

Livespace

# BRAND BOOK

2022. Version 1.0



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# ABOUT US

Since 2013, Livespace has been on a mission to transform B2B sales via our process-oriented Sales CRM. Inspired by our own struggles in B2B sales and our inability to find the right tool for the job, we decided to build it ourselves.

Today, over 900 companies worldwide use Livespace's award winning software, services and support to drive sales, develop their teams, optimise their processes, and exceed their targets, in a way that allows them to achieve predictable results.

Livespace fosters SMB's success through cultivating sales knowledge via a best-in-class process-based approach and right level of automation.

# DRIVING FORCE

Livespace is more than an app for sales process tracking and management. We help SMBs achieve sales success thanks to a guide-based, processes-oriented approach focusing on playbooks and best practices sharing.

All of this is embedded within our Sales SaaS CRM and an accompanying community-based ecosystem of internal experts, external partners, integrations, and supporting materials.

OUR GOAL IS TO FOSTER SCALABLE RESULTS AND PREDICTABLE GROWTH IN LINE WITH CURRENT AND FUTURE CLIENT MATURITY, IE:

1. Meeting the client and our users where they are in their sales and sales ops development stage.
2. Providing the client and our users with knowledge packs that allow them to set up and optimize their processes.
3. Focusing on, highlighting, and promoting value-drivers within the product.
4. Connecting to an expert-led community, and encouraging best-practice sharing across clients, users, enthusiasts, and other interested parties.  
Being the ultimate team player - friendly, approachable, dependable, trusted - within our prospect's and client's sales orgs. Actively giving a helping-hand to anticipate and resolve issues.
5. Keeping things personal in an impersonal world by building a tool that promotes efficiency within day-to-day operations, without automation overkill, to allow sales teams to focus their time on building relationships and making sales.
6. Readily and openly sharing knowledge, and building value-driven partnerships that benefit our clients and users.

# COMPANY BRAND DIFFERENTIATORS

1. We put **people first** – Culturally, we are person-centered, empathetic, ethical.
2. We are invested in **people's growth** - We build people up, help them develop.
3. We believe in building communities, rather than competition – We value **relationships** and believe that a hive-mind mentality gets more done.
4. We're along for the ride - Livespace isn't just a project for us, we're building all of this **together** for all our benefit.
5. We're gunning for **your success** - We focus on building common successes, of our people, our clients, those in the industry that add value, and our own. Your success is our success.

We're here to shake things up – We are saying goodbye to the status quo in b2b sales thanks to a disruptive sales approach that doesn't lose the human touch: **Sales knowledge, paired with IT expertise, data analytics and operational enhancement best-practices.**

# BRAND ESSENCE



## ATTRIBUTES

Human centered  
Collaborative  
Community  
Systematic  
Structured  
Experimental



## VALUES

Fair  
Honest  
Integrity  
Ethical  
Attentive  
Leadership



## TONE

Approachable  
Fresh to the point  
Playful  
Friendly  
Coach, mentor, guide  
Yoda, Mr. Miyagi



## QUALITIES

Trustworthy  
Reliable  
Relatable  
Helpful  
Adaptable



## CHARACTERISTICS

Deppendable  
Supportive  
Open-minded  
Transformational  
Evolutionary



## VOICE

Enthusiastic & passionate  
Authentic & fearless  
Emphatetic  
Connector, builder  
Exploratory, experimental





# tone of voice

Our tone of voice is **friendly, personable, and authentic, knowledgeable**. Our tone of voice is never cocky or arrogant and never comes from an air superiority. We encourage our writers to write like they talk, take on a conversational tone and be a that guy/gal at the office who's always willing to help and chat around the water cooler. We carry ourselves against three key checkpoints when creating content:

1. The extremely scientific blah blah test – when you read your own writing to you find yourself skipping ahead and rolling your eyes cause yeah – blah blah (eyeroll). **Write like you talk**. Be yourself. Let your enthusiasm shine through. If you're boring yourself, 100% you're boring others. Don't be boring. Seriously stop it. ;)
2. **Keep it simple stupid** – Not to be confused with the 8th grade reading equivalence test (we're not fans, can you tell?), simplicity here means not being overly verbose or jargon-laden in your copy. Can you make it shorter? Can you simplify? Are you getting to the root of the problem? Do those additional 3 words add value, or are they just an interruption? Get your logic tight. Stop wasting time, get to the point ;)
3. Channel and **be respectful of your audience** – Time is valuable, and we need to treat our audience's time with respect. None of us has copious amounts of free time. And we're not writing stuff, just because, for fun. So, it's important to remember people are checking out the info, materials, webinar, etc. you're creating in lieu of other tasks or priorities that they will have to get to later or in their free time outside of work hours. As such, you always need to be able to answer the following two questions:

“Would I be satisfied if I sacrificed X amount of my time on this, instead of the pile of other stuff I have to do?”

“Why would this person want to spend their free time hanging out with me/reading this?”.

If you can't answer these questions or you're getting into a multiple bullet answer, you're not there yet.



Livespace  
**LOGO**



# HORIZONTAL LOGO

Livespace logo is based on strong yet elegant glyphs representing the company's self-confidence based on our knowledge and years of experience.

The green leaf communicates our constant growth. The vibrant color highlights the freshness and friendly approach to our Clients.

The geometrical shapes of the sign refer to the company's innovative thinking and flair for technology. They also bring to mind the functionality and simplicity of the whole Livespace experience.

Logo shapes are open, which implies that we are ready to learn, share, and expand to new markets.

The "V" letter highlighted by the green leaf is the expression of victory - not only ours but also the victory of our Clients winning more and more deals.

The logo for Livespace, featuring the word "Livespace" in a dark blue, sans-serif font. A green leaf-like shape is positioned over the letter "v", which is the first letter of the word "space".

