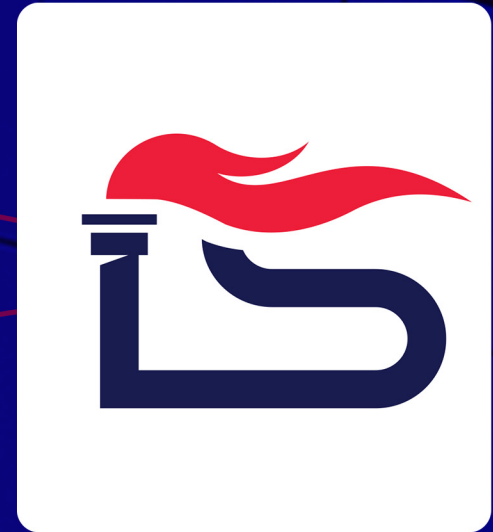


THE LEADERSHIP AND STRATEGY POWERHOUSE

BRAND GUIDELINES

A Complete Manual for Institute of Leadership And Strategy



INSTITUTE OF
LEADERSHIP AND STRATEGY

0244 268672

visit: www.ilsexecutive.com

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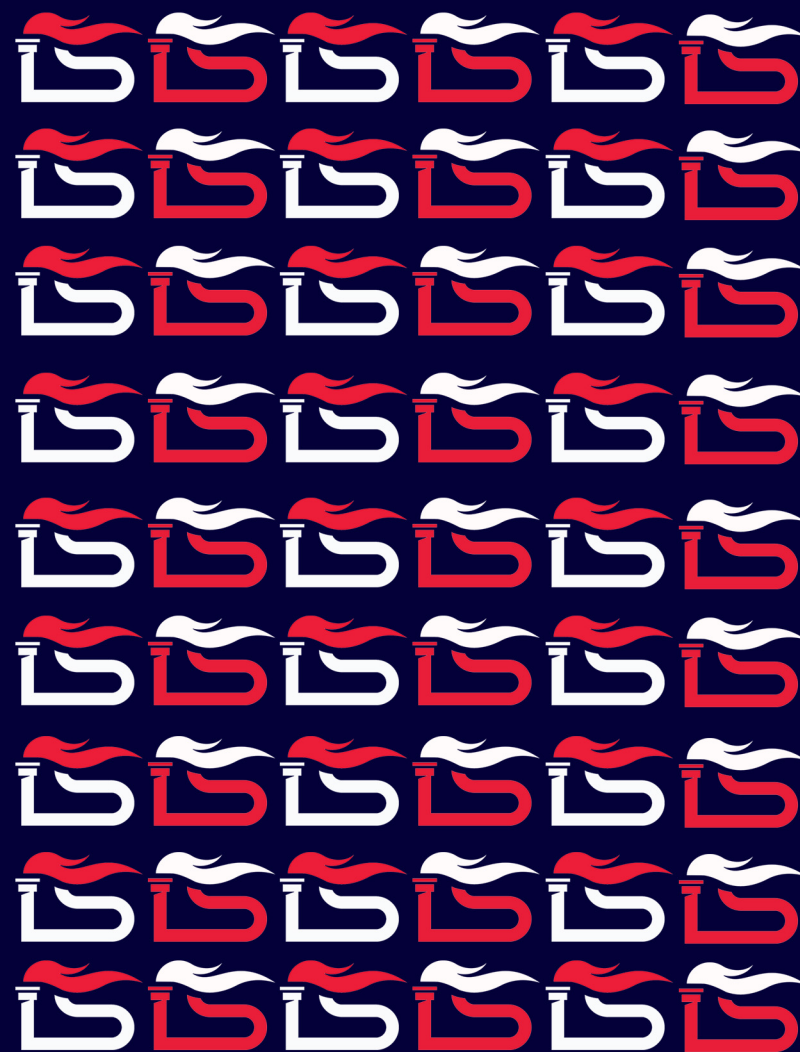
Common Misuse & Restrictions



SECTION 01

Brand Overview

Who We Are & What We Stand For



SECTION 01 — BRAND OVERVIEW

OUR BRAND STORY

The **Institute of Leadership & Strategy (ILS)** was founded with a singular conviction: that Africa's greatest resource is its people and that people, when equipped with the right leadership and strategic tools, can transform organisations and societies.

Launched on June 28, 2023, at the prestigious Kempinski Hotel in Accra, the **Institute of Leadership & Strategy (ILS)** set out to bridge the gap between industry and academia by delivering world-class executive education rooted in local context and African business realities.

Today, the Institute of Leadership & Strategy (ILS) stands as Ghana's premier executive development institution training managers, seniorexecutives, and corporate professionals across multiple cohorts, and building a growing alumni community of high-impact leaders.

MISSION

To deliver executive leadership and strategic training for managers and professionals across Africa.

VISION

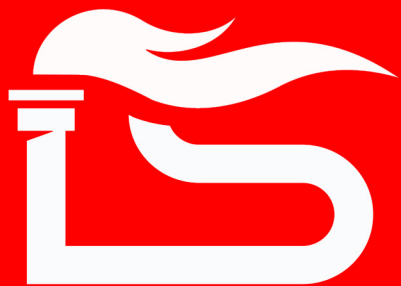
To be the most preferred executive development institute in Africa, delivering world-class learning experiences.

VALUES

Leadership. Integrity. Excellence.
These are the pillars upon which everything the Institute does is built.

"The essence of leadership is change and growth."

