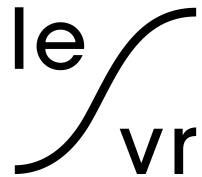




LEVR GO-TO-MARKET OPERATING SYSTEM

CONFIDENTIAL



Brand Guidelines

The go-to-market operating system. One workshop, then the system to act on it.

VERSION 2.0 · JULY 2026 · CONFIDENTIAL

OWNER: CHASE BOWERS

MACHINE-READABLE LAYER: LEVR-TOKENS.CSS

Why this guide exists

LEVR sells one thing: certainty about what to do next, and the system to do it. A brand that promises certainty cannot look uncertain.

This guide is how we stay consistent. That consistency is the product proof, not a design preference: every surface a client or facilitator sees — the workshop deck, the Flywheel dashboard, a single status chip — has to read as the same quiet, exacting company. Do that, and the specificity we sell becomes visible before anyone reads a word.

The system is deliberately small. One accent, and it's black. Two typefaces. A pure-white canvas. Hue appears in exactly one place. The restraint is the point. It signals a company that removes before it adds and trusts numbers over adjectives. Attention is the scarce resource here, and the design treats it that way.

Follow the guide and the brand compounds — every asset makes the next one more recognizable. Improvise, and it dilutes. The rules that follow are the cheapest way to make LEVR look like LEVR, everywhere, without a designer in the room.

THE THESIS, ONCE

A brand guide is the one document where the design is the proof. If this portal ever violates a rule it prescribes, the portal is wrong — not the rule.

#000000 accent only

Geist + JetBrains Mono

Hue = chips only

00.1 · HOW TO USE THIS GUIDE

Who this is for, and how it works

01

The LEVR team

Product, design, and the founders. This is the house style for every LEVR-facing surface.

02

Accredited facilitators

The people who sell and run LEVR. Keep client-facing materials on-brand without a design background.

03

Agencies & partners

Anyone producing a LEVR surface under license.

04

AI agents

Claude Code and other agents that build LEVR pages, decks, and dashboards. Load the machine-readable layer as context before generating anything.

1 • This written guide

The reasoning and the rules. Read the section you need; each is self-contained.

2 • `levr-tokens.css`

The machine-readable layer. Every color, radius, type size, and core component here is a CSS variable or class in that file. Humans read the guide; machines link the tokens. When a value here disagrees with the CSS, the CSS is the source of truth for what ships.

00.2 • CONTENTS

Ten sections, each citable in review

#	SECTION	COVERS
00	Front matter	Cover · Welcome · How to use · Contents
01	Brand Foundation	Purpose · Mission · Vision · Values · Story & name · Positioning · Personality · Promise · Audience
02	Logo System	Anatomy · Logotype · Hierarchy · Clear space · Minimum sizes · Color versions · Misuse · Sub-brands · Files
03	Color	Principle · Core neutrals · Status chips · Proportion · Accessibility · Shadows · Print vs. screen
04	Typography	The two typefaces · License · Fallback stacks · Type scale · Hierarchy · The numbered kicker · Principles · Misuse
05	Imagery	Register · Shoot brief · Shot list · Do/don't · Iconography · Product graphics · Data viz · Grid
06	Voice & Tone	Voice vs. tone · Principles · Tone matrix · Mechanics · Naming · Words · Before/after · Pocket tests
07	Brand Architecture	Branded house · Hierarchy · Sub-brand lockups · Clear space · Co-branding · Naming a new product
08	Application	Dashboards · Decks · Documents · Social · Stationery · Apparel · Email · Layout principles
09	Governance	Version · Where the brand lives · Ownership · Machine-readable layer · Confidentiality · Checklist

Status: Internal and accredited-facilitator use. Not for public distribution. © 2026 LEVR. All rights reserved. When the guide does not cover your case, ask before improvising — the default answer to "can I add a color, a font, or an effect?" is no.

Brand Foundation

The strategy that gives the visuals meaning. Everything in Logo, Color, and Typography is downstream of what follows — the design choices stop looking arbitrary once you have read this.

1.1 · PURPOSE

Why LEVR exists

Most companies are busy, not aligned. Leadership teams work hard on the wrong things because no one told them, with specificity, what the one right thing was.

LEVR exists so a leadership team can know what to work on next — and not have to build it themselves.

Call it what it is: removing the fog between a company and its next move, not "marketing." A decision first, then the system to execute it. Profit follows. It isn't the reason we exist.

1.2 - 1.3 · MISSION & VISION

What we do, and where it goes

Mission

We turn an executive team's positioning into a living go-to-market system.

One workshop sets the direction for the next 6–12 months. Agentic teams build the LEVR Flywheel — 50+ go-to-market assets, in 7–9 hours — and a subscription keeps it current. Facilitators, accredited and backed by LEVR software, sell and run the whole system.

Vision

A market where mid-market companies run on a go-to-market operating system, not a folder of one-off campaigns.

LEVR OS becomes the default operating layer for how a mid-market company decides and executes its growth. Delivery comes from a network of accredited, non-technical facilitators — each serving ~30 companies a year.

1.4 · VALUES — HOW WE DECIDE

Four principles govern every LEVR decision

Written in the brand's own idiom, not as generic virtues. The first three are the design philosophy; the fourth makes the brand a sales argument.

Value 01

Ink, not paint

Brand-as-ink. The accent is black because the work is the decoration. We remove before we add. One color, two fonts, a white page — restraint reads as confidence, and confidence is what a company buying certainty is looking for.

Not: austere for its own sake. The restraint is in service of the content, never a pose.

Value 02

Space is a decision

Use space wisely. Get to the content. No stat-row chrome at the top of every page, no ambient backgrounds, no decorative gradients. Generous room around what matters; aggressive trimming everywhere else. Whitespace is a feature we ship on purpose.

Not: empty. Every margin is measured, not left to chance.

Value 03

Real names, real dates

Documentary register. We show our work. Actual client names, actual figures, actual timestamps. Inline SVG icons, never emoji. The brand behaves like a documentary, not an ad — it earns belief by being checkable.

Not: dry. Specific is not the same as cold; the specificity is what makes it warm and credible.

Value 04

Numbers do the persuading

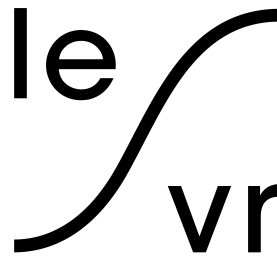
Trust through specificity, not decoration. \$35,000. 7–9 hours. 50+ assets. When a sentence has three adjectives, we cut two and add a number. The figures are the rhetoric.

Not: clinical. We are precise because we respect the reader's judgment, not because we lack a point of view.

The name is the mechanism

A lever is the oldest machine. A small, well-placed force moves a load many times its size. Everything about the machine is in *where* you place it.

That is the company. One workshop, placed at the right point in a business, moves the next 6–12 months of its growth. LEVR is the lever. The workshop is where you place it.



The primary mark stages the name as the machine in motion: lowercase **le** rests upper-left, **vr** lower-right, and a single long S-curve sweeps between them, rising left to right. Read the mark and your eye travels *le* → *up the curve* → *vr* — the name, spelled by the motion. The curve is the standard S-shaped adoption path: flat while the work compounds, steep once it catches, leveling as it matures.

HOW THE NAME IS WRITTEN AND SAID — THIS IS A SPEC, NOT TRIVIA

Spelled **L-E-V-R**. Four letters. Always.

Pronounced "**lever**."

In running copy and as the logotype: the uppercase wordmark **LEVR**.

In the primary mark only: the letters appear lowercase (l^e / v^r) as fixed construction — not how the name is set in text.

Never rendered "**Lever**." That is the pronunciation, never the spelling — on any visible surface, in any language.

