CVI GUIDELINES

Design elements

CORPORATE LOGO

Guidelines

LPI
LEADERSHIP PIPELINE INSTITUTE®

Corporate logo

The **minimum** amount of clear space required is the size of the "L" in LPI.

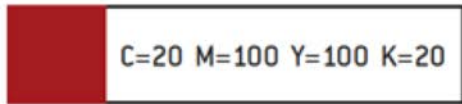The logo should **always** be placed on a white background
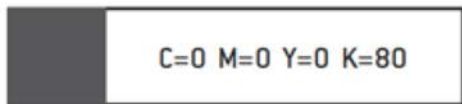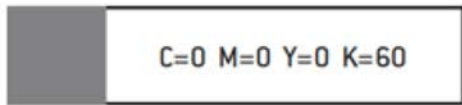
COLOURS
Guidelines

Primary colors

■	PANTONE 187 C
■	C=20 M=100 Y=100 K=20	1.
■	C=0 M=0 Y=0 K=80	2.
■	C=0 M=0 Y=0 K=60	3.
■	C=0 M=0 Y=0 K=35	4.
■	C=0 M=0 Y=0 K=10	5.
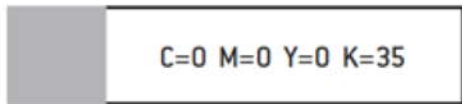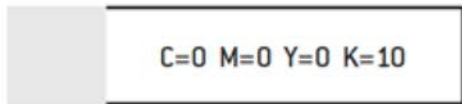
Secondary colors
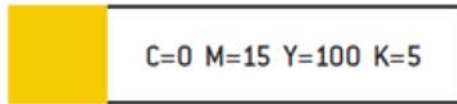
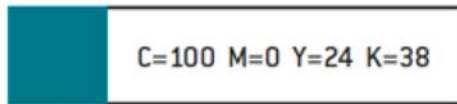|	
■	C=5 M=60 Y=100 K=0
■	C=0 M=15 Y=100 K=5
■	C=70 M=35 Y=100 K=10
■	C=65 M=0 Y=100 K=10
■	C=90 M=20 Y=0 K=70
■	C=100 M=0 Y=24 K=38
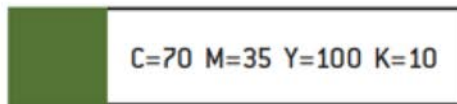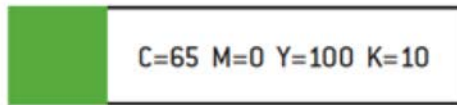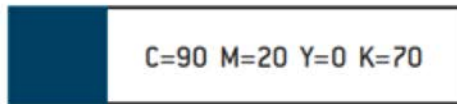
The **primary** color palette is how we express the Master Brand and make sure our communication is consistent.
The combination of LPI red and LPI Grey is strong and unique and helps our brand stand out in the sector of management consulting.

Our **secondary** colors aren't quite as prominent as our primary colors - but they still play a part in expressing our brand. We use the secondary colors in charts, diagrams and illustrations.
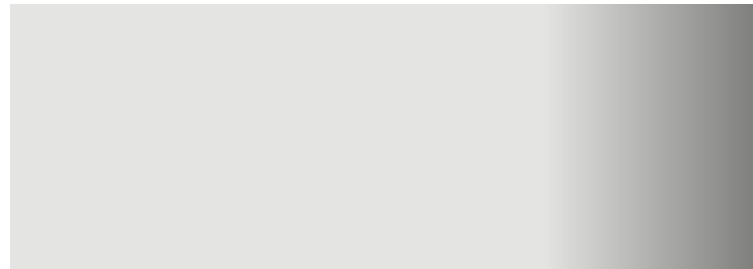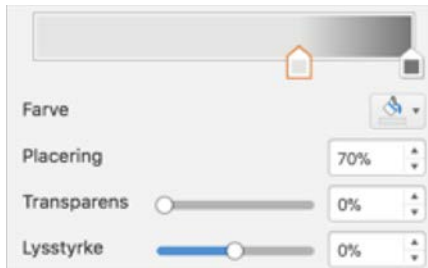
LPI
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Color gradients

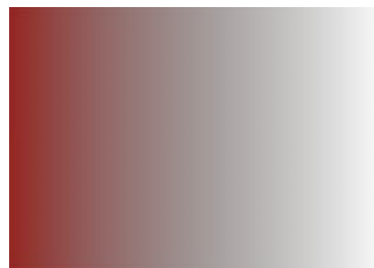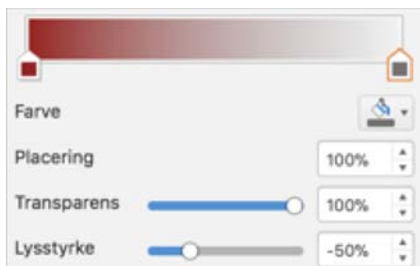Please use gradients carefully

LPI red (1) and LPI grey (3)

For break slides non-complex content slides

LPI grey (5) and LPI grey (3)
For content slides

LPI red (1) and LPI grey (3). Add on 50% of picture on first slide. Make grey 100% transparent (see figure to the left)
Only to be used on first slide!

TYPOGRAPHY

Guidelines

Typography

Make it LPI

LPI's main typeface is called Tahoma (pre-installed in Microsoft Office programs).

Use capital letters for headings
Use the regular font for all text
Use the bold or italic font to underline a certain point or drive attention to a specific word or phrase.

Tahoma: Regular font

Tahoma: Bold font

Tahoma: Italic font

TAHOMA: CAPS FONT

PHOTOGRAPHY

Guidelines

Our photos and images are essential to the LPI Visual Identity and help us communicate with all of our stakeholders. You can access all photos on the partner site in the folder LPI Visual Identity. You will also find our logo and favicon in the folder.
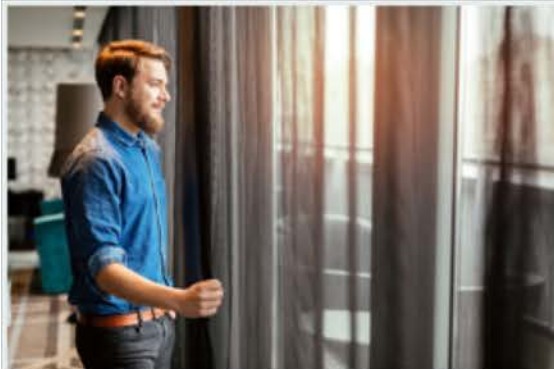
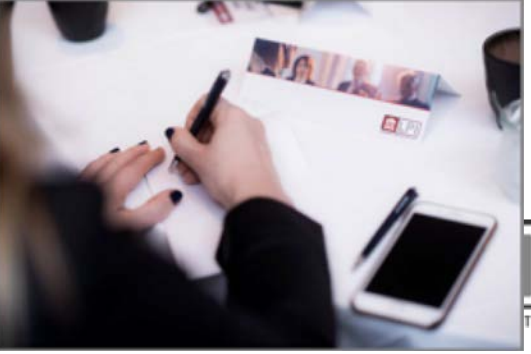# Photo library

