Extraordinary Designs, Ready to Customize

- Exclusive, high-resolution, print-ready designs that are only available in this program.
- Ready to specify as is or adapt to your needs. Custom design & color. Custom layouts & sizing. Whatever you need.
- Wide choice of materials including our standard recycled Type II 20 oz. commercial wallcovering, window film, eco-friendly & organic, and exotic substrates.

More information, ideas, and support at:
www.findyourlevel.com
More colors and ideas at www.findyourlevel.com
leVel
DIANA ROBINSON
DIGITAL WALLCOVERINGS

Taj

L21032CD Taj - Purple Sapphire

L21033CD Taj - Madras Red

L21031CD Taj - Indigo

More colors and ideas at www.findyourlevel.com
Misty Glade

L21042CD Misty Glade - Sapling
L21043CD Misty Glade - Blue Ridge
L21044CD Misty Glade - White Mist

Custom Option - Isolate Element and Zoom In

More colors and ideas at www.findyourlevel.com
Glade Texture

L21051CD Glade Texture - Red Oak

L21053CD Glade Texture - Blue Ridge

L21052CD Glade Texture - Sapling
More colors and ideas at www.findyourlevel.com
Facet Grid

L21011CD Facet Grid - Tourmaline Green
L21012CD Facet Grid - Malachite
L21014CD Facet Grid - Smoky Topaz
L21015CD Facet Grid - Turquoise
L21013CD Facet Grid - Peridot
L21016CD Facet Grid - Crystal Lime

More colors and ideas at www.findyourlevel.com
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Facet Dimensional

L21021CD Facet Dimensional - Amber
L21024CD Facet Dimensional - Amethyst
L21025CD Facet Dimensional - Ancient Emerald

L21026CD Facet Dimensional - Citrine
L21022CD Facet Dimensional - Garnet
L21023CD Facet Dimensional - Jadeite

More colors and ideas at www.findyourlevel.com
Willow Wisp

L21062CD Willow Wisp - Blue Sedge
L21063CD Willow Wisp - Woodrush
L21065CD Willow Wisp - Goldenrod
L21071CD Willow Wisp Outline - Japanese Maple | Custom Option - Add Butterfly
Willow Wisp Outline

L21074CD Willow Wisp Outline - Sea Glass
L21075CD Willow Wisp Outline - Clover
L21076CD Willow Wisp Outline - Bluegrass

Custom Option - Isolate Elements and Rotate 90°

More colors and ideas at www.findyourlevel.com
L21094CD Bandwidth - Sonic Lime

L21093CD Bandwidth - Cream Quartz

L21091CD Bandwidth - Blue Glass
Custom Option - Rotate 90° and Mirror Image

More colors and ideas at www.findyourlevel.com
Central Park

L21131CD Central Park - Walnut

L21132CD Central Park - Redbud

L21134CD Central Park - Pine Forest

Custom Option - Zoom In

More colors and ideas at www.findyourlevel.com
Leaf Shadows

L21105CD Leaf Shadows - Chestnut

L21103CD Leaf Shadows - Citrus

L21101CD Leaf Shadows - Cedar Blue
Custom Option - Zoom In

L21108CD Leaf Shadows - Tangelo
Custom Option - Isolate Elements and Zoom In

More colors and ideas at www.findyourlevel.com
More colors and ideas at www.findyourlevel.com

DIANA ROBINSON
DIGITAL WALLCOVERINGS

Shadow Texture

L21114CD Shadow Texture - Birch Grey

L21115CD Shadow Texture - Chestnut
Custom Option - Zoom In and Rotate and 45°

L21116CD Shadow Texture - Copper Spice
Custom Option - Zoom In

L21113CD Shadow Texture - Citrus
High Rise

L21082CD High Rise - Urban Blues

L21083CD High Rise - Coffee to Go

L21082CD High Rise - Urban Blues
Custom Option - Reposition Elements and Add Custom Names

More colors and ideas at www.findyourlevel.com
L21203CD Navigate - Vellum Grey
L21202CD Navigate - Parchment
L21204CD Navigate - Earthen Sky
L21162CD Cursive - Linen

