



LIVeLIKE



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BRAND OVERVIEW

About LiveLike

LiveLike is an innovative digital service provider that offers powerful engagement tools to enhance online experiences.

Vision

We democratize online engagement tools to increase tech access across a variety of industries.

Mission

To empower digital experiences and convert passive audiences into engaged users!



Brand Personality

The LiveLike brand is:

Authoritative
Approachable
Energetic
Fun

This tone helps get clients excited about the prospect of re-invigorating their audiences with LiveLike's suite of tools. The energy and vibrance of the tone and the words used reflect the end-goal of LiveLike itself: to electrify audiences and increase overall engagement.



Audience and Industry Segments

Sports

Target demographic: All major professional, amateur, and collegiate sports as well as eSports

Specific segment messaging: Fan engagement and community, using exciting language

Education

Target demographic: All levels of schooling (elementary, high school, college, etc.) as well as professional conferences

Specific segment messaging: Driving engagement through access to digital learning tools and materials

Entertainment

Target demographic: Concerts, comedy shows, and other live events

Specific segment messaging: Crowd interaction and community

Business

Target demographic: Small, medium, and large corporations

Specific segment messaging: Employee communication and feedback

Fintech

Target demographic: Banks, credit unions, investment firms, payment platforms, etc.

Specific segment messaging: ROI and revenue generation

eCommerce

Target demographic: Businesses with e-commerce websites across all industries

Specific segment messaging: Customer engagement and community



VISUAL IDENTITY

Primary Logo

For use on all communications, from stationery and packaging to website pages and all other applications.



Secondary Symbol

For secondary use on all types of communications, wherever the primary logo does not fit or might not be required.



Logo Clear Space

The amount of clear space around the logo is measured by the size of the letter "K" in the wordmark.



Minimum Logo Size

Every logo has a practical cut-off point in size where the identity will suffer from a lack of clarity.

The logo needs to be clear in every situation it is used, which is why this cut-off point is to be used.



Logo Variations

Each color represents a different audience and industry segment.



Primary Logo



Entertainment



Fintech



Business



Sports



Education

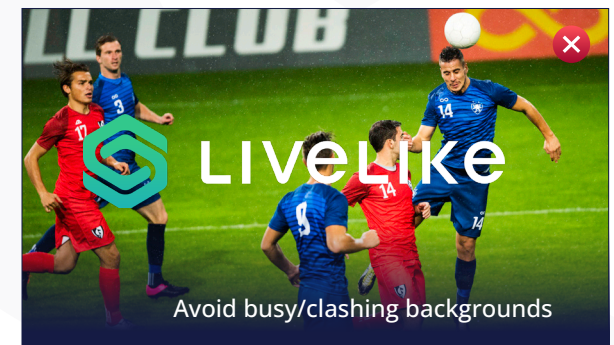


eCommerce



Logo Usage

To ensure that the logo will consistently and effectively represent the brand the way it was intended, be sure to apply the following rules:



COLOR

#27bf9d

R39 G191 B157

C71 M0 Y051 K00

Primary Color

The LiveLike Green and its shades are the primary colors to be used in corporate materials and all types of communications.

#4eb688



#16b3b2

COLORS

Color Palette

These colours are used in specific ways to ensure consistency across the segments. You can find examples of execution under "*Brand in Action*" on this document.

Do not mix different hues for specific segments. The palettes should be monochromatic within their segments.

Use different opacity of all shades for variety when needed.

Primary/Sports Green	Entertainment Red	Fintech Orange	Business Yellow	Education Blue	eCommerce Purple
#27BF9D R39 G191 B157 C71 M0 Y051 K00	#FF4F58 R255 G79 B88 C0 M84 Y58 K0	#FC822B R252 G130 B43 C0 M61 Y93 K0	#FFD045 R255 G208 B69 C0 M17 Y83 K0	#2565F9 R37 G101 B249 C80 M62 Y0 K0	#754DE4 R117 G77 B228 C68 M73 Y0 K0
#49ffcb	#FF8B91	#FFAC63	#FEDF8C	#379FFC	#BCA7EB
#007878	#FF0042	#F2620F	#EF8F00	#105DFB	#4F1CAB
#003d48	#A00D32	#6E250B	#845001	#05328B	#2B095B

COLORS

Text Color Usage

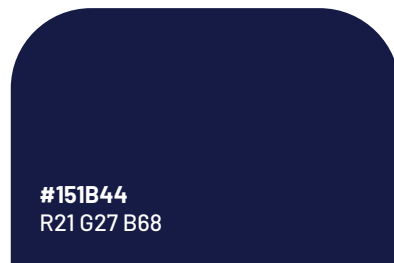
Follow these guidelines when using text on top of solid color backgrounds.

Lorem Ipsum web and print	Lorem Ipsum web and print	Lorem Ipsum web and print
Lorem Ipsum print only	Lorem Ipsum print only	Lorem Ipsum print only
Lorem Ipsum web and print	Lorem Ipsum web and print	Lorem Ipsum web and print
Lorem Ipsum web and print	Lorem Ipsum web and print	Lorem Ipsum web and print

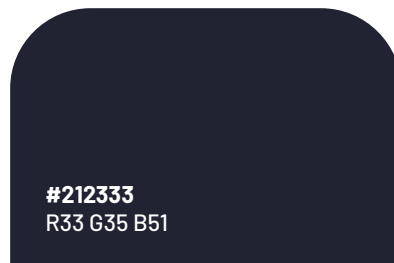
COLORS

Background Colors

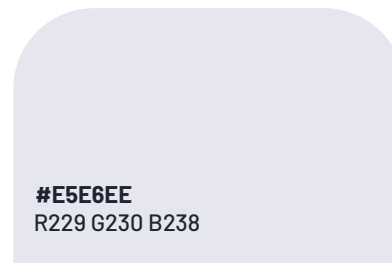
Navy



Charcol



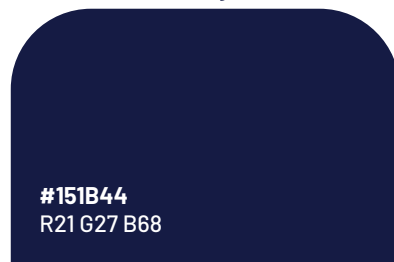
Chalk



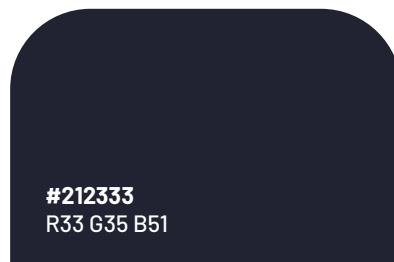
Use these colors as background, as well as just white.

Font Colors

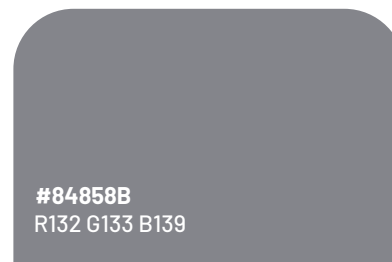
Navy



Charcol



Aluminum



Use these colors for font and design elements as needed.

TYPOGRAPHY

BARLOW

Use Barlow Black headings and Display text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789*/+ - @ # \$ % ^ & * () []

Open Sans

Use Open Sans Medium for body text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789*/+ - @ # \$ % ^ & * () []



Display, H1
Barlow Black

YOUR IDEAL FAN EXPERIENCE



Barlow
Extra Bold

YOUR IDEAL FAN EXPERIENCE



Barlow Bold

YOUR IDEAL FAN EXPERIENCE



H2,H3,H4
Barlow Bold

No one understands your fans better than you do



Barlow Black

No one understands your fans better than you do

TYPE SETTING 1

Eyebrow LOREM IPSUM DOLOR | BARLOW BOLD

Heading/Title **LOREM IPSUM | Barlow Black**

Sub-heading **Dolor sit amet. | Barlow Bold**

Body Copy Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam malesuada, mauris nec convallis efficitur, nulla neque fermentum mauris, sed accumsan ex justo vitae massa. Aenean facilisis lacus ullamcorper nibh dictum, ut scelerisque metus molestie. Suspendisse ut eleifend dui, in ultricies arcu. Proin ultrices urna ante, at facilisis enim porttitor sit amet.
| OPEN SANS MEDIUM

Quote/Call-out Proin ultrices urna ante, at facilisis enim porttitor sit amet. | Barlow Bold
– John Doe

Bulleted List

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit. | OPEN SANS MEDIUM

Stream Information

Event Title
Date: MM/DD/YYYY | **Time:** 00:00
Host/Speaker: John Doe

TYPE SETTING 2

Eyebrow CONSECTETUR ADIPISCING | BARLOW BOLD

H1 **LOREM IPSUM DOLOR | Barlow Black**

H2 **Cras et tincidunt diam. | Barlow Bold**

Body Copy Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam malesuada, mauris nec convallis efficitur, nulla neque fermentum mauris, sed accumsan ex justo vitae massa. Aenean facilisis lacus ullamcorper nibh dictum, ut scelerisque metus molestie. | OPEN SANS MEDIUM

H3 **Lorem ipsum dolor sit | Barlow Bold**

Body Copy Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam malesuada, mauris nec convallis efficitur, nulla neque fermentum mauris. | OPEN SANS MEDIUM

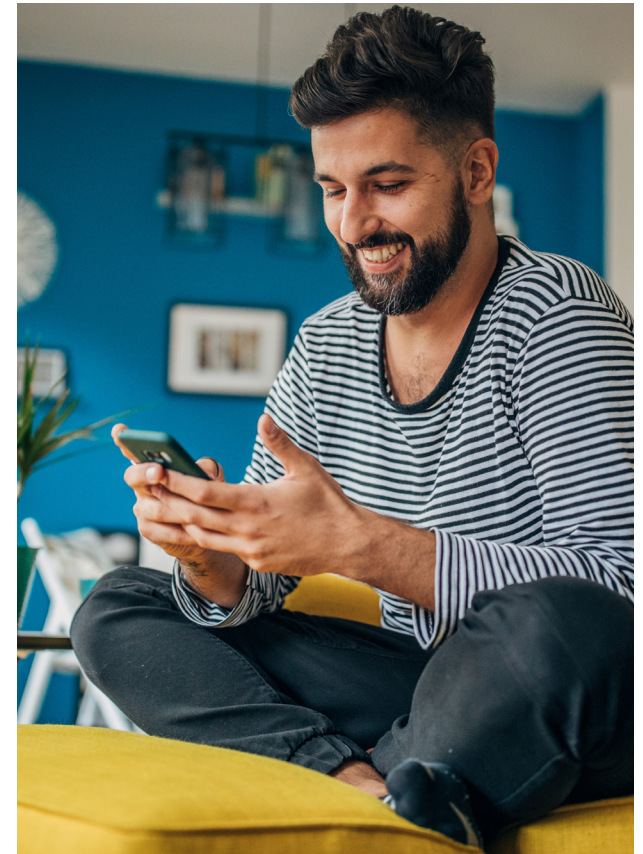
H4 **Lorem ipsum dolor sit | Barlow Bold**

- Bulleted List**
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
 - Lorem ipsum dolor sit amet, consectetur adipiscing elit.
 - Lorem ipsum dolor sit amet, consectetur adipiscing elit. | OPEN SANS MEDIUM

IMAGERY

Imagery Direction

During art direction or while resourcing photography, use our brand personality to shape your approach and use images that tell a story at a glance.



IMAGERY

Imagery Styles

Segments

Environmental shots related to the specific industry segments.



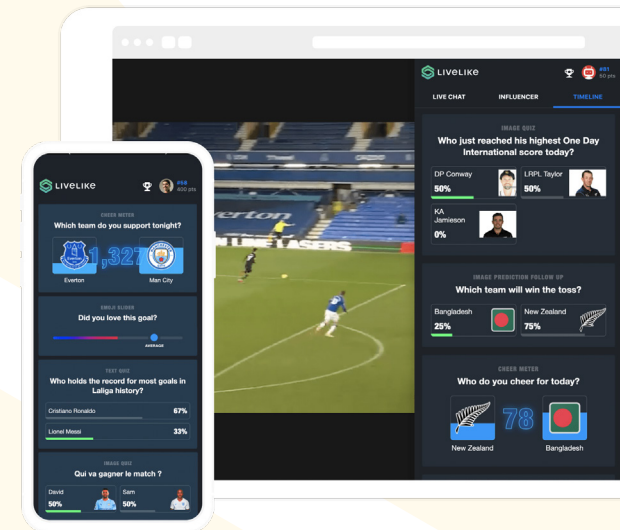
Audience

Audience interacting with LiveLike product.



Product

Showcase interface.





VERBAL IDENTITY

Fun and innovative, with industry-leading expertise

The LiveLike brand is authoritative, approachable, fun and energetic. Our tone is a key factor in exciting our clients about our digital tools. The energy and vibrance of the tone and the words used reflect the end-goal of LiveLike itself: to electrify audiences and increase overall engagement. The language used also reflects LiveLike's position as pioneers in the world of redefining engagement in a wide variety of different industries.

Activate Your Audience

LiveLike's mission is to convert passive audiences into engaged communities. This tagline speaks to this transformation while focusing exclusively on the positive aspect of engagement.

This tagline should be used for LiveLike's umbrella brand as well as all subdivisions of the brand, including LiveLike Sports, LiveLike Education, LiveLike Business, and more.

Unique Value Propositions

LiveLike offers three core unique value propositions:

CONTENT INTERACTION

SOCIAL ENGAGEMENT

GAMIFICATION

These three elements set LiveLike apart from the competition, and therefore should be highlighted when appropriate.

When referring to these unique value propositions, use the following key messages:

INTERACTIVITY > **DESIGNED TO ENGAGE**

SOCIAL > **BUILT TO BELONG**

GAMIFICATION > **THE MOTIVATING FACTOR**

CTAs

When writing a call to action (CTA) button, make sure the copy is simple and straightforward. It's useful to create a sense of urgency (e.g. using the words "Now" and "Today") and use engaging language.

Example CTAs

Get Started Now

Learn More

Additional CTAs:

Request A Demo Today

See All Jobs

Download Now

Learn More

Explore

Discover

Activate Your Audience Today

WORD BANK

A list of commonly used words that help shape LiveLike's brand identity and personality

Engage/Engaged	Boost	Customize
Interact/Interactivity	Elevate	Facilitate
Gamification/Gamify	Enhance	Amplify
Power (verb, i.e. "Power your interactions")	Platform	Audience
Fans/Fandom	Experience	Heighten
Clients (LiveLike's direct audience)	Tools	Suite of interactive tools
Customers (LiveLike end-users)	Unified	
	Custom	

Key Messaging Phrases

- Engage. Entertain. Monetize.
- Unlock the value of your interactive audience.
- Power your business with your interactive audience.
- Let your interactive audience power your business.
- The all-in-one audience engagement platform.
- Live interactive experiences made easy.
- Deliver value to your audience. Grow your business.

GRAMMAR AND STYLE

- Whenever possible, speak directly to your audience and avoid referring to LiveLike in the third person:
 - ✓ Convert passive audiences to engaged communities.
 - ✗ LiveLike is on a mission to convert passive audiences into engaged communities.
- Write short, punchy sentences and avoid fluff.
- Use mainly common words that people know with some industry buzzwords.
- Opt for AP Style Guide:
 - Oxford comma
 - US spelling (e.g. "color", "flavor", etc.)
 - Spell out numbers one through nine (e.g. "one", "two", "three", etc.)
 - Use numerals for numbers 10 and greater (e.g. "10", "11", "12", etc.)
 - Dates should be abbreviated, without the use of "st", "nd", "rd", or "th" (e.g. "Feb. 12, 2022")
 - Time should include "a.m." and "p.m.", aside from noon and midnight (e.g. "8:00 pm")

EMOJIS

Use of Emojis

Emojis are a fun and lighthearted way to make social media content more engaging. However, there's a fine line between being dynamic and going overboard.

Emoji Best Practices

- Less is more (1-2 emojis per post)
- Use emojis that consist primarily of symbols and objects
- Avoid using emojis on LinkedIn as it is more of a professional networking tool (Twitter and Instagram are preferable)

Emoji Risk Factors

- Some emojis have double meanings
- Meaning of an emoji can change over time
- Emojis show up differently on different devices
- Emojis are constantly updated and changed

Evergreen Emojis*

**Here are some examples of safe emojis for various industries.*

Miscellaneous



Entertainment



ESports



Sports



Business



Fintech



Education



Emojis to Avoid

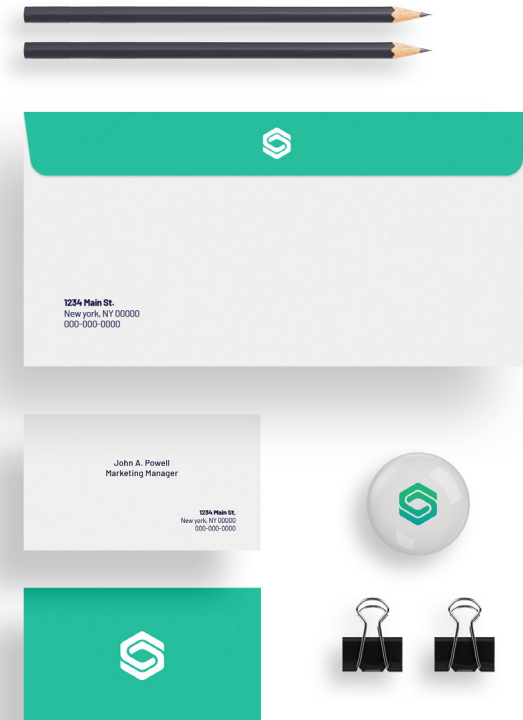
Some emojis to Avoid





**BRAND
IN ACTION**

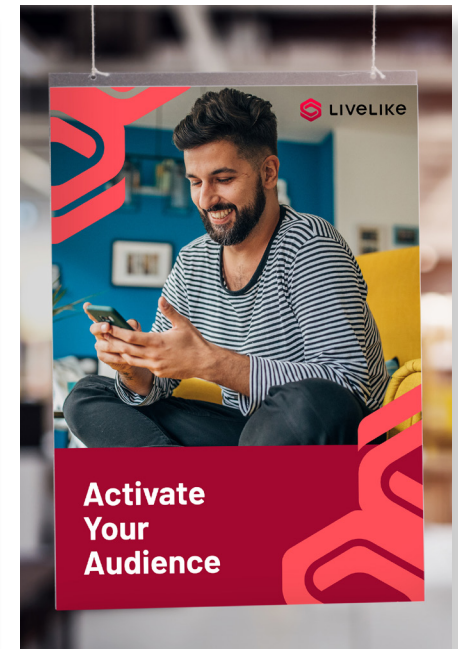
Stationery Design



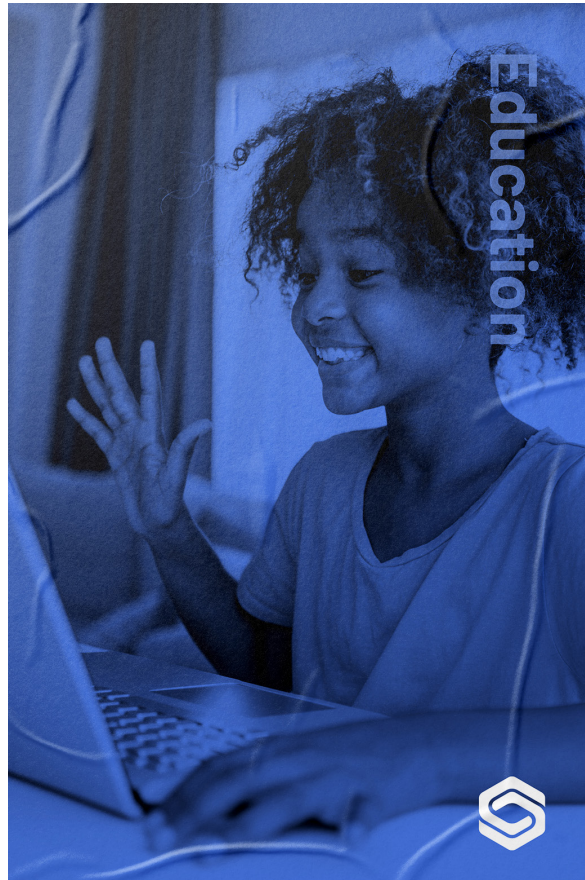
Presentation Templates



Miscellaneous



Miscellaneous



Miscellaneous



