



LEVEL.



BRAND GUIDELINES



2017.v001

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LEVEL.AGENCY
THE AUTHORITY IN CUSTOMER REGENERATION

By using the Level marks you agree to follow these guidelines as well as our Terms of Service and all our rules and policies. Level Agency reserves the right to cancel, modify, or change the permission in these guidelines at any time at its sole discretion. For further information about use of the you may contact designteam@level.agency

VISION MISSION VALUE

We founded Level in 2010 as a group of passionate, client-side marketing professionals, used to working in the trenches. Our mission: to fill the void of customer generation results in a world of agencies that just didn't focus on ROI-driven digital advertising. Online marketing was subjective; ad creative was dictated by often mercurial biases of designers and audiences were determined by extemporaneous bursts of amateur psychology. Campaign efficacy was theoretical at worst and questionable at best. Correlation = causation ran rampant across marketing campaigns and conversations. KPIs were non-existent and/or guesswork.

We turned digital advertising into a science. With concepts conceived in data, we develop and deploy campaigns that convert — serving the right message to the right audience, at the right time, for the right price. Our commitment to results and ROI drove us to become one fastest-growing companies in the country and the fastest-growing agency in our region. To better serve our west coast clients, we expanded to Scottsdale, AZ in 2016, empowering us to truly become the premier national agency for data-driven digital and direct-response marketing. We will continue to expand our teams and our reach to best serve clients who demand more from every marketing dollar.

VISION

To become the authority on direct and digital marketing for customer generation.

MISSION

We are a trusted, vertically integrated digital and direct marketing partner responsible for maximizing our clients' ROI.



PARTNERSHIP

To exemplify relationships in which risk and reward are shared and our partners' interests are as important as our own.

RESPECT

To treat each other and our clients with professional regard and consider different perspectives on each problem — without sacrificing the rigorous pursuit of better thinking.

OWNERSHIP

To exemplify professional responsibility, problem solving, and entrepreneurship. To treat our clients' dollars as our own.

URGENCY

To actively prioritize and self-motivate. To operate immediately, decisively, and effectively to improve our agency and our clients' marketing.

DATA DRIVEN DECISIONS

To utilize meaningful data in decision making for our clients and our agency. To be willing to examine and reject long-held preconceptions if the data proves an alternative.

LOGO

The Level logo's model of brand architecture allows it to be molded and played with. The elements are designed to be modular to fit the needs of the project. However, as with most brands, our identity system prohibits the use of any additional iconography, marks or artwork in conjunction with the logo or any supplemental signature. Approved secondary identity elements may be used as supporting art, but they should always be clearly separated from our official marks.

LOGO MARKS

FULL LOCKUP

The full lockup logo Lock-Up is our primary signature and should be the default signature for all communications, except in special circumstances.



WORDMARK

In special circumstances where usage of the Lock-Up are inappropriate you may use the wordmark version of the logo.



ICON

The icon should be reserved for instances where the logo appears elsewhere on the piece or on internal communication.



TAGLINE

The tagline may be used separately but must never be typed. Vector files exist to keep the brand identity consistent.



BREATHING ROOM

FULL LOCKUP

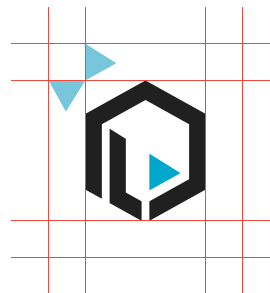
The logotype must be reproduced with a clear area around it which is free from other graphic elements. This area is known as the 'exclusion zone' Imagine the level "L" placed against the area surrounding the logo, no elements should intersect this area. For the icon, imagine the triangle, and the tagline the desh element.



WORDMARK



ICON



TAGLINE



MINIMUM DIMENSIONS

FULL LOCKUP

While the primary signature is the preferred logo, there will be instances where the full lockup will be impossible to read at smaller dimensions. The width of the logo should not go under 2.8 inches wide in order to keep the mark legible.



WORDMARK

In cases where the primary logo cannot be used but the name of the company must still read, the wordmark is perfectly acceptable.



COLOR VARIATIONS

REVERSED OUT

Because black is a primary color in the palette, there may be instances where the logo appears on a dark background. In these cases a reversed logo option may be used. This is the preferred option to a solid white logo.



BLACK/WHITE

If there is absolutely no option for color, a black and white version of the logo may be used. These cases should be limited.



MISUSE

DO NOT

Recolor the logo. The Level Agency palette has been carefully curated.