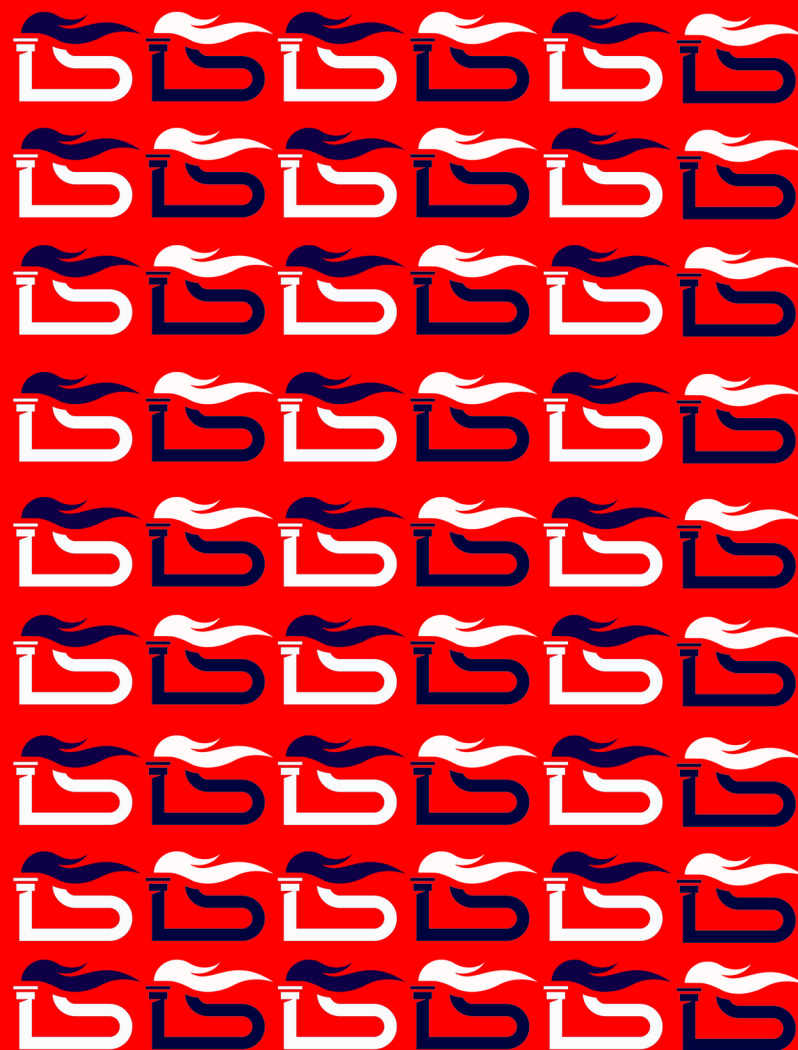
Dr. Jeff Bassay, Founder & Rector, The Institute of Leadership And Strategy



SECTION 02

Logo System

Primary Logo, Variations & Clear Space Rules



SECTION 02 — LOGO SYSTEM

THE INSTITUTE OF LEADERSHIP AND STRATEGY LOGO

The **Institute of Leadership & Strategy** (ILS) logo is the cornerstone of our brand identity. It combines a bold shield emblem evoking institutional strength and prestige with a clean wordmark that communicates clarity and authority. Always use the approved logo files and follow these guidelines precisely.



**INSTITUTE OF
LEADERSHIP AND STRATEGY**
Developing Managers and Corporate Leaders

Primary Logo — Full Colour Version

LOGO VARIATIONS



**INSTITUTE OF
LEADERSHIP AND STRATEGY**
Developing Managers and Corporate Leaders

Reversed / White
Use on dark or navy backgrounds



**INSTITUTE OF
LEADERSHIP AND STRATEGY**
Developing Managers and Corporate Leaders

Reversed / Dark or Navy
Use on White backgrounds

SECTION 02 — LOGO SYSTEM

CLEAR SPACE & MINIMUM SIZE

Always maintain a minimum clear space around the Institute of Leadership And Strategy logo equal to the height of the 'I' in the Institute of Leadership And Strategymonogram(designated as 'X'). This protects the logo from visual interference and ensures legibility.



Clear space = X on all four sides (X = height of the ILS monogram)

