

Levi's Campaign Reconstruction Style Guide

Professional recreation guide based on uploaded advertisement.

Typography

Usage	Font	Settings
Headline	Druk Condensed Super	ALL CAPS, Tracking -30
Eyebrow	Gotham Medium	Tracking +350
Footer	Gotham Book	Tracking +300

Adobe Swatches

Swatch	HEX
Night Blue	#081A4F
Electric Blue	#235DFF
Denim	#7EA2D4
Neon Pink	#FF0A86
Headline White	#F3F2EE
Levis Red	#E31837

Recommended Adobe Setup

InDesign: 12-column grid, generous margins, linked PSD photography, linked AI logo. Photoshop: separate background, subjects, lighting, and grade groups. Illustrator: logo and vector assets.