DO NOT

Rotate the logo or change the orientation of the logo. The logo should always be legible.



DO NOT

Violate the logo clear space. The logo should exist as its own entity.



DO NOT

Do not distort the logo. The logo should be scaled proportionally at all times.



DO NOT

Scan or use a low quality logo. Please contact designteam@level.agency for files.



DESIGN ASSETS

We all want to tell a compelling, forward-thinking story about the Level Agency experience. While there are many different internal and external audiences, the tools presented here should inspire each of us to take part in the Level story.

COLOR PALETTE

BLACK

Black is powerful and bold and should primarily be used for fonts and as a background color.

Pantone	Neutral Black C
CMYK	94, 77, 53, 94
RGB	34, 34, 35
Hex	#222223



LEVEL BLUE

As the primary brand color, Level Blue may be used to highlight key elements such as headers, important words, and pull quotes.

Pantone	312C
CMYK	88, 0, 11, 0
RGB	0, 169, 206
Hex	#00a9ce



WARM RED

For use in cases where an accent color is needed. It may highlight secondary elements and should only be used when necessary.

Pantone	Warm Red C
CMYK	0, 73, 77, 2
RGB	249, 66, 58
Hex	#ff3333



TYPOGRAPHY

HEADLINES

Most headlines use League Gothic. There are two ways to present titles. If there is allowance for space, the hero may be stacked and left aligned.

LEAGUE GOTHIC

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

BODY COPY

Fira Sans (initially called Feura Sans) is a humanist sans-serif typeface designed by Erik Spiekermann. But you don't care about that. Fira was chosen because of its legibility qualities in a large range of handsets varying in screen quality and rendering.

Fira Sans

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

SYSTEM FONT

In instances where the brand fonts are not available, XXX preferred desktop font for business documents, email, PowerPoint presentations and other office needs.

Franklin Gothic

SECTION TITLE

CHAPTER HEADER

Opening Paragraph erum voluptat od min debis dolor re
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autaque audioru ntionsed quat labores equisi cus.

SUBHEAD 1

SUBHEAD 2

Body copy min expeditae debis dolor re
lacipsam dit aditi cus volescipsant vellati
unt deribus autaque audioru officimus.

SUBHEAD 2

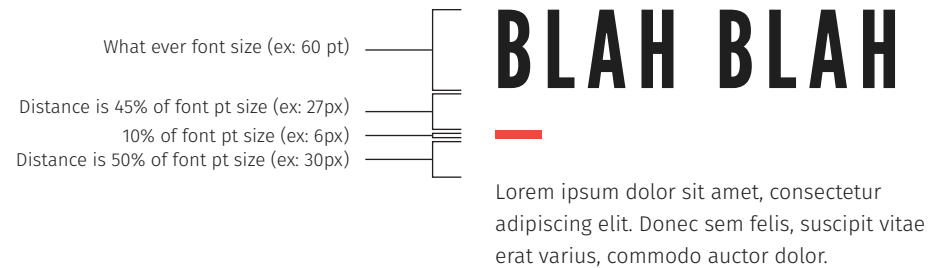
Body copy min expeditae debis dolor re
lacipsam dit aditi cus volescipsant vellati
unt deribus autaque audioru officimus.

BRAND ELEMENTS

THE DASH

The dash is a useful visual tool for separating typographic elements or bringing focus to a line of copy. It should not dominate a design and should instead be used minimally and thoughtfully.

