

# LIVEWIRE LOGO STYLEGUIDE OVERVIEW

## CORE LOGO:



4/c Logo



4/c Reverse Logo



Greyscale Logo



Greyscale Reverse Logo

## LOGO VARIANTS:



1/c Black Logo



1/c White Reverse Logo

## PANTONE CORE LOGO:



PMS Color Logo



PMS Reverse Logo



PMS Greyscale Logo



PMS Reverse Greyscale Logo

## COLOR USAGE:



BLACK



PMS 7407C



PMS Cool Grey 6C



WHITE



C:20 M:37  
Y:79 K:0



K:28

Product Type:  
Open Sans Bold  
Tracking set to 25

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Lifetime Guarantee:  
Open Sans Regular  
Stroke set to .5

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## FONTS:

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Bullet Point Supporting Text:  
Coutach Regula  
Tracking set to 10

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## LEVEL LOGOS

Logo Usage Style:

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



# LIVEWIRE ESSENTIAL STYLEGUIDE OVERVIEW

**ESSENTIAL LOGO:**



4/c Reverse Logo



Greyscale Logo



Greyscale Reverse Logo

**LOGO VARIANTS:**



1/c Black Logo



1/c White Reverse Logo

**PANTONE CORE LOGO:**



PMS Color Logo



PMS Reverse Logo

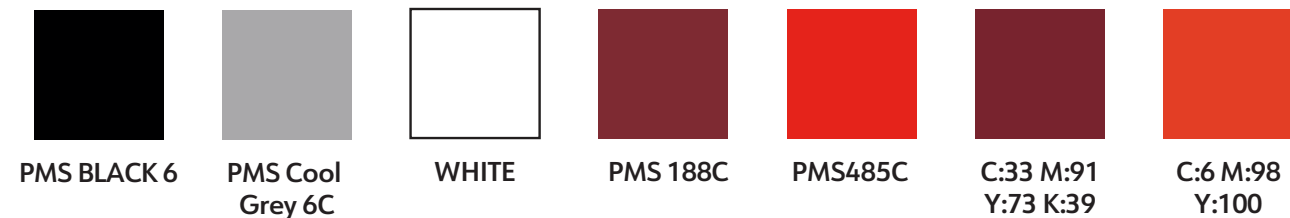


PMS Greyscale Logo



PMS Reverse Greyscale Logo

**COLOR USAGE:**



**Product Type:**  
Open Sans Bold  
Tracking set to 25

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
 abcdefghijklmnopqrstuv**wxyz**  
 1234567890

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

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
 abcdefghijklmnopqrstuv**wxyz**  
 1234567890

**FONTS:**

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

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
 abcdefghijklmnopqrstuv**wxyz**  
 1234567890

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

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
 abcdefghijklmnopqrstuv**wxyz**  
 1234567890

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

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
 abcdefghijklmnopqrstuv**wxyz**  
 1234567890

**ESSENTIAL LOOK**

**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



# LIVEWIRE ADVANTAGE STYLEGUIDE OVERVIEW

## ADVANTAGE LOGO:



4/c Reverse Logo



Greyscale Logo



Greyscale Reverse Logo

## LOGO VARIANTS:



1/c Black Logo



1/c White Reverse Logo

## PANTONE CORE LOGO:



PMS Color Logo



PMS Reverse Logo



PMS Greyscale Logo



PMS Reverse Greyscale Logo

## COLOR USAGE:



Product Type:  
Open Sans Bold  
Tracking set to 25

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Lifetime Guarantee:  
Open Sans Regular  
Stroke set to .5

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## FONTS:

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

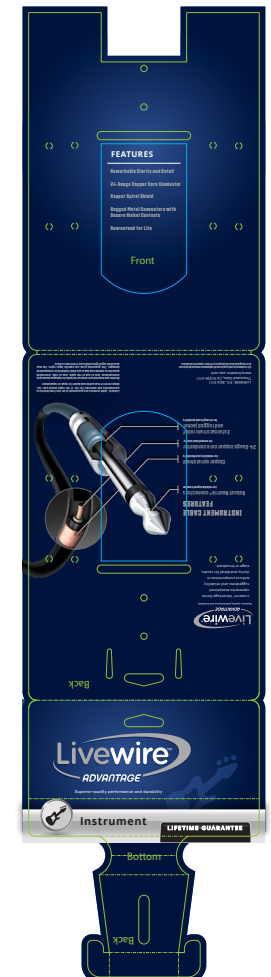
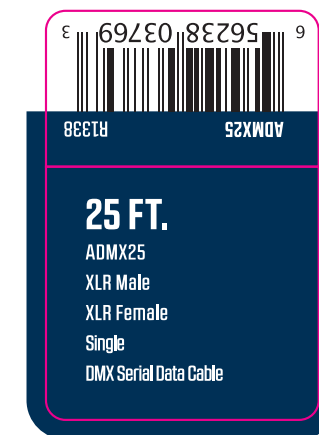
Bullet Point Supporting Text,  
Legal & Sticker Text:  
Coutach Regula  
Tracking set to 10

