

Livety Branding
Round Two
23.09.15

Following your feedback from the last round, I've focused on one single design. I've divided this document into a number of sections, focusing on different areas of the identity – the icon, the wordmark, the complete logo and the colour palette.

Generally I went for something clean and simple, with some youthful energy but also a solid and trustworthy feel. Hopefully that ticks off what you were after in the brief.

Again, I think it's best if you read through this document, take some time to think about it and let me know any feedback you have via email. I can then take that all into consideration and put together the next round. Ideally once I have your feedback on what is presented here then I'll have a firm idea of how to approach the business cards, stationery and any other items you need at this stage, so will be able to include them all.

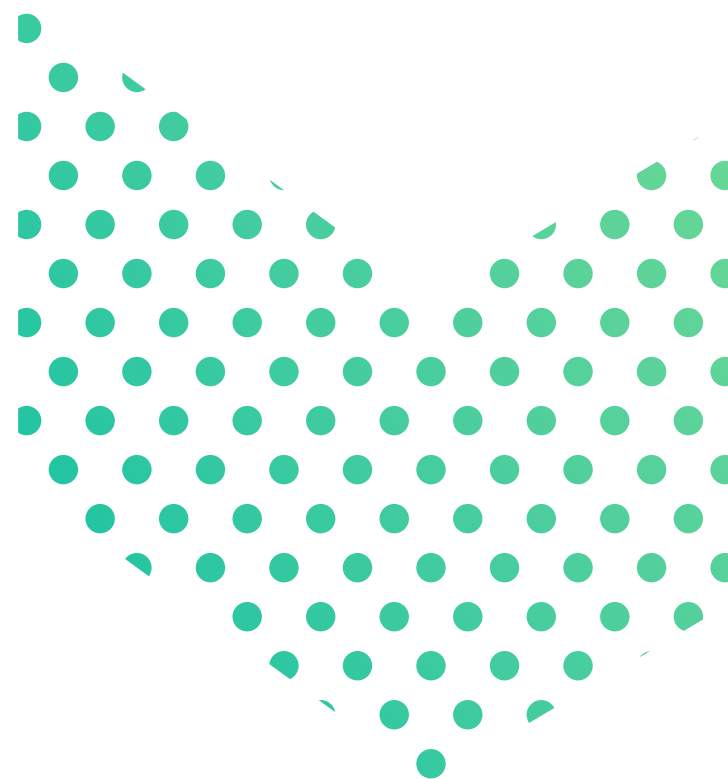
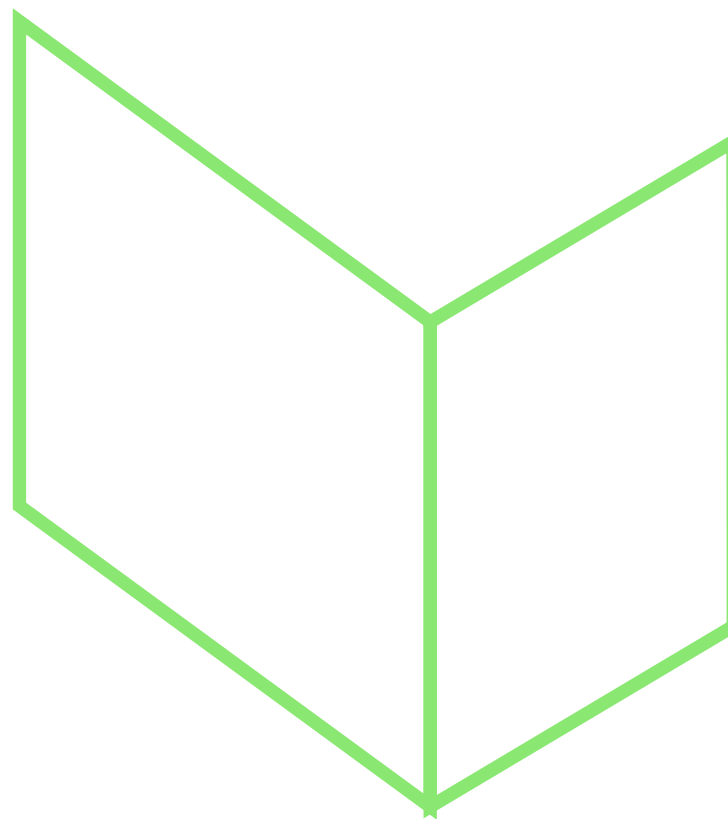
Icon



The Icon:

The icon is now more fully derived from the letter 'L', although still with allusions to the 'V'. It is solid and geometric and balanced and can represent a number of things depending on how you look at it – a 3D L, a tick, an arrow, two sides of a house, an open book. It can be read in many different ways.

As such, it could also be flexible, able to take on different colours and forms. It works just as well as a single, flat, monochrome shape as it does with the two shaded halves. It can be a container for images. It can be filled with patterns. It can be an outline. When it's being used for students it can be vibrant neon green, when it's being aimed at their parents it can be solid and serious black.



Wordmark

livety

The Wordmark:

The text is entirely custom, created specifically for the purpose of this logo.

It maintains a basis in geometric shapes, making it sit neatly with the icon, but rather than sharp corners it has gentle curves, making it a little softer to balance things out.

The use of a lower-case L is to offset the upper-case L found in the icon, and also to give the whole identity a friendlier and more youthful feel.

All of the angles throughout are taken from the diagonal line in the letter V, giving it a further link to the diagonal lines of the icon.

The Logo



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The Logo

The logo is comprised of the two parts previously discussed, the icon and the wordmark. It fits together neatly, with the sharp angles of the icon balanced out by the curves of the wordmark.

It can work against a variety of backgrounds, sitting comfortably against light or dark colours, or can become a monotone version set against a colour.

It's also designed to scale down and still be legible at small sizes, making it ideal for the footer of a website.



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160px



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120px



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80px



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40px



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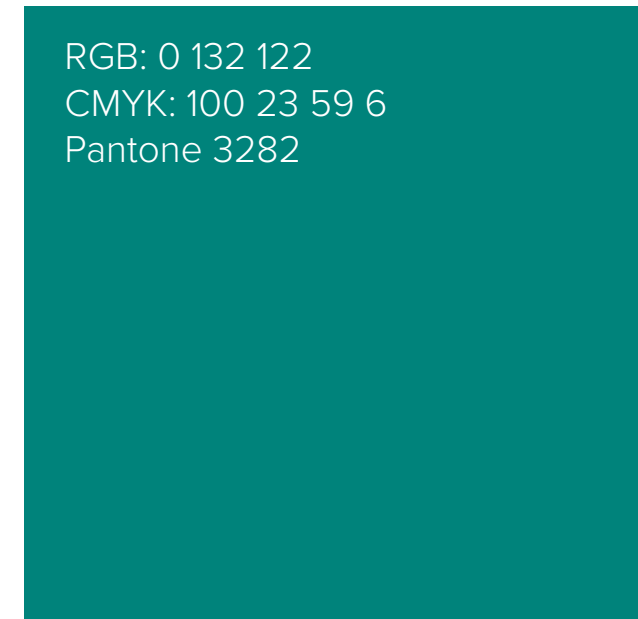
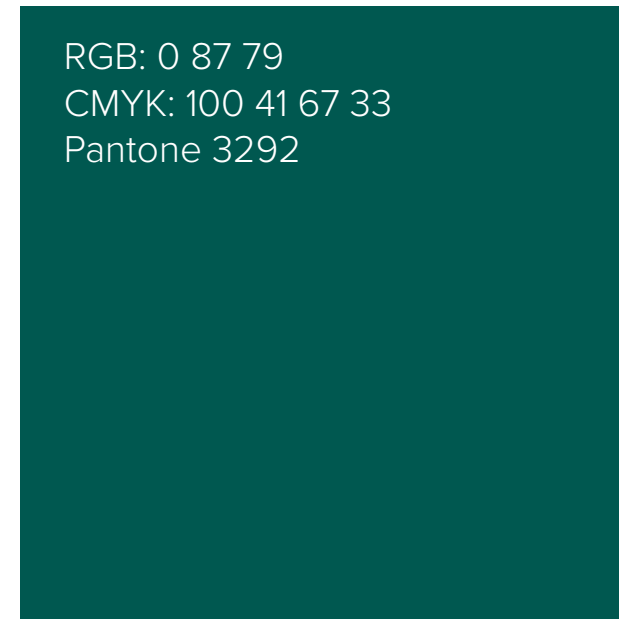
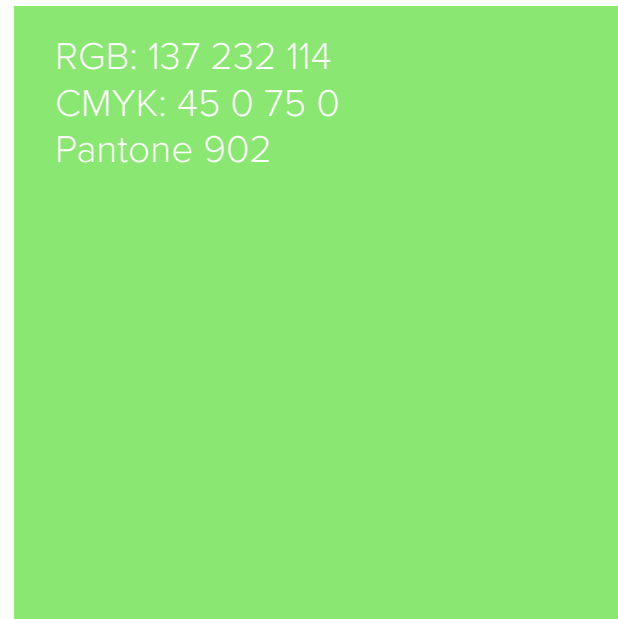
Colour Palette

Colour Palette:

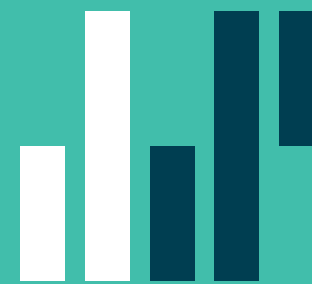
The colour palette was chosen to appeal to the student market, and as something that makes the identity stand apart from competitors. This was inspired by your Zoopla example, as a brand which purposefully goes in the opposite direction to all the others.

I think something a little more fun, with more in common with a sports brand or a gig poster, will really help appeal to the student demographic, and show that you have a greater understanding of them rather than a lot of the other more dry, corporate-looking student services.

The use of the gradient helps give the icon more depth, as well as generally making the whole identity feel a bit more vibrant and alive.



Thanks



www.joe-stone.co.uk