THE DASH FORMULA



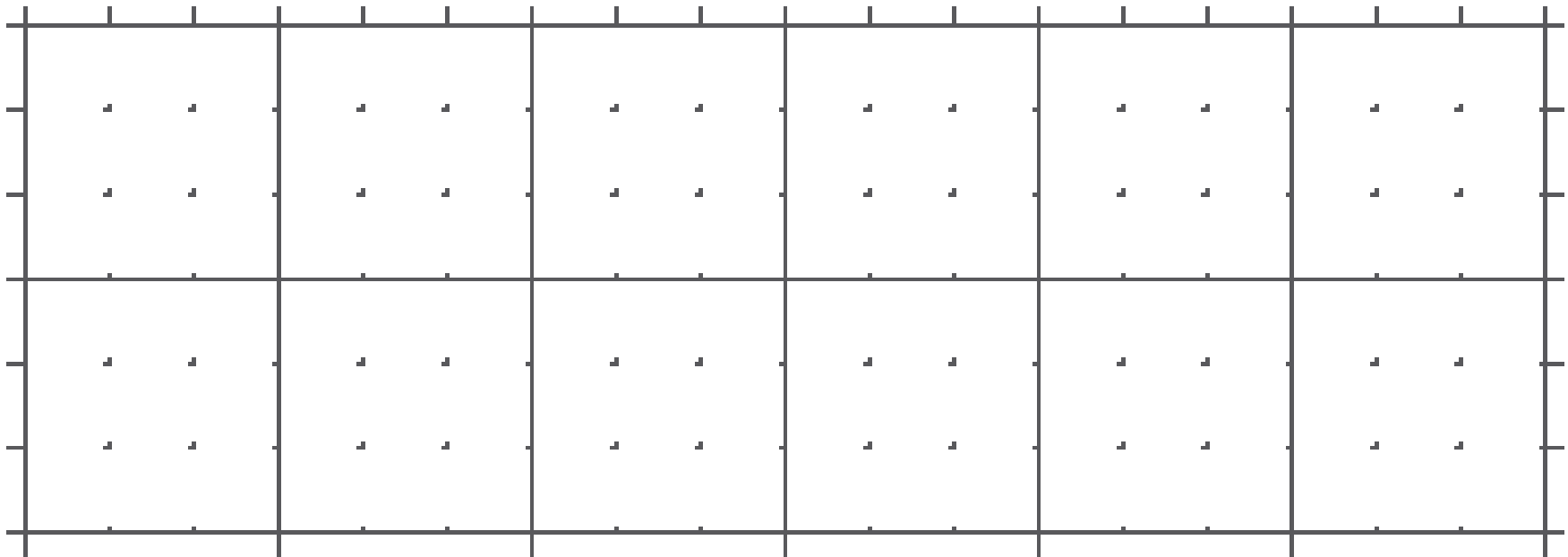
THE SPLIT

The split is used as a impactful visual technique to showcase the marriage of digital and organic elements.



THE GRID

The grid is a versatile visual element for design applications. It can bring structure to more illustrative items or become the backdrop for data and tables.



T O N E

AGGRESSIVE

XXX

XXX

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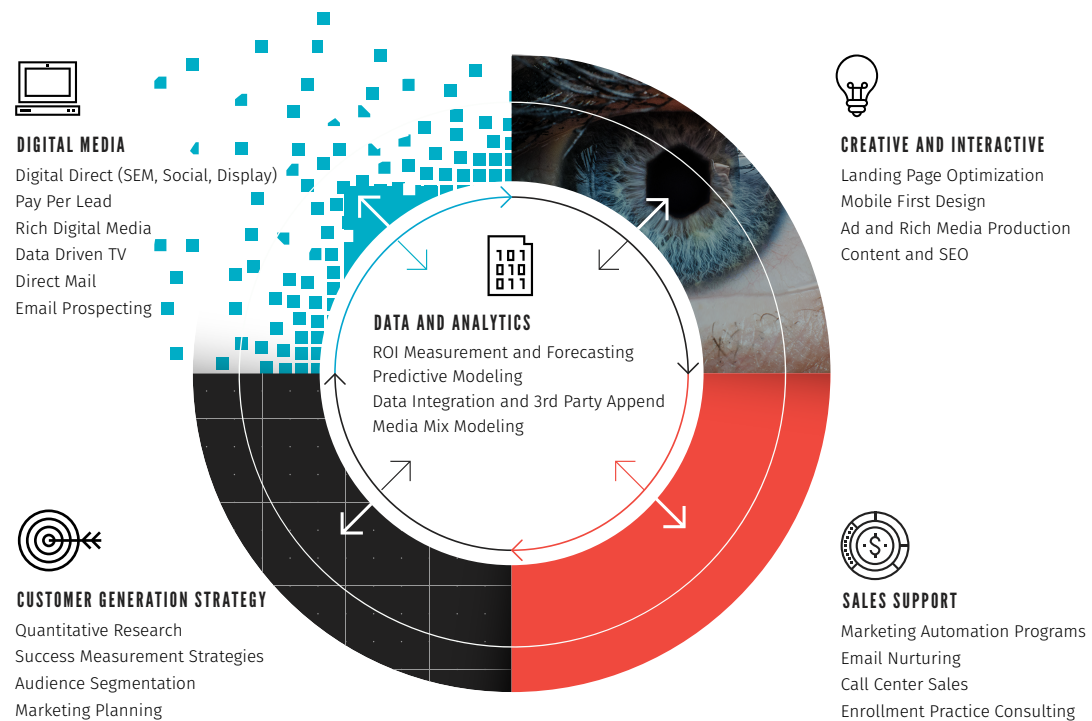
Mi, non consequam rescia voluptate venda
venim et, sequibero et verum