# Livespace

Main Livespace logo



Livespace logo with slogan



Livespace brand mark

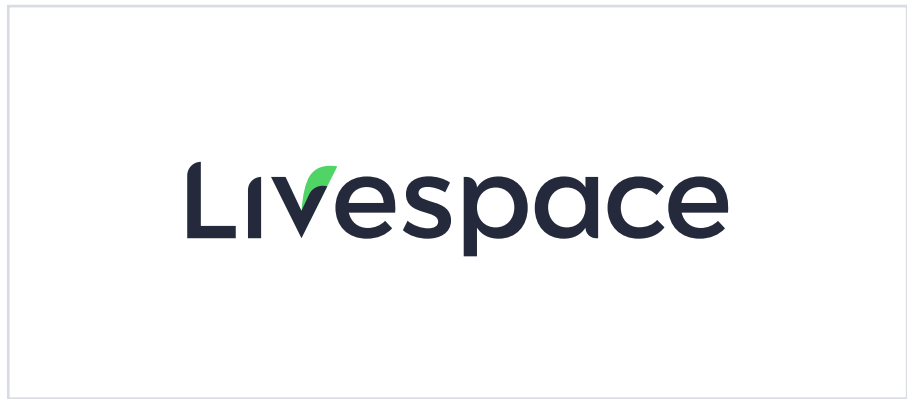


**SELL SMARTER**

Livespace brand mark  
with slogan

# LOGO VARIANTS

Horizontal -  
Navy



Horizontal with Slogan -  
Navy



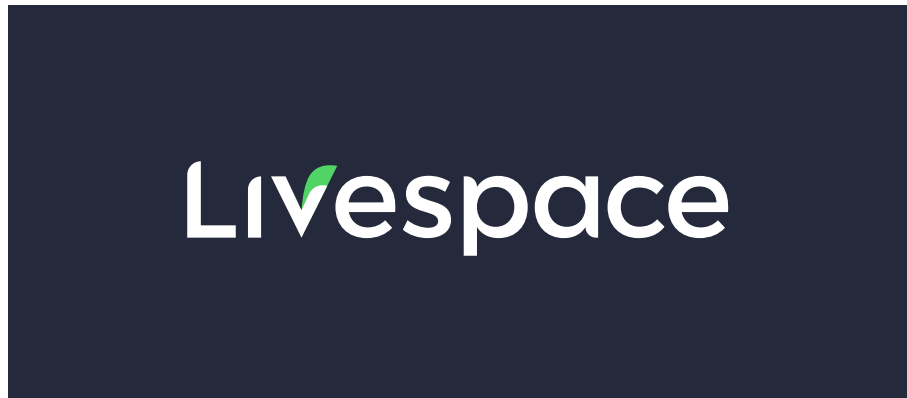
Brandmark -  
Navy



Brandmark with  
Slogan - Navy



Horizontal -  
White



Horizontal with Slogan -  
White



Brandmark -  
White



Brandmark with  
Slogan - White



Horizontal -  
Monochromatic



Horizontal  
Monochromatic



Brandmark -  
Monochromatic

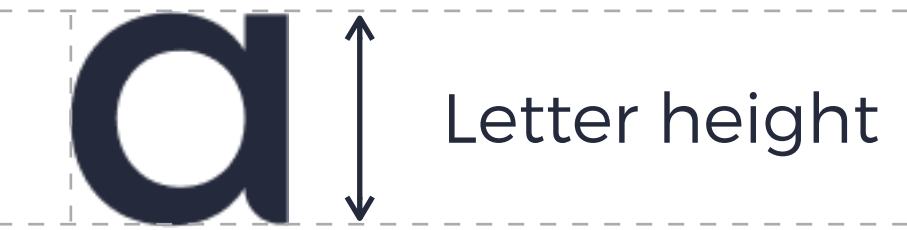


Brandmark -  
Monochromatic

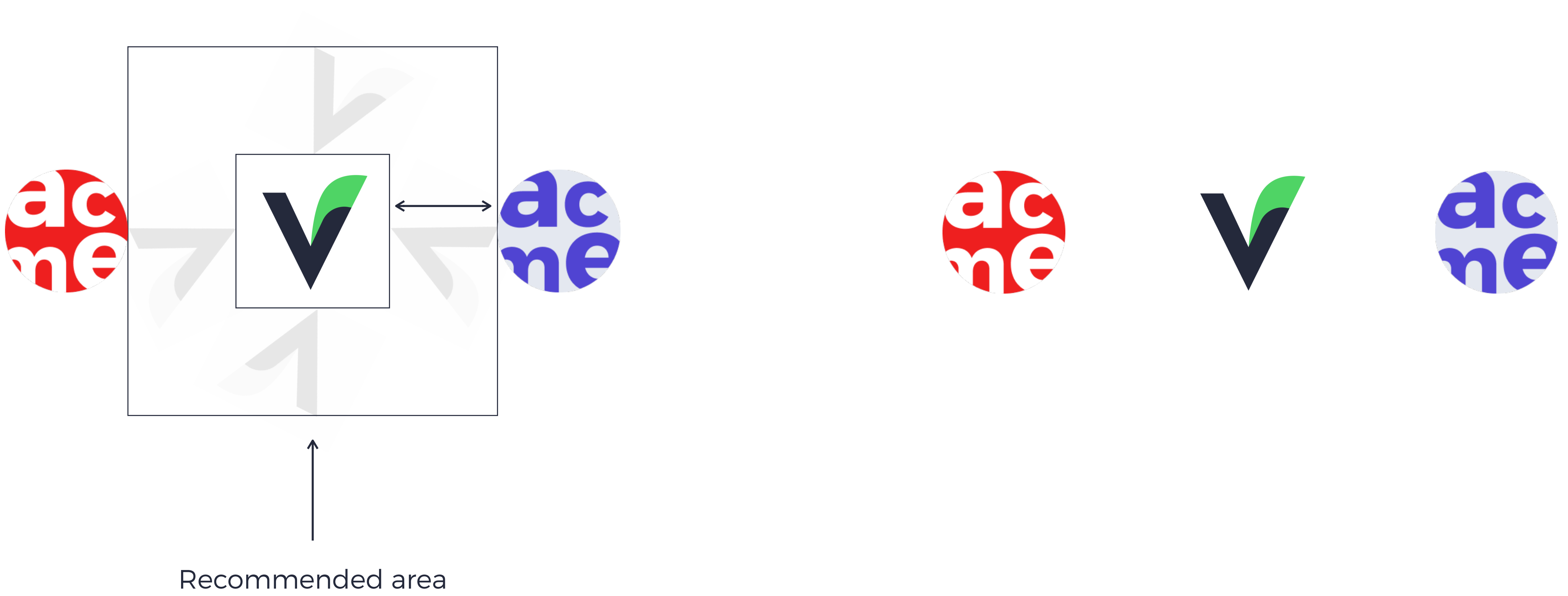




# LOGO CLEARSPACE



# LOCKUPS



# LOGO WITH TEXTS

Livespace

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam eu turpis molestie, dictum est a, mattis tellus. Sed dignissim, metus nec fringilla accumsan, risus sem sollicitudin lacus, ut interdum tellus elit sed risus. Ut enim ad minim.

Livespace

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam eu turpis molestie, dictum est a, mattis tellus. Sed dignissim, metus nec fringilla accumsan, risus sem sollicitudin lacus, ut interdum tellus elit sed risus. Ut enim ad minim.

Livespace logo placement with text block

Livespace  
SELL SMARTER

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam eu turpis molestie, dictum est a, mattis tellus. Sed dignissim, metus nec fringilla accumsan, risus sem sollicitudin lacus, ut interdum tellus elit sed risus. Ut enim ad minim.

Livespace  
SELL SMARTER

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam eu turpis molestie, dictum est a, mattis tellus. Sed dignissim, metus nec fringilla accumsan, risus sem sollicitudin lacus, ut interdum tellus elit sed risus. Ut enim ad minim.

# LIVESPACE ACADEMY



Livespace Academy logo



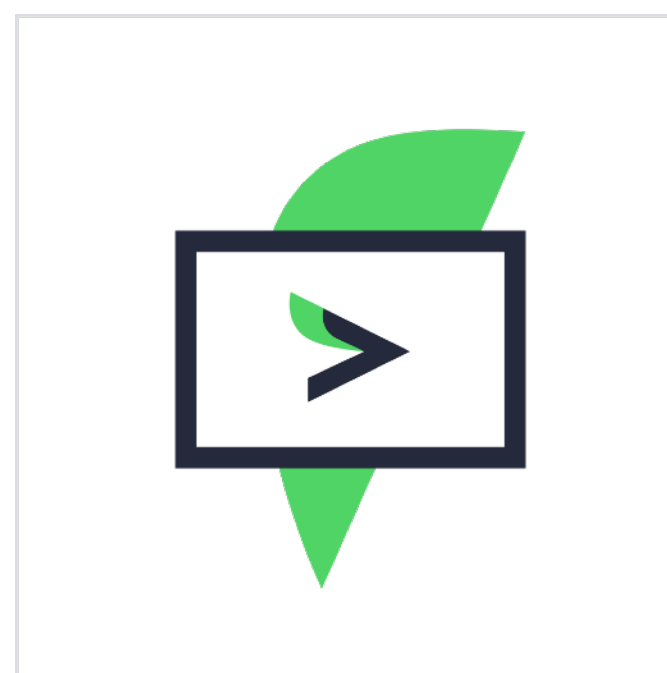
● #4fd465, rgb: 79, 212, 101    ● #24293b, rgb 36,41,59    ○ #ffffff, rgb: 255, 255, 255



