

LEADERPROMOS BRAND OVERVIEW

In addition to being ranked in the top one-percent of all promotional products companies in the nation, Leaderpromos offers a full suite of marketing and e-commerce solutions for all of your branding efforts worldwide. Simply put - Leaderpromos is everything you need all in one place. One company, one solution. That's the Leader difference.

Primary Logo

This is the preferred version of the logo. When possible, always use the full color version of the logo. Do not manipulate any version of the logo in any way. The "LP" in the dot should always be filled with white in the full color version of the logo.



Horizontal Logo

The horizontal version of the logo should be used when space doesn't allow for the primary logo to be used. The full color version of the logo is preferred.

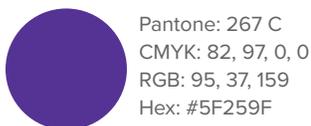


The Dot

The dot should only be used when space doesn't allow for the Primary or the Horizontal logos to be readable.



Primary Color Palette



Logo Font

Proxima Nova
Light

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz

All weights of this font can be used. This is to be used for body copy, subheads, or any sections using large amounts of text.

Proxima Nova
Bold

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz