



BRANDING GUIDE

Created by Ellie Brayton

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Logo: Redesign



Before:



After:



Logo: Variations



This variation includes the Level X full title. Any promotional material that requires the full name to be spelled out, this logo can be used.

Best Practices:

- Print & Web
- Ideal for left alignment



Iconized version of logo. An even shortened variation of Level X Technologies. Allows for flexibility, especially when space is limited.

Best Practices:

- Print & Web
- Any alignment
- Social Media Icons, Favicons, Avatars

Greyscale



Logo: Inspiration



Design Progression:

LEVEL X

LEVEL X

LEVEL X

LEVEL X

LEVEL X

LEVEL X

LEVEL X

LEVEL X

LEVEL X

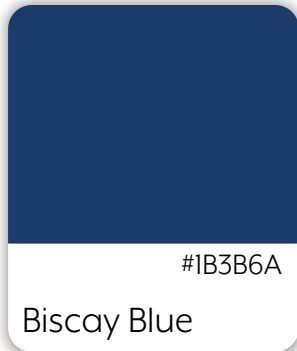
LEVEL X

The logo design was inspired by the Blue Angels F/A-18 Hornet. Primarily, the chevron stretching to the canopy aft to the engines inspired the yellow accent of the logo along with the overall color scheme.



The Blue Angels display an unmatched level of precision, discipline, and skill behind the controls of their aircraft. The pilots must know their roles by heart and trust the other members of the formation to do theirs in order to execute their mission. Level X will display these values in its attention to detail and relentless attention to their customers needs and mission.

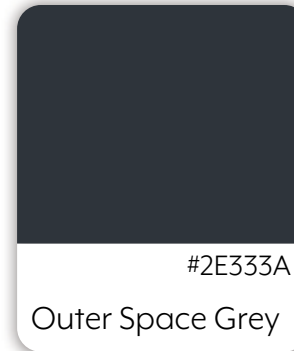
Color Palette



The blue chosen is similar to the current blue used on Level X's website, and is pulled from the redesigned log. It is meant to be aesthetically pleasing, modern, and versatile.

Best Practices:

- Titles, Headings, & Sub-Headings
- Backgrounds & Overlays
- Accents



This is the color palette's "black".

Best Practices:

- Headings, Sub-Headings, Body Text

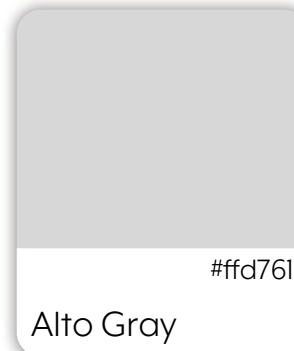
1



The yellow was carefully chosen to add a pop of color to the website, and it is pulled from the redesigned logo. It is meant to attract the user's eye and catch their attention on important items of information.

Best Practices:

- Accents
- Backgrounds (sparingly)
- Sub-Headings (sparingly)



This gray is meant to be a secondary color. It is easy on the eyes, yet still brings attention to the content inside of it. The logo also sits well on this color.

Best Practices:

- Backgrounds
- Accents

Typography



Sweet Square Pro (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()<>?:;”~[]{}\\

I chose Sweet Square Pro because it was similar to the current font (but not the same). The edges were sharper (especially in the case with the capital letters). I wanted it to retain a futuristic feel, but also stay maintain a modern and sleek look.

Best Practices:

- Title
- Heading 1
- Heading 2

Mr Eaves XL Mod OT - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()<>?:;”~[]{}\\

I chose Mr. Eaves XL Mod OT (Regular) for the body text. I believe it complimented Sweet Square Pro appropriately. Additionally, it is modern, sleek and easy to read. The Heavy typeface is meant to add emphasis to the body text when appropriate.

Best Practices:

- Heading 3
- Body Text

Mr Eaves XL Mod OT - Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()<>?:;”~[]{}\\



LEVELX

Capabilities Brief

RAPID RELEVANT RELIABLE

Elevating Innovation and Integrating Tailored Solutions for the Most Complex Training, Logistics, and Services Needs

COMPANY PROFILE

Founded late 2017
CAGE: 83785 DUNS: 080498704
Service Disabled Veteran Owned Small Business

NAICS: 611450, 336411, 488190, 541511, 541512, 541611, 541614, 541990, 560110

Our Expertise

Emphasizing our ethos, Rapid, Relevant, Reliable, our company's critical hiring ability, coupled with sound preparation & rigid adherence to policy is our DNA. Our leadership team is comprised of personnel with decades of experience serving the DOD in Manpower, Personnel Training, & Education.

Training & Education

- Requirements Analysis & Training System Products
- Instructor Led & Virtual Instructor Led
- Automated Occupational Performance Technology
- E Classroom/ Information Technology

Other Solutions

Level X combines the subject matter expertise and systems driven processes acquired over decades of performance to assist our clients in an unrelenting drive towards excellence. For Level X, we bring a wide range of services to our customers by focusing on timely execution in a deliberate manner through our expertise in project management, staffing, and training.

Consulting Services

- General Management Consulting
- Business Support Services
- Scientific/ Technical Consulting
- Program Management Support

Other Services

- Barrier Removal Teams
- Administrative Management
- Research and Development
- Facilities Support Services

KEY CONTACTS

Joseph Crews, COO/VP of BD
joseph.Crews@levelxtechnologies.com | www.levelxtechnologies.com



LEVELX

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RELEVANT
RELIABLE**

**Elevating Innovation and Integrating
Tailored Solutions for the Most Complex
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541511, 541512,
541611, 541614, 541990, 561110

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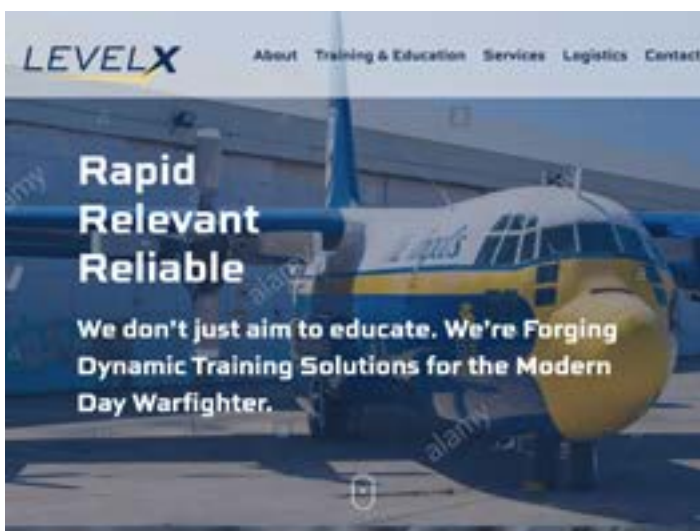
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Website Mock-Ups



SOLUTIONS BUILT WITH A PURPOSE

Level X Technologies, Inc. empowers our customers by providing tailored solutions for the most complex training, logistics and services needs. Headquartered in Washington, DC, Level X Technologies designs the agile, and customer industry of a small business with the capabilities needed to deliver solutions globally.



TRAINING



We create advanced training solutions for complex defense environments. Level X Technologies, Inc. is a mission-focused partner, and committed to design, develop, and deliver the most efficient training solutions to accelerate workforce competencies for your organization.

[Learn More](#)

SERVICES



Level X Technologies, Inc. provides your organization with the confidence to manage both short- and long-range operational goals. Emphasizing our ethos of "rapid, relevant, reliable," we provide innovative solutions and critical thinking coupled with disciplined approaches to deliver on organizational readiness.

[Learn More](#)

LOGISTICS



Level X Technologies, Inc. focuses on outcomes of logistics for reliable operations and enhancement with properly planned and executed supply chain management. In our experience, being at the point of impact means nothing without the ability to think critically, prepare quickly, and execute with discipline and speed. At Level X Technologies, disciplined execution is part of our DNA.

[Learn More](#)

DUNS
080998914

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FOR CLIENT:

Blue Angel Fat Albert Stock Image:

<https://www.alamy.com/stock-photo-fat-albert-c-130-support-plane-for-us-navy-blue-angels-at-naval-air-38128455.html>

LINKS

JS Stretch

I used stretch to create the background header and added an overlay to it. I wanted to add some JS rather than have it be a static image to users have a few images to look at as they explore the site.

<https://www.jquery-backstretch.com/>

Codepen: Link Hover

I went on codepen to find a link hover effect similar to the original effect. I wanted users to know when they were over an active link, and add a little motion and interactivity to the navigation.

<https://codepen.io/P233/pen/EaGAI>