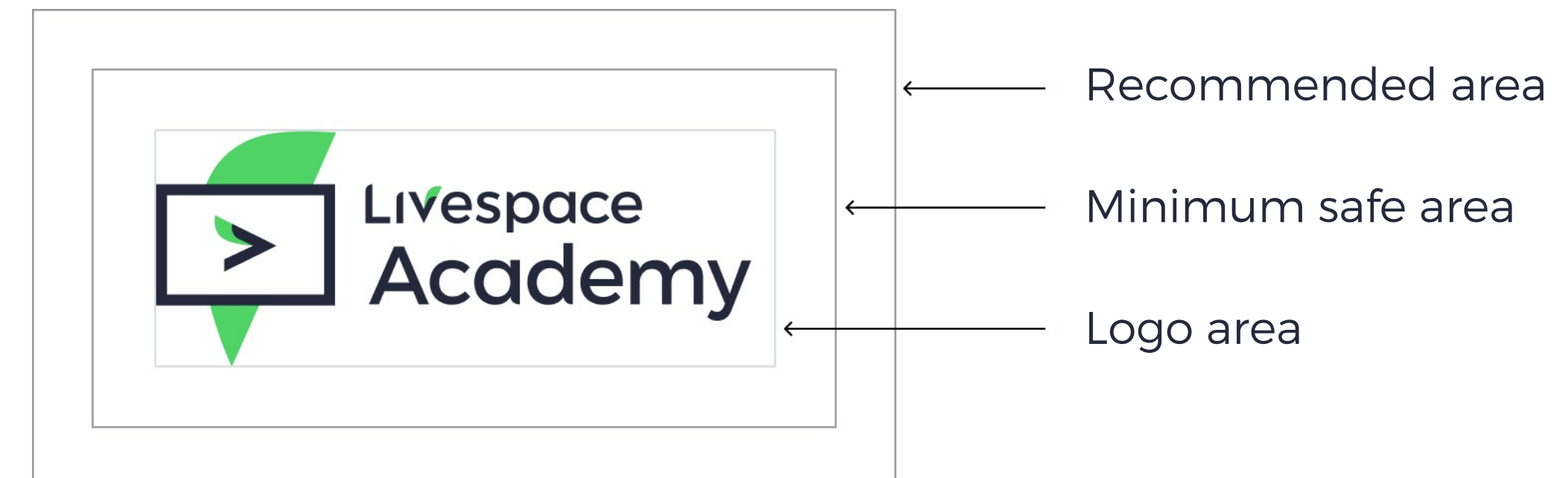
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam eu turpis molestie, dictum est a, mattis tellus. Sed dignissim, metus nec fringilla accumsan, risus sem sollicitudin lacus, ut interdum tellus elit sed risus. Ut enim ad minim.



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam eu turpis molestie, dictum est a, mattis tellus. Sed dignissim, metus nec fringilla accumsan, risus sem sollicitudin lacus, ut interdum tellus elit sed risus. Ut enim ad minim.

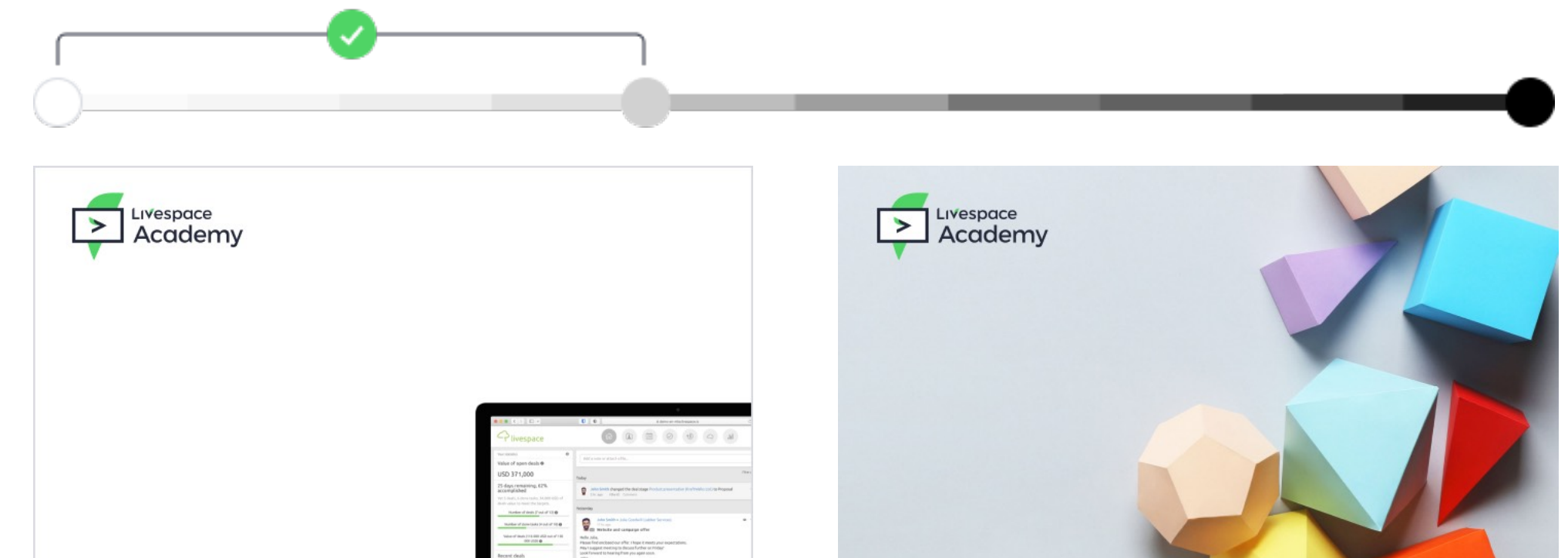


## Logo clearspace



## Logo placed on white or light background

Place the logo without adding any additional light background if the color behind it is white or light. When background color is darker than the brightness range, always use white additional background.



## On dark or visually complicated background

Place the logo on white background:



# LIVESPACE MOBILE APP

Livespace

Livespace

Livespace

Livespace

## Livespace Mobile App

The sign can be used on welcome screens, splash screens, promotional materials, App Store and Google Play store.





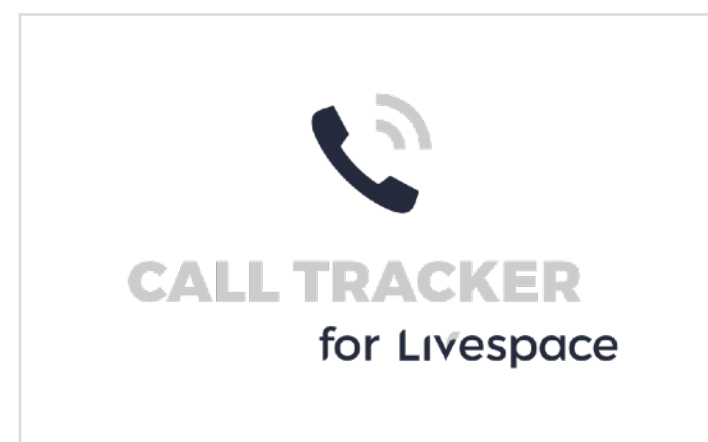
# CALL TRACKER APP



**CALL TRACKER**  
for Livespace

## Call Tracker for Livespace logo

The sign can be used on welcome screens, splash screens, promotional materials, Google Play store along with app icon.



