



## STYLE GUIDE 10 FOR LEADERS



# 10 for leaders

TRANSFORMATION EVOLUTION NETWORK  
FOR LEADERS

We are a group of professionals passionate about learning

who

makes the time resources, information, skills of our members (leaders from various fields) more efficient

by

organizing events, workshops, where they exchange ideas and by generating relevant content

to

bring balance and inspiration to every leader in the community/Romania.





## About the visual

### Key elements

- high value network
- excitement and joy - something cool, you really want to make part
- simplicity
- elegance
- something simple that could be reproduced on an elegant badge
- works well on black and white
- supports the idea of community power and joy

### What the visual suggests

high value, network, joy, for leaders

### Brand personality

inspires, creates enthusiasm, honest, reliable, successful, smart

### Our values

- authenticity
- consistency
- creativity

**10 for leaders** logo is the most powerful element of brand visual identity. It works as a guarantee of the brand.

The logo is a lettermark type composed of the **number 10** and the letters in “**for leaders**” written in a unique form. It can be used on colored background or photo. It is also accepted the use of the logo in the colors listed in the guide.

For consistency in brand communication, it is very important to follow the user guide of the logo.









**10**  
for **leaders**



**10**  
for **leaders**





**SPRING EVENT**

**io**  
for leaders







It is necessary to use a protective space for the logo.  
Its size is identifiable by positioning the side of the  
letter E in the logo x 2 on each side.



Minimum spacing - the rule also applies for the logo  
with a colored background.





Logo spacing

Example of minimum logo size. Below the logo is resized with a large side of 1.5 cm.



It is necessary to use the logo at a size of at least 1.5 cm on the long side. Using it at a smaller size will make it difficult to see and identify.