L21161CD - Bronze Patina

More colors and ideas at www.findyourlevel.com
Cursive Variants

L21191CD Cursive Script

L21171CD Cursive Interlock

L21182CD Cursive Shadow - Lime

More colors and ideas at www.findyourlevel.com
Ripple

L21153CD Ripple - Night Sky

L21152CD Ripple - Sand Dune
Custom Option - Zoom In

L21151CD Ripple - Radiant Red

More colors and ideas at www.findyourlevel.com
I2503LV Aurora Stripe - Storm
Custom Option - Rotate 90°

I2501LV Aurora Stripe - Big Skye
Custom Option - Rotate 90°

I2502LV Aurora Stripe - Borealis

More colors and ideas at www.findyourlevel.com
Aurora Offset Stripe

I2507LV Aurora Offset Stripe - Borealis
I2505LV Aurora Offset Stripe - Cosmos
I2508LV Aurora Offset Stripe - Storm

More colors and ideas at www.findyourlevel.com
Flourish Signature

I2593LV Flourish Signature - Etch

I2518LV Flourish Signature - Italics
Substrate Option - Print on Clear Window Film

I2519LV Flourish Signature - Notation
Custom Option - Add Logo

I2517LV Flourish Signature - Graffiti
Custom Option - Crop for Headboard

More colors and ideas at www.findyourlevel.com
Forget Me Knot

L11183CD Forget Me Knot - Dandelion

L11181CD Forget Me Knot - Heartstrings

L11182CD Forget Me Knot - Licorice Twist

More colors and ideas at www.findyourlevel.com
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Kerfluffle

I2523LV Kerfluffle - Kerplop

I2522LV Kerfluffle - Kerplunk
Custom Option - Remove Elements

I2595LV Kerfluffle - Kerchief

More colors and ideas at www.findyourlevel.com
I2531LV Kerfluffle Medallion - Kerplop | Substrate Option - Print on Clear Window Film
Kerfluffle Medallion

I2597LV Kerfluffle Medallion - Kerchief
Custom Option - Zoom In

I2532LV Kerfluffle Medallion - Kerflooey
Custom Option - Rotate 90°

I2530LV Kerfluffle Medallion - Kerplunk
Custom Option - Zoom In

More colors and ideas at www.findyourlevel.com
Kerfluffle Stripe

I2526LV Kerfluffle Stripe - Kerplunk
Custom Option - Rotate 90°

I2527LV Kerfluffle Stripe - Kerplop

I2528LV Kerfluffle Stripe - Kerflooey

More colors and ideas at www.findyourlevel.com
Petal Pushers

I2534LV Petal Pushers - Bellflower
I2537LV Petal Pushers - Leaflet
I2535LV Petal Pushers - Botanist

More colors and ideas at www.findyourlevel.com
Petal Pushers Texture

I2541LV Petal Pushers Texture - Goldenrod

I2542LV Petal Pushers Texture - Leaflet

I2540LV Petal Pushers Texture - Botanist

More colors and ideas at www.findyourlevel.com
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DIGITAL WALLCOVERINGS

Razzle Dazzle

I2544LV Razzle Dazzle - Jazzfest
Custom Option - Isolate Elements and Zoom In

I2598LV Razzle Dazzle - Sizzle
Custom Option - Isolate Elements and Zoom In

More colors and ideas at www.findyourlevel.com
I2557LV Shoot the Breeze - Windblown | Substrate Option - Print on Clear Window Film
Shoot the Breeze

I2555LV Shoot the Breeze - Upwind
Custom Option - Rotate 90°

I2554LV Shoot the Breeze - Crosswind
Substrate Option - Print on Clear Window Film

L11111CD Shoot the Breeze - Summer Winds

More colors and ideas at www.findyourlevel.com
Synchronized Swimming

I2564LV Synchronized Swimming - Deep Sea Diving
Substrate Option - Print on Clear Window Film

I2565LV Synchronized Swimming - Goldfish
Substrate Option - Print on Frosted Window Film

