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For further questions visit us online at:  
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TO ENSURE THAT OUR BRAND IDENTITY IS COHESIVE ACROSS ALL MEDIA WE FOLLOW THESE VERY IMPORTANT BRAND PRINCIPLES.

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The goal of the brand standards guide is to establish who we are on paper and convey our identity through the use of visual elements that support the Liquid brand. This document explains how, when used correctly and consistently, these elements speak in a compelling way.

Please note: The creation of Liquid's brand elements was not impulsive. The collective impact of these elements is not subjective. The Liquid logo, typefaces, color palette, and usage requirements reflect and reinforce the very essence of Liquid Inc.

By following this guide, you help define Liquid for our customers, partners, and our industry. You help craft an experience that is recognizable and memorable. In some cases, this guide provides rules on how to use—and how not to use—various brand elements. Overall, it offers a framework for evaluating and making creative decisions that allow our brand to be experienced in an authentic and cohesive way.

For more information on assets or our brand, please call Liquid at +1 303.500.1551.

- or -

Jeffrey Janusheske, Design Director  
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The rules of the logo/mark are to maintain the integrity of the brand. Please use each logo only as specified in this document and with careful consideration.

The Liqid mark is a simplistic representation of water/wave, the inspiration for our platform.



**A.**

The Master Brand identity should be presented on a black or near black background whenever possible. This allows mark to be quickly recognizable and remembered.



**B.**

When floating on a black/dark background the Master should be presented as shown above.



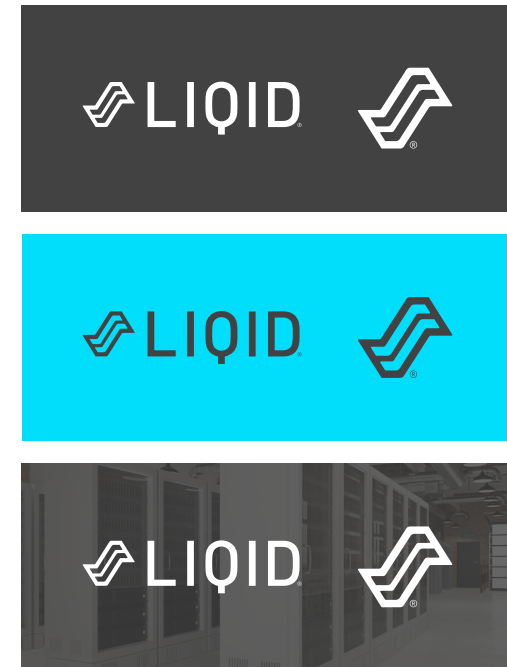
Although the Master Brand is primarily shown on a dark background, we have included use cases for white, colored, and photographic backgrounds as well.

White Background



When placed on white, you may use one of the three color combinations depending on the context (e.g., event poster with other sponsors should use one of the gray treatments).

Dark / Light & Blurred Photo Background



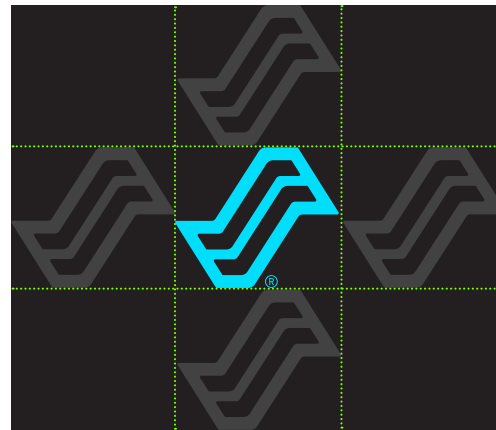
On colored backgrounds, use a monochromatic version of the logo that allows the mark to stand out. When using the logo over a photo – use a color overlay with an opacity of 80% with the monochromatic logo.



When placing our mark, you should always allow ample breathing room. Below are the minimum spacing requirements for the area surrounding our mark.

Negative space is your friend. Embrace it.

#### MINIMUM CLEARANCE



**A.**  
The space to the top and bottom is 100% the height of the logo. The space to the right and left is 100% the width of the logo.



**B.**  
The full mark utilizes the same rules as the isolated logo.



Our color palette is simple, clean, and modern. Bright hues are offset by a monochromatic palette making them even more intense.

The use of color is as important as the logo itself. Be simple and clean. Allow the viewer to focus.

## LIQID CYAN

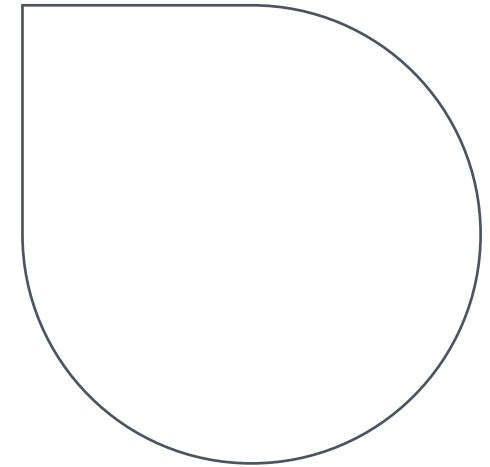
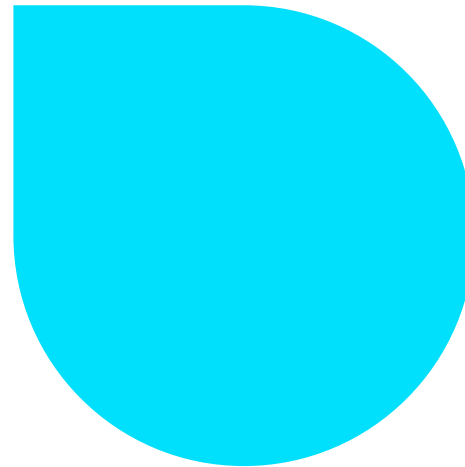
PMS	312C
CMYK	74% 10% 13% 0%
RGB	0 223 252
Web	#00ddfc

