LiveNet

Institutional Identity book

February **2025**

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01
Brand

This document is intended to be a practical guide to the brand LiveNet. It provides detailed information to the logo's use, graphic specifications, and examples on how to apply the brand.

The identity was designed and thought out as a whole – that is why the combination of its elements results in a graphically coherent construction.

To ensure coherence and uniformity, the following guidelines must be respected.

02
Brand Elements

The brand structure presents the symbol and lettering. The use of lettering and symbol separately is allowed, in terms of graphic and digital use.

03
Protection Area

To ensure good visibility it is crucial that the logo has a protection area around it. This area is defined as the height of the symbol that establishes the brand's bleeds.

04
Minimal Dimensions

When presenting the brand in a small size, the minimal dimensions must be respected, avoiding the reader not noticing the lettering and/or the symbol.

Minimum dimensions are defined by reading all elements.

05
Misapplications

A brand's creation implies a coherent and concise approach, in all media applications made. Misapplications or breaking graphic standards dis gures the brand and implies a poor representation of it, shows poor professionalism towards clients and partners. The following misapplications of the brand were designed as examples of applications that are not allowed, showing what not to do.

Changes in colour

Changes in dimension

Changes in typography

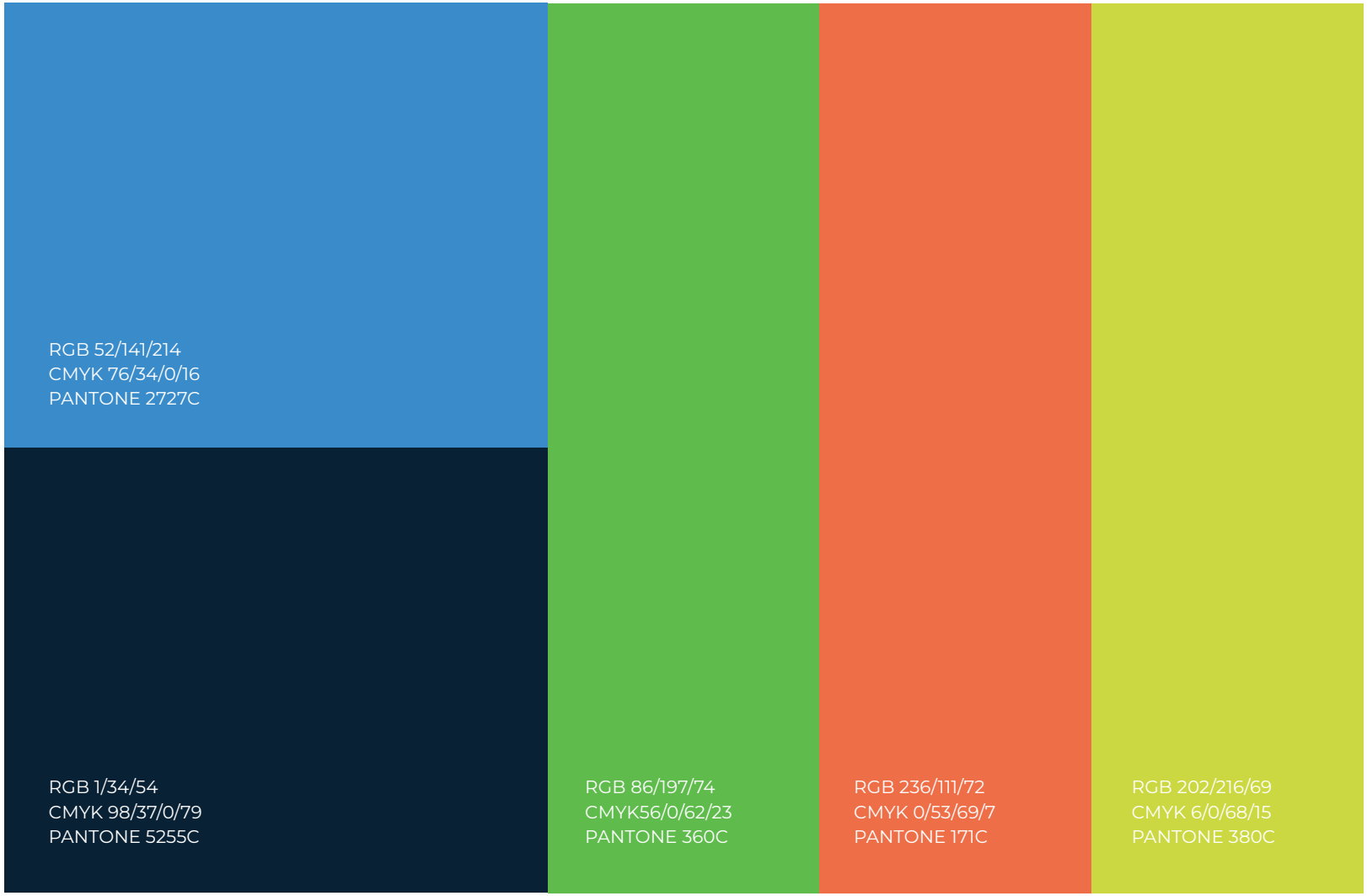
Changes in configuration

Changes in the element's sizes and proportion

Changes to outline

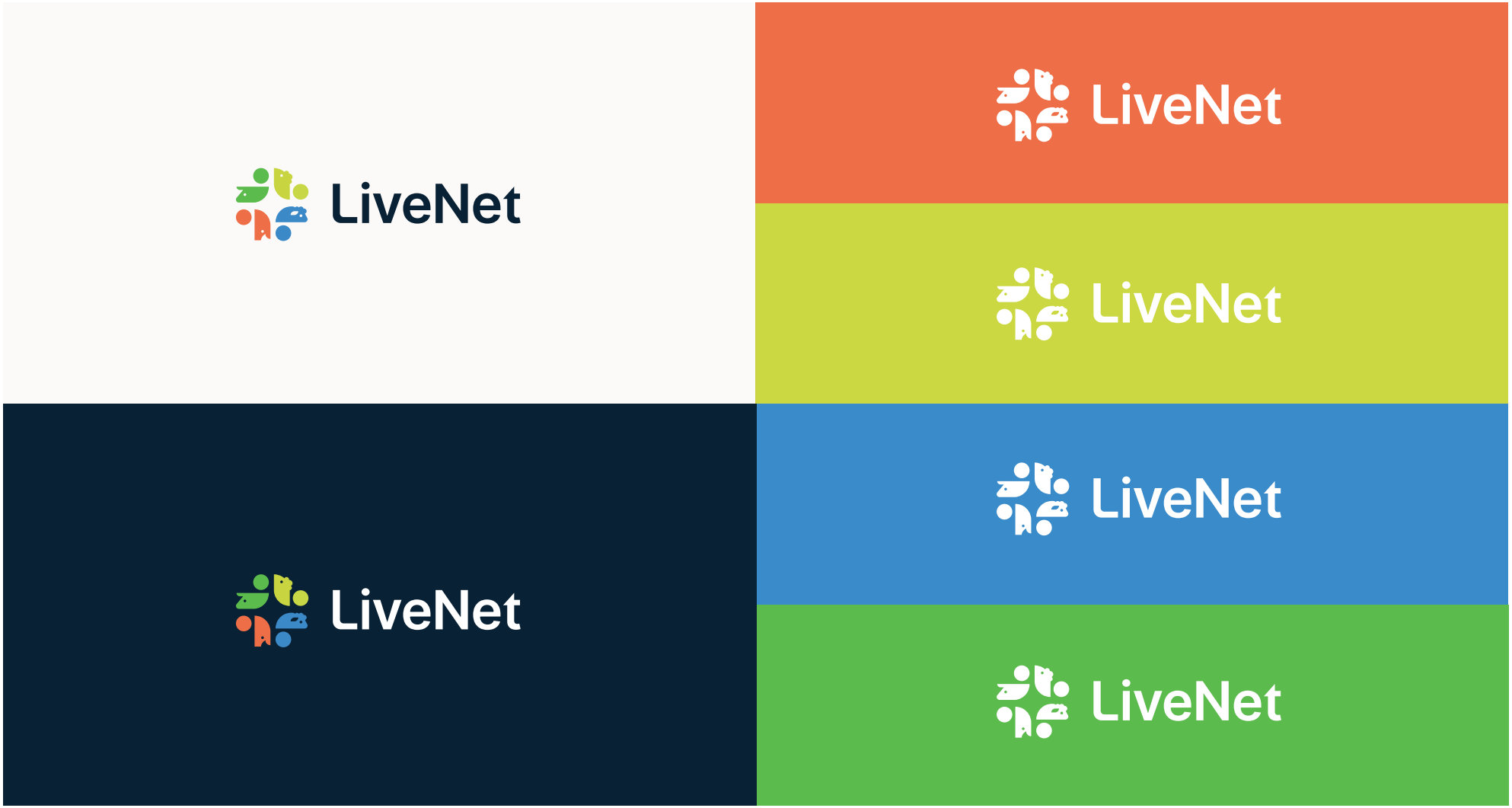
06
Brand Colours

LiveNet features two primary colors - dark blue and blue, and three secondary colors - green, red, and yellow. The brand's visual identity should consider the use of the version that stands out the most, ensuring a balance between colour, shape and background.



07
Colour Application

Colour application rules help to ensure the brand's integrity. Logo's applications are presented below – the first one is the main application and should be used with white or light backgrounds, followed by other application options.
The coloured background can be composed by an image with one of the brand's colour at 90% over it. If the background is of a different colour, shades that contrast with the logo should be avoided.



LiveNet

LiveNet

08
Logo Typography

Along with the brand's elements, the use of typography is very important to the coherent representation of LiveNet. The typography used in the logo's construction is Inter Tight – however it should not be used in communication and dissemination materials.

Inter Tight (Bold)

ABC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
!"#$%&/[()]=?*+-.:;,-_~^@€'<>
1234567890

09

Communication Material Typography

The typeface used in the text was Montserrat Bold for titles and Montserrat Regular for plain text.

Montserrat

abc

abcdefghijklmnopqrstuvwxyz
!"#$%&/[()]=?*+-.:;,-_~^@€'<>
1234567890

10
Claim

As a complement to communication, "**A Network of Advisors Focused on Sustainable Livestock Practices in Europe**" positions the brand on the market and is applied in all relevant media.

This element also has a few rules to respect: the used fonts are Montserrat Bold. A practical example of the correct use of this element is showed below.

A Network of Advisors Focused on Sustainable Livestock Practices in Europe

A Network of Advisors Focused on Sustainable Livestock Practices in Europe

A Network of Advisors Focused on Sustainable Livestock Practices in Europe

11
Graphic Elements

The graphic elements are composed of the colors and graphic language of the brand. With symbol based on the logo, these elements can be used individually or together. As they can be used in different types of communication materials, it gives flexibility, strength and harmony to the brand.

