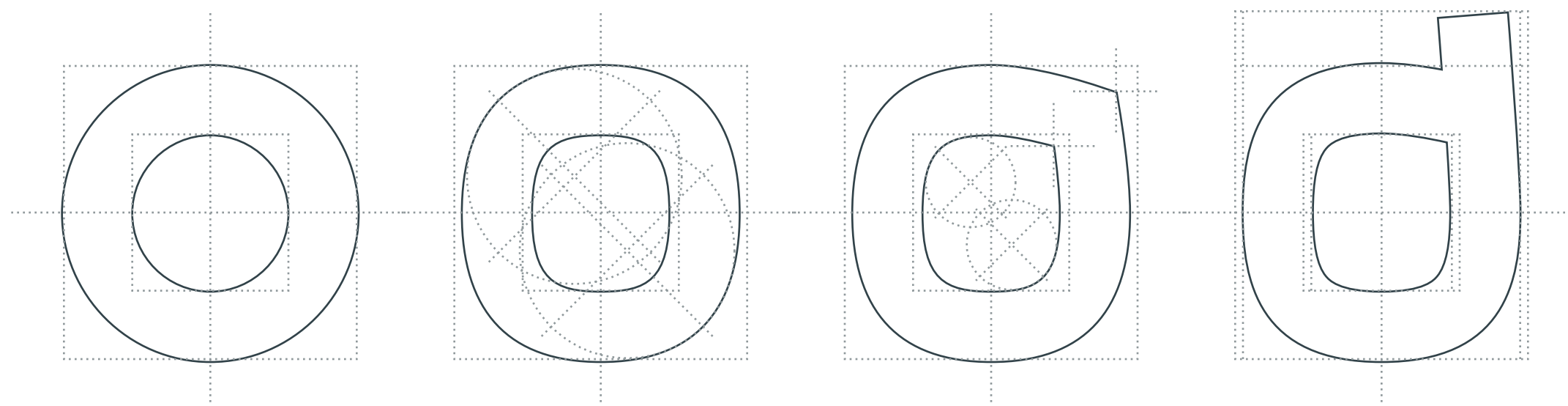


leadin



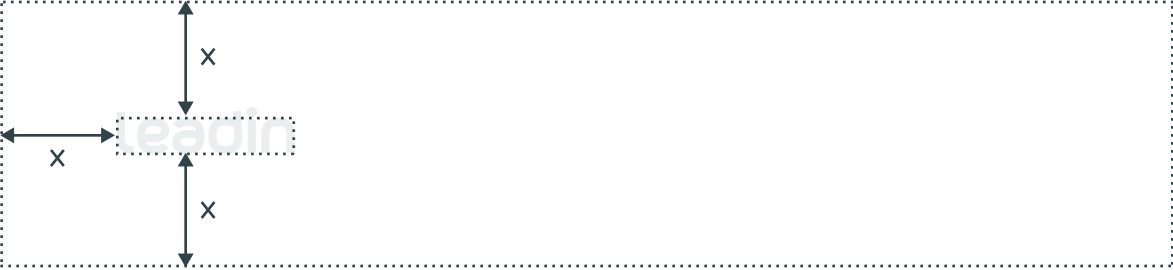
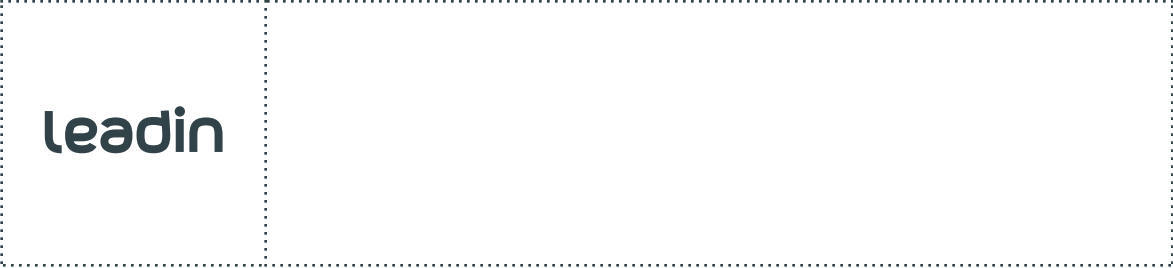
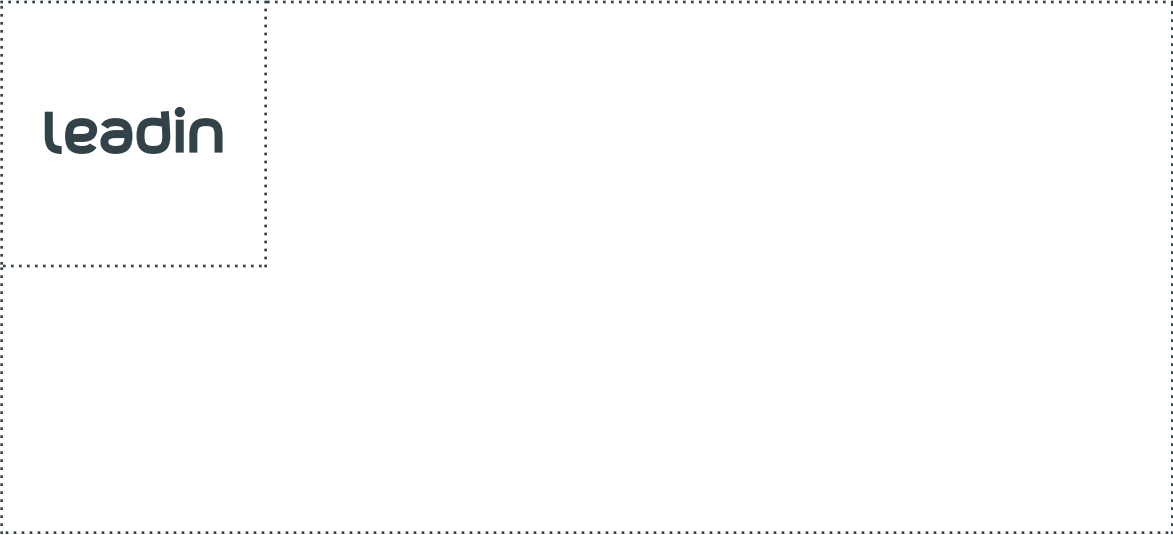
**Logo**