Brand architecture — a branded house

SUB-BRAND	WHAT IT IS
LEVR Positioning Workshop	The \$35,000 executive workshop — the entry point
LEVR Flywheel	The 50+ asset go-to-market suite and dashboard
LEVR Loops	The multi-tenant content-production platform
LEVR OS	The operating-system layer / catalog
LEVR Workshop Recorder	In-the-room capture
LEVR Weekly Pulse	The ongoing market-intelligence signal

The statement, and why the difference is visible

FOR	mid-market executive teams — and the facilitators who serve them —
WHO	are busy but not aligned, and skeptical of agencies that deliver a deck and leave,
LEVR IS	the go-to-market operating system
THAT	tells you the one thing to work on next and builds the system to execute it, the same week,
UNLIKE	consultancies (advice, no execution) or agencies (execution, no strategy),
BECAUSE	LEVR delivers the decision <i>and</i> the built system <i>and</i> keeps it live — through accredited facilitators, backed by software.

We name our own category

Go-To-Market Operating System (LEVR OS). We do not compete inside "marketing agency" or "consulting" — both are races we would be pricing against, not defining.

The differentiation is visible

The category convention — martech, agencies, growth tools — is loud: saturated gradients, exclamation marks, hype adjectives. That is the tell of a company selling activity.

LEVR owns the opposite on purpose. Black on white. No hype. Numbers instead of claims. The restraint is the positioning made visible. When every competitor shouts, quiet is the differentiator — and it is the one thing a company selling *certainty* can credibly wear.

Four traits — the input to the Voice section

Exacting

Specific, not fussy. We cite the number, name the date, show the file.

Not pedantic. Exact about what matters, silent about what doesn't.

Quiet

Confident without volume. We state, we do not sell. The absence of hype is the argument.

Not timid. Quiet is a choice, and takes more nerve than filling the silence.

Editorial

Designed like a good magazine — considered, legible, unhurried. Type and space do the work.

Not decorative. Every element has a job; nothing looks busy.

Operational

We ship systems, not slides. The bias is always toward the built, running thing.

Not cold. Operational is a form of care.

What a client can expect, and who reads every surface

THE BRAND PROMISE

You will leave the workshop knowing the one thing to work on next — and you will not have to build it yourself.

01

A decision, not a deck. One clear direction for the next 6–12 months.

02

The system, built the same week. 50+ assets in 7–9 hours of agentic build.

03

Kept current. The system stays live for as long as the subscription runs.

Primary

Mid-market executives

CEOs, founders, and CMOs of ~\$5M–\$100M companies with lean teams. Time-poor, burned by a retainer, fluent in spotting hype.

Design constraint: every surface must survive a skeptical, fast read — specificity up front, no decoration to see through.

Secondary

Accredited facilitators

Non-technical operators who sell and deliver LEVR, each serving ~30 companies a year. They need materials that look expert without a designer.

Design constraint: reproducible by a non-designer using tokens and templates — which is why the rules are this explicit.

Tertiary

Partners & machines

Agencies producing LEVR surfaces under license, and AI agents that generate LEVR pages, decks, and dashboards.

Design constraint: the brand must be expressible as data. `Levr-tokens.css` is the machine-readable contract.

Logo System

The logo is a system of marks, not one file. Below: the real **Levr** mark — its parts, its hierarchy, and every rule for reproducing it. When a placement isn't covered here, use the primary combination lockup and ask before improvising.

2.1 · PRIMARY MARK & ANATOMY

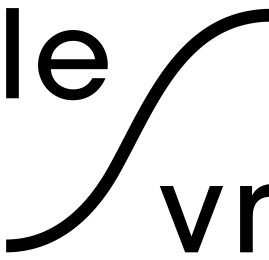
The name, spelled by a lever's motion

The mark is not "le" and "vr" with a decoration between them. The curve *is* the connective tissue that turns four lowercase letters into one word in motion. Remove or restyle the curve and the mark stops working.

The mark occupies a roughly square field. Treat that square — the bounding box of the letters and curve at their extremes — as the mark's footprint for spacing and sizing.

le
upper-left · the start

le
vr



the curve ∫
the load-bearing sigmoid

diagonal axis
reads le → up → vr

vr
lower-right · the mature end

PART	WHAT IT IS	WHAT IT SIGNIFIES
le	Lowercase "l" and "e", upper-left, on the upper baseline. The "l" carries the only ascender.	The start of the word — and the start of the growth curve, before it climbs.
vr	Lowercase "v" and "r", lower-right, on the lower baseline.	The end of the word — and the mature end of the curve.
The curve (f)	A single, continuous, near-symmetrical S-curve (a sigmoid) sweeping lower-left to upper-right. Stroke weight close to the letters; terminals clean, not tapered.	The lever's arc, and the growth curve it produces — flat, steep, level. The load-bearing element of the mark.
The diagonal axis	The invisible lower-left → upper-right line the curve traces, along which le and vr are staggered.	Forces the reading path <i>le</i> → <i>up</i> → <i>vr</i> = "lever."

2.2 - 2.3 · LOGOTYPE & MARK HIERARCHY

Which mark, when

LEVR

The **logotype** is the word **LEVR** set in Geist 600 with tight tracking ($\approx -0.02em$), uppercase in all text settings. Use it in running copy, in UI chrome next to a sub-label, and anywhere the `le f vr` symbol is too detailed to reproduce cleanly. It is set, not drawn — but it still follows the misuse rules: never stretched, never recolored off-system, never spelled "Lever."

Primary tier 1	Combination lockup — the  symbol with the LEVR logotype beside or below it. The default: any first or standalone appearance — covers, headers, title slides, facilitator materials.
Secondary tier 2	The  symbol alone — where the brand is already established, or where a square/compact mark is needed: app tiles, avatars, watermarks, favicons at ≥ minimum size.
Tertiary tier 3	The LEVR logotype alone — inline in text, in a sub-brand lockup, or below the symbol's minimum reproduction size where the curve would break up.
Tie-breaker	Unsure? Use the primary combination lockup . It is never wrong.

2.4 - 2.5 · CLEAR SPACE & MINIMUM SIZES

Isolation defined by the mark's own geometry

le
vr

1X

X = the x-height of the lowercase letters (the height of the e, v, or n). Minimum clear space = **1X** on all four sides; preferred = **2X**. Nothing enters the keep-out zone — not text, not another logo, not an image edge, not a fold or trim. A half-clear-space (0.5X) variant is permitted only for genuinely constrained placements, and must be approved (2.9).



LEVR SYMBOL
40 PX SCREEN
12 MM PRINT



COMBINATION
32 PX SCREEN
10 MM PRINT

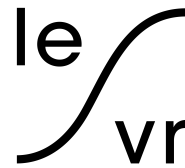
LEVR

LOGOTYPE
16 PX CAP-HEIGHT
5 MM PRINT

The thin S-curve is the first thing to break up when the mark is too small, so the symbol's minimums are more conservative than the logotype's. Below the floor, use the logotype instead.

PROPOSED V2 SPEC — verify with a printed and on-screen proof before finalizing.

Monochrome by design — exactly two versions



POSITIVE · LEVR-LOGO-BLACK.PNG

True black #000000 on white #FFFFFF — the default. Sidebar grey #FAFAFA is also acceptable.



REVERSED · LEVR-LOGO-WHITE.PNG

White #FFFFFF on black #000000 or ink #111111 and dark image backgrounds.

Never a colored ground for the mark — hue is reserved for chips only (3.3). No single-color variant other than black or white: no grey, no outline, no tinted logo. On a photograph, place the mark only on a calm, high-contrast region and honor full clear space; if the region's texture competes with a hairline stroke, the placement is wrong.

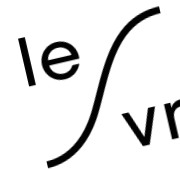
Every rule, shown executed wrong

"Wrong" alone teaches nothing — the caption names the specific sin. Note the strike is **black**, not **red**: a red mark would itself break the palette. On brand, even the prohibition is ink.



