile phone numbers can be removed. In this case the overall text including the name and job title moves one line closer to the bottom edge of the card.

Business cards are printed on Conqueror Connoisseur (soft white) 300gsm (350gsm if available)

The arrow symbol are in exactly the same position on the front and on the back of the card. The word 'group' lines up with the text on the back of the card.



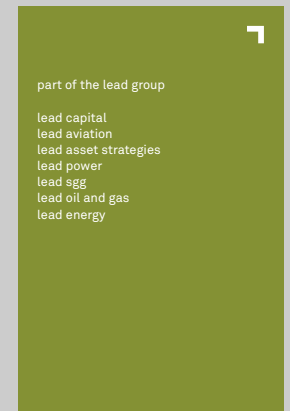
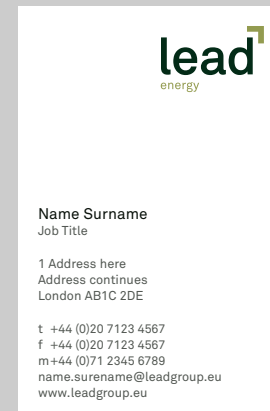
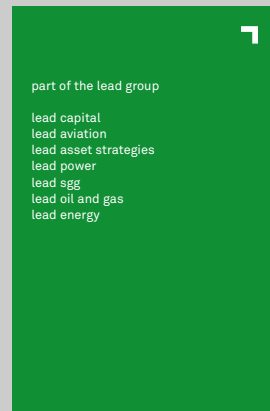
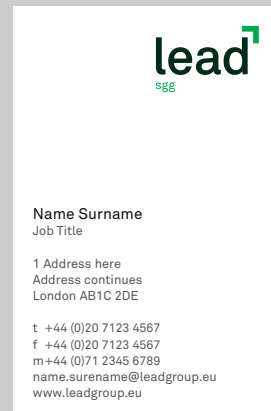
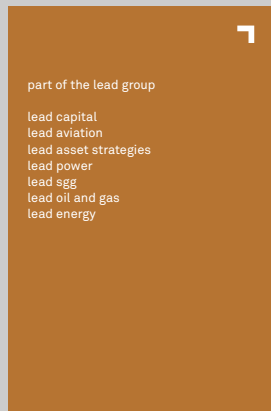
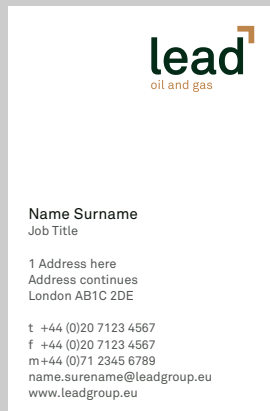
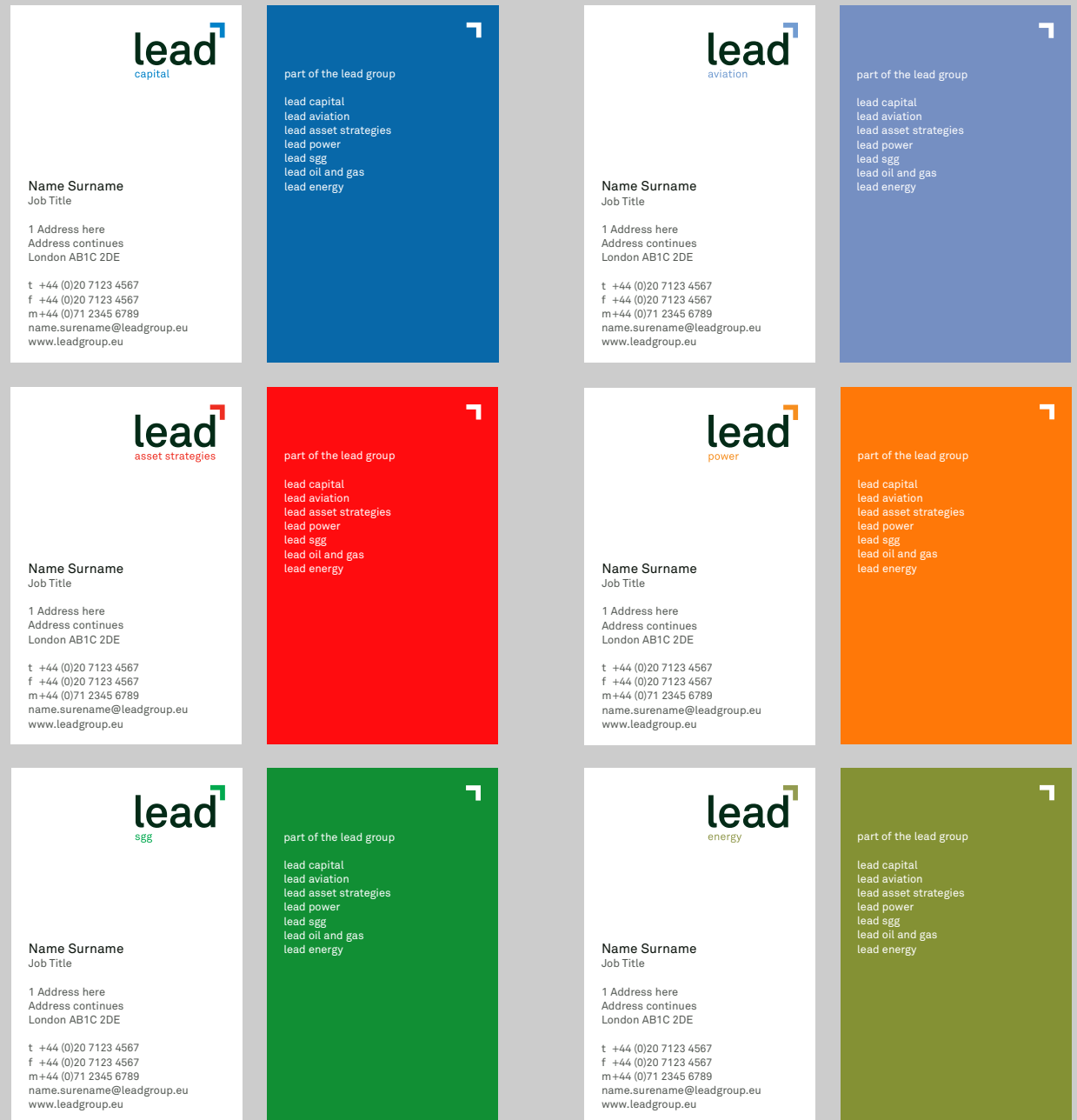
### 5.2 Business card variations

Additionally to the Lead Group business card individual business cards for each company within the group can be used.

