LIVE EYES

Brand Style Guide

Contents

Introduction

Live Eyes is built on Education, Participation, and Transparency.

Our goal is to change the current paradigm, give power back to the people, and create a world where both police officers and civilians are held accountable for their actions. We facilitate communication between individuals, communities, law enforcement, and governments so they can work together to create a system that works for everyone. We're giving citizens and communities the power to close the data gap at the root of the police force's lack of accountability.

WHAT WE ARE

Transparent
Trustworthy
Forward-thinking

WHAT WE AREN'T

Aggressive
Combative
Anarchist

Primary Logo

HORIZONTAL

Live Eyes' primary logo consists of a logotype and a geometric logomark. This lockup is the preferred usage and should be used in most brand communications.

The logo combines two squares with rounded corners to create an abstract eyeball form. The corner that is separated from the rest of the shapes is meant to reference the focus on a camera.

Primary Logo

EXCLUSION ZONE

The 'x-height' is equal to 50% of the logomark and determines the exclusion zone. No other graphics or text should fall within this space to maintain the integrity and heirarchy of the logo.

Minimum Size: 100px / 36mm

Secondary Logo

VERTICAL

A secondary version of the logo in a vertical layout can be used when there is not enough space to use the primary logo.

The secondary logo can be used either in full color (black with yellow accent) or a solid color.

Secondary Logo

LOGOMARK

In circumstances where the brand name has been clearly established, the logomark can be used on its own.

Always ensure there is enough contrast with the background when placing the logomark over a solid color or image.

Logo Usage

INCORRECT LOGO USAGE

These examples show incorrect usage of the logo.

Do not alter individual elements.

Do not distort or skew.

Do not apply drop-shadows or graphic filters.

Do not rotate.

Do not place over a low-contrast background.

Do not apply gradients.

Brand Colors

PRIMARY PALETTE

The primary Live Eyes brand color is yellow with bold accents. The orange and blue in the palette serve as tertiary/component colors.

Shades and tints of each color for patterns, graphics, and UI components further expand on this idea while maintaining a homogenous identity.

Hex	#F1CE57
RGB	241, 206, 87
CMYK	6, 16, 78, 0

Hex	#DA6626
RGB	218, 102, 38
CMYK	11, 72, 100, 1

Hex	2C1EAF
RGB	44, 30, 175
CMYK	93, 92, 0, 0

Hex	#363638
RGB	54, 54, 56
CMYK	70, 64, 60, 54

Typography

Communications from Live Eyes are most effective when words are consistent in content, voice and appearance. These carefully chosen font families reflect Live Eyes' unique identity and should be used in all brand communications.

Use Degular for any headers, subheaders, and document titles.

Barlow is our primary font for body text, captions, and CTAs.

Degular Light

Barlow Light

Degular Light Italic

Barlow Light Italic

Support

Body,
Calls to Action,
Captions

Degular Regular

● Barlow Regular

Degular Italic

Barlow Italic

● Degular Medium

● Barlow Medium

Degular Medium Italic

Barlow Medium Italic

● **Degular Display SemiBold**

● **Barlow SemiBold**

Degular Display SemiBold Italic

Barlow SemiBold Italic

● **Degular Display Bold**

Barlow Bold

Degular Display Bold Italic

Barlow Bold Italic

● *Preffered weights to use in layouts.*

H1 48.83PT/3.052EM

TRUST. EDUCATION.

H2 39.06PT/2.441EM

TRUST. EDUCATION.

H3 31.55PT/1.953EM

Trust. Education.

H4 25PT/1.563EM

Trust. Education.

H5 20PT/1.250EM

Trust. Education.

H6 12.8PT/0.8EM

TRUST. JUSTICE. EMPOWERMENT. EDUCATION.

BODY 16PT/1EM

Trust. Justice. Empowerment. Education.

CAPTION 10.24PT/0.64EM

Trust. Justice. Empowerment. Education.