STRETCHED

The S-curve is fixed geometry. Scale one axis and the growth curve warps into a slump.



ROTATED

The curve rises left-to-right on purpose. Rotate it and the growth curve falls. Keep it level.



RECOLORED

The mark is black. Chip hues are taxonomy, never the logo — a colored mark reads as a different company.



DROP SHADOW

No depth tricks — glow, bevel, gradient, stroke. The mark is flat ink. Effects signal the decoration the brand refuses.



BUSY BACKGROUND

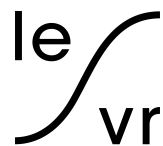
The hairline curve disappears on texture and color. Give the mark a clear, high-contrast field.

Lever



SPELLED "LEVER"

The wordmark is LEVR. "Lever" is the pronunciation, never the spelling. The number-one outsider error.



CORRECT · POSITIVE

Black, level, unmodified, full clear space, high-contrast white ground.



CORRECT · REVERSED

White mark at full opacity on ink — the only sanctioned "light" treatment.

► THE COMPLETE MISUSE REGISTER — ALL TWELVE RULES

2.8 - 2.9 · SUB-BRAND LOCKUPS & FILES

LEVR <Product> — never an independent logo



LEVR

POSITIONING WORKSHOP



LEVR

FLYWHEEL



LEVR

WEEKLY PULSE

The established pattern is the **mark tile + stacked labels**: a dark rounded square (– – ink, radius 8px) carrying a reduced form of the $\text{le} \int \text{vr}$ symbol, the wordmark **LEVR** beside it, and the product name as a mono sub-label below.

- Product name in JetBrains Mono, uppercase, muted — never larger or heavier than LEVR.
- One product per lockup. No stacked or hybrid sub-brands.
- The sub-brand never gets its own symbol, color, or font. It inherits the LEVR system entirely.
- Co-branding: place two logos separately, divided by a hairline rule with clear space on both. Never merge; never size a partner mark larger than LEVR.

V2 SPEC NEED

Ship vector SVG for both versions, a combination-lockup file, and a favicon-optimized 16/32px asset. Raster PNG is a stopgap — the hairline curve needs vector to stay crisp. Approval required (Chase Bowers) for any new sub-brand lockup, a 0.5X placement, placing the mark on a photograph, or any usage not covered here. The default answer to "can I modify the mark?" is no.

Color

A near-black-and-white system where hue is rationed to a single job. The accent is solid black. Hue lives only in status chips — that is the entire system.

3.1 · THE PRINCIPLE

There is no colored brand accent — not on chrome, not on a slide, not on a page. The palette is a graded neutral ramp from #000000 to #FFFFFF, plus one small set of pastel chips that carry taxonomy. Everything below is a consequence of this one rule.

Sourcing: every HEX comes from the v1 identity spec and `levr-tokens.css`. RGB is derived from HEX. CMYK is a standard derived conversion, for reference only. Pantone is left [TBD] — spot colors are matched to a physical proof, never invented.

3.2 · CORE NEUTRALS

Nine specified steps from black to white

These are *specified values*, not opacities of black — specified values reproduce predictably. Click any swatch to copy its HEX.

Accent Black^{--accent}

HEX	#000000
RGB	0 0 0
CMYK	0·0·0·100
PMS	TBD

Ink^{--ink}

HEX	#111111
RGB	17 17 17
CMYK	0·0·0·93
PMS	TBD

Ink Soft^{--ink-soft}

HEX	#2A2A2A
RGB	42 42 42
CMYK	0·0·0·84
PMS	TBD

Muted--muted

HEX	#6B6B6B
RGB	107 107 107
CMYK	0·0·0·58
PMS	TBD

Line Strong--line-strong

HEX	#D6D6D6
RGB	214 214 214
CMYK	0·0·0·16
PMS	TBD

Line--line

HEX	#E8E8E8
RGB	232 232 232
CMYK	0·0·0·9
PMS	TBD

Hover Surface--hover-surface

HEX	#F3F3F3
RGB	243 243 243
CMYK	0·0·0·5
PMS	TBD

Sidebar Grey--sidebar-bg

HEX	#FAFAFA
RGB	250 250 250
CMYK	0·0·0·2
PMS	TBD

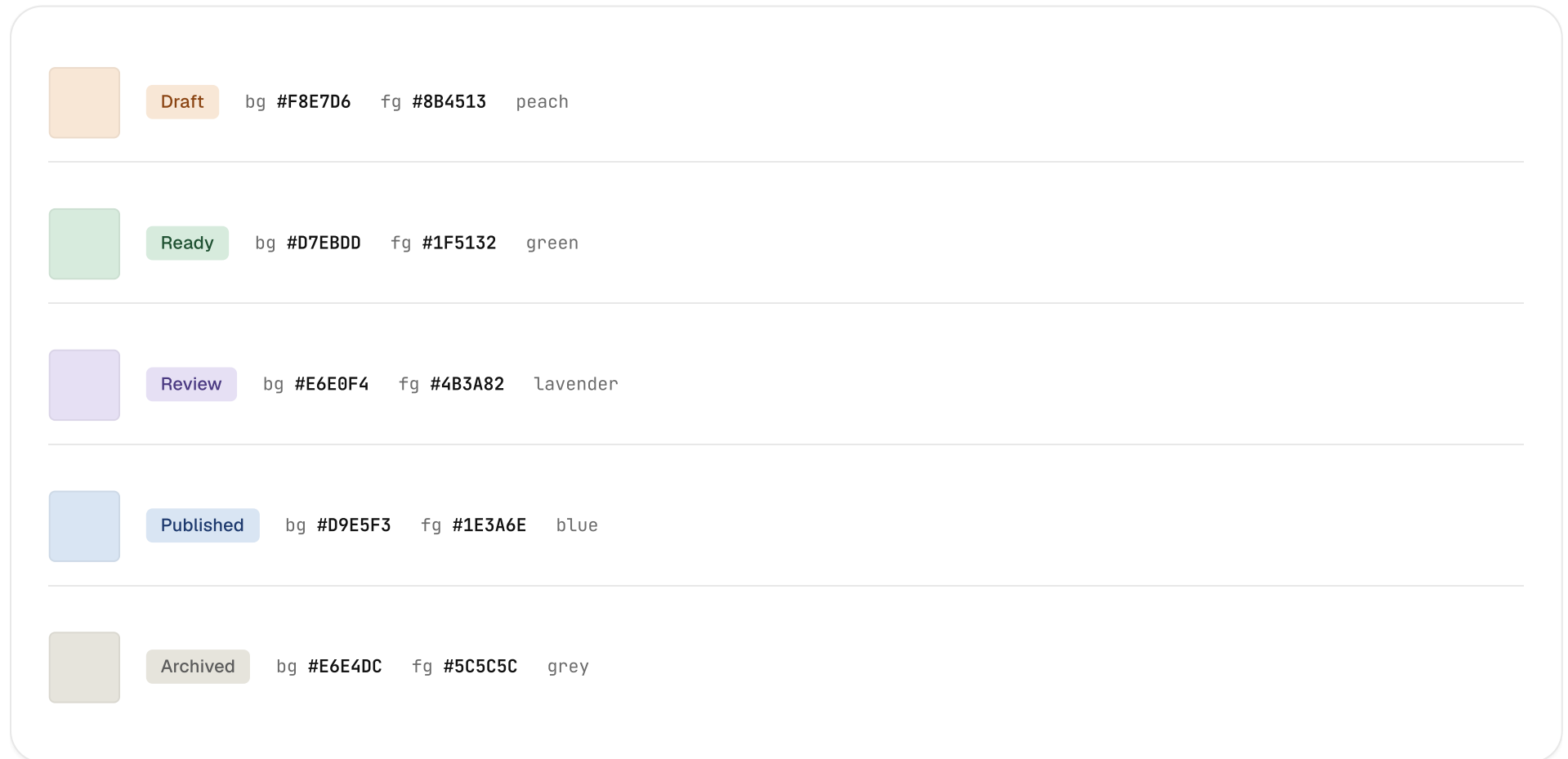
White--bg / --surface

HEX	#FFFFFF
RGB	255 255 255
CMYK	0·0·0·0
PMS	Paper

Roles. Accent Black #000000 is the one accent (active nav, CTA fill, focus ring, badges). Text ink is #111111 — one step off pure black; pure #000000 is reserved for the accent role and the mark. Sidebar Grey is the *only* pane allowed to be off-white. The functional token `--accent-soft = rgba(0,0,0,0.10)` is a screen compositing value, not a swatch.

