

# LIVEPEER BRAND GUIDELINES

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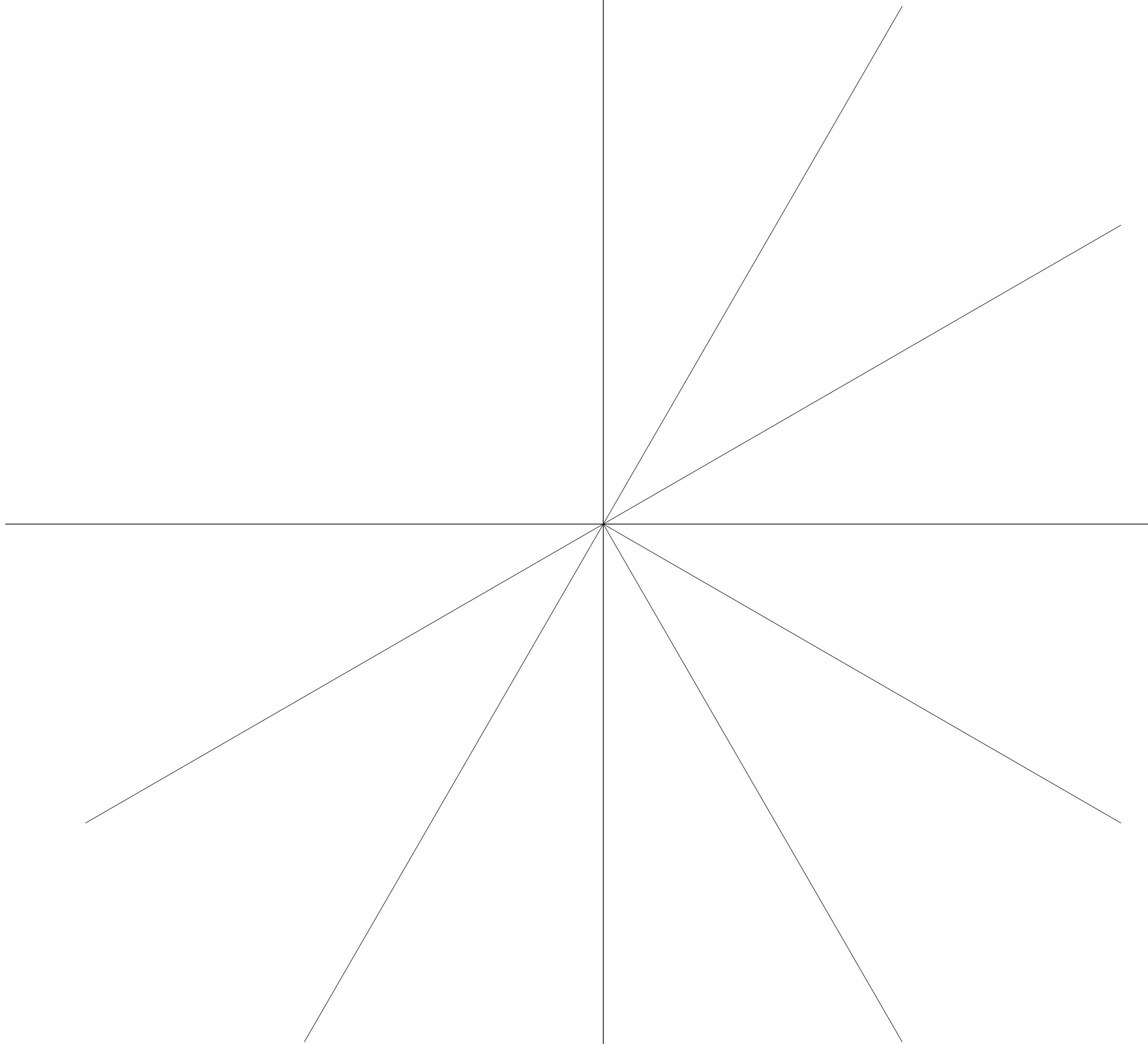
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# INTRODUCTION

Livepeer is an open-source and decentralized video infrastructure network for live and on-demand streaming.

## Our Mission

Give developers the freedom to innovate,  
creators autonomy from platforms, and  
viewers a choice in their experience.



## Livepeer Vision

Establish the future of online video by offering a set of tools for an ecosystem of contributors to build decentralized video streaming apps.

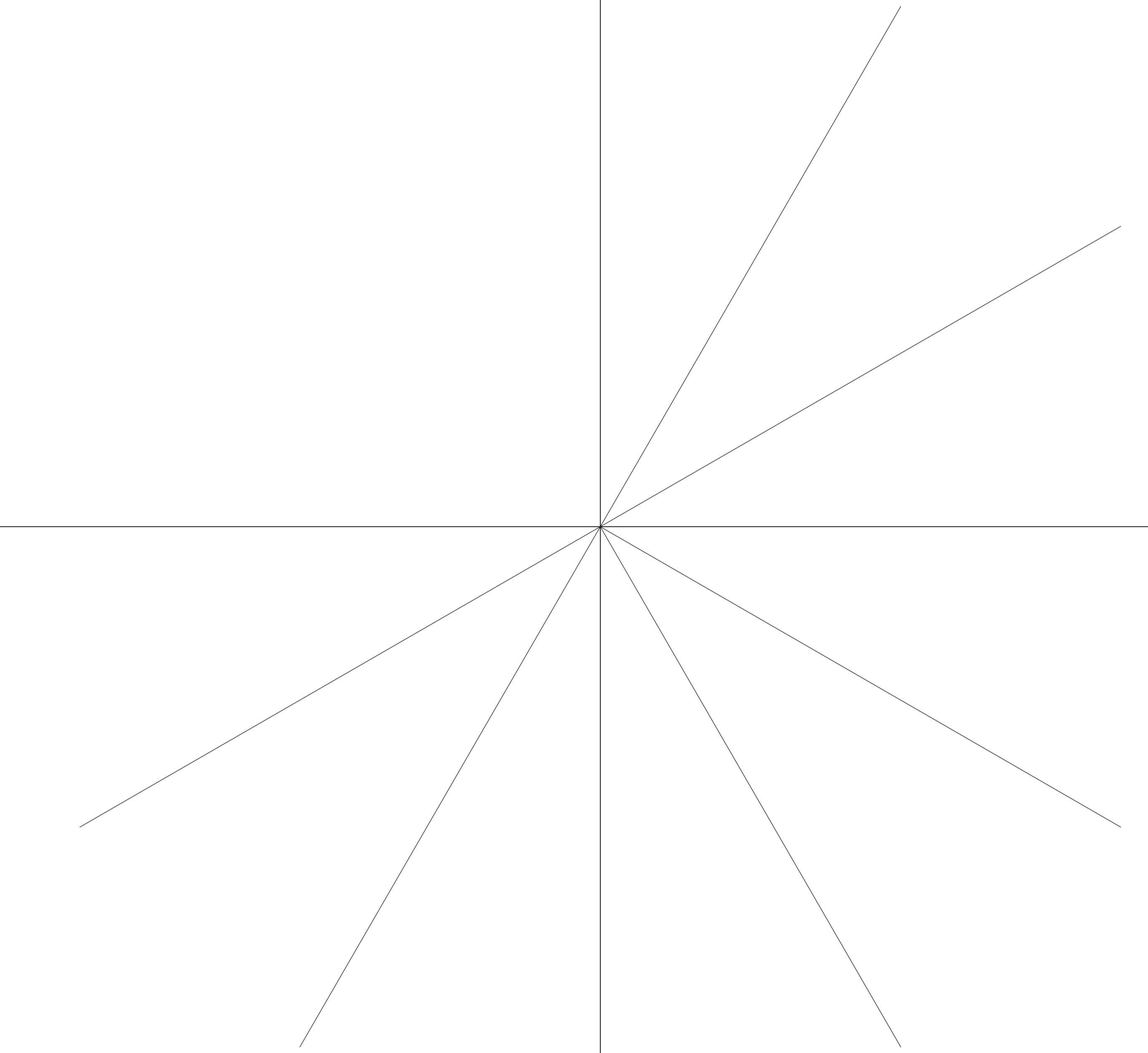
# TONE OF VOICE

## Clear

The most important aspect of the Livepeer tone of voice is its clarity. All the concepts and possibilities that Livepeer presents to its users must be conveyed clearly so there is no confusion about them. Having an easily understandable tone of voice builds trust and approachability of a brand.

## Professional

A professional tone of voice and sentence structure conveys the fact that Livepeer is knowledgeable about the new world of decentralized video. A professional tone of voice will ultimately insure a higher reliability of a brand which will attract new users and keep existing ones.



## Visionary

Since Livepeer deals with the relatively new technology of decentralized video, it is important to show the enthusiasm of the Livepeer team. A visionary and enthusiastic tone of voice can become contagious and it can greatly benefit the brand by spreading its exposure and building brand trust.

## Supportive

Closely connected to the other aspects of Livepeer's tone of voice, a supportive and encouraging tone will help guide users on how to use the Livepeer platform. Furthermore it will help with attracting and convincing new users to try out the platform.

## Tone Of Voice Examples

At Livepeer, we believe in giving developers the wings to soar into new realms of innovation. Our mission? To break free from the confines of traditional video platforms and provide creators with the autonomy they deserve.

EXAMPLE 01

Our professional team understands the nuances of decentralized video, ensuring you have the tools and knowledge to navigate this exciting landscape. Trust in our expertise to elevate your streaming experience.

EXAMPLE 02

Unlock the future of online video with Livepeer. Our clear and professional approach empowers developers, grants creators autonomy, and offers viewers a choice. Join our visionary community to create the future of decentralized video experiences.

EXAMPLE 03

Livepeer is more than a platform; it's a visionary force that jump starts the future of decentralized video. Join us, and let our supportive community propel you forward. With Livepeer, the future of online video is in your hands.

EXAMPLE 04

## Tone Of Voice Don'ts

When writing copy for Livepeer, always keep in mind the tone of voice and avoid having these types of messages and these types of tones:

### Avoid Ambiguity

Don't use convoluted language or vague terms. Keep the messaging straightforward to prevent confusion and ensure clarity in your communication.

EXAMPLE 01

### Steer Clear of Informality

Resist the urge to adopt an overly casual or informal tone. Maintain a professional demeanor in all communications to uphold the brand's credibility and reliability.

EXAMPLE 02

### Refrain from Neglecting Enthusiasm

Don't downplay the excitement and enthusiasm surrounding decentralized video solutions.

EXAMPLE 03

### Don't Overcomplicate

Steer away from using complex jargon or technical terms without clear explanations. Keep the language simple and accessible, allowing users to easily grasp the concepts without feeling overwhelmed.

EXAMPLE 04

# LOGOTYPE

## Logo

The Livepeer logo is made to intuitively represent the professional and clear use of the Livepeer infrastructure. Simplicity and clarity are the two main factors that are present in this logo, which is composed of a symbol and wordmark.



## Logo Construction

The Livepeer logo is made to intuitively represent the professional and clear use of the Livepeer infrastructure. Simplicity and clarity are the two main factors that are present in this logo, which is composed of a symbol and wordmark.



## Logo Clear Space

To ensure that the logo is always legible and not crowded, when placing it in any sort of design make sure to leave enough clear space around it. The minimum clear space around the logo should be equal to the width of the Livepeer symbol, around the entire logo.



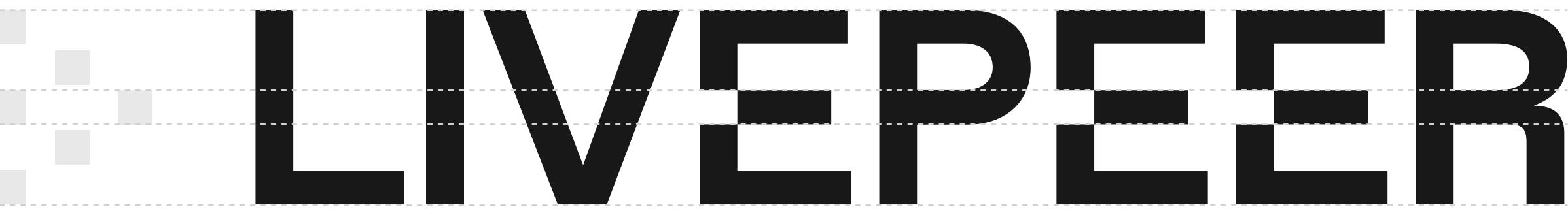
## Wordmark

The wordmark was constructed using the typeface Favorit Pro by Dinamo Typefaces. It is a clean sans serif typeface that complements Livepeer's future oriented mindset and business model. The letters 'E' in the wordmark have a distinguishing mark in them to make the entire wordmark more unique and recognizable.