FOOTNOTE 10.24PT/0.64EM
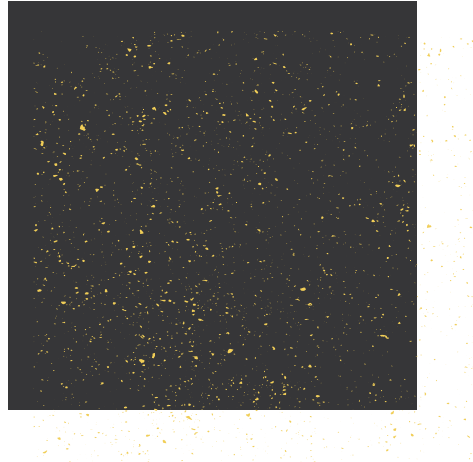
Trust. Justice. Empowerment. Education.
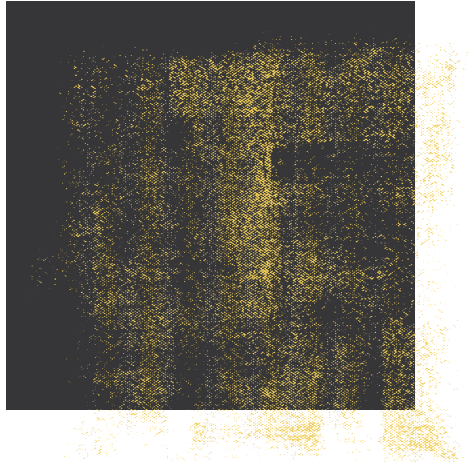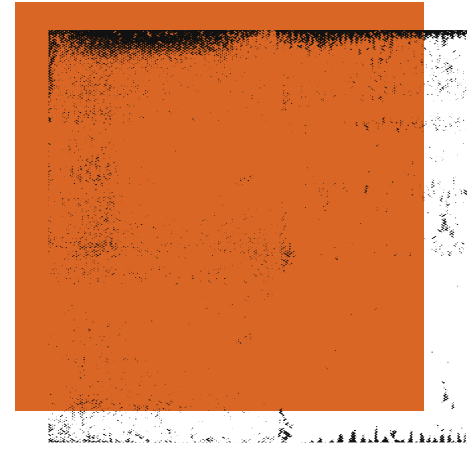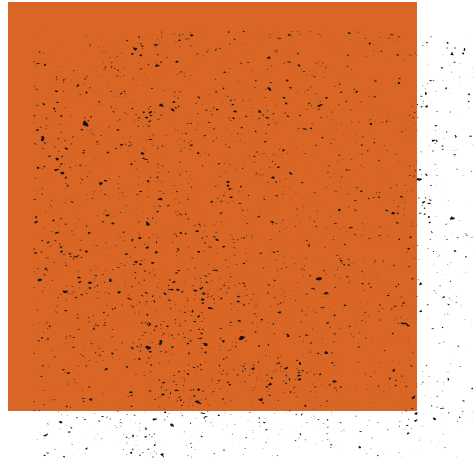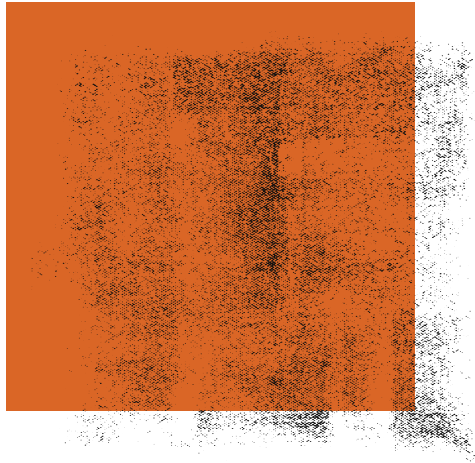
Brand Visuals

BRAND CHARACTER

In order to maintain a consistent feeling across communications use images that feature protests and/or individual protestors to evoke a sense of revolution and justice. Black and white imagery is best used with colored textures or overlays.

