

WMS

O1~ LOGO

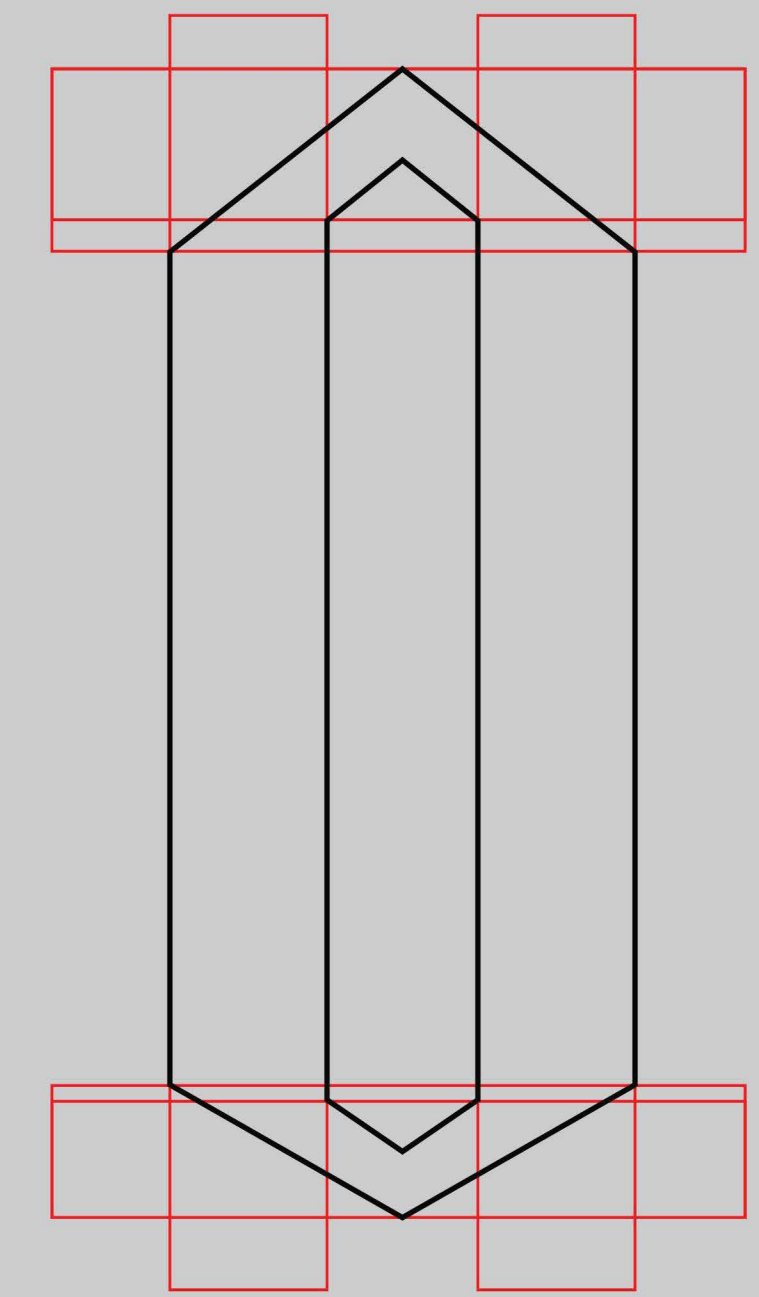
O1/LOGO

LOGO IDENTITY

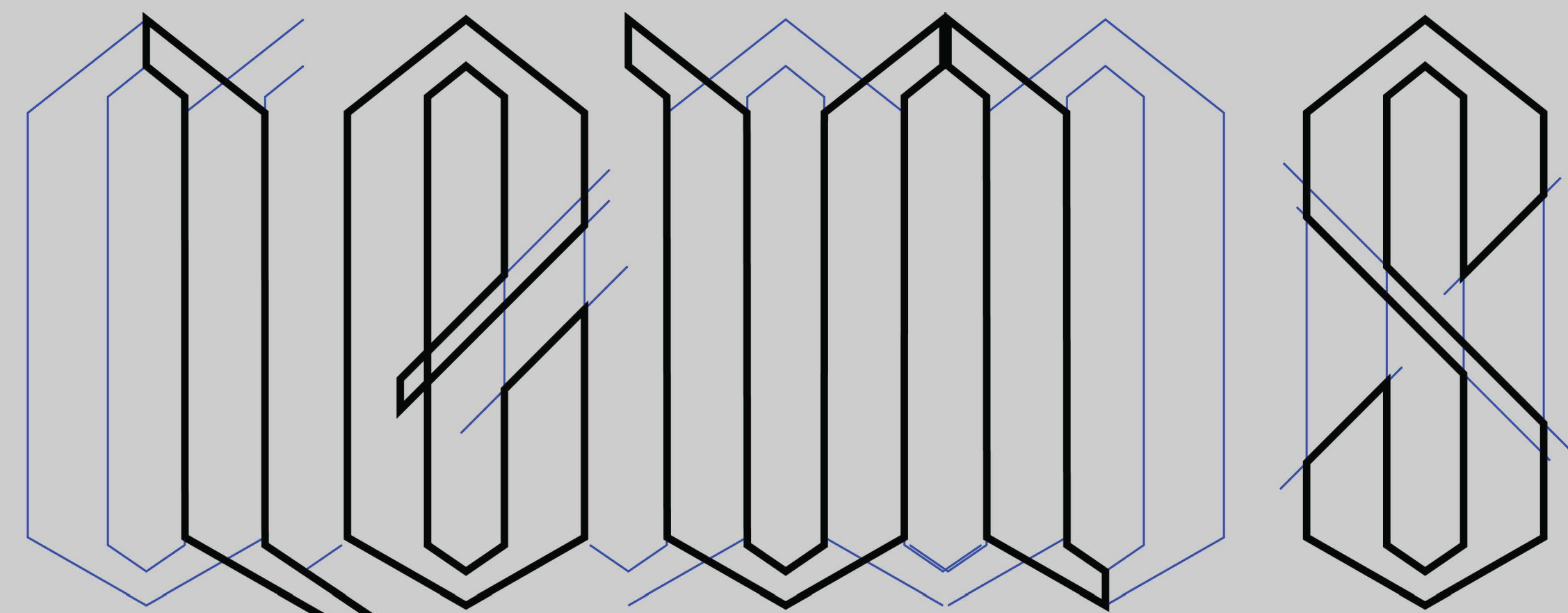


CONSTRUCTION

Levi's



SingleGhost



Levi's

LOGO USAGE



LOGO USAGE



O2 ~

COLOUR

O2/COLOUR

PRIMARY
COLOUR

R_{193}

B_{39}

G_{45}

R_{255}

B_{255}

G_{255}

R_0

B_0

G_0

R_0

B_{76}

G_{109}