Minimum logo size

Main colors



**CMYK** (49, 59, 54, 42)  
**#02424b**  
**RGB** (2, 66, 75)



**CMYK** (15, 4, 100, 0)  
**#2dc00**  
**RGB** (226, 220, 0)

Secondary colors



**CMYK** (84, 41, 100, 43)  
**#0b510b**  
**RGB** (11, 81, 11)

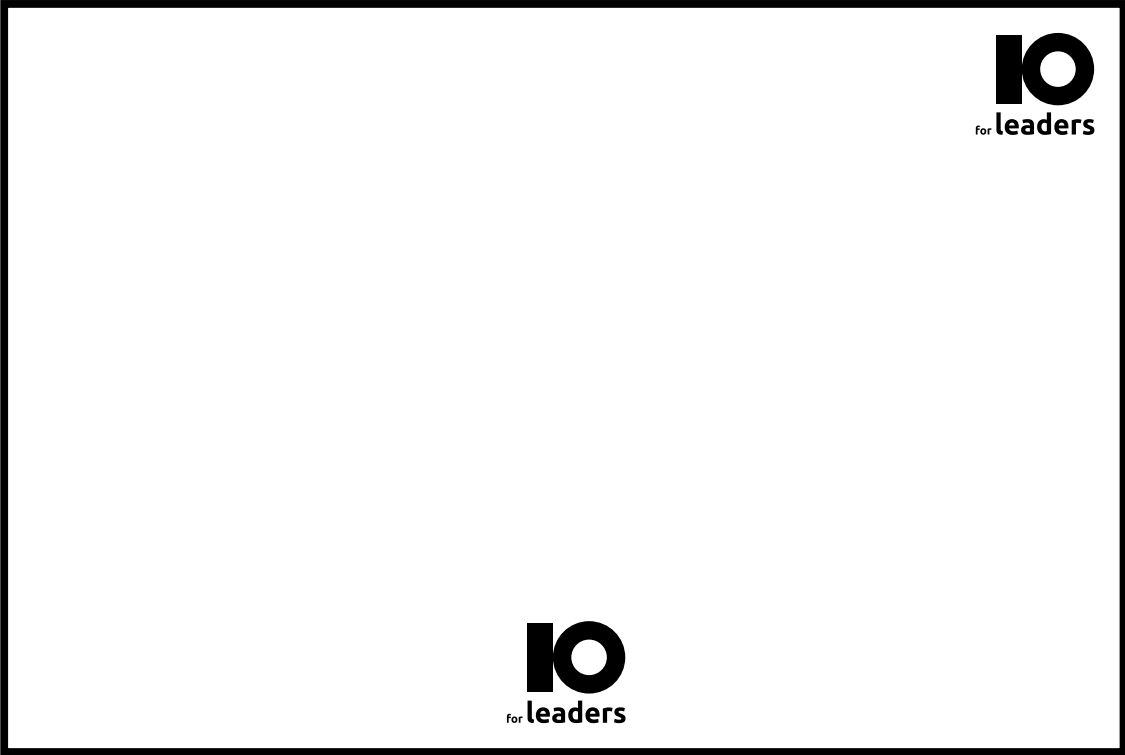
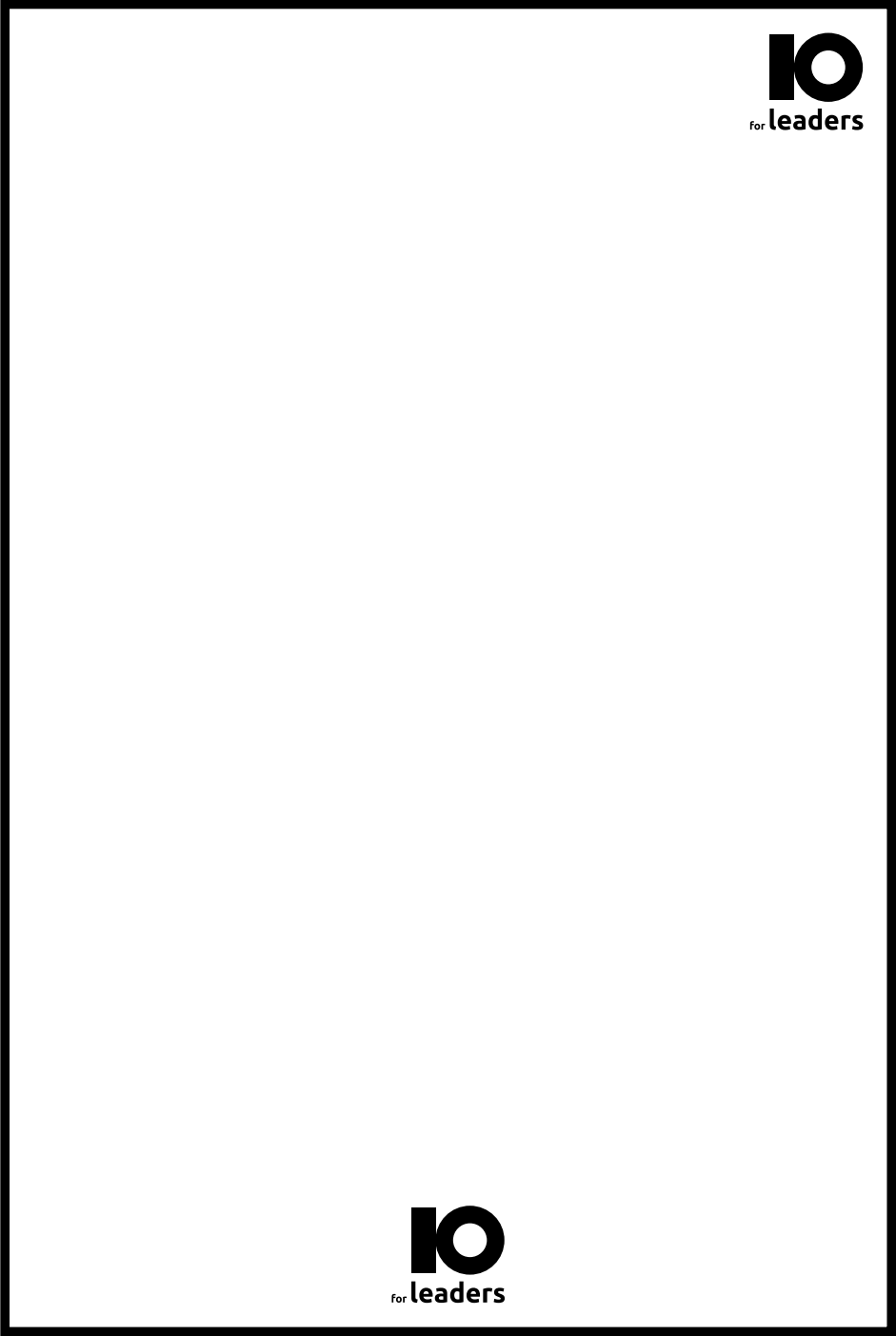


