

livvo labs

BRAND STYLE GUIDE

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LOGO USAGE

ALWAYS USE APPROVED VERSIONS, MAINTAIN CLEAR SPACE AROUND THE LOGO, AND AVOID ALTERATIONS SUCH AS STRETCHING, RECOLORING, OR ADDING EFFECTS.

PRIMARY LOGO

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LOGO USAGE

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SECONDARY LOGO



BRAND GUIDELINES

COLOR PALETTE

CORE



CLOUD
#D5DAD9



GLACIER
#D7E2EE



MIDNIGHT
#213344

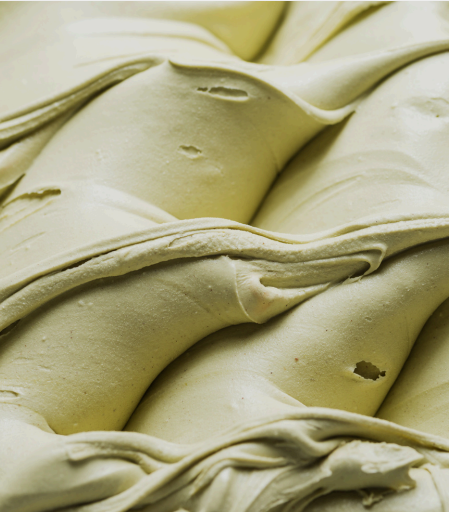
EXTENDED



BLUEBERRY
#366CAA



BUBBLEGUM
#F5A3C7



PISTACHIO
#B2BD76



BUTTER
#FEEBAD

PRIMARY TYPEFACE

SYNE - BOLD

HEADING

UPPERCASE OR REGULAR

LETTER SPACING: -60

A d

A B C D E F G H I K L M

N O P Q R S T U V W X Y Z

a b c d e f g h i k l m

n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 (, . ; ' \$ % & *)

SYNE - SEMIBOLD

SUBHEADING

UPPERCASE OR REGULAR

LETTER SPACING: -60

A d

A B C D E F G H I K L M

N O P Q R S T U V W X Y Z

a b c d e f g h i k l m

n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 (, . ; ' \$ % & *)

SECONDARY TYPEFACE

SYNE REGULAR

BODY
REGULAR CAPITALIZATION
LETTER SPACING: -40

THE BRAND'S PRIMARY & SECONDARY TYPEFACE IS A SPECIFIC FONT STYLE THAT IS USED TO CREATE A CONSISTENT AND RECOGNIZABLE LOOK FOR A COMPANY OR ORGANIZATION.

THE PRIMARY TYPEFACE WILL BE USED AS THE HEADER & SUBHEADER FOR ALL MARKETING MATERIALS, PACKAGING, SOCIAL MEDIA, WEBSITES, AND OTHER PROMOTIONAL MATERIALS.

THE SECONDARY TYPEFACE IS USED AS BODY TEXT FOR EVERYTHING MENTIONED ABOVE.

A d

A B C D E F G H I K
L M N O P Q R S T
U V W X Y Z

a b c d e f g h i k l
M n o p q r s t u v w
x y z

1234567890(,.,;'\$%&*)

FONT HIERACHY

SYNE BOLD



Heading

Subheading



SYNE
SEMIBOLD

SYNE REGULAR



This is the body font. A thin and delicate sans-serif .

COLOR STYLE

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BRAND GUIDELINES

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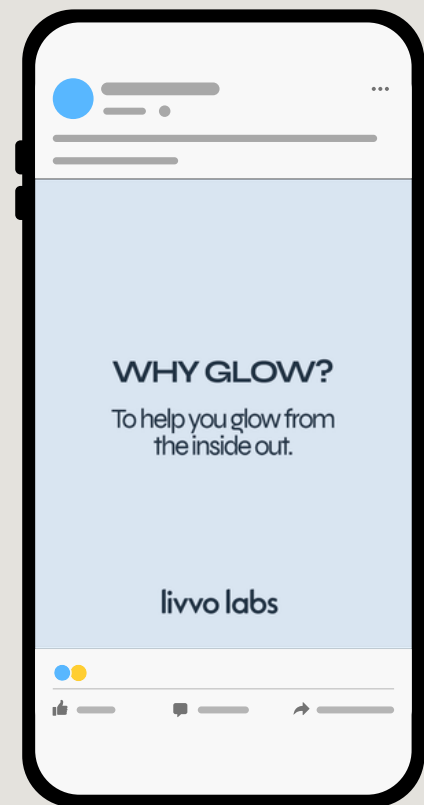
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BRAND

APPLICATIONS



SOCIAL MEDIA – USE SIMPLIFIED LOGO WITH CONSISTENT FILTERS AND TYPOGRAPHY.

MARKETING MATERIALS – APPLY TEXTURES AND BRAND MARK WITH AMPLE WHITESPACE.

PACKAGING – FOLLOW TYPE HIERARCHY AND COLOR PALETTE THROUGHOUT.