# SALES BOT



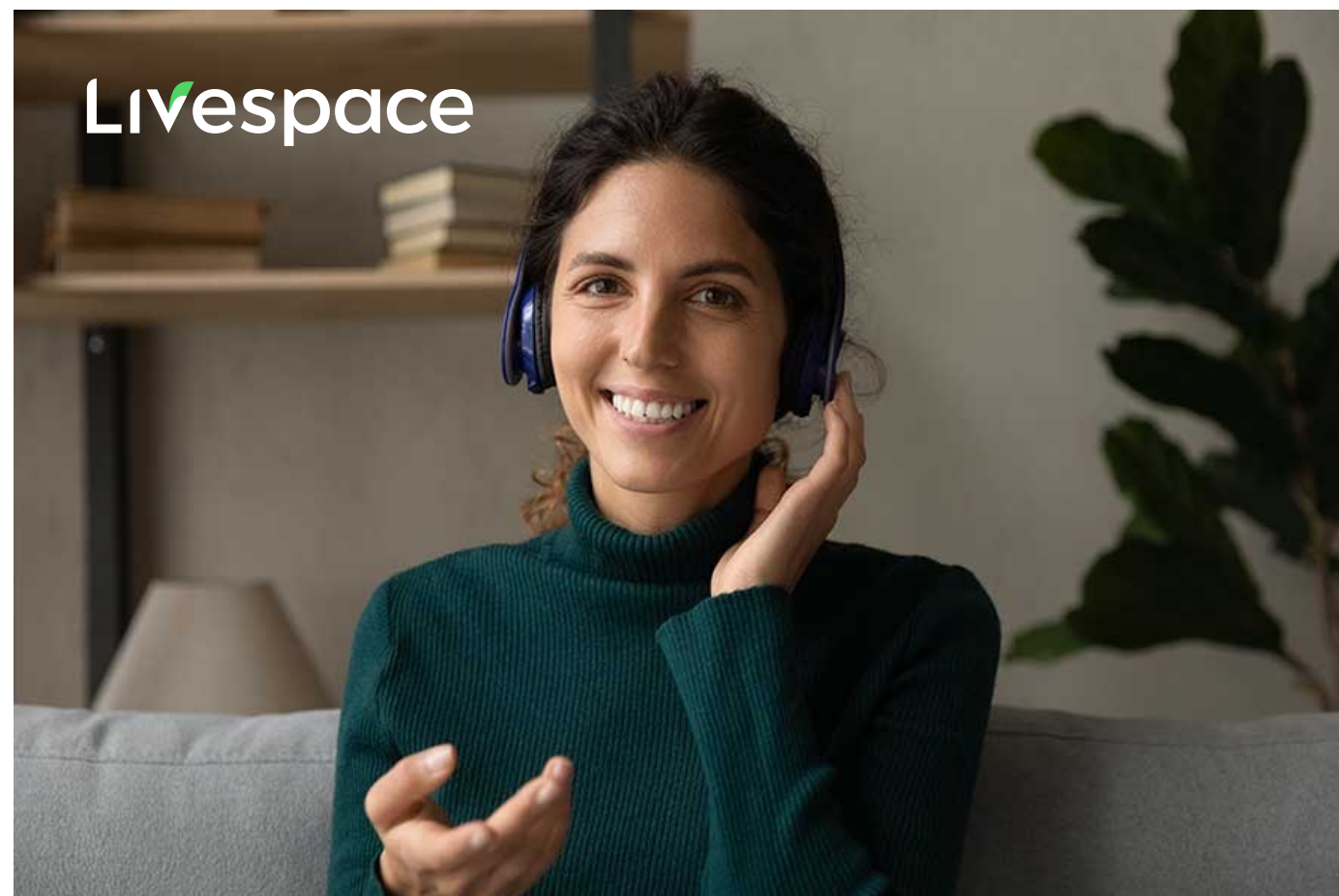
Sales Bot logo



Livespace

# **CORRECT AND INCORRECT USE**

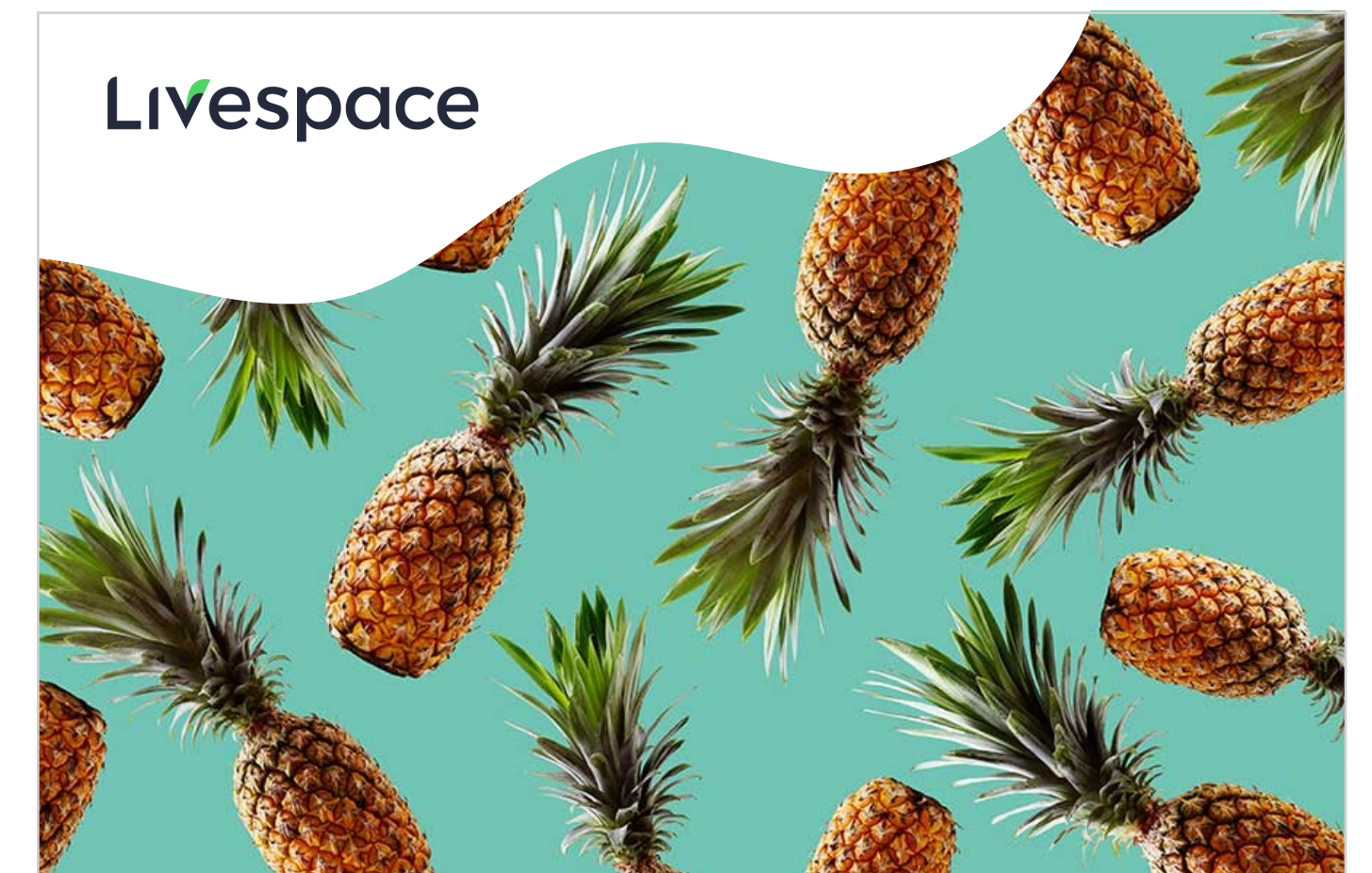
# CORRECT USE



White logo variant on dark backgrounds



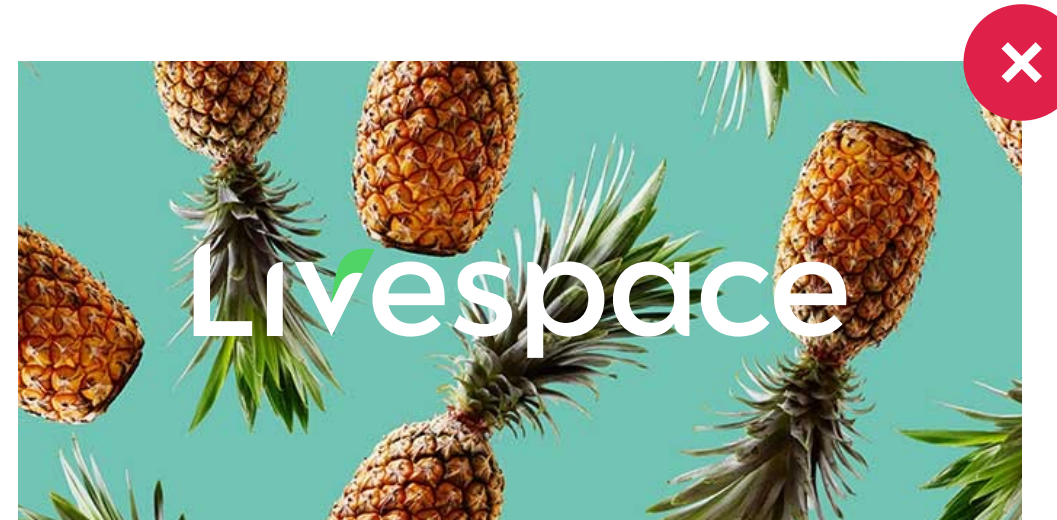
Navy logo variant on light backgrounds



White background shape when background image is visually too complex



# INCORRECT USE



Avoid placing the logo on colorful backgrounds.



Do not add shadows.



Do not change colors.



Do not use stroke.



Do not rotate or skew.



Do not use brandmark and logo together.



Do not use our old logo.



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**COLORS**



# LIVESPACE PRIMARY COLOR



## Livespace Green

RGB:  
79, 212, 101

Hex:  
#4fd465

CMYK:  
66, 0, 65, 0

Pantone:  
7479 C

RAL:  
6024

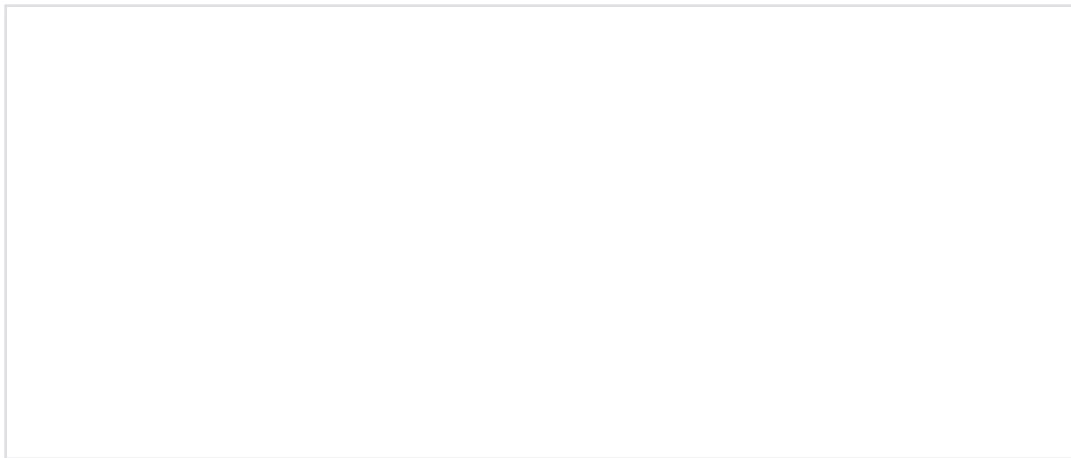
# LIVESPACE COMPLEMENTARY COLORS



LS Navy

RGB:  
36, 41, 59  
  
Hex:  
#24293b

CMYK:  
88, 80, 49, 64  
  
Pantone:  
546 C  
  
RAL:  
9011



White

RGB:  
255, 255, 255  
  
Hex:  
#FFFFFF

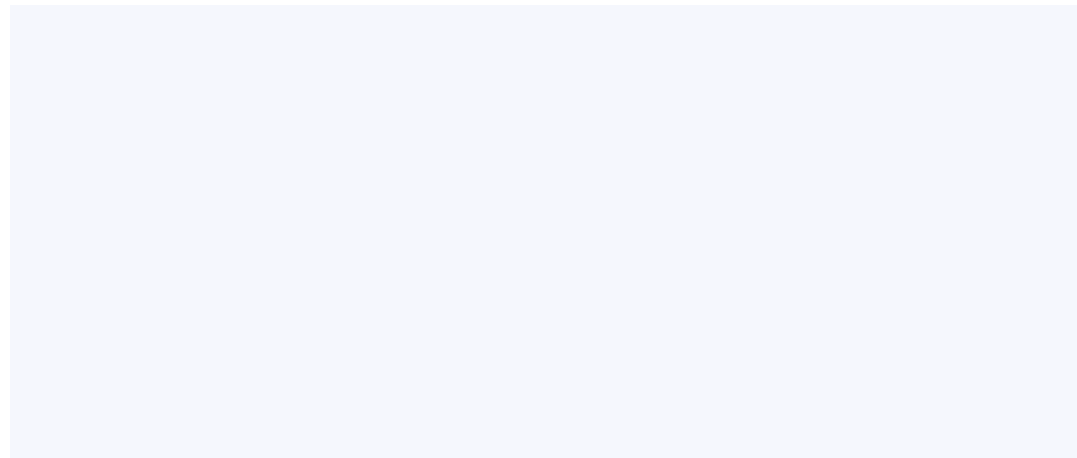
CMYK:  
sprawdzić  
  
Pantone:  
sprawdzić  
  
RAL:  
sprawdzić



LS Complementary 700

