changeuni

Team Leaders
for the *future* –
design guidelines

DOT July 2020

Sophisticated, thoughtful and smart

Why worry?

Every document you publish, every zoom call you make, every presentation you give, you show what Change Uni is all about.

We offer a *premium service to sophisticated clients* well versed in the language and style of management consultancy. Our business is about trust in our professionalism. Our customers want to work with us because we're sophisticated, thoughtful and smart.

Our style is expressed through elegant typefaces, colours and images. This guide will help you produce on-brand assets for the Team Leaders for the future course. It will also help you do things quicker, because you have a clear place to start from.

There is a **resources** page on the website here:

https://thechangecorporation.com/team-leaders-resources

where you can download designs and images.

Our wonderfully elegant and modern corporate fonts Questa Light, *Questa Light Italic*, and **Questa Sans Bold** aren't free, but they make a huge difference to the look and feel of our work. Remarkably, Questa Sans is a free download. Most designers will have the premium fonts included in a Creative Cloud subscription, but you can buy a license for the others that allow you to use all the premium fonts on two computers for £113 from here:

https://www.fontshop.com/search#?q=questa

Logo

Change uni logo

Full colour logo for use on white backgrounds in CMYK for print and RGB for screens.

Never redraw, recolour or stretch the logo.

Team Leaders for the future logotype

The logotype is set in Questa Grande, Medium at the start, followed by Light and Light italic at the end.

Logotype with change corp endorsement

Horizontal

Typefaces

Headlines: Questa Light	# Bespoke coaching for leadership teams
Sub-heads	**Sub-heads Questa Sans Bold** Body copy should be set in Questa Light. For emphasis you can use **Questa Bold,** and *Questa Light Italic* which is particularly suitable for quotes.
Body copy: Questa Light	Questa and Questa Sans are font families included with an Adobe Creative Cloud subscription, which most designers will have. The fonts can also be bought with a lifetime license and installed on your computer, with prices starting at £20.99 per weight from *fontshop.com*

Style guide

Capital letters in titles	# ~~Never Use All Initial Caps On Headlines~~ Capitalised headlines are often turned on by default in programs like Microsoft Word. Setting titles with initial caps gives every word equal emphasis. It looks wrong and it reads clumsily. Always set headlines in sentence case. Capitalise the first letter of the sentence and leave the rest lower case, apart from proper nouns, e.g. ## Bespoke coaching for Kent County Council leadership team
Paragraph alignment	Paragraphs should be aligned left, not justified
Line length	To keep your copy readable, body copy line length should be between nine and twelve words
Double spaces	Don't type double spaces after full stops. Always do a find/change to change them to single spaces.

Substitute typefaces

Questa family fonts should always be used where you're working on customer-facing documents and presentations, but if for some reason you don't have Questa and Questa Sans installed on your computer, you can fall back on Georgia and Arial, free fonts from Microsoft.

You can download a Word example template including pre-formatted styles from the visual identity resources page on the website.

Headline substitute: Georgia

Sub-head substitute

Body copy substitute: Georgia

Bespoke coaching for leadership teams

Sub-heads Arial Bold

Body copy should be set in Georgia. For emphasis you can use **Georgia Bold,** and *Georgia Italic* for quotes.

Georgia and Arial are font families usually available to Microsoft applications like Word and PowerPoint.

Kajabi headline substitute: Open Sans

Sub-head substitute

Body copy substitute: Karla

Bespoke coaching for leadership teams

Sub-heads Arial Bold

Body copy should be set in Karla. For emphasis you can use **Karla Bold,** and *Karla Italic* for quotes.

Open Sans and Karla are both built-in choices in Kajabi.

Colour

Headlines and text

Use Quink for headlines and Slate for body copy, with Rosehip for highlights.

Quink

CMYK 100 100 30 30

RGB 39 33 84

Hex #272154

Slate

CMYK 65 55 55 55

RGB 67 67 67

Hex #434343

Rosehip

CMYK 0 82 53 0

RGB 250 72 88

Hex #fa4858

Backgrounds

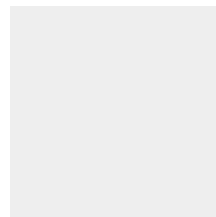Use white type with Rosehip highlights on Moleskin or Slate. Use Slate type with Rosehip highlights on Chalk.

