



Leventhal Steele

Brand Standards Guide

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Introduction

Leventhal Steele is a modern clothing company that designs and sells sleek and simple fashion wear. In our design, we strive for elegance in simplicity. Our headquarters are located in New York City but our company has expanded across the east coast. We are looking to further expand our brand across the nation and internationally.

This document gives you the ability to bring our brand to life. With the rules and guidelines provided, you will be able to use our logo consistently and clear, allowing us strengthen our reputation in the marketplace.

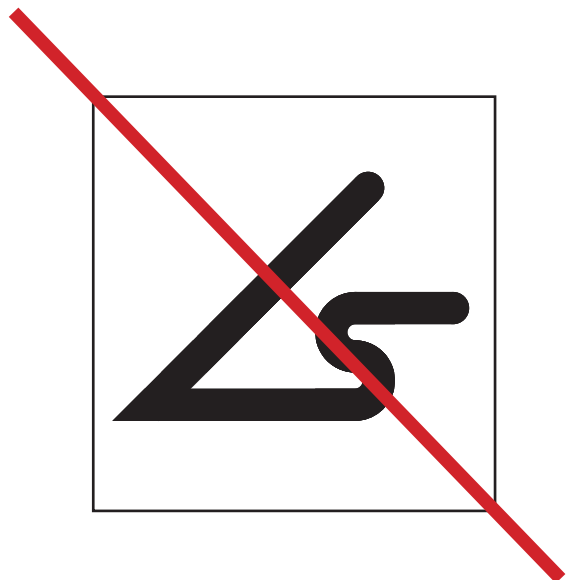
Logo Usage

The Leventhal Steele logo represents our simplistic and sleek design. Our signature logo consists one part - our initials - that can be manipulated.



— Primary logo

This is our primary logo and should be used whenever possible. If there is a need to distinguish the characters and the space, a circle can be placed around the logo, with the **same thickness as the stroke of slanted "L"**. Other shapes can not be used as substitutes.



Logo Usage – continued

If needed, the full name of the company can be placed at the bottom of the logo with our custom font, "Fashion Fetish". Alternatively, it can also be placed horizontally in the center, to either side of the logo.



Leventhal Steele



Leventhal Steele



Leventhal

Steele



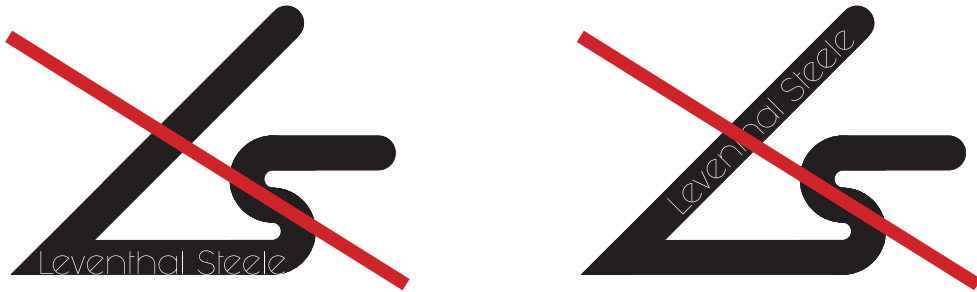
Leventhal Steele

Leventhal Steele



Logo Usage – continued 2

No text should ever be on the logo.



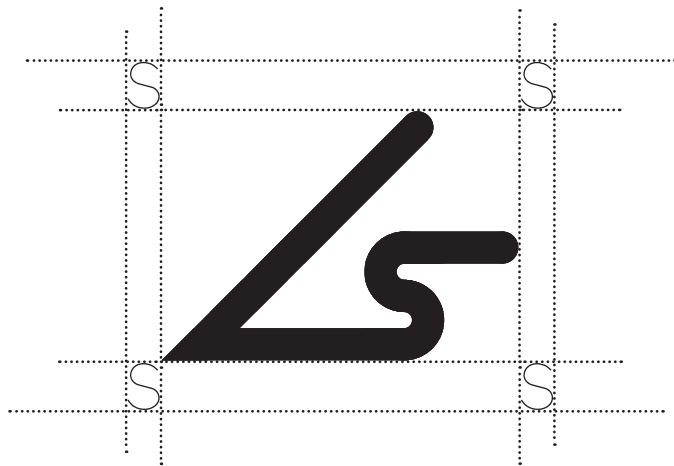
Logo Lock Up (with name)



Logo Clear Space

Clear space is the area that should be kept bare from other elements. The clear space for our logo is equal to the letter "S" in the lockup provided on the previous page.

Primary Logo

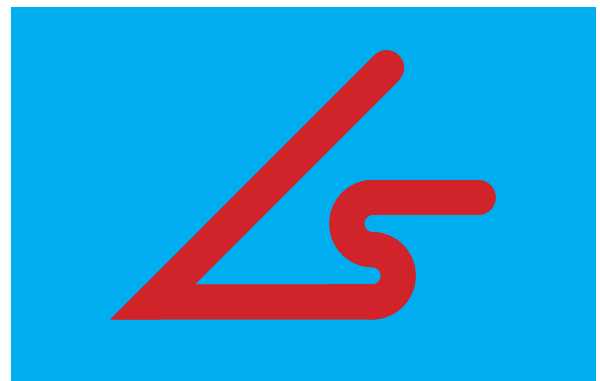
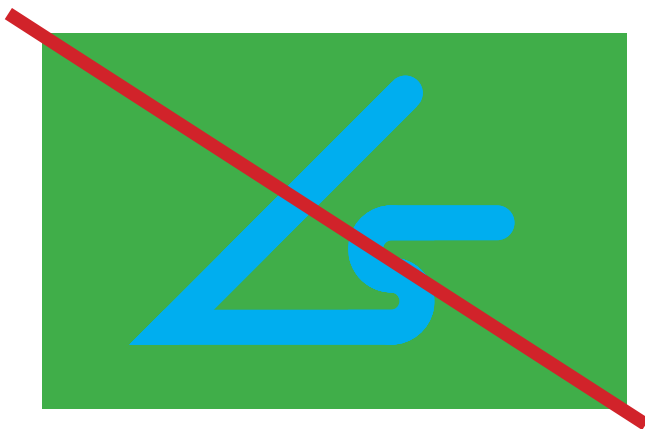


Logo with Name



Color Usage

The preferred color of our Logo is black or white, but we believe our logo would work with any color. If the logo is placed onto something of another color, the logo's color must be sufficient contrast in order for it to work.



Typography

Typography helps us provides a strong recognition to our brand. The special font we designed for our company is "Fashion Fetish" and it is used in conjunction with the logo to represent us. Other than our custom font, the fonts we like to use are sans-serif fonts. We feel sans-serif fonts help give us a modern and more simple look, adding to our brand identity.

Suitable Fonts

Fashion Fetish Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890"!@#\$\$%^&*?

Helvetica Neue Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890"!@#\$\$%^&*?

Helvetica Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890"!@#\$\$%^&*?

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890"!@#\$\$%^&*?

Futura Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890"!@#\$\$%^&*?

Futura Standard

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890"!@#\$\$%^&*?

Typography continued

More Suitable Fonts

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890"!@#\$%^&*?

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890"!@#\$%^&*?

Ailerons

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890"!@#\$/.&?

Charlevoix Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890"!@#\$%^&*?

Code Pro Lightz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890"!@#\$%^&*?

Our only acceptable sans-serif font

If there is ever a need where there must be serif fonts, the only acceptable font for our brand is Boton.

Boton

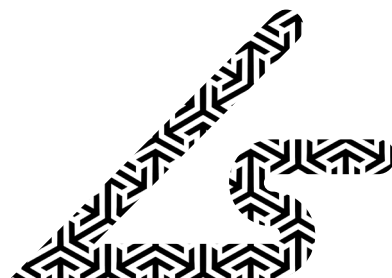
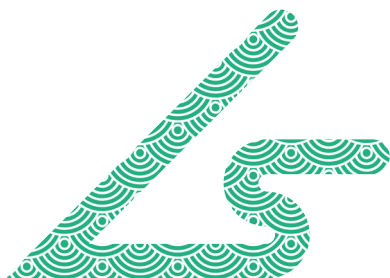
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890"!@#\$%^&*?

Boton Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890"!@#\$%^&*?

Image Use

For most images, it should be placed behind the a black or white version of our logo. If the image is a pattern or florals, it can be placed within the black frame of our logo or masked over the logo.





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