MINIMUM SIZE REQUIREMENTS

PRINT

25mm wide

Ensures legibility on all printed materials

DIGITAL

120px wide

Maintains clarity on screen at 72dpi

FAVICON / ICON

32px

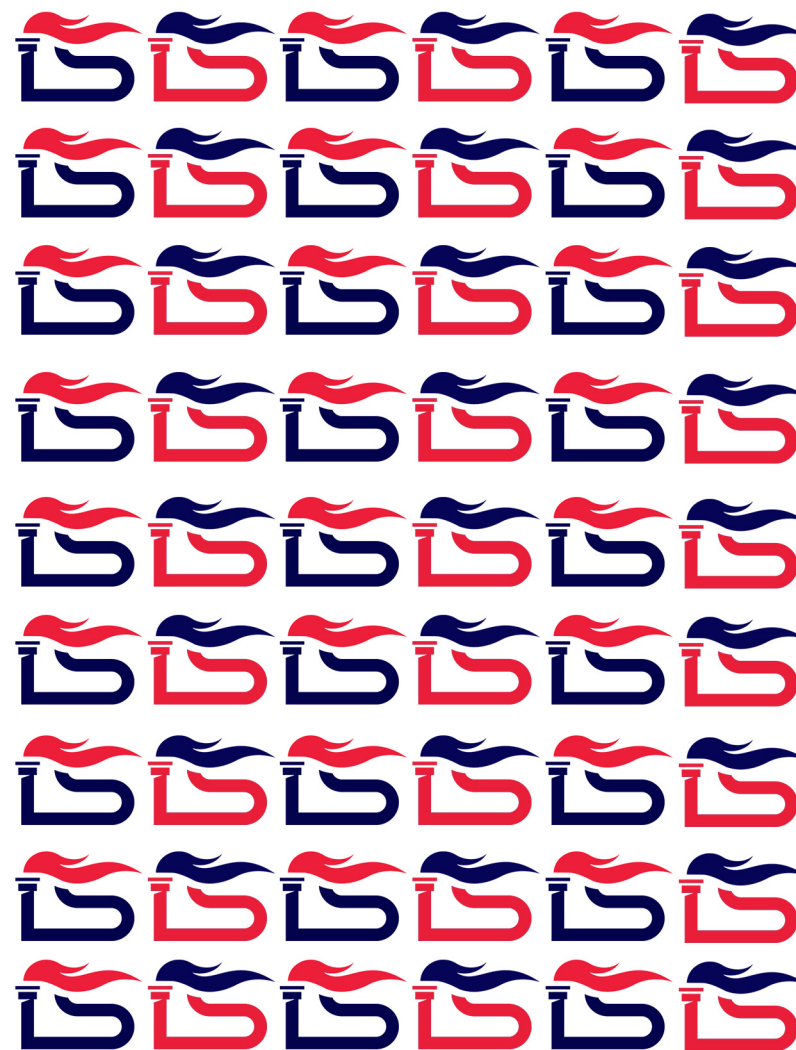
Use ILS monogram/shield only



SECTION 03

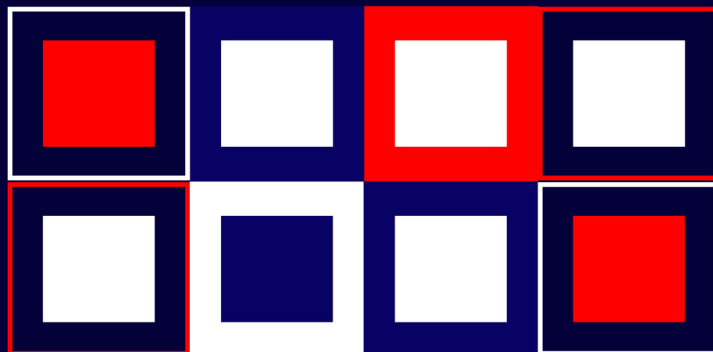
Colour Palette

Primary, Secondary & Usage Guidelines

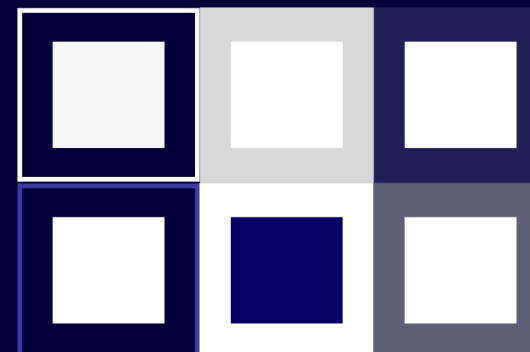


SECTION 03 — COLOUR PALETTE

BRAND COLOURS



Primary Colors



Secondary Colors

#ff0000

#ff3b3b

#ea2424

#ae0707

#500404

#040139