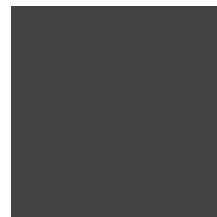**Moleskin**

CMYK 64 44 9 0

RGB 108 134 184

Hex #6c86b8

Chalk

CMYK 64 44 9 0

RGB 108 134 184

Hex #6c86b8

Slate

CMYK 64 44 9 0

RGB 108 134 184

Hex #6c86b8

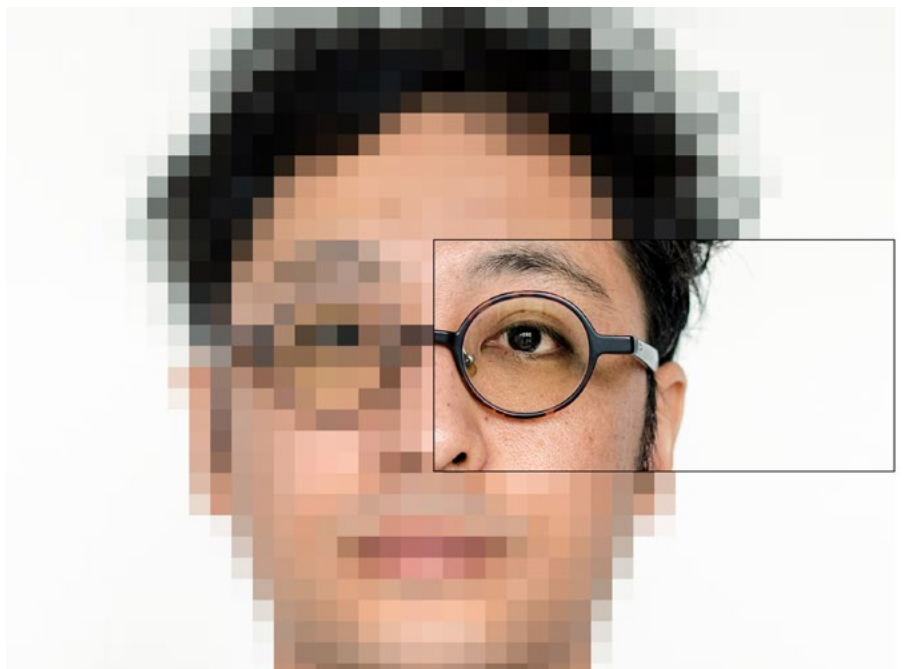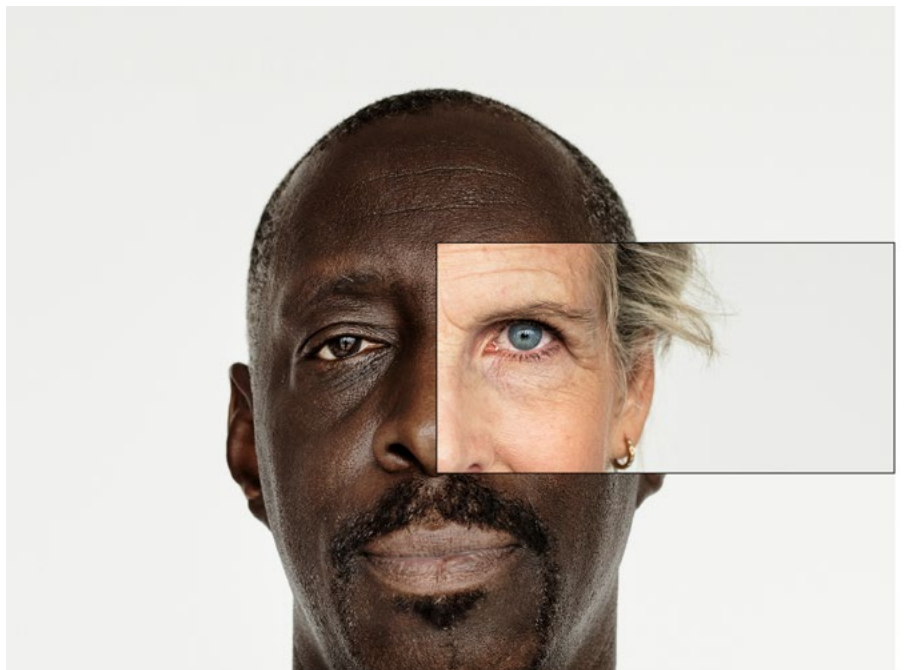# Illustration

Composite portraits

Successful leaders combine many different traits and behave in line with management philosophies that get the most from themselves and the people they lead.

To illustrate the concept we use six specific photographic portraits each divided into six sections and combined with elements from the other five images to make composite portraits.

In video/animation, we can include words to spell out this diversity of abilities. In stills, the words are left off.

These images have been sourced free. As a condition of their use we need to include a credit (and a link online): Portraits: rawpixel.com

The pixelation in this image contrasted with the sharply focused eye shows increased definition.

Team Leaders
for the *future*

Leading
teams

change **Uni**

zoom & loom

These backgrounds include some of the key leadership characteristics in subtle but large type that should be mostly legible at small and large sizes.

A talking head will obscure the background, but they are mainly there to hint at the content. They can be used in video titles as well.

Team Leaders
for the *future*

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focus
inclusion
innovation
organisation
humility
agility

Team Leaders
for the *future*

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versatility
ambidexterity
vision
resilience
compassion
curiosity