

Logomark

The LVL UP EXPO logo can be displayed as an unrestrained mark or in a vessel.

The horizontal logo is the primary logo and should be used in most in cases.

The stacked logo is for small-scale use where using the primary logo would be unreadable.

Unrestrained Mark



"Vessel" Mark



"The Plug" Mark



Alternate Stacked Logotype

Inversed Logo

The inversed logo should be used in applications where the background color or image makes the logo too difficult to read.

Perform a squint test to determine if the inversed logo or “the plug” should be used to improve readability.

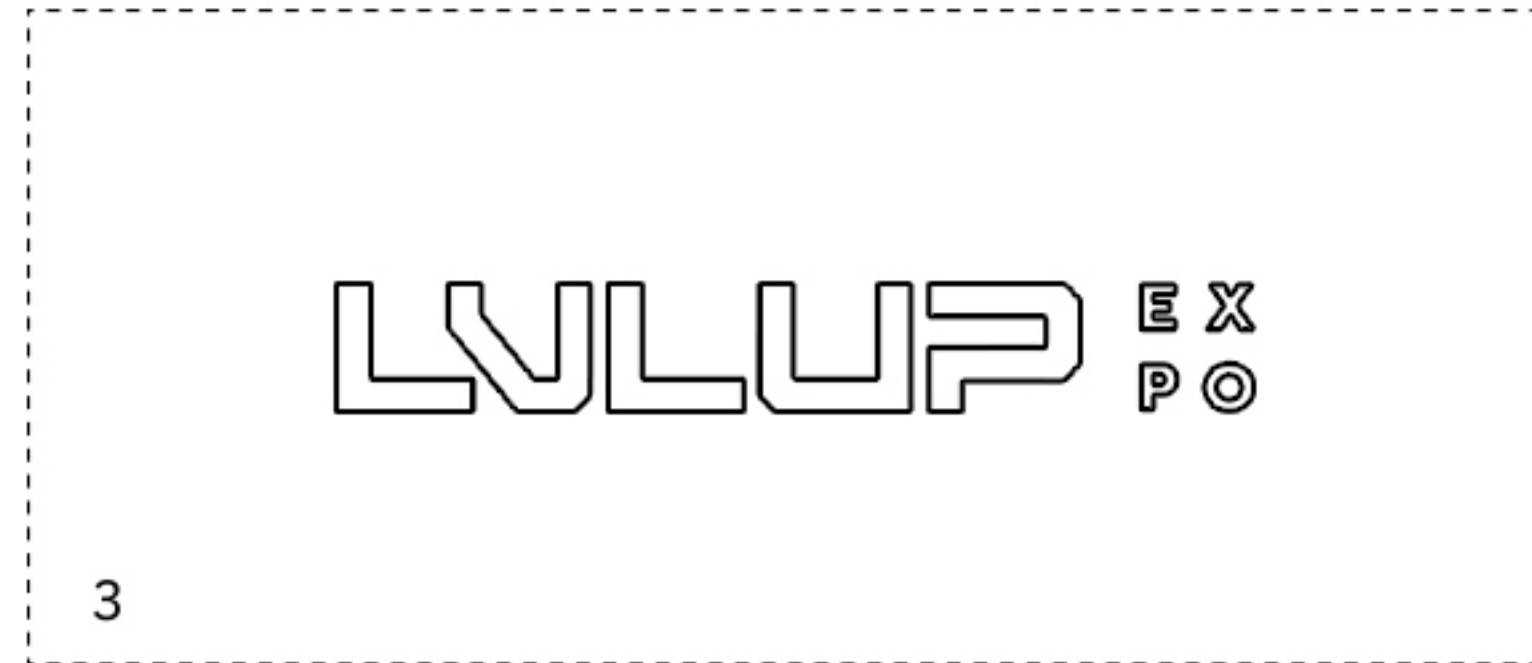


Logo Crimes

The logotype is designed as solid stroke letterforms, to be shown freestanding horizontally against a solid neutral background.

Examples of Logo Crimes (shown to the right)

1. Incorrect enclosure of logotype. Please refrain from using shapes other than the "Vessel" to hold the logotype.
2. Do not skew, transform, or distort the logotype in any way.
3. Do not use the logotype with a stroke outline.
4. The logotype should never be aligned to a vertical axis. It is designed to rest on a horizontal plane.
5. Do not extrude the logotype with extruded shadows or partial outlines.
6. Do not use the logotype on a busy background. Please dim or use solid dark/light colors.



Brand Colors

Use these colors in the distribution and proportions shown to keep a consistent look and feel for the LVL UP EXPO.

Do not interchange the use of black and white text as preference for accessibility purposes.

Primary Colors

White

HEX FFFFFFFF
CMYK 0-0-0-0
RGB 255-255-255

Black(ish)

HEX 111111
CMYK 0-0-0-93
RGB 17-17-17

Secondary Colors

Ether Blue

HEX 47BDFF
CMYK 72-26-0-0
RGB 71-189-255

Chaos Red

HEX E4422C
CMYK 0-64-72-11
RGB 228-66-44

Potion Green

HEX 1ACA75
CMYK 69-0-33-21
RGB 26-202-117

Gradients

The colors used in these gradient maps are based on the LVLUP brand colors, all ending with the same value of #0E0E35.