#211b89

#120d72

#120d72

#050232

#dddbdb

#c8c3c3

#cfcfcf

#eeebeb

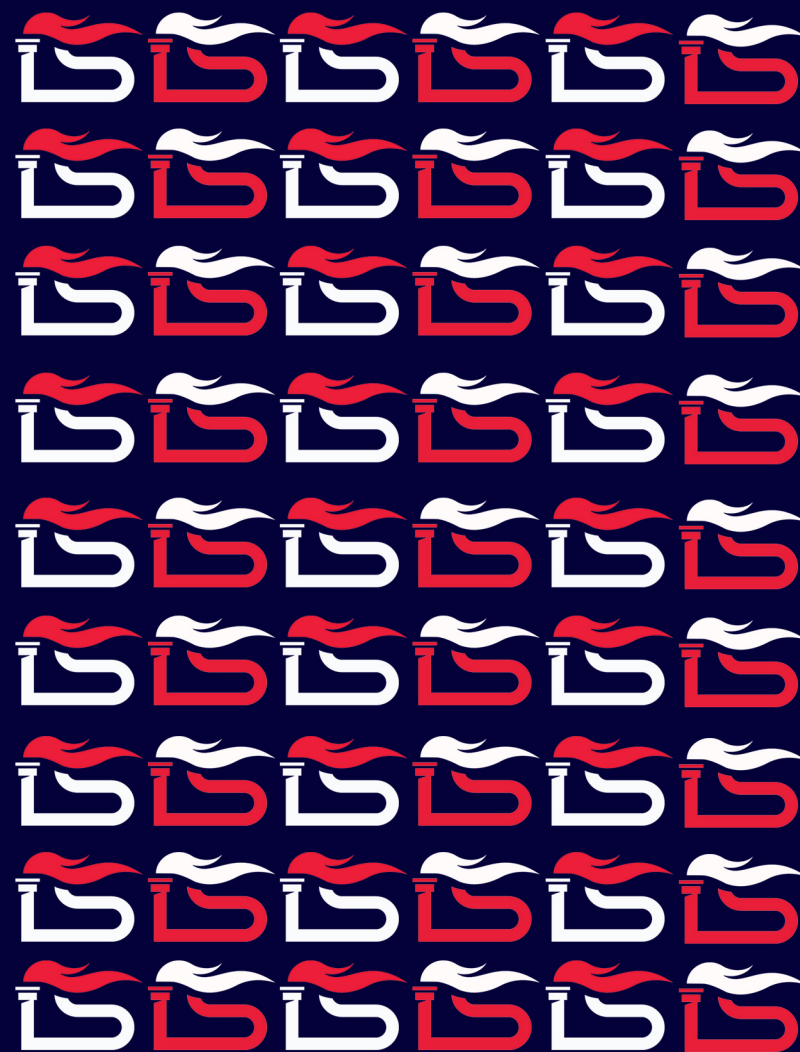
#ffffff



SECTION 04

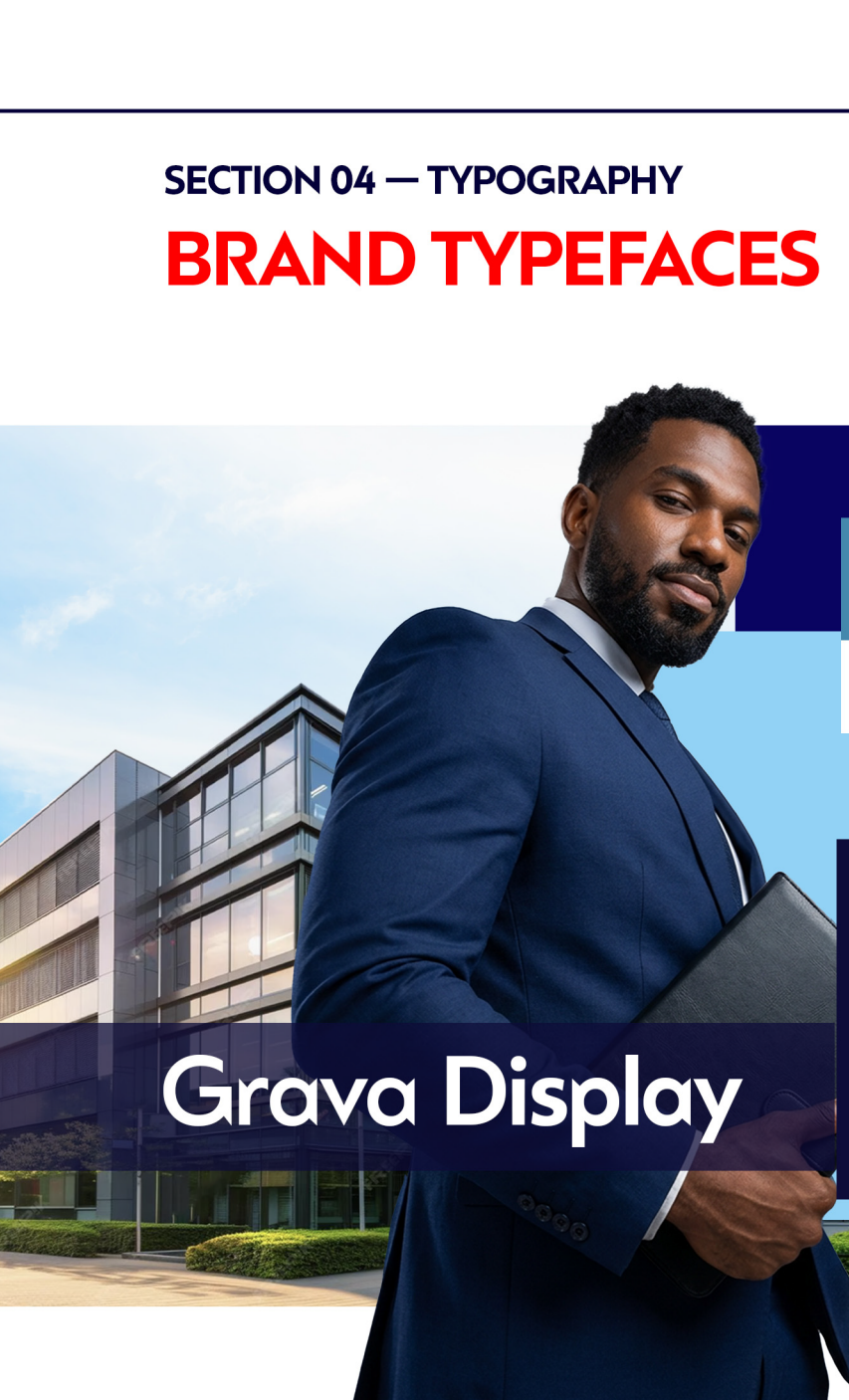
Typography

Typefaces, Hierarchy & Usage Rules



SECTION 04 — TYPOGRAPHY

BRAND TYPEFACES



Grava Display

Aa The quick brown fox
jumps over the lazy dog.

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor
incididunt ut labore et dolore magna aliqua.
Quis ipsum suspendisse ultrices gravida. Risus
commodo viverra maecenas accumsan lacus
vel facilisis.

