

brand guidelines

January 2024

Levō | store
.com

about US

Back in the late 90s, when tablets hit the scene, tech-savvy folks were on the hunt for comfier ways to use their devices.

With little to no solutions on the market, LEVO stepped in. We had a simple mission: enhance your work and play experiences as you interact with information devices.

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our brand

25+ Years of Dependability

Embrace the freedom to work, play, and create in the most **comfortable** and **ergonomic** way possible.

LEVO is **streamlined, modern, professional-grade**, and becomes **indispensable** to the customer. Our products redefine the **work-at-home experience** as well as free time activities.

We present an **uncluttered, easy-to-use** solution to our customer, and simplify their daily life.

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logo design

The main logo is to be used in LEVO dark blue and gray only. However, the icon of the “O” may also be used in LEVO red. (Usage in white to follow below.)

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logo b&w usage

All three logo versions can be used in black or white. This usage should only be permitted when the original, blue/gray LEVO logos aren't appropriate: for example, in b&w advertisements or when needed as an overlay on a photo or colored design element.

Logos should never be used with transparency.



logo guidelines

To maintain consistency throughout our visual identity applications, it is essential that the mark is not altered in any way. The rules of usage apply to the alternative configurations. It is essential that the logo is always reproduced from the master artwork files. The following illustrates incorrect usage of the mark.



Never swap the color of logomark



Never change the color



Never outline the logo



Never distort the logo



Never use different typefaces



Never use effects on the logo

brand colors

The LEVO blue, gray and off-white provide a clean, modern look/feel that is gender neutral, calming and trustworthy.

For additional elements and highlights, the LEVO red pops and draws customer attention. The secondary blue and gray are best used for highlights, backgrounds or complementary small elements.

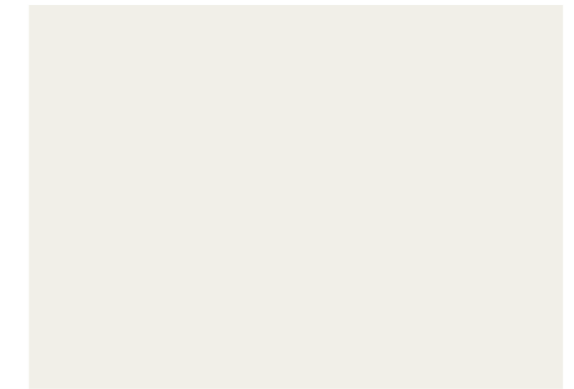
PRIMARY



#26547C



#5E565A



#F2EFE9

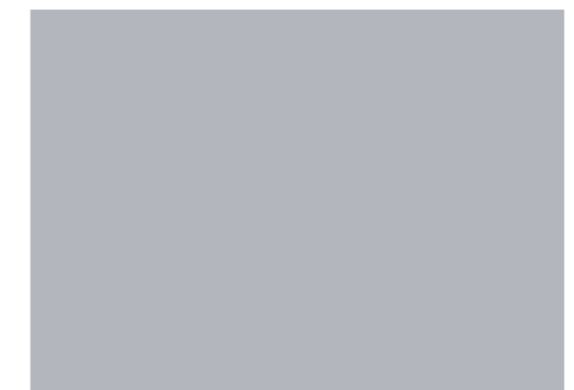
SECONDARY



#FF6666



#4281BC



#B4B7BF

design elements

The icons shown here are always LEVO red.



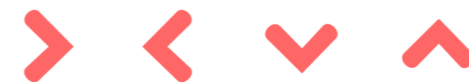
GRAPHIC ICONS

The LEVO circle icons used are always in red and white (FFFFFF). The art within is simplified, clear and maintains legibility when scaled down. The art is always constrained within the circle and centered.



LINE ELEMENTS

LEVO line elements are used to show measurements. This line is dashed, and 4pts in Canva.



ARROW ELEMENTS

LEVO arrows point to features. They're unobtrusive, solid and modern. They are only used at 90 degree angles.

design elements

continued

Transparency is used when appropriate to show the customer LEVO features without covering up our photos and 3d renderings.

They are rectangles or squares, typically at 50% transparency - however, transparency can be slightly increased depending on the photo as the legibility of the text is paramount.

They can be used in conjunction with our LEVO red graphical elements as shown.



TRANSPARENT RECTANGLES

font selections

Fonts are clean, simple and modern.
They're easily legible at different sizes,
and may be bolded when appropriate.

In instances where a tighter body copy
font is necessary, use Proxima Nova
but be sure to offset titles with Mont.

Titles are in Mont

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789!.,/;'[]\+<>?

Headings in Proxima Nova

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789!.,/;'[]\+<>?

Body copy in Montserrat

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789!., /;'[]\+<>?

thank you