RGB:  
61, 57, 168  
  
Hex:  
#3D39A8

CMYK:  
64, 66, 0, 34  
  
Pantone:  
2104 C  
  
RAL:  
5002



LS Grey 50

RGB:  
245, 247, 252  
  
Hex:  
#F5F7FC

CMYK:  
3, 2, 0, 1  
  
Pantone:  
2104 C  
  
RAL:  
9003

# COLOR GRADATION



|                   |                         |                    |                         |                    |                        |                     |                       |                      |                       |
|-------------------|-------------------------|--------------------|-------------------------|--------------------|------------------------|---------------------|-----------------------|----------------------|-----------------------|
| RGB:<br>0, 61, 20 | CMYK:<br>86. 47. 69. 58 | RGB:<br>0, 101, 34 | CMYK:<br>89, 36, 82, 32 | RGB:<br>2, 135, 55 | CMYK:<br>84, 21, 92, 7 | RGB:<br>41, 170, 71 | CMYK:<br>82, 5, 89, 0 | RGB:<br>79, 212, 101 | CMYK:<br>66, 0, 65, 0 |
| Hex:<br>#003D14   | Pantone:<br>567 C       | Hex:<br>#006522    | Pantone:<br>7728 C      | Hex:<br>#038737    | Pantone:<br>348 C      | Hex:<br>#28AA47     | Pantone:<br>7482 C    | Hex:<br>#4fd465      | Pantone:<br>7479 C    |