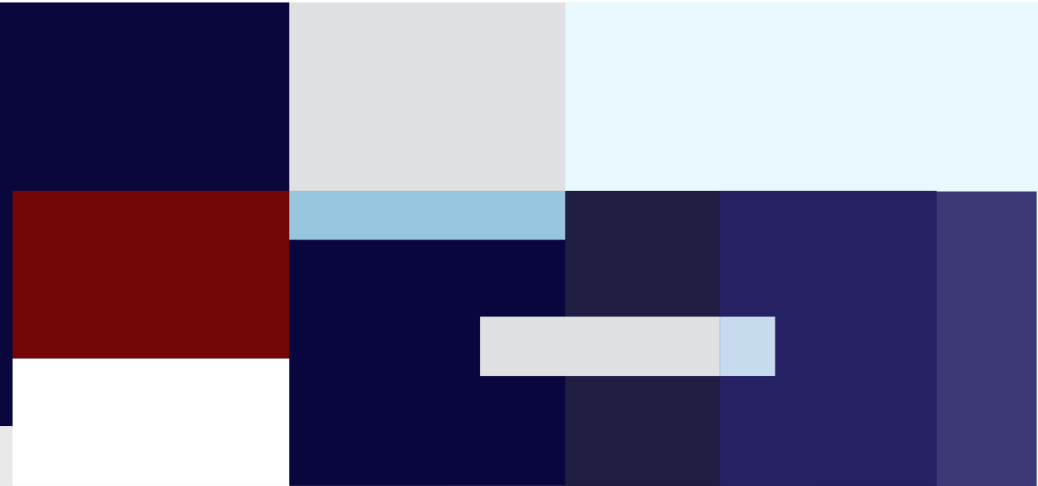


General Sans

Aa

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

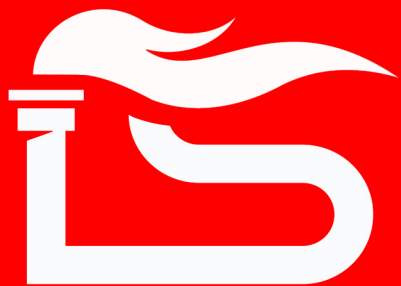




General Sans



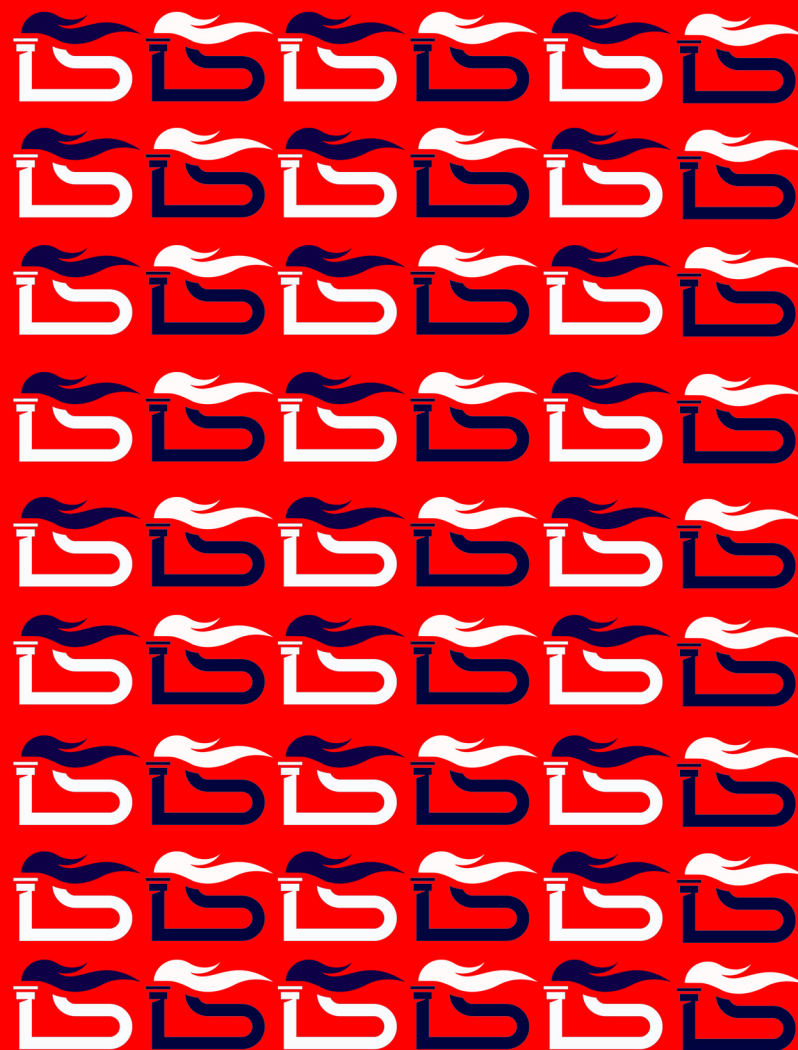
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.



SECTION 05

Brand Voice & Tone

Messaging Framework & Communication Style



SECTION 05 — BRAND VOICE & TONE

HOW INSTITUTE OF LEADERSHIP AND STRATEGY SPEAKS

The Institute of Leadership And Strategy communicates with the confidence of an institution that has earned its place among Africa's finest executive development bodies. Our voice is authoritative yet accessible inspiring, not intimidating. We speak to leaders as peers on their journey to excellence.

"Empowering Africa's Leaders with Strategic Excellence"

PRIMARY BRAND TAGLINE

OUR FOUR TONE PILLARS

01

Authoritative

We speak with conviction and expertise, backed by evidence and decades of combined facilitator experience. Our words carry weight.

02

Inspiring

We energise leaders to see the full potential of what they can achieve. We lift, motivate, and challenge always constructively.

03

Precise

We are clear, direct and purposeful. We avoid unnecessary jargon. Every word earns its place in our communications.