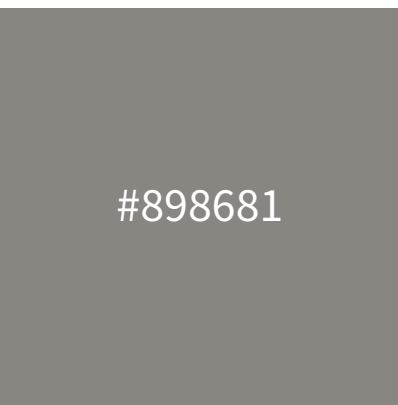
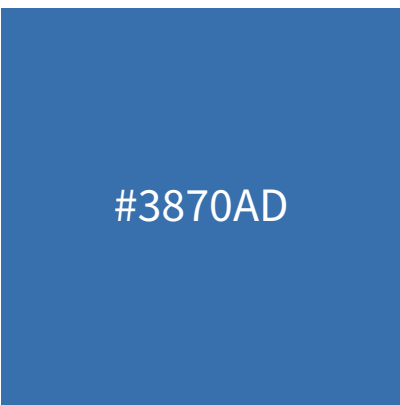
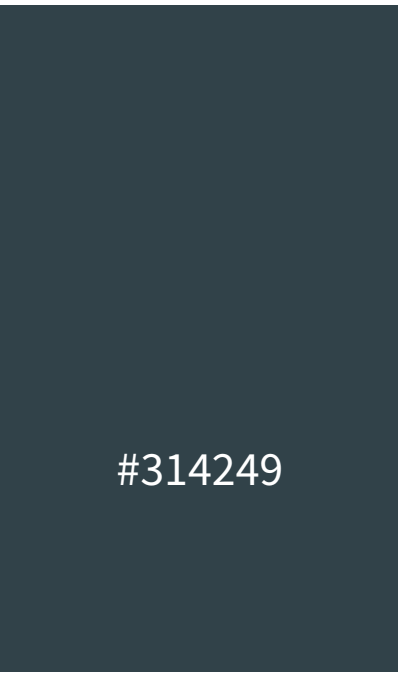
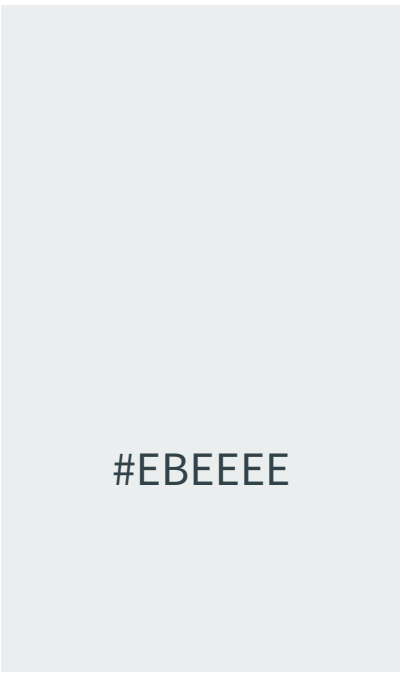
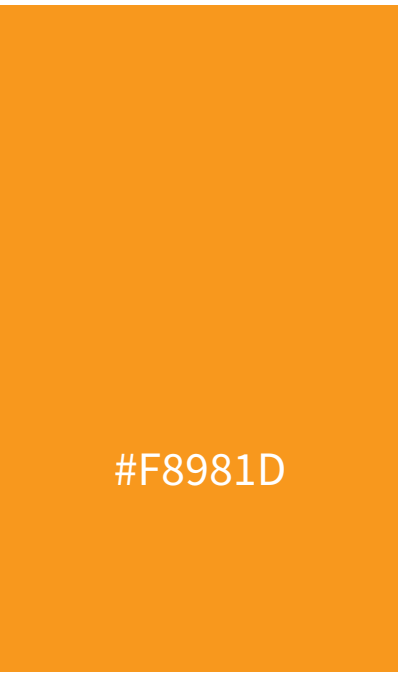
Minimum margins around logo