It is possible that employees of the company use two business cards, one for the Lead Group and one for the company within the group.

All companies within the group are listed on the back of the card.

If several or all cards are printed, all colours should be printed in CMYK which is more cost effective. Individual cards can be printed using Pantone colours.



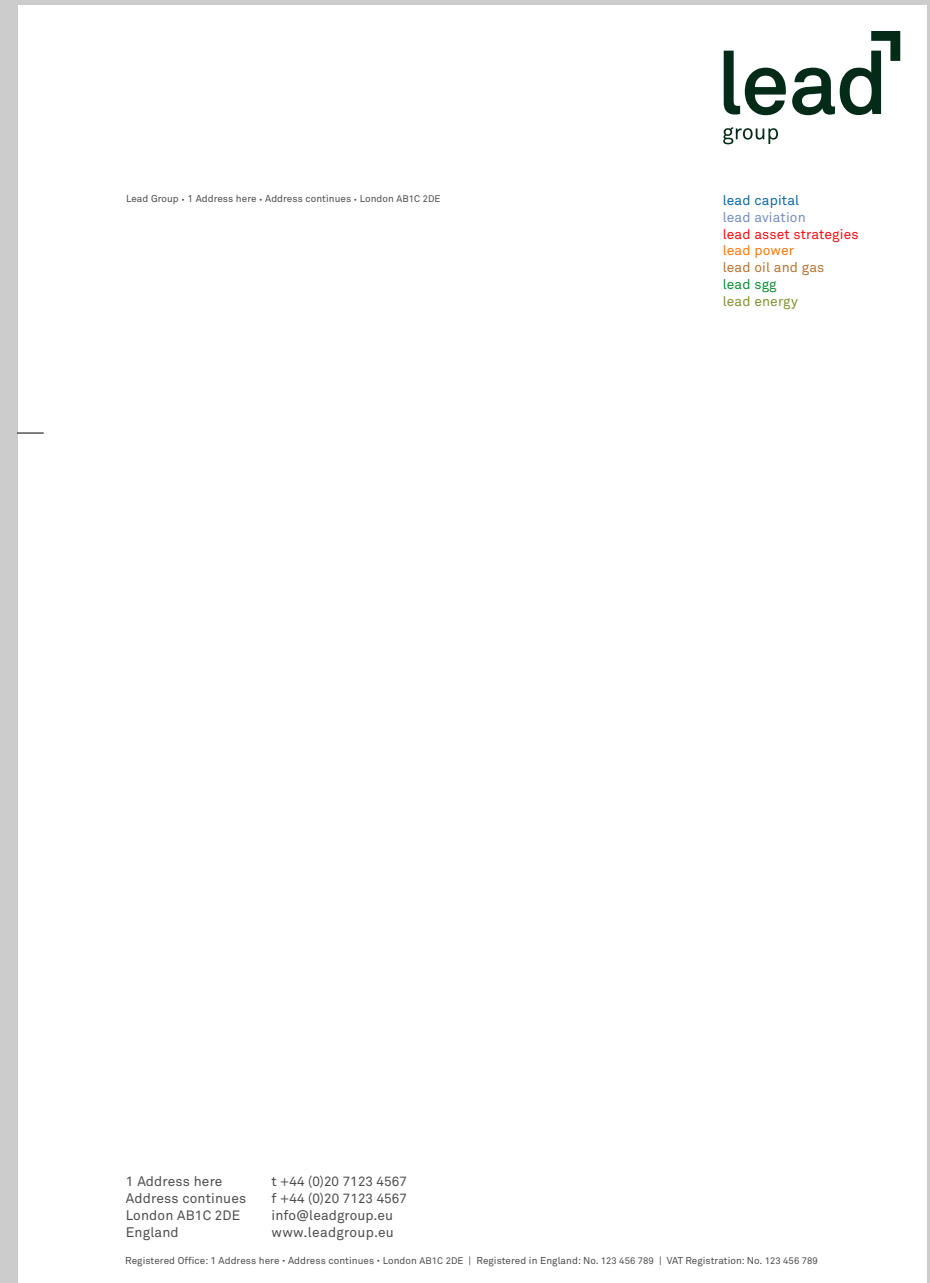
### 5.3 Letterhead

The letterhead should be used in combination with a DL window envelope. The small address line shows in the window above the recipients address.

Letters should be folded into three parts at the folding line measured 99mm from the top.

The letterhead is printed on Conqueror Connoisseur (soft white) 110gsm (laser compatible), without watermark.