**CMYK** (86, 18, 100, 6)  
**#098e09**  
**RGB** (9, 142, 9)

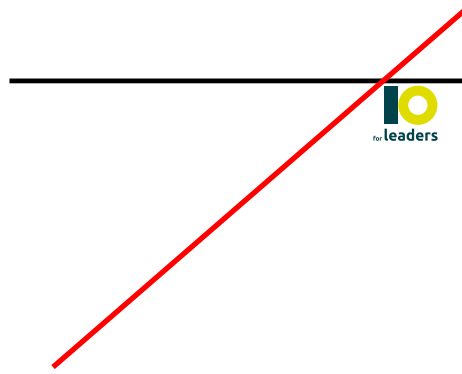
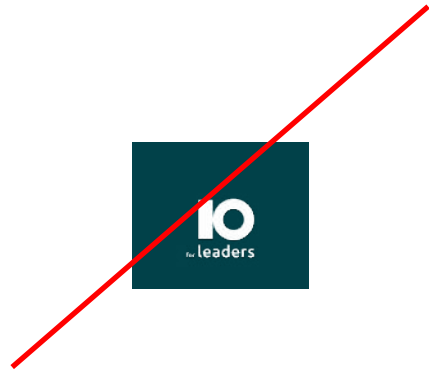
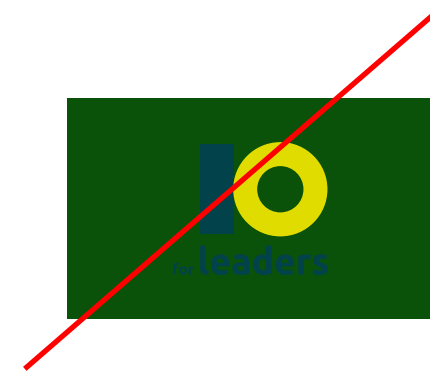
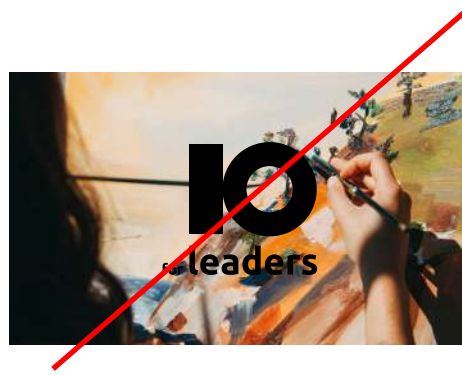
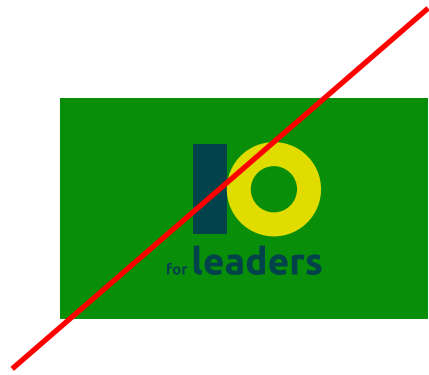
Logo colors



Logo positioning



Logo positioning



In the case of images, it is recommended to use the colored logo only in light-colored areas, NOT in areas with a lot of background color or in areas with a lot of detail. In areas with a lot of background color, it is recommended to use the white logo.

