



The **lev** Identity Primer

Let's jump right in with layouts. When using text with the logo, give enough "breathing room" between the logo and the text.



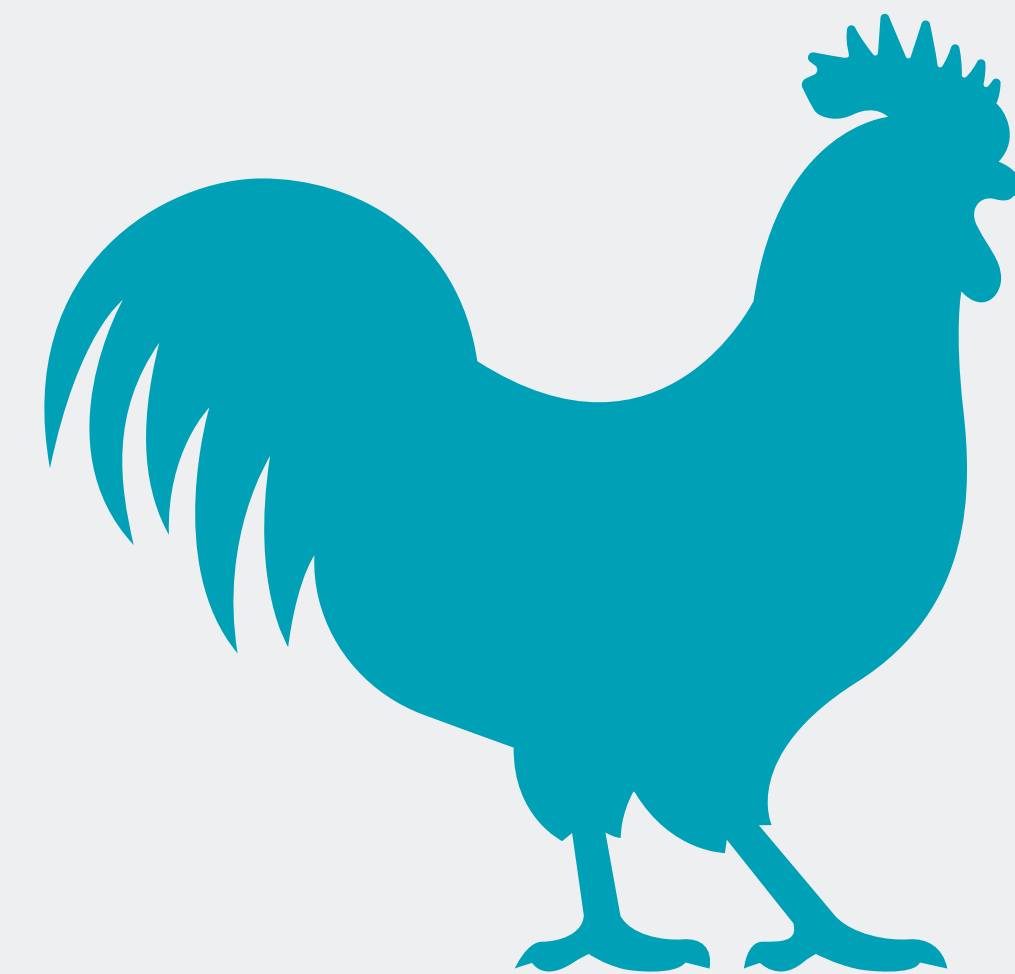
When using text with the logo in a headline like this, make the logo larger than the text, and vertically have the text baseline cross the logo just below the tip of the "l" and "e".

In fact, you always want the logo to have its own private space.



How much space? It depends on what else is going on in the design, so it's a judgement call.

But space.



