

Visual **Playbook**

Product Summary & Example

- *Visual Playbook Pro*
- *Visual Playbook Lite*

Visual Playbook Pro – \$2500

This guide focuses on the core essentials needed to establish your visual and verbal identity quickly and effectively.

- **Logo Usage Guidelines**
Primary & secondary logos, clear space, minimum size, do's & don'ts
- **Color Palette**
Primary and secondary brand colors, color codes (CMYK, RGB, HEX)
- **Typography Guidelines**
Brand fonts usage guidelines & substitutions
- **Graphic Elements (Basic)**
Key shapes, marks, or lines Sample usage
- **Imagery Style**
Visual mood example, image treatments
- **Tone of Voice**
Brand Communication style, sample copy and headlines
- **Brand Signature**
Tagline usage and positioning rules
- **Social Media Guidelines**
Profile usage, post templates, style consistency
- **Business Collateral Overview**
Sample business cards, letterhead, email signatures
- **Web & Digital Basics**
Favicon, app icon usage Buttons and UI themes (brief)
- **Dos and Don'ts Summary**
Quick visual reference guide

Visual Playbook **Lite** – \$500

This guide focuses on the core essentials needed to establish your visual identity quickly and effectively.

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Visual Playbook Samples

By Get Levrg



VISUAL PLAYBOOK

Growth Elevated

OUR BRAND PERSONA

*Growth Elevated is built on four values:
**clarity, connection, curiosity,
and elevation.***

Our brand is rooted in the belief that real growth happens through shared experience and honest connection. Whether it's a conversation over coffee or a strategy chat on the chairlift, we aim to make every interaction feel thoughtful, personal, and real.

We don't believe in jargon or ego. We believe in showing up, listening well, and helping each other climb—with intention.

As a community, we value openness over flash, substance over polish, and relationships over résumés. We speak with warmth, insight, and a little adventurous spirit—because our best ideas often start with a deep breath and a view from the mountain.

Our brand voice is **smart, calm, and clear**—like the kind of leader you'd want beside you on the way up.

Logo Usage Guidelines

The background of the slide is a photograph of a mountain range with significant snow cover, overlaid with a semi-transparent blue filter. The mountains are rugged and jagged, with snow filling the valleys and clinging to the slopes. The sky is a clear, light blue.





Color Palette

The background of the slide is a photograph of a mountain range with significant snow cover. The image is heavily filtered with a uniform blue color, creating a monochromatic aesthetic. The mountains are rugged, with sharp peaks and deep valleys filled with snow. The sky is a clear, light blue, matching the overall color scheme.

PRIMARY COLORS

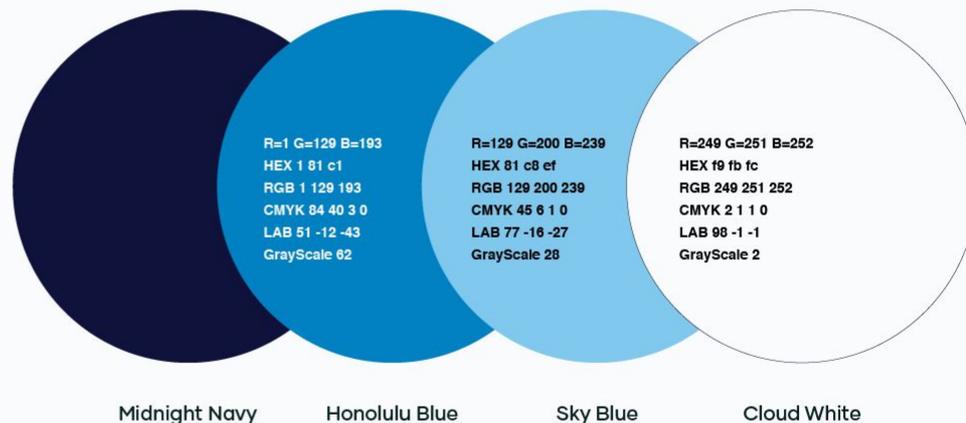
Sky Blue A bright, clear blue that reflects optimism, elevation, and clarity. Used to highlight key ideas and guide attention.

Honolulu Blue A bold, energetic blue that brings focus and momentum. Use for accents, highlights, and key actions.

Cloud White A soft, clean background tone that supports openness, lightness, and easy readability.

Midnight Navy A deep, grounding tone for contrast and structure. Adds depth while keeping a premium, modern feel.

Together, these colors balance clarity and confidence.



SECONDARY COLORS

Alpine Grey is a soft, calming neutral that supports structure without drawing too much attention. It works well as a background colour for sections or subtle dividers in layouts.

Slate Neutral is a balanced grey-blue that adds depth and polish. It's ideal for subtext, interface elements, or backgrounds that need a quiet strength.

Both secondary colours are meant to support the primary palette—enhancing clarity, contrast, and visual harmony without overpowering the design.



Typography Guidelines

The background of the slide is a photograph of a mountain range with snow-covered peaks, overlaid with a semi-transparent blue filter. The text 'Typography Guidelines' is centered in a white, bold, sans-serif font.

OVERVIEW

Our brand uses two primary typefaces — Bebas Neue Pro for headlines and titles, and Helvetica for body copy and interface text.

Roboto can be used in tools like Google Docs or Slides when brand fonts aren't available.

Bebas Neue Pro is used for headings, large titles, and statement moments.

Its bold, all-uppercase design brings strength and structure to headlines, giving them visual impact while keeping the brand tone elevated. It should be used in moderation, mainly in marketing assets, presentation slides, and hero text blocks.

Helvetica is our primary typeface for all brand communications.

It offers a timeless, clean, and highly legible look—ideal for both digital and print applications. Helvetica allows our tone to feel smart, modern, and accessible, while maintaining a sense of trust and professionalism. We use it for body copy, captions, secondary headings, & general layout text.

Roboto is our approved alternative for digital tools.

When Helvetica or Bebas Neue aren't available—such as in Google Docs, Slides, or Canva—Roboto is the preferred substitute. Roboto offers similar clean lines and readability, and works well for both body and heading formats.

PRIMARY FONT

BEBAS NEUE PRO

Bebas Neue Pro - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*[]_+?<>

Bebas Neue Pro - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*[]_+?<>

Aa Bb Cc Dd Ee

SECONDARY FONT

HELVETICA

Helvetica - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+?<>

Helvetica - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+?<>

A a B b C c D d

ALTERNATIVE FONT

ROBOTO

Roboto - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+?<>

Roboto - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+?<>

Aa Bb Cc Dd

Graphic Elements

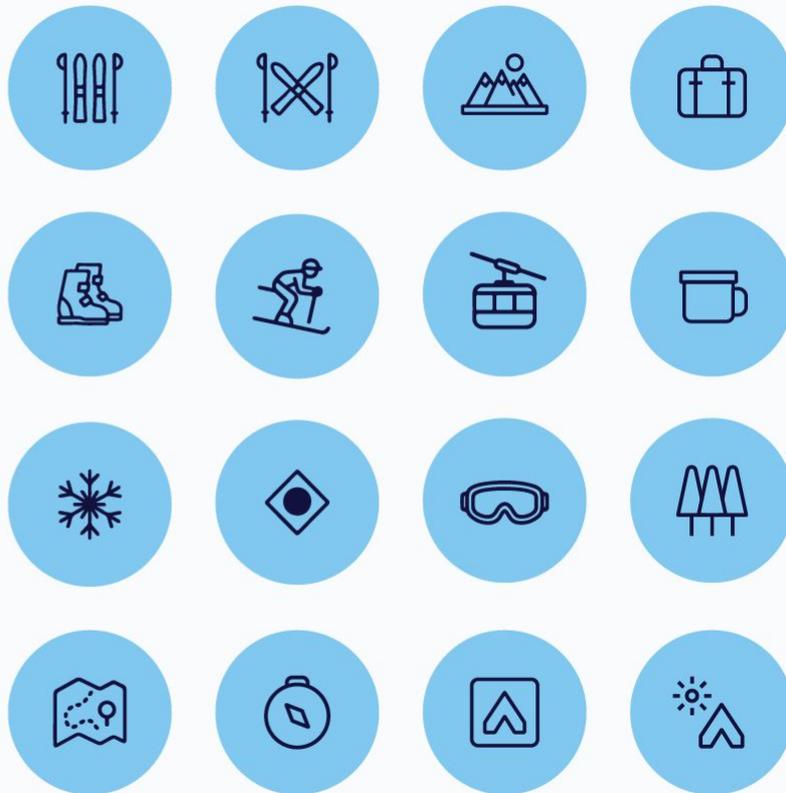
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ICONOGRAPHY

Icons in the Growth Elevated system are simple, purposeful, and easy to understand. They're designed to give a quick visual cue—helping the viewer grasp a message or function at a glance.

We use a minimal, line-based icon style with soft edges and light details. Each icon should reflect the calm, elevated tone of the brand—avoiding clutter or excess detail.

A maximum of two colours can be used per icon, typically drawn from the core palette. Icons may include subtle, playful touches—like imperfect strokes or gentle motion—to reflect our human and approachable spirit.





BACKGROUND



BACKGROUND

Imagery Style

The background of the slide is a photograph of a mountain range, heavily covered in snow and partially obscured by a semi-transparent blue overlay. The mountains are rugged, with sharp peaks and deep valleys. The sky is a clear, light blue, and the overall color palette is dominated by various shades of blue and white.

IMAGERY STYLE

Brand imagery style is the visual look and emotional feel of a brand's photos and illustrations. It defines how your brand is represented through images—covering mood, color tone, subject matter, composition, and overall aesthetic. A clear imagery style helps create consistency, reflects your brand personality, and builds a stronger emotional connection with your audience.



Tone of Voice

The background of the slide is a photograph of a mountain range with significant snow cover. The image is heavily filtered with a light blue color, creating a monochromatic effect. The mountains are rugged, with sharp peaks and deep valleys filled with snow. The sky is a clear, pale blue, and the overall composition is clean and minimalist.

OVERVIEW

Our voice is clear, grounded, and elevated—the kind of calm, trusted guide you'd want next to you on the way up a mountain. We speak with a sense of clarity, warmth, and confidence, rooted in real experience and genuine connection.

We value substance over soundbites, and our tone reflects that. Whether we're welcoming someone new to the community or sharing insights from the summit, we aim to sound thoughtful, approachable, and intentional.

- **Grounded & Ambitious**
We aim high but stay real—experienced, not arrogant.
- **Clear & Human**
We talk like real people—no jargon, no fluff.
- **Warm & Real**
We're encouraging and personal, never over-the-top.
- **Confident, Not Boastful**
We speak with calm clarity, not ego.
- **Welcoming to All**
Everyone's invited. We value openness and shared growth.

Brand Signature

The background of the slide is a photograph of a mountain range with significant snow cover, overlaid with a semi-transparent blue filter. The mountains are rugged and jagged, with snow filling the valleys and clinging to the slopes. The sky is a clear, light blue, and the overall composition is clean and professional.

OVERVIEW

To ensure legibility and stand-out for traditional business communications like stationery, signage, and formal documentation, it is crucial to leave sufficient clear space around the brandmark. This designated area must remain free of all other text and graphic elements.

As depicted in the example on the right, it is imperative to maintain a clear space of 'g' around the brandmark at all times. Heres a corresponds to the 'g' in the Growth Elevated brandmark.

Please note that the clear space requirements for the Growth Elevated brandmark may vary when it comes to retail and signage. For more specific details on clear space guidelines for retail and signage purposes, kindly refer to the retail guidelines.



Social Media Guidelines

The background of the slide is a photograph of a mountain range, likely the Himalayas, with significant snow cover. The image is overlaid with a semi-transparent blue filter, creating a monochromatic aesthetic. The peaks are sharp and jagged, with snow filling the valleys and clinging to the slopes. The sky is a clear, pale blue, matching the overall color scheme.

SOCIAL MEDIA RULES

Case

We use sentence case for most text. Title Case can be used for main headings when appropriate. All caps is reserved for Bebas Neue headlines. Avoid using all caps in Helvetica body text for better readability.

Sizing

- Headings scale by layout.
- Subheads are 1/3 of the headline.
- Body is 1/4 of the headline, or 1/2 if no subhead.
- CTAs use bold, all-caps Helvetica or Roboto.

Color Use

Typography should be set in Midnight Navy on light backgrounds like Cloud White or Alpine Grey. On darker backgrounds, such as Midnight Navy, use Cloud White for contrast. Avoid low contrast combinations.

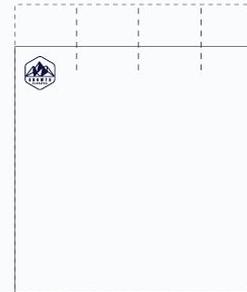
Tracking and Spacing

Bebas Neue works best with slightly tight tracking for compact, bold headers. Helvetica need minimal to no tracking to maintain their clean, legible look. Always align text with enough white space to ensure breathing room.

Logo Placement for Social Media

For consistency and brand recognition across all platforms, the Growth Elevated logo should always be placed in the top left or top right corner of all social media visuals.

Avoid placing the logo in the center, bottom corners, or over busy imagery. Ensure there's enough clear space around the logo to maintain visibility and impact.



Business Collateral Overview

The background of the slide is a blue-tinted photograph of a mountain range. The mountains are covered in snow and have sharp, jagged peaks. The sky is a clear, light blue. The overall aesthetic is clean and professional.



Jack Smith
Chief Executive Officer

98 765 432 100

growthelevation@outlook.com

Park City, Utah

www.growthelevation.com



Street Address Here
Singapore, 2222
+000 12345 6789
urwebsitenamc.com
urname@gmail.com

James Doe
Chief Director

A : 45-1, Anson Road Singapore - 8989
W : email@mailid.com, www.myweb.com
P : +880 - 12345 - 6789

Date: 10 September, 2021

This is a sample letter that has been placed to demonstrate typing format (Your Company) letterhead design. When positioned properly, it will serve to work in harmony with all other elements letterhead. This letterhead design is meant to project an image

This letterhead design is meant to project an image of professionalism reliability. By using simple alignment and helps reinforce the (Your Company) brand. letterhead design is meant to project an image of design. When positioned properly, it will serve to work in harmony all the other elements letterhead. This letterhead design is based on the (Form of your logo) form (Your Company) logo. Each stationery we have created a very spacious feeling. The simplicity suggests strength the spaciousness contribute part of the (Form of your logo).

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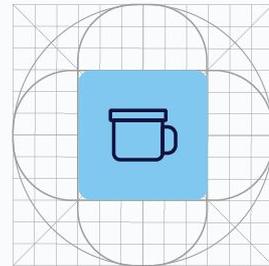
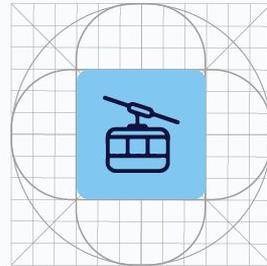
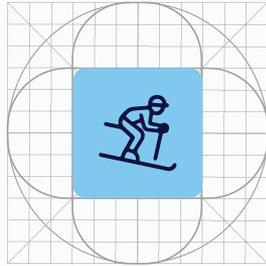
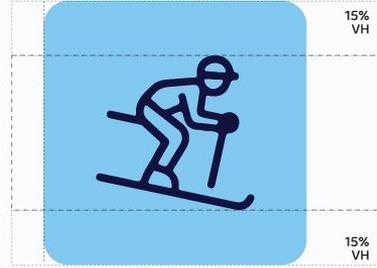
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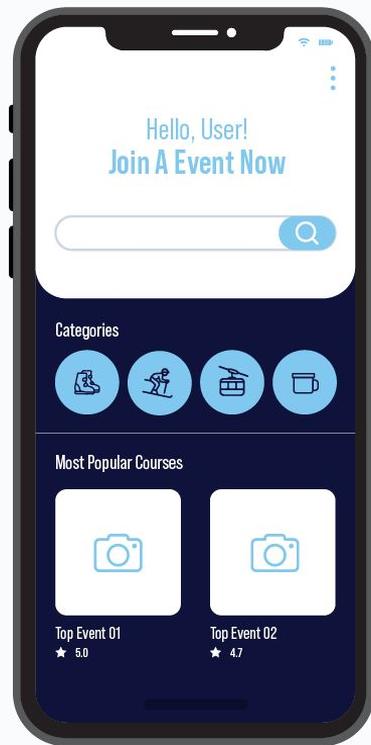
John Smeeth
John Smeeth
Manager

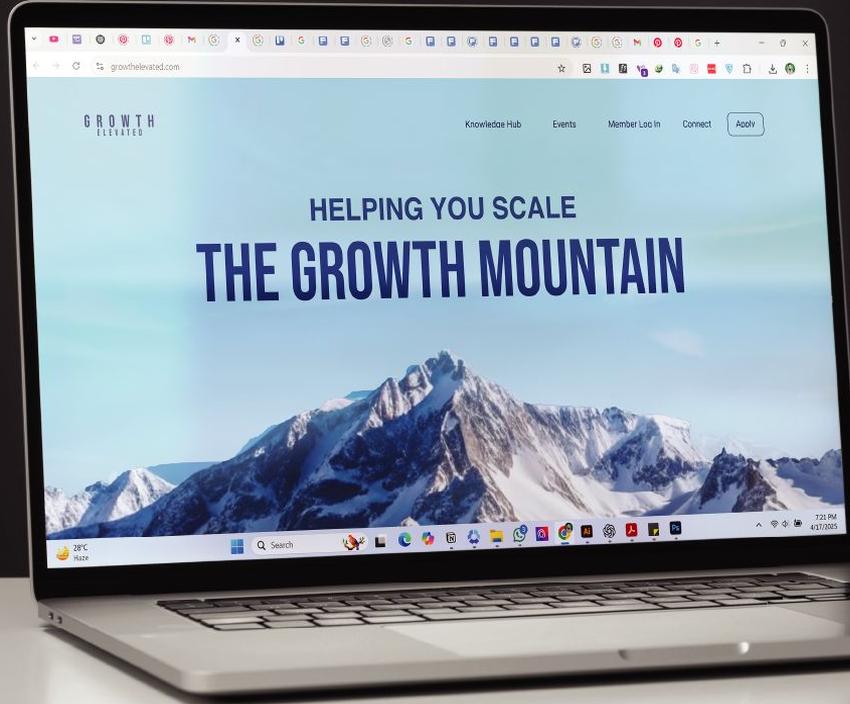


Web & Digital Basics

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Dos and Don'ts Summary

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DO'S AND DON'TS

Always use the approved master artwork.

Never alter or recreate the landmark.

*Below are examples of incorrect use of the
Never alter the special relationship between the
landmark elements.*

Never change the color of the landmark.

Never change the proportions of the landmark.

Never place the landmark on a color that
compromises the legibility of the landmark.

Never set the landmark at an angle.

Please ensure strict adherence to these guidelines to
maintain the landmark's integrity and consistency.



**WE ARE ALL
CAUGHT UP**

