

BRANDING
GUIDELINES

for LIVES

JUNE 2016

P R E S E N T E D B Y



use of LOGOMARK

ALL NECESSARY FILETYPES
AVAILABLE IN “TOOLKIT”
PROVIDED BY the UP studio

TOOLKIT FOLDER DESCRIPTIONS

PRINT_JPG

Contains Raster Graphics in CMYK Color Mode.
*(These graphics are intended for printed collateral
and should NOT be scaled larger than provided.)*

PRINT_PDF

Contains Vector Graphics in CMYK Color Mode.
*(These graphics are scalable to any size
and intended for printed collateral.)*

WEB_JPG

Contains Raster Graphics in RGB Color Mode.
*(These graphics are intended for digital use only
and should NOT be scaled larger than provided.)*

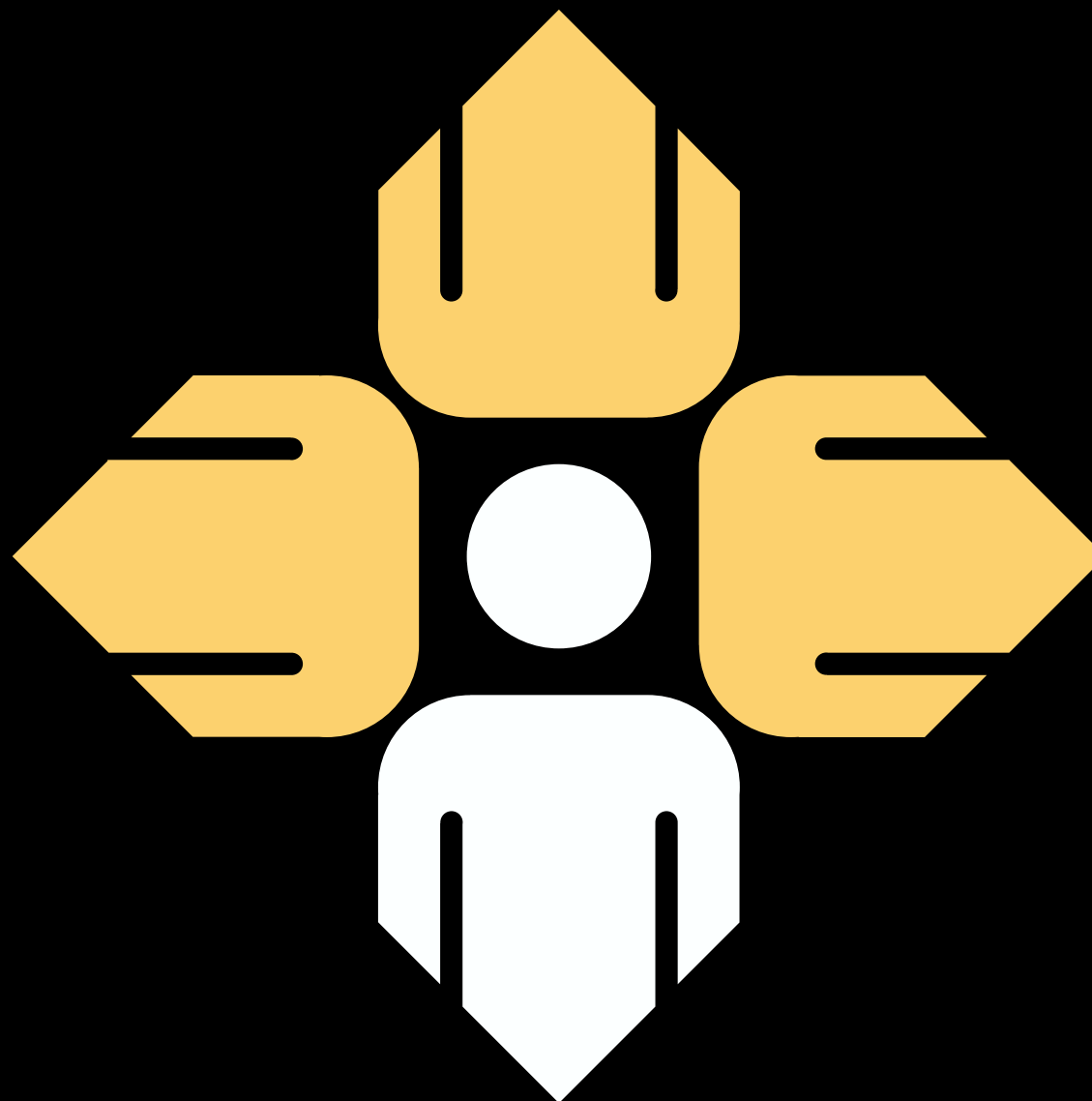
WEB_PDF

Contains Vector Graphics in RGB Color Mode.
*(These graphics are scalable to any size
and intended for digital use on screens.)*



PRIMARY LOGOMARK:

Displayed on White (or light tones)



PRIMARY LOGOMARK:

Displayed on Navy and Black (or other dark tones)



LIVES

LOCKUP 1:

Use only when the legibility of text is secondary to the brand recognition of logomark.
Follow color descriptions of Primary Logomark



LIVES

LOCKUP 2:

Use as primary text lockup BUT only after that viewer has had a chance to learn the meaning of the acronym.
Follow color descriptions of Primary Logomark



LONG ISLAND VIRTUAL EDUCATION SERVICES

LOCKUP 3:

Use in situations when it is likely that a viewer has never encountered the brand before.
Follow color descriptions of Primary Logomark



LIVES

LONG ISLAND VIRTUAL
EDUCATION SERVICES

LOCKUP 4:

Use sparingly and only when the scale of the mark leaves all text legible.
Follow color descriptions of Primary Logomark

TYPOGRAPHY

FUTURA HEAVY

ABCDEFGHIJKLMN OP
QRSTUVWXYZ abcdef
ghijklmnopqrstuvwx y
z1234567890

Lorem ipsum dolor sit amet, consectetur adipiscing
sed do eiusmod tempor incididunt ut labore et dolore
magna aliqua. Ut enim ad minim veniam, quis nos-
trud ex ercitation ullamco laboris nisi ut aliquip ex ea
commodo consequat. Duis aute irure dolor in repre-
henderit in voluptate velit esse cillum dolore eu fugiat
nulla pariatur.

AVAILABLE FREE FOR WEB AS PART OF ADOBE TYPEKIT

PRIMARY HEADLINE TYPEFACE
(used for larger text and headlines)

FUTURA BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
z1234567890

Lorem ipsum dolor sit amet, consectetur adipiscing
sed do eiusmod tempor incididunt ut labore et dolore
magna aliqua. Ut enim ad minim veniam, quis nos-
trud ex ercitation ullamco laboris nisi ut aliquip ex ea
commodo consequat. Duis aute irure dolor in repre-
henderit in voluptate velit esse cillum dolore eu fugiat
nulla pariatur.

AVAILABLE FREE FOR WEB AS PART OF ADOBE TYPEKIT

PRIMARY BODY COPY TYPEFACE
(used for longer bodies of text and smaller subtexts)

COLOR PALETTE



“NAVY”
PANTONE: 2217 C
CMYK: 88 0 28 88
RGB: 0 58 64
HEX: #003A40



“GOLD”
PANTONE: 134 C
CMYK: 0 12 60 0
RGB: 253 210 110
HEX: #FDD26E

PRIMARY COLOR PALETTE
(Options fo Black, White and Gray are included in the “Toolkit”)