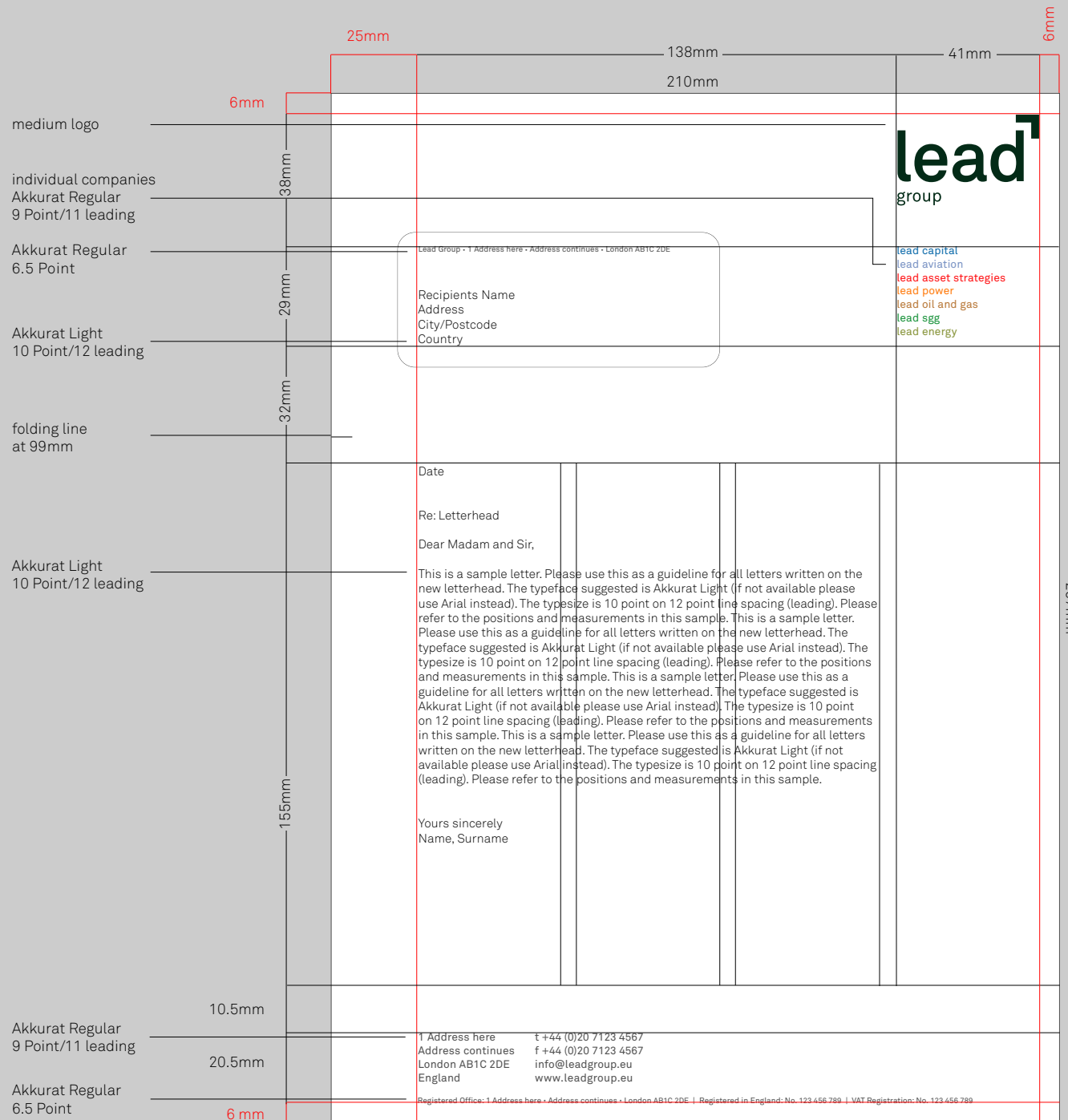
The letterhead for the Lead Group should be printed in CMYK which is more cost effective.



### 5.4 Letterhead construction

All letters should be typed according to the positions and measurements specified and only within the designated type area.

The typeface suggested is Akkurat Light (if not available please use Arial instead). The typesize is 10 point on 12 point line spacing (leading).