LIVEPEER

## Wordmark Construction

The wordmark's distinctive look is constructed by removing a block from all the letters 'E' that appear in it. The removed section is in the middle of the letter, its width is the same as the vertical line in the letter 'E'.



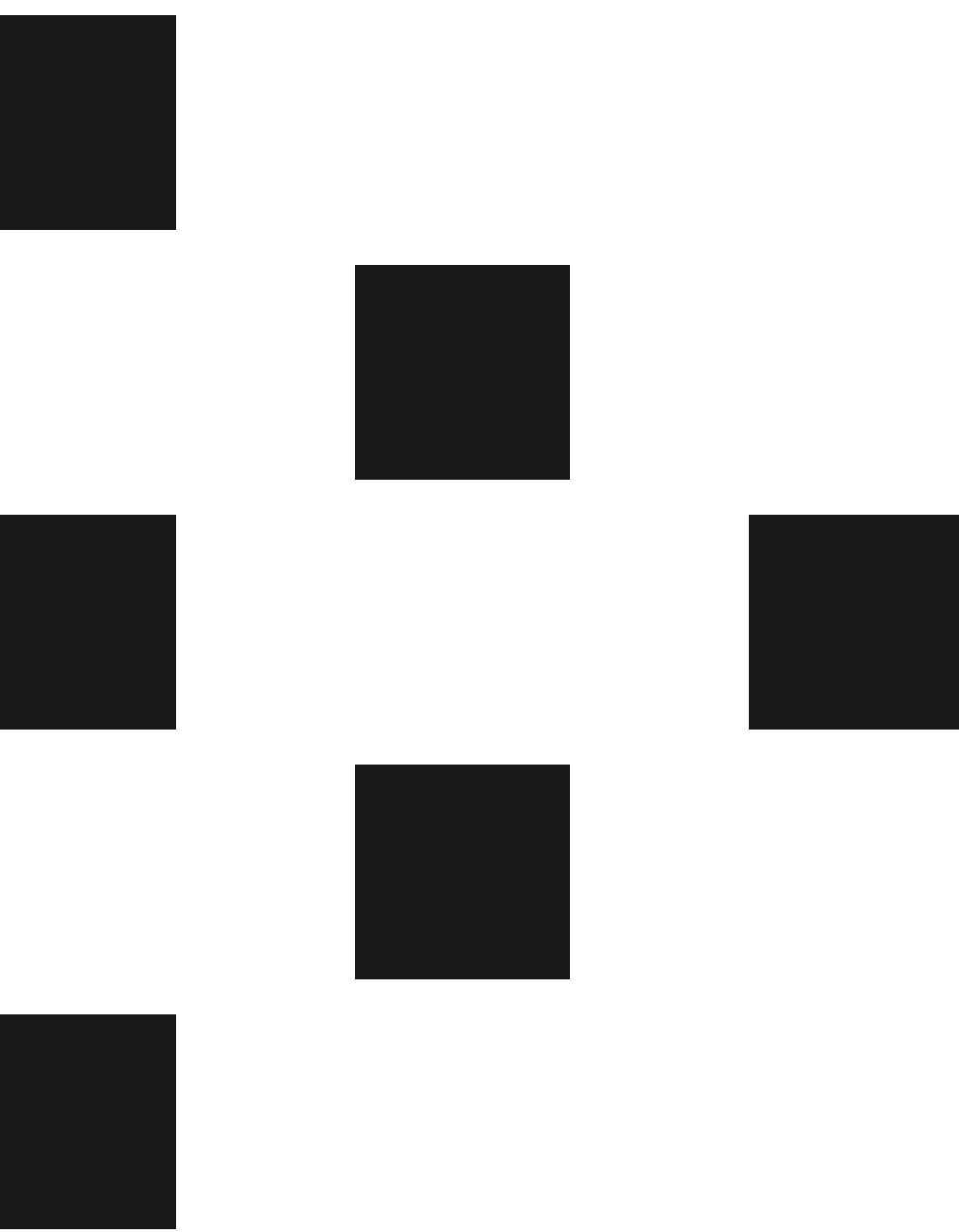
## Wordmark Clear Space

When used by itself, the minimal clear space around all sides of the wordmark must be at least the height of the wordmark. Using that amount of clear space will ensure the wordmark's visibility and recognizability.



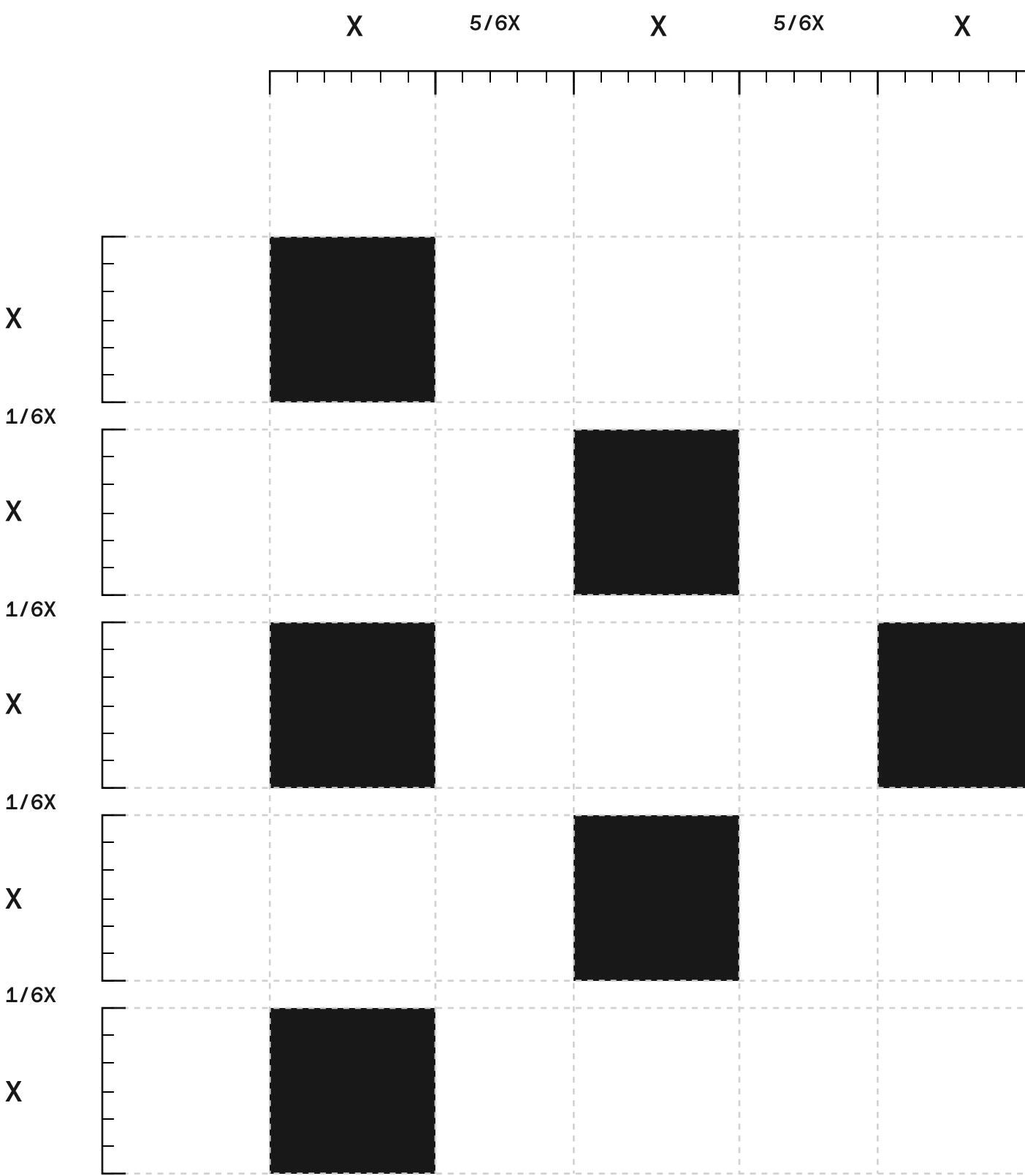
## Symbol

The Livepeer symbol is constructed of simple square elements to reflect the simplicity of using the Livepeer infrastructure. The squares represent the blockchain structure of Livepeer and the blocks are structured into the shape of a play button that represents the video aspect of Livepeer's services.



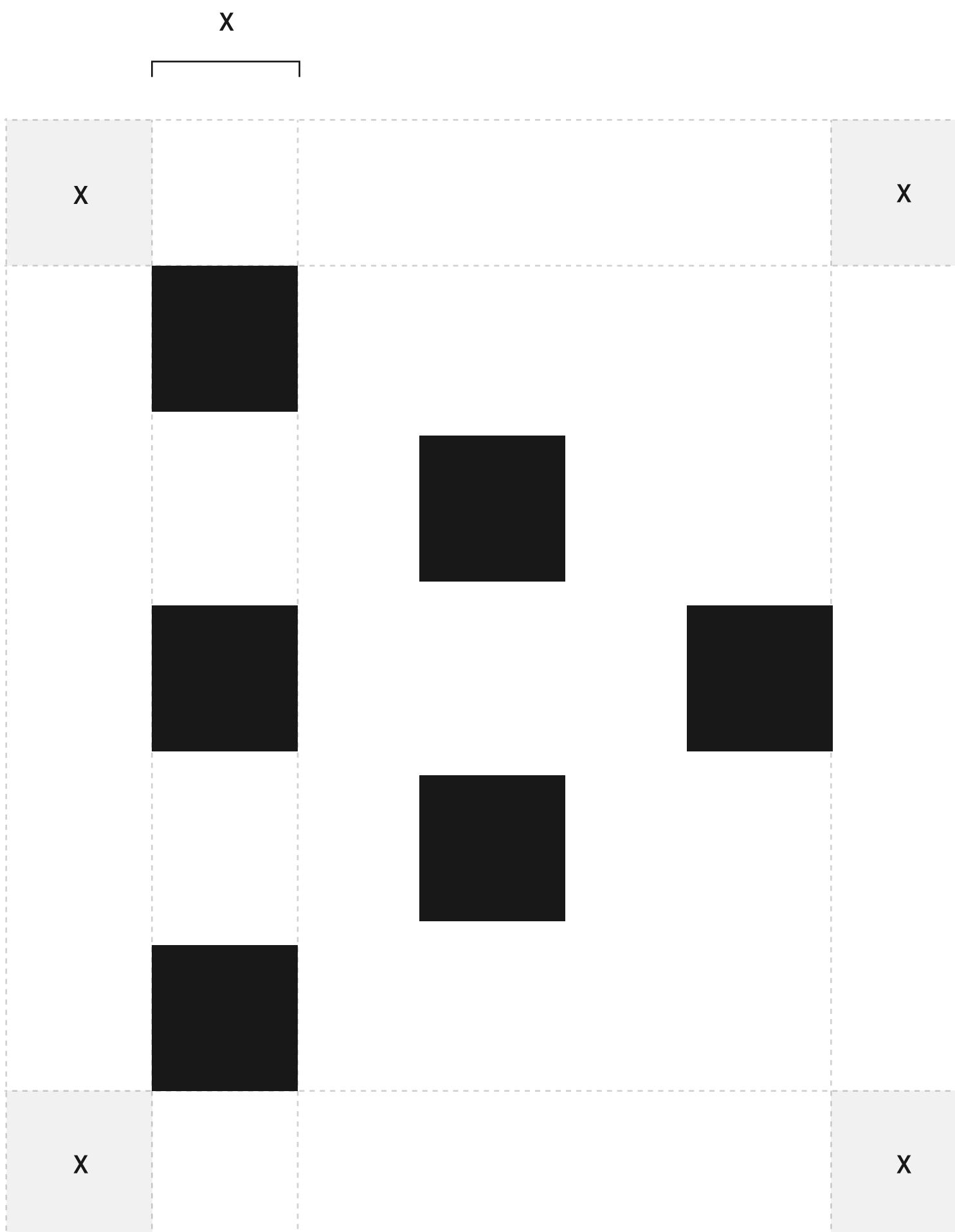
## Symbol Construction

The squares are the main reference for the construction of the symbol. It is created with 6 squares in 3 columns and 5 rows. The horizontal spacing between the squares must be  $5/6X$  of their sides, while the vertical spacing must be  $1/6X$  of their sides. This creates a completeness that might not be noticed at first glance, but it keeps the symbol balanced.