12
EU logo

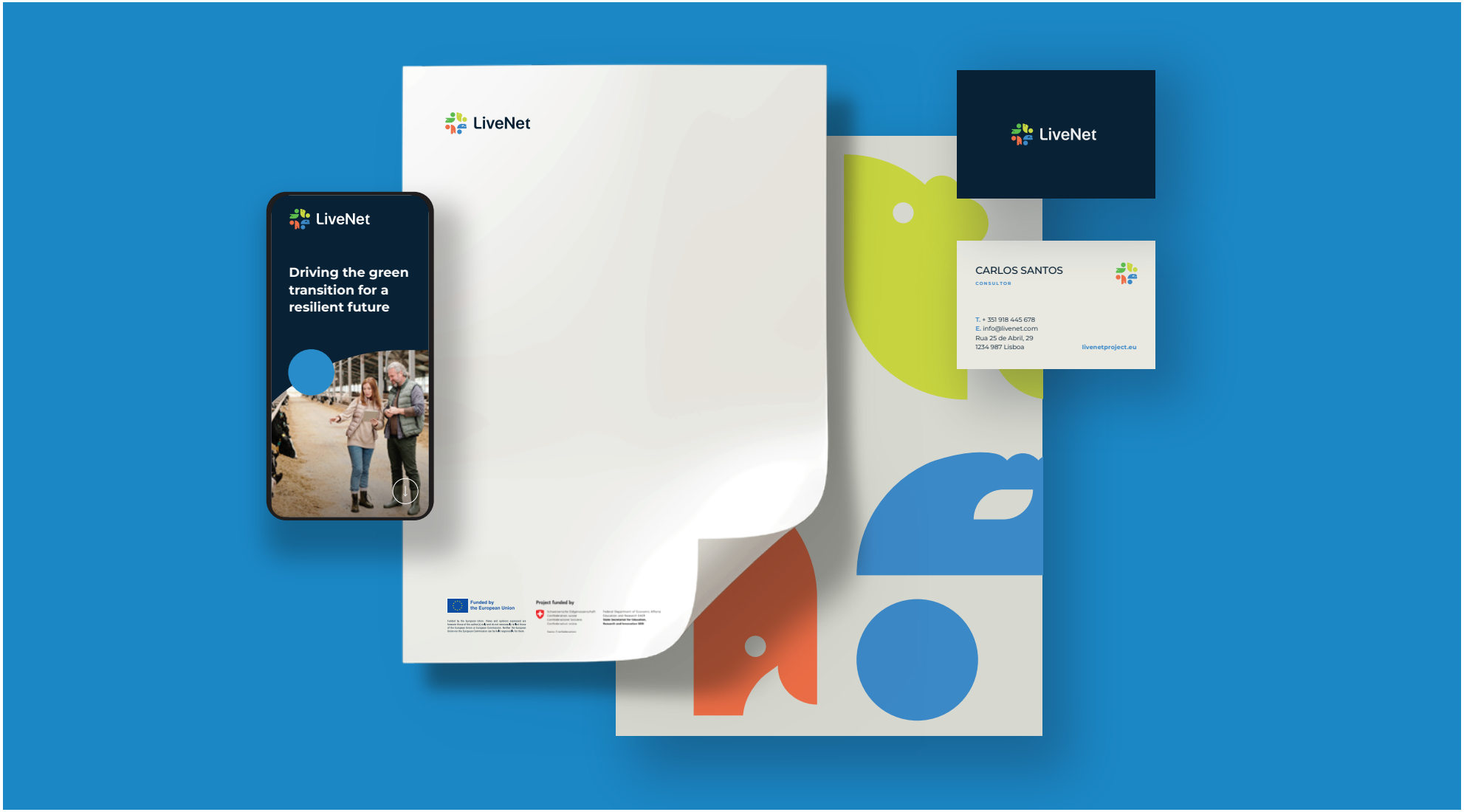
LiveNet is funded by the European Union. In every communication, dissemination material, whenever two logos - the project's logo, the EU Logo - are jointly presented, these rules must be respected.

Minimum distance

13
Applications

Below, there are some examples of different uses for the logo. There are various types of applications, but the standard rules - mentioned before - must be respected.

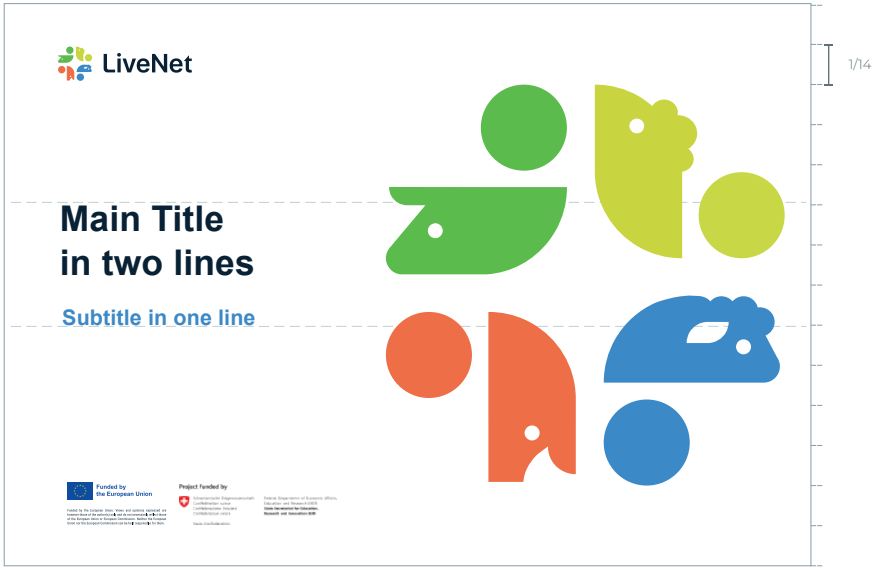
When in doubt about an application, please contact the responsible entity.

