

blanchard®

Brand Guidelines

UPDATED MAY 2023





What Are Brand Guidelines?

This document helps us convey a consistent and compelling message across communication channels. From marketing to HR, leaders to interns, we all play a vital role in the creation and expression of the Blanchard® brand.

As our organization evolves and communications needs shift, these guidelines will be updated to remain true to who we are now and support who we will become.

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Verbal System



WHAT IS A VERBAL SYSTEM?

The guide for how we speak to and engage our audiences

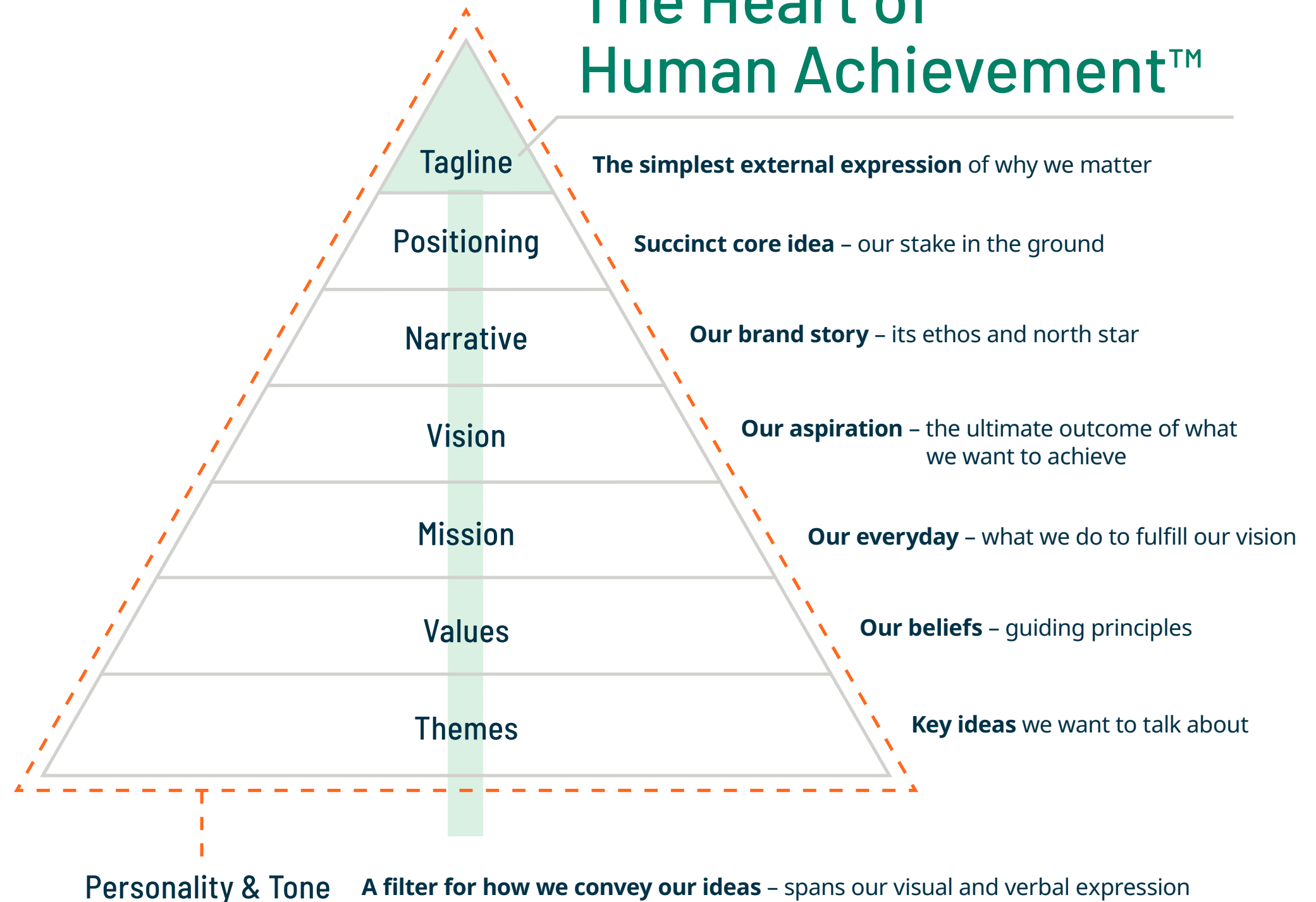
Blanchard's verbal elements and guidelines are crafted to ensure that no matter where our audiences read or hear our communications, they sound like they're coming from a unified voice.

The components of our verbal system communicate the unique position we occupy and value we bring.

OVERVIEW

The elements that work together to guide the way we speak, write, and behave.

The Heart of Human Achievement™



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TAGLINE & POSITIONING

The unique difference we represent in our sector

This is the core idea of our brand. The brand position elevates and unites all that we do, informing the experience of our brand across audiences and touch points.

The Heart of Human Achievement™ is also used as our externally facing tagline. The tagline is the simplest outward-facing expression of why we matter.

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The Heart of Human Achievement™

The Heart

- Directly speaks to the empathy that we enable
- Evokes the fact that Blanchard is at the core of leadership development

Human Achievement

- Speaks to both personal and professional transformation
- Celebrates driving company transformation at scale
- Balances our emotional approach (heart) with rational outcomes (achievement)

NARRATIVE

Our brand ethos and north star

Blanchard's brand narrative is our story, built to help people quickly connect with, understand, and be inspired by our brand.

This narrative unites us as an organization and guides internal teams, serving as a platform from which we can create future messaging.

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Inspiring leaders master the most fundamental yet difficult of human skills: communication. They know that employee potential turns to performance only when there is trust and productive conversation: the moments when all parties see there is always a positive path forward.

When every exchange is seen as an opportunity for positive interaction, leaders empower employees to challenge every limit. That employee then carries the positive influence into their interactions with others, driving results and achievement far beyond each learning moment. The result: deeper connections and more effective knowledge transfer in every conversation.

This is exactly why Blanchard always starts at the heart of leadership, originating innovative, human-powered learning experiences that enable leaders at each level to engage in a way that makes them the ultimate agents of progress and transformation.

Because when leaders develop into learners who better themselves as they better others, they become an unstoppable force for the greatest good.

VISION

Our highest aspiration

Blanchard's vision is what gets us out of bed every morning. It is our highest aspiration: If Blanchard did everything right, what would success look like?

Leaders Powered for Good

Leaders Powered

- Celebrates the ultimate outcome toward which we strive: leaders whose power is unleashed.
- Idea of “powered” encompasses the potential piece, too; you can’t power something unless it has potential to be powered.

For Good

- **PURPOSEFUL:**
Our leaders’ power isn’t just unleashed; it’s unleashed toward pursuits that better lives and the world.
- **ENDURING:**
Blanchard leaders aren’t just prepared for one role, organization, or event, they are equipped with tangible and intangible tools to serve them permanently.

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MISSION

The actions we take to establish our vision and achieve our position

Blanchard's mission articulates what we do every day to deliver on our vision.

Blanchard's leadership experts, proven content, and dynamic learning experiences maximize individual achievement and organizational performance.

CONTENTS

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MISSION

The actions we take to establish our vision and achieve our position.

Blanchard's leadership experts, proven content, and dynamic learning experiences maximize individual achievement and organizational performance.

CONTENTS

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SPEAKS TO WHAT WE DO EVERY DAY:

We have a team of leadership experts applying time-tested content – all delivered for tomorrow's workforce, wherever and however they need it.

MISSION

The actions we take to establish our vision and achieve our position.

Blanchard's leadership experts, proven content, and dynamic learning experiences **maximize individual achievement and organizational performance.**

CONTENTS

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MAPS WHAT WE DO TO ITS EVERYDAY IMPACT:

We help individuals reach their new personal bests...and in doing so, they can lead better teams, better business units, better outcomes.

MISSION

The actions we take to establish our vision and achieve our position.

Blanchard's leadership experts, proven content, and dynamic learning experiences maximize individual achievement and **organizational performance.**

CONTENTS

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MAPS WHAT WE DO TO ITS LONG-TERM IMPACT:

With Blanchard leaders at the helm of a business, that organization is built for sustained high performance.

VALUES

The beliefs that guide our brand's internal and external culture.

Simply put, our Brand Values are what we care deeply about. They are the articulation of our beliefs, informing our culture and guiding our behavior.

They are ingrained in how we communicate and operate, from the way we build relationships with our clients to how we collaborate and make decisions internally.

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Kenship

WHERE OUR VALUES ORIGINATE

As we grow, so does our deep appreciation for Ken, whose compassion and wisdom define our culture and whose commitment to doing right inspires all of us to do the same. And that's why Kenship isn't one singular value. It is the embodiment of and foundation for all our values.

Ken proves that kindness and being true to oneself and one's values create real culture change. That we can enable sustained, wide-scale transformation only by doing it together, with relentless pursuit fueled by joy and in service of the greater good. This ethos forms the goodwill that defines Blanchard even as we grow and change.

Ken celebrates leadership as a constant evolution of self and service. And our evolved values celebrate Ken as the ultimate servant leader.

The beliefs that guide our brand's internal and external culture

BE TRUE

SCALE KINDNESS

TRANSFORM TOGETHER

RELENTLESS PURSUIT

Be True

Celebrates directness as the ultimate no-fluff embodiment of staying true to oneself and one's values, whether speaking straight to a colleague or making a business decision.

INTERNAL

Every moment is an opportunity to be true to oneself and one's values. We strive to be direct in important conversations. We use candor, curiosity, and transparency in all our actions.

EXTERNAL

From business decisions to daily interactions, we remain true to our values. Grounded in transparency and directness, we strive to consistently do what's right by our clients and our people.

The beliefs that guide our brand's internal and external culture.

BE TRUE

SCALE KINDNESS

TRANSFORM TOGETHER

RELENTLESS PURSUIT

Scale Kindness

Ethical is table-stakes; there's room to share how we go beyond what's right to what's good, and then multiply that impact.

INTERNAL

Doing right by our clients, customers, and facilitators has been and remains our priority. We embrace inclusion and honor diversity, creating an environment of trust and connection.

EXTERNAL

First, do no harm. We serve others with compassion, love, and grace. We act as though the world is watching, always stopping to ask, "Is it fair, balanced, and right?"

VALUES

The beliefs that guide our brand's internal and external culture.

BE TRUE

SCALE KINDNESS

TRANSFORM TOGETHER

RELENTLESS PURSUIT

CONTENTS

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Transform Together

Evolution of the original idea while reinforcing the outcome of teamwork: future-ready transformation.

INTERNAL

We inspire and elevate each other toward excellence, always reminding ourselves and our teams of the big picture we're working toward.

EXTERNAL

Transformation is not realized by one individual. Heart- and mind-aligned leaders inspire teams to reach new heights of achievement together.

VALUES

The beliefs that guide our brand's internal and external culture.

BE TRUE

SCALE KINDNESS

TRANSFORM TOGETHER

RELENTLESS PURSUIT

CONTENTS

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Relentless Pursuit

Speaks to our commitment to continuous learning and refusal to rest on our laurels. Our legacy powers our constant advancement.

INTERNAL

We celebrate and learn from the first pancake. Just as we share learning for life with the world, we ourselves are always learning. We refuse to rest on our laurels, instead always asking, "How else can I serve?"

EXTERNAL

True leadership is a persistent learning quest. We are a constant resource for those navigating this journey, inspiring them to continuously redefine their personal bests.

PERSONALITY AND TONE

The distinct style and tone we use in our visual and verbal expression.

Speak to innovation and how we deliver relevant solutions

Speaks to our knowhow

Speak to our DNA

Transformative

Changing the way leaders develop, for generations

Dynamic

Adapting to how business, learning, and leadership evolve

Masterful

Heritage, proficiency, and practice make for expert solutions that work

Inspirational

Optimizing and invigorating leaders so they live, learn, and love with their heads up

Heartfelt

Authentic warmth underpins every interaction and action

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MESSAGING THEMES

The core ideas that our internal teams can use to organize their thoughts, target their messaging, and contextualize functional language.

These themes are not our personality traits or our copy.

Their purpose in this document is to help teams understand where there are distinctions vs. overlap in the way we speak to each audience.

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Expertise

We know what we're doing

- Proven and effective
- 40+ years experience

Ease

We make it easy to lead better

- Intuitive implementation
- Simple models and approaches

Empathy

We care about our people and your people

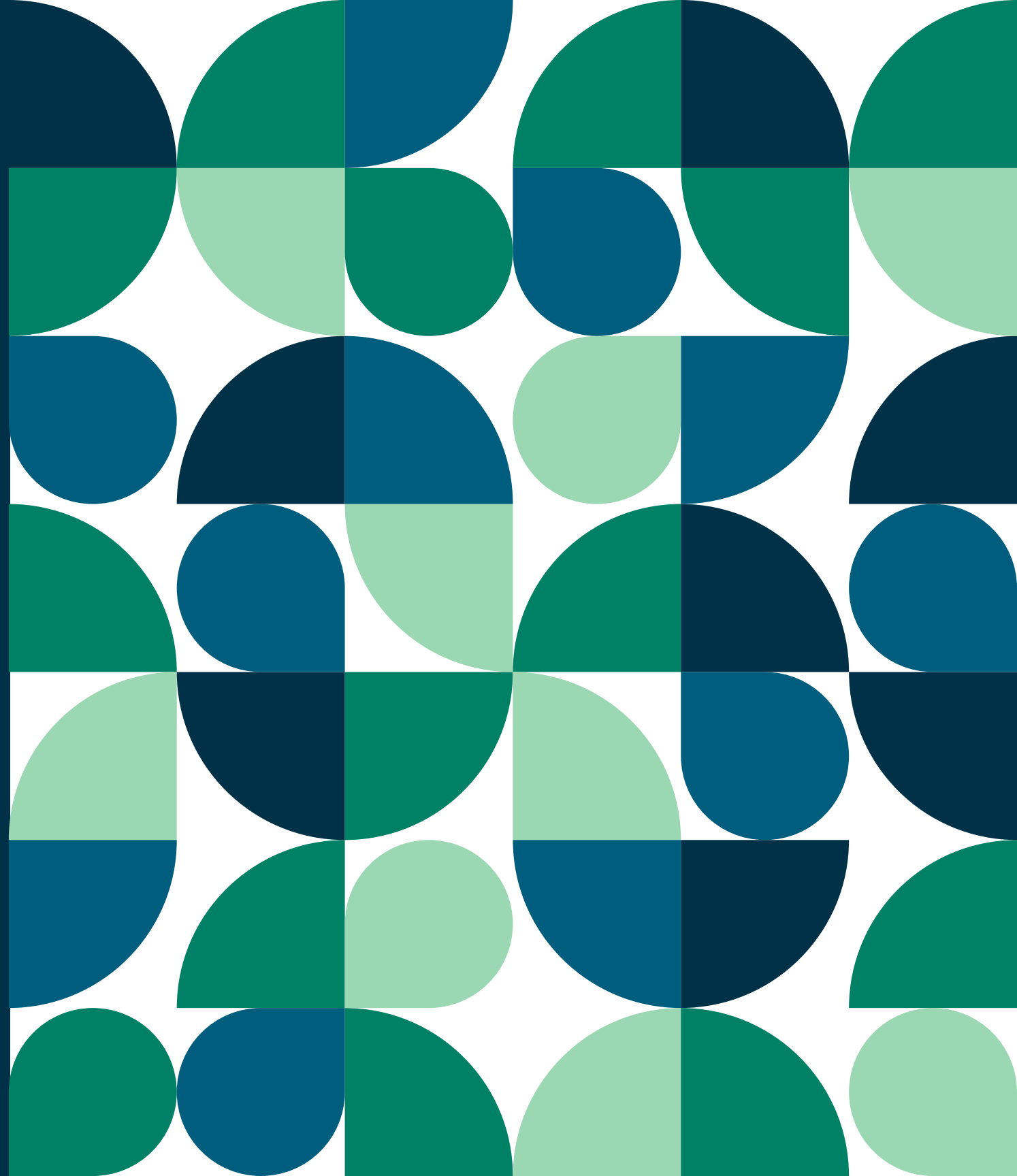
- Experience paired with heart
- Human-first focus

Evolution

We're building for the future of work

- Progress, transformation
- Innovative technology and products

Visual System





WHAT IS A VISUAL SYSTEM?

The design toolbox that helps us look and feel like ourselves.

Blanchard's visual system provides a strong platform for us to communicate across all mediums. The unique elements in our Visual System differentiate us from our competition, and when used consistently, build trust between us and our clients.

VISUAL SYSTEM OVERVIEW

LOGO

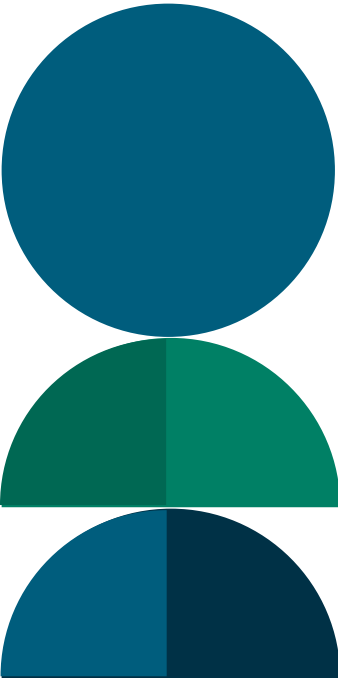
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FONTS

Headlines: Barlow

Body copy: Noto Sans
Git veliqui sitaqui venis dolor modipid entibus, conet id
quias audam, con parcitatem ipid es earum ipsa dic te.

GRAPHIC ELEMENTS



PHOTOGRAPHY



CORE COLOR PALETTE



COLOR PALETTE

Core Palette: The specific colors that make up the Blanchard experience

Blanchard's color palette harnesses the heritage of our legacy and balances depth with inspiration.

Our primary palette leads with green for growth and navy for experience and exploration. We balance this elevated palette with sparks of orange and yellow to ignite moments of inspiration and innovation, making our palette as dynamic as our brand.

CMYK: 3,10,41,0
RGB: 238,238,237
HEX: EEEEEED
PMS: 420 @ 20%

CMYK: 100,23,73,9
RGB: 0,130,100
HEX: 008264
PMS: 3288C

CMYK: 100,30,19,76
RGB: 0,49,70
HEX: 003146
PMS: 3035C

CMYK: 5,82,100,0
RGB: 230,83,0
HEX: E65300
PMS: 166C

CMYK: 2,38,100,0
RGB: 245,168,0
HEX: F5A800
PMS: 130C

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COLOR PALETTE

Expanded Palette

Our expanded palette branches from the primary palette to add all the flexibility we need when creating patterns, PowerPoints, or new models and charts.

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DEEP FOREST CMYK: 91,47,74,50 RGB: 0,66,54 HEX: 004236 PMS: 3308C	COSMIC BLUE CMYK: 89,73,56,67 RGB: 9,32,46 HEX: 081F2D PMS: 5395C	EMBER CMYK: 193,71,41 RGB: 17,85,89,7 HEX: C14729 PMS: 7598C	MARIGOLD CMYK: 10,59,100,1 RGB: 224,124,0 HEX: E07C00 PMS: 138C	DARK CMYK: 48,29,26,76 RGB: 50,59,65 HEX: 323B41 PMS: 425
EMERALD CMYK: 100,33,75,24 RGB: 0,104,83 HEX: 006A52 PMS: 3298C	DENIM CMYK: 100,30,19,76 RGB: 0,49,70 HEX: 003146 PMS: 3035C	FLAME CMYK: 5,82,100,0 RGB: 230,83,0 HEX: E65300 PMS: 166C	SPARK CMYK: 2,38,100,0 RGB: 245,168,0 HEX: F5A800 PMS: 130C	MEDIUM CMYK: 52,41,38,20 RGB: 112,115,114 HEX: 707372 PMS: 424
BLANCHARD GREEN CMYK: 100,23,73,9 RGB: 0,130,100 HEX: 008264 PMS: 3288C	FADED DENIM CMYK: 73,13,0,57 RGB: 0,93,125 HEX: 005D7D PMS: 7699C	TANGERINE CMYK: 255,103,28 RGB: 0,74,95,0 HEX: FF671C PMS: 165C	MELLOW YELLOW CMYK: 255,200,68 RGB: 0,22,84,0 HEX: FFC844 PMS: 1225C	LIGHT CMYK:36,26,23,4 RGB: 158,162,162 HEX: 9EA2A2 PMS:422
BLANCHARD LIGHT CMYK: 83,12,57,1 RGB: 65,158,137 HEX: 00A37D PMS: 7699C @ 75%	LIGHT DENIM CMYK: 78,44,27,3 RGB: 79,122,150 HEX: 4F7A96 PMS: 7699C @ 75%	LIGHT TANGERINE CMYK: 0,58,64,0 RGB: 252,150,100 HEX: FC9664 PMS: 165C @75%	LIGHT YELLOW CMYK: 0,16,62,0 RGB: 252,214,132 HEX: FCD684 PMS: 1225C @ 75%	LIGHTER CMYK: 18,13,10,0 RGB: 199,201,199 HEX: C7C9C7 PMS: 420
MINT CMYK: 38,0,38,0 RGB: 158,216,179 HEX: 9ED8B3 PMS: 344C	CLOUD CMYK: 24,4,8,13 RGB: 169,195,203 HEX: A9C3CB PMS: 7542C	SUNRISE CMYK: 0,33,43,0 RGB: 255,185,142 HEX: FFB98E PMS: 1555C	MORNING TEA CMYK: 3,10,41,0 RGB: 255,200,68 HEX: F6DFA4 PMS: 7401C	LIGHTEST CMYK: 3,10,41,0 RGB: 238,238,237 HEX: EEEEEED PMS: 420 @ 20%

COLOR PALETTE



What to Do: Color Usage

The colors in our palette can be combined in a variety of ways. This page illustrates how all the tones sit together and shows which color combinations will meet accessibility requirements for type and key graphics.

Minimum AA Accessible for web

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DENIM

CMYK: 100,30,19,76
RGB: 0,49,70
HEX: 003146
PMS: 3035C



008264



9ED8B3



A9C3CB



FF671C



FC9664



FFB98E



E07C00



F5A800



FFC844



FCD684



F6DFA4



EEEEED

BLANCHARD GREEN

CMYK: 100,23,73,9
RGB: 0,130,100
HEX: 008264
PMS: 3288C



EEEEED



FFFFFF

FLAME

CMYK: 5,82,100,0
RGB: 230,83,0
HEX: E65300
PMS: 166C



081F2D



FFFFFF

SPARK

CMYK: 2,38,100,0
RGB: 245,168,0
HEX: F5A800
PMS: 130C



004236



081F2D



003146

CMYK: 4,2,3,0
RGB: 242,242,241
HEX: F2F2F1
PMS: 420 @ 20%



004236



006A52



008264



081F2D



003146



005D7D



4F7A96



C14729



E65300

COLOR PALETTE



What **NOT** to Do: Color Usage

This page illustrates which color combinations will **NOT** meet accessibility requirements for type and key graphics.

AA – Large-scale type accessible, do not use for small-scale type like body copy

AAA – Accessible for both small- and large-scale type; can be used for headlines and body copy

CONTENTS



DENIM

CMYK: 100,30,19,76
RGB: 0,49,70
HEX: 003146
PMS: 3035C

004236 FAIL	006A52 FAIL	008264 FAIL	081F2D FAIL	005D7D FAIL	4F7A96 FAIL	C14729 FAIL	E65300 FAIL

BLANCHARD GREEN

CMYK: 100,23,73,9
RGB: 0,130,100
HEX: 008264
PMS: 3288C

ALL COLORS FAIL EXCEPT
FFFFFF AND F2F2F2

FLAME

CMYK: 5,82,100,0
RGB: 230,83,0
HEX: E65300
PMS: 166C

ALL COLORS FAIL EXCEPT
FFFFFF AND 081F2D

SPARK

CMYK: 2,38,100,0
RGB: 245,168,0
HEX: F5A800
PMS: 130C

ALL COLORS FAIL EXCEPT
004236, 081F2D, AND
003146

008264 FAIL	9ED8B3 FAIL	00A37D FAIL	FF671C FAIL	FC9664 FAIL	FFB98E FAIL	E07C00 FAIL	F5A800 FAIL	FFC844 FAIL	FCD684 FAIL	F6DFA4 FAIL

CMYK: 4,2,3,0
RGB: 242,242,241
HEX: EEEEEED
PMS: 420 @ 20%

TYPOGRAPHY

The visual representation of our messaging, curated with people in mind.

We use two sans serif fonts for Blanchard brand-related design materials: Barlow and Noto Sans. Barlow is used for display-type treatments where our messages need to be bold and confident. Noto is a tried-and-true typeface, designed for legibility and ease of use.

Both of our fonts are Google Fonts making them downloadable and usable all over the world.

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BARLOW

This typeface is for headlines

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

NOTO SANS

This typeface is for reading supporting copy or longer-form text

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

PRIMARY TYPEFACE

The typeface we use for headlines

Barlow is tall and proud, open and approachable, and has many weights and styles that allow it to flex for any type need.

GOOGLE LINK:

<https://fonts.google.com/specimen/Barlow?query=barlow>

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AaBbCc123

BARLOW MEDIUM

Thin
Extra Light
Light
Regular
Medium
Semibold
Bold
Black

Thin Italic
Extra Light Italic
Light Italic
Italic
Medium Italic
Semibold Italic
Bold Italic
Black Italic

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

SECONDARY TYPEFACE

The typeface we use for supporting copy or longer-form text

Noto Sans is coined as a “typeface for the world.” It is an open-source font, meaning that people can constantly contribute to its translation capabilities. It is designed for accessibility and is the most universally available font for web and print use.

GOOGLE LINK:

<https://fonts.google.com/noto/specimen/Noto+Sans?query=noto>

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AaBbCc123

NOTO SANS

Thin

Extra Light

Light

Regular

Medium

Semibold

Bold

Black

Thin Italic

Extra Light Italic

Light Italic

Italic

Medium Italic

Semibold Italic

Bold Italic

Black Italic

Aa Bb Cc Dd Ee Ff Gg

Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0



What to Do: Brand and Accessible Use of Color & Type

To ensure maximum legibility and meet accessibility standards, only certain combinations of text and background colors should be used. This page illustrates the **MOST** acceptable use of color with typography.

We should strive to use colors that provide the highest contrast:

On dark backgrounds: Strive to use white/ paper as the main color for type

On light backgrounds: Strive to use Denim or Cosmic Blue as the main color for type

SAMPLE TEXT FFFFFF on 003146	SAMPLE TEXT FFFFFF on 008264	SAMPLE TEXT 081F2D on EEEEEED
SAMPLE TEXT EEEEED on 003146	SAMPLE TEXT FFFFFF on 006A52	SAMPLE TEXT 003146 on EEEEEED
SAMPLE TEXT FFFFFF on 003146	SAMPLE TEXT EEEEED on 006A52	SAMPLE TEXT 006A52 on EEEEEED
SAMPLE TEXT FFFFFF on 081F2D	SAMPLE TEXT FFFFFF on 004236	SAMPLE TEXT 081F2D on FFFFFFFF
SAMPLE TEXT EEEEED on 81F2D	SAMPLE TEXT FFFFFF on E65300	SAMPLE TEXT 003146 on FFFFFFFF
SAMPLE TEXT FFFFFF on 81F2D	SAMPLE TEXT FFFFFF on C14729	SAMPLE TEXT 005D7D on FFFFFFFF
SAMPLE TEXT 008264 on 81F2D	SAMPLE TEXT C14729 on FFFFFFFF	SAMPLE TEXT 006A52 on FFFFFFFF

HERO PHOTOGRAPHY

Inspired Leaders

Blanchard is a human-centered business, so our approach to photography is people-centric.

Our primary photography captures focused, candid shots of leaders in moments of joy, looking outward toward what's to come. These images allow our audiences to see themselves in our photography—inspired leaders inspiring leaders.

NOTE:
Contact Creative Services for access to image library

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SUPPORTING PHOTOGRAPHY

Curious Learners

This set of supporting photography highlights the learning experience at Blanchard.

In these images, we showcase leaders actively listening and learning, interacting and engaged with the content. Since our products and offerings are available in person and online, we depict our audiences learning in multi-channel environments.

NOTE:

Contact Creative Services for access to image library

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SUPPORTING PHOTOGRAPHY

Confident Communicators

We believe that communication is a fundamental skill that leaders must master to effectively manage and inspire great teams, and this second set of supporting photography reflects that.

In these images, leaders should be engaged in conversations, making eye contact with those they're speaking to 1-on-1 or with while presenting.

NOTE:

Contact Creative Services for access to image library

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PHOTOGRAPHY TREATMENT

An extra layer of consistency and warmth

Our photography is the most emotive part of our visual system, and we want it to feel heartfelt and inspiring. We use a filter over all of our imagery for two reasons:

- 1) So that it feels warm
- 2) So that it looks consistent

To the right are the settings we use to apply this filter over our marketing photography.

NOTE: This filter should be used over photography that is cool in tone. If the image is already warm, there is no need to duplicate the filter.

CONTENTS

SUNRISE

10-15% OPACITY

MULTIPLY EFFECT

WARM FILTER

NO FILTER

Effects

Multiply

Opacity: 15%

Object: Multiply 15%

Stroke: Normal 100%

Fill: Normal 100%

Text:

Isolate Blending

Knockout Group

ICONOGRAPHY

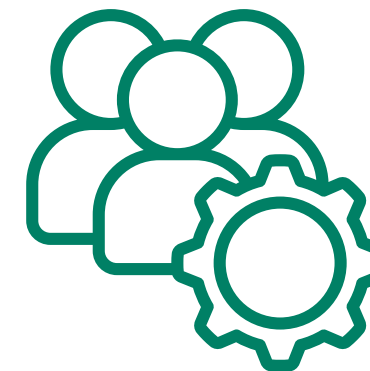
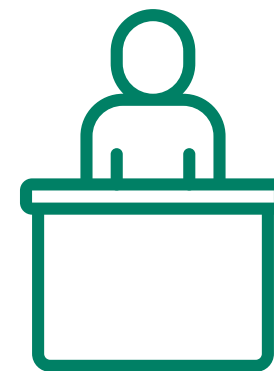
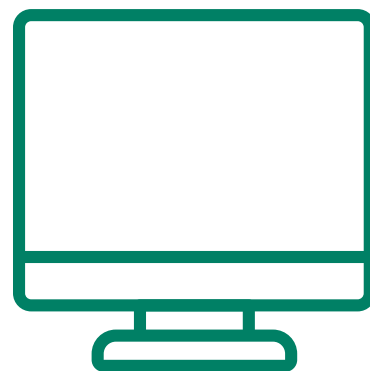
How we express larger concepts, simply and intuitively

We use icons throughout our collateral to convey larger messages in a single graphic. To maintain consistency across our assets, we created a library of icons that we constructed for Blanchard.

NOTE:
Contact Creative Services for access to icon library

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ICONOGRAPHY

How we keep our icons consistent and unified

This robust icon set was created on a grid that makes each icon's line weight, soft corners, and form consistent.

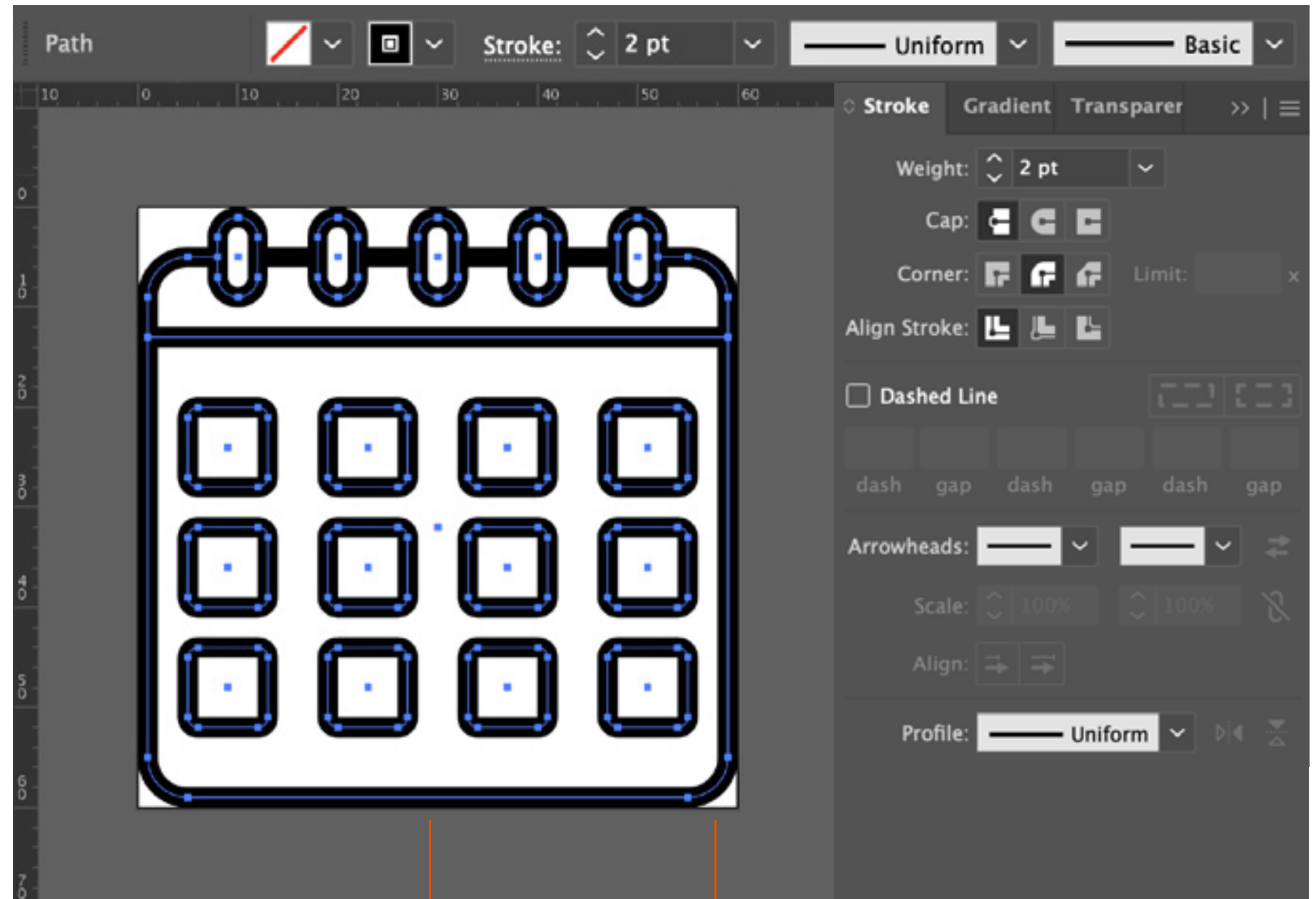
We have created an icon library based on the rules defined to the right. It is constantly growing and evolving to support our business needs.

NOTE:

Contact Creative Services for access to icon library

CONTENTS

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STROKE WEIGHT:
2pt

ARTBOARD:
60x60 pixels

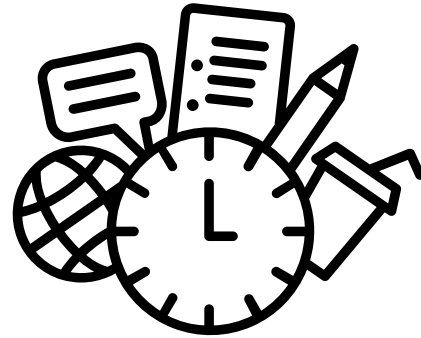
CORNERS:
4-pixel radius

CORNER CAP:
Rounded



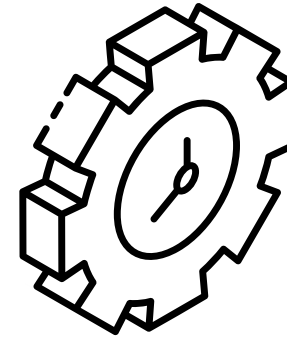
What NOT to Do

These are examples of icon styles that should be avoided while sourcing or creating an icon.