3.3 · STATUS CHIPS — THE ONLY HUE

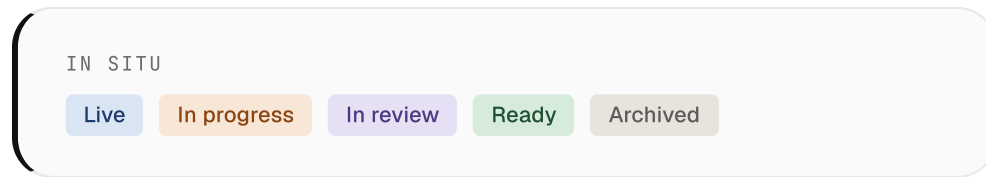
Pastel categorical colors, for labeling and nothing else



Chip color is never brand color — never a logo fill, never a slide or page background, never decoration. This is the single place hue is permitted. Each chip is a background + foreground pair,

rendered at `--radius-chip 4px` (deliberately tighter than controls), 11px Geist weight 500.

Hue enters a LEVR surface *only* as one of these five chips, at chip size, doing a labeling job. If color is used for any other reason, it is off-brand.



3.4 · PROPORTION

Roughly 90 / 9 / 1 — the layout obeys the ratio it teaches



~90% White — page and card grounds, the dominant field ~9% Ink & greys — text, lines, the black accent

~1% Chip pastel — status hue, only where a status needs labeling

Read the ratio as a discipline: past ~10% ink coverage a layout is getting heavy (probably too much chrome). If hue exceeds a rounding error of the page, it has stopped being taxonomy and become decoration. White is the brand's loudest color; protect its share.

3.5 - 3.7 · ACCESSIBILITY, SHADOWS & PRINT

Real ratios, computed — never eyeballed

Text on white #FFFFFF

FOREGROUND	CONTRAST	WCAG
Accent Black #000000	21.0 : 1	AAA
Ink #111111	18.9 : 1	AAA
Ink Soft #2A2A2A	14.4 : 1	AAA
Muted #6B6B6B	5.33 : 1	AA only

The muted-grey rule: #6B6B6B passes AA for normal text but not AAA. Use it for captions, labels, kickers, secondary lines — never long-form body, never below ~12px. When body must clear AAA, set it in Ink or Ink Soft.

Chip legibility fg on bg

CHIP	CONTRAST	WCAG
Published	8.71 : 1	AAA
Ready	7.37 : 1	AAA
Review	7.33 : 1	AAA
Draft	5.88 : 1	AA
Archived	5.25 : 1	AA

Never make color the sole differentiator. A status is carried by the chip's *label text*, not its hue — a grayscale reader must tell Draft from Ready by the word. Focus states use the accent ring `0 0 0 3px var(--accent-soft)`.

3.6 · Shadows

Shadows separate white cards from the white ground without a heavy border. All neutral (ink-tinted), never colored.

```
--shadow-card: 0 1px 2px rgba(17,17,17,.05);  
--shadow-card-hover: 0 8px 20px rgba(17,17,17,.08);  
--shadow-elevated: 0 20px 40px rgba(17,17,17,.16);
```

This is the only sanctioned form of depth. The logo and flat UI never carry shadow.

3.7 · Print vs. screen

The palette is engineered for screen first (light-emitting RGB/HEX). For print, the neutrals are pure-black ramps (0·0·0·K), so print them as tints of black (K only), not rich black or 4-color mixes.

- Confirm every value against a physical proof before an offset run.
- Pantone is deliberately unresolved — match to a physical book, record the PMS, replace each [TBD]. Never invent PMS numbers.
- Where a substrate forces a divergence, publish the print-approved value alongside the screen value.

Typography

Exactly two typefaces and one signature convention. Geist for words, JetBrains Mono for figures and labels. The type is where most of the brand's "editorial" feeling actually comes from.

4.1 - 4.3 · THE TWO TYPEFACES

One readable sans, one mono — and only two

Geist

ABCEGJKQZ
afgijklrstxyz
123&?!

Everything readable — headlines, body, subheads, UI, buttons, the LEVR logotype. Vercel with Basement Studio · SIL OFL 1.1. Weights 300, 400, 500, 600, 700.

JetBrains Mono

ABCEGJKQZ
afgjkłqrstxyz
123&?!

Everything countable or coded — numbers, statistics, captions, kbd hints, uppercase labels, and the numbered kicker. JetBrains · SIL OFL
1.1. Weights 400, 500, 600.

The division is strict and meaningful: when a reader sees mono, they should be looking at a number, a label, or a system detail — never a paragraph. Both are OFL, so they embed and self-host without licensing cost. Substitute a system font only as a runtime fallback (4.8), never as a design choice.

```
font-family: "Geist", system-ui, -apple-system, "Segoe UI", Roboto, Helvetica, Arial, sans-serif;  
font-family: "JetBrains Mono", ui-monospace, SFMono-Regular, Menlo, Consolas, monospace;
```

4.4 - 4.5 · TYPE SCALE & HIERARCHY

The scale, shown live at its real sizes

The lever is the oldest machine

DISPLAY • LARGE-FORMAT

GEIST • 600
44-64PX • 1.05
-0.035EM

Executive positioning, then the system to act on it

H1 • PAGE TITLE

GEIST • 600
32PX • 1.2
-0.02EM

One workshop sets the direction for the next 6–12 months

H2 • SECTION

GEIST • 600
19PX • 1.3
-0.015EM

The LEVR Flywheel — 50+ assets

H3 • CARD TITLE

GEIST • 600
16PX • 1.3
-0.015EM

Body copy is set in Geist at 14px, flush-left and ragged-right, with a measure of 60–75 characters. It reads quietly and gets out of the way — the editorial feeling comes from space and restraint, not decoration.

BODY

GEIST • 400
14PX • 1.5
-0.005EM

A supporting line under a title, set in Muted grey.

SUBHEAD

GEIST · 400
14.5PX · 1.55
MUTED #6B6B6B

\$35,000 · 7–9 hrs · 50+ · №005

NUMERALS / STATS

JETBRAINS MONO
500–600
INK #111111

CAPTION · MONO LABEL · UPPERCASE

CAPTION / LABEL

JETBRAINS MONO
10.5–11PX · 1.4
0.06–0.08EM

Token map: --fs-body 14 · --fs-h1 32 · --fs-h2 19 · --fs-h3 16 · --fs-subhead 14.5 · --fs-caption 11. Large-format surfaces scale up but hold the relationships — numerals stay JetBrains Mono at every size. Text color is constrained to Ink, Ink Soft, Muted, or (emphasis only) Accent / reversed White. Hue is never a text color.

4.6 · THE NUMBERED MONO KICKER

The signature — the brand's fingerprint

- 01 · POSITIONING WORKSHOP
- 02 · LOGO SYSTEM
- 03 · COLOR

```
<span class="kicker">
  <span class="num">01</span>POSITIONING WORKSHOP
</span>
```

A mono, uppercase, muted label that opens a section, prefixed with a numbered span whose numeral is set in Ink. Renders as 01 · POSITIONING WORKSHOP — letter-spacing 0.08em, the 01 in --ink, an 8px gap before the label.