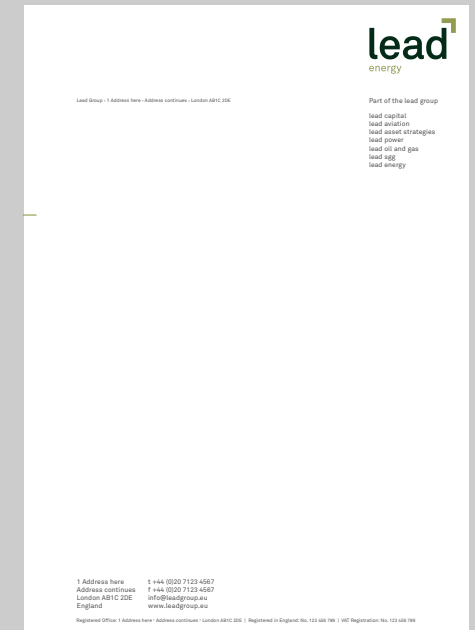
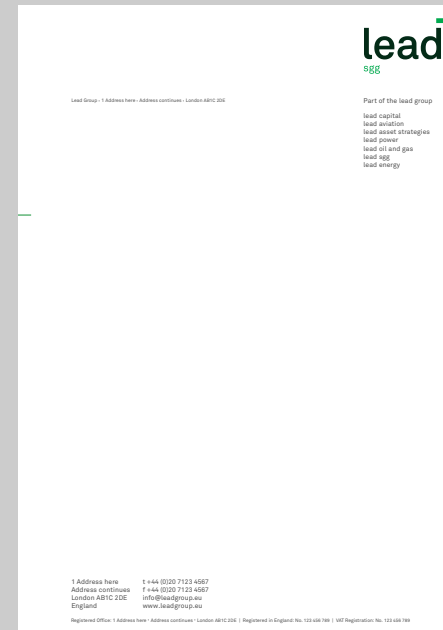
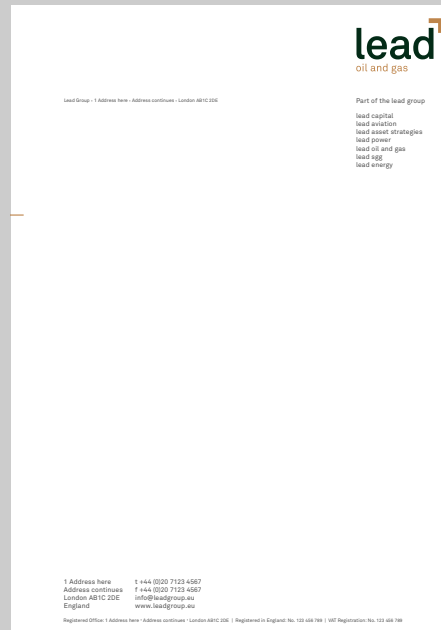
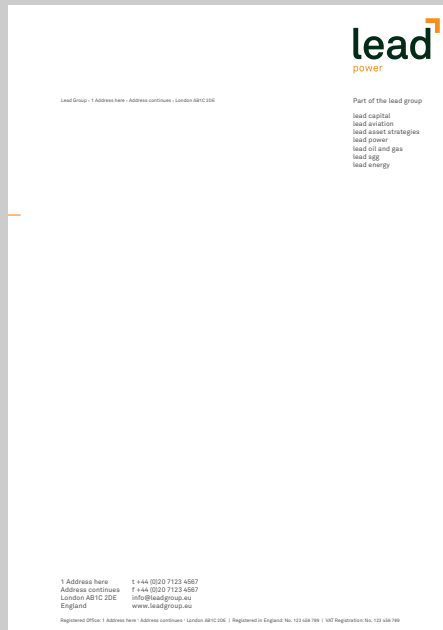
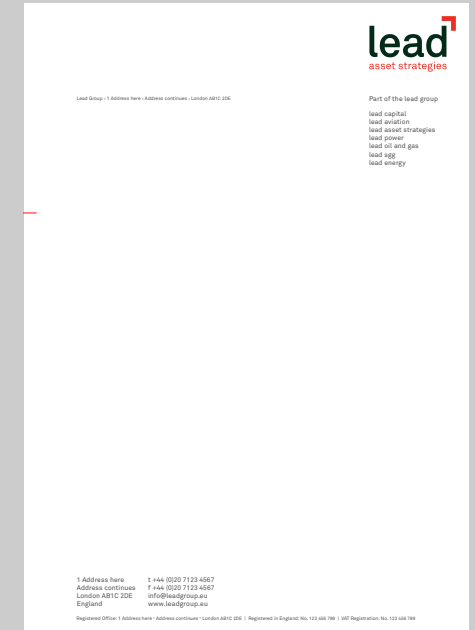
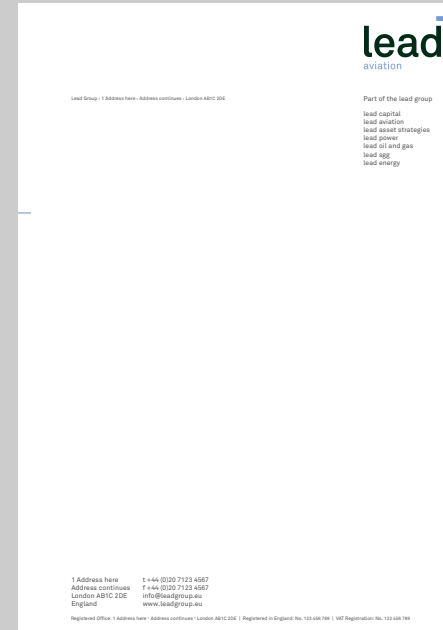
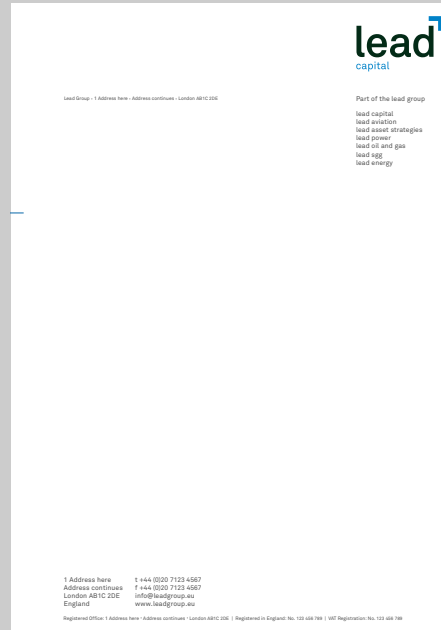


297mm

### 5.5 Letterhead variations

Individual letterheads for companies within the Lead Group should only be printed if there is a demand for print run or if the address is different from that of the Lead Group.

Individual letterheads can be printed using Pantone colours.



## 5.6 Continuation sheet

The continuation sheet should be used if a letter is longer than one page. Do not use a second letterhead for this purpose.

As the continuation sheet repeats the company address in small it can also occasionally be used for notes and in the same way as the compliment slip.

