LIVEWIRE LOGO STYLEGUIDE OVERVIEW

Product Type: Open Sans Bold Tracking set to 25

FONTS:

LEVEL

LOGOS

Lifetime Guarantee: **Open Sans Regular** Stroke set to .5

Body & Wordmark Text: Nimbus Sans Regular Tracking set to 15

Bullet Point Title Subhead & Copy: Countach Bold Title Tracking set to 50 Subhead Tracking set to 25

Bullet Point Supporting Text: Coutach Regula Tracking set to 10

Logo Usage Style:

- All logos are 4/c where possible
- Use Level of Livewire Logo assigned to product





CORE LOGO:	Livev 4/c L			
		scale Logo Greyscale Reverse ogo		
LOGO VARIANTS:	Livewire	Livewire		
	1/c Black Logo	1/c White Reverse Logo		
PANTONE CORE LOGO:	PMS Color Logo	Livewire PMS Reverse Logo		
	Livewire	Livewire		
	PMS Greyscale Logo	PMS Reverse Greyscale Logo		
COLOR USAGE:	BLACK PMS 7407C PMS Cool Grey 6C	WHITE C:20 M:37 K: 28 Y: 79 K: 0		

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LIVEWIRE ESSENTIAL STYLEGUIDE OVERVIEW

Product Type: Open Sans Bold Tracking set to 25

Lifetime Guarantee: Open Sans Regular Stroke set to .5

Body & Wordmark Text: Nimbus Sans Regular Tracking set to 15

Bullet Point Title Subhead & Copy Sticker Emphasis Copy: Countach Bold Title Tracking set to 50 Subhead Tracking set to 25

Bullet Point Supporting Text, Legal & Sticker Text: Coutach Regula Tracking set to 10

IAL

Logo Usage Style:

- All logos are 4/c where possible
- Use Level of Livewire Logo assigned to product.
- Livewire Essential always uses Red, Grey and White

SCQQ 1/4" TS Male
1/4" TS Male
Coupler Unbal, Shielded

ESSENTIAL LOGO:	Livewire ESSENTIAL 4/c Logo	FONTS:
	Livewire Livewire Livewire Livewire 4/c Reverse Logo Greyscale Logo Greyscale Reverse Logo	
LOGO VARIANTS:	Livewice Livewice SSENTIAL Livewice 1/c Black Logo 1/c White Reverse Logo	ESSENTI LOOK
PANTONE CORE LOGO:	Livewire ESSENTIAL PMS Color Logo Color Logo PMS Reverse Logo	
COLOR USAGE:	PMS Greyscale Logo PMS Reverse Greyscale Logo PMS BLACK 6 PMS Cool Grey 6C WHITE PMS 188C PMS485C C:33 M:91 Y:73 K:39 C:6 M:98 Y:100	

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LIVEWIRE ADVANTAGE STYLEGUIDE OVERVIEW

Product Type: Open Sans Bold Tracking set to 25

Lifetime Guarantee: **Open Sans Regular** Stroke set to .5

Body & Wordmark Text: Nimbus Sans Regular Tracking set to 15

Bullet Point Title Subhead & Copy Sticker Emphasis Copy: Countach Bold Title Tracking set to 50 Subhead Tracking set to 25

Bullet Point Supporting Text, Legal & Sticker Text: Coutach Regula Tracking set to 10

ADVANTAGE LOOK

FONTS:

Logo Usage Style:

- All logos are 4/c where possible
- Use Level of Livewire Logo assigned to product.
- Livewire Advantage always uses Blue, Grey and White

ADVANTAGE LOGO:	E LIVEVIE ADVANTAGE 4/c Logo					
	Livew ADVANTAG	GE	Livev ADVANT	AGE		
LOGO VARIANTS:		Vewire ADVANTAGE		Liv	/ewire	
PANTONE CORE LOGO:		Livewire ADVANTAGE PMS Color Log		Liv	AS Reverse Logo	
		Livewire ADVANTAGE PMS Greyscale L			ORANITAGE erse Greyscale I	Logo
COLOR USAGE:	PMS BLACK 6	PMS Cool Grey 6C	WHITE	PMS 540C	C:80 M:60	C:100 M:80 Y:38 K:33

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LIVEWIRE ELITE STYLEGUIDE OVERVIEW

MANING

Product Type: Open Sans Bold Tracking set to 25

Lifetime Guarantee: Open Sans Regular Stroke set to .5

Body & Wordmark Text: Nimbus Sans Regular Tracking set to 15

Bullet Point Title Subhead & Copy Sticker Emphasis Copy: Countach Bold Title Tracking set to 50 Subhead Tracking set to 25

Bullet Point Supporting Text, Legal & Sticker Text: Coutach Regula Tracking set to 10

ELITE LOOK

FONTS:

Logo Usage Style:

- All logos are 4/c where possible
- Use Level of Livewire Logo assigned to product.
- Livewire Elite always uses Black, Gold and Grey



ELITE LOGO:		LITE ogo
	ELITE	cale Logo Greyscale Reverse Logo
LOGO VARIANTS:	Livewire	Livewire
PANTONE CORE LOGO:	1/c Black Logo	1/c White Reverse Logo
	Livewire ELITE PMS Greyscale Logo	PMS Reverse Logo
COLOR USAGE:	PMS BLACK 6 PMS 7407C PMS Cool Grey 6C	WHITE C:20 M:37 Y: 79 K: 0 K: 28

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ible ssigned to product. ack, Gold and Grey





LIVEWIRE SIGNATURE STYLEGUIDE OVERVIEW

SIGNATURE

4/c Logo

Livewire

SIGNATURE

Livewire

LOGO:

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Product Type: Open Sans Bold Tracking set to 25

Lifetime Guarantee: Open Sans Regular Stroke set to .5

Body & Wordmark Text: Nimbus Sans Regular Tracking set to 15

FONTS:

Bullet Point Title Subhead & Copy Sticker Emphasis Copy: Countach Bold Title Tracking set to 50 Subhead Tracking set to 25

Bullet Point Supporting Text, Legal & Sticker Text: Coutach Regula Tracking set to 10

Logo Usage Style:

- All logos are 4/c where possible
- Use Level of Livewire Logo assigned to product.
- Livewire Signature always uses Purple and Gold

	SIGNATURE	SIGNATURE	SIGNATURE				Sub
LOGO VARIANTS:	4/c Reverse Logo	Greyscale Logo	Greyscale Reverse L	ogo			Bul Leg Cou Trac
	Livewire					SIGNATURE LOOK	Log • A
	1/c Black Log	o 1/c	White Reverse Logo				• U • L
PANTONE CORE LOGO:	Livewi		IVEWIRE SIGNATURE				
	PMS Color L	ogo	PMS Reverse Logo				
		re L					
	PMS Greyscale	e Logo PMS R	Reverse Greyscale Logo				
COLOR USAGE:							
	PMS BLACK 6 PMS 7407C	PMS Cool PMS 267C Grey 6C	WHITE C:20 M:37 Y: 79 K: 0	K:28	C:84 M:100 Y: 32 K: 35		

Livewire

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ible ssigned to product. ses Purple and Gold





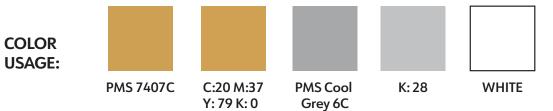
LIVEWIRE POWER STYLEGUIDE OVERVIEW

SIGNATURE LOGO:



4/c Logo





Product Type: Open Sans Bold Tracking set to 25

Lifetime Guarantee: Open Sans Regular Stroke set to .5

Body & Wordmark Text: Nimbus Sans Regular Tracking set to 15

Bullet Point Title Subhead & Copy Sticker Emphasis Copy: Countach Bold Title Tracking set to 50 Subhead Tracking set to 25

Bullet Point Supporting Text, Legal & Sticker Text: Coutach Regula Tracking set to 10

SIGNATURE LOOK

FONTS:

Logo Usage Style:

- All logos are 4/c where possible
- Use level of Livewire Logo assigned to product
- Livewire Power always uses Teal and Gold

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