04

Human

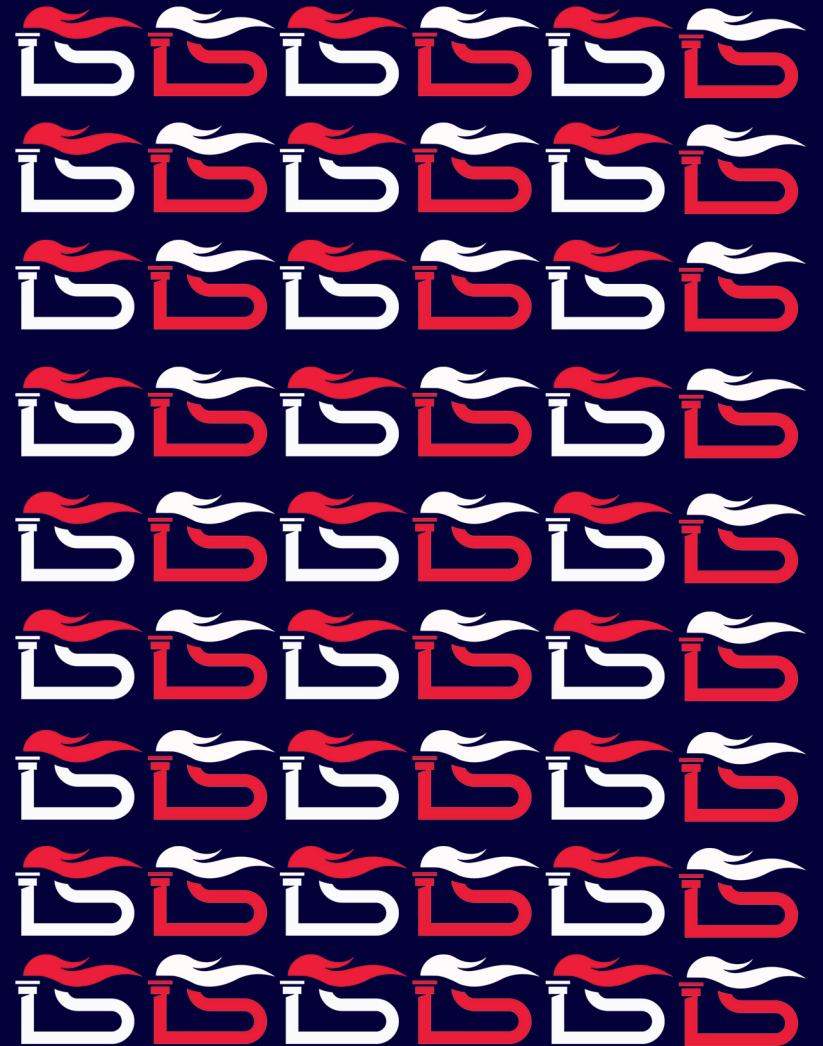
Despite our institutional stature, we remain warm and approachable. We speak to the whole person not just the executive.



SECTION 06

Stationery System

Business Card, Letterhead & Envelope

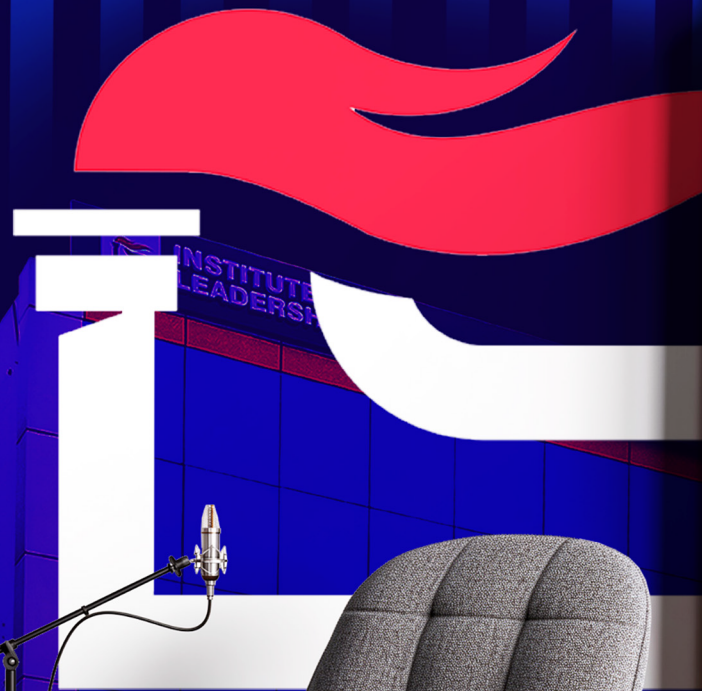






The Leadership And Strategy Powerhouse

Developing Managers and Corporate Leaders



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Developing Managers and Corporate Leaders

