

BRAND GUIDELINES

LVLUP Dojo

August 2016

Logo Usage



STANDARD LOGO

STANDARD LOGO + TEXT



LIGHT BACKGROUND LOGO

LIGHT BACKGROUND LOGO + TEXT



DARK BACKGROUND LOGO

DARK BACKGROUND LOGO + TEXT



LVLUP DOJO

NAVIGATION LOGO, SIGNATURE LOGO



SOCIAL PROFILE AVATAR (WITH OR WITHOUT WORDS)

The logos can be downloaded as a .zip file under the “Branding” card in Trello

Color Pallete

#921A1C

#751113

#292928

#302E2F

PRIMARY COLORS



Main brand color, H1/H2 font color



Main font color, H3-H5 color, overlay color

#EFE1C6

#E3D4AD

ACCENT COLORS

#000000

#FFFFFF

SHADES



Used rarely: button color on dark background



Drop shadow color, potential overlay color

Typography

Lorem Ipsum is simply dummy text of the [Link Color](#) printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s.

Diavlo Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+

H1/H2

Diavlo Book Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+

H3/H4

Diavlo Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+

H5/Par