



LIVERUR

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BRAND ELEMENTS

1.1 STRUCTURE

VERSION 1



BRAND ELEMENTS

1.1 STRUCTURE

VERSION 2



BRAND ELEMENTS

1.1 STRUCTURE

VERSION 3



BRAND ELEMENT

1.2 COLOURS



SCREEN

R: 152
G: 190
B: 103

Hexadecimal: #98be67

PRINT

C: 41
M: 0
Y: 68
K: 0

PANTONE: Solid Coated 367 C



SCREEN

R: 71
G: 120
B: 108

Hexadecimal: #47786c

PRINT

C: 96
M: 0
Y: 47
K: 19

PANTONE: Solid Coated 7717 C

BRAND ELEMENTS

1.3 APPLICATION ON COLOURS BACKGROUNDS



BRAND ELEMENTS

1.3 APPLICATIONS ON COLOURS BACKGROUNDS



BRAND ELEMENTS

1.4 BLACK & WHITE VERSION



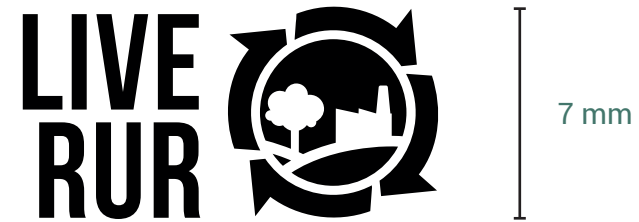
BRAND ELEMENTS

1.4 BLACK & WHITE VERSION



BRAND ELEMENTS

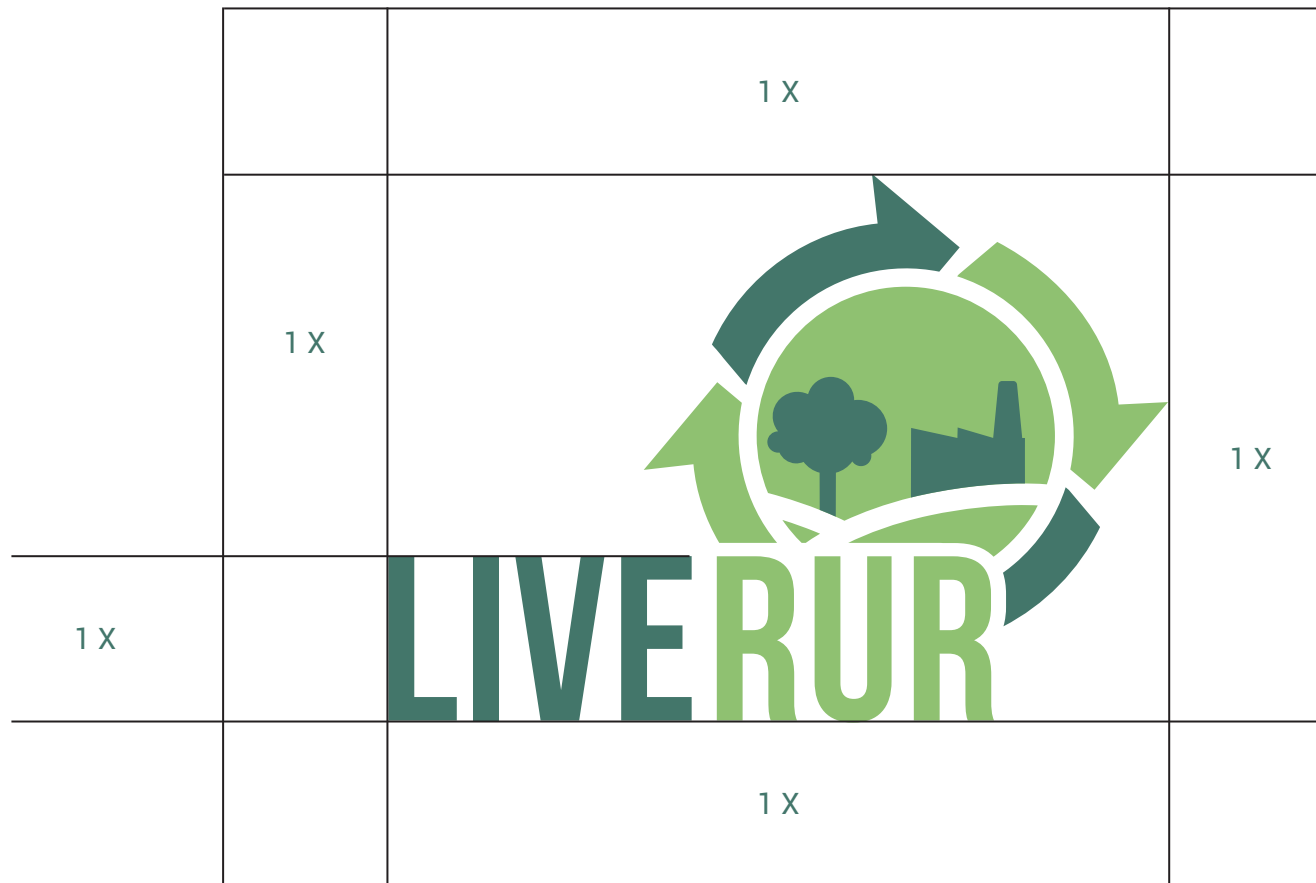
1.5 MINIMUM REDUCIBILITY



The logo and symbol are a complex construction that should not be reduced to sizes where readability is compromised.

BRAND ELEMENTS

1.6 RESERVE ZONE



BRAND ELEMENTS

1.6 RESERVE ZONE



BRAND ELEMENTS

1.6 RESERVE ZONE

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BRAND ELEMENTS

1.7 WRONGLY APPLIED



All ways to use identity that are not covered in this manual are misuses, here are some examples.



BRAND ELEMENTS

2.1 CORPORATE STATIONERY



LIVERUR



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Fdo:







THANK YOU