Logo

Lead Scout

White Backgrounds
You may choose two logo variants

Lead Scout

Lead Scout

Dark Gray Backgrounds
Use only the white logo

Lead Scout

Themed Background
This gradient background is allowed

Lead Scout

#A32A2A
45° #822020

Badge

Lead Scout

Usage Guidelines

This badge may only be used in this precise format, sizing is allowed. No other alterations are allowed. The badge must never be used in place of the logo.

Colors

Lead Scout

Primary
A32A2A FCCB00

Accents
822020 F5B349
BA7538

Actionable
DCE7F4 4A90E2 0062CC

Destructive
E25047

Bold Action or Caution
FCCB00 F5B349 BA7538

Confirmation or Success
78C32A

Backgrounds, Forms, and Text
F5F7FA E9EDF1 CED4DA A7B9CE 7A91AC
6C757D 434343 202020

Any use of the colors that does not adhere to these standards is strictly prohibited

Fonts

Lead Scout

Headlines

Body copy

Secondary Headlines

[Text links](#)

Source Sans Pro Semibold • Uppercase • #7A91AC

Source Sans Pro Semibold • Capitalized • #202020

Source Sans Pro Regular • #6C757D

Source Sans Pro Semibold • Capitalized • #202020

Source Sans Pro Regular • Underlined • #4A90E2

Any use of fonts that do not adhere to these standards is strictly prohibited