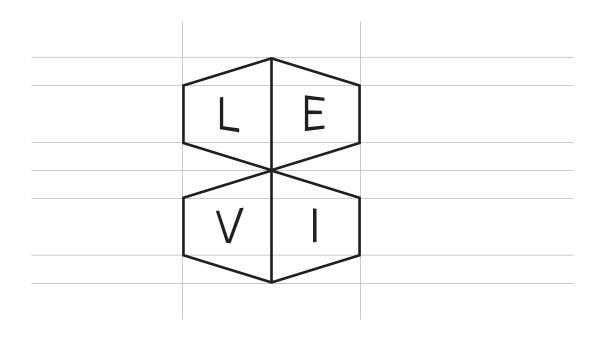
BRANDBOOK



Please reference this folder for the following.

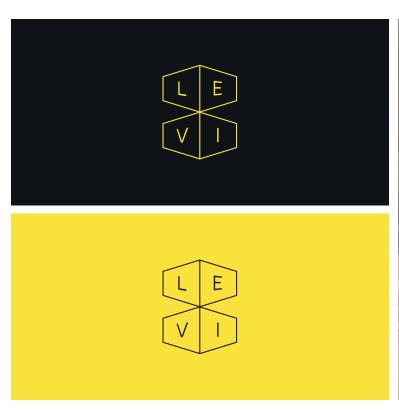
The Levi logo is a universal signature we use across all our communications. We want it to be instantly recognizable, so consistency is important—please don't edit, change, distort, recolor, or reconfigure it.

The logo was designed with specific proportions that allows the logo to feel balanced. Proper logo assets have been supplied, avoid altering or recreating the shape.



LOGO NEGATIVE

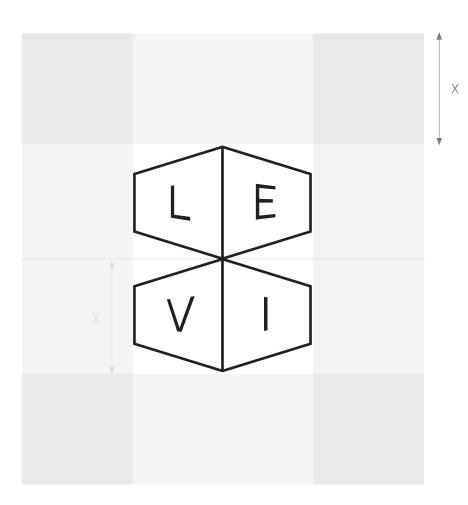
If the logo will be used on a dark background color. Please reference the following examples.





Brandbook 4 Levi Party Rental

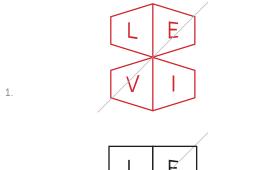
The clear space is equidistant to the space denoted by 'x' in the layout. To make sure that the logo lives well in all spaces, it is required that the safe zone be kept clear of any other elements, including copy, images and other logos. The purpose of this standard is to ensure maximum readability of the logo regardless of its surroudings by providing a uniform space free of interference.



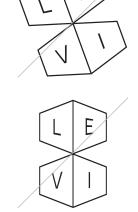
Brandbook 5 Levi Party Rental

INCORRECT USAGE

- 1. Do not change the colors.
- 2. Do not change the orientation.
- 3. Do not change the form.
- 4. Do not change the proportional size.



2.



Brandbook

3.

RGB For all of the brand's digital applications, whether it is to be displayed on a TV screen or a computer screen, it is obligatory to use the RGB branding elements.

CMYK The CMYK color space is meant for small print runs, and should only be used when Pantone printing isn't an option.



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Typography has a strong presence in the Levi brand identity system. Azeret Mono is Levi's main typeface and should be used as a title font.

Azeret Mono

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%A&*(+

Weights

light / Light Italic
regular / Regular Italic
medium
bold / Bold italic

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TYPOGRAPHY (SECONDARY)

As a secondary typeface we added Museo Sans. Providing a clean and friendly feel to the brands written communication. Museo Sans is used for reading text and subtitles.

Museo Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%A&*(+

Weights
300
500
700
800

Brandbook 9 Levi Party Rental

SUPPORTING ELEMENTS

To spice up your typography or design you can highlight the text with a line.

The squares of the logo can be used as supporting elements.

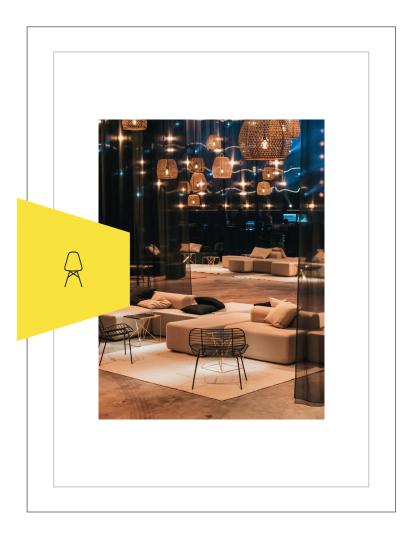
Specialist in feestverhuur

Dentio volorem pernate mperat quibuscimet, te ad et ommolup idendebis necabo. Et volupta quodite mporibus nam, ut alignatis ditis dolum, qui beaqui doluptas con nit dolorum, aut alibusd antint ent omnihillaut latur accum ut viderio dusdam nonse nos doluptinume laut autem repercienis eos dicia dellorectio.

Brandbook 10 Levi Party Rental

SUPPORTING ELEMENTS

Icons are also part of Levi's brand style. We use them to highlight categories.



Brandbook 11 Levi Party Rental

APPLICATIONS

Brandbook 12 Levi Party Rental