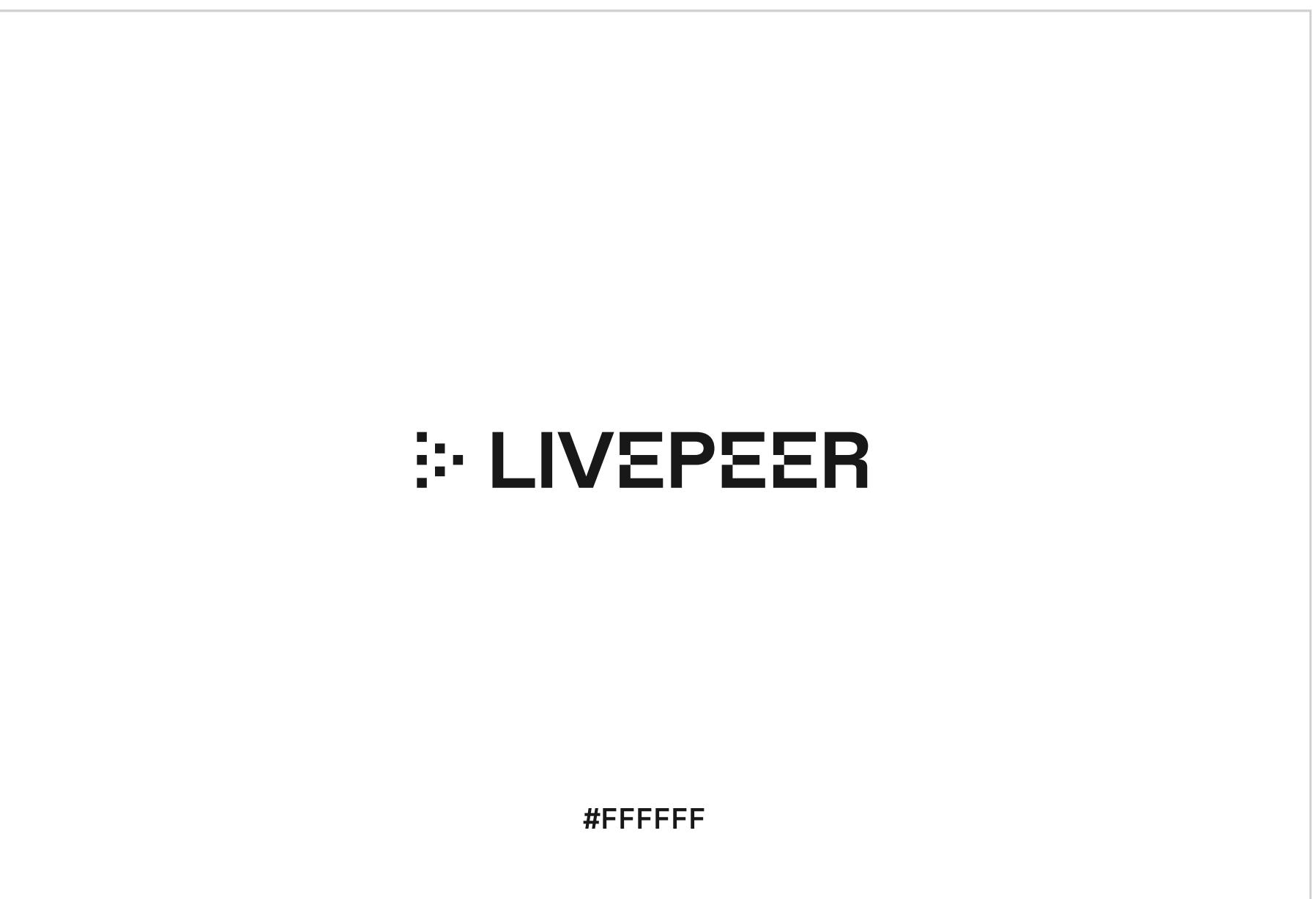
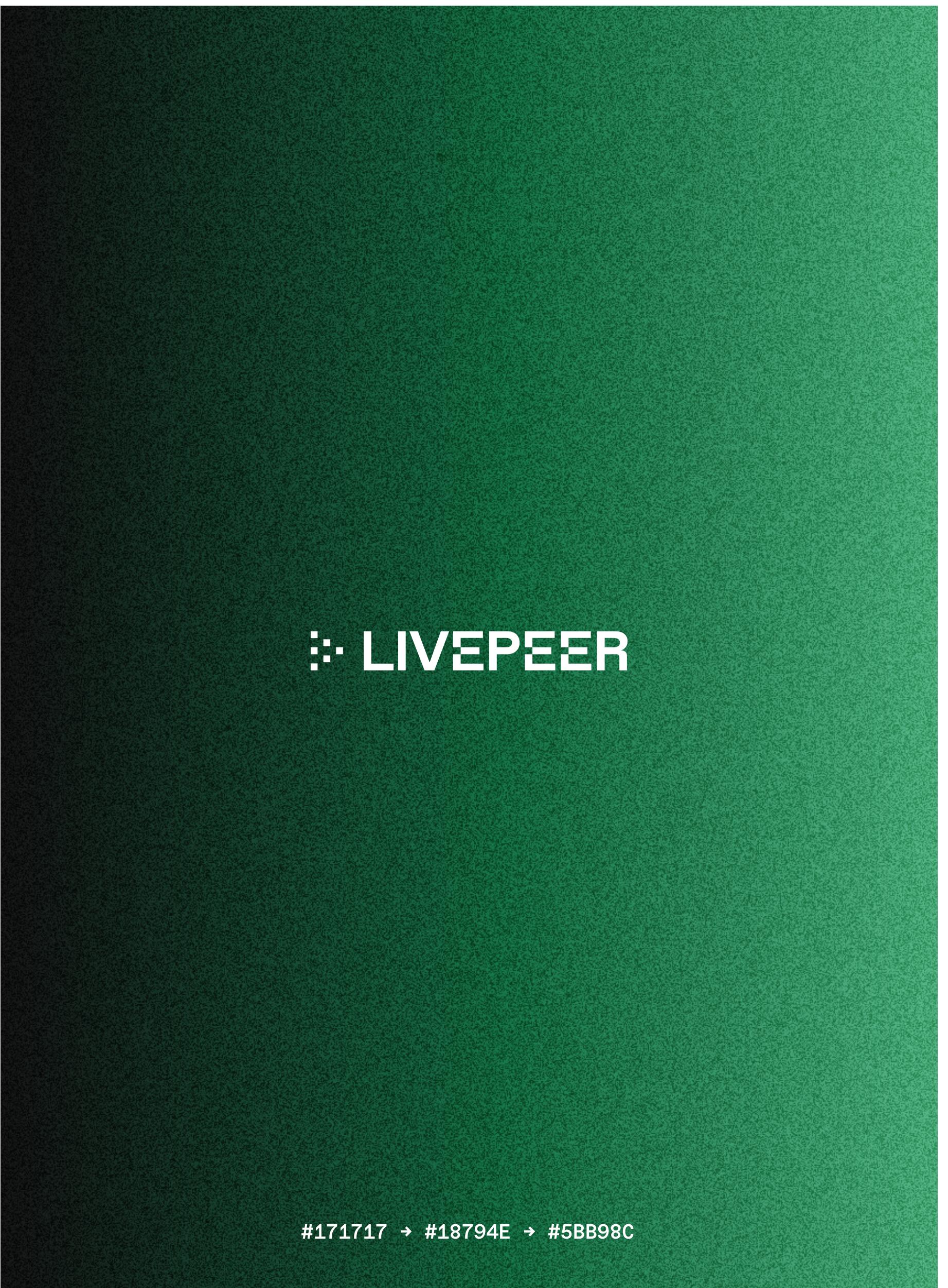
## Symbol Clear Space

When used by itself, the symbol should always have a clear space of at least the width of one of its squares. That way, the legibility and recognizability of the symbol is ensured.



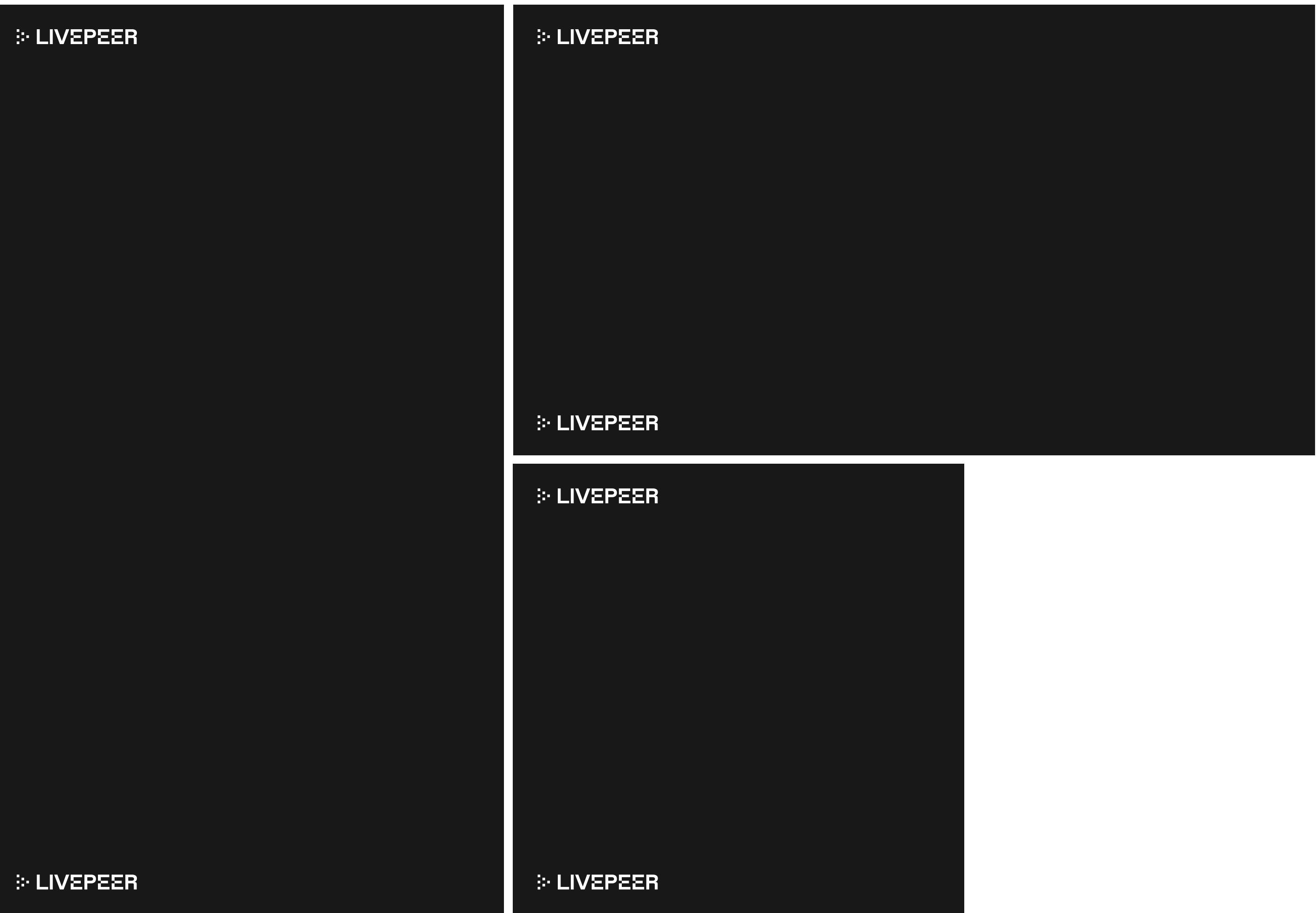
## Background Contrast

In most cases, the logo should be used in its black version (#181818), but when used on black, dark or colored backgrounds the white version of the logo (#ffffff) should be used to ensure the best contrast and visibility.