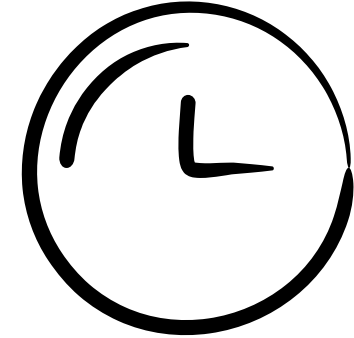
DO NOT

Use overly busy or complicated icons



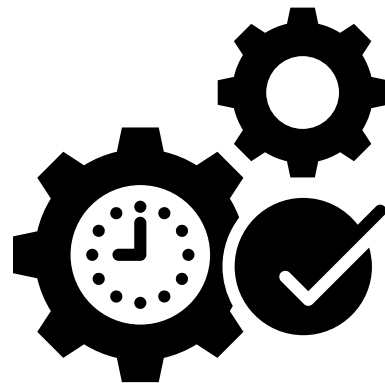
DO NOT

Use icons that are 3D



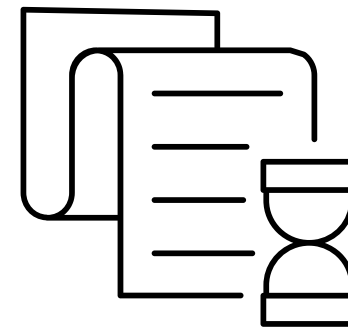
DO NOT

Use icons that are hand drawn



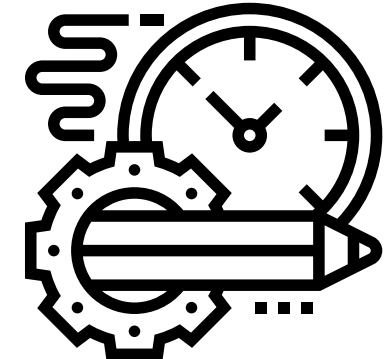
DO NOT

Use icons that are solid



DO NOT

Use icons that use different stroke weights



DO NOT

Use icons that employ dotted or dashed strokes

NOTE:

Contact Creative Services for access to icon library

GRAPHIC ELEMENTS

The shapes that build on each other to help tell our story

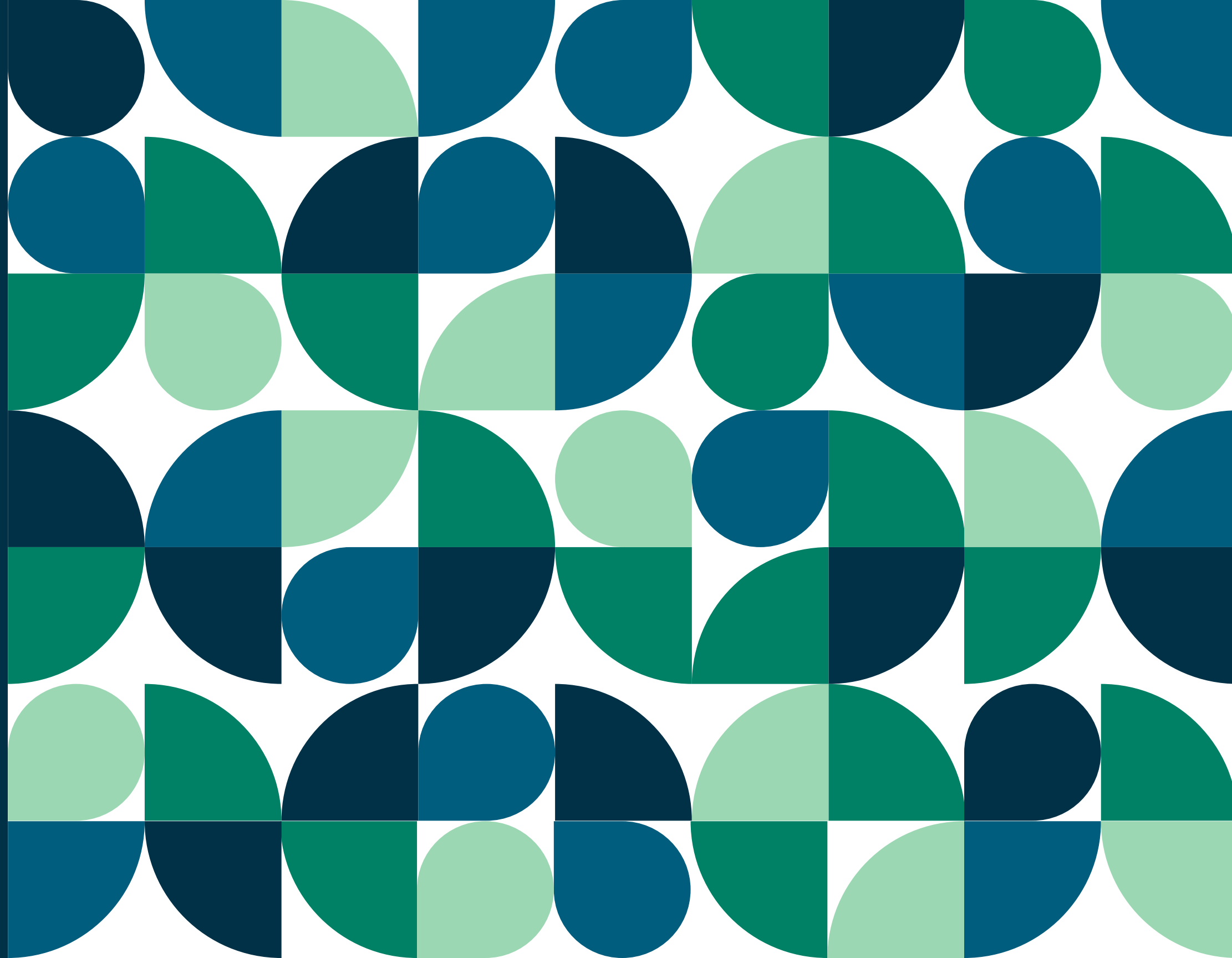
Our graphics are a system with a set of shapes meant to build upon and reinforce one another. The shape of the communication bubble unifies our visual system with our verbal system and logos.

Shapes with straight lines and angles symbolize structure and order. Softer, curved shapes represent connection and community. These shapes with both sharp and curved edges strategically reinforce our position at The Heart of Human Achievement™.

This set of shapes can be combined to build patterns, grow to contain images, or expand to hold copy.

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GRAPHIC ELEMENTS

The shapes that build on each other to help tell our story

DO: Use our approved shapes to create graphics and patterns

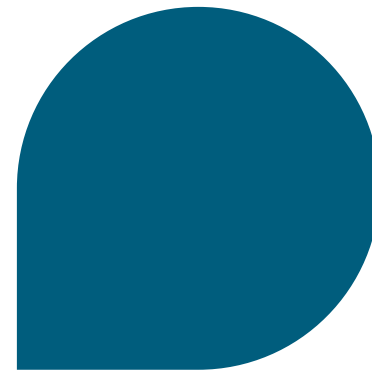
DO NOT: Use unapproved shapes to create graphics and patterns

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BLANCHARD BRANDED SHAPES:



OFF-BRAND, UNAPPROVED SHAPES*:



*This depiction of shapes is not an exhaustive list

GRAPHIC ELEMENTS

How to use our shapes as patterns



DO: Use our patterns on white or light gray backgrounds in the colors Denim, Blanchard Green, Faded Denim, and Mint.



DO: Use our shapes stacked in at least two rows or columns when creating patterns



DO: Use our patterns on Denim backgrounds in the colors Denim @ 85% tint, Blanchard Green, Faded Denim, and Mint.



DO: Align our patterns to the edge of a frame at full-bleed

CONTENTS

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How to use shapes as containers



APPROVED CONTAINING SHAPES:



UNAPPROVED CONTAINING SHAPES:



GRAPHIC ELEMENTS

How to use our shapes as containers

DO: Use the shapes from our patterns to contain images

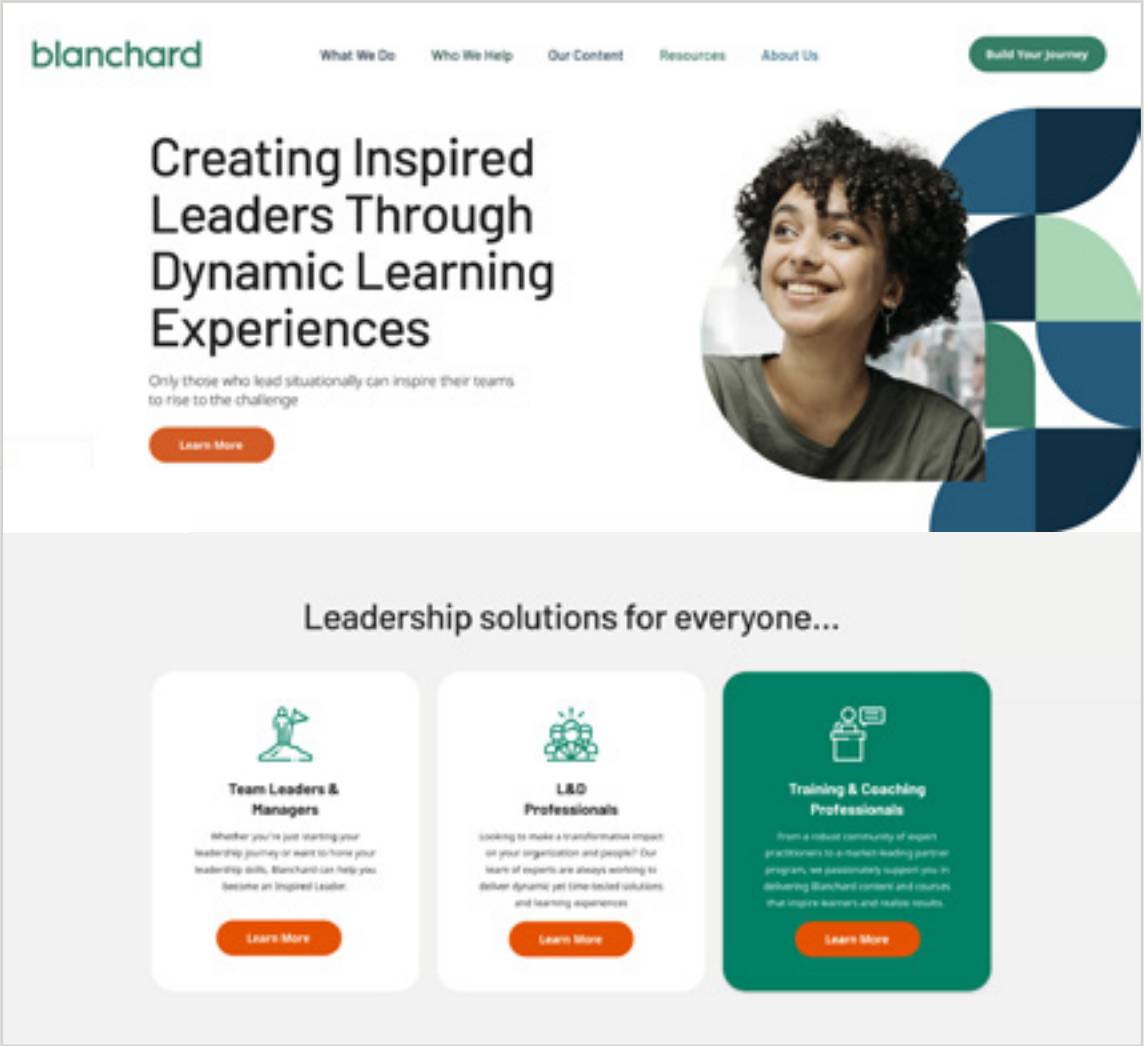
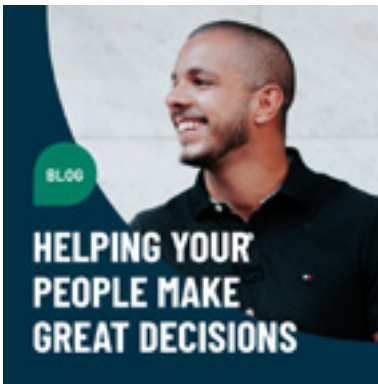
DO: Use the shapes from our patterns to contain copy on social media