- Always JetBrains Mono, always uppercase, always muted with an ink numeral.
- Use it to open sections, slides, and cards — liberally. It is the brand's fingerprint.
- The numeral is a real index (01, 02, 03...), not decoration; keep the sequence honest.
- Never set it in Geist, never sentence-case it, never color it with a chip hue.

4.7 - 4.8 · PRINCIPLES & MISUSE

How the type behaves — and how it must not

Alignment	Flush-left, ragged-right. Never justify; never center long-form copy. Short display lines may center.
Measure	60–75 characters of body per line. Don't let body run full-bleed edge to edge.
Leading	Body 1.5, headings 1.2–1.3, captions 1.4, subhead 1.55. Tighter on larger type.

Tracking	Negative on Geist headings (−0.015 to −0.02em); near-zero on body; wide on mono labels (0.06–0.08em).
Emphasis	Weight (500–600), not italics, underline, or color. Underline is reserved for link states.
Numbers	Any figure a reader might act on is JetBrains Mono — a price, a duration, a count, a date, an index.

✕ THE TELLS TO AVOID

- A third typeface "for personality."
- Body set in JetBrains Mono.
- A system font chosen because Geist "is close enough."
- Stretch, condense, or faux-bold.
- Colored text in a chip hue.
- The kicker in Geist or sentence case.
- Justified or centered body; all-caps Geist for long strings.
- Off-scale H1 sizes in product; italics for emphasis.

Imagery

LEVR shows its work, not its polish. Documentary photography, line icons, framed product screens, ink-on-white charts: every image earns its place by carrying information. Decoration isn't the job.

5.1 - 5.2 · THE REGISTER & THE SHOOTABLE BRIEF

Documentary, not stock

Every LEVR photograph reads as a real moment — an executive team mid-decision, a facilitator mid-gesture, a recorder on a table between two coffees. Candid over posed. The visual form of the brand's core claim: *trust through specificity, not decoration*. There is no LEVR photo library yet — everything here is direction to brief a real shoot or to generate images that read as one.

Light

- Soft, natural, directional — window light.
- Bright and airy; rooms feel open.
- No hard flash, no studio gloss, no rim-lit hero.
- Shadows gentle and long, not crushed.

Color

- Neutral and desaturated; never competes with the black-on-white brand.
- Warmth from real materials — wood, paper, skin — not a filter.
- Black-and-white is the default for executive portraits.

Frame

- Generous negative space — a headline can sit in the white beside the subject.
- Subject off-center. The picture leaves room, the way the layout does.
- Shallow depth of field; one plane sharp.

PROPOSED V2 SPEC Cast real operators, not models. Wardrobe muted, solid, uncluttered — no loud logos. Location: architectural spaces with clean lines and daylight; never a green-screen set or an obvious stock interior.

5.3 - 5.4 · THE SHOT LIST & DO / DON'T

Five canonical setups

Nº	SETUP	WHAT IT SHOWS	NOTES
01	The room	Executives around a table, mid-discussion	The workshop as it happens. Candid, no eye contact.
02	The facilitator	Calm, mid-gesture at a board	The delivery layer — a person, not a platform.
03	The craft	Notebook, recorder, a laptop showing the Flywheel	Objects of the work. Close, shallow focus, warm tones.
04	The space	Architectural negative space, daylight	The pause image. Room for a headline. Often no people.
05	Portraits	B&W, eye contact, shallow focus	Founders, facilitators, clients. Black-and-white by default.



DO

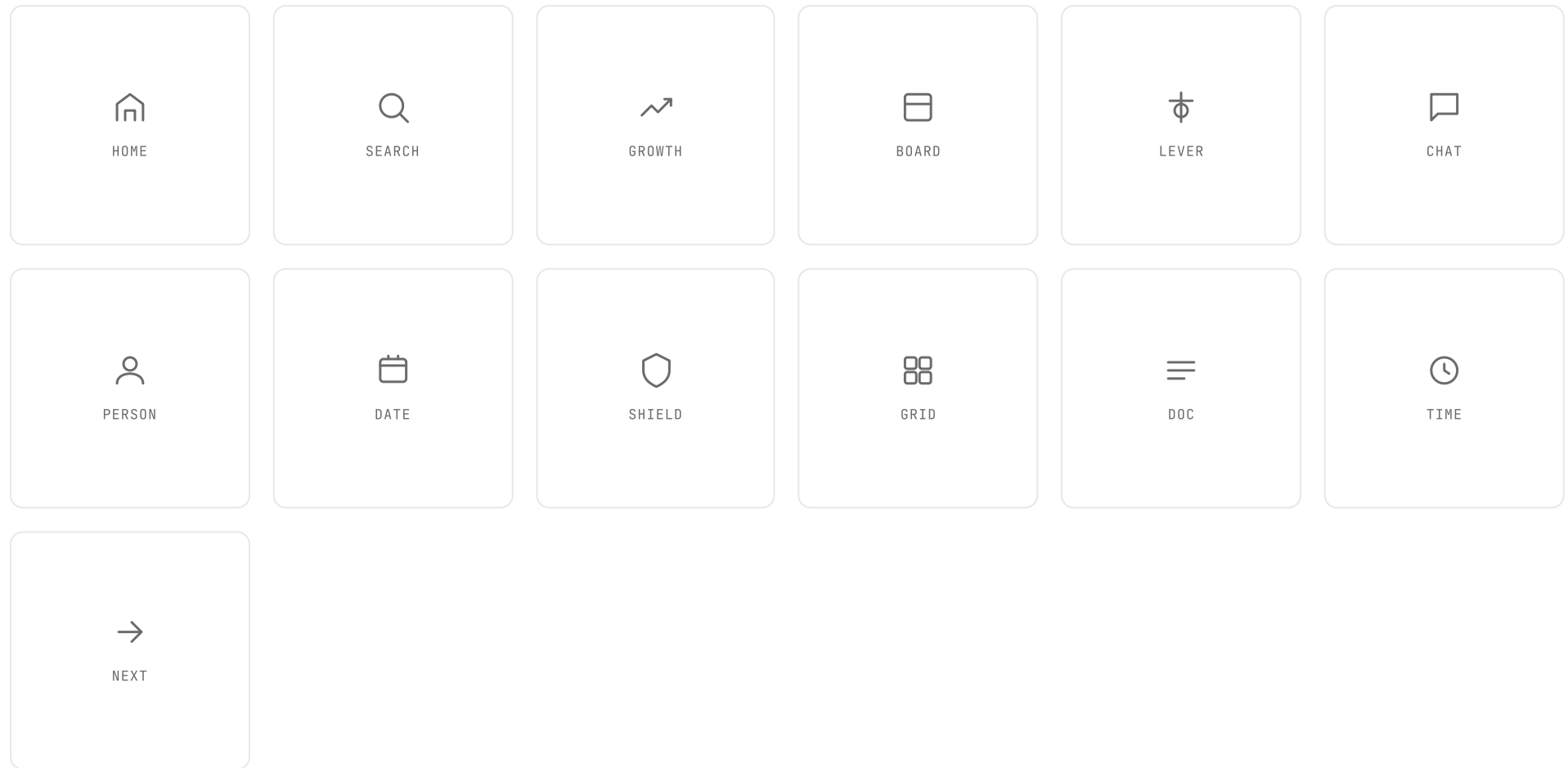
- Shoot real moments in real rooms, off-center, with room to breathe.
- Keep the grade neutral and desaturated; let materials carry the only warmth.
- Default portraits to black-and-white.
- Leave negative space for type.



