



livety

Brand Guidelines

Logo



The full colour version of the logo should be used
against coloured white or light backgrounds.



The white version of the logo should be used against coloured background or photography.



The icon can be used on it's own as a quick mark to indicate the Livety brand. E.g. social media icons, favicons, etc.



Enough space should be left around the logo so it remains clear and doesn't get lost in blocks of text. This space should be equal to the right hand section of the icon.

Generally the logo shouldn't be altered from the versions that were provided to you. Here are some key things that shouldn't be changed.



Don't change the colour of the logo.



Don't use a different font with the icon.



Don't compress or stretch the logo.



Don't change the arrangement of the logo.



The logo can be scaled down and still remain readable, but ideally it should never go smaller than 30 px (and even that is pretty small). At smaller sizes it's preferable to just use the icon instead of the full logo.

Colours

Left Half

RGB: 255 144 18
CMYK: 0 54 95 0
Pantone: 1495
HEX: #ff9012

RGB: 255 174 117
CMYK: 0 38 57 0
Pantone: 7410
HEX: #ffae75

Right Half

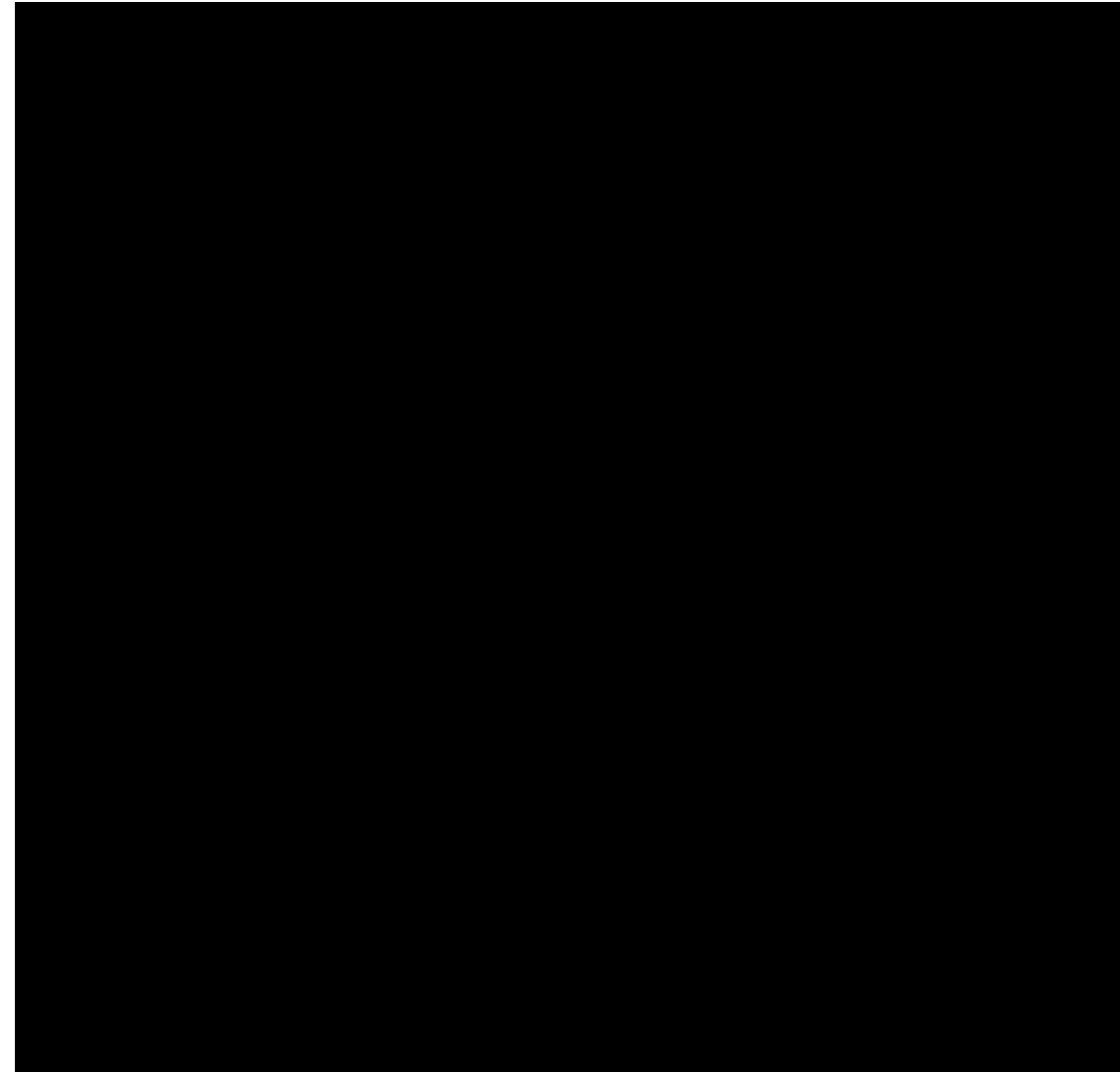
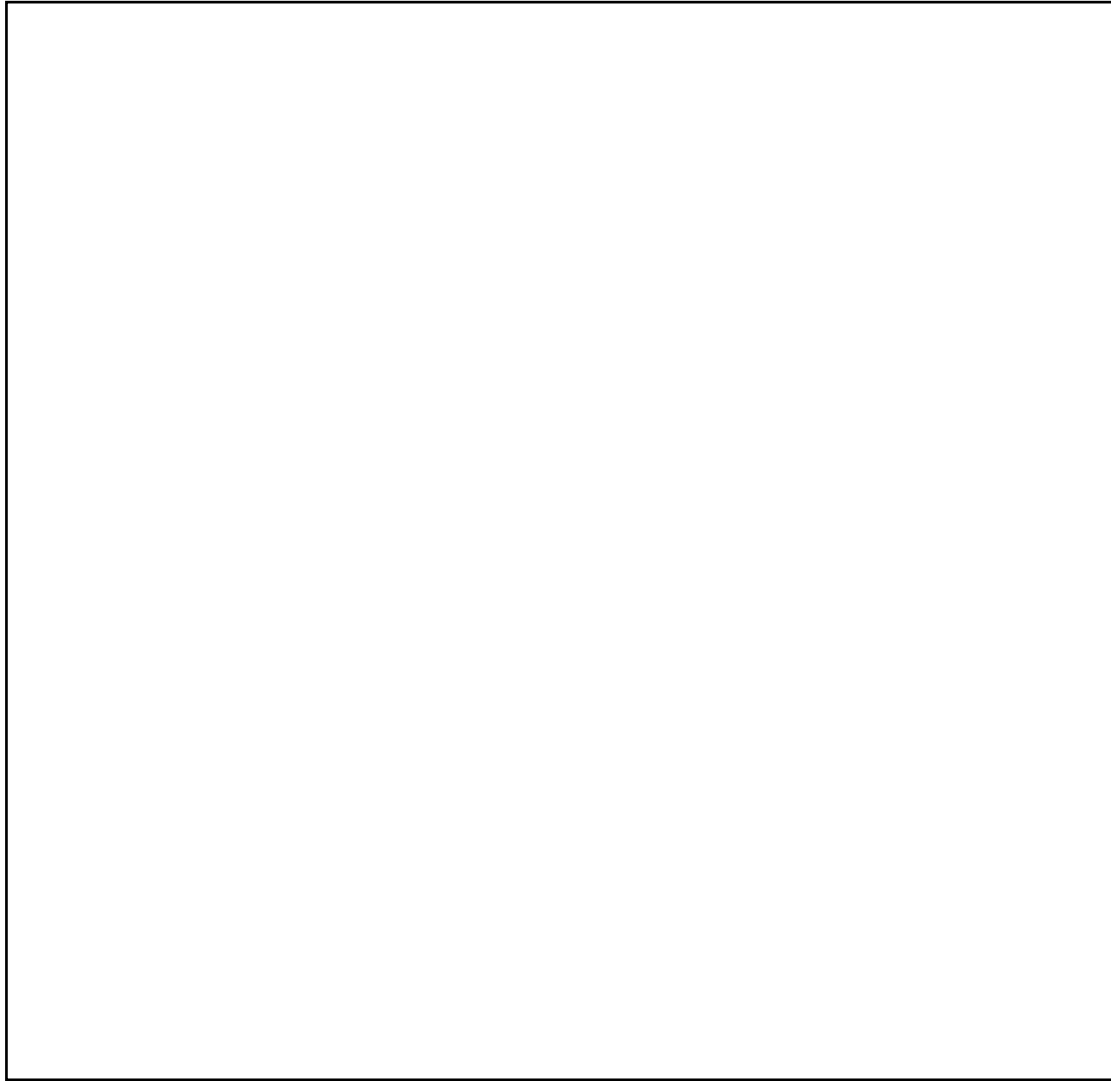
RGB: 226 67 1
CMYK: 6 87 100 1
Pantone: 1665
HEX: #e24301

RGB: 221 95 19
CMYK: 9 76 100 1
Pantone: 1595
HEX: #dd5f13

The icon is made up of four colours. Each half of it has a gradient going from dark to light, made up of the colours above. Any of these colours can be used throughout the identity in any way you see fit.

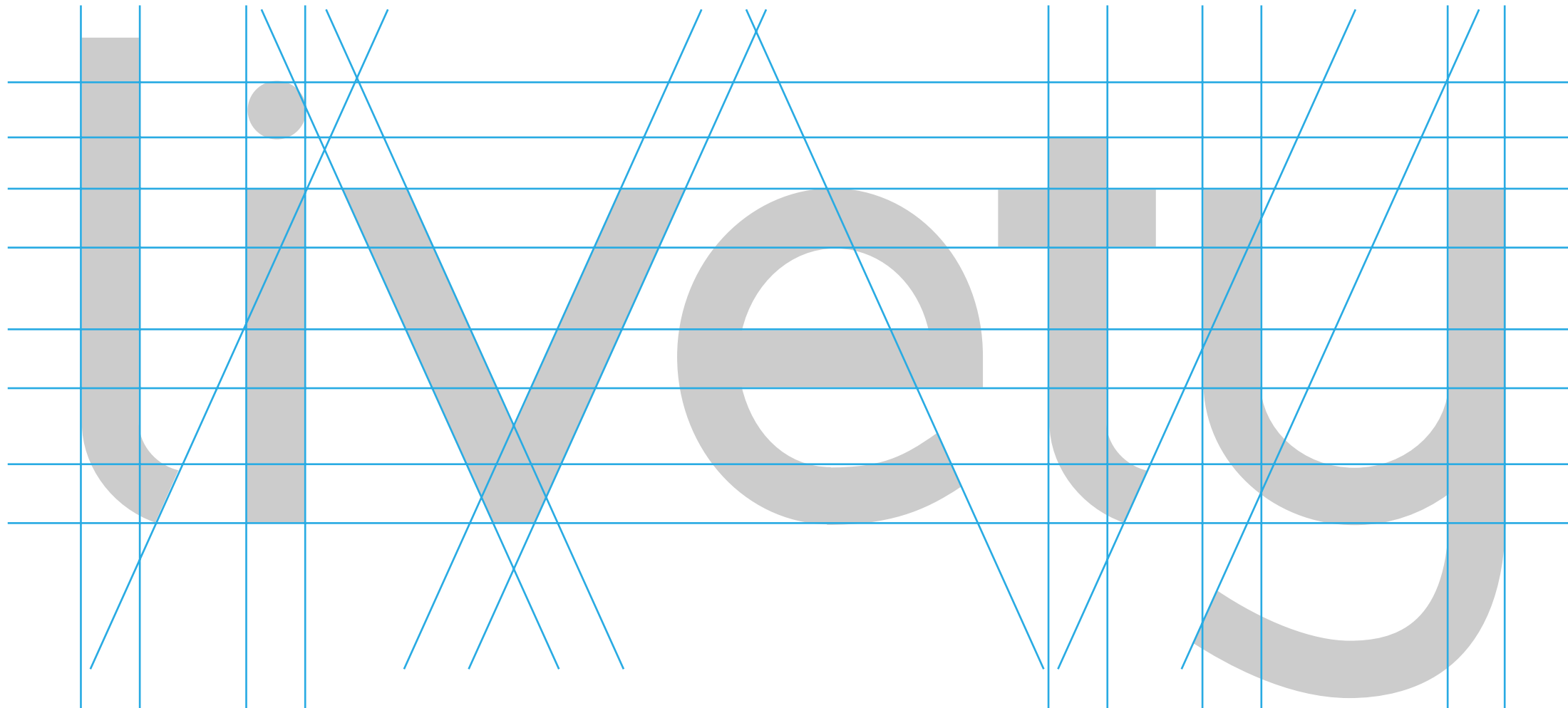


The gradients are set at a 30° angle and are used to give a sense of depth and tactility to the logo.



The wordmark and body text are presented in either black or white.

Typography



The wordmark was created in an entirely custom font. This isn't easily replicatable and should not be used in any situation apart from the logo.

Univers 55 Roman

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 (! @ £ \$ % ? < > , . : ; " ' /)

The font that is used for printed communications (such as the business cards and letterhead) is Univers 55 Roman.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 (!@£\$%?<>,.:;'"'/)

If you don't have access to this font it can be substituted with Arial Regular. Arial should also be used on web platforms, because as it's a system font that ensures everyone can see it.