DO: Align our shapes to the edge of the frame at full bleed

DO: Frame faces in the center of our shapes

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GRAPHIC ELEMENTS

How to stack our shapes

DO: Stack shapes of the same width on top of each other

DO: Stack circles, half-circles, and communication bubbles

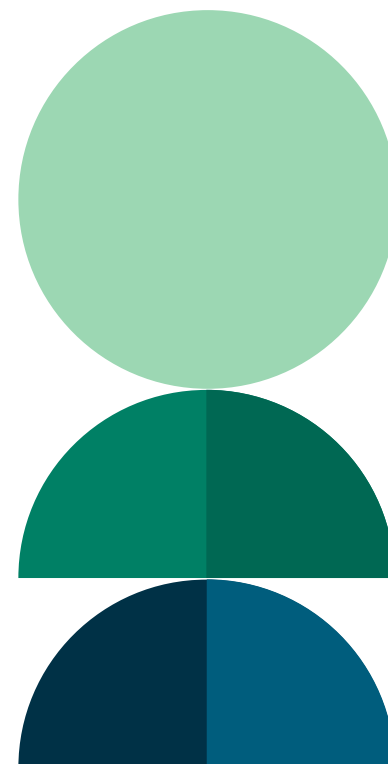
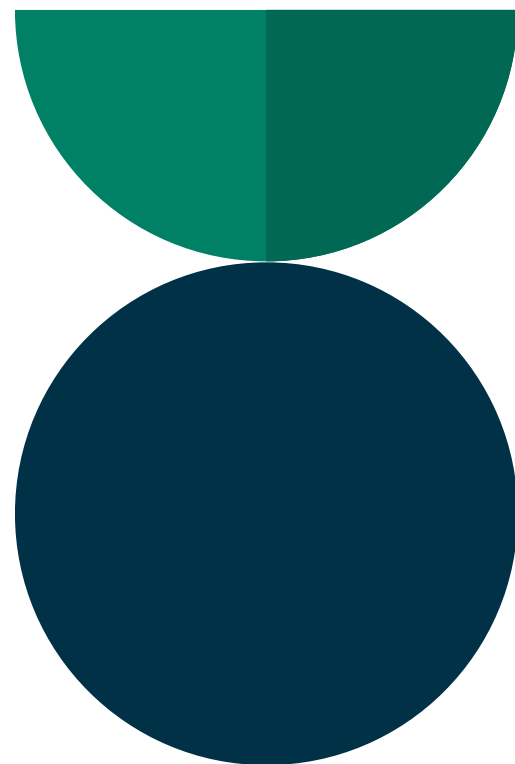
DO: Split half-circles into quarter circles of the same color tone so that they resemble the shapes in our patterns

DO: Stack a minimum of 2 and a maximum of 4 shapes; otherwise we will be building a single-stack pattern, which is not allowed

DO: Stack shapes of different colors

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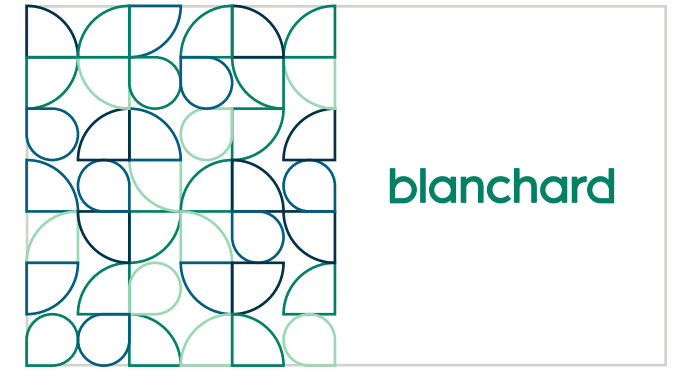
How NOT to use our shapes & patterns for the Blanchard Masterbrand



DO NOT: Create patterns in single color



DO NOT: Create patterns in two colors



DO NOT: Use a stroke or outline



DO NOT: Use our shapes in a single stack row or column outside of the defined rules



DO NOT: Create patterns using the other colors in our palette



DO NOT: Use unapproved colors for the background



DO NOT: Use our patterns as a full border



DO NOT: Repeat a single shape pattern



DO NOT: Stylize our patterns; no gradients or drop shadows



How NOT to use our shapes & patterns for the Blanchard Masterbrand



DO NOT: Create a margin around the shapes so that they are floating



DO NOT: Create patterns with gaps between shapes



DO NOT: Create patterns using unapproved shapes

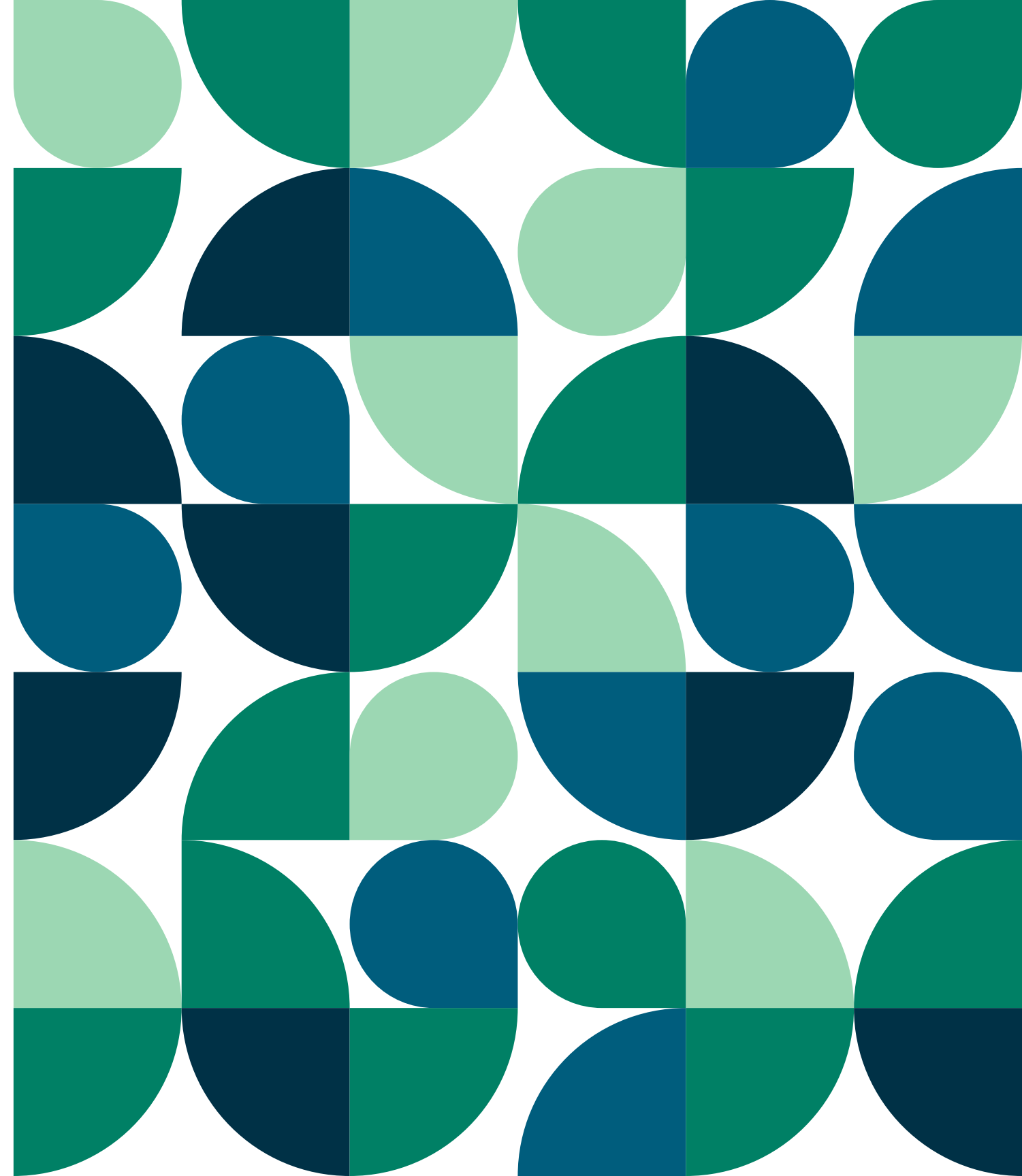


DO NOT: Create graphics using unapproved shapes



DO NOT: Create symbols from the graphic elements

Our Logos



PRIMARY LOGO

A dialogue between the “b” and “d” that bookend our name

Our wordmark is the primary graphic signifier our brand. It tells a story of human communication and leadership, and is a grounded and timeless evolution for our brand.