Logo placement

# Colors





# Typography

01 02 03 04

Aa Bb Cc Dd

Source Sans Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÖ  
abcdefghijklmnopqrstuvwxyzåö  
1234567890

Source Sans Pro Regular

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abcdefghijklmnopqrstuvwxyzåö  
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Source Sans Pro SemiBold

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abcdefghijklmnopqrstuvwxyzåö  
1234567890

Source Sans Pro Bold

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abcdefghijklmnopqrstuvwxyzåö  
1234567890

**Images**



Colorful Professional Elegant Clear Tells a story Humane



**Preferred style**  
Clean. levels/curves adjusted



**Alternative style A**  
With multiply color layer



**Alternative style B**  
With monochrome layer & multiply color layer

**Company name**

**Leadin**  
Preferred



**Leadin Oy**  
Official



**LeadIn**



**leadin**





## Example layouts



leadin

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AMET, CONSECTETUER  
ADIPISCING ELIT. AENEAN  
COMMODO LIGULA EGET  
DOLOR.

Lorem Ipsum, Dolor Sit Amet



# Lorem Ipsum Dolor Sit Amet

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**Brand personality**

# Competent

“experienced, intelligent,  
technical, dependable,  
efficient, international, stylish”

# Courageous

“confident, excited,  
open minded, social”

# Imaginative

“blue sky thinking,  
technologically creative,  
trying different things, learning”

# Authentic

“humane, original, relaxed,  
honest, down-to-earth”

# Competent



**“Experienced, intelligent, technical, dependable, efficient, international, stylish”**

Marketing is greatly based on creating professional content: content marketing projects discuss relevant topics and indicates our capability to understand challenging technical and industry specific environments.

Competence also means that we describe our practical experience and knowledge gained for example through blog posts and case studies. In social media we offer followers intelligently selected content to help them stay on top of specific topics. Competence also

means we are dependable: always keep our promises and stand by our words.

Our internationality is highlighted in content and channels ( international publications as a target for articles). We have professional specialists speaking at events and our opinion is often asked for in public.

Our stylish and high quality materials (sales & project materials, communication channels, office, self organized events) reflect competence.



# Courageous



**“Confident, excited, open minded, social”**

We have the courage to take a stand on things and take up new challenges.

We actively comment on topics that are important to us in social media. We have the courage and open mindedness to try new things - like go to new business

areas or take projects that are challenging and require learning.

This attitude shows our excitement and passion towards what we do. For example, we might try a new innovative marketing tactic that reflects our courage and creativity.



# Imaginative



**“Blue sky thinking, technologically creative, trying different things, learning”**

Imagination and creativity can be seen in our projects and the content we create.

Creativity is a way of thinking from a new perspective, combining perspectives and thinking not just outside the box but ‘blue sky thinking’. This thinking can be seen in the content we create, the kind of campaigns we do and in our projects. In content we produce we

talk about imagination and technical creativity. In marketing campaigns we forget the old push perspective and pursue a co-creative pull way of doing things.

We talk about our work in a way that also emphasises the imaginative side of the projects. Also, all visual content we create has a professional artistic touch.



# Authentic



## “Humane, original, relaxed, down-to-earth”

When we work with people and projects we are real people and that should also show in our marketing.

The content we create brims with originality, down-to-earth thinking and authenticity: our voice is rather casual and not too corporate. Casual language but with business-like content. The borderline of these two can be difficult to define but for example, we use illustrations or use examples to make the issue easier to understand. Our materials flash with pictures of real people and interaction.

Marketing and sales campaigns are always assigned by

a real person from our team. We always talk about “us” rather than “Leadin”. From our content the audience can see that our team and people are important to us. The reason we exist is that we want to bring the human perspective to technology and the human perspective can be seen through all our work: marketing, sales, projects. We emphasize what the human perspective can give to technology and companies.

We do things the simple way, the human way: even though we create professional content that might include detailed information, we make it easy to read with concrete metaphors.