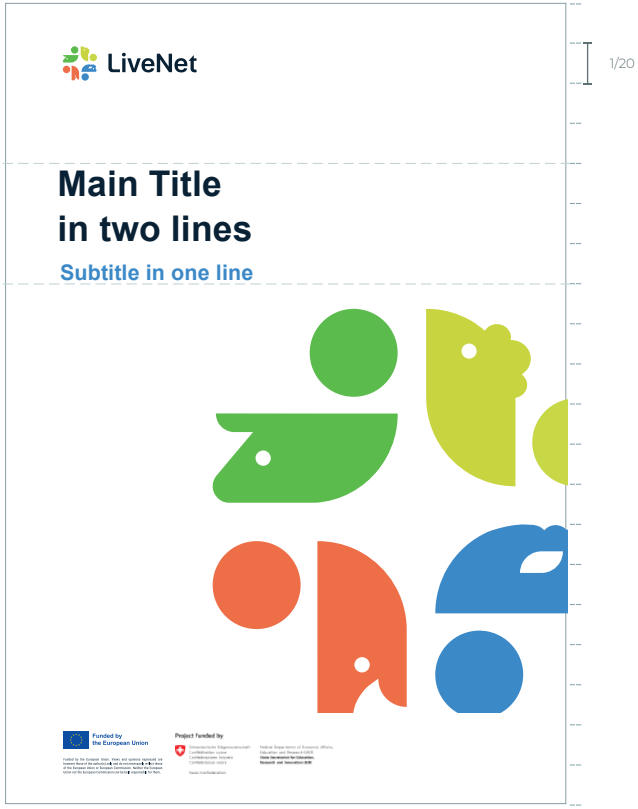


LiveNet
LiveNet
CARLOS
SANTOS
CONSULTOR

LiveNet

LiveNet
Transforming
livestock production
livenetproject.eu
LiveNet
livenetproject.eu
LiveNet
Transforming
livestock production
livenetproject.eu
LiveNet
Driving innovation
for sustainable
livestock
livenetproject.eu
LiveNet
Transforming
livestock produc
livenetproject.eu