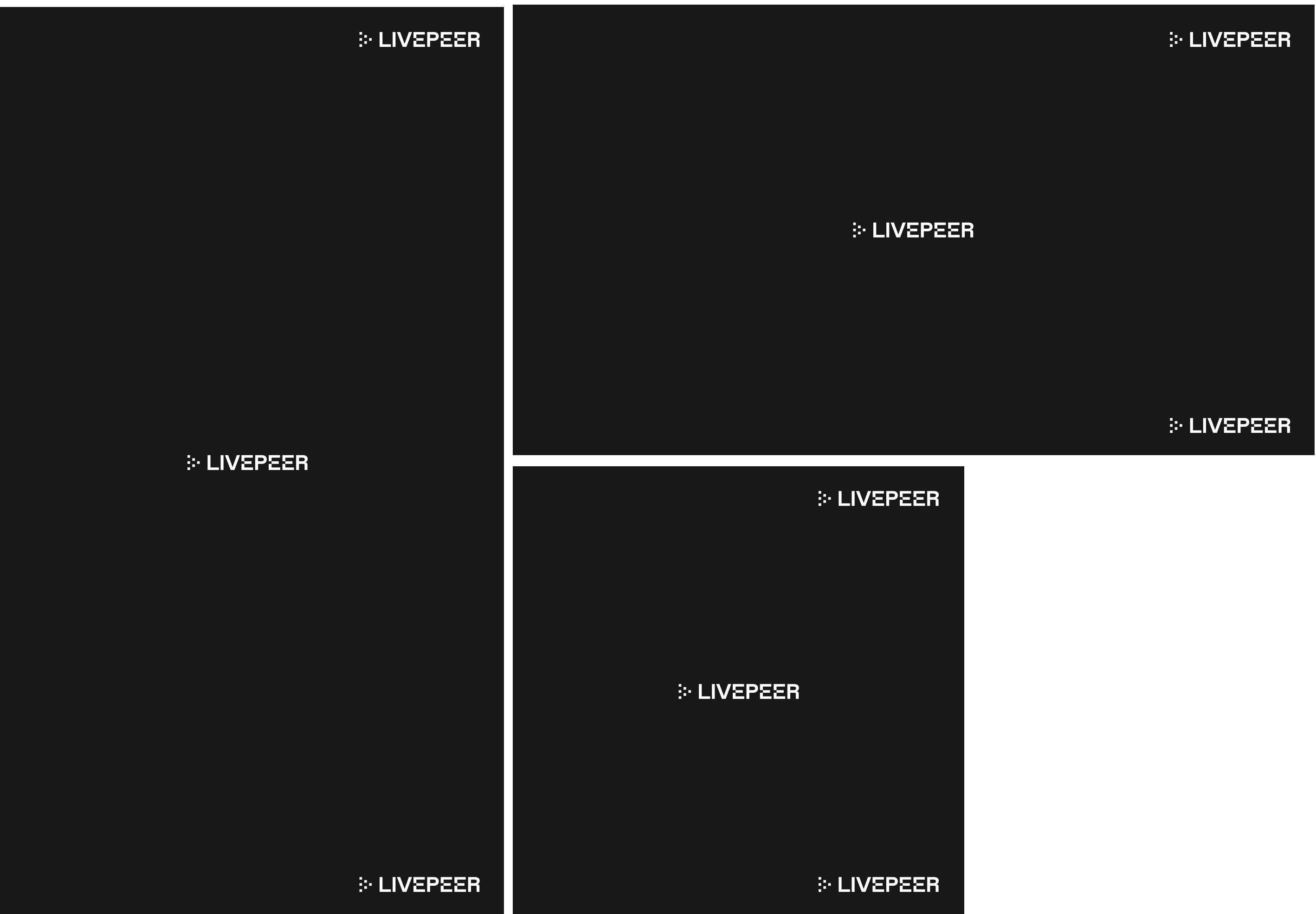
## Primary Logo Placement

The primary placement of the Livepeer logo should be on the top or bottom left corner of a design, depending on the type and amount of content. The placement is applicable in vertical, horizontal and square formats.



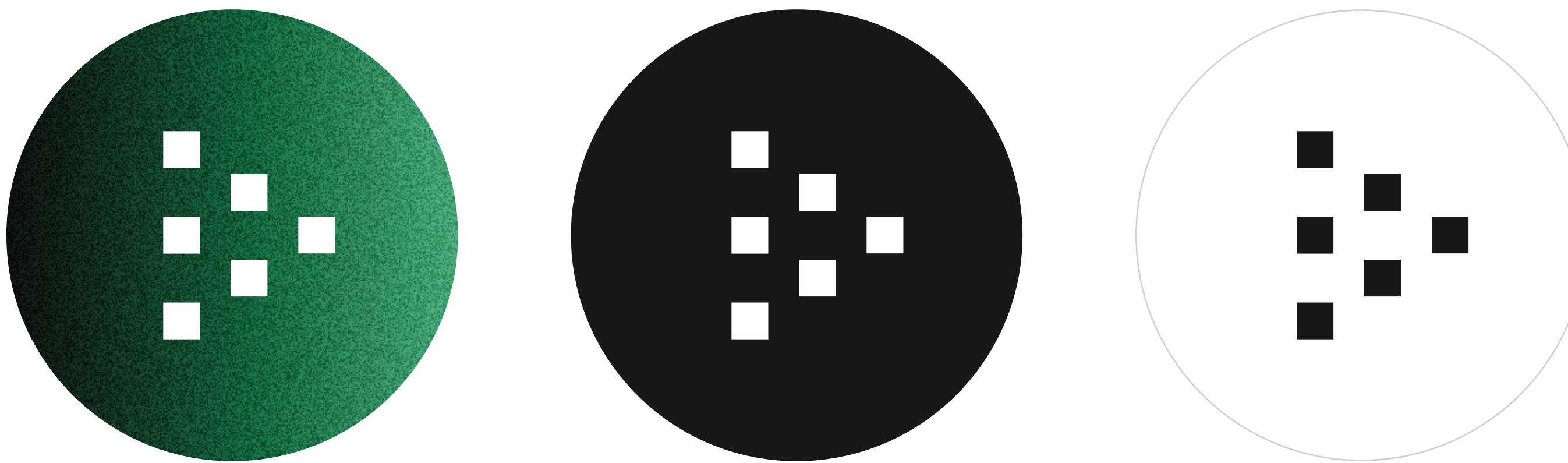
## Secondary Logo Placement

In use cases where the primary logo placement would clash with the content and its design, the secondary placement is available. The logo can be placed in the top or bottom right corners or in special cases it can be placed in the middle of the design. Keep in mind that it is recommended to always consider the primary logo placement first to ensure brand consistency and recognizability.



## Avatars

The avatar or favicon that should be used for various Livepeer branding purposes should be one of the three presented choices. The color gradient and black background versions feature the white symbol and the white background version features the black symbol.



## Logo On Images

Here are some examples of the logo use on designs that primarily feature images. When using the logo in such designs always be wary of the the balance of the design and the availability of space in the layout then place the logo accordingly.



## Misuses

When using the logo in any design application or visual instance always adhere to the rules mentioned in these guidelines. On this slide you can see the misuses of the logo, never utilize any of these examples. This will ensure that the logo is used properly and the brand will be consistent.



**Do Not**  
Apply outlines



**Do Not**  
Use low contrasting colours



**Do Not**  
Apply shadows



**Do Not**  
Flip the logo



**Do Not**  
Rotate the logo



**Do Not**  
Apply gradient on the logo



**Do Not**  
Use non brand colours



**Do Not**  
Skew or stretch



**Do Not**  
Change the order of logo and symbol

# COLOR PALETTE

# Primary Colours

The primary colours of the Livepeer brand consist of a gradient, a solid accent color and solid black and whites. Their specifications are noted in the visuals on the right. All the colours come from the Radix UI palette which means that they have been thoroughly analyzed and passed all the accessibility and contrast tests.

## PRIMARY GRADIENT

#171717 → #18794E → #5BB98C

## ACCENT GREEN

#18794E  
RGB (24, 121, 78)  
CMYK (38, 0, 17, 53)

## PRIMARY BLACK

#181818  
RGB (24, 24, 24)  
CMYK (0, 0, 0, 91)

## PRIMARY WHITE

#FFFFFF  
RGB (255, 255, 255)  
CMYK (0, 0, 0, 0)

## Greyscale

For applications of the brand that cannot have colours or when used as supportive elements to the primary colours, the greyscale table can be used to pick the right type of grey that fits for the specific brand and design purpose.

