



Brand Identity

STYLE GUIDE



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Introduction

Positioning Statement

Livewire delivers the clarity and confidence you demand. Every cable, snake and connection is engineered to perfection and is backed by Guitar Center's famous Livewire Lifetime Guarantee.

For studio, stage or broadcast, Livewire is an essential and trusted conduit for your passion.

So go ahead, gear up and plug in – with Livewire you can forget about your equipment and focus on your sound.





Brand Logo

Primary Logos

There are three primary logos used to differentiate between product levels, good, better and best, within the Livewire brand. Step-up segmentation divides Livewire brand packaging into three price-point levels. Different logos, along with different color palettes, are used to differentiate the quality level of similar products within a category.

Detailed information of each level's background build and color palette can be found in the Brand Style section on [pages 6-7](#).

The Wordmark

The wordmark represents final art and should never be altered in any way. Never keystroke the wordmark as text. Always use the logo vector art file.

The Registered Trademark

The TM must appear every time the Livewire wordmark is used, as it is part of the logo.

The Tagline

The taglines are simple messaging statements that help further differentiate between product levels. They are set in Chalet London 1960 and should remain as live type to easily maintain a minimum point size based on print capability.

Primary logos



Brand Logo

Clear Space

Clear space is the area surrounding the logo that must be kept free of other graphic elements. The required clear space is defined by the measurement "X" as shown. Retain a space of X around the Livewire logo. The minimum logo clear space is 1/8 inch.

Sizing

Established is a minimum size for the Livewire logo to help it stand out as much as possible. While the minimum size shown here should accommodate most applications and reproduction techniques, make sure that the logo is never smaller than what can be clearly represented. The Livewire logos are supplied in vector art format. The logos can be scaled up as large as necessary. To assure readability, the step-up should never be scaled down below 1/16 inch high.

The Trademark

The **TM** must always scale with the Livewire logo, as it is part of the logo option. To assure readability, the **TM** should never be scaled down below 5 points (roughly .05 inch high).

Primary logo





Brand Logo

Logo Usage

The preferred color treatment for the Livewire brand logo is 1-color spot from the primary color palette + reversed out on the dark product level background builds.

Detailed information on color palette and background builds can be found in the Brand Style section on [pages 6-7](#).

All configurations of brand logo usage apply to all Livewire logos.



Spot color logo (preferred)



Reversed spot color logo (preferred)
For use on packaging
and dark background colors



Black & white logo
For use on 1-color black printing



Reversed black & white logo
For use on 1-color black printing



Flexo logo
For use on flexo printing



Reversed logo
For use on 1-color pad printing
on dark surfaces

Typography

Consistent use establishes a recognizable brand presence across communications, product graphics and interfaces.

Helvetica Neue 65 Medium is used for headline copy. Headline copy is title case with zero kerning. Paragraph spacing is centered, and leading should be equal to 125% of the font size.

Chalet Book Regular is used for body copy. Body copy is sentence case with zero kerning. Paragraph spacing is centered, and leading should be equal to 150% of the font size.



RB No 2.1 a Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789-+=,.,:;!?'™®



RB No 2.1 a Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789-+=,.,:;!?'™®



Chalet London 1960

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789-+=,.,:;!?'™®



Chalet New York 1960

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789-+=,.,:;!?'™®



Helvetica Neue 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789-+=,.,:;!?'™®

Brand Style

Color Usage

The brand colors for Livewire complement one another for a bold appearance in-store.

These are the spot colors and process builds as used on the Livewire logo and the Livewire brand packaging. No other color combinations are acceptable.

Logo Color Palette

The primary color palette is used to reproduce the Livewire logo.

The logo color palette is also used on all three levels of Livewire brand packaging.

Product Level Color Palette

The secondary color palette is used to divide Livewire brand packaging into three levels.

Each level when paired with the logo color palette will reproduce packaging in 3-5 colors.

