

level brand manual

February 2024



brand language

How we can contribute to the success of Level.



Level is the multi-attribute sustainability standard and third-party certification programme for the furniture industry.

It has been created to deliver an open and holistic means of evaluating and communicating the environmental and social impacts of furniture products in the built environment.

We know that our market is looking for an easily manageable guideline. Even so, the success of Level – like any other brand – will be directly proportional to the strength and clearness of its image. So everyone who contributes to the success of our activities must be fluent in our brand language.

This manual provides a common foundation and defines the wording as well as the way we use the corporate design of Level.

brand values

Everything we do in the name of the brand must reflect its values.



relevance

Relevance means that Level covers all relevant aspects for sustainability. Relevance in the context of communication means that we will stick to the facts and avoid any kind of platitudes.

credibility

Credibility means that both, the criteria and the certification process are transparent and traceable. Credibility in the context of communication means that the Level logo always has to be used unambiguously, with a clear link to the certified product.

usefulness

Usefulness means that Level is created to facilitate decisions. So in all our activities we have to bear in mind the perspective of the potential users and their information needs.

brand name

What does it stand for?



level

The name Level is a recognition that a product has reached a 'level' of performance that is certified. The name also refers to the three conformance levels of the certification.

The idea behind this name is to initiate a process of constant improvement.

NOTE: The name Level also refers to the sustainability certification of BIFMA in USA. The structure of the requirements, the certification process and a part of the requirements are the same. However, there are also parts that are different, covering specific European (or American) requirements.

NOTE: The Level brand stands exclusively for the certification or rather for certified products. Please do not use the logo as a symbol for the FEMB Sustainability requirements for office and non-domestic furniture for indoor use.



logo

logotype, visual elements and colours



Our logotype is a specially designed font that signals the unique character of the certification.

The squared form emphasizes the European approach of the certification while using a similar shape like e. g. the Energy Star.

The 'wave' inside the square symbolises as well a dynamic aspect of constant improvement and – as a part of a circle – the renewing aspect of sustainability.

The main colour of the logo is 90% cyan on a plain white background.

The logo may as well be used in a black-and-white version.

No other colours or combinations are acceptable.

logo

versions and their use



In addition to the basic logo, we have developed a version of the logo with the numbers 1, 2 and 3 indicating the levels of certification.

NOTE: For the numbers we used the font 'DIN'. It is not allowed to create own combinations with the Level logo and numbers in other sizes or using other fonttypes. The complete logo with the numbers is available as vector files.

The basic logo (without numbers, in cyan or black-and-white) is to be used when talking about the Level certification in general.

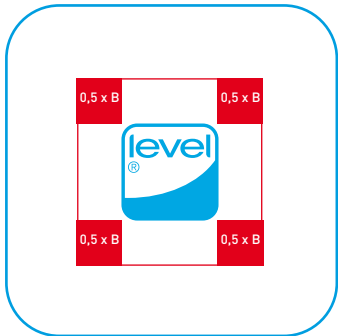
The versions with the numbers (in cyan or black-and-white) are to be used when talking about a specific certification. It indicates which certification level has been reached by a specific product.



NOTE: The Level brand is intended for use in third-party declarations only. It is not allowed to use the logo or the name in any other kind of declaration.

logo

sizes, backgrounds and environment



The smallest acceptable edge length of the Level logo is 13 mm.
Its maximum size is not limited.

Protective zone: In order not to disturb or impair the effect of the logo, a protection zone of 0.5 x the logo width must be maintained on all sides of the logo. No other print elements shall be placed in this zone.



If the Level logo is placed on other than white backgrounds, it has to be used with a white outline. This white outline is already part of the logo.



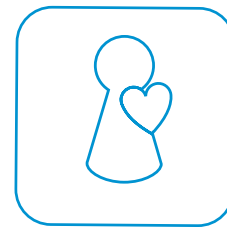
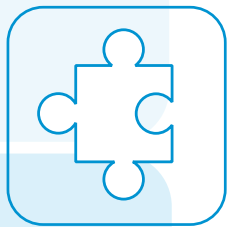
The Level logo can be placed on every background, though positioning on a photo or other vivid backgrounds should be avoided.

icons

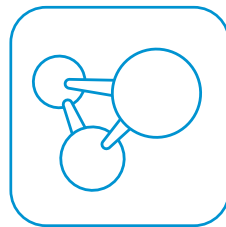
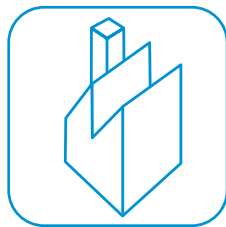
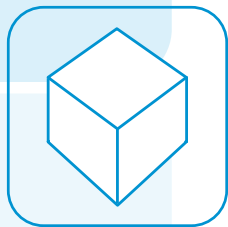
use and colours



In our brochures we use four icons for the impact areas



and three icons for the certification categories.



Colour basis is Cyan.

NOTE: The use of the icons has to be authorized by the FEMB office.

brand colours

and the use of pictures



Pictures in the context of the Level brand should be pure, vivid and positive. When it comes to colors, blue, green, beige and grey, tones with a warm or airy touch are preferable.



fonts



The main font for all Level brochures is Trade Gothic (light and regular).

The colour for headlines and notes is 'Dark Cyan' (100% Cyan, 10% Black).

The colour for ordinary copy text is 'Dark Grey' (80% Black).

NOTE: Apart from the official communication material for Level, especially in the context of the communication of other organisations and companies, the fonts and colours of their Corporate Design can be used.

NOTE: The FEMB Sustainability requirements for office and non-domestic furniture or indoor use is written in the commonly available font CALIBRI.

rights and information



Level is a brand of the European Office Furniture Federation (FEMB).

FEMB and its representatives have the right to interdict any kind of misuse of this brand.

In case of doubt whether you are using the brand correctly, please ask the FEMB office for advice:



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