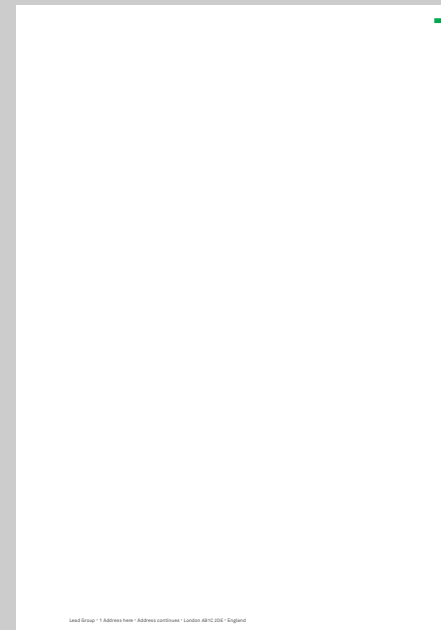
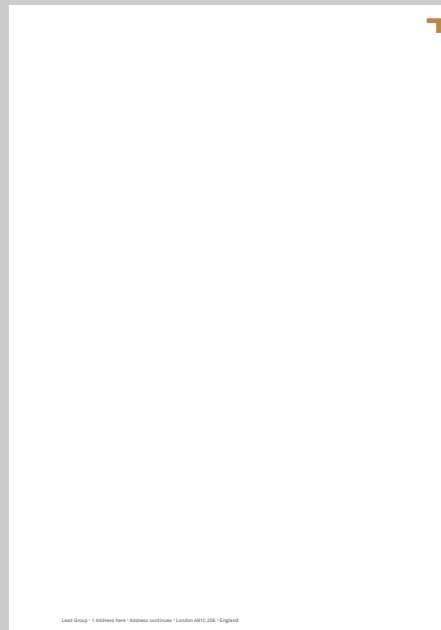
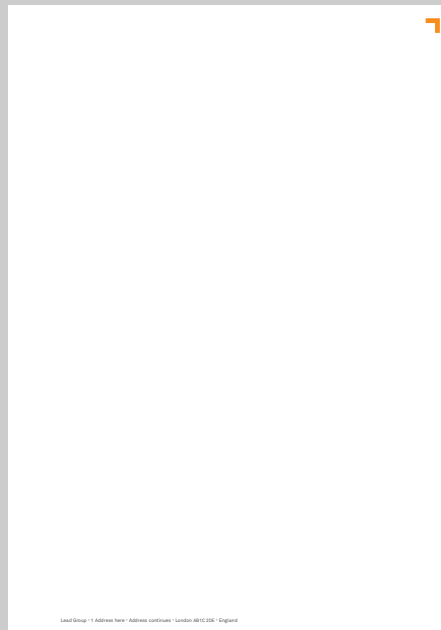
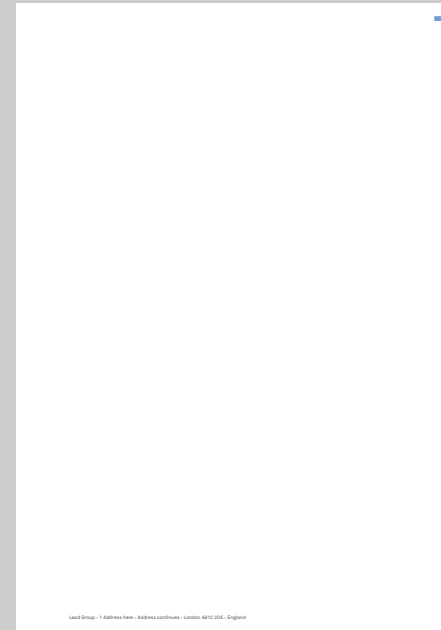
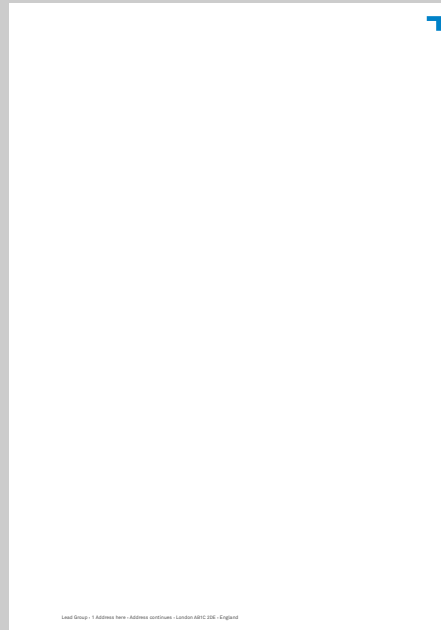
The continuation sheet should be printed together with the letterhead.



### 5.7 Continuation sheet variations

Individual continuation sheets for companies within the lead group should only be printed if there is a demand for a print run or if the address is different from that of the Lead Group.

Individual continuation sheets can be printed using Pantone colours.