How not to use the logo



# Ubuntu

## Open Sans

**Open Sans** font for body texts - it will be used on online/offline areas with a lot of text. It is very easy to read. **Ubuntu** will be used for Titles and to highlight information as well as in texts overlapping images.

# Ubuntu

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789  
abcdefghijklmnopqrstuvwxyz

# Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

abcdefghijklmnopqrstuvwxyz













Facebook



Facebook



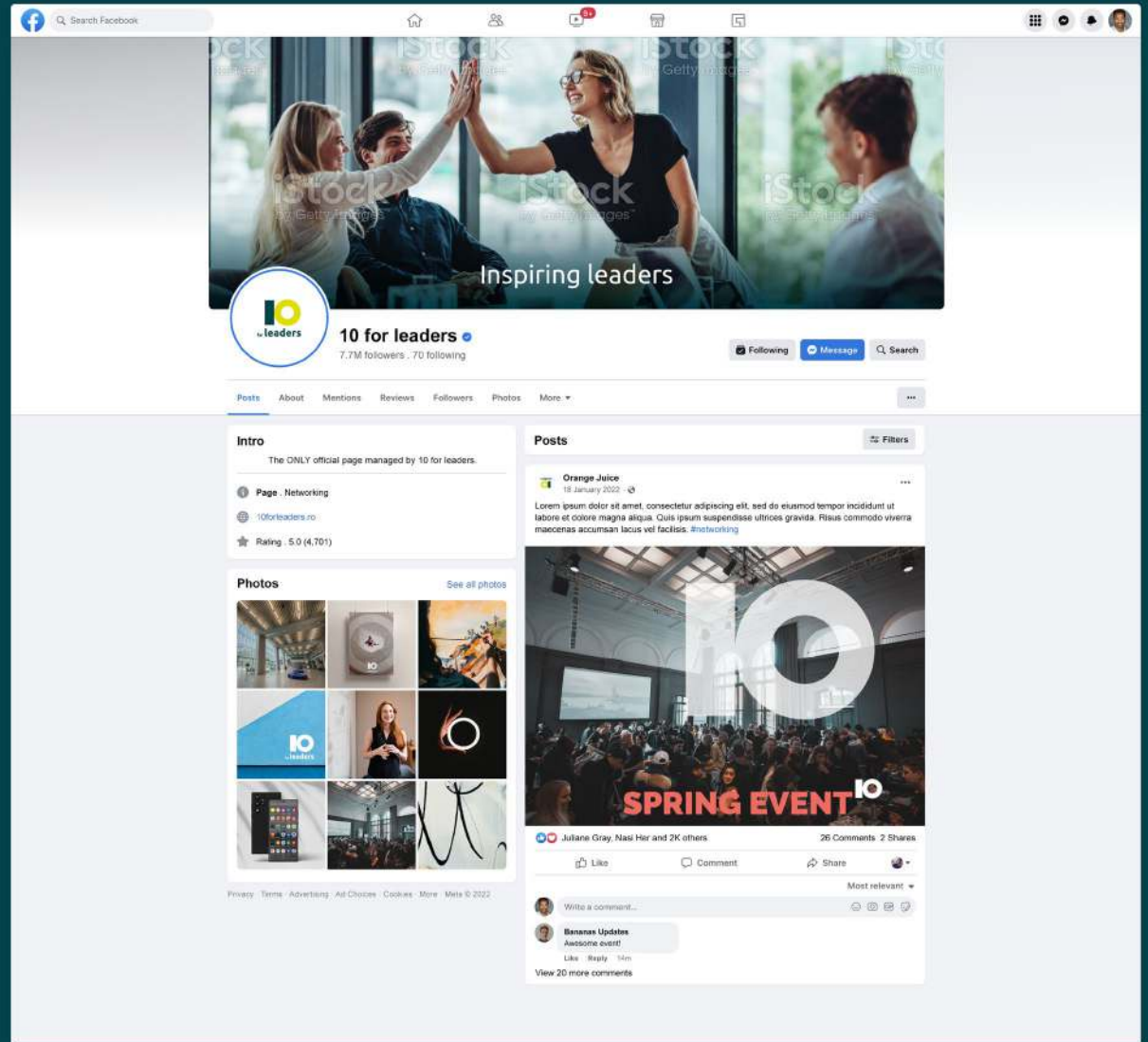
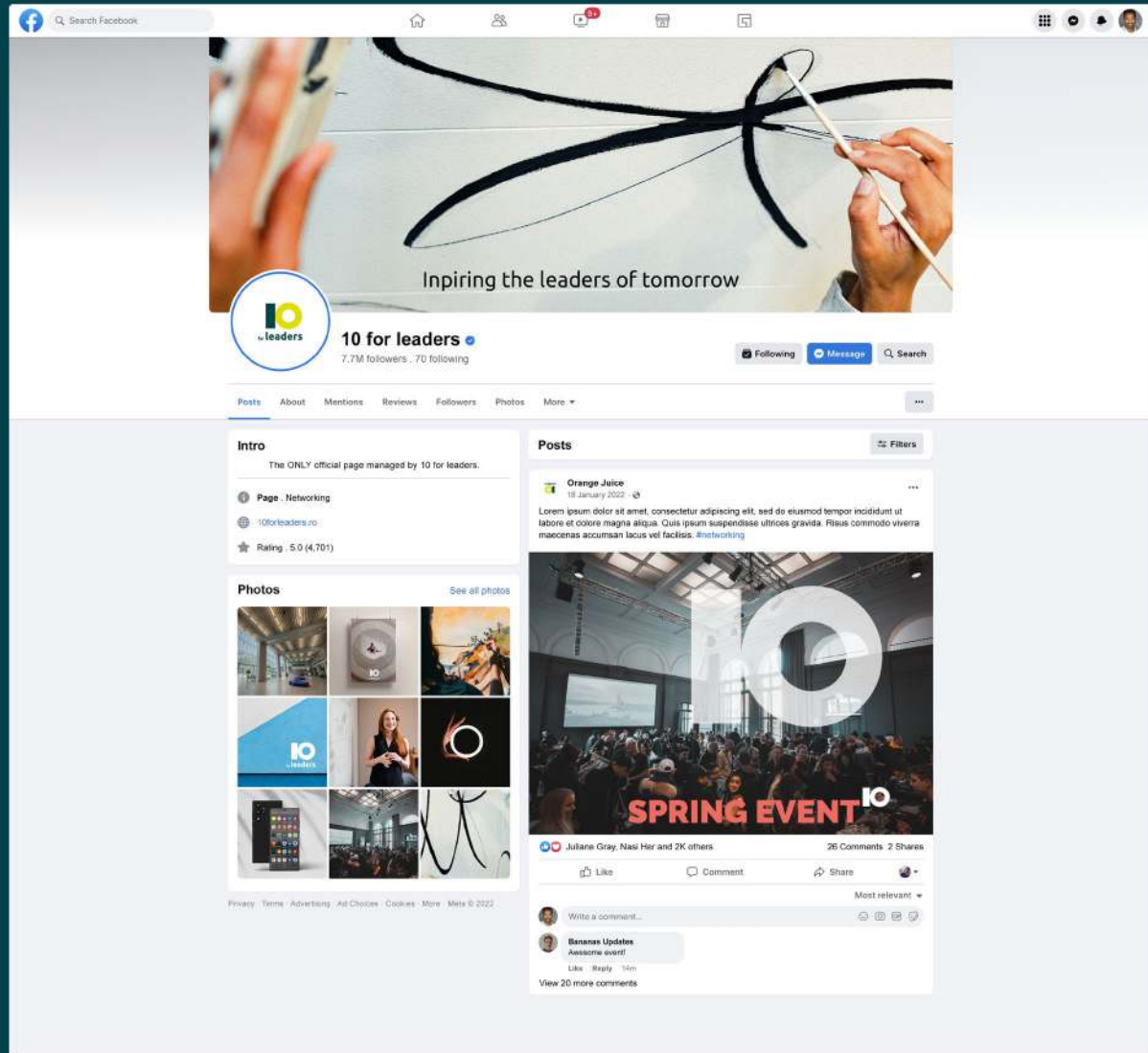


