



InspireWorks Lab

The Power of Inspirational Development

Contents

01 Who we are	03	07 Brand colors & gradient	09
02 Mission, vision & values	04	08 The extended palette	10
03 The isotype & the idea	05	09 Color usage & access	11
04 The logo	06	10 Typography	12
05 Construction & clear space	07	11 Graphic elements	13
06 Logo misuse	08	12 Voice & applications	14

Leadership, developed on purpose.

InspireWorks Lab is a leadership-development practice. We help professionals, teams and organizations grow through executive mentoring, corporate training, workshops, keynote speaking, events and a member community.

Our brand pairs a corporate backbone with genuine human energy: the steady trust of blue and navy, the growth of green, and the optimism of amber. Everything we make should feel credible *and* human — inspiring, and grounded in real capability.



What drives us

MISSION

To unlock the potential of people and organizations through inspirational, practical leadership development that creates lasting change.

VISION

A world where leaders grow on purpose — developing themselves and others with clarity, humanity and courage.

VALUES

Human first

People before process. Growth is personal.

Grounded

Inspiration backed by real capability and results.

Integrity

Honest, respectful, and true to our word.

Momentum

We move ideas into action and action into change.

Curiosity

We keep learning, and we help others do the same.

Impact

We measure success by the growth we enable.



03 • THE ISOTYPE

One mark, two ideas.

Our isotype is a lightbulb holding a person with raised arms.

The lightbulb is inspiration — the spark of an idea, insight and possibility.

The figure is human development — a person rising, growing, reaching. The blue and green sweep upward together like arms raised in momentum.

Together they say exactly what we do: **the power of inspirational development.**

The logo & its versions



PRIMARY LOCK-UP

The horizontal logo — isotype plus wordmark — is our default. "InspireWorks" is set in navy, "Lab" in brand green, in Montserrat ExtraBold.



ISOTYPE • COLOR

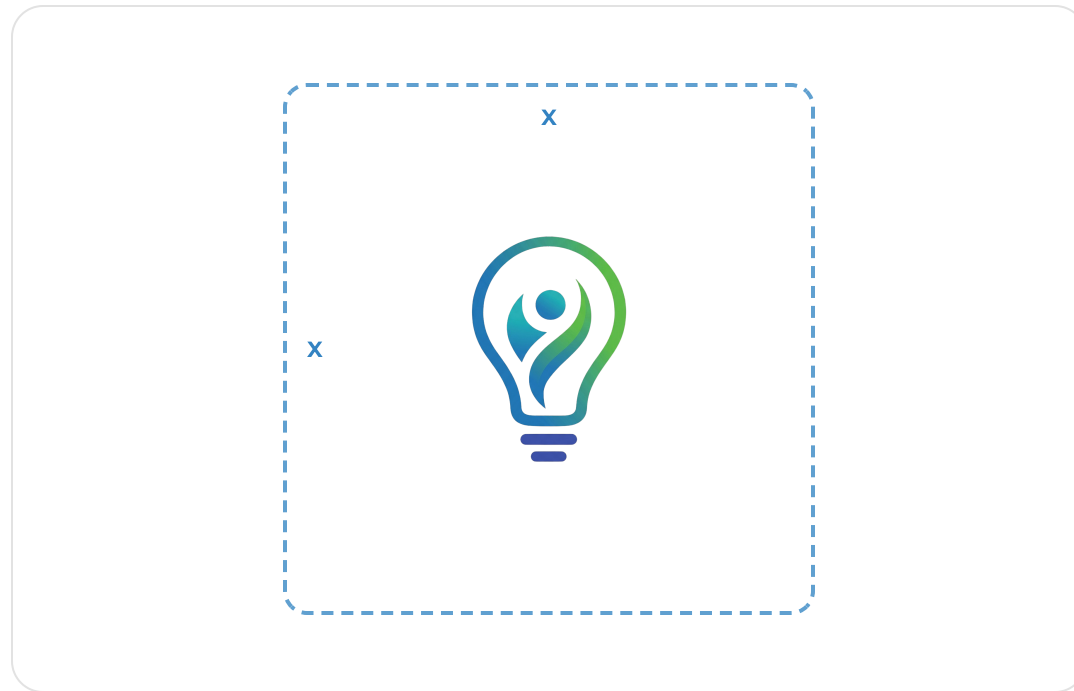


ISOTYPE • WHITE



ISOTYPE • BLACK

Clear space & minimum size



CLEAR SPACE

Always leave breathing room. The minimum clear space around the logo equals **X** — the height of the isotype's base — on every side. Keep other elements, text and edges outside this zone.