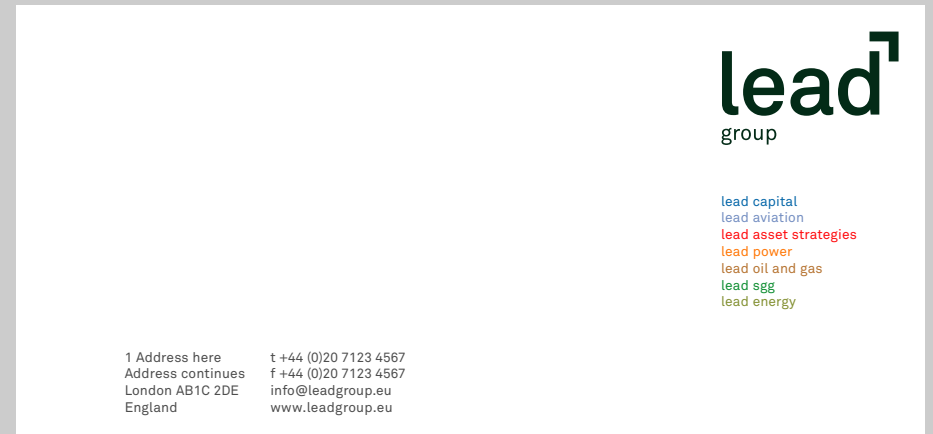
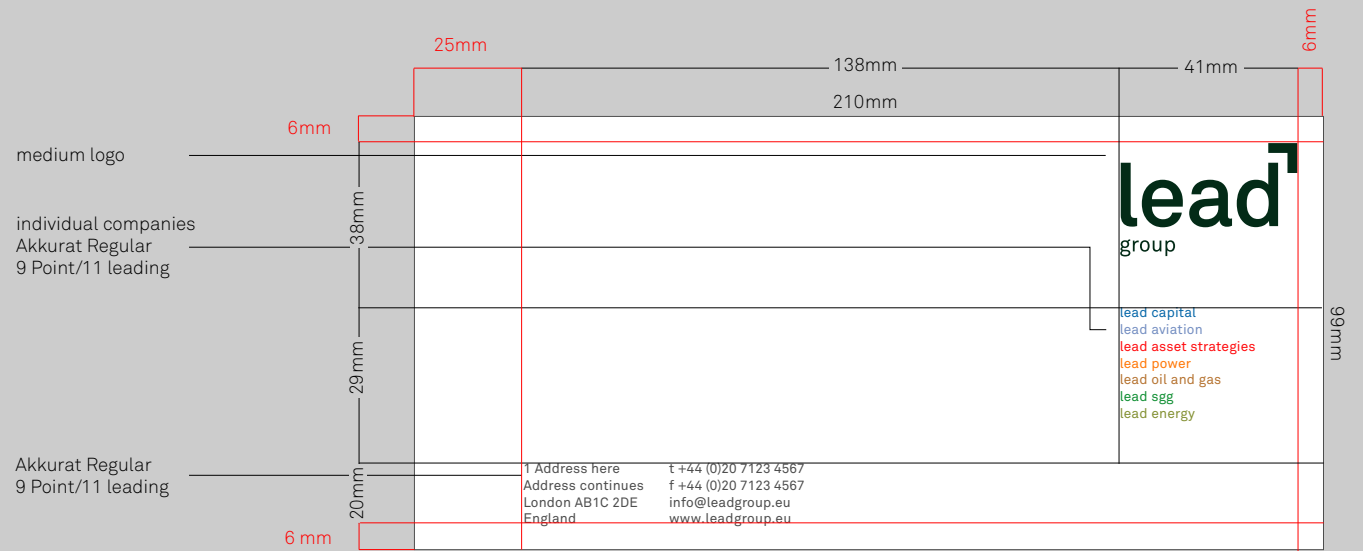




### 5.8 Compliment slip

The compliment slip repeats the design of the letterhead (the same printing plates can be used for the colours) but does not include the small address line and the company details at the bottom.

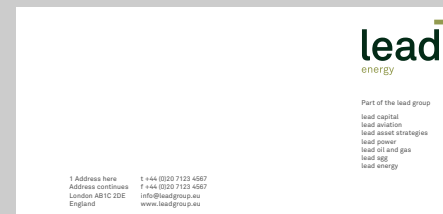
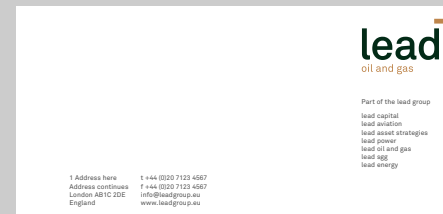
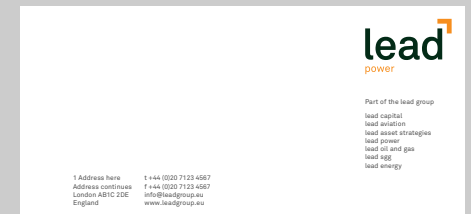
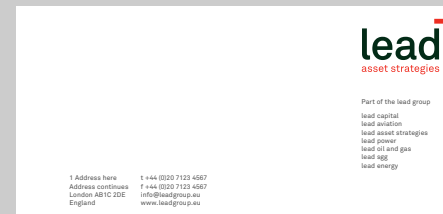
The compliment slip is printed on Conqueror Connoisseur (soft white) 110gsm (laser compatible), without watermark.



## 5.9 Compliment slip variations

Individual compliment slips for companies within the Lead Group should only be printed if there is a demand for print run or if the address is different from that of the Lead Group. They can be printed together with the letterheads.

Individual compliment slips can be printed using Pantone colours.



## 5.10 Facsimile

The Facsimile repeats the design of the letterhead but the address and names of individual companies are one point size larger than on the letterhead for better readability.

Company details such as the registered office address, company- and VAT No. do not appear on the Facsimile.

The Facsimile can be run out from a Laserprinter and does not have to be printed offset.

A letter typed on the Facsimile sheet should use the same layout as the letterhead but instead of the full address of the recipient it should state his Fax number and the number of pages sent.

**lead**<sup>1</sup>  
group

lead capital  
lead aviation  
lead asset strategies  
lead power  
lead oil and gas  
lead sgg  
lead energy

1 Address here  
Address continues  
London AB1C 2DE  
England

t +44 (0)20 7123 4567  
f +44 (0)20 7123 4567  
info@leadgroup.eu  
www.leadgroup.eu

5.11 Facsimile variations

Individual companies within the Lead Group can print out their own Facsimile sheet from the template provided on CD.

**lead<sup>1</sup>**  
capital

Part of the lead group  
 lead capital  
 lead aviation  
 lead asset strategies  
 lead power  
 lead oil and gas  
 lead sgg  
 lead energy

1 Address here      t +44 (0)20 7123 4567  
 Address continues    f +44 (0)20 7123 4567  
 London AB1C 2DE    info@leadgroup.eu  
 England              www.leadgroup.eu

**lead<sup>1</sup>**  
aviation

Part of the lead group  
 lead capital  
 lead aviation  
 lead asset strategies  
 lead power  
 lead oil and gas  
 lead sgg  
 lead energy

1 Address here      t +44 (0)20 7123 4567  
 Address continues    f +44 (0)20 7123 4567  
 London AB1C 2DE    info@leadgroup.eu  
 England              www.leadgroup.eu

**lead<sup>1</sup>**  
asset strategies

Part of the lead group  
 lead capital  
 lead aviation  
 lead asset strategies  
 lead power  
 lead oil and gas  
 lead sgg  
 lead energy

1 Address here      t +44 (0)20 7123 4567  
 Address continues    f +44 (0)20 7123 4567  
 London AB1C 2DE    info@leadgroup.eu  
 England              www.leadgroup.eu