DON'T

- Stock handshakes, headset / call-center clichés, fake-diverse crowds.
- Teal-and-orange grades, neon, or heavy filters.
- HDR over-processing — no glowing halos, no crushed micro-contrast.
- Hard flash, studio gloss, or busy backgrounds that fight the subject.

Inline SVG line icons — never emoji



One unified line-icon family: thin, even stroke; open, geometric forms; no fills, no duotone, no cartoon shapes. Icons sit quietly beside text — they clarify, they don't decorate.

Grid

24 × 24 px artboard, 2px padding
(20px live area).

Stroke	1.5px, uniform. Never variable-width.
Caps & joins	Round caps, round joins, everywhere.
Color	--muted at rest, --ink active, --accent-fg on an accent fill. No color of their own.

PROPOSED V2 SPEC codifies the existing look into exact values so new icons stay on-system.

5.6 - 5.8 · PRODUCT GRAPHICS, DATA VIZ & GRID

Held, not pasted

LEVR sells software, so screenshots must look *held*. The framing rule — the standing convention — is: a **1px border** in --line, a **20–24px radius**, and a **soft shadow** (--shadow-card). Never a raw screenshot flush on the canvas, never browser chrome, a device tilt, a loud shadow, or a gradient backdrop.

Data visualization

Ink on white — bars, lines, and axes in the grayscale ramp. Numerals in JetBrains Mono. Hue only as the five categorical chips, never a new chart color. Label directly, no chartjunk, and color is never the sole cue.

Grid & composition

Content max-width 1400px, centered. Card grids use repeat(N, minmax(0, 1fr)) — the minmax(0, ...) is mandatory. Whitespace is a feature; one idea per view; align to the grid.



FRAMING RULE 05.6 · 1PX --LINE BORDER · 20PX RADIUS · --SHADOW-CARD



Voice & Tone

LEVR writes the way it designs: quiet, specific, and stripped of ornament. The numbers do the persuading. If a sentence carries three adjectives, cut two.

6.1 - 6.3 · VOICE IS CONSTANT, TONE FLEXES

Personality becomes voice, voice becomes practice

Voice is constant. It is LEVR's personality in language — the traits that never change. The workshop room and the legal footer are the same brand talking.

Tone flexes. It is how that voice is dialed up or down for the moment — warmer in a welcome, plainer in an error, more sober in a legal clause. The voice is the song; tone adjusts which parts you turn up. LEVR is never vague, never hyped, never loud, regardless of context.

THE CHAIN, STATED ONCE

Quiet · premium · editorial → we write quiet, specific, editorial, serious → so we make plain confident statements, prove them with real numbers, and cut every adjective that isn't load-bearing.

PERSONALITY	VOICE TRAIT	WHAT IT MEANS — AND DOESN'T	SHOWS UP AS
Quiet, premium	Quiet, not timid	Restraint is confidence. We under-state because the facts carry the weight.	Declarative sentences. No hedging, no hype, no exclamation points.
Editorial	Specific, not vague	Trust comes from specificity. A real number beats an adjective.	\$35,000, 7–9 hours, real names, real dates.
Editorial, restrained	Editorial, not decorative	Every word earns its place. Ornament is cut.	One claim, one proof. No adjective stacks. No filler.
Documentary seriousness	Serious, not stiff	The work is serious; the writing stays human.	Plain words. Contractions where they warm the line.

01 – 02

Numbers are the rhetoric. Reach for the figure before the adjective.

One claim, one proof. A sentence makes a single point and supports it with a single fact.

03 – 04

Cut adjectives. Three adjectives hide two missing facts.

Real names, real dates. "Chad runs the facilitation" beats "our team handles delivery."

05

Say it, then stop. No windup, no summary of what you're about to say, no restating at the end. White space around a plain sentence is the LEVR move.

6.4 · TONE MATRIX

The same voice across the contexts LEVR writes in

CONTEXT	TONE SETTING	ON-BRAND MOVE	MICRO-EXAMPLE
Workshop room	Calm, plain, curious. Warmth on, hype off.	Ask the sharp question; let silence sit.	"Let's name the one thing worth working on for the next 6–12 months."
Investor deck	Declarative, spare, number-led.	State the thesis, then the figure. One idea per slide.	"One workshop. Then the system to execute it — 50+ assets, built in 7–9 hours."
Dashboard UI	Brief, functional, human. No cleverness.	Say what the control does or what's here.	"No assets yet. Your first build lands here when the workshop wraps."
Error states	Plain, accountable, un-cute.	Own it, say what happened, offer the next step.	"That upload didn't go through. Check the file size and try again."

CONTEXT	TONE SETTING	ON-BRAND MOVE	MICRO-EXAMPLE
Social / LinkedIn	Confident, specific, quiet. A number in line one.	Lead with the concrete fact. No engagement-bait.	"A go-to-market asset suite used to take an agency two months. We build it in a day."
Legal / terms	Warm but plain; humor silenced, voice intact.	Plain active voice. No archaic "hereby / pursuant."	"You can cancel anytime from your account settings. We'll bill through the end of the current period."
Success / published	Spirited but restrained.	Name the win, don't over-hype.	"Your Flywheel is live — 52 assets, ready to hand to your team."
Facilitator recruitment	Direct, respectful, unglamorized.	State the model and economics plainly.	"Accredited facilitators run LEVR for roughly 30 clients a year

CONTEXT	TONE SETTING	ON-BRAND MOVE	MICRO-EXAMPLE
			on an 80/20 split."

Read down the emotional-stakes column: the celebration line, the error line, and the legal line are unmistakably different registers — and unmistakably the same brand.

6.8 · BEFORE / AFTER

The highest-value asset in this chapter

Same message, written off-voice, then in LEVR's voice, with the edit named. Hold your own draft against the left column.

01 · POSITIONING (HOMEPAGE HERO)

✕ "LEVR is a revolutionary, game-changing AI platform that transforms how companies grow!"

✓ "One workshop. Then the system to execute it for the next 6–12 months."

What changed: cut three hype adjectives and the exclamation point; replaced the claim with the concrete model and a real number.

02 · WHAT IT IS (ABOUT LINE)

✕ "Our world-class team leverages cutting-edge AI to deliver comprehensive marketing solutions at scale."

✓ "Sold and delivered by accredited facilitators. Run on LEVR software."

What changed: removed the hype stack; stated who does it and what it runs on. One claim, one proof.

03 · DASHBOARD EMPTY STATE

✕ "Oops! It looks like you don't have any assets yet. Don't worry — they'll be here before you know it!"

✓ "No assets yet. Your first build lands here when the workshop wraps."

What changed: dropped the "Oops," the reassurance theater, and the emoji; said plainly what's here and what fills it.

04 · ERROR STATE

✕ "Whoopsies! Something went wrong on our end. Please try again later or contact support!!!"

✓ "That upload didn't go through. Check the file size and try again."

What changed: removed the cutesy tone and the exclamation marks; owned the failure and gave the next step.

✕ "Get incredible value with our affordable, all-inclusive packages designed to fit any budget!"

✓ "A LEVR workshop is \$35,000. It produces a go-to-market asset suite of 50+ assets, kept live by subscription."

What changed: replaced vague value language with the actual price and what it buys. The number is the argument.

✕ "We're SO excited to announce we're disrupting the marketing industry with game-changing technology! Stay tuned!!!"

✓ "A go-to-market asset suite used to take an agency two months. We build it in 7–9 hours. Here's what changed."

What changed: cut the emoji, the exclamation, and the empty "disrupting"; opened with a concrete before/after and a real number.

Decide once; apply everywhere

Headlines	Sentence case. Not Title Case, not ALL CAPS. (Exception: the mono kicker.)
Exclamation	None, ever, in brand copy. If a line needs one to land, rewrite it.
Emoji	None in UI, decks, docs, or product copy. Line icons carry any glyph duty.