BLACK 100  
#181818

BLACK 90  
#2F2F2F

BLACK 80  
#464646

BLACK 70  
#5D5D5D

BLACK 60  
#747474

BLACK 50  
#8B8B8B

BLACK 40  
#A3A3A3

BLACK 30  
#BABABA

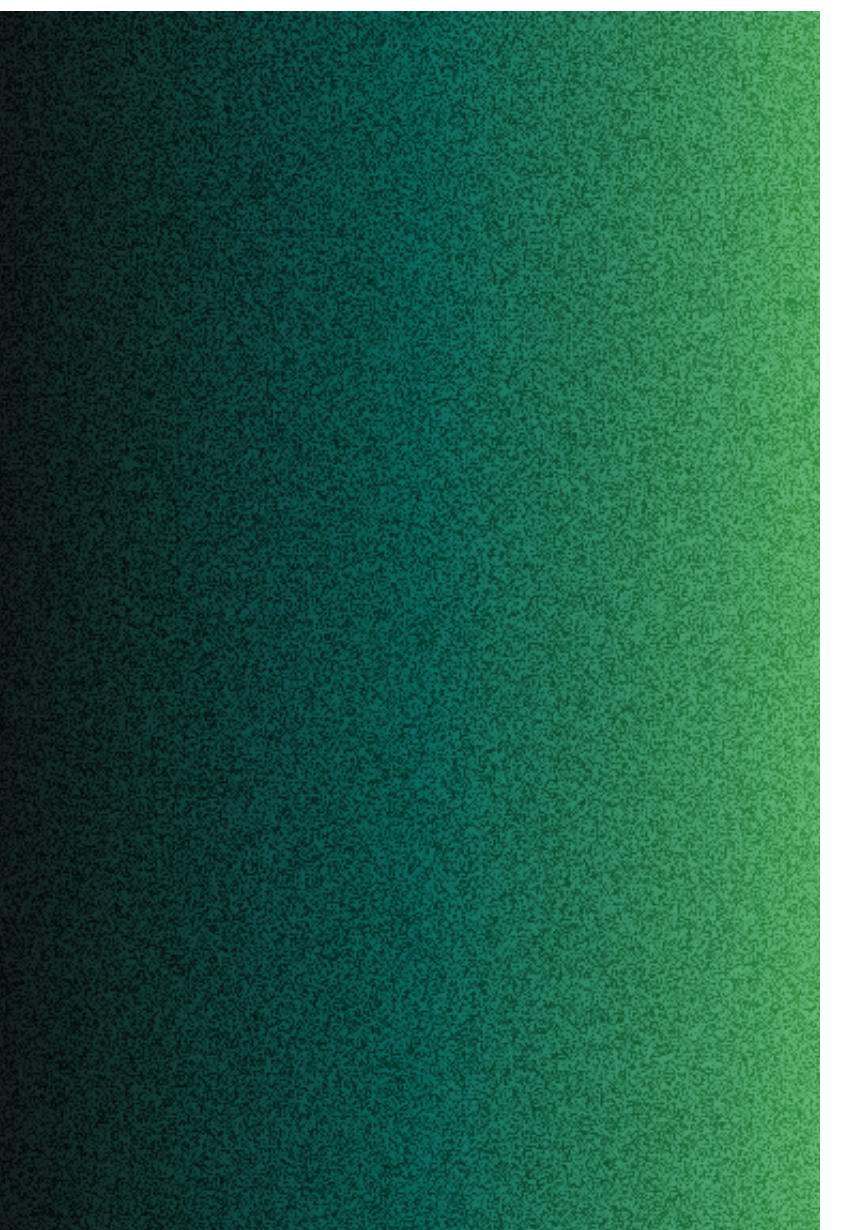
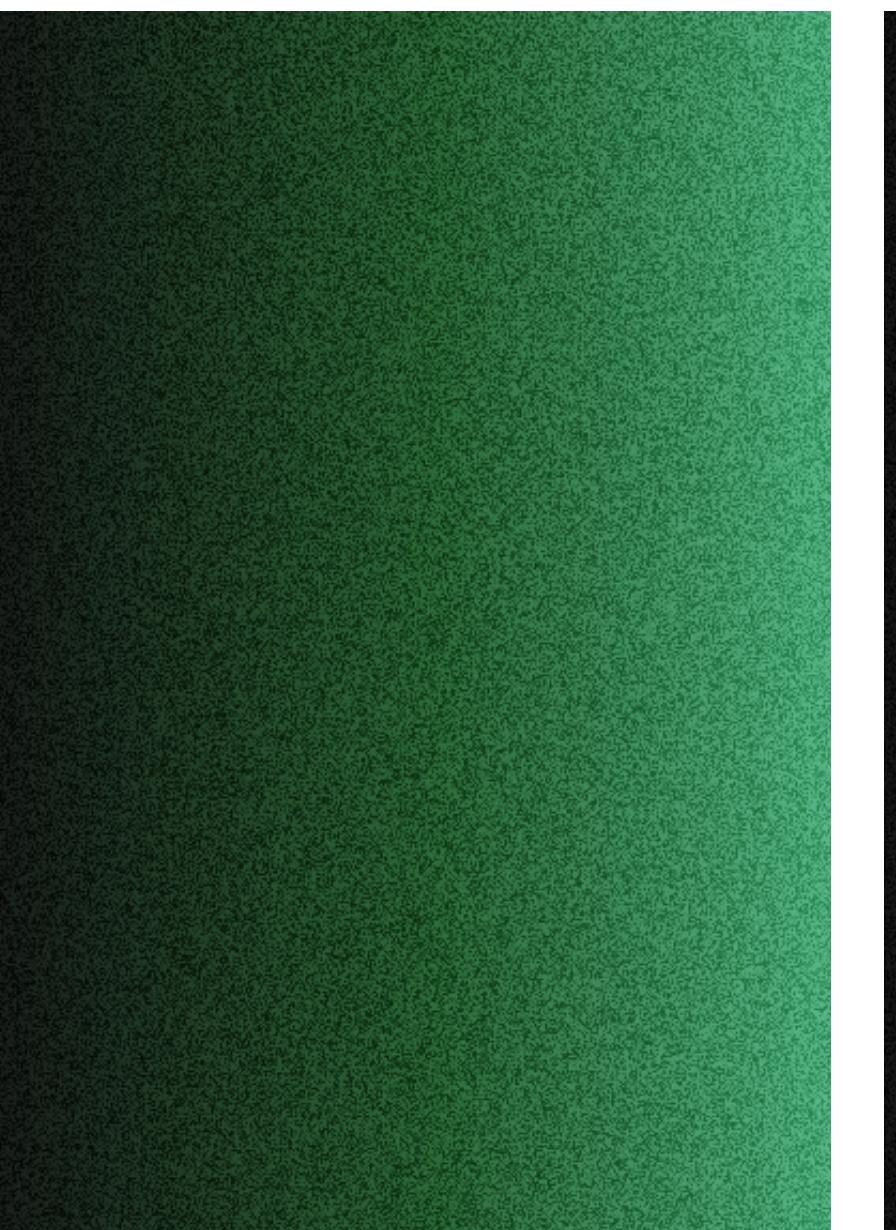
