



LEVEN ROSE®

# BRAND IDENTITY GUIDE | MAY 2022

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# INTRODUCTION

As Leven Rose continues to grow as an international beauty brand, the more important it is for us and our valued partners like you to maintain a consistent, memorable and easily-recognizable brand experience across all marketing channels. To accomplish this with your support, we have created this Brand Identity Guide to provide direction to keep that same look, feel and overall experience.

Without a brand framework, it's easy to end up with the equivalent of musicians in an orchestra all playing different songs at once. We value the uniqueness of each of your instruments (brands and more!), but unless the brand is playing the same song, there is chaos and confusion in the end user experience. By adhering to our brand standards, we can create a compelling brand experience that leaves a memorable and reputable impact for us all.

This Brand Identity Guide has been developed for any partners who will be using the Leven Rose logo in any print, web, merchandises or media format. Any produced materials must be submitted to Courtney Olson for production approval.

All rights have been reserved for all of our artwork and images. Any use of our company artwork needs to be approved before being used on any channel.

Thanks for your partnership & support!

# APPROVED USAGE

Standard Logos



For use on dark  
backgrounds only



# INCORRECT USAGE

Do not distort  
the height or width



Do not rearrange  
or remove objects or text



Do not change colors



# BRAND COLORS

## Primary Color



PRIMARY COLOR

Pantone (Print): PMS 204 C

HTML (Web): #F178AD

## Call-to-Action (CTA) Color



ACCENT GREEN

HTML (Web): #69A000

## Accent Color



ACCENT PINK

HTML (Web): #D91C5C

# WEB SAFE BRAND FONTS

## Montserrat

**Headline / Bold Text**  
**Montserrat Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**Body / Message Text**  
Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Raleway\*

\*Depends on the placement.  
Sometimes Raleway works better  
in certain settings.

**Headline / Bold Text**  
Raleway SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**Body / Message Text**  
Raleway Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789