

LEADERSHIP CIRCLE MARKETING GUIDELINES



Dear Leadership Circle Community Member,

Your success is our success. As our co-founder, Bob Anderson loves to share, “a rising tide lifts all boats!” To that end, we are happy to share our approved Leadership Circle marketing guidelines, assets, and resources for your use. We hope they will be a great aid to you as you help us in our mission to elevate the conscious practice of leadership throughout the world.

As you may be aware, we have an extensive online library of resources called LCgo. LCgo houses all our brochures, PowerPoint presentations, handouts, sales collateral, community webinars, and LCP Certification materials to help you succeed. If you haven’t checked it out yet, we encourage you to do so; [you can find it here](#). Use password: Creative1TLC to access.

In addition, the Leadership Circle website is a great marketing tool. The interactive pages and information about the Leadership Circle Profile, the Collective Leadership Assessment, the LCP Self-Assessment, and other products, as well as case studies, links to our books, white papers, recent press about Leadership Circle, and more, are helpful marketing assets to share with potential clients. We invite you to take full advantage of all these Leadership Circle resources, marketing tools, and assets. We also encourage you to create personalized messages highlighting your unique selling proposition and share your success stories and services.

You may already have a website or printed marketing materials which you wish to highlight Leadership Circle tools or processes within—or if you plan to develop similar materials in the future—we ask that you follow the following guidelines when referencing or utilizing any Leadership Circle assets or information in your publications and materials. By doing so, you help protect and enhance the unique position and brand of Leadership Circle products, services, and assets for the entire community to enjoy.

Leadership Circle Marketing Copy Guidelines

There are a few ways of “speaking” about Leadership Circle products and services in electronic or printed form.

1. Write the information in your own words.
2. Paraphrase or reference copy found on the Leadership Circle website and in any LC brochures. Please reference our copy as you would any copyright information with a general copyright notice. Guidelines are below for using or referencing any Leadership Circle

complete asset.

3. Link to appropriate pages or marketing brochures found on the Leadership Circle website or in LCgo. Please do not share pricing information, certification materials, or other non-marketing or non-delivery assets with clients or others.
4. Testimonials and case histories that involve Leadership Circle products are a great way to share your work.

Reference and Copyright Guidelines

1. Statement of Authorship—When paraphrasing, referencing, or sharing any Leadership Circle® (LC) products, copy, or assets, we would ask that you reference Leadership Circle as you would any author or copyright owner. Please note - our company name is “Leadership Circle” not The Leadership Circle. Please reference our material as follows:

*Courtesy of Leadership Circle®, all rights reserved. www.leadershipcircle.com (please link to our website)

This statement needs to appear clearly on a separate line near the item referenced or otherwise referenced at the bottom of every page describing or showcasing any LC products on your website or in any electronic or printed material.

2. Please use the registered trademark symbol the first time you reference Leadership Circle® on a website or in any electronic or printed material.
3. Please use the registered trademark symbol the first time the following product names are used on a website or in any electronic or printed material for the following Leadership Circle Products:
 - Leadership Circle Profile®
 - Leadership Circle Profile® Manager Edition
 - Leadership Circle Profile® Self-Assessment
 - Collective Leadership Assessment®
 - LeadTech®
4. Please use the TM symbol the first time the following product names are used on a website or in any electronic or printed material:
 - Universal Model of Leadership™
 - Leadership System™
 - Leader to Leader™

- Promise of Leadership™
 - Pulse™
 - BRITE™
 - REIMAGINE™
 - Quantitative Group Effectiveness Assessment™
 - Team Performance Synergy Assessment™
 - etc.
5. The proper name of any LC product, program, or service may not be altered or changed in any way. It must always be described (or abbreviated) precisely as it appears in LC brochures and on the website. For example, do not refer to the Leadership Circle Profile (LCP) as “The Leadership Profile,” or “TLC,” etc.