**lead<sup>1</sup>**  
power

Part of the lead group  
 lead capital  
 lead aviation  
 lead asset strategies  
 lead power  
 lead oil and gas  
 lead sgg  
 lead energy

1 Address here      t +44 (0)20 7123 4567  
 Address continues    f +44 (0)20 7123 4567  
 London AB1C 2DE    info@leadgroup.eu  
 England              www.leadgroup.eu

**lead<sup>1</sup>**  
oil and gas

Part of the lead group  
 lead capital  
 lead aviation  
 lead asset strategies  
 lead power  
 lead oil and gas  
 lead sgg  
 lead energy

1 Address here      t +44 (0)20 7123 4567  
 Address continues    f +44 (0)20 7123 4567  
 London AB1C 2DE    info@leadgroup.eu  
 England              www.leadgroup.eu

**lead<sup>1</sup>**  
sgg

Part of the lead group  
 lead capital  
 lead aviation  
 lead asset strategies  
 lead power  
 lead oil and gas  
 lead sgg  
 lead energy

1 Address here      t +44 (0)20 7123 4567  
 Address continues    f +44 (0)20 7123 4567  
 London AB1C 2DE    info@leadgroup.eu  
 England              www.leadgroup.eu

**lead<sup>1</sup>**  
energy

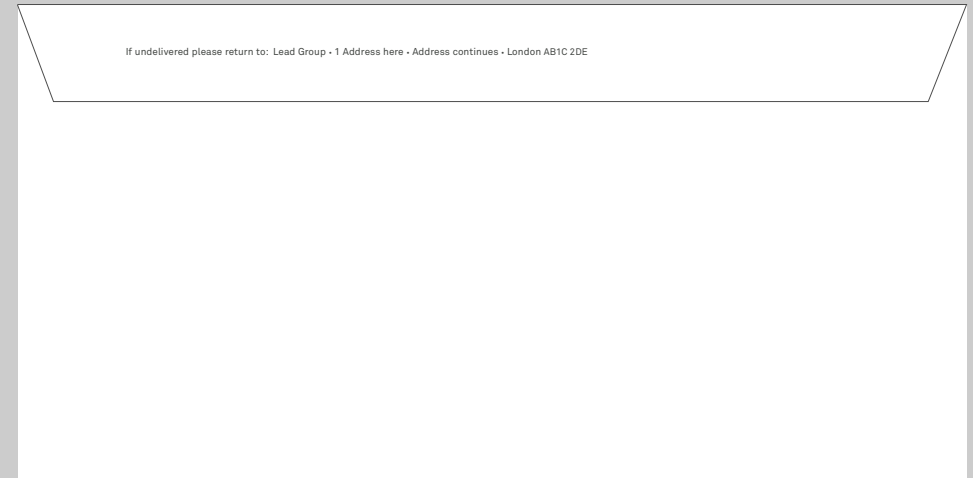
Part of the lead group  
 lead capital  
 lead aviation  
 lead asset strategies  
 lead power  
 lead oil and gas  
 lead sgg  
 lead energy

1 Address here      t +44 (0)20 7123 4567  
 Address continues    f +44 (0)20 7123 4567  
 London AB1C 2DE    info@leadgroup.eu  
 England              www.leadgroup.eu

### 5.12 DL window envelope

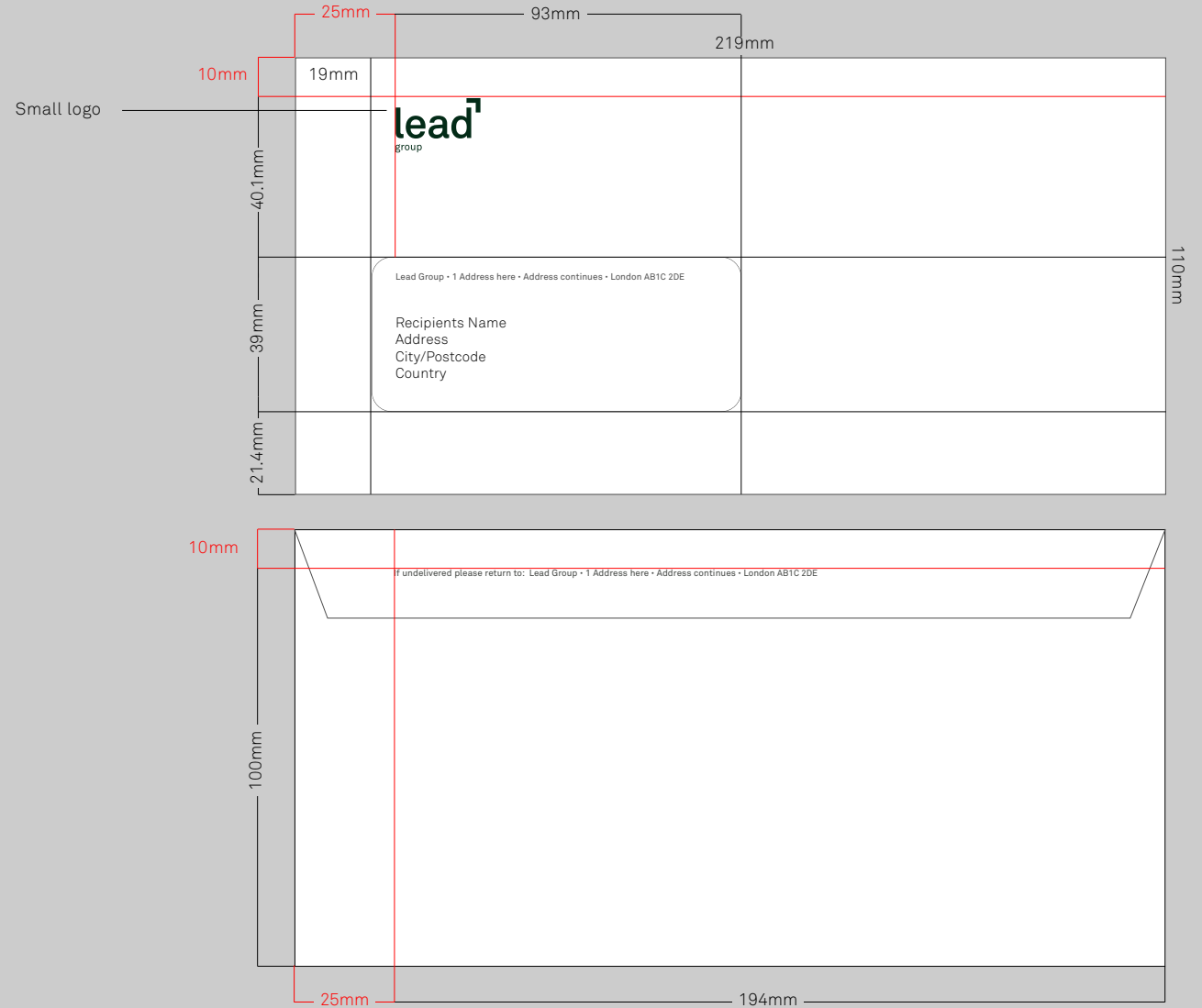
Standard DL window envelopes should be used to send letters. Self printed address labels should be avoided.