O3 ~

TYPOGRAPHY

FONTS

Agrandir Thin

ABCD abcd 1234

Agrandir Regular

ABCD abcd 1234

Hellix ExtraBold

ABCD abcd 1234

MINIMUM SIZE

Minimum Body Copy Size
9pt

O4 ~

STATIONERY

O4/STATIONERY

BUSINESS CARD



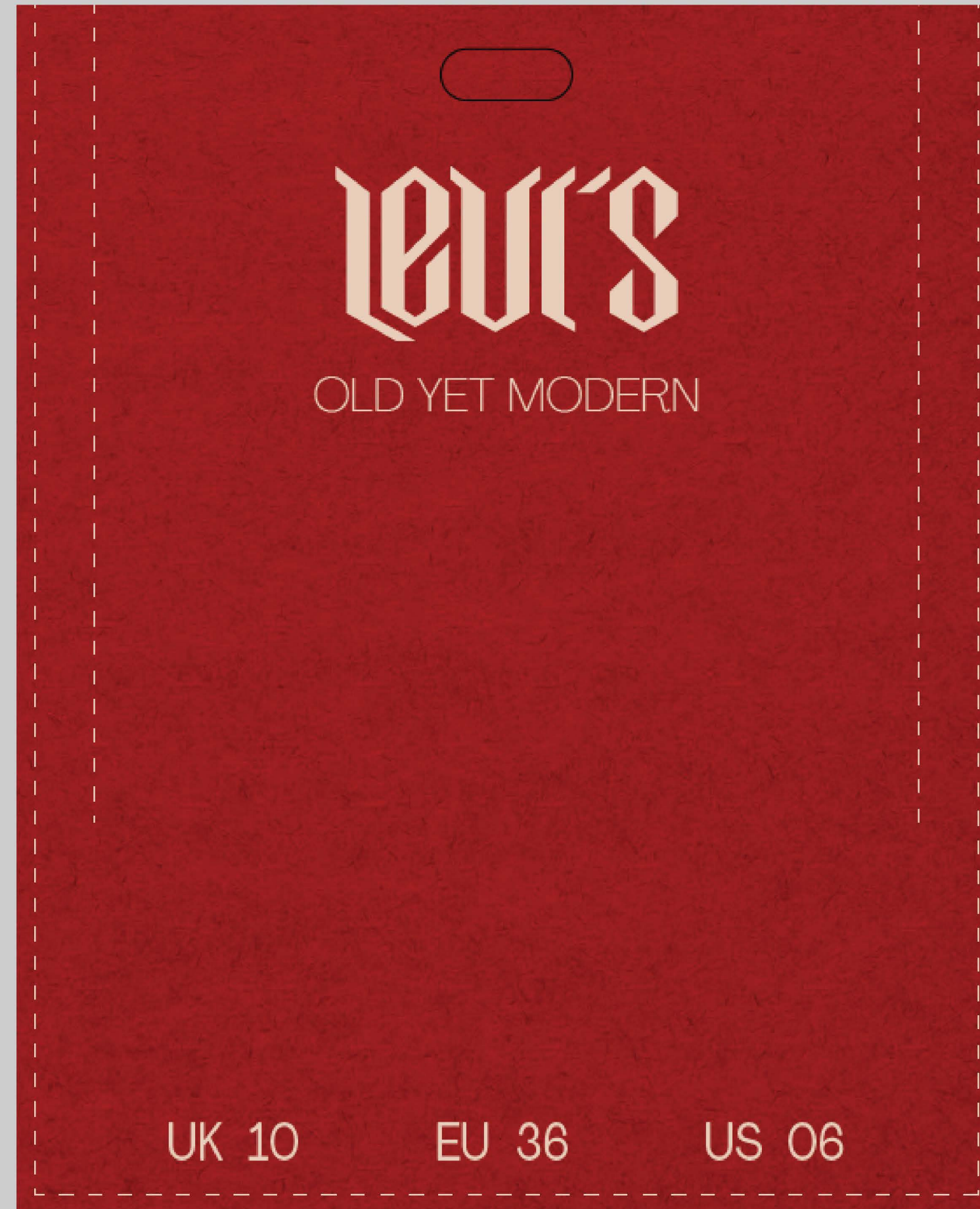
O4/STATIONERY

LETTERHEAD



O4/STATIONERY

PRICE TAG



