



Brand Guidelines

Ready for the Urban Jungle.

Layer 2 is an online outdoor clothing company tailored to urbanites, producing and selling slim, simply-designed outerwear in men's styles.

Voice & Tone

Practical - Clothing that makes sense, protects you from the elements, and doesn't have any additional baggage; like a partner that has their tools with them at all times.

Confident - If you could wear one of our jackets into a board meeting, you would; like an explorer, ready for whatever the world is going to throw at you.

Optimistic - Brand imagery is aspirational; someone who sees the bright side of everything.


Eccentric - Brand has a humorous personality, not your average clothing company; someone who's a bit of an oddball.

Playing off of the "urban jungle" theme, messaging can take on a humorous tone:

General Error	Woah there, something's not quite right. Must be monkeys in the server again.
Form Error	Whoops. Looks like you missed this field.
Instagram	Nick here is protected by our Venture Vest, available in Palm Green.
Success	Well done old sport!
Welcome	Let's suit up!

Logo Use

Variations

 <p>PRIMARY LOGO</p>	<p>Horizontal Brandmark with Wordmark</p> <p>Primary way to show the logo on web and other branded materials, and on large clothing labels.</p>
 <p>BLUE BRANDMARK</p>	<p>Blue Brandmark</p> <p>Use where space is constrained, and wordmark use is not possible.</p>
 <p>DARK BRANDMARK</p>	<p>Dark Brandmark</p> <p>For light backgrounds where color and space is constrained, and wordmark use is not possible. Small clothing labels.</p>
 <p>LIGHT BRANDMARK</p>	<p>Light Brandmark</p> <p>On dark backgrounds (which should be the primary color), as in the app icon, app splash screen, and website header/footer.</p>
 <p>Layer 2</p>	<p>App Icon</p> <p>Light brandmark on a subtle gradient blue, from the logo blue to light blue. For use on app and profile photo on social media (Instagram, Twitter, Facebook).</p>





Clear Space

The brandmark needs to breathe. Leave 2 logo strokes around the logo available.



TWO LOGO STROKES

Misuse Examples

	<p><i>Do not</i> enclose the logo in a shape. It needs to be free! App icons are the exception.</p>
	<p><i>Do not</i> skew, bevel, fold, dimensionalize, stretch, add a drop shadow or otherwise alter the shape of the logo. There's lots of other ways to use the logo; these aren't the ways.</p>
	<p><i>Do not</i> attempt to use the brandmark as the letter L. Just don't even. We tried it and it doesn't look good.</p>
	<p><i>Do not</i> put the brandmark and wordmark in a vertical orientation, unless requested by your UX/UI design instructor.</p>

Colour Palettes

Palette

Layer 2's bold blue is meant to inspire confidence, mixed with concrete greys to represent the urban environment that our customers live within.

Primary Colors

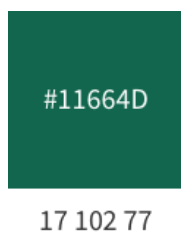
“Blue is commonly associated with trust, confidence, and sincerity; it is also used to represent calmness and responsibility.” White, grey, and black shades are provided primarily for type.



Secondary Color

Green was selected as a secondary to speak to our commitment to the environment, and to bring out the jungle theme.

This color should be used to highlight important features on a page, such as buttons, or for visual style elements, such as illustrations. They should be used sparingly and never draw the eye to more than one piece of information at a time.



Typography

Typefaces

<p>Source Sans Pro</p>	<p>“Source® Sans Pro, Adobe's first open source typeface family, was designed by Paul D. Hunt. It is a sans serif typeface intended to work well in user interfaces.”</p> <p>Aa</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</p>
<p>Source Serif Pro</p>	<p>“Source® Serif Pro is a set of OpenType fonts to complement the Source Sans Pro family.”</p> <p>Aa</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</p>

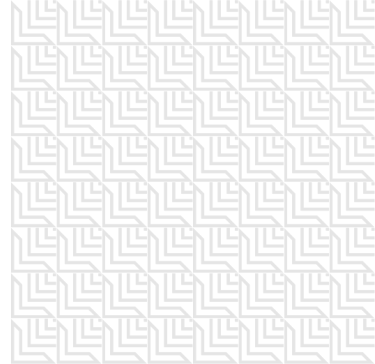
Styles

<p>DisplayXLarge</p>	<pre>/* DisplayXLarge: */ font-family: SourceSansPro-Bold; font-size: 42px; color: #000000; line-height: 44px;</pre>
<p>DisplayLarge</p>	<pre>/* DisplayLarge: */ font-family: SourceSansPro-Bold; font-size: 28px; color: #000000; line-height: 32px;</pre>
<p>DisplayMedium</p>	<pre>/* DisplayMedium: */ font-family:</pre>

	<pre>SourceSansPro-Regular; font-size: 26px; color: #000000; line-height: 32px;</pre>
DisplaySmall	<pre>/* DisplaySmall: */ font-family: SourceSansPro-Regular; font-size: 20px; color: #000000; line-height: 28px;</pre>
HEADING	<pre>/* Heading: */ font-family: SourceSansPro-Regular; font-size: 16px; color: #000000; letter-spacing: 2px; line-height: 24px;</pre>
Body copy. A series of sentences together which make a paragraph.	<pre>/* Body: */ font-family: SourceSerifPro-Regular; font-size: 14px; color: #000000; line-height: 20px;</pre>
FormLabel	<pre>/* FormLabel: */ font-family: SourceSansPro-Regular; font-size: 16px; color: #000000; line-height: 24px;</pre>
Error	<pre>/* Error: */ font-family: SourceSansPro-Regular; font-size: 16px; color: #FF0000; line-height: 24px;</pre>
MICRO	<pre>/* Micro: */ font-family: SourceSansPro-Regular; font-size: 10px; color: #000000; letter-spacing: 2px; line-height: 20px;</pre>

Pattern

The Layer 2 icon pattern background reinforces the logo and provides a textured background to use in apps and web properties. The pattern should not deviate from the one pictured here, and should be used in conjunction with the primary brand color.



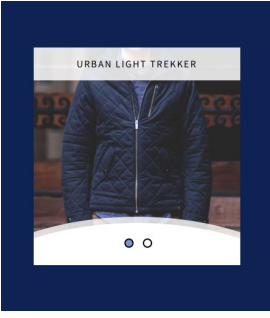

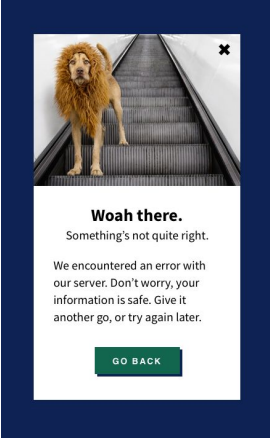


Components (Icons, Controls)

Icons

Icons are 24x24 and generally lean towards a thick style. Icons are available in dark and light versions, depending on the background being used.

	MENU	SHOPPING BAG	ACCOUNT	SIZE	SEARCH	CLOSE	ERROR
THIN STYLE							
THICK STYLE							

UI Components

 A product photo card for a jacket. The top part shows a person wearing a dark blue quilted jacket. Below the photo is a white bar with the text "URBAN LIGHT TREKKER". At the bottom of the card are two small circular icons.	<p>Product Photo Card</p>	 A form field mockup consisting of a dark blue rectangular box. Inside the box, the text "Field Label" is positioned above a white horizontal line representing the input field.	<p>Form Field</p>
 A modal dialog box mockup. The top half features a photo of a lion standing on a set of stairs. Below the photo is a white text area with the heading "Woah there." and the subtext "Something's not quite right." followed by a paragraph: "We encountered an error with our server. Don't worry, your information is safe. Give it another go, or try again later." At the bottom is a green button with the text "GO BACK".	<p>Modal</p>	 A form field error mockup. It shows a dark blue box with "Field Label" at the top. Below it is a red input field with a white warning triangle icon on the right. Underneath the field is the text "Error message".	<p>Form Field Error</p>
 A button mockup consisting of a dark blue rectangular box with a green rounded rectangle in the center. The word "LABEL" is written in white capital letters inside the green rectangle.	<p>Button</p>		

App Screen Examples

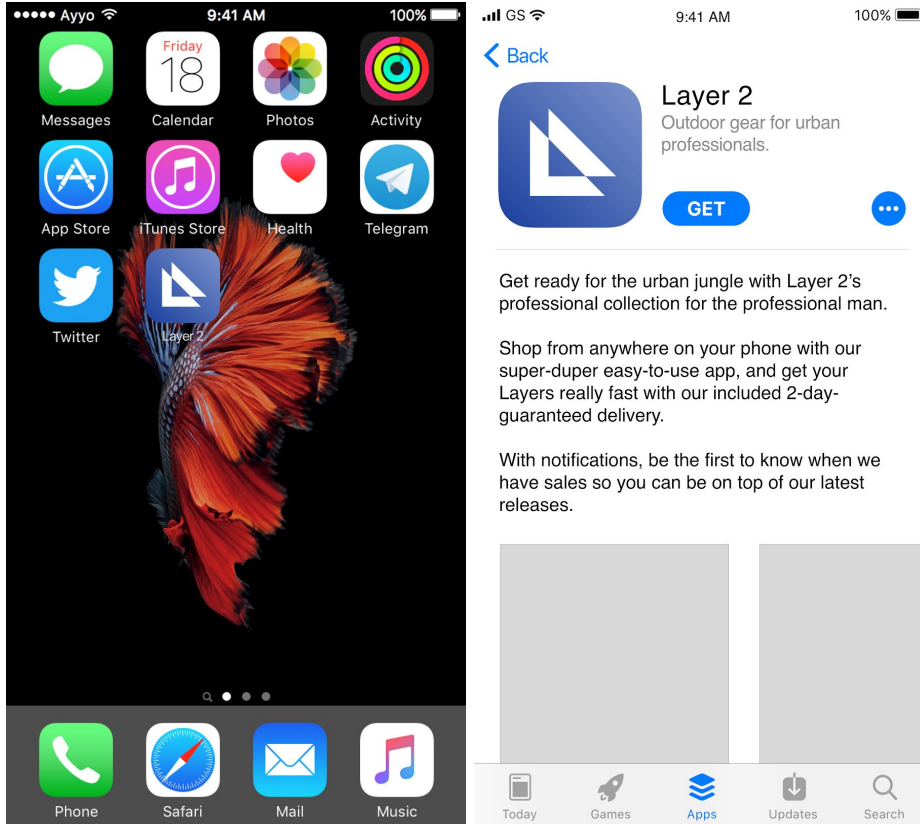
Mockups

See mockups in **InVision**:

https://invis.io/5PFLHMPDC3K#/277250185_Home

App Icon Usage

Layer 2 Brand Guidelines



Other Examples

Clothing Tag