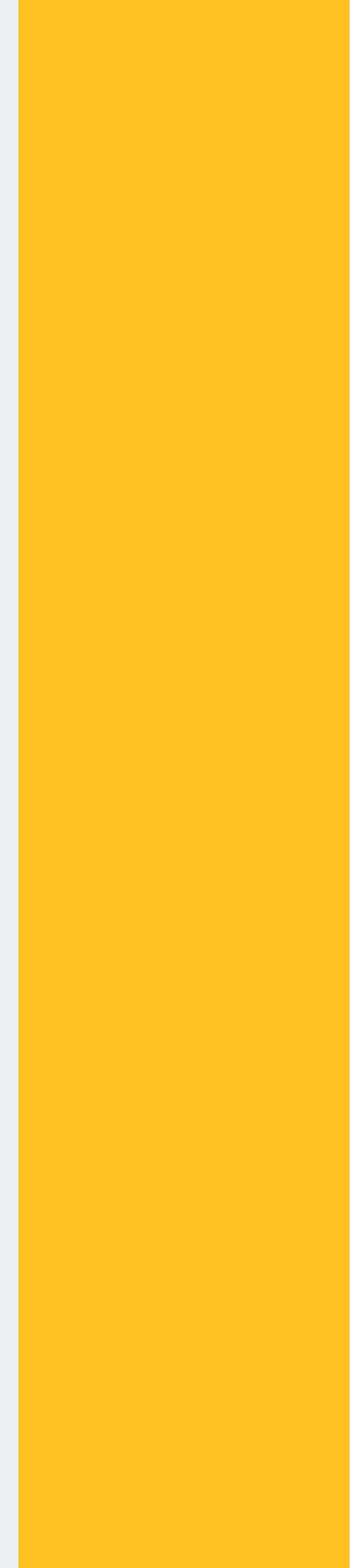
I wanna lev

And you don't want to do this, even though it's tempting. The square "leaf sprout" of the "L" should be considered a part of the "L" in static applications, so it follows the same rules.

In contexts where we can animate the logo, part of our brand identity is to have the leaf falling and spinning into its final place. But after that, it's always attached to the "L".



I'm gonna **lev**



A quick word about corporate identity definitions. A logo can consist of what's called a logomark, a logotype, or a combination.

Early Apple Logo



In its early days, Apple's logo was a combination of a logomark (the rainbow apple) and the logotype (the letters).

Current Apple Logo



Now Apple's logo has been reduced to the simple logomark. They do not employ a logotype.

The main part of our logo is a logotype. The Lev logotype can stand alone and represent us.




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But we also have this excellent branding “system” that was developed that incorporates the various colored rectangles. I would argue that the rectangles are our logomark, even though we are not going to define this mark in only one way (such as the rainbow apple). From a brand perspective, this is very flexible and cool.



One could say, therefore, that our logo is a combination of a logotype and a logomark system, but one in that the logotype alone will suffice.



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Given this system of rectangles, there is great flexibility. To be consistent, we should follow some general guidelines about how the system should be deployed.



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Such as this layout. First, it's best that most of the elements, such as this Genteal rectangle and the Supurple below "bleed" off the edges.



But it's okay to have an element or two free-floating.





85px

85px

If used, the square “leaf” should be applied only once in a layout. It also should be positioned at the corner of its “branch” rectangle of a different color. It should be the same width as the width of the branch.

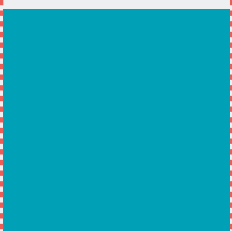


ilev



85px

85px



The leaf and branch should also be on the narrow side, but it doesn't have to be the thinnest proportion. In this layout, the Magentic rectangle above is thinner than the Fabyellow rectangle, but the Supurple rectangle is widest.

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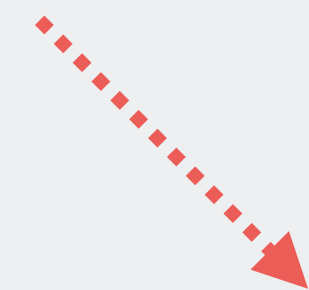
85px

85px

With all of these rectangles to work with, we should limit the use of the square shape to just the leaf.

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For example, don't do this.



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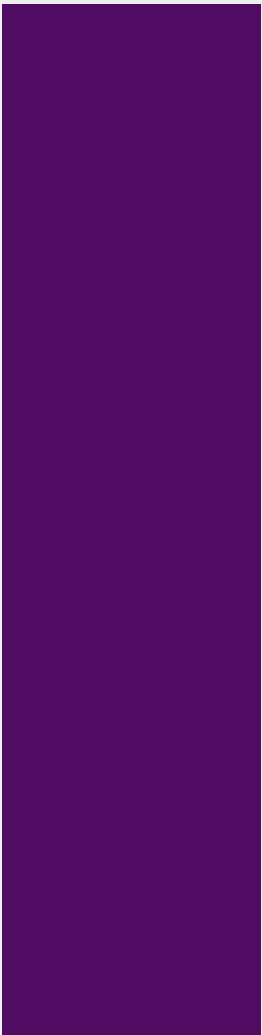

And let's keep the sizes of the rectangles different.