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## ADVANTAGE LOOK

### 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



# LIVEWIRE ELITE STYLEGUIDE OVERVIEW

## ELITE LOGO:



4/c Logo



4/c Reverse Logo



Greyscale Logo



Greyscale Reverse Logo

## LOGO VARIANTS:



1/c Black Logo



1/c White Reverse Logo

## PANTONE CORE LOGO:



PMS Color Logo



PMS Reverse Logo



PMS Greyscale Logo



PMS Reverse Greyscale Logo

## COLOR USAGE:



PMS BLACK 6

PMS 7407C

PMS Cool Grey 6C

WHITE

C:20 M:37 Y:79 K:0

K:28

Product Type:  
Open Sans Bold  
Tracking set to 25

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Lifetime Guarantee:  
Open Sans Regular  
Stroke set to .5

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## FONTS:

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

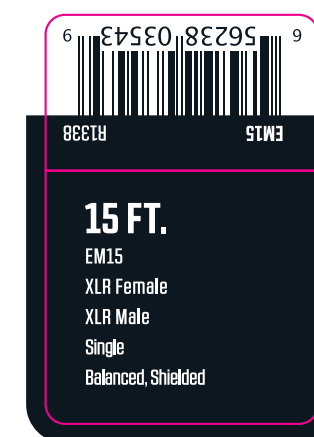
Bullet Point Supporting Text,  
Legal & Sticker Text:  
Coutach Regula  
Tracking set to 10

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## ELITE LOOK

### 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



# LIVEWIRE SIGNATURE STYLEGUIDE OVERVIEW

SIGNATURE LOGO:



4/c Reverse Logo



Greyscale Logo



Greyscale Reverse Logo

LOGO VARIANTS:



1/c Black Logo



1/c White Reverse Logo

PANTONE CORE LOGO:



PMS Color Logo



PMS Reverse Logo



PMS Greyscale Logo



PMS Reverse Greyscale Logo

COLOR USAGE:



Product Type:  
Open Sans Bold  
Tracking set to 25

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Lifetime Guarantee:  
Open Sans Regular  
Stroke set to .5

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

FONTS:

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

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

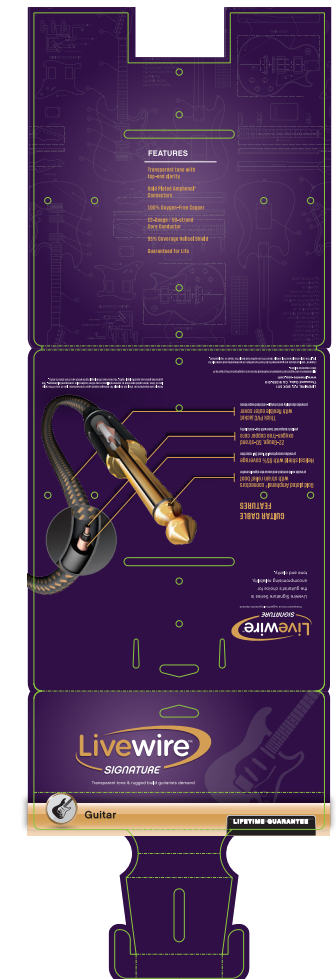
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

SIGNATURE LOOK

- 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





# LIVEWIRE POWER STYLEGUIDE OVERVIEW

SIGNATURE LOGO:



4/c Logo



4/c Reverse Logo



Greyscale Logo



Greyscale Reverse Logo

LOGO VARIANTS:



1/c Black Logo



1/c White Reverse Logo

PANTONE CORE LOGO:



PMS Color Logo



PMS Reverse Logo



PMS Greyscale Logo



PMS Reverse Greyscale Logo

COLOR USAGE:



PMS 7407C



C:20 M:37  
Y:79 K:0



PMS Cool  
Grey 6C



K: 28



WHITE

Product Type:  
Open Sans Bold  
Tracking set to 25

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Lifetime Guarantee:  
Open Sans Regular  
Stroke set to .5

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

FONTS:

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

SIGNATURE LOOK

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