



Brand Book

Brand Identity Guidelines

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BRAND STORY

DESIGN WITH PURPOSE. BUILD WITH PRECISION.

BOLD

We make confident design decisions. Our work commands attention and stands apart from the noise.

DYNAMIC

Motion and energy are embedded in everything we create — static design that feels alive.

STRATEGIC

Every pixel serves a purpose. Design solves business problems, not just decoration.

AUTHENTIC

We craft identities that reflect the true character of a brand — no templates, no shortcuts.

LEVYDESIGN is a Toronto-based creative studio specializing in brand identity, sports branding, and visual communication. We bring bold, dynamic energy to every project — from startups to established organizations — crafting identities that move, inspire, and endure.



LOGO SYSTEM

THE MARK

The LD monogram is the primary mark of LEVYDESIGN. Its italic stance conveys motion and dynamism, while the interlocking letterforms represent the seamless integration of creativity and strategy.



PRIMARY — BLUE ON BLACK



REVERSED — WHITE ON BLACK



MONO — BLACK ON WHITE



BLUE ON WHITE



WHITE ON BLUE



BLUE ON CHARCOAL



FULL WORDMARK

The full wordmark lockup pairs the LD monogram with the LEVYDESIGN logotype. Use this version when space allows and brand name recognition is essential. LEVYDESIGN is always written as one word.



FULL LOCKUP — ON WHITE / LIGHT BACKGROUNDS



FULL LOCKUP — ON BLACK / DARK BACKGROUNDS



FULL LOCKUP — WHITE ON BLUE

NOTE On dark backgrounds, the LEVYDESIGN logotype switches to white. The LD monogram stays blue when possible.

CLEAR SPACE & SIZING

CLEAR SPACE

Maintain a minimum clear space around all sides of the logo equal to the width of the L letterform stem. No other elements, text, or edges should enter this zone.



MINIMUM SIZE

Do not reproduce the logo smaller than 24px in height for digital or 10mm for print to ensure the mark remains legible.



80px — Recommended



50px — Acceptable



24px — Minimum

DO'S & DON'TS

Consistent logo usage builds recognition and trust. Follow these rules to maintain the integrity of the LEVYDESIGN mark across all applications.



DO Use on approved backgrounds



DO Maintain original proportions



DO Respect the clear space zone



DON'T Stretch or distort the logo



DON'T Compress or squish the mark



DON'T Rotate the logo



DON'T Low-contrast backgrounds



DON'T Use unapproved colors



DON'T Add shadows or effects

COLOR SYSTEM

COLOR PALETTE

The LEVYDESIGN palette is built on high-contrast, high-energy pairings. LD Blue is the signature — bold, digital, and electric.

PRIMARY COLORS

LD BLUE

HEX #3DA5F4
RGB 61, 165, 244
CMYK 75, 32, 0, 4
PMS 2925 C

LD BLACK

HEX #000000
RGB 0, 0, 0
CMYK 0, 0, 0, 100

SUPPORTING PALETTE



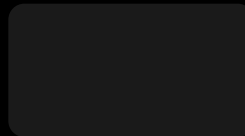
BLUE LIGHT
#6BBEF7



BLUE DARK
#2B8AD6



WHITE
#FFFFFF



CHARCOAL
#1A1A1A



MIDTONE
#888888

APPROVED PAIRINGS



Blue on Black



Black on White



White on Blue



Blue on Charcoal



TYPE SYSTEM

TYPOGRAPHY

Two typeface roles form the LEVYDESIGN system: a bold condensed display face for headlines, paired with a versatile geometric sans-serif for body and UI.

PRIMARY DISPLAY

BEBAS NEUE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & * ()

Headlines, titles, navigation labels. Always uppercase.

Font: Bebas Neue — Available free on Google Fonts

BODY / UI

Montserrat

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & * ()

LIGHT 300	The quick brown fox jumps over the lazy dog
REGULAR 400	The quick brown fox jumps over the lazy dog
MEDIUM 500	The quick brown fox jumps over the lazy dog
SEMIBOLD 600	The quick brown fox jumps over the lazy dog
BOLD 700	The quick brown fox jumps over the lazy dog
EXTRABOLD 800	The quick brown fox jumps over the lazy dog

Font: Montserrat — Available free on Google Fonts



TYPE HIERARCHY

DISPLAY
Bebas Neue - 48pt

LEVYDESIGN

HEADING 1
Bebas Neue - 36pt

BRAND IDENTITY

HEADING 2
Bebas Neue - 24pt

COLOR PALETTE

SUBTITLE
Montserrat - 12pt SB

CREATIVE DIRECTION

BODY
Montserrat - 16pt Light

We craft identities that reflect the true character of a brand.

CAPTION
Montserrat - 10pt Med

Photography by LEVYDESIGN — Toronto, ON

APPLICATIONS

APPAREL & MERCH

The LD mark translates powerfully across apparel and merchandise. Below are recommended placements for branded wearables.



HOODIE — BLACK

Chenille patch, center chest.



HOODIE — WHITE

Chenille patch, center chest.



HOODIE — BLUE

Chenille patch, center chest.



T-SHIRT — WHITE

Screen-printed LD Blue, center.



TRUCKER CAP

Embroidered patch, front panel.



CERAMIC MUG

LD Blue mark on white ceramic.





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Toronto, ON

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