MINIMUM SIZE

To stay legible, never reproduce the isotype smaller than **24 px / 8 mm**, or the horizontal logo narrower than **120 px / 32 mm**.



Protect the logo

Consistency builds recognition. Please don't alter the logo in any of these ways:



Don't recolor



Don't stretch



Don't rotate



Don't use low contrast



Don't add effects



Don't retype wordmark

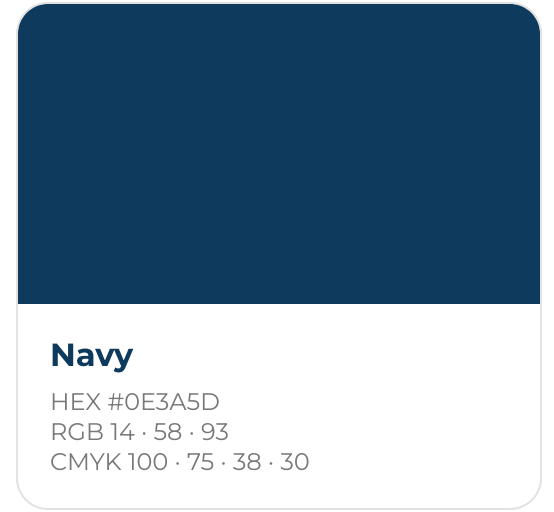
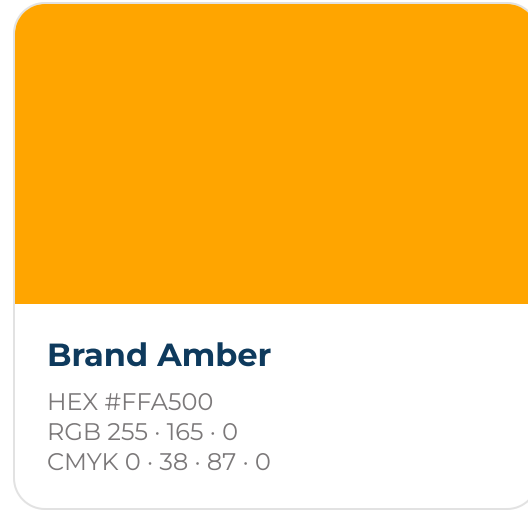
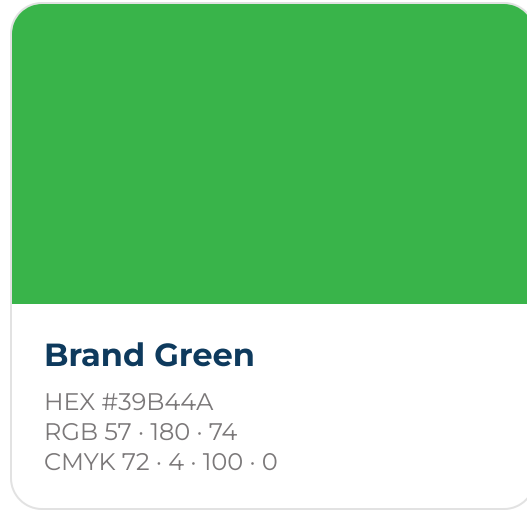
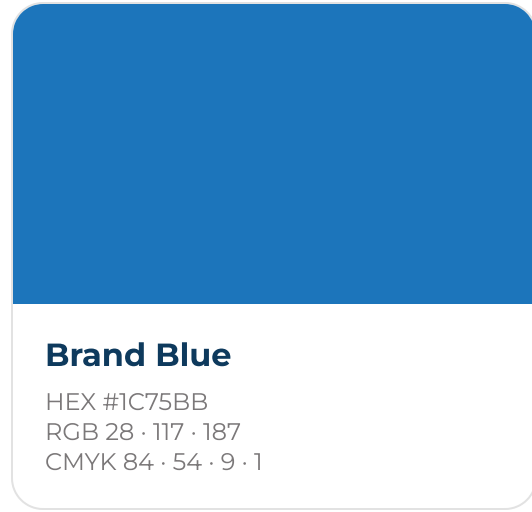