The window envelope should be from the same Conqueror paper range as the letterhead (Conqueror Connoisseur).



### 5.13 DL window envelope construction

The logo and the small address line on the back of the envelope needs to be at least 10mm away from the edge following printing requirements for envelopes.



#### 5.14 Document cover front

The document cover should be used for ring bound presentations or proposals.

It can be printed digitally on white paper (ideally 300gsm) and covered by a protective acetate.

**lead**<sup>7</sup>  
group

lead capital  
lead aviation  
lead asset strategies  
lead power  
lead oil and gas  
lead sgg  
lead energy

### 5.15 Document cover back

The document back cover should be used for as the last sheet for ring bound presentations or proposals showing the address on the outside.

It can be printed digitally on white paper (ideally 300gsm) and covered by a protective acetate.

Lead Group

1 Address here  
Address continues  
London AB1C 2DE  
England

t +44 (0)20 7123 4567  
f +44 (0)20 7123 4567  
info@leadgroup.eu  
www.leadgroup.eu



The Lead Group logo and all logos for individual companies within the group are provided on CD in three different colour modes for different types of printing.

It is important to ask external users how the logo will be printed in order to provide them with the correct file.

Pantone colours are precise spot colours which are used when the amount of colours is limited (usually less than four) or if a very precise colour match is needed. They are also often referred to by vinyl and sign companies.

CMYK colours are used in standard offset printing. The CMYK logo should always be selected if more than four colours appear in the design or if more than four colours are combined on the printing film. CMYK colours also work best for digital printing.

RGB colours are used for all on-screen designs such as pdf's and websites.

The CD also includes all logos in black (100k) which are not listed on this page.

Lead\_group\_PANTONE  
Lead\_group\_CMYK  
Lead\_group\_RGB

lead<sup>7</sup>  
group

Lead\_white\_group\_PANTONE  
Lead\_white\_group\_CMYK  
Lead\_white\_group\_RGB

Lead\_capital\_PANTONE  
Lead\_capital\_CMYK  
Lead\_capital\_RGB

lead<sup>7</sup>  
capital

Lead\_white\_capital\_PANTONE  
Lead\_white\_capital\_CMYK  
Lead\_white\_capital\_RGB

Lead\_aviation\_PANTONE  
Lead\_aviation\_CMYK  
Lead\_aviation\_RGB

lead<sup>7</sup>  
aviation

Lead\_white\_aviation\_PANTONE  
Lead\_white\_aviation\_CMYK  
Lead\_white\_aviation\_RGB

Lead\_asset\_PANTONE  
Lead\_asset\_CMYK  
Lead\_asset\_RGB

lead<sup>7</sup>  
asset strategies

Lead\_white\_asset\_PANTONE  
Lead\_white\_asset\_CMYK  
Lead\_white\_asset\_RGB

Lead\_power\_PANTONE  
Lead\_power\_CMYK  
Lead\_power\_RGB

lead<sup>7</sup>  
power

Lead\_white\_power\_PANTONE  
Lead\_white\_power\_CMYK  
Lead\_white\_power\_RGB

Lead\_oil+gas\_PANTONE  
Lead\_oil+gas\_CMYK  
Lead\_oil+gas\_RGB

lead<sup>7</sup>  
oil and gas

Lead\_white\_oil+gas\_PANTONE  
Lead\_white\_oil+gas\_CMYK  
Lead\_white\_oil+gas\_RGB

Lead\_sgg\_PANTONE  
Lead\_sgg\_CMYK  
Lead\_sgg\_RGB

lead<sup>7</sup>  
sgg

Lead\_white\_sgg\_PANTONE  
Lead\_white\_sgg\_CMYK  
Lead\_white\_sgg\_RGB

Lead\_energy\_PANTONE  
Lead\_energy\_CMYK  
Lead\_energy\_RGB

lead<sup>7</sup>  
energy

Lead\_white\_energy\_PANTONE  
Lead\_white\_energy\_CMYK  
Lead\_white\_energy\_RGB



©2006 Lead Group  
Design and Concept by  
Mind Design

For support and queries  
please do not hesitate to  
contact Mind Design.

Mind Design  
Unit 207, Hatton Wall  
London EC1N 8JH  
Tel. +44 (0)20 7242 0340  
[www.minddesign.co.uk](http://www.minddesign.co.uk)  
[info@minddesign.co.uk](mailto:info@minddesign.co.uk)