

**LQ VENTURES, LIMITED**  
*BRAND GUIDELINES*



**BRAND STORY**  
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**LOGO VARIATIONS**  
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## BRAND STORY

The LQ Ventures, Limited (LVL) story starts back in 2014 with the found passion to deliver brands to companies, individuals and anyone in need. With the previous experience and our new opportunity focused team, we are excited to create media within our new media consumption age of social media and other up and coming technologies.

LVL exists to deliver a broader than life media experience by providing various forms of media including creative portraiture, brand design and production.



# LOGO

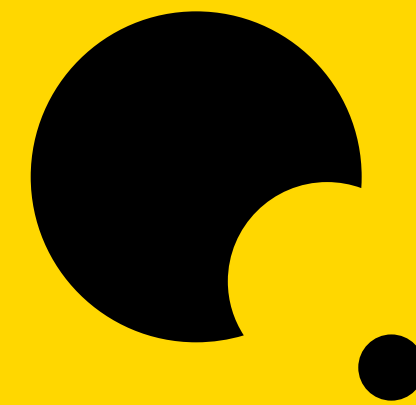
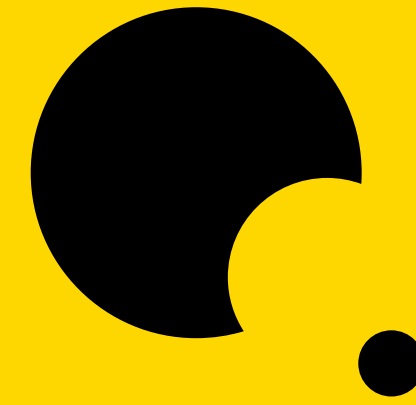
THOUGHT IN ACTION



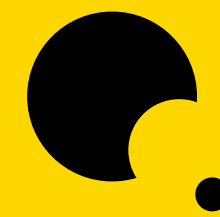
## LOGO

The shaping behind the logo of LVL shows that it is a thoughtful process with its thought bubble-esque design functioning in different colors and sizes fluidly. Within the current creative market, the brands are centered more around typography based logos where this we aim to be a more visually forfronted brand that shows meaning in shape and compostion.

While being able to function as a main iconic logo, it is also able to be used with text variations and horizontal and vertical variations for certain applications that may arise.

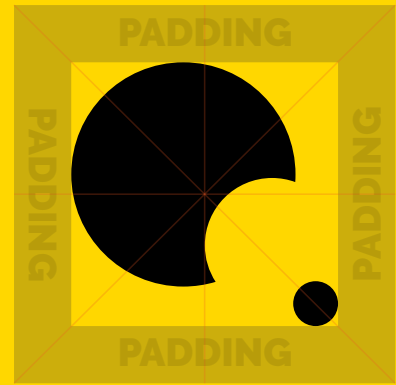


**LVL**



**LQ VENTURES, LIMITED**





## LOGO VARIATIONS

LVL has three (3) varying logo styles with 4 colour styles.

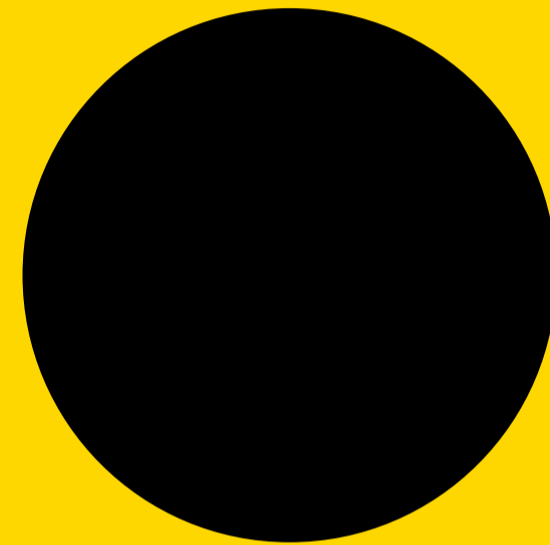


# COLOURS

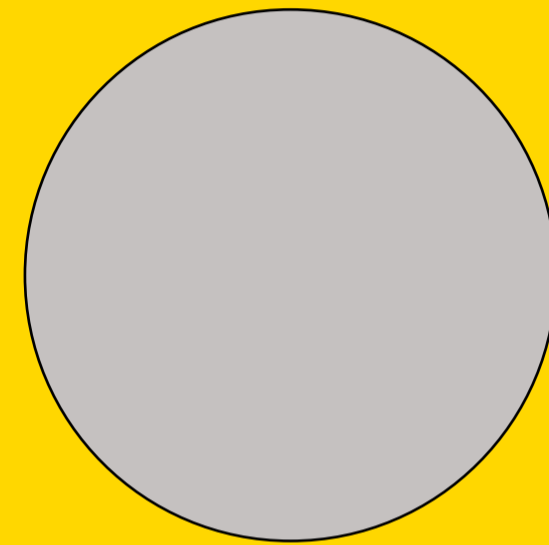
YES, WE SPELL COLOURS LIKE THAT SOMETIMES



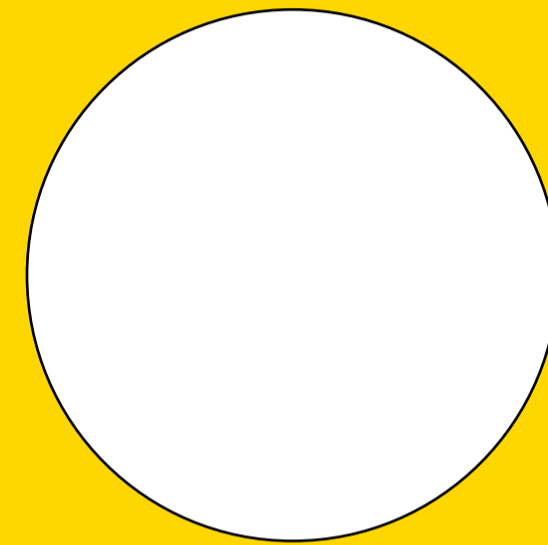
# BRAND COLOURS



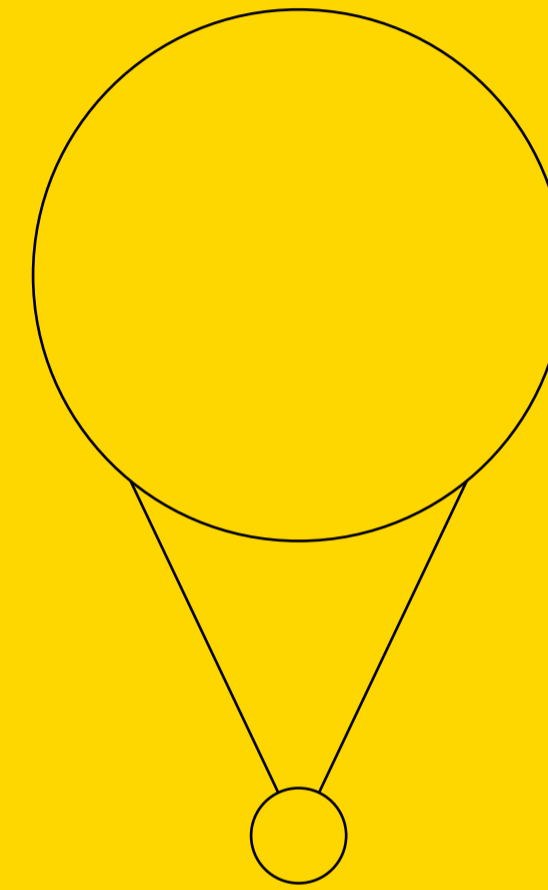
**EBONY**  
**#000000**



**SCREEN**  
**#C5C1C0**



**STARK**  
**#FFFFFF**



**LVL YELLOW**  
**#FFD700**

**50% of everyone that views your logo of 'yellow' will hate it. Done on purpose, we have driven our brand to focus and grow only with a clientele basis that can view deeper than just a coloured opinion.**





# FONTS

IT'S OUR BEST WAY TO SPEAK TO YOU



# BRAND FONT



# RALEWAY

Ag Ag Ag Ag Ag Ag Ag

**PRIMARY**  
**BLACK**

**SECONDARY**  
**BOLD**

**WEB+TYPE**  
**MEDIUM**

Choosing the RALEWAY font family wasn't easy considering I love the lignature of fonts such as FUTURA or DHARMA GOTHIC. While those fonts are great, they can be refocused when externally used with other marketing efforts where RALEWAY is able to easily be used with programs such as Google programs and other in computer word processors.

**abcdefghijklmnopqrstuvwxyz**  
**!@#\$%^&\*()\_+=-<>?/.,'~"**



## PLATFORMS

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 YouTube

Medium



Google



 Spotify®



Canon