Our logo seamlessly conveys our brand attributes, legacy, and positioning. It is modern and approachable without feeling too techy or youthful.

The majority of the time, our wordmark should stand alone as our core logo. It should most often appear in Blanchard Green so that clients associate this color with our brand.



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PRIMARY LOGO

Wordmark: What to Do

Consistency is key for building brand recognition.

Our wordmark should primarily appear in Blanchard Green so that clients associate this color with our brand.

It can also exist in black, white, or—in certain contexts—navy from our primary palette. The most important thing to consider is contrast so that our wordmark is always legible.

NOTE:

Always be sure the logo you're using contains a trademark symbol on external-facing collateral.

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PRIMARY LOGO



Wordmark: What NOT to Do

Use the logo other than in the ways that are outlined in the What to Do sections of this document.

DO NOT: Rotate the logo in any way. The logo should always be horizontal.

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DO NOT: Use the wordmark in unapproved colors, even those in our extended palette.

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DO NOT: Apply a dropshadow to the wordmark

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DO NOT: Alter or skew the wordmark in any way

blanchard

DO NOT: Add the Blanchard B into the wordmark

blanchard

DO NOT: Alter the graphics elements in the wordmark

Ken^{THE}Blanchard[®]
COMPANIES

DO NOT: Use any outdated logos

blanchard

DO NOT: Apply gradients to the logo

blanchard

DO NOT: Outline or stroke the wordmark

blanchard B

DO NOT: Add the Blanchard B alongside the wordmark

blanchard

DO NOT: Use the wordmark in low contrast

PRIMARY LOGO

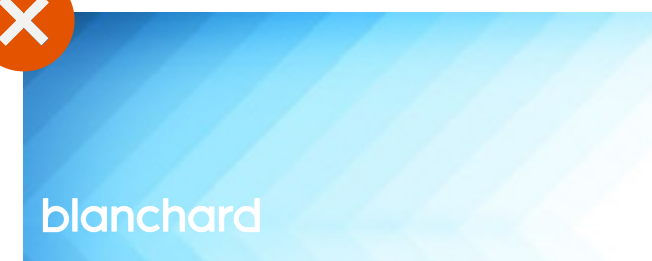
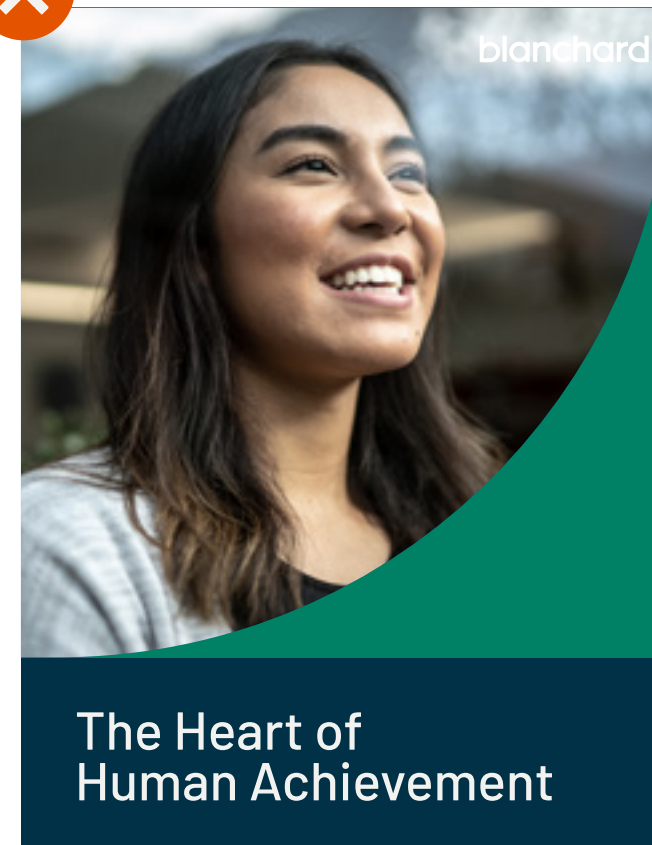
Wordmark: Over Backgrounds

Only use the logo in the ways that are outlined in the What to Do sections of this document.

DO NOT: Place the logo on unapproved colors, on multicolored/patterned backgrounds, or over imagery where there is low contrast.

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PRIMARY LOGO

Clearspace and minimums



MINIMUM
CLEARSPACE

blanchard



For Print:
0.25"

For Digital:
24 PIXELS

CONTENTS

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SECONDARY LOGO

The compact version of the primary logo that works in small contexts.

The Blanchard B is the symbolic representation of our brand. It conveys the feeling of the full wordmark in small spaces.

We believe communication and human connection are at the core of good leadership. Our symbol interlocks the Blanchard B with a communication bubble to celebrate this belief.

This symbol will appear as the image on our social channels and as the favicon on web browsers. The colors should never be modified, and it should always live on a white background.

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SECONDARY LOGO

Blanchard B: What to Do and What NOT to Do

The colors in our symbol should never be modified, and it should always live on a white background.

WHAT TO DO:



DO: Use the B on a white background

DO: Use the B in the approved gradient colors

DO: Use the B for favicons, social media, and Blanchard-owned channels



DO NOT: Use the B on colored backgrounds



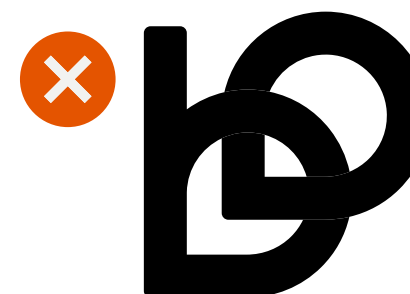
DO NOT: Use the B in a single color



DO NOT: Use the B without the gradient



DO NOT: Reverse the gradient on the B



DO NOT: Use the B in gray-scale or black and white



DO NOT: Recolor the symbol in any way

CONTENTS

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SECONDARY LOGO

Clearspace and
minimums

CONTENTS

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TERTIARY LOGO

The way our logos show up together for events

When our brand is seen outside of the context of our own marketing or collateral, we can lock our wordmark and symbol up like this.

This mark is used only for special instances.

DO: Use this lockup for events when it will appear in a logo grid

DO NOT: Use this as the primary logo

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TERTIARY LOGO

How our logo lockup is constructed

SCALE:

The stem of the “b” should be equal to the height of three “a’s” from the wordmark

SPACING:

The base of the “b” should begin at the height of two “a’s” from the baseline of the wordmark



CONTENTS

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TERTIARY LOGO

Clearspace and
minimums



blanchard



MINIMUM
CLEARSPACE



For Print:
1 IN

For Digital:
96 PX

CONTENTS

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GLOBAL PARTNER LOGOS

How we maintain our identity as we grow around the world.

Our global partners play a very important role in supporting Blanchard internationally. We've created guidelines on how to display the country/ region identifier beneath the wordmark.

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blanchard®
SPAIN

blanchard®
BELGIUM-LUXEMBOURG

How Our Global Partner Logos Are Constructed

blanchard[®]
SPAIN

ALIGNMENT

The subtext should be right-justified below the wordmark

SPAIN

MAXIMUM HEIGHT FOR SUB-TEXT

Half the height of the letter "L"

blanchard[®]
BELGIUM-LUXEMBOURG

MAXIMUM WIDTH FOR SUB-TEXT

Text should not extend beyond the width of the wordmark

GLOBAL PARTNER LOGOS

Clearspace and
Minimums



MINIMUM
CLEARSPACE



For Print:
0.45"

For Digital:
43 PIXELS

CONTENTS

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Trademark Sizing
and Placement

WORDMARK

blanchard®



SCALE:
The registration mark should always be the width of the stem on the “b”



PLACEMENT:
The registration mark should always be aligned to the bottom right of the wordmark

SYMBOL



TM



SCALE:
The registration mark should always be the width of the stem on the “b”

PLACEMENT: The trademark should always appear in the bottom right corner of the symbol. It should be aligned to the baseline of the “b” and right side of the communication bubble. Always use the glyph™ and not capped and superscripted T and M.

How Our Logo Stacks up Next to Other Brands

blanchard®

LOGO



MINIMUM
CLEARSPACE

blanchard®

LOGO

MINIMUM
CLEARSPACE



Illustrative Mockups



blanchard.

Patrick Piña
Creative Director



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goblanchard.com

Conversational Capacity[®]

Remaining Candid and Curious under Pressure



You can have the smartest people around the table, but if minor differences in opinion throw conversations off track, you're not getting access to their best thinking.

When a challenging topic or conflict arises, natural defenses kick in, making open and honest dialogue difficult. This can lead to people either becoming overly cautious and not speaking openly or getting defensive and argumentative. Without the necessary awareness or skills to work through it, creativity, collaboration, and innovation suffer.

Your people and teams should be able to put their most difficult, painful, divisive issues on the table and work through them in fair and productive ways.

Conversational Capacity[®] teaches people how to engage in constructive, learning-focused dialogue when challenging topics or conflicts arise so they can make informed decisions and find the best solutions, even under high pressure.

Outcomes



Engage Employees



Spur Innovation



Improve Productivity



Enhance Self-Awareness

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Learning Objectives

- Build awareness
- Adopt a learning-focused mindset
- Recognize triggers
- Communicate with confidence

Conversational Capacity[®]



The sweet spot in any meeting or conversation is where candor and curiosity are in balance.

The program covers four skills for keeping conversations open, balanced, and productive; ways to maintain a learning-focused mindset; and a method for overcoming obstacles to conversational capacity. Offered in several modalities, key content is covered quickly and comprehensively. Participants will also have access to activities (videos, games, worksheets, and tools) they can use on the job in real time, during moments of need.

After completing the course or workshop, participants will have the skills to stay in the conversational sweet spot, allowing for increased creativity and innovation, and avoiding regrets over things that happen in the heat of the moment.

Flexible Options to Meet Your Needs

In Person

In-depth Learning • Application • Practice • Action Planning

Instructor-led Training:
1-day session

Virtual

In-depth Learning • Application • Action Planning

Virtual Instructor-led Training:
Three 2-hour sessions

Collaborative Online: 5-week online course with self-paced coursework and activities and weekly 1-hour live virtual instructor-led sessions

Online

Awareness • Application • Performance Support

Overview: 35-minute online self-paced overview (with optional reflect and share)

Digital Assets: Micro-activities on various topics/skills that learners can use during moments of need (videos, activities, tools)

Participants Will Learn

- The mindset and skillset of Conversational Capacity
- The natural tendencies to either minimize or win
- The four skills for balancing candor and curiosity

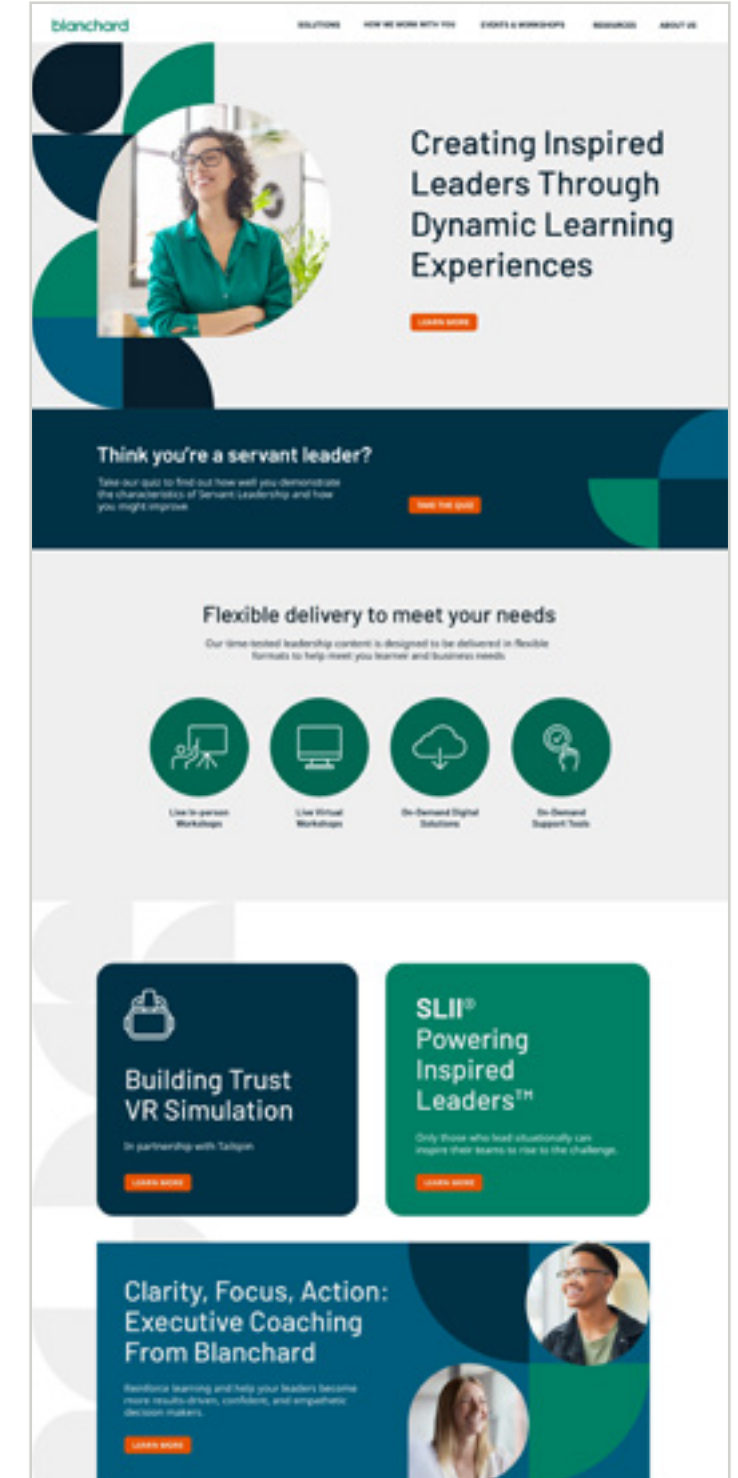
Who Should Attend?

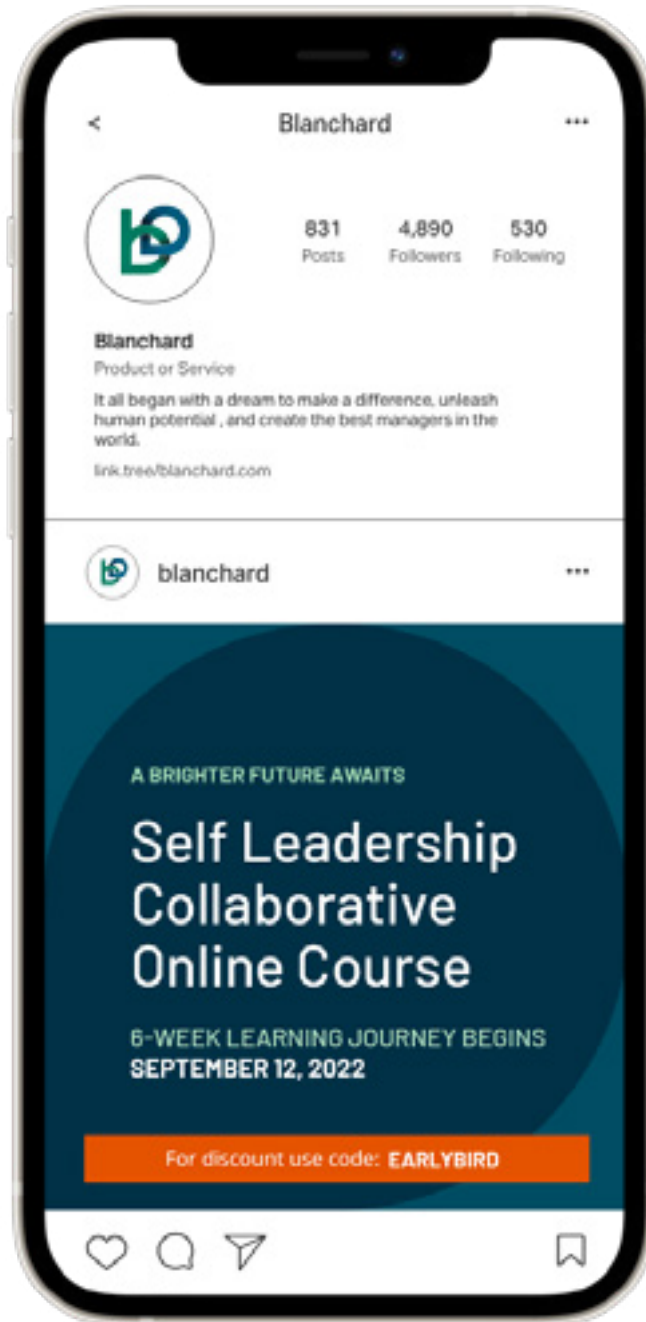
Anyone looking to improve how they communicate, how they influence, and how they collaborate with others.

Connect with us:



blanchard.com
760.233.6725





LET PEOPLE KNOW YOU CARE BY ASKING THEM TO STAY.

BLOG



A circular image showing two women in an office setting, one with dark hair and one with curly hair, both smiling and engaged in conversation.

2022 Top Manager Challenges Survey Results Webinar

SARAH SMITH
Chief Product Officer

August 10, 2022
7AM-8AM PST

REGISTER IN BIO



A portrait of Sarah Smith, a woman with blonde hair wearing an orange turtleneck. To the right is a decorative geometric pattern of overlapping circles in shades of green and blue.

A BRIGHTER FUTURE AWAITS

Self Leadership Collaborative Online Course

6-WEEK LEARNING JOURNEY BEGINS SEPTEMBER 12, 2022

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PODCAST

The Job You Were Born For

 **blanchard**
with Eileen Hahn

LISTEN NOW ON BLANCHARD LEADERCHAT

BLOG

HELPING YOUR PEOPLE MAKE GREAT DECISIONS



A portrait of Jay Campbell, a man with a beard and short hair, smiling and looking to the side. He is wearing a dark polo shirt.

It's not getting easier to be a people manager these days.

JAY CAMPBELL
Chief Product Officer

blanchard



A decorative vertical element on the left side consisting of a series of overlapping circles in shades of green and blue.

