LeapEd Brand Guide

1. Tag Us on Social Media

Please remember to tag @LeapEd Services in your social media posts related to our projects, programmes and events.

 @LeapEd Services

2. Logo Usage

Approval is required before using LeapEd logos. Submit your design drafts to norfaizah.zahir@leapedservices.com and allow a turnaround time of 1-2 days.

3. Visibility & Minimum Size

The LeapEd logo must always be clear and proportional across all platforms. The minimum logo height should be 26mm to ensure legibility on all mediums.

4. Logo Colours

The LeapEd logo should only be used in the approved colours shown below. Whenever possible, use the full-colour version for all communication materials, including print, television advertising, and digital media.
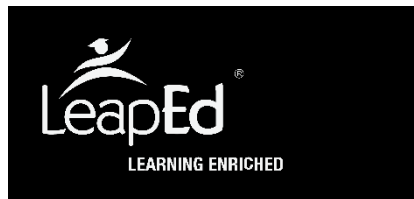
a. Full Colour

b. Black & White

c. Reverse White

5. Resizing

When resizing the logo, always ensure it remains clear and legible. The correct method is to resize the logo by dragging the corners, keeping its proportions intact.

Don't change the colour

Don't outline the logo

Don't use the logo with low visibility background

Don't stretch the logo

Don't change the structure of the logo

Don't remove any element of the logo

Logo Application Final Checklist:

✅ Have you tagged LeapEd on social media?

✅ Did you share your collateral designs with LeapEd for approval before printing?

✅ Is the logo clearly visible and does it follow the minimum size rule of 26mm?

✅ Are you using the correct colour version of the LeapEd logo?

✅ Did you resize the logo properly by maintaining its proportions?

Thank you for following these guidelines to ensure consistent and professional representation of the LeapEd brand.