

Motivational Leadership

Brand guidelines

September 2008

The brand

Motivational Leadership combines the strengths of three companies that have joined together to provide bespoke training, coaching and consultancy services to clients. Our unique, psychology based approach ensures that our clients receive workable personal strategies that deliver real benefits for the business and for them personally. We specialise in providing these services to leaders and managers from middle management level through to CEO.

Our aim is to unlock potential and facilitate lasting change. We are passionate and committed to our work and believe that clients deserve the best service and quantifiable results; which is why we commit to evaluating every project.

We work with people's innate talents and motivators enabling new behaviours to become habits. We inject an element of fun into everything we do as, in our experience, people learn more and are more open to change when they are relaxed.



Cluster of 3 elements

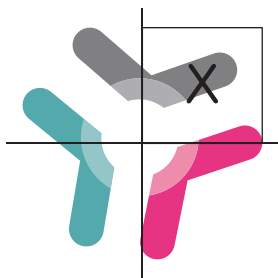
1: Company name

2: Batons

Logo and elements

This is the principal company logo and as such should be used in this format and colour scheme where possible.

The logo cluster should always be positioned in the top right hand corner of the page.



(X) Indicates the minimum clearspace allowed when placing the logo

Logo alternatives

primary logo



secondary logos



Type styles

primary type face

VAG rounded thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

VAG rounded light

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

VAG rounded bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

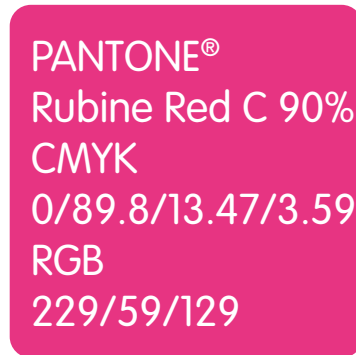
secondary type faces

Arial

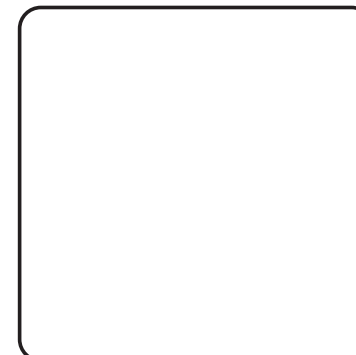
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Colour palette

primary palette



secondary palette



inspire motivation insights people adapt connect
partnership delivery change enthusiasm
potential **pass it on**