Contractions	Yes in warm and neutral contexts. Ease off only in legal.
Address	Write to "you," speak as "we." Active voice by default.
Numerals	Prefer the specific figure. En-dash for ranges: 7–9 hours. Abbreviate in display (\$35K), spell out in prose (\$35,000).
The mark	LEVR , always four capitals. Never "Lever," never "levr," never "LEVR!" No derivative verbs. Products are LEVR <Product>.

✓ WE USE	✗ WE AVOID
positioning, go-to-market	synergy, solutions, offerings
built in 7–9 hours	lightning-fast, blazing, instant
workshop, facilitator, the room	session, engagement, touchpoint
specific, plain, clear	cutting-edge, next-gen, best-in-class
the system to act on it	end-to-end, holistic solution
\$35,000 · 50+ assets	affordable, comprehensive, scalable
accredited facilitators	ninjas, rockstars, gurus
live, shipped, ready	leverage, unlock, supercharge

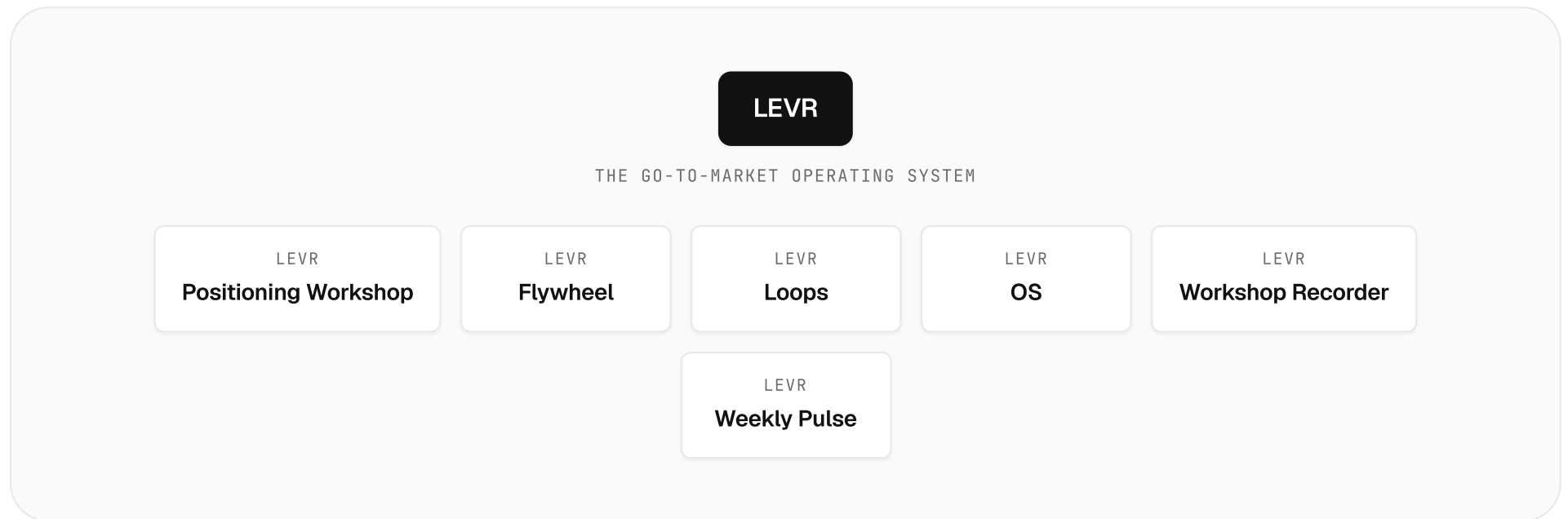
Never say: "revolutionary," "game-changing," "world-class," "seamless," "robust," "innovative," "transform your business," "take it to the next level," "think outside the box." If a word could sit on any SaaS homepage, it can't sit on LEVR's.

Brand Architecture

LEVR is a branded house. One master name, one ink mark, and a family of products that all read LEVR <Product>. Nothing stands alone; everything ladders up.

7.1 - 7.2 · THE MODEL & THE HIERARCHY

The master brand leads; every product is subordinate



Not a house of brands

Products don't get their own logos, colors, or voices. No LEVR product looks like it came from a different company.

The master name always leads

A product is LEVR first, then its label. The reader never has to work out whether something is a LEVR product.

The system is shared

Every product inherits Geist + JetBrains Mono, pure white, solid-black accent, the chip taxonomy, and the documentary voice.

THE GOVERNING TEST

Does attaching the LEVR name to this product *add* value in both directions — does LEVR lend it credibility, and does it strengthen LEVR? If a product would dilute the master brand, it doesn't take the name.

7.3 - 7.4 · SUB-BRAND LOCKUPS & THE MARK ALONE

Every product, the same lockup — only the sub-label changes



LEVR
FLYWHEEL



LEVR

LOOPS



LEVR

OS

- The sub-label sits **below** the wordmark, never beside it, never above.
- Always mono, always the quieter element — the master name leads visually.
- One product per lockup. No stacked sub-labels or hybrids ("LEVR Flywheel + Loops").
- The mark, wordmark, and sub-label are a fixed unit. Ship the file; don't rebuild it ad hoc.
- Never spell the wordmark "Lever." Never recolor the mark or set the lockup on a busy photo without a clear-space pad.

PROPOSED V2 SPEC

Clear space equals the height of the mark square (~28px) on all four sides. The mark alone (favicon, app icon, avatar, a stamp on merch) is used only where LEVR is already established by context. First impressions use the full lockup.

7.5 - 7.6 · CO-BRANDING & NAMING A NEW PRODUCT

Keep LEVR primary; keep relationships clear

Co-branding & partnerships

- Partner logos stay separate — beside LEVR with a hairline divider, never merged.
- Never larger than LEVR. Size to equal optical weight or smaller.
- Clear space is respected on both sides.
- One relationship, stated plainly: "Backed by Rally Co," "Delivered by [Facilitator]."
- Client brand lives *inside* the delivered asset — never on the LEVR chrome.

Naming a new product

- It fits the visual system in this guide with no exceptions requested.
- Its name is a plain descriptor of the job (LEVR <Noun>), not a coined sub-brand.
- It passes the value test in 7.1 — the name adds value both ways.
- New product names and lockups are approved by the brand owner before release.

Product names are plain descriptors, not sub-brands with their own equity. "Flywheel," "Loops," "Pulse" describe the job; "LEVR" carries the brand.

Application

The system proven on the surfaces LEVR actually ships —
dashboards, decks, documents, social, and stationery.
Same white canvas, same ink, same restraint, everywhere.

8.1 · DASHBOARDS & SHOWCASES

The Flywheel shell — LEVR's flagship surface

Auto-hide sidebar	Fixed 280px pane, #FAFAFA, hidden by default. A 14px trigger strip reveals it; a pin button keeps it open.
Sticky breadcrumb	Full-width chrome, centered inner column, backdrop-filter: blur(10px), often a status or version pill on the right.
The kicker opens every section	Mono, uppercase, muted, numbered — 01 · POSITIONING WORKSHOP. Use it liberally.
Cards	White surface, 1px --line border, --shadow-card, 24px radius, hover lift. Inner cards at 20px.
Content column	Centers at 1400px with 56 / 64 / 96px padding. No stat-row chrome; get straight to content.
Client work	Read-only inside the shell. The client's brand lives inside their assets; the LEVR chrome stays neutral.