# LIVESPACE GRADIENT



## Livespace Green 1000

RGB:  
0, 88, 25

Hex:  
#005819

CMYK:  
100, 36, 90, 40

Pantone:  
3537 C

RAL:  
6002

## Livespace Green

RGB:  
79, 212, 101

Hex:  
#4fd465

CMYK:  
82, 5, 89, 0

Pantone:  
7482 C

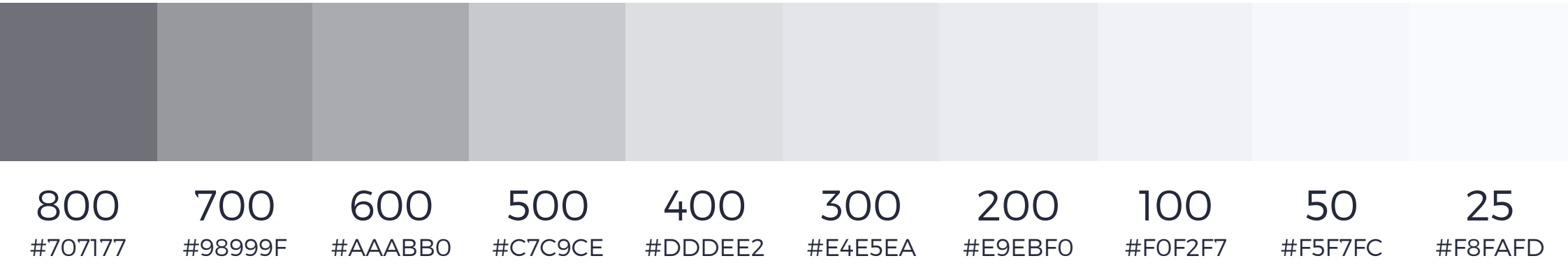
RAL:  
6024

# LIVESPACE APP PALETTE

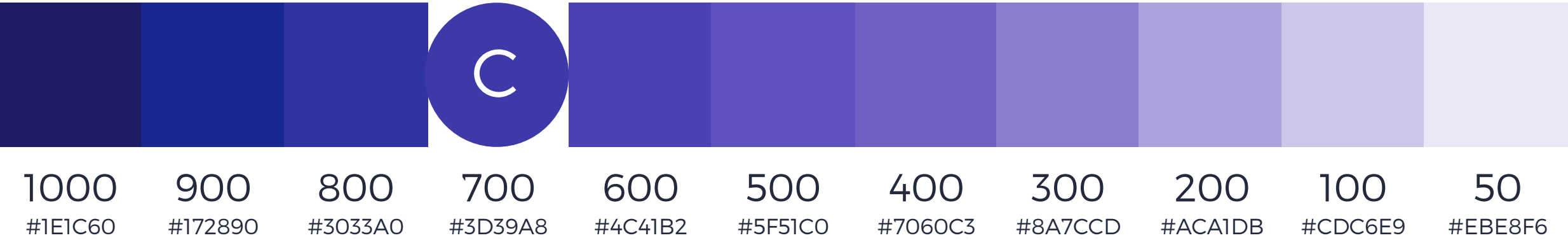
## LS PRIMARY



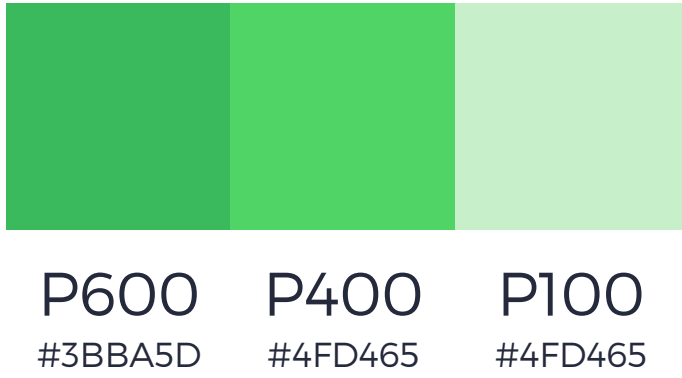
## LS GREY



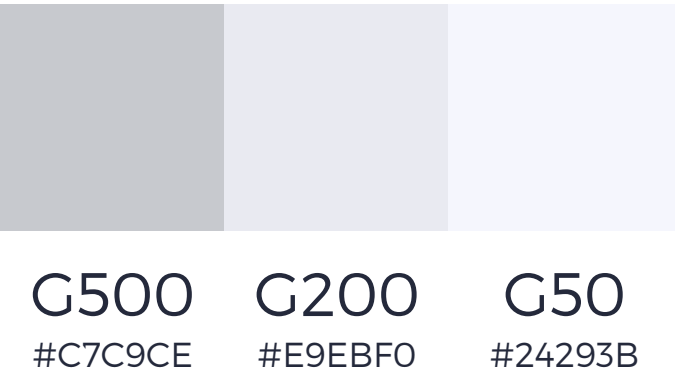
## LS COMPLEMENTARY



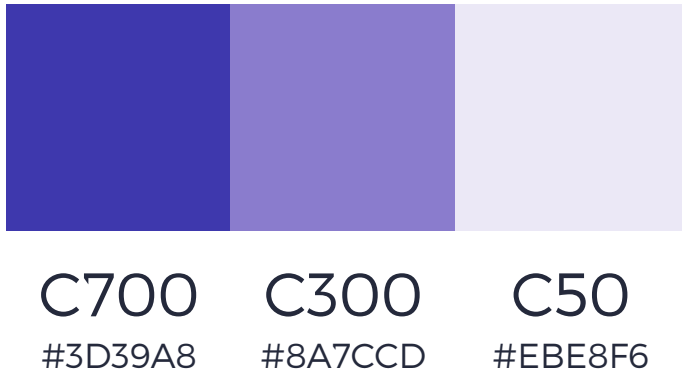
## LS PRIMARY TRIO



## LS GREY TRIO



## LS COMPL. TRIO



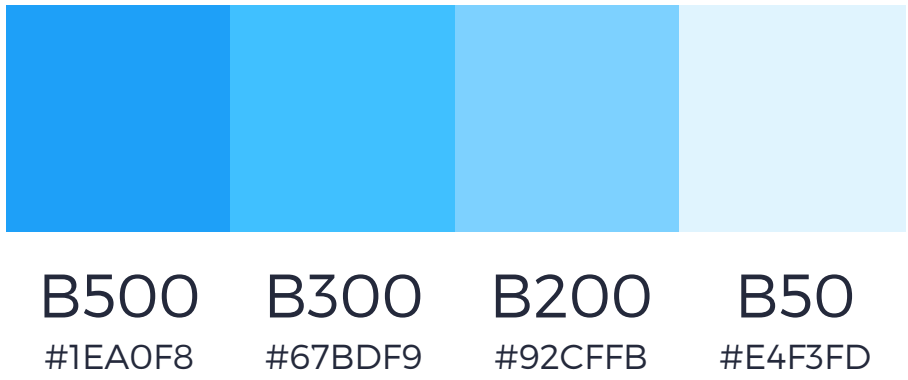
## LS NAVY



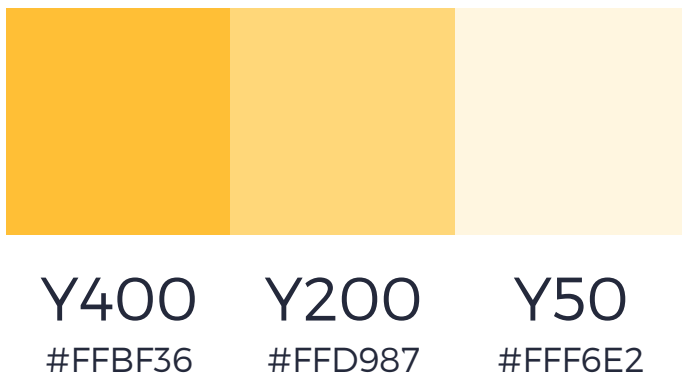
## LS ERROR



## LS BLUE



## LS YELLOW





Livespace

**TYPOGRAPHY**



# TYPOGRAPHY

At Livespace we use modern, fresh and geometric fonts.

**Trueno** is recommended for all headlines and corporate presentations.

**Nunito Sans** is used in Livespace website.

**Ubuntu** is reserved for Livespace App only.



**TRUENO EXTRABOLD**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

**TRUENO BOLD**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Trueno Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Trueno Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890



**NUNITO SANS BLACK**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

**NUNITO SANS EXTRABOLD**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

**NUNITO SANS BOLD**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Nunito Sans Semibold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Nunito Sans Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890



**Ubuntu Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Ubuntu Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# TYPOGRAPHY COLORS

|                           |   |                       |                 |                         |                       |
|---------------------------|---|-----------------------|-----------------|-------------------------|-----------------------|
| Main color                | <b>CZEŚĆ, Hello!</b><br>Lorem ipsum dolor<br>sit amet | RGB:<br>36, 41, 59    | Hex:<br>#24293B | CMYK:<br>88, 80, 49, 64 | Pantone:<br>546 C     |
| Secondary texts           | Kod rabatowy  | RGB:<br>107, 108, 113 | Hex:<br>#6B6C71 | CMYK:<br>2, 2, 0, 56    | Pantone:<br>sprawdzić |
| On dark backgrounds       | <b>CZEŚĆ, Hello!</b>                                  | RGB:<br>255, 255, 255 | Hex:<br>#FFFFFF | CMYK:<br>0, 0, 0, 0     |                       |
| Negative meaning          | Wrong password  | RGB:<br>223, 34, 75   | Hex:<br>#DF224B | CMYK:<br>1, 94, 60, 1   | Pantone:<br>4059 C    |
| Links or tertiary buttons | Read more   | RGB:<br>61, 57, 168   | Hex:<br>#3D39A8 | CMYK:<br>64, 66, 0, 34  | Pantone:<br>2104 C    |



Livespace

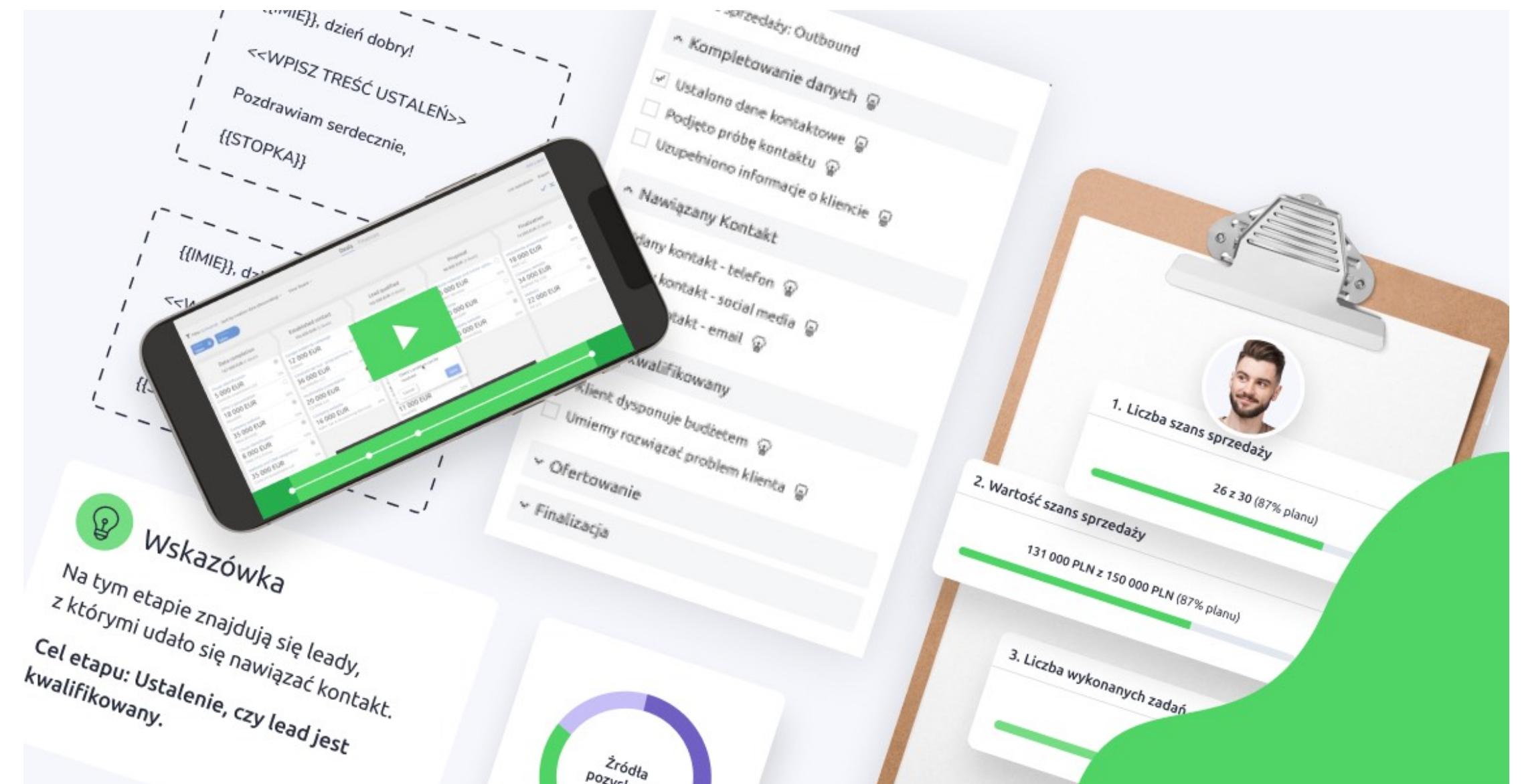
**IMAGERY**



# KEY VISUALS

## GUIDELINES

- Use LS green color as a highlight - in various shapes, icons or backgrounds.
- Use LS green gradation colors for some repeatable elements.
- Mix real photos (i.e. devices) with vector shapes.
- Use white rounded corner backgrounds with shadows.
- Play with shadows to achieve a 3D impression.
- Use LS Navy lines, outlines and icons.
- When possible try to add some human elements to the designs.





