

# INTRODUCING THE LEADERSHAPE BRAND.

There are as many different kinds of leaders as there are different kinds of people. This is precisely why **LeaderShape** doesn't tell you what path to follow, we help you find your own.

**Because being authentic is always more important than being in charge.**



# leadershape

The **LeaderShape** bolt is the primary unifying symbol for LeaderShape and its programs. Each program stands as its own element in the LeaderShape world.

LeaderShape's **Institute**, **Catalyst** & **Resilience** programs are individually designed to help people of all ages learn and commit to authentic questioning and lives that lead by example.



## INSTITUTE

Six days of dialogue and self-discovery in a supportive learning community.

**Represented by a drop of water.**

## CATALYST

A one-day program designed to start something extraordinary.

**Represented by a spark.**

## RESILIENCE

A one-day program focused on recovering quickly from the challenges of life.

**Represented by a leaf.**



## PREFERRED INSTITUTE T-SHIRT AND ARTWORK COLOR



## ALTERNATE INSTITUTE T-SHIRT AND ARTWORK COLOR



The preferred Institute t-shirt (demonstrated at top) is black. It presents the **Institute logo** on the front (a), the **LeaderShape logo with tagline** on the sleeve (b) and **your school's artwork** on the back (c) in white. Alternately, all artwork can print in either black or white on a t-shirt color of your choice. Please keep your school's artwork on the back with only the official Institute logo featured prominently on the front.

**FOR QUESTIONS, CONTACT:** [lead@leadershape.org](mailto:lead@leadershape.org) | 800.988.LEAD (5323)

# TO LEAD, LIVE.