INSTITUTE OF LEADERSHIP AND STRATEGY

Developing Managers and Corporate Leaders

@ilsexecutive

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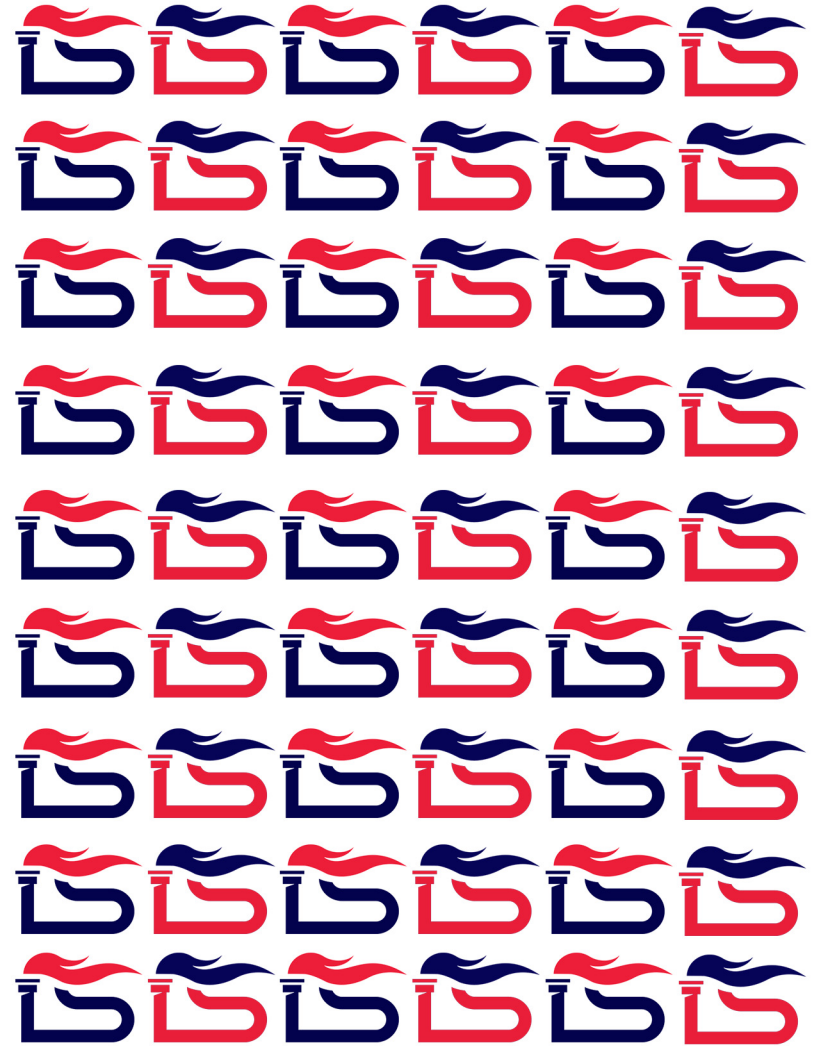




SECTION 07

Digital Applications

Social Media, Email & Web Guidelines



SECTION 07 — DIGITAL APPLICATIONS

SOCIAL MEDIA & DIGITAL

Consistent digital presence reinforces the Institute of Leadership And Strategy brand authority across all platforms.

PROFILE PICTURE — 1:1 SQUARE / CIRCLE



400 × 400px



Cover Photo — 1640 × 624px (Facebook) / 1500 × 500px (Twitter/X)

PLATFORM IMAGE SPECIFICATIONS

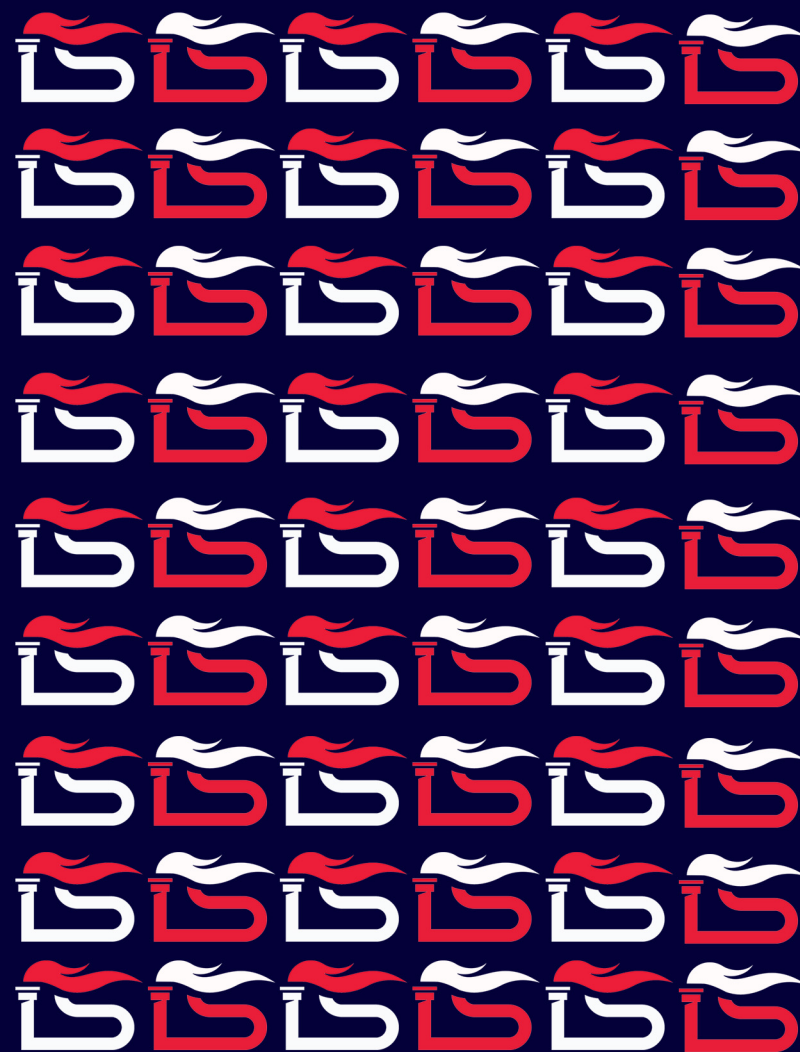
PLATFORM	PROFILE PIC	COVER/BANNER	POST SIZE	STORY
LinkedIn	400X400	1584X396px	1200×627px	N/A
Instagram	320X320	N/A	1080×1080px	1080×1920px
Facebook	180X180	1640x624px	1200×630px	1080×1920px
Twitter / X	400X400	1500x500px	1280×720px	N/A
Youtube	800X800	2560x1440px	1200×675px	N/A
Tiktok	200X200	N/A	1080×1920p	1080×1920px



SECTION 08

Brand Don'ts

Common Misuse, Restrictions & Dos vs Don'ts



SECTION 08 — BRAND DON'TS

LOGO MISUSE

The integrity of the ILS brand depends on consistent, correct logo application. These are common errors that must always be avoided.