“ WE ARE **OBSESSED** WITH EXPANDING
YOUR CUSTOMER BASE AND SALES
PIPELINE ON AN ROI+ BASIS. WITH
DATA-DRIVEN INSIGHT INTO YOUR
CURRENT AND TARGET CUSTOMERS,
WE **DEPLOY** INCISIVE MESSAGING
AND CREATIVE ASSETS TO THE RIGHT
AUDIENCE AT, AND EVEN BEFORE, THE
MOMENT THEY NEED YOUR PRODUCTS
AND SERVICES.

INFOGRAPHICS

INFORMATONAL

Nord expeditae debis volor re lacipsam dit
aditi cus volescipsant vellati unt deribus.



INFORMATIVE

In times where the content is more
important than the

189%

agency growth in 18
months

PHOTOGRAPHIC STYLES



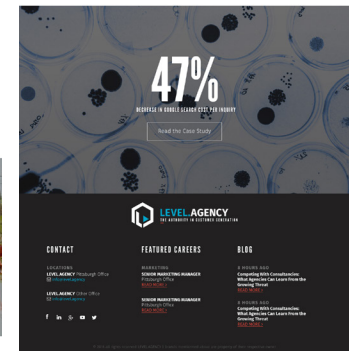
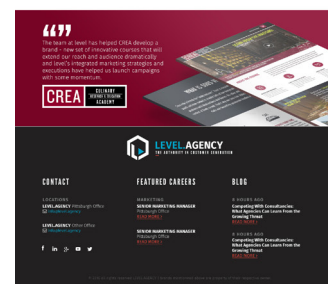
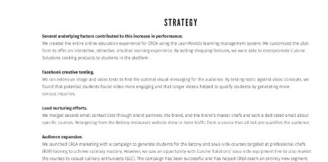
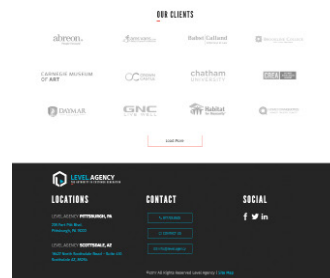
OUR BRAND

Perum voluptat od min expeditae debis
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officimus ea il essunt.