Facebook

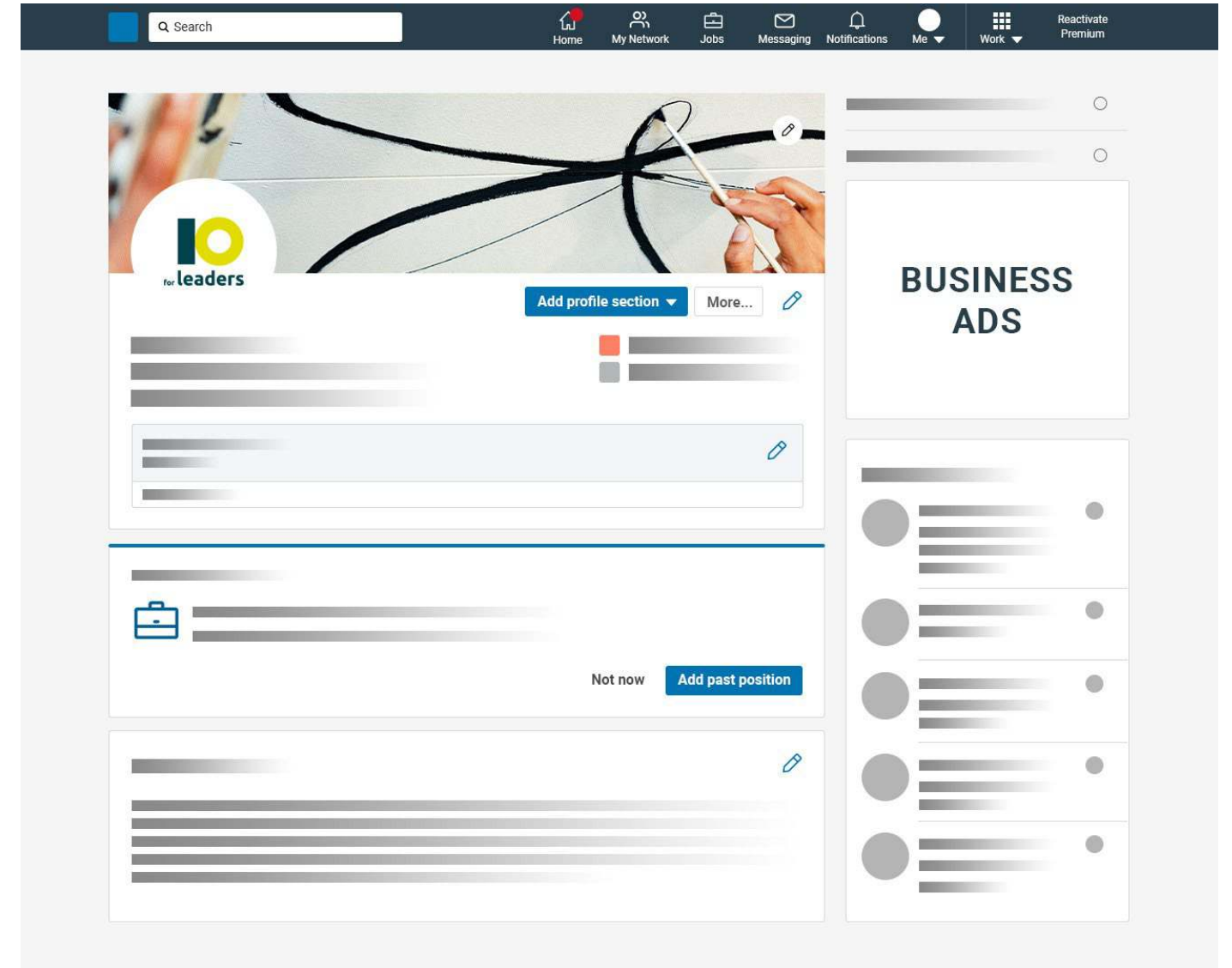
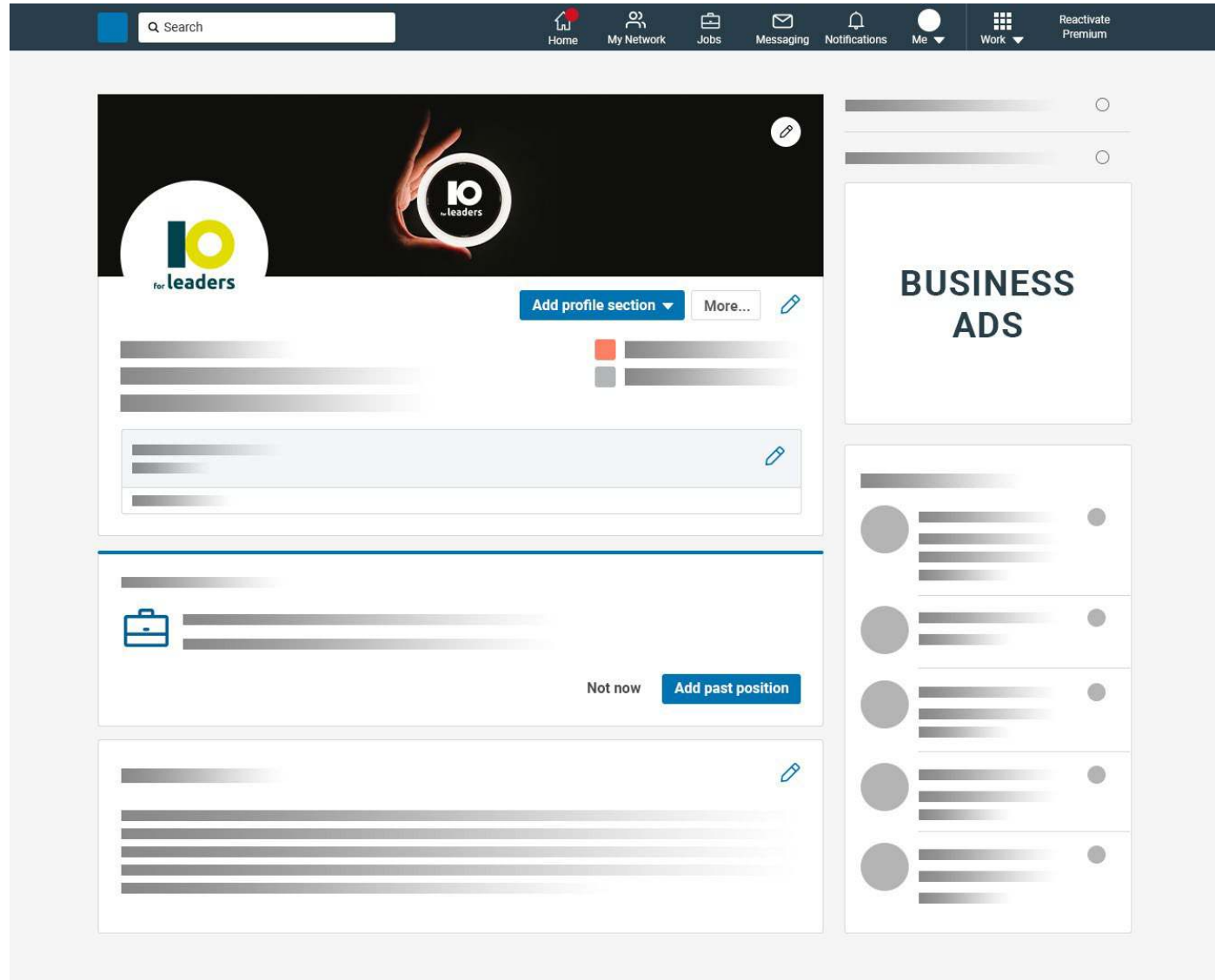






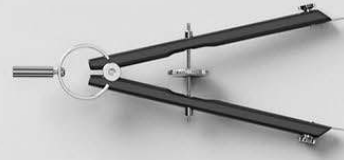


Cover Facebook



Cover LinkedIn







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