# INFOGRAPHICS

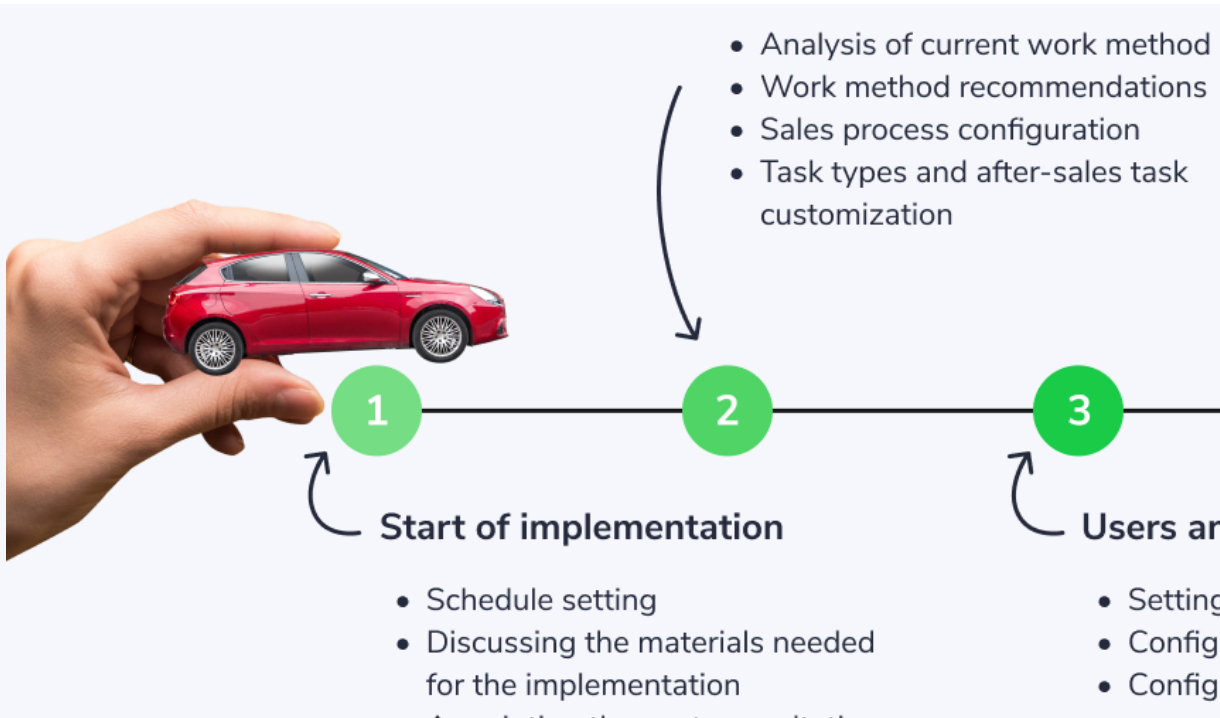
## GUIDELINES

- Use White or LS Grey 50 background.
- Use Green color gradation.
- Use outlined simple icons (LS Navy or White).
- Play with shadows to make a 3D impression.
- Use LS Navy arrows and lines.
- Add some real photos (with transparent background)
- When possible try to add some human elements to the designs.



## COLOR GRADATION

Green color variants and shadows under white circles make the icons stand out more.



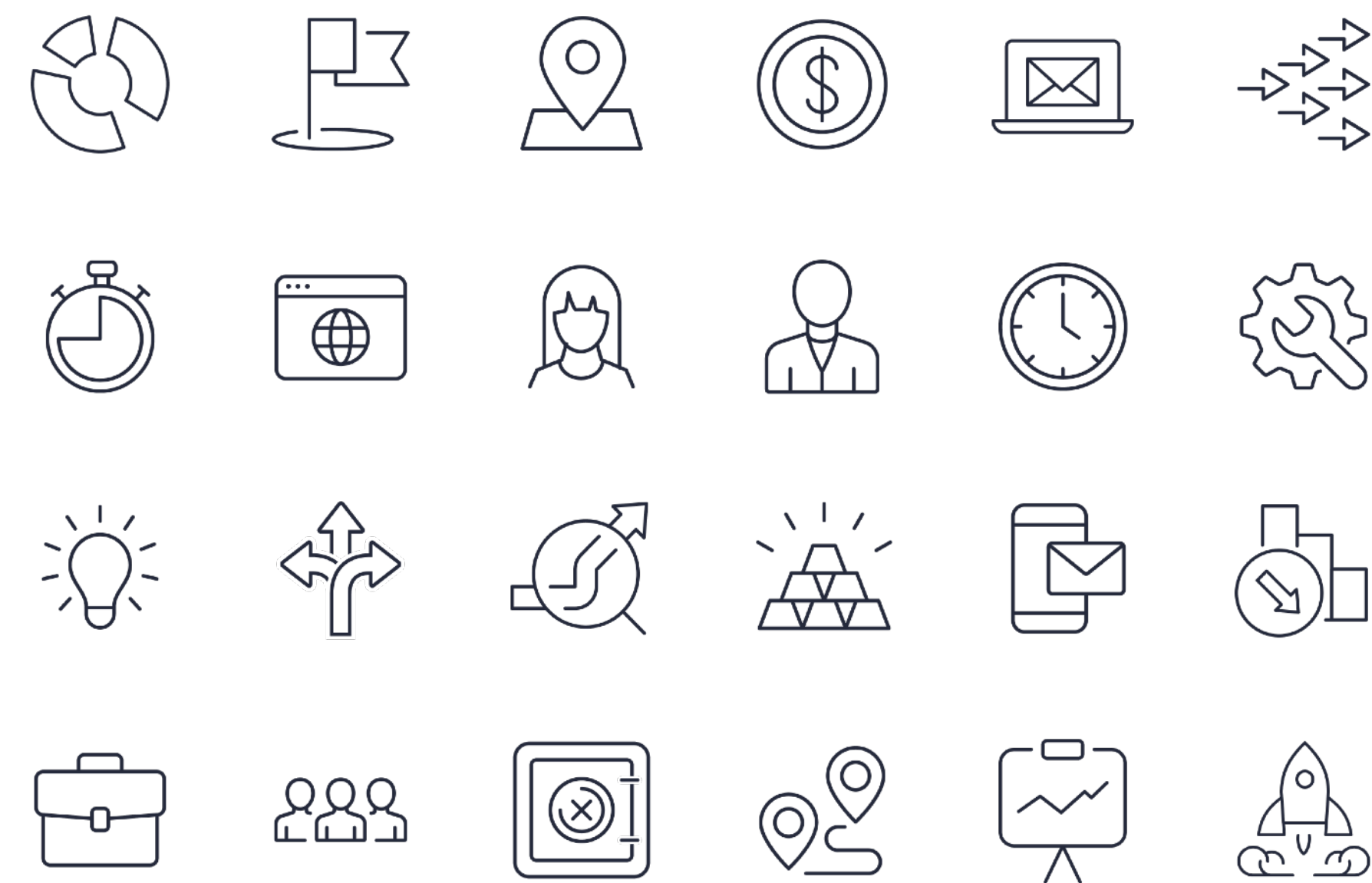
## REAL OBJECTS PHOTO

The hand with the red car makes the graphic look more compelling. It adds some reality to the image and 3D effect.

# ICONOGRAPHY

## GUIDELINES

- In 90% we use outlined icons with LS Navy color.
- They can be placed next to text boxes as independed icons.
- They can be a part of a bigger icon - on white and / or green circle.
- Livespace leaf may accompany them in various combinations.



Lorem ipsum dolor sit amet  
consectetur



Ut enim ad minim veniam, quis  
nostrud exercitation



Duis aute irure dolor in  
reprehenderit in voluptate