LiveNet
Main Title
in two lines
Subtitle in one line
1/14

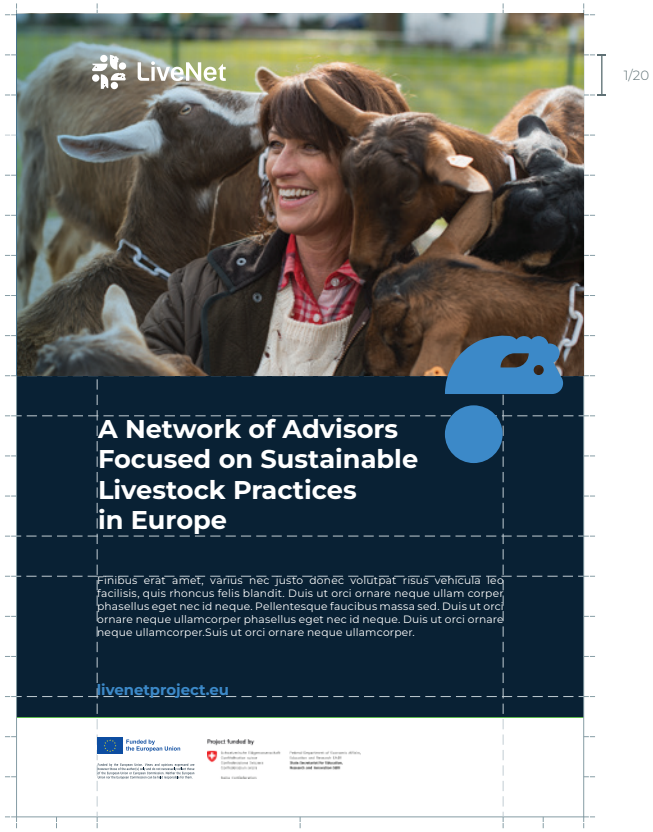

LiveNet
Main Title
in two lines
Subtitle in one line
1/20

14

Standard Rules

Press releases

Full page



1/2 Page (vertical)I)

1/2 Page (horizontal)

14

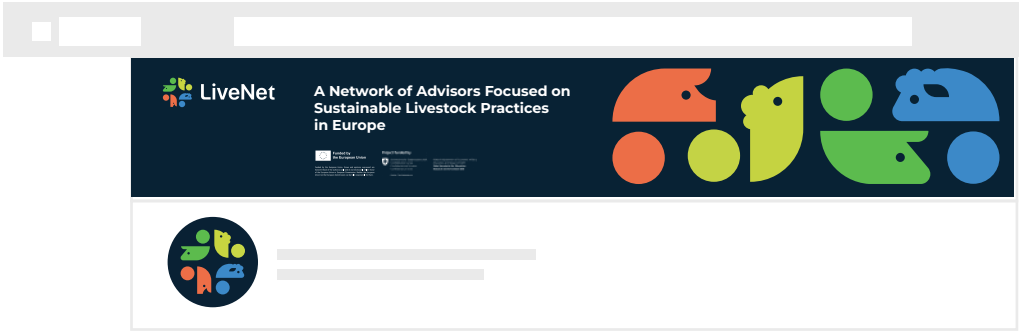
Standard Rules

Social media profile

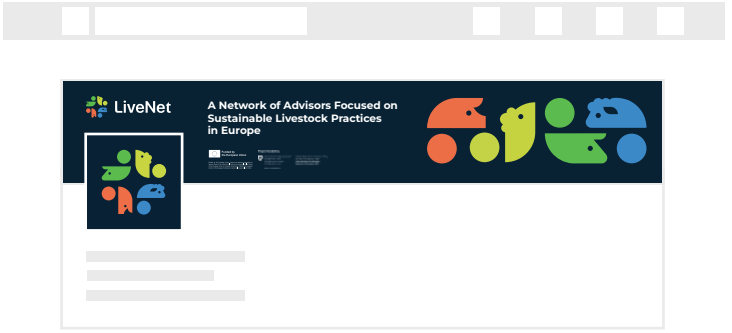
Facebook

Twitter

YouTube



Linkedin



To make the template's editions by partners of LiveNet possible, without the limitation of the use of communication's typography, a system font was chosen, ensuring graphic coherence.
The chosen font – Arial – should only be used in template such as PowerPoint Presentations or Word Documents.

Arial

Abc123&*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!”#$%&/[()]=?*+-.:;,-_~^@€’<>
1234567890

14

Standard Rules

Templates (Word)

Document

List

Event

14
Standard Rules
Templates (PPT)

Cover

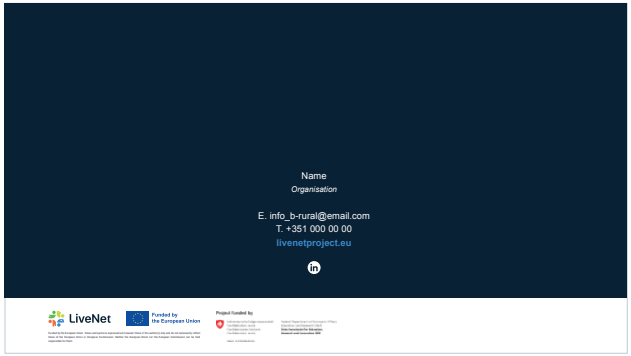
Index

Separator

Chapter introduction

Highlights

Final



To clarify any doubt resulting from the application of the usage rules presented here, please contact LiveNet