Logo color palette

Level 1 & 2 (good & better) Livewire logo



Level 3 (best) packaging colors

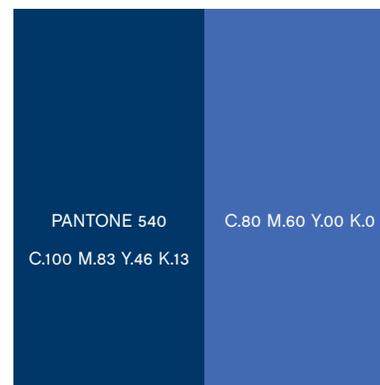


Product level color palette

Level 1 (good) packaging colors



Level 2 (better) packaging colors



Level 3 (best) packaging colors



Background Gradient

The background color palette is used to define each level of Livewire brand packaging.

All levels of the background gradient are made up of three parts: a custom spot color mix base, a Livewire logo with shadow and a radial gradient to highlight the Livewire logo.

These are the background builds as used on the Livewire brand packaging. No other background builds are acceptable.

Level 1 (good) Background build



Step 1. Custom spot color mix base
Bottom color = 100% PMS 485
Top color = 100% PMS 188; multiply



Step 2. Artwork placement
Position = Place Livewire primary logo, drop shadow (40% Opacity of 100% PMS 188) in preferred position per layout



Step 3. Radial gradient highlight
Size = Diameter is 185% of Livewire icon width
Radial gradient fill = 100% PMS 188 @ location 100%; 0% PMS 188 @ location 0%; Gradient slider location @ 50%; Transparency @ normal; multiply

Level 2 (better) Background build



Step 1. Custom spot/process color mix base
Bottom color = C.80, M.60, Y.0, K.0
Top color = 100% PMS 540; multiply



Step 2. Artwork placement
Position = Place Livewire primary logo, drop shadow (40% Opacity of 100% PMS 540) in preferred position per layout



Step 3. Radial gradient highlight
Size = Diameter is 185% of Livewire icon width
Radial gradient fill = 100% PMS 540 @ location 100%; 0% PMS 540 @ location 0%; Gradient slider location @ 50%; Transparency @ normal; multiply

Level 3 (best) Background build



Step 1. Custom spot/process color mix base
Bottom color = C.50, M.40, Y.40, K.0
Top color = 100% PMS BLACK 6; multiply



Step 2. Artwork placement
Position = Place Livewire primary logo, drop shadow (40% Opacity of 100% PMS BLACK 6) in preferred position per layout



Step 3. Radial gradient highlight
Size = Diameter is 185% of Livewire icon width
Radial gradient fill = 100% PMS Black 6 @ location 100%; 40% PMS Black 6 @ location 0%; Gradient slider location @ 50%; Transparency @ normal; multiply

Brand Style

Icons

Icons are used on Livewire packaging to easily distinguish between product categories. Here is a comprehensive list of icons.

Icons



microphone



instrument



interconnect



speaker



adapters



connectors



digital



MIDI



lighting



power



audio snakes



Legal Copy

Address, California Prop 65 Warning, Trademark, Warranty, Limit of Liability

Address (Chalet New York 1960)

LIVEWIRE, P.O. BOX 5111
Thousand Oaks, CA 91359-5111
www.livewire-usa.com

California Prop 65 Warning (RB No 2.1 a Medium)

This product may contain a chemical(s) known to the state of California to cause cancer or birth defects or other reproductive harm.

Trademark (RB No 2.1 a Medium)

All trademarks and registered trademarks mentioned herein are recognized as the property of their respective holders.

Warranty (RB No 2.1 a Medium)

Livewire™ cable products are guaranteed to be free from defects in workmanship and materials for life. If the cable should ever fail, simply return it to an authorized dealer for repair or replacement.

Limit of Liability (RB No 2.1 a Medium)

Retailer and manufacturer shall not be liable for damages based upon inconvenience, loss of use of the cable, loss of time, interrupted operation or commercial loss or any other incidental or consequential damages. This guarantee gives you specific legal rights. You may have other legal rights which vary from state to state.