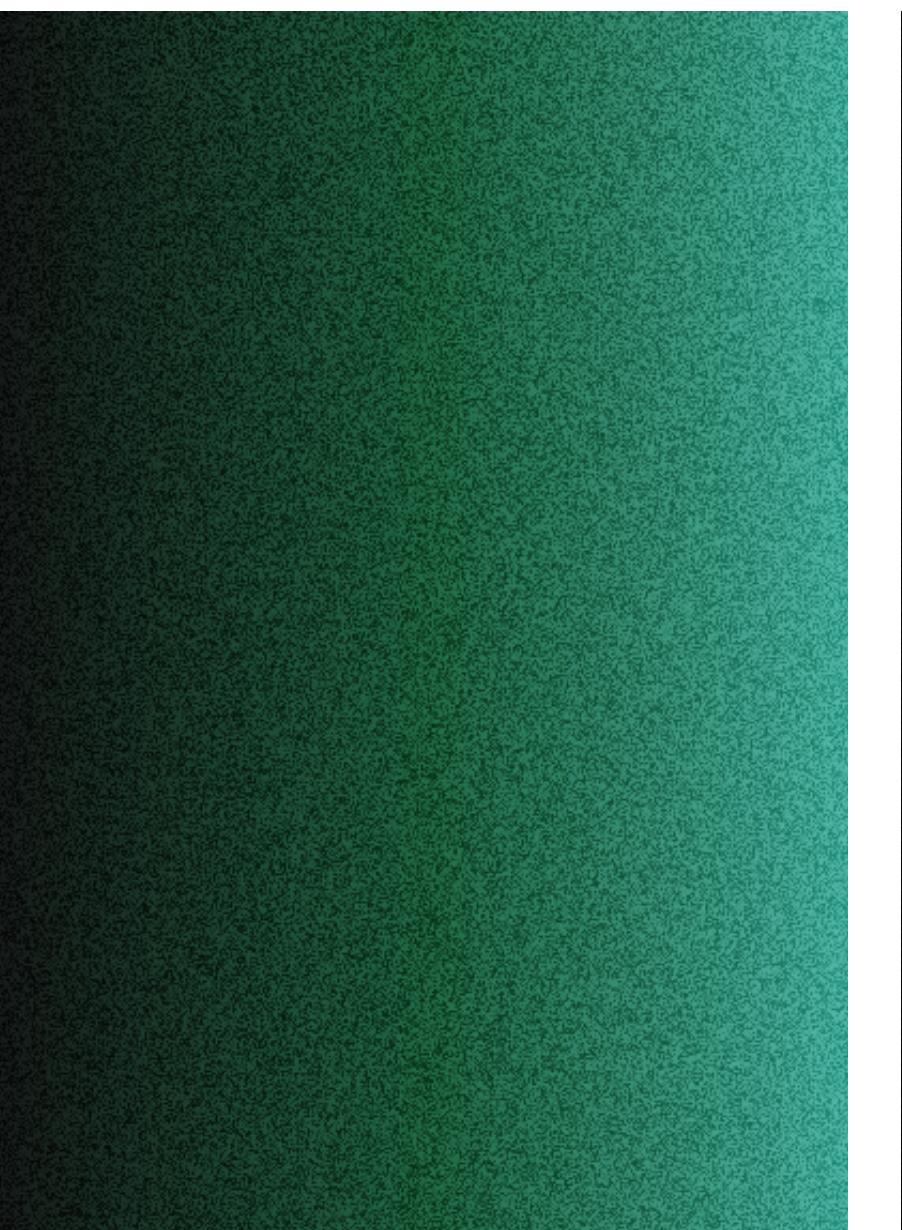
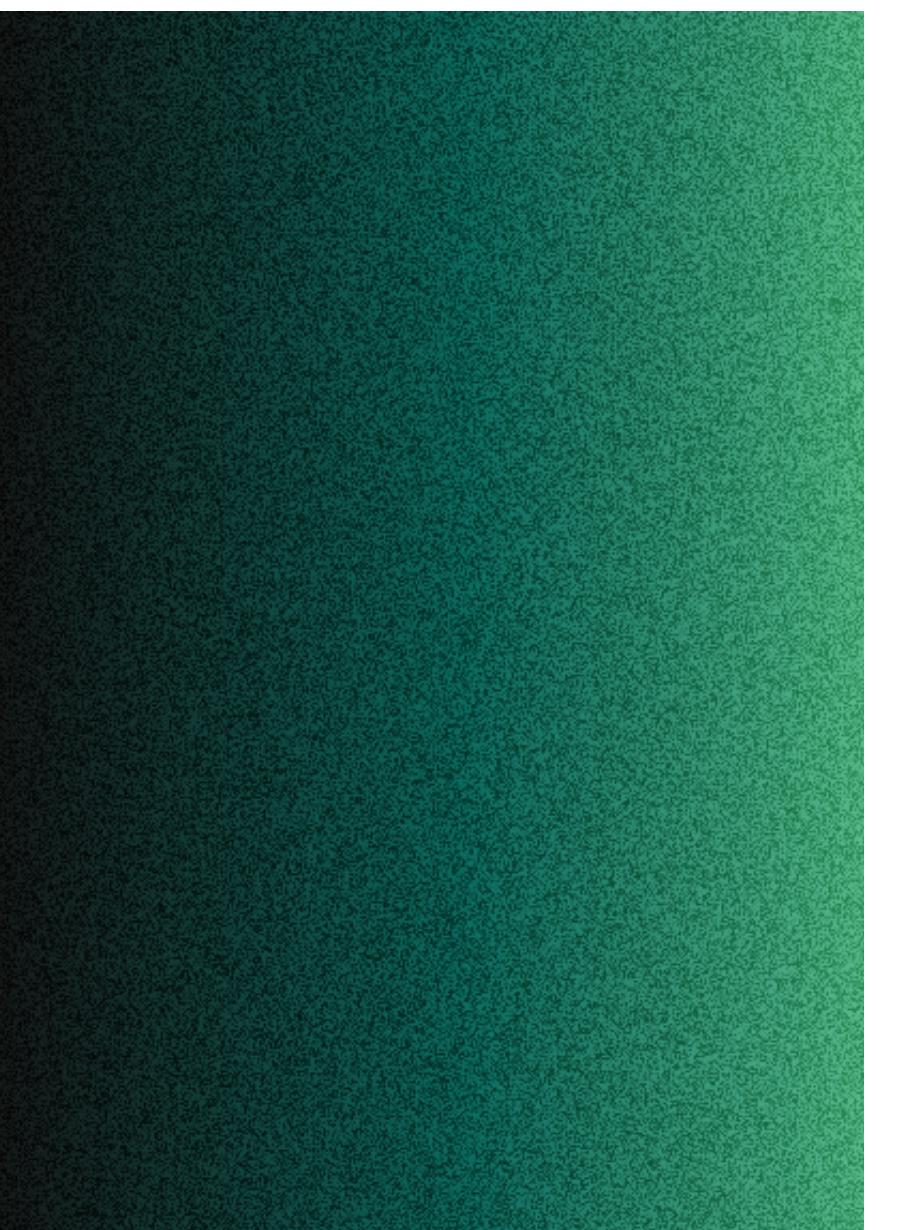
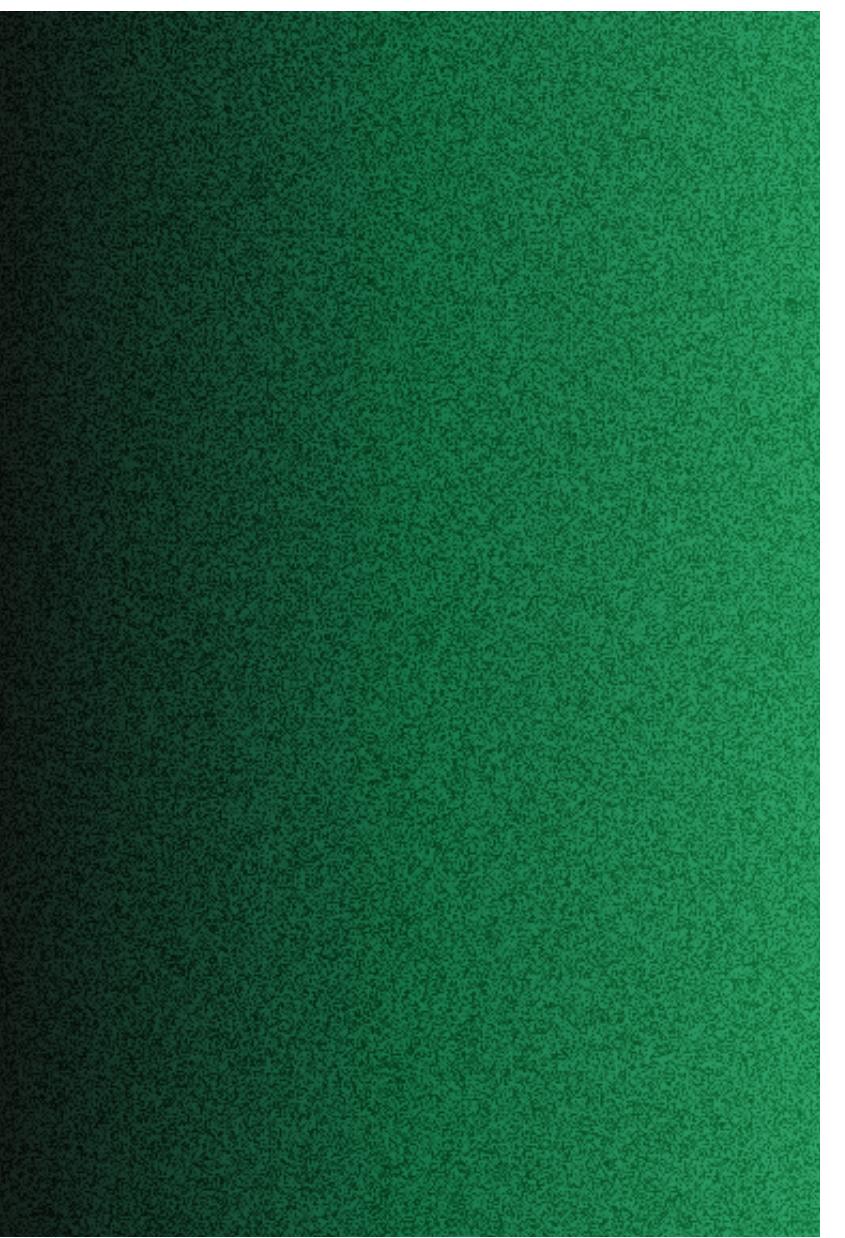
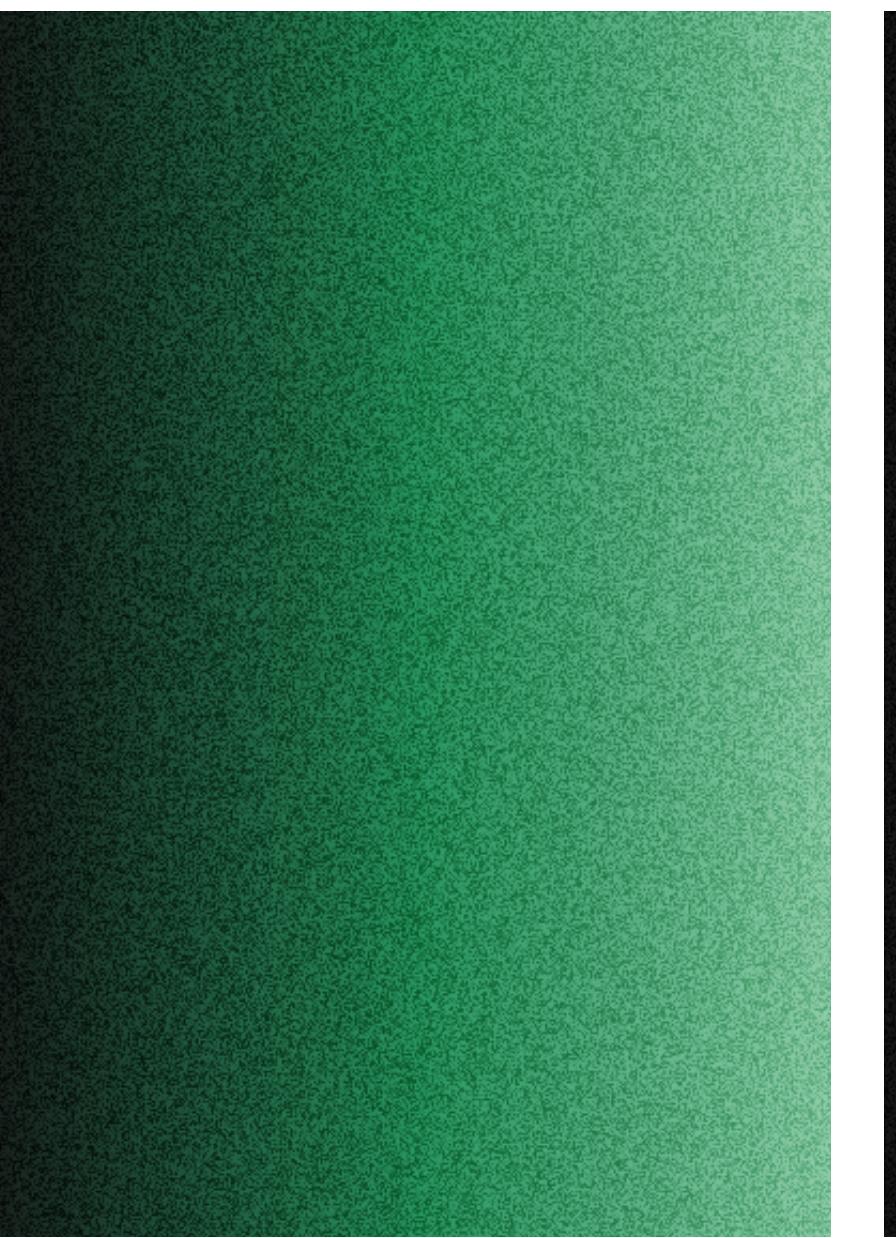
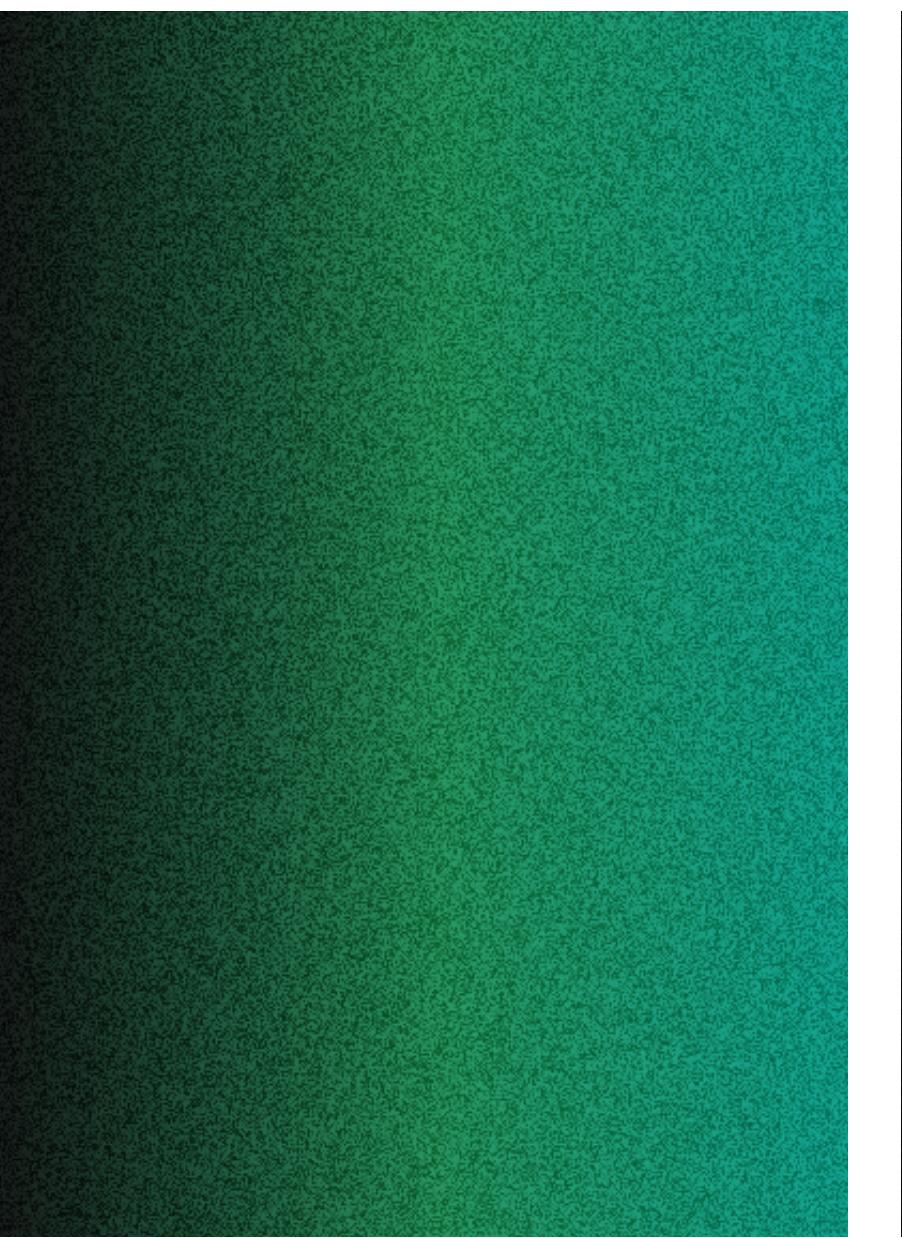
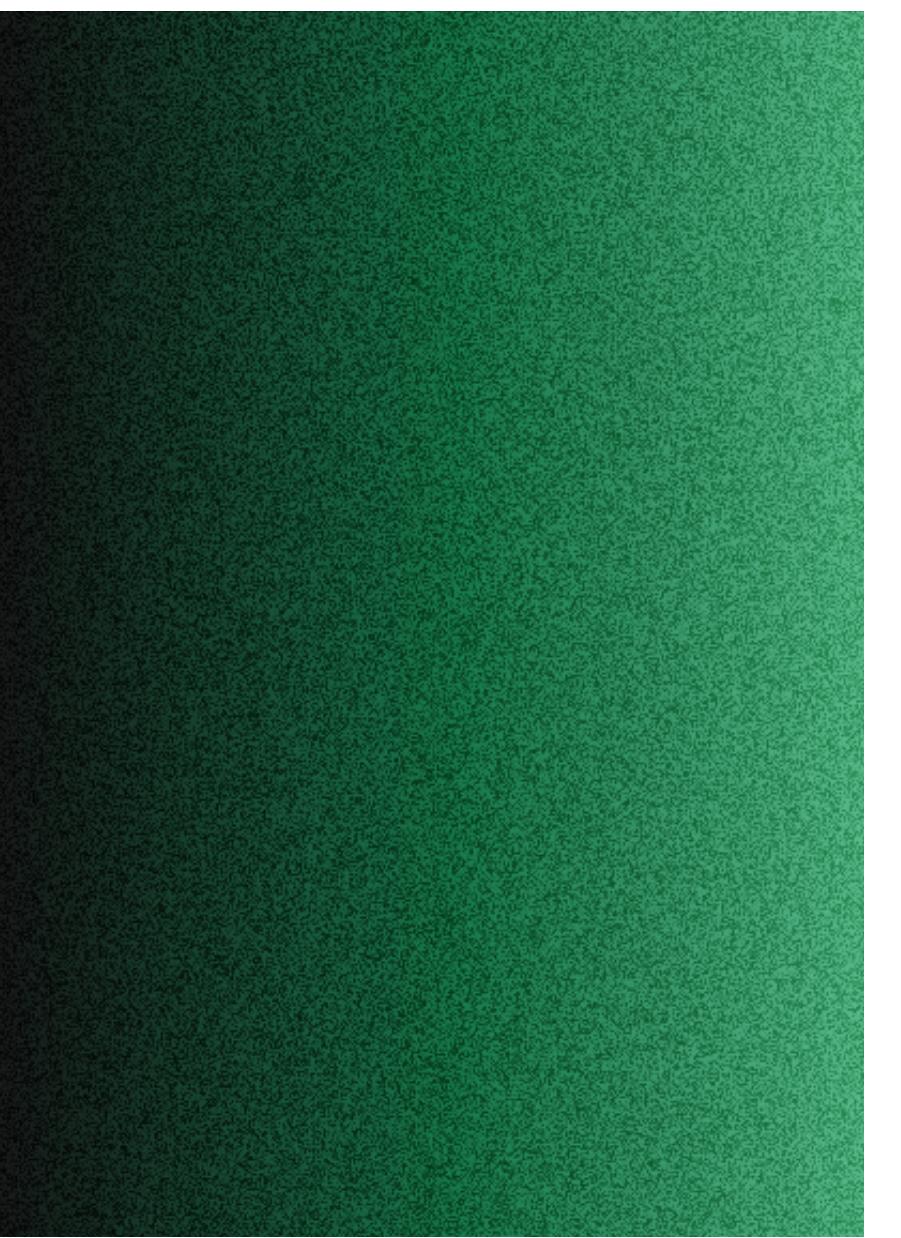
BLACK 20  
#D1D1D1