When using abbreviations, please write out the full name first with the abbreviation following in parentheses at the beginning of your page or document. Here is a list of approved abbreviations:

- Leadership Circle Profile® - LCP
 - Leadership Circle Profile® Manager Edition - LCP-ME
 - Leadership Circle Profile® Self-Assessment - LCP-SA
 - Collective Leadership Assessment® - CLA
 - Universal Model of Leadership™ - UML
 - Leadership System™ - LS
 - Leader to Leader™ - L2L
 - Promise of Leadership™ - POL
6. While following the above LC Marketing Information Guidelines, we ask that you do not make any unfounded claims or guarantees for LC products and services not detailed on the LC website or brochures.
7. LC reserves the right to ask for changes, modifications, and deletions to any material depicting our products, service, affiliations, community, brand, or company.

LC Photo, Asset, and Graphic Guidelines

1. You may use appropriate marketing assets found in LCgo, including PDFs, LCP Graph examples, brochures (both for viewing and printing), Powerpoint's, or other delivery assets included therein. Use LC PowerPoint presentation decks as-is or shortened to suit your

needs. They are designed to be used as marketing and delivery materials for existing and prospective clients. Any graph, graphic, chart, or text found in a PPT transferred for use in any other medium must not be materially altered and must be accompanied by a Statement of Authorship as outlined above on page 2.

2. Do not use or duplicate any photo found on the LC website or embedded in any of our assets other than using it in that asset as intended.
3. Do not use or duplicate any LC graphics from the LC website or embedded in any of our assets other than using it in the asset as intended.
4. You are welcome and encouraged to link to any public facing LC web page, brochure, or white paper as needed. PLEASE DO NOT LINK TO THE LCgo MATERIALS LIBRARY. The library is only to be used by LC Certified Practitioners.

LC Logo and Name, and Product Logo Usage Guidelines

You may use Leadership Circle Logo, Name, and Product Logos provided that:

1. You reproduce all LC Logo assets to the highest-quality standards possible. Included in LCgo is an attachment containing LC logos of various standardized file types and sizes. Please use the provided SVG vector files whenever possible. PNG files are also included for when SVG won't work (email signatures, etc.)
2. Do not change the color of the logos from the colors provided.
3. Please do not place the logos over busy backgrounds or photographs. The logos should always be highly visible.
4. Please use at minimum 75% of logo height as clear spacing entirely around the logo between any other item including the edge of the page or screen.
5. Do not stretch the logo.
6. Always use the LC logo and name in a secondary position in your materials. Meaning your company name or logo will always appear to be the dominant company and logo graphic on a given page. There must not be any indication or confusion that LC is your company or that LC products are created or owned by you or your company.
7. Please hyperlink any product logo to the appropriate product page found on <https://leadershipcircle.com/>, please hyperlink the main LC logo to the homepage on the site.
8. Please see included LC Brand Style Guide for further information on correct logo usage and layout.

LC Certified Practitioner Logo, Badges

You may use the Leadership Circle Certified Practitioner logo and badges in your email signature, on your website, or in similar instances. Please hyperlink the logo back to the LC homepage or the appropriate product pages on <https://leadershipcircle.com/>. Please maintain the same logo guidelines stated above for these logos and badges.

LCP and CLA Sample Report Guidelines

LC sample reports, when used judiciously, can help educate clients and leaders receiving their results. Find these reports on LCgo. Please note: sample reports consist of two parts, the circle graphic and the detailed data in report form. LC sample reports must never be linked to or presented on your website or in brochures. Only use them as educational materials for existing individual clients. They are not meant to be available to the public or used as marketing materials.

Your Affiliation with Leadership Circle and Review Options

Besides being an esteemed member of the LC Community, you are, strictly speaking, an independent coach/consultant who is certified to use LC products. In print and on your website, you may indicate you are “Certified to administer the Leadership Circle Profile®” or that you are a Leadership Circle® Certified Practitioner.

As you produce marketing materials using our assets for your websites or brochures, we’d love to take a look! Please send it to the LC Marketing Department (Marketing@leadershipcircle.com) for review.

We reserve the right to make updates and changes to these guidelines. Please check our materials library for updates whenever you need.

Let us know how we can continue to support you as you use and market Leadership Circle products and services. If you have any questions about these guidelines, you can reach us at Marketing@leadershipcircle.com. We will be happy to assist you.

Warm Regards,

Leadership Circle Marketing