These can be used on photography treatment, static color backgrounds, and other kinetic brand treatments.

Ether Blue Gradient



#0E0E35

#47BDFF

Potion Green Gradient



#0E0E35

#1ACA75

Chaos Red Gradient



#0E0E35

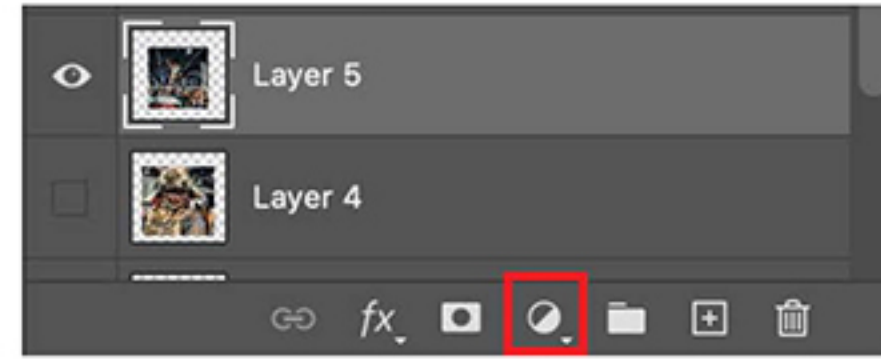
#E4422C

Photo Treatment

Gradient Mapping Photos

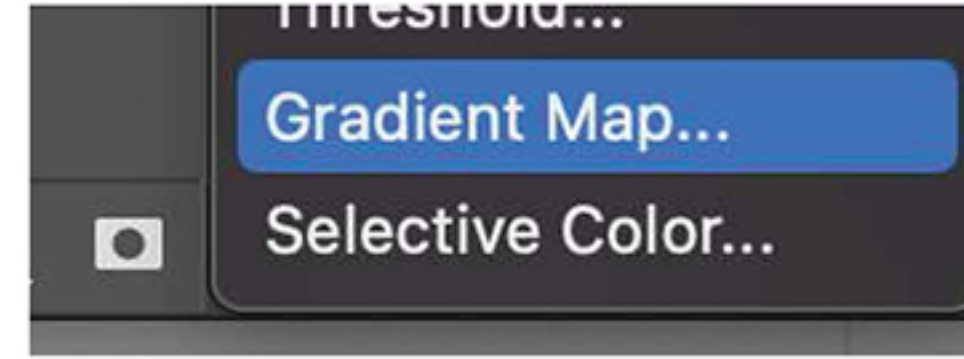
Because photography is typically used a secondary element to support the messaging, we use gradient maps to lower the contrast in a photo while maintaining a brand feel.

With the color values displayed in the *Gradient* section—photos can be taken from its out-of-box state (Fig.01) to the treated state (Fig.02) relatively quickly.



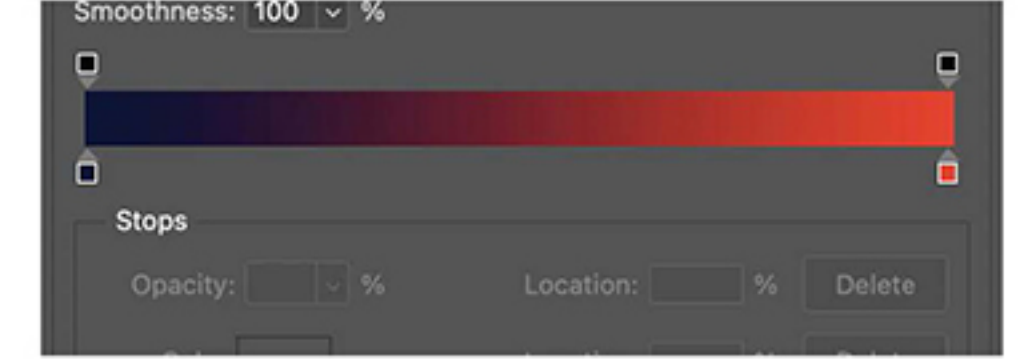
Step 1

Layers Panel -> Adjustment Layers



Step 2

Select Gradient Map



Step 3

Using the Gradient Mapping Values, adjust colors.

Fig. 01



Fig. 02



Typography

Headline

League Gothic
Weight: Regular,
Tracking: 1%
Leading: 95%

CREATIVITY, PASSION, & COMPETITIVE SPIRIT

Header / Accent

IBM Plex Mono
Weight: Regular
Tracking: -2.5%
Leading: 130%

We are a dynamic community that invites all people to gather and showcase their passions.

Body / Secondary

IBM Plex Sans
Weight: Regular
Tracking: 0%
Leading: 150%

LVL UP EXPO brings together people of all backgrounds to inspire creativity, passion, and competitive spirit on a dynamic global platform.