I2567LV Synchronized Swimming - Snorkel

More colors and ideas at www.findyourlevel.com
The Great Vine

L11141CD The Great Vine - Tawny Port

L11144CD The Great Vine - Concord Grape

L11143CD The Great Vine - Cyprus Green

Custom Option - Zoom In

More colors and ideas at www.findyourlevel.com
I2574LV X Ray Vision - Aura

I2575LV X Ray Vision - Inner Glow
Substrate Option - Print on Clear Window Film

I2577LV X Ray Vision - Positive
Substrate Option - Print on Clear Window Film

I2578LV X Ray Vision - Radiant
X Ray Vision Squared

I2580LV X Ray Vision Squared - Aura

I2582LV X Ray Vision Squared - Negative/Positive

I2581LV X Ray Vision Squared - Inner Glow

More colors and ideas at www.findyourlevel.com
X Ray Vision Solo

I2585LV X Ray Vision Solo - Aura

I2586LV X Ray Vision Solo - Inner Glow

I2590LV X Ray Vision Solo - Radiant

I2587LV X Ray Vision Solo - Negative

More colors and ideas at www.findyourlevel.com
82  Zoom In!
Increase the scale of a design for maximum impact.

84  Simple & Easy
Basic layout changes create dramatically different looks.

86  Express Color
Designs featuring flat areas of solid color are ideally suited to color customization.

88  Custom Color
Complex designs can be altered to blend with your custom color palette.

90  Point of Departure
Let our designs spark your imagination and inspire new ideas.

92  Substrates
Enhance the tactile interest of a design with specialty substrates.

94  Design Archives
Access over 25 years of extraordinary designs.

96  Custom Design
If you can dream it, we can create it.

View the entire collection and find more information, ideas, and support at:
www.findyourlevel.com
The entire mood of a design can be changed by simply altering its scale. Zoom in to create a bold, sweeping graphic, or scale down and repeat the pattern.
Rotate 90° and Create Mirror Image
Simple & Easy

Specify As Is

Isolate Elements

Simple adjustments can create dramatically different looks. Rotating or flipping a pattern can adapt it to better fit a space. Isolating individual design elements offers even greater creative options.

Rotate 90° and Create Stripe

More colors and ideas at www.findyourlevel.com
Designs featuring flat areas of solid color are ideally suited to color customization. The Color Target Sheets (see page 103) offer over 1,000 different hues that can be quickly and affordably placed into any of these designs to adapt them to your palette.
Modify Colors to Blend
Custom Color

Designs with complex textures and layers can be altered to blend with your custom color palette.

Specify As Is

Specify As Is

Modify Colors to Blend

More colors and ideas at www.findyourlevel.com
Let our designs spark your imagination and inspire new ideas. Each Level design is both a ready-to-specify, finished piece of art and a concept - a rough sketch open to any number of interpretations and alterations until it’s the perfect fit.

More colors and ideas at www.findyourlevel.com
The material on which a pattern is printed is an integral part of the design. The texture of a substrate can substitute for the original background of a design, giving it an entirely new interpretation.
FW3030B Tuscan Scenic

FW3010B Watercolor Journey

I2378SC Gingko - Red

Don’t see what you’re looking for? Browse our extensive library of thousands of designs. Go to www.findyourlevel.com and click on the Design Archives link.
Our custom design service is an ideal solution for those seeking to create a unique environment. We work with clients to develop a concept, and then create new artwork based on that vision.

More colors and ideas at www.findyourlevel.com
Environmental Responsibility

We proudly offer wallcovering options that meet the demands of our environmentally conscious customers without sacrificing the highest standards of artistry, quality, and durability.

In particular, Level digital wallcoverings offer green solutions in both our print technology and our offering of printable substrates.

We are also able to produce wallcoverings that, when printed with our latex inks on a PVC-free wallpaper, are GREENGUARD Children & Schools CertifiedSM, can help building owners obtain LEED credits, and meet AgBB criteria.

More information, ideas, and support at:

www.findyourlevel.com
Technology

The Level team are experts in the use of digital print technology for the commercial wallcoverings market. With over 10 years of experience, we have a deep knowledge and mastery of the intricacies of this technology. We also invest in the latest printing devices to offer the widest possible range of production options for our clients.