BLACK 10  
#E8E8E8

WHITE  
#FFFFFF

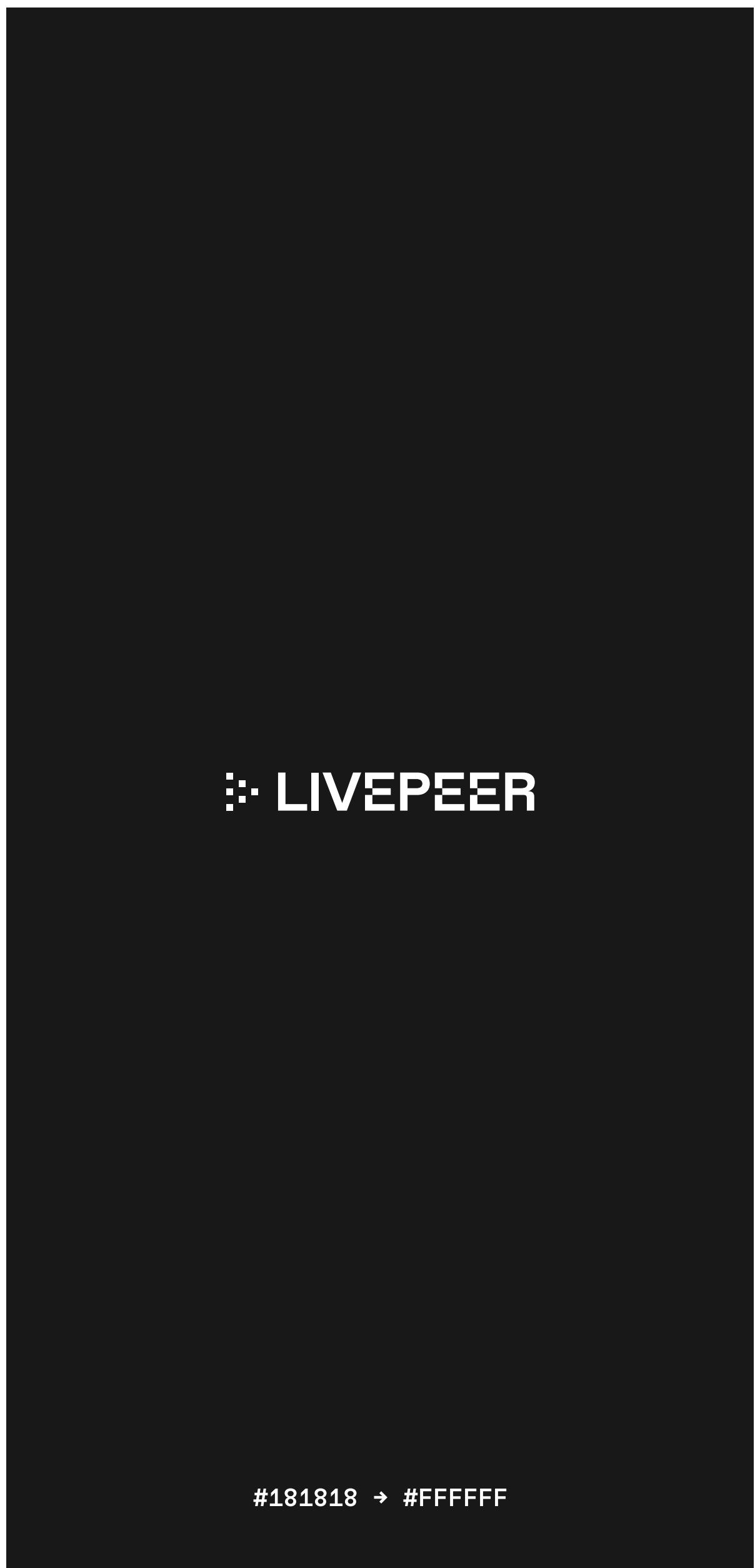
## Primary Gradients

The primary gradients were created with various combinations of green and black hues, some containing a bit of blue to add to the depth of the visual. The gradients were also created using the Radix UI palette which ensures the highest accessibility and contrast for improved readability.



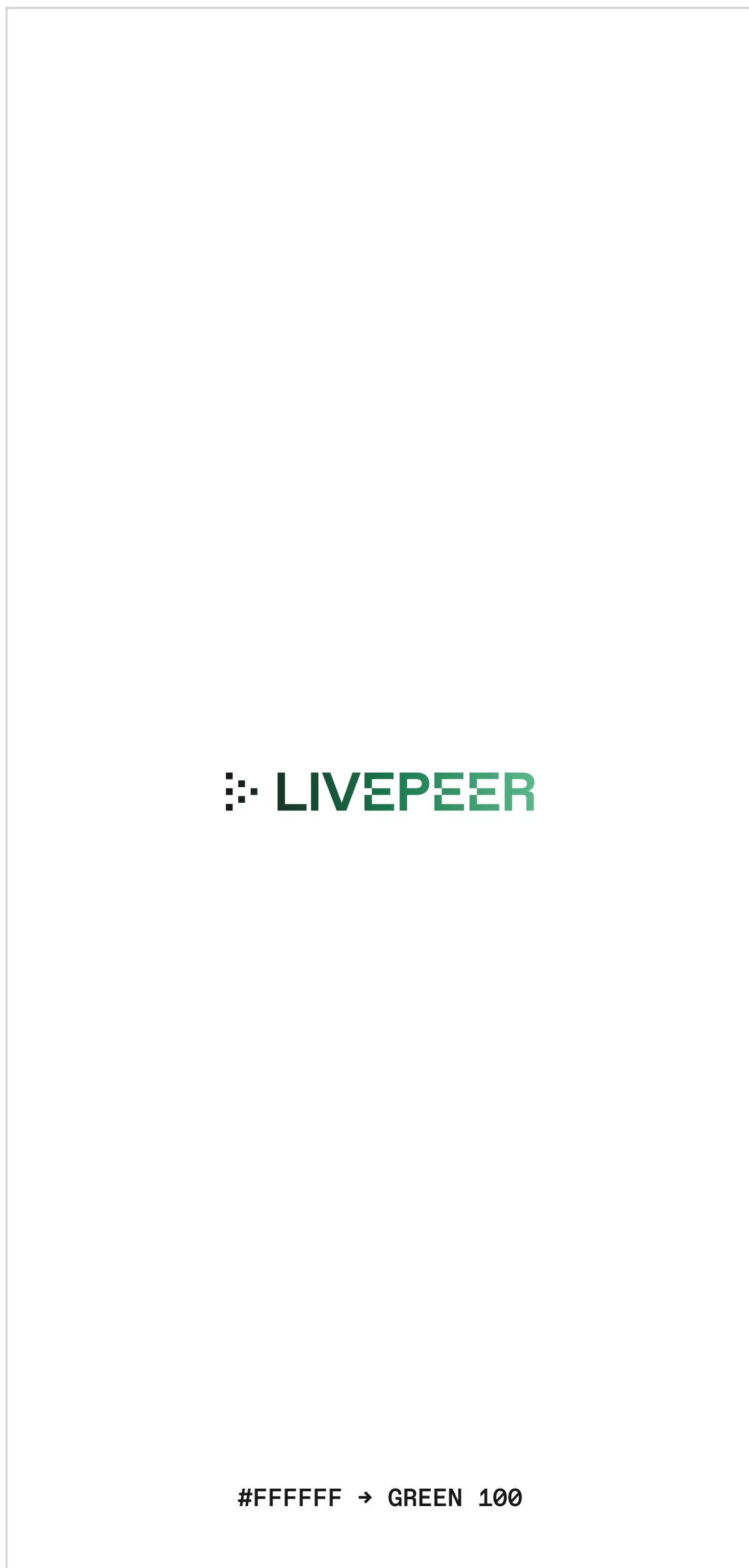
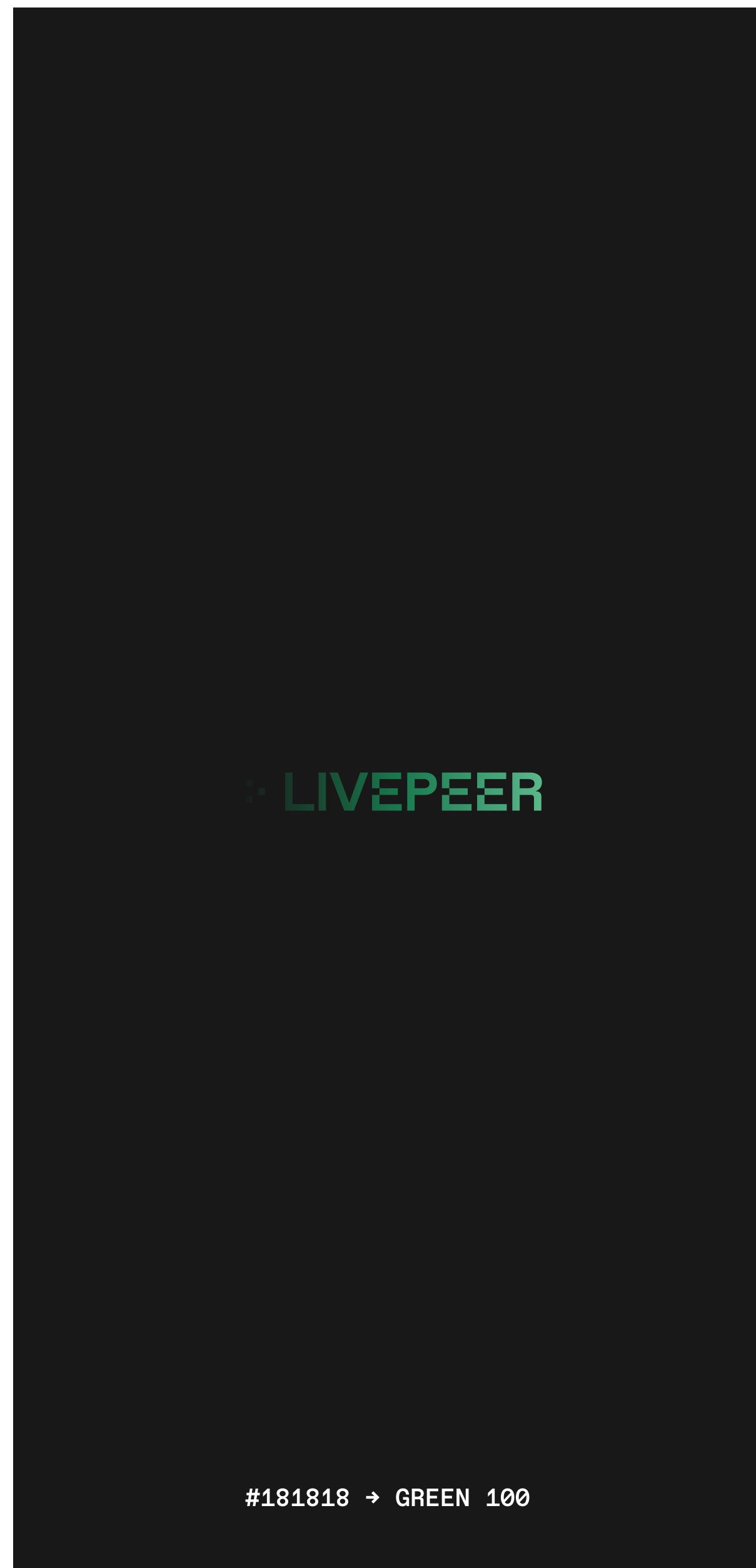
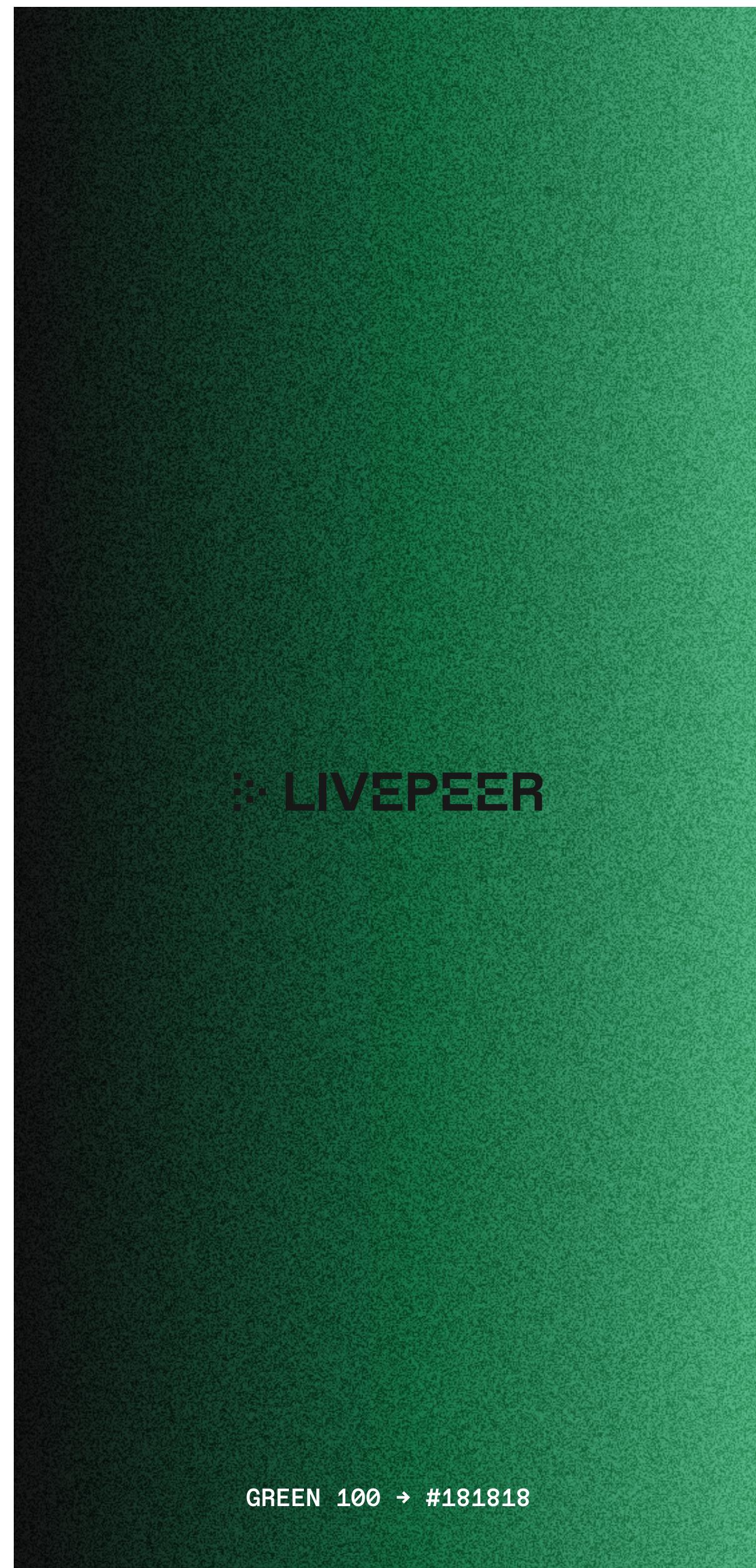
## Colour Pairing Dos