Don't on busy/gray



Don't change opacity as logo

Brand colors

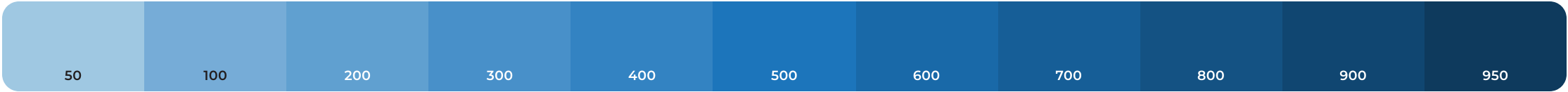


The blue→green gradient is our signature — used in the isotype and for hero moments. Use it deliberately, never as filler.

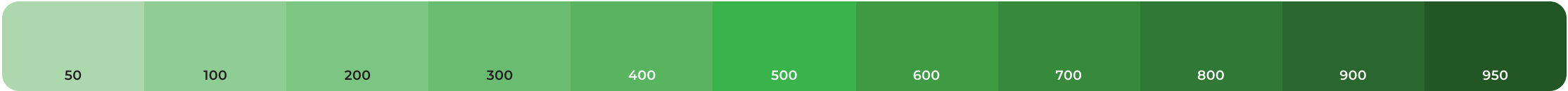
The extended palette

Four families, eleven steps each — from lightest tint (50) to deepest shade (950). The brand tone sits at 500.

Blue



Green



Amber



Neutral



Usage & accessibility

BALANCE

Lead with neutrals and blue; let green carry human, positive content; reserve amber for accents and moments of energy.



CONTRAST & LEGIBILITY

White on Blue — passes ✓

White on Navy — passes ✓

White on Green 600 — passes ✓

Navy on Amber — use amber with dark text

Amber is a background/accent color. Don't set small amber text on white — pair amber with navy or ink text instead.

Typography

Aa

Montserrat

Our single brand typeface — geometric, modern, corporate-warm. Weights 400–800.

- Regular 400
- Medium 500
- SemiBold 600
- Bold 700
- ExtraBold 800

HIERARCHY

Display / H1

76 / 60 · ExtraBold

Heading 2 & 3

48 / 36 · Bold

Heading 4 & 5

30 / 24 · SemiBold

Lead paragraph

20 · Medium

Body copy — set at 16px with generous 1.65 line-height for comfortable reading.

16 · Regular

EYEBROW / LABEL

12–14 · SemiBold · tracked

Graphic elements

THE ISOTYPE AS MOTIF

Enlarge, crop or tile the isotype at low opacity to add brand texture to covers and dividers.



GRADIENT WASHES

The blue→green gradient carries statements and hero panels. Round corners (8/16/24px) and pill shapes keep the system friendly.

Pill

Card



Tints (50) make calm, on-brand backgrounds for the mark and content blocks.

Voice & in the world

VOICE & TONE

We speak like an experienced mentor: **confident, human and clear**. Direct, warm, never corporate-cold or hype-y. Short sentences, active voice, specific over clever. We inspire *and* deliver.

Say "Grow your leaders on purpose."

Not "Unlock synergistic paradigm shifts."

PHOTOGRAPHY

Real, warm, candid people — leadership, teams, conversations, stages. Use a navy wash under white type. Avoid stiff stock.

APPLICATIONS





Let's build the future of leadership.

The Power of Inspirational Development

inspireworkslab.com · info@inspireworkslab.com