8.2 · DECKS (16:9)

Self-contained HTML, pure white, one idea per slide

PATTERN	USE IT FOR
Title / cover	Wordmark lockup top-left, one Geist thesis headline, a muted subhead, a small mono meta row. Acres of white.
Section divider	A large numbered mono kicker + short Geist title. Almost bare.
Statement / big idea	One Geist sentence at large size, nothing else. The pause slide.
Standard content	Kicker + title + 3–5 clean rows with hairline dividers. Rows over dense bullets.
Stat / metric row	2–4 columns, each a big JetBrains Mono number + mono label — \$35K / WORKSHOP • 7–9 hrs / BUILD • 50+ / ASSETS.
Three-up card grid	Three 24px cards, each numbered 01/02/03, a Geist H3, one line of body.
Image-led	A framed product graphic or photo filling the slide; headline + caption in the white margin. Frame per 05.6.
Quote	A large Geist quote (weight 500), attribution in mono.
Comparison	Two columns split by a hairline — old way (muted) vs. LEVR (ink).
Roadmap	Numbered mono stages (01 → 02 → 03), short Geist labels, status chips.
Team	B&W portraits, name in Geist 600, role in mono. Chase, Chad, Justin, Jeff; "Backed by Rally Co."

8.3 - 8.7 • DOCUMENTS, SOCIAL, STATIONERY & EMAIL

The same restraint on every surface

8.3 Documents

White canvas, Geist 400 body, mono kickers & numerals, sentence-case headings, hairline dividers, a running footer on every page. This guide is the reference.

8.4 Social

LinkedIn feed image 1.91:1. Ink-on-white, a numbered mono kicker, one Geist headline, a single hero number. No stock, no colored backgrounds, no emoji.

8.5 Stationery V2

White stock, black ink. Name in Geist 600; contact in JetBrains Mono. The dark mark or wordmark, one only, generous clear space. No chips, no color.

8.7 Email V2

Plain text over image logos. One quiet line: Chase Bowers · LEVR · levr.[domain]. No banners, no social rows, no color.

8.6 · APPAREL & MERCH

The mark off-screen PROPOSED V2 SPEC

One element only — a single mark *or* the wordmark, never both. One color only — black-on-white or white-on-black; hue never appears on apparel. Generous clear space; small and quiet beats large and loud. Method by material: embroidery for knitwear, screen print for tees and totes, blind deboss for paper goods.



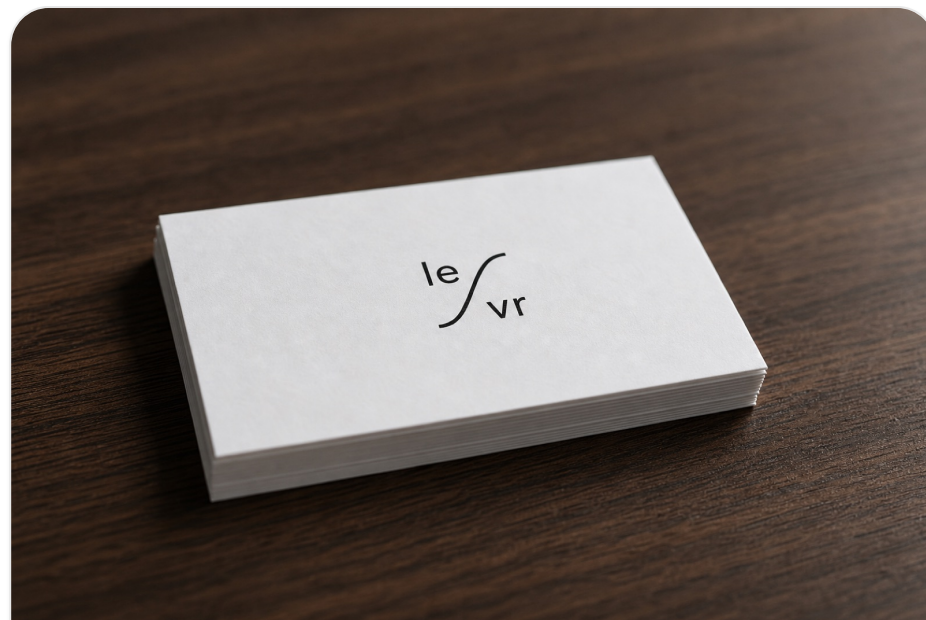
BLACK TEE

WHITE-ON-BLACK



CREWNECK

SINGLE-COLOR MARK



BUSINESS CARDS

BLACK ON WHITE



NOTEBOOK

BLIND DEBOSS



LAPTOP

MARK DECAL



CUP

SINGLE-COLOR

8.8 • LAYOUT PRINCIPLES ACROSS ALL SURFACES

Pure white canvas; solid black is the only accent.

Geist + JetBrains Mono only; numbers and labels in mono; sections open with a numbered kicker.

24px card radius, 1px hairline border, soft shadow; frame product graphics per 05.6.

Generous margins; one idea per view; hue only in a status chip.

Brand spelled **LEVR**, never "Lever." Real names, real dates.

Governance

This guide only holds if it's kept current and actually enforced. Here's the version, where the files live, who approves the unusual case — and the fact that this brand is partly run by AI agents reading these same specs.

9.1 · VERSION & STATUS

Version	2.0
Date	July 2026
Supersedes	v1 (2026-06-09), extracted from the Flywheel v7 dashboard shell
Status	House style for every LEVR-facing surface. No page circulates unlabeled.

9.3 · OWNERSHIP & APPROVALS

Owner	Chase Bowers. Maintains this guide and rules on anything it doesn't cover.
Routine use	Follows the specs here → build it and ship it. No approval needed.

Novel usage

A new lockup, a partnership mark, a merch run, a print spec, a color outside the chips, a new typeface → routes to the owner *before* it goes live.

9.2 - 9.4 · WHERE THE BRAND LIVES & THE MACHINE LAYER

The single source of truth — read by humans and agents alike

FILE	WHAT IT IS
brand-style-guide.md	The v1 written reference — tokens, components, philosophy.
levr-tokens.css	Drop-in CSS: all tokens, base type scale, core components.
index.html	The living visual style guide, rendered in the style itself.
guide/	This portal — the full sectioned guide (00–09) and assets.
deck-pack/	The deck brand pack — slide patterns and graphics.
Downloads	Logo — positive PNG · Logo — reversed PNG · levr-tokens.css · Print PDF (77 pp) — vector SVG is a flagged v2 need (2.9).

9.4 · THE MACHINE-READABLE LAYER

LEVR's brand is partly operated by AI agents, and this guide doubles as their instruction set. `levr-tokens.css` and the deck pack are loaded as context by the agents that build LEVR surfaces.

- Keep the machine-readable layer in sync with this document.
- Write specs an agent can follow literally — exact token names, exact values, explicit do/don't. Precision here is what keeps 50+ agent-built assets on-brand.

9.6 · PRE-SHIP COMPLIANCE CHECKLIST

Run this before any LEVR surface goes out

- ☐ Canvas pure white; the only accent is solid black `#000000` .
- ☐ Only Geist + JetBrains Mono loaded and used.
- ☐ Numbers and labels in JetBrains Mono; the section opens with a numbered mono kicker.
- ☐ Hue appears only in a status chip, if at all — never as decoration or a brand accent.
- ☐ Cards at 24px radius with a 1px hairline border and soft shadow; product graphics framed per 05.6.
- ☐ Icons are inline SVG line icons — no emoji in chrome.
- ☐ Photography is documentary, neutral-graded, negative space intact — no stock, no teal-orange, no HDR.
- ☐ Copy is plain and specific: one claim, one proof; no hype adjectives; no exclamation points.

☐ Brand spelled **LEVR** , never "Lever"; products named **LEVR** <Product> .

☐ Real names, real dates. Generous margins; one idea per view.

☐ Version/confidentiality footer present on documents.

☐ Anything novel (new lockup, merch, print, partner) cleared with the owner.

Confidential — internal & facilitator network. This guide and the brand kit are for LEVR's team and its accredited facilitators. Not for public distribution. © LEVR. All rights reserved. The LEVR name and mark are protected; trademark use outside these guidelines requires owner approval.



LEVR BRAND GUIDELINES • VERSION 2.0 • JULY 2026
THE GO-TO-MARKET OPERATING SYSTEM • CONFIDENTIAL