## RICH BLACK

PMS	Rich Black
CMYK	60% 30% 30% 100%
RGB	0 0 0
Web	#000000

## WHITE

PMS	N/A
CMYK	0% 0% 0% 0%
RGB	255 255 255
Web	#FFFFFF




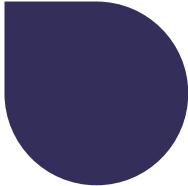
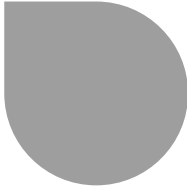

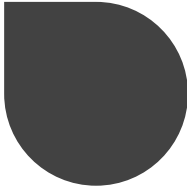

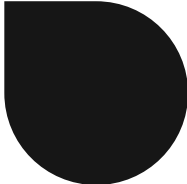
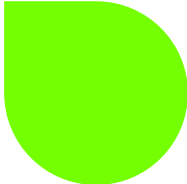


## Note:

Web Safe, or Browser Safe palettes as they are also referred to, consist of 216 colors that display solid, non-dithered, and consistent on any computer monitor, or web browser.



A secondary palette can be used in conjunction with our primary palette. Additional colors are needed for different types of screens and printing processes, and this was the driving principle for the secondary palette.

<p>CMYK 70% 63% 0% 0%          RGB 98 106 250          Web #626afa</p> 	<p>CMYK 6% 4% 4% 0%          RGB 238 238 238          Web #ebeded</p> 	<p>CMYK 85% 20% 31% 0%          RGB 0 140 158          Web #008c9e</p> 
<p>CMYK 90% 89% 36% 29%          RGB 51 47 90          Web #332f5a</p> 	<p>CMYK 41% 33% 33% 0%          RGB 158 158 158          Web #9e9e9e</p> 	<p>CMYK 0% 20% 100% 0%          RGB 246 193 11          Web #f5c10a</p> 
<p>CMYK 67% 60% 60% 45%          RGB 66 66 66          Web #424242</p> 	<p>CMYK 0% 97% 76% 0%          RGB 255 0 41          Web #ff0028</p> 	
<p>CMYK 73% 67% 65% 80%          RGB 22 22 22          Web #161616</p> 	<p>CMYK 52% 0% 100% 0%          RGB 117 255 3          Web #75ff02</p> 	

These colors can be used to compliment the primary and are part of the gradient colors.

Use the grays sparingly. This black can be used as another background for the main logo and brand colors.

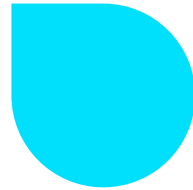
The hues should only be used in an interactive or video context (i.e., the Liquid Command Center or Liquid website).



The gradient can be used to create better dynamics within a design. The gradient is created by using the Liqid cyan and the secondary blue-magenta and dark purple.

The gradient colors should be used in this order and at these locations.

CMYK 74% 10% 13% 0%  
RGB 00 223 252  
Web #00dffc  
Location 23%



CMYK 70% 63% 0% 0%  
RGB 98 106 250  
Web #626afa  
Location 69%



CMYK 90% 89% 36% 29%  
RGB 51 47 90  
Web #332f5a  
Location 100%



**Roboto Thin**

Thin

**Roboto Light**

Light

**Roboto Medium**

Medium

**Font Name**

Roboto

**Download**

Font will be provided by the marketing team

**Classification**

Sans Serif

**Web Font**

Roboto was designed by Google to be a web and print font. No alternate font is needed when designing for web-based applications.



Our type family is simple, stylish, and bold. The typographic choices should always command attention and never shout. Below is a baseline for typographical usage.

**BC – BODY COPY**

The main font size used in any printed document will be 10pt. This is known as the body copy (BC). Do not write overly long lines and break paragraphs into columns as to avoid eye fatigue. Aim for around 45–90 characters.

**H2 – HEADLINE 2**

THIS TREATMENT IS ONLY TO BE USED FOR SMALL SECTION TITLES LIKE IN THIS DOCUMENT AND SHOULD ALWAYS BE KEPT AT 10 PT.

**H1 – HEADLINE**

H1 is the largest header font size. It's great for short lined page headers. Roboto Light was chosen to keep this header style light and not cumbersome.

**T2 – TITLE 2**

This is the most versatile title font size. At 40pt, it can be used on a range of media.

**T1 – TITLE**

This is the largest of the title fonts. Use sparingly – only a couple of words/page. Examples of usage are on posters and ads.

Lorem ipsum dolor

**C**  
Roboto Regular  
10pt Type / 0pt Kerning

Lorem ipsum dolor

**BC**  
Roboto Regular  
10pt Type / 0pt Kerning

**LOREM IPSUM DOLOR**

**H2**  
Roboto Bold  
10pt Type / 10pt Kerning

Lorem ipsum dolor

**H1**  
Roboto Light  
20pt Type / -20pt Kerning

Lorem ipsum dolor

**T2**  
Roboto Thin  
40pt Type / -25pt Kerning

**LOREM**

**T1**  
Roboto Medium  
120pt Type / -30 Kerning