When placing the logo or other typographic elements on the brand colours their contrast has to be taken into consideration. For the green gradient and black backgrounds a white logo or typography should be used, and for white backgrounds a black logo or typography should be used.



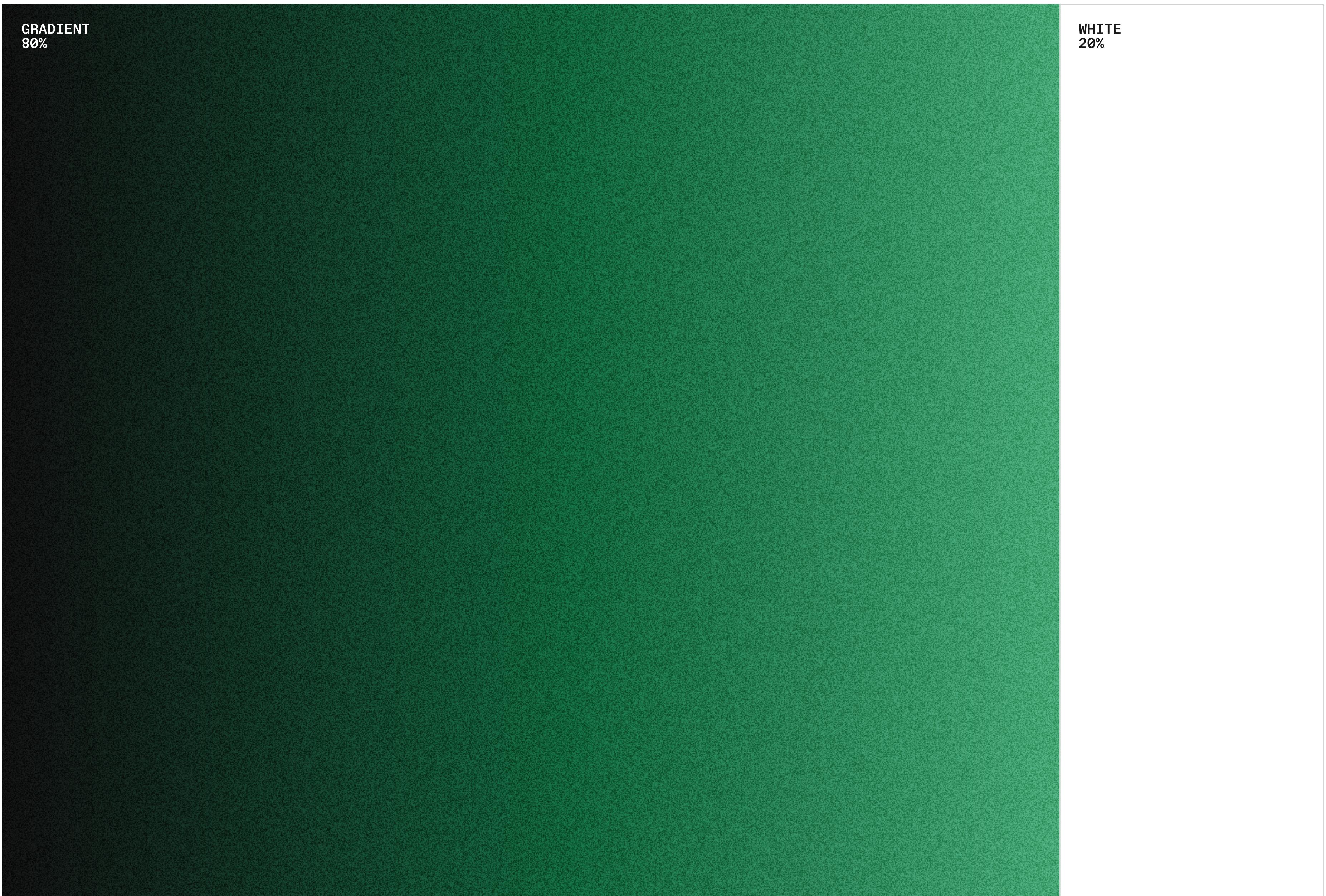
## Colour Pairing Don'ts

In any brand application do not combine the improper colour combinations or else the logo or typographic elements can become lost or illegible.



## Colour Balance

When creating any sort of design that features the brand colours, try to keep the use of the gradient to around 80% while having white or black coloured elements at around 20% of the design.



# TYPOGRAPHY

## Favorit Pro

The primary typeface of the Livepeer brand is Favorit Pro by Dinamo Typefaces, they described it as "a straightforward, low-contrast grotesque that combines geometric rigidity with subtle oddities and a humorous touch". The weights that are in use for brand applications are regular, medium and bold.

Favorit  
Pro  
Aa123!

## Characters And Symbols

Favorit Pro was chosen as the primary typeface for Livepeer because of its clean and professional look which was needed to present Livepeer as a serious service and company. The use of the alternate varieties of the ampersand, at, and question mark symbols gives it a dose of originality and uniqueness that correspond to Livepeer's uniqueness.

A B C D E F G H I J K L M N O P Q R  
S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t  
u v w x y z

0 1 2 3 4 5 6 7 8 9  
! @ # \$ % ^ & \* 0 \_ + { } : " | < > ? / . [ ] ;

## Favorit Mono

The secondary typeface is Favorit Mono, also by Dinamo Typeface. It comes from the same type family so it matches the primary typeface but at the same time it is not identical, so it creates a slight but noticeable contrast that has a large impact on the design of Livepeer. The weights used for Favorit Mono are medium and bold.

Favorit  
Mono  
Aa123!

## Characters And Symbols

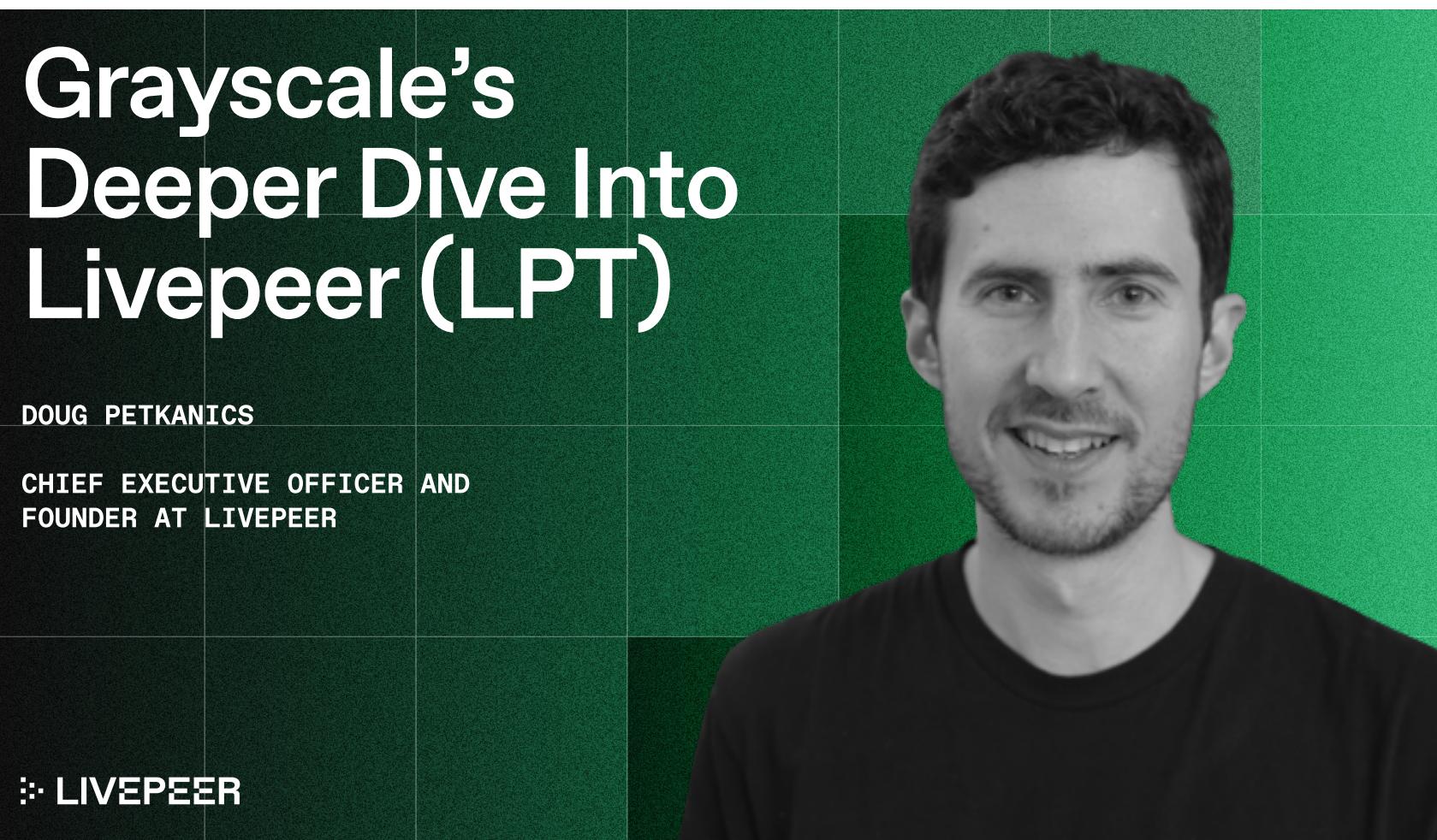
The secondary typeface supports the primary one through a visual balance that is achieved with the subtle contrast of the weights of the individual symbols. As with the primary typeface, Favorit Mono has a clean and professional look but with an additional touch of technological style.

A B C D E F G H I J K L M N O P Q R S T  
U V W X Y Z  
a b c d e f g h i j k l m n o p q  
r s t u v w x y z

0 1 2 3 4 5 6 7 8 9  
! @ # \$ % ^ & \* ( ) \_ + { } : " | <  
> ? / . [ ