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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 Overview

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
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

<table>
<thead>
<tr>
<th>Color</th>
<th>Industry</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green</td>
<td>Entertainment</td>
</tr>
<tr>
<td>Orange</td>
<td>Fintech</td>
</tr>
<tr>
<td>Yellow</td>
<td>Business</td>
</tr>
<tr>
<td>Teal</td>
<td>Sports</td>
</tr>
<tr>
<td>Purple</td>
<td>Education</td>
</tr>
<tr>
<td>Blue</td>
<td>eCommerce</td>
</tr>
</tbody>
</table>
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:

- Dark logo on light background
- Light logo on dark background
- Overlay on image
- Don't cut off the logo
- Don't stretch the logo
- Avoid busy/clashing backgrounds
- Don't color block the logo
- Don't outline the logo
- Don't use off brand logo variations
Primary Color

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

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

<table>
<thead>
<tr>
<th>Text Color Usage</th>
<th>Color 1</th>
<th>Color 2</th>
<th>Color 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lorem Ipsum</td>
<td>web and print</td>
<td>web and print</td>
<td>web and print</td>
</tr>
<tr>
<td>Lorem Ipsum</td>
<td>print only</td>
<td>print only</td>
<td>print only</td>
</tr>
</tbody>
</table>

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*/+-@#$%^&*()[]
YOUR IDEAL FAN EXPERIENCE

No one understands your fans better than you do

Barlow Extra Bold

Barlow Bold

H2, H3, H4

Barlow Black

Barlow Black

Event Title

Date: MM/DD/YYYY  |  Time: 00:00

Host/Speaker: John Doe
CONSECTETUR ADIPISCING | BARLOW BOLD

LOREM IPSUM DOLOR | Barlow Black

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

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

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 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 Styles

Segments
Environmental shots related to the specific industry segments.

Audience
Audience interacting with LiveLike product.

Product
Showcase interface.
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
Interact/Interactivity
Gamification/Gamify
Power (verb, i.e. “Power your interactions”)
Fans/Fandom
Clients (LiveLike’s direct audience)
Customers (LiveLike end-users)

Boost
Elevate
Enhance
Platform
Experience
Tools
Unified
Custom

Customize
Facilitate
Amplify
Audience
Heighten
Suite of interactive tools

Key Messaging Phrases

• 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.
• 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”)
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.

<table>
<thead>
<tr>
<th>Miscellaneous</th>
<th>Entertainment</th>
<th>eSports</th>
<th>Sports</th>
<th>Business</th>
<th>Fintech</th>
<th>Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>🌟=$((())=&gt;&lt;!</td>
<td>🎤🎮槔承接²</td>
<td>🕹️🎮éal</td>
<td>🏑🏀لعب</td>
<td>🧓🏼продаж</td>
<td>💰📊crypt</td>
<td>🙋🏼📚🎓בש</td>
</tr>
</tbody>
</table>

Emojis to Avoid

Some emojis to Avoid

![Some emojis to Avoid](image-url)
Miscellaneous
Miscellaneous
Miscellaneous

Activate Your Audience