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This might be an exaggeration, but you can see here that if the rectangles are the same size it gets kind of boring.





In any given layout, it's also best to keep the number of rectangles to a minimum. You don't need to use all colors, and try not repeat a rectangle color. It's okay to have the logotype the same color as one of the rectangles.

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Alignment is also a good thing to work with. This comes down to basic compositional rules. If you're putting something together quickly I wouldn't sweat this one, but for a page or screen that has some brand importance, ask for some guidance from your designer.

Because we are using bright colors and the Lev logomark is clean and easy to read, we don't need to make the elements too big. In fact, they might become annoying if we do so.

So in contexts like this page, where we have a slide or a page or a screen of content and we just want to have minor branding, make the logotype small and add an “underscore” with a thin rectangle that is bleeding into the edge.

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It could also work to put this logo in the middle of the page.

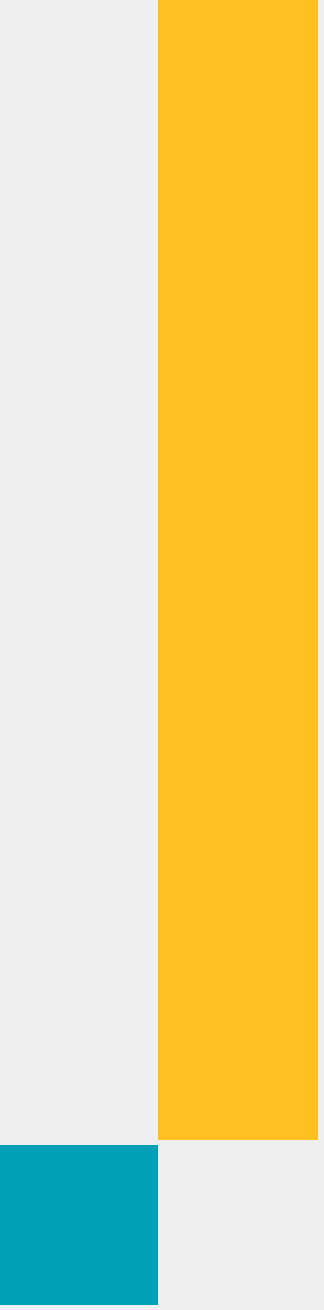



When you want to have the logo centered on the top of a screen (especially in mobile applications), it works to “float” it at the top.

This part is obvious - but it must be said - do not build your own logomark from scratch. Only use the logo artwork from the server. They are available in all approved colors and in many different image formats. Some logomarks are derived from regular computer typefaces, but most have some customization applied, and the spacing between the letters has been tweaked to the designer's idea of perfection. It's easy to see that we use our own version of the capital "L", but even the "e" and the "v" underwent some pixel-level surgery. If there's a version of the logomark you think you want to use that's not already made, please let me know and I can build it for you.



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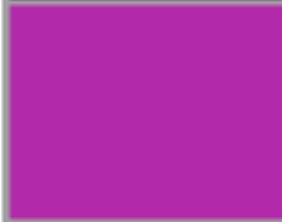


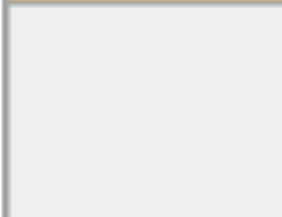


So this is just an introduction to our brand guidelines. We will provide a more technical specification and more examples soon. For now, however, the other thing besides the logomark that is absolutely necessary is to **stay consistent with our colors** on everything we produce, from our app to our website to printed materials to the stickers we put on our vehicles. The next page provides you with the final color specifications. Keep it handy and always confirm you've got it right. If you have any questions, feel free to ping me.

Craig



Lev Color Palette (Display in sRGB IEC61966-2.1)

	NAME	HEX	R	G	B	C	M	Y	K	PMS
	SUPURPLE	4f0c63	79	12	99	71.86	93.1	33.1	23.02	525c
	MAGENTIC	b01aa7	176	26	167	38	100	0	0	253c
	GENTEAL	009db5	0	157	181	100	6.48	35.71	0	7467c
	FABYELLOW	f9c34c	249	195	76	4.16	26.64	83.29	0	142c
	BASILICA	edeff1	237	239	241	8.9	8.96	4.97	0	663c

Relative weight of color use

Plain words in black (ffffff)

Plain words in dark grey (404040) ✓

Plain words in mid grey (808080)

Plain words in light grey (c0c0c0)