We also maintain a close relationship with our ink, laminate, and substrate suppliers, cooperating in R&D to improve the durability and applicability of our products. We continually expand our offering of substrate materials to keep up with the demands of the market and provide new options for designers and specifiers.

Inks & Laminates

Level wallcoverings are printed using the latest advancements in both UV-based and Solvent-based inks, and Latex-based inks are available as an eco-friendly option. An optional liquid laminate top-coat can provide additional durability and abrasion-resistance, especially in high-traffic applications.

Substrates

A wide variety of substrates is available including recycled vinyl, commercial wallpaper, window film, wood veneer, natural fiber materials, and more. While many of these feature environmentally friendly attributes, two of our most frequently used standard substrates offer exceptional environmental benefits: Solara, a heavyweight commercial paper, and Type II Recycled Vinyl.

**Solara Heavyweight Premium Commercial Wallpaper:**
- 30% Post Consumer Waste Recycled cellulose fiber
- PVC & POA (Olefin) Free
- No Plasticizers, phthalates, formaldehyde, chlorine, halogen
- No heavy metals, including cadmium, mercury, lead, or zinc
- No ozone depleting chemicals, harmful off gassings or VOC’s
- Can contribute towards the earning of LEEDs credits

**Type II Recycled Vinyl:**
- 20% recycled content
- Low VOC emitting
- Free of PFOA (Perfluorooctanoic Acid), DEHP plasticizers, and PBDE flame retardants
- No heavy metals, including cadmium and mercury
A Step-By-Step Guide to Specifying Level

Step 1: Select a Design & Color
The designs in the Level program are available in a range of standard colorations and many feature several layout variations. Each of these designs can be specified as is, or may be customized to better suit your needs.

If you choose any of the standard layouts and colorations offered, go directly to Step 3. For any custom options, go to Step 2.

Step 2: Choose Custom Options
Every design in the Level program was created with flexibility in mind, and the possibilities for their customization are near limitless. In an effort to make your project as simple as possible, choose from these options:

**Layout Customization**
- **Simple**: Many designs lend themselves to very simple modifications including flipping or rotating the design, creating a mirror image, or isolating specific elements. The intricacy of each design will determine if these adaptations are applicable, and our staff is available to assist in selecting these options.
- **Complex**: Specific modifications can be applied to the design by changing the technique of the artwork, adding new elements, or using a design as a launching point for a completely new piece of art.

**Color Customization**
- **Simple**: Designs with flat or solid colors can be simply customized. Rearranging the position of the colors within one of these designs, or even changing the colors to ones selected from our Color Target Sheets are examples of very simple color customization. The intricacy of each design will determine the application of these options, and our staff is more than happy to assist you.
- **Complex**: Artists have created many of our designs with complex texturing and layering. We can modify the colors in these designs to blend to your specific palette and we have a variety of tools at our disposal to facilitate this process.

Step 3: Determine Size & Scale
All Level designs, customized or not, are sized to customer specifications. In many cases you will simply need to know the overall height and length/width of your space, and your selected design will be sized accordingly. If you have a complex installation that requires multiple sizes or custom fitting to intricate spaces, please have as much information as possible ready when you call for your quote.
Step 4: Select a Substrate

Hundreds of standard and specialty materials available for printing. Some of these include:

- Recycled Type II Vinyl
- Smooth & Textured Type II Vinyl
- Window Films
- Commercial Pressure Sensitive Films
- Eco-Friendly Commercial Paper
- Wood Veneers
- Acoustic Sound Control Fabric
- Grasscloths
- Rigid Materials

Standard Substrates

These are the most often specified and popular materials. They have been thoroughly tested and are recommended for all Level designs. We keep in inventory each material in this group, which allows us to be very responsive to tight deadlines, and this group includes: Recycled-Content Type 2 Commercial Vinyl, Optically Clear Window Film, and Solara PVC-free Heavyweight Premium Commercial Wallpaper.

Specialty Substrates

We can digitally print on hundreds of different types of materials, including specialty films, rigid materials, wood veneers, grasscloths, fabrics and beaded or heavily embossed wallcoverings. We generally do not keep these materials on hand, but most can be readily obtained and tested for suitability for your installation requirements.

Our experienced, knowledgable staff can quickly provide you basic information about the durability and color characteristics of most specialty materials, and it is important to remember that printing on specialty materials nearly always involves a longer lead time and more upfront expense than our standard materials. However, there is no better way to create a stunning and utterly unique wallcovering than printing on these materials, and we’re here to help you every step of the way.

Step 5: Request a Quote

Once you’ve compiled all the information needed, simply provide the necessary information to your sales representative!

More information at:

www.findyourlevel.com
After You Request a Quote...

Below is the process that occurs once you have submitted a request for a quote. Of course each job is unique and may require deviations from this outline. Our job is to handle the complexity and we will make every effort to keep you informed of the status and progress of your job.

1. Receive Quote
2. Submit Purchase Order
3. Approve Proofing Tool(s)
4. Approve Strike-Off
5. Receive Product

For a more comprehensive outline of the production process, please visit:

www.findyourlevel.com/process
Proofing Tools Explained

While digital print technology allows for unparalleled design freedom, its print-on-demand nature necessitates some unique sampling and proofing solutions. Our goal is to provide the most accurate, beneficial, and cost effective tools possible to help you visualize the final product at various stages of development.

We have created an assortment of proofing devices, each targeted at demonstrating a specific task or specification. Depending on the complexity and level of customization associated with your project, you may receive one or more of these during the course of production.

Please visit the website or contact your sales representative for more information regarding these tools.

Design PDF
A emailed PDF file that visually demonstrates how a requested design will appear when sized, cropped, scaled, and/or customized to your specifications.

Custom Design Proof
A Custom Design Proof may be generated for custom colorations. The proof is printed on paper and features a crop of a given design re-colored in the selected custom colors. It is not intended for final color approval, but rather as an aid in establishing color placement and position.

Substrate Sample
A small swatch of unprinted substrate material, including its basic specifications, is available for all Standard Substrates and many Specialty Substrates.

Color Target Sheets
A series of color swatches printed on our recycled vinyl containing over 1,000 digitally printable colors. When specifying custom colors, the Color Target Sheets are an ideal and affordable starting point to selecting your colors.

Custom Color Grids
Occasionally a customer requests a custom color not found within the Color Target Sheets. In these instances a grid of color swatches is printed on the specified substrate. The swatch in the center of the grid is the closest equivalent to the target color, and the remaining swatches demonstrate a range of digitally printable variations of that color. The customer can choose the swatch that most closely simulates their desired color.

Strike-Off
The Strike-Off is your final sign-off prior to production. It is printed on your specified substrate and features a roughly 3 foot x 5 foot crop of the final artwork, demonstrating its actual production size, scale, color, material, and layout.
DIANA ROBINSON studied at the Cleveland Institute of Art where she received a BFA in painting and printmaking. After graduation she went to work for Imperial Wallcoverings where she began her career in surface design.

In 1984, Diana founded her company, DLM Studio. During her career in residential wallcoverings, Diana and her creative staff at DLM Studio created collections for most of the industry's best-selling brands including Waverly, Gramercy, and Village (all owned by F Schumacher & Co) as well as for Seabrook, Blonder, Brewster, Warner, Blue Mountain, Eisenhart, International, and Imperial.

Diana is also a founding partner of 4walls, one of the first companies to digitally produce wallcoverings with a combination of both creative and technical expertise. Through 4walls, Diana branched into the custom commercial market by marrying sophisticated design with a wide range of elegant printable substrates.

In 2005, Diana and DLM Studio began as the product designers for Bolta, Genon, Tower and Essex brands for Omnova Solutions, the largest commercial wallcoverings company in the world. Within the 4walls brand, Diana is creative director for a new line of residential wallpaper with manufacturing and global distribution by Wallquest, another industry leader. And she was a primary consultant and advisor to the innovative “Vizzon Décor” project. This online tool, which can be viewed at 4walls.com, allows users to customize and create their own wallcoverings.

Diana has consulted with many industry leading clients, and has won many awards in the industry including a Roscoe Award.