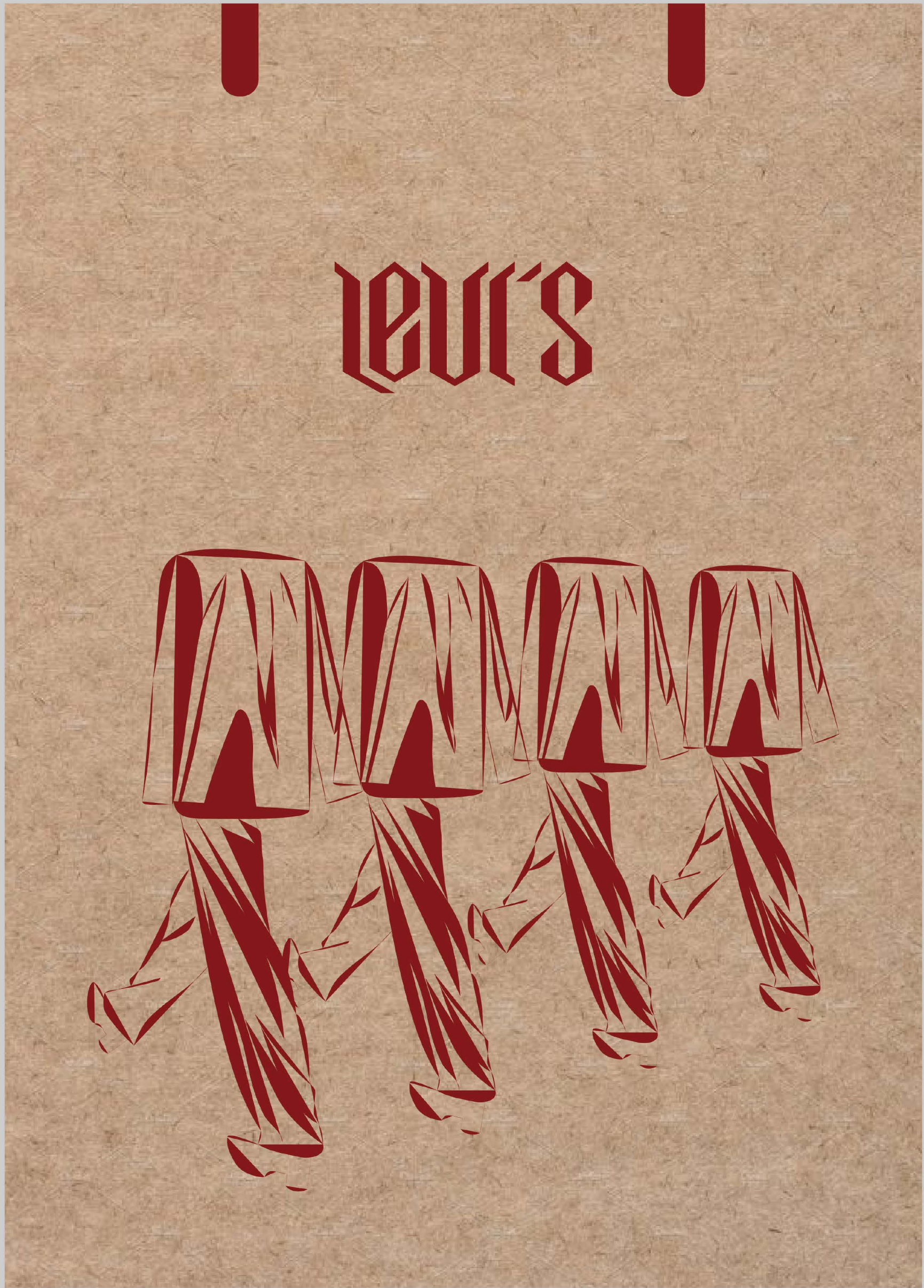
O4/STATIONERY

CARRY BAGS



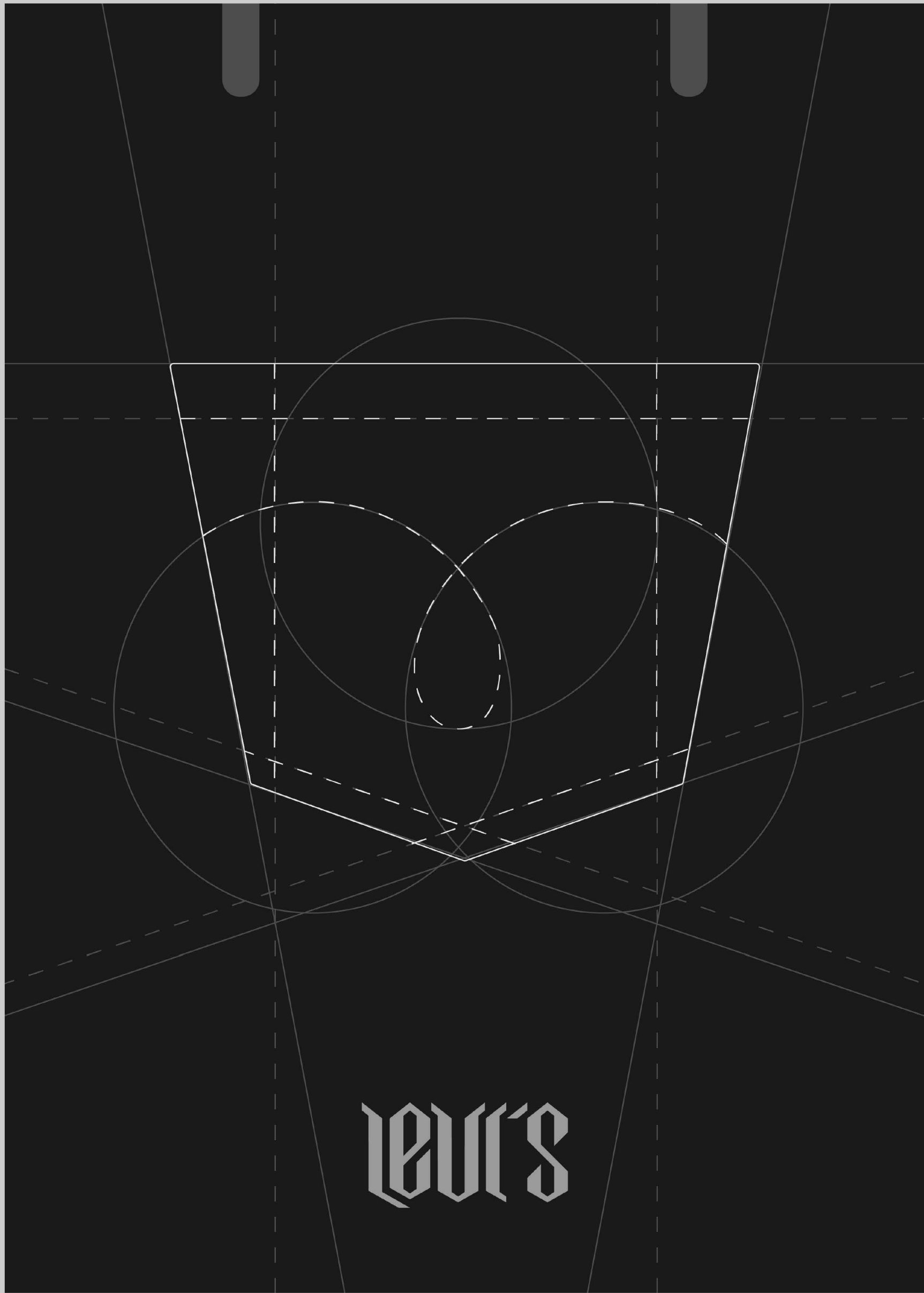
O4/STATIONERY

CARRY BAGS



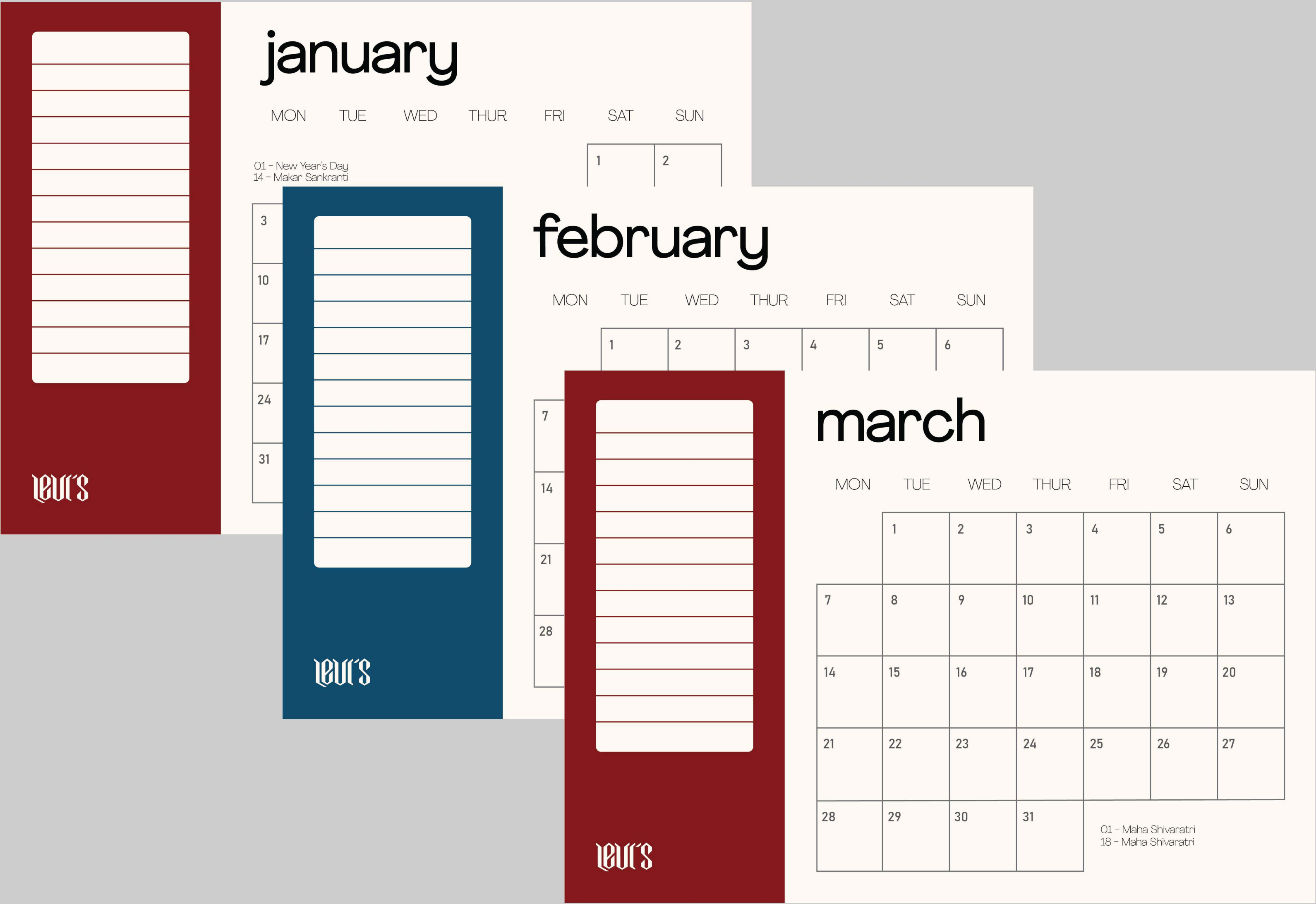
O4/STATIONERY

CARRY BAGS



O4/STATIONERY

DESK CALENDER



O5 ~

CAMPAIGNS

FORENER
CLASSIC

O5/CAMPAIGNS

POSTER



MAGAZINE
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From Tokyo to Copenhagen, the street style scene is quickly turning into a denim parade as fashion enthusiasts take an easygoing approach to dressing up with denim-on-denim ensembles. Think Britney Spears and Justin Timberlake circa 2001 but with a cool, modern-day twist. The matchy-matchy looks are also alive and well on

the runway. Carolina Herrera proved the coordinating combo could be with a dark-tone set in the label's fall 2021 collection. Adeam, Ferretti and Balmain are also doubling down on denim, from off-the-shoulder denim shirts paired with flowy wide-leg jeans to structured miniskirts styled with boxy jackets.