01**Do not stretch or distort**

Never alter the logo proportions horizontally or vertically.

02**Do not add drop shadows**

No shadows, glows, or 3D effects on the logo.

03**Do not rotate the logo**

The logo must always appear at 0° — never tilted or flipped.

04**Do not add extra text**

No additional text, straplines, or graphics may be added to the logo.

05**Do not recolour unauthorised**

Only use approved brand colour versions of the logo.

06**Do not use on busy backgrounds**

Ensure sufficient contrast. Use light/dark versions correctly.

07**Do not use low-resolution files**

Always use the high-res vector(SVG/EPS/PDF) source files.

08**Do not violate clear space**

Always maintain the minimum X clear space around the logo.

SECTION 08 — BRAND DON'TS

ALWAYS DO'S

01

Always download logos from the official ILS brand asset library.

02

Always use the correct logo version for the background (light vs dark).

03

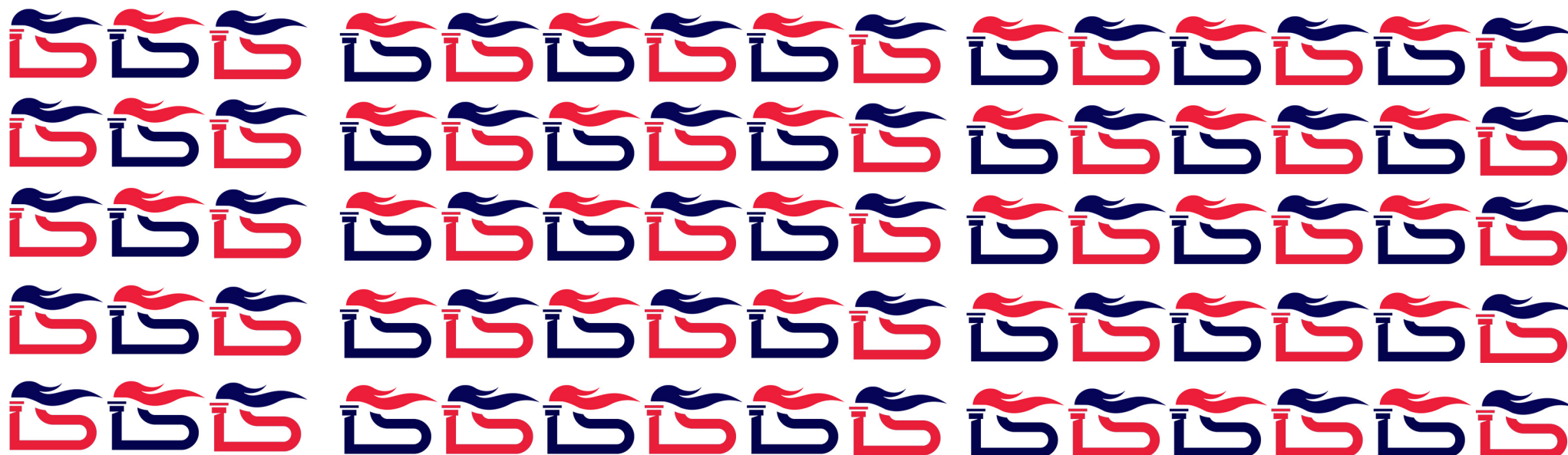
Always maintain clear space equal to "X" on all s

04

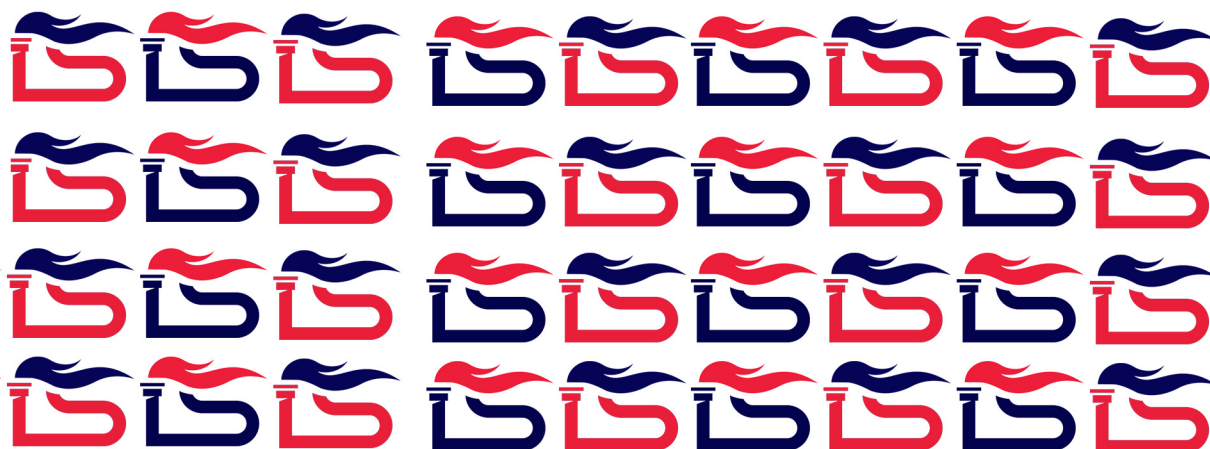
Always use approved typefaces: Montserrat for headings, Open Sans for body.

05

Always apply the correct brand colours using the official HEX, RGB, or CMYK values.



Thank You



BRAND IDENTITY MANUAL | VERSION 1.0 | 2026

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