Brand Visuals

TEXTURES
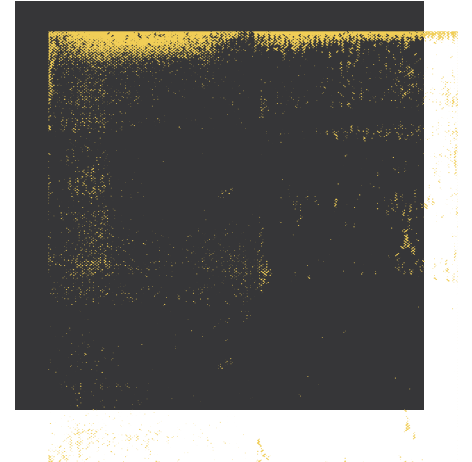
Colored textures should be used on top of black and white images, or dark colored backgrounds. Black or white textures can be used on top of colored backgrounds as long as there is sufficient contrast.
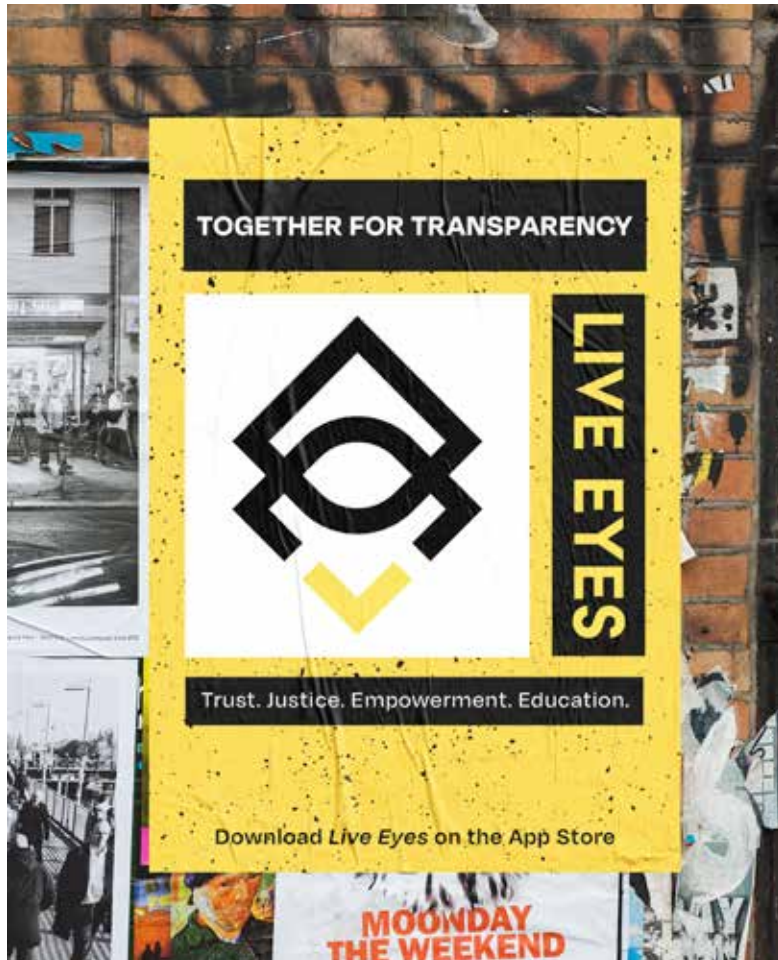
Brand Visuals

TOGETHER FOR TRANSPARENCY.

Trust. Justice. Empowerment. E

TRUST. JUSTICE. EMPOWERMENT. EDUCATION.

Our goal is to change the current paradigm, give power back to the people, and create a world where both police officers and civilians are held accountable for their actions.

Brand Visuals

SAMPLE COLLATERAL

LIVE EYES

liveeyes.app