Mi, non consequam rescia voluptate venda
venim et, sequibero et verum

LEVEL.AGENCY



COLLATERAL

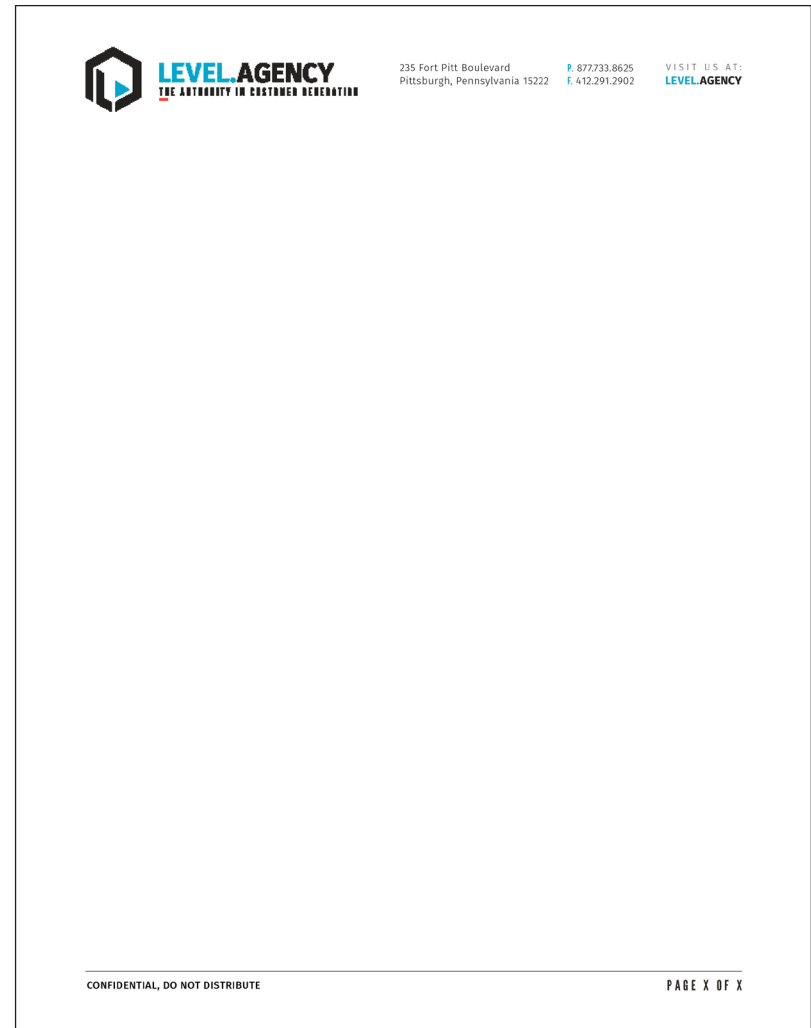
BUSINESS CARDS



FOLDER



LETTERHEAD



EMAIL SIGNATURES

Email is our most common form of day-to-day communication and therefore one of the most visible ways we communicate with our audiences and each other. Clear, consistent email identification strengthens the Level Brand.

It is not necessary to use the full email signature on every email you send. It should be included when representing yourself as part of the company, but it isn't necessary for day-to-day emails between coworkers.

SAMPLE:

FirstName LastName | [LEVEL.AGENCY](#)
Title

235 Fort Pitt Boulevard, Pittsburgh, PA 15222
[P. 877.733.8625](#) [X. 000](#) | [M. 555.555.5555](#)
[website](#) | [email](#) | [linkedin](#)

Style Guide:

Font: Trebuchet

Level Blue (R,G,B): 0, 166, 206

Level Blue (Hex): #00a6ce

Level Red (R,G,B): 240, 73, 62

Level Red (Hex): #F0493E

Signature Font Size: 10 pt

CASE STUDIES




LEVEL HELPS SHERPA SOFTWARE DRIVE MORE QUALIFIED B2B SALES OPPORTUNITIES.

FROM Q1 TO Q2

47%
↑
More leads

254%
↑
Better landing page conversion rate

41%
↓
Lower cost per marketing qualified lead

CHALLENGE
When this 15-year-old tech company started to reach a point of market saturation for their tried-and-true legacy products, they partnered with Level to develop a strategy that would help them pivot their demand generation toward an exciting new Sherpa product, Altitude IG.

The marketing challenge was to take a purchase that had always been REACTIVE ("I'm involved in litigation — what SaaS solutions can help me?") and make it PROACTIVE ("I need to actively manage for ongoing eDiscovery and Information Governance needs"), and to do that with an ROI-accountable direct-response budget.

STRATEGY
Several underlying factors contributed to the success of this initiative:

Focus on high intent through Search.
Through a detailed keyword and audience analysis, Level discovered that the majority of IT decision makers came to Sherpa through Paid Search ads. To address this audience, Level expanded Google, Bing, and Yahoo! keyword lists to focus on long-tail queries and implemented an iterative A/B testing strategy that would improve ad response rates.

Sherpa Software, a leading provider of eDiscovery and Information Governance Software as a Service (SaaS), turned to Level to implement a best-practice B2B customer generation strategy that would maximize their sales pipeline.




Reach legal stakeholders and C-level decision makers through content and Social.
From industry trends and learnings gleaned from other clients, Level recommended using a content marketing approach to generate inquiries about Sherpa's products at earlier stages in the funnel. We introduced LinkedIn sponsored content to target secondary C-Level and legal audiences that are typically involved in the decision-making process, serving them ads for white papers that address significant issues in the current data world. Gating the content on the landing pages facilitated web lead generation, pushing the mid-funnel leads into a nurturing campaign.

Optimize landing pages to convert visitors to prospects.
Level quickly developed a flexible set of landing page templates that allowed Sherpa to send paid traffic only to pages that were designed to efficiently convert expensive clicks into leads. This focus on DR best practices, along with the development of an aggressive Landing Page Optimization (LPO) program more than doubled landing page conversion rates.

RESULTS
Implementation of Level's demand generation strategy has shown marked campaign improvements from Q1 to Q2, including a **254% improvement to landing page conversion rates**. Over that time period, Level has **expanded the lead pipeline by over 47%**, while simultaneously improving efficiency and **lowering Sherpa's cost per lead by almost 41%**.

*Demo data only - obfusdyf



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