livestream

Brand Guide

About the Logo

The Livestream logo is playful but powerful, sleek but strong, light but grounded. The red sash flying behind "l" gives the logo movement and life.

The Livestream logo and logo mark may be used to represent our brand, one of our products, or an event on Livestream.

Please use the following guidelines as a reference when using the Livestream logo.
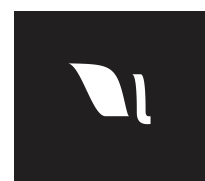
LOGO: FULL COLOR

LOGO: INVERTED

LOGO: MONOCHROME

Logo Sizes

Preserve Clear Space

When using the Livestream logo a consistent area of empty space is required. There should be a minimum clear space around the logo that is equal to its height or greater in all directions.
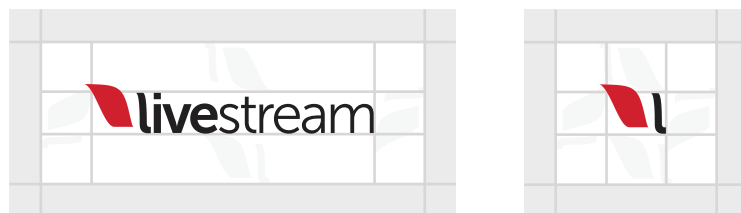
Use Proper Alignment

When aligning the Livestream logo to other objects, be sure to use the logo alignment guide shown to the right.
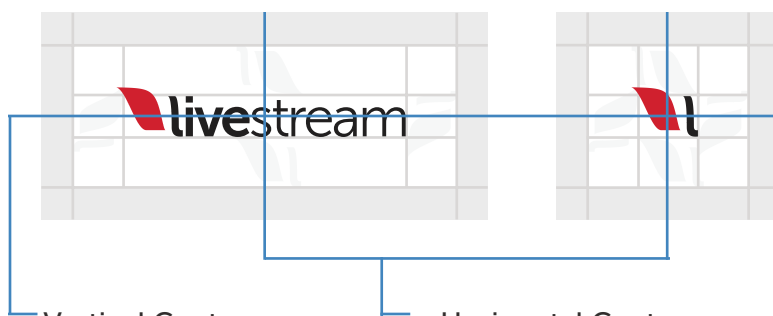
Maintain Proportions

When resizing the Livestream logo, be sure to use the proper proportions.

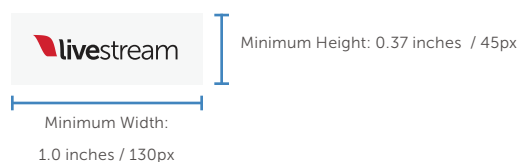LOGO BUFFER ZONES

LOGO ALIGNMENT

Vertical Center

To find the vertical center of the Livestream logo you must find the vertical center of the "L" and follow that across the length of the mark.

Horizontal Center

The horizontal center is not based on the full width of the mark; to find the horizontal center please use the buffer zones above and center align to those.

LOGO MINIMUM SIZE

Minimum Height: 0.37 inches / 45px

Minimum Width:
1.0 inches / 130px

Improper Use of the Logo

Please use the following instructions as a guide of how you should **not use** the Livestream logo. These same rules apply for the Livestream icon.

Don't...

Use the previous version of the logo with the gradient

Don't...

Use any color version of the logo other than mentioned above

Don't...

Rotate the logo or icon

Don't...

Obstruct the logo with another object

Don't...

Apply effects to the logo

Don't...

Place the standard logo on a colored background

Don't...

Place the standard logo on a dark background

Don't...

Place the inverted logo on a light background

Don't...

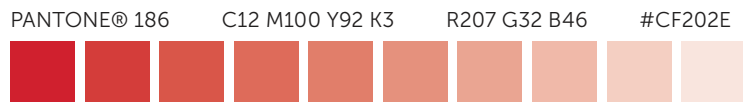Resize the logo in a single direction causing distortion

Colors

Livestream Color Palette

Using a color palette avoids having approximate versions of the same color in various media. The primary colors for Livestream are Red and Black. Secondary colors of Orange, Yellow, Green, Blue, and Purple may be used to accompany the primary colors. Percentage tints can be used in any of these colors.
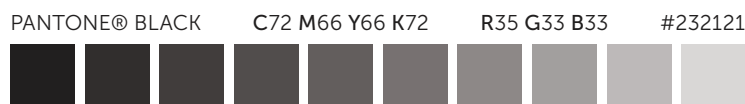
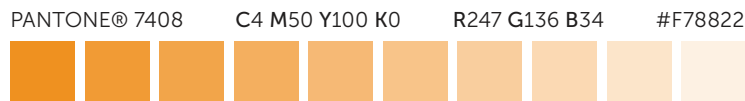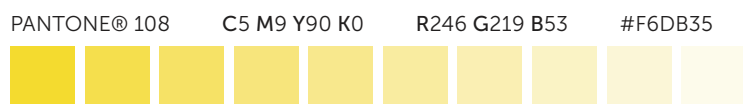Other colors may be used where appropriate.

Livestream Red

| PANTONE® 186 | C12 M100 Y92 K3 | R207 G32 B46 | #CF202E |

Black

| PANTONE® BLACK | C72 M66 Y66 K72 | R35 G33 B33 | #232121 |

SECONDARY PALETTE

Orange

| PANTONE® 7408 | C4 M50 Y100 K0 | R247 G136 B34 | #F78822 |

Yellow

| PANTONE® 108 | C5 M9 Y90 K0 | R246 G219 B53 | #F6DB35 |

Green

| PANTONE® 360 | C60 M0 Y80 K0 | R109 G192 B103 | #6DC067 |

Blue

| PANTONE® 285 | C75 M40 Y5 K0 | R65 G133 B190 | #4185BE |

Purple

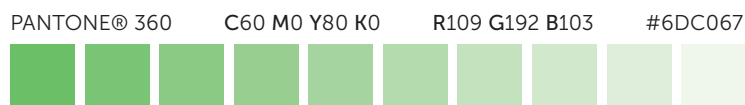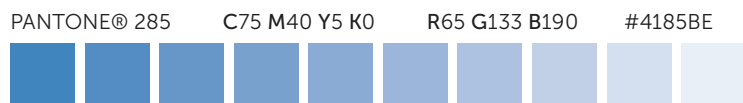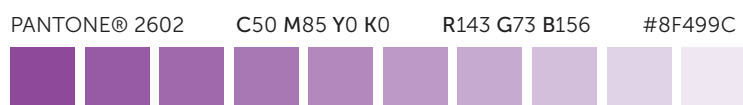| PANTONE® 2602 | C50 M85 Y0 K0 | R143 G73 B156 | #8F499C |

Typography

Museo Sans

The primary font family used in all Livestream print, electronic and broadcast media communications is Museo Sans.

Museo Sans is a sturdy, low contrast, geometric, highly legible sans serif typeface very well suited for any display and text use.

- The primary weight is 300, but four (non-italic) font weights are acceptable: 100, 300, 500 and 700.
- All body copy in printed materials should be set in Museo Sans 300 upper-lowercase with a minimum size of 8pt.
- Italics may be used in special grammatical instances only, never in headlines, subheads or body copy.

MUSEO SANS 100 - 16PT

THE FIVE BOXING WIZARDS JUMP QUICKLY.

the five boxing wizards jump quickly.

1234567890

MUSEO SANS 300 - 16PT

THE FIVE BOXING WIZARDS JUMP QUICKLY.

the five boxing wizards jump quickly.

1234567890

MUSEO SANS 500 - 16PT

THE FIVE BOXING WIZARDS JUMP QUICKLY.

the five boxing wizards jump quickly.

1234567890

MUSEO SANS 700 - 16PT

THE FIVE BOXING WIZARDS JUMP QUICKLY.

the five boxing wizards jump quickly.

1234567890

Other Fonts

No Museo Sans?

Every effort should be made to utilize the Museo Sans font family as the Livestream brand typeface. If Museo Sans is not available in a particular program, use Helvetica Neue as a substitute font.

No Helvetica Neue?

In rare circumstances there will be no Helvetica Neue available. In these situations you may fall back to Arial.

HELVETICA NEUE LIGHT - 16PT

THE FIVE BOXING WIZARDS JUMP QUICKLY.

the five boxing wizards jump quickly.

1234567890

HELVETICA NEUE REGULAR - 16PT

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1234567890

HELVETICA NEUE BOLD - 16PT

THE FIVE BOXING WIZARDS JUMP QUICKLY.

the five boxing wizards jump quickly.

1234567890