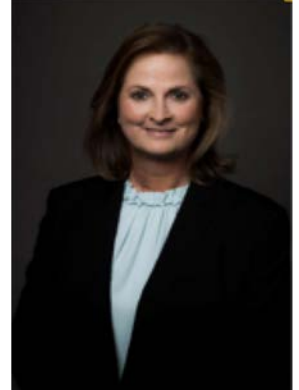# Photo library

Photo library - details

Photo library - employees

ICONS
Guidelines

Icons

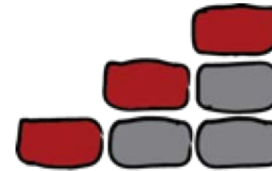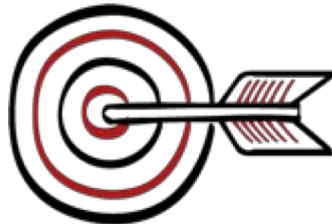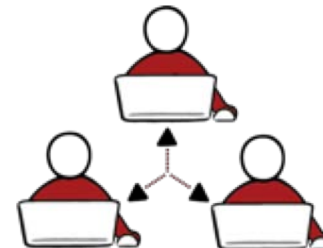|		
1:1 MEETING	IMPROVE PERFORMANCE	E-LEARNING
READ ARTICLES	VIRTUAL CLASSROOM	WORK VALUE
ONLINE LEARNING COMMUNITY	COACHING	DEVELOPMENT TALK WITH DIRECT MANAGER
PEOPLE REVIEW	TEST	TIME APPLICATION
PREPARATION	OBJECTIVES	SKILLS
TALKING PERSON	PEER TO PEER GROUP ASSIGNMENT	FACE TO FACE TRAINING
VIDEOS AND PODCASTS		

CO-BRANDING
Guidelines

Integrating the LPI brand with the client's CVI

1. Make sure you know their specific colors before updating.
2. Always feel free to reach out if you need help setting it up.
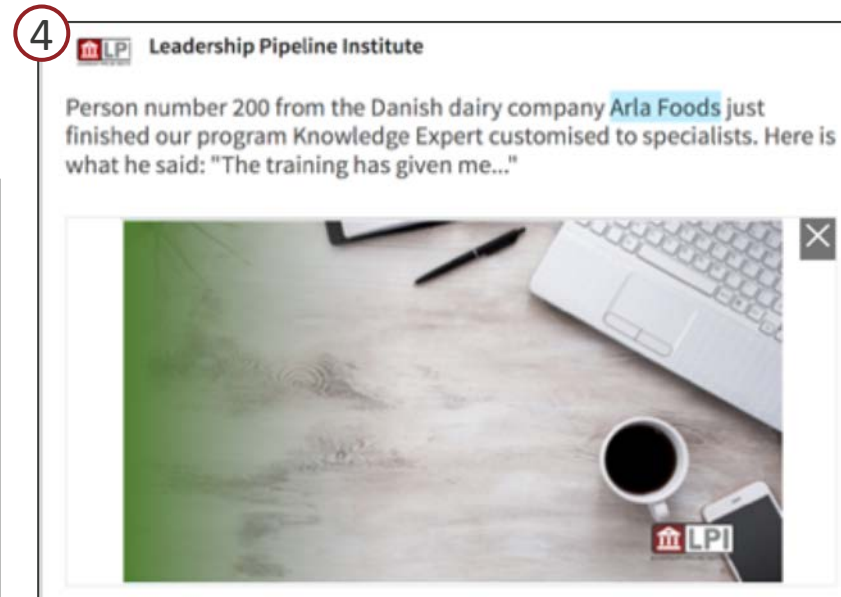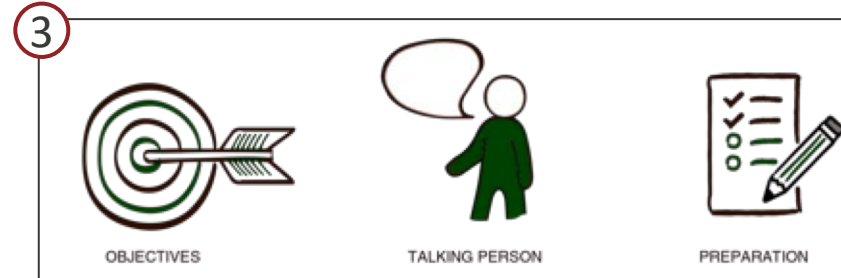
1. You can update the front page to the specific client and change the gradient color to their primary color

2. Do the same on the break slides. Always use break slides. Why?
- They help both you and the audience to keep an overview.
- There are no disturbing elements, so use them when you need to reflect, discuss something or just want their full attention.

3. Reach out if you need the icons in a specific color. We can help you.

4. Always feel free to share stories that we can share on LinkedIn. We are more than happy to brand the client as well. Remember to ask for permission to share if client is mentioned.
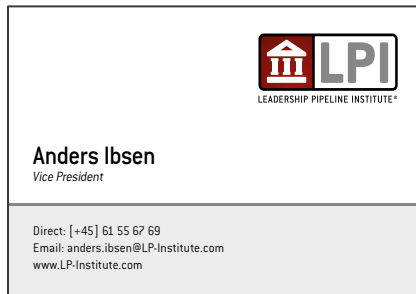
APPLICATIONS
Guidelines

Offline templates

Business Cards
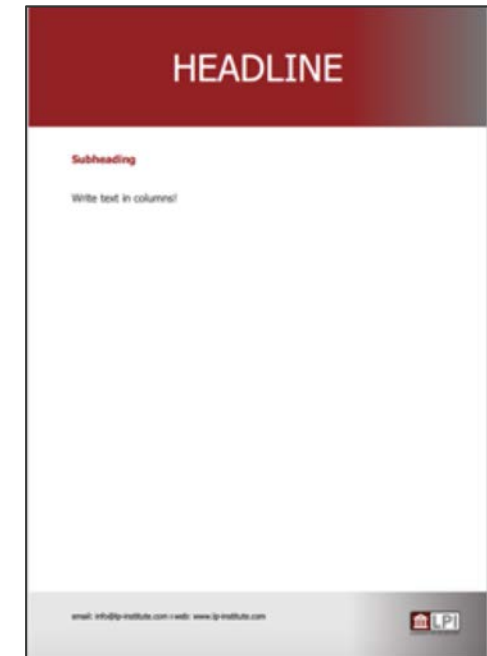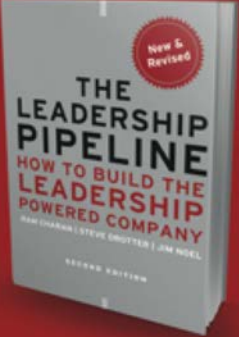Please reach out to Rikke when you
need more business cards.

Letter

Certificate

Article

Roll-ups
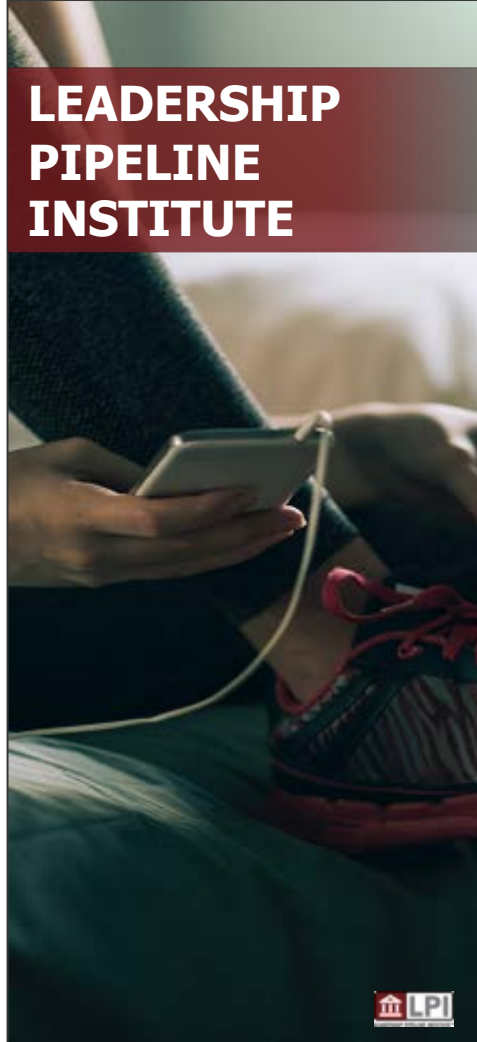
Power Point templates

Power Point template Sales / buy-in /other

Full presentation available. Please reach put if you need any help setting or input when setting up new presentations.

Power point manager onboarding

We will look into updating the full presentation for manager onboarding. Stay tuned!

Power Point template facilitation

Change **ONLY** front page, agenda, break slides and end slide. This is important as other slides are illustrated in PAM.

Power point virtual follow-up

We will look into updating the virtual follow up slides after finishing other presentations. More information to follow.

THE END