FOREVER CLASSIC | SHOP NOW AT LEVIS.IN

BILLBOARD





FOREVER CLASSIC
**JEANS SIMILAR TO
THE ORIGINAL RIVETED PANTS**

SHOP NOW AT LEVIS.IN



O5/CAMPAIGNS

SOCIAL MEDIA POST



STITCHED
WITH GRACE

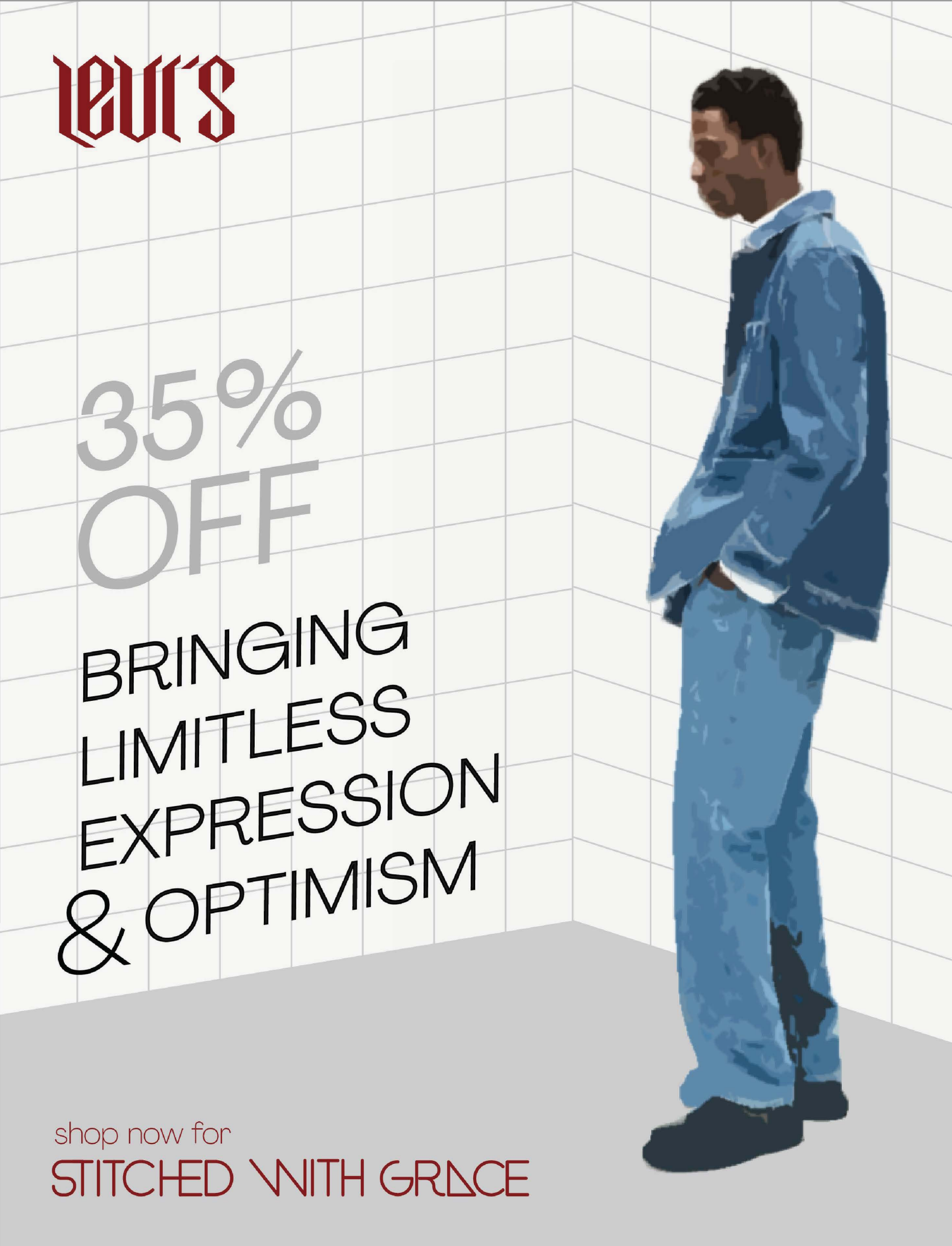
O5/CAMPAIGNS

POSTER



O5/CAMPAIGNS

MAGAZINE ADVERTISEMENT



Levi's

35%
OFF

BRINGING
LIMITLESS
EXPRESSION
& OPTIMISM

shop now for
STITCHED WITH GRACE

BILLBOARD



levi's

STITCHED WITH GRACE
MENDED THREADS

SHOP NOW AT LEVIS.IN



O5/CAMPAIGNS

SOCIAL MEDIA POST



TRUSTED FOR
INNOVATION

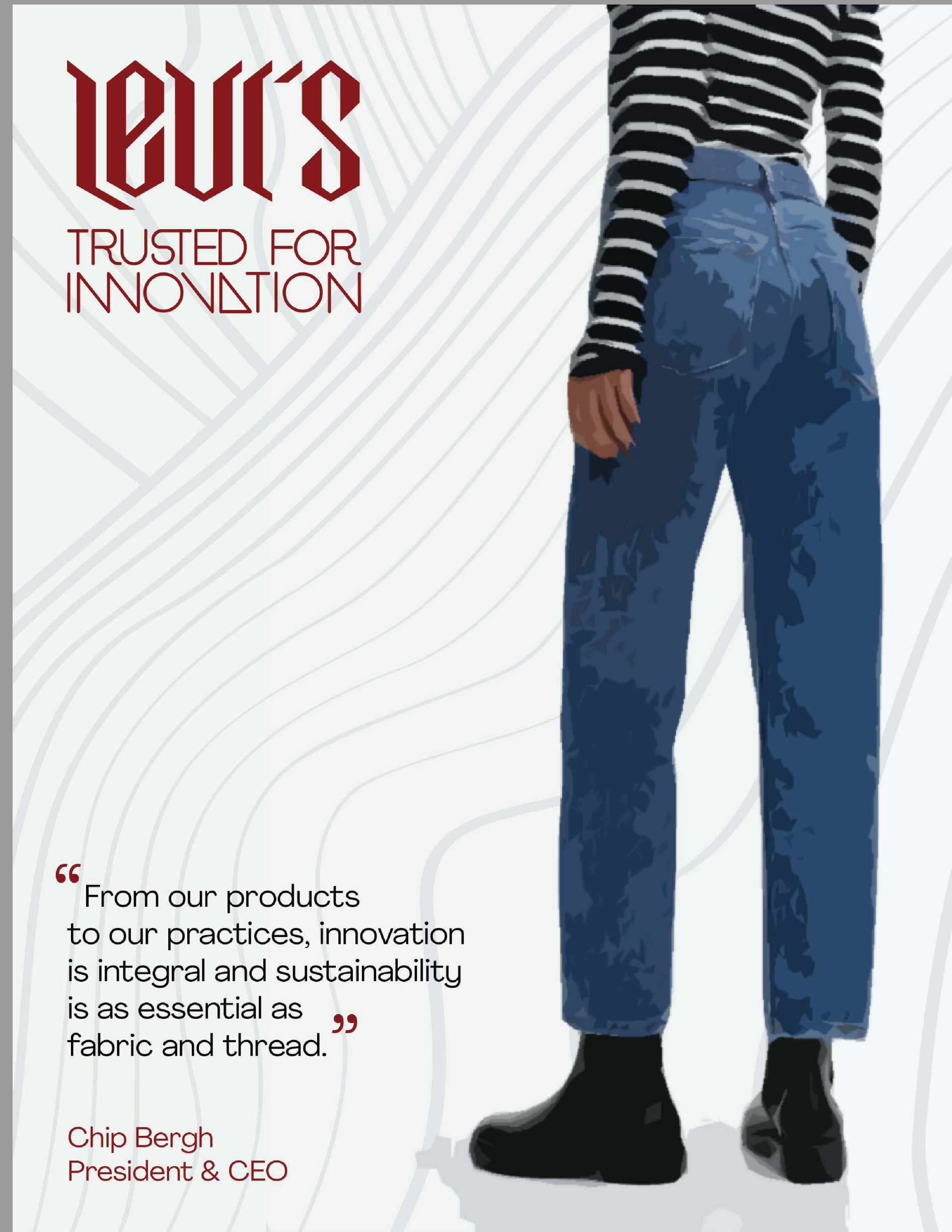
O5/CAMPAIGNS

POSTER



O5/CAMPAIGNS

MAGAZINE ADVERTISEMENT



LEVI'S
TRUSTED FOR
INNOVATION

“From our products
to our practices, innovation
is integral and sustainability
is as essential as
fabric and thread.”

Chip Bergh
President & CEO

O5/CAMPAIGNS

BILLBOARD



O5/CAMPAIGNS

SOCIAL MEDIA POST



DENIM

FOR ALL

O5/CAMPAIGNS

POSTER



O5/CAMPAIGNS

MAGAZINE ADVERTISEMENT

DENIM FOR ALL

Our brands are among the most celebrated names in apparel, recognized for their quality, originality and integrity. This Campaign epitomizes classic style and effortless cool. An emblem of the pioneering spirit, Levi's® continues to evolve with every generation.



levi's

BILLBOARD



DENIM FOR ALL
STYLE FOR EVERY STORY

SHOP NOW AT LEVIS.IN





O5/CAMPAIGNS

SOCIAL MEDIA POST

levi's

new collection

DENIM
FOR ALL

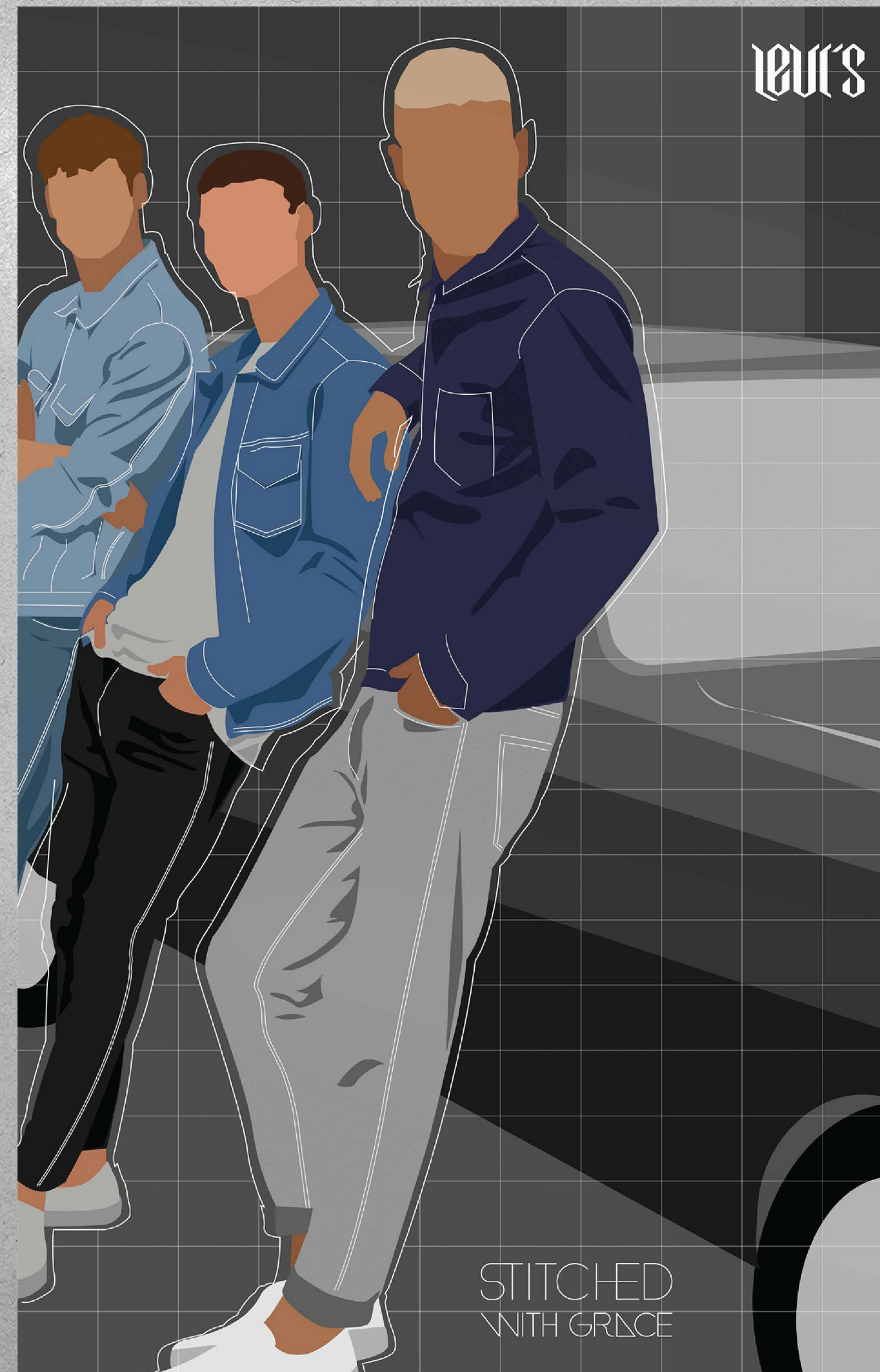


O6 ~

MOCK UPS

O6/MOCK UPS

POSTER



MAGAZINE
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HEAD-TO-TOE DENIM IS BACK
HOW TO WEAR THE TREND

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O6/MOCK UPS

BILLBOARD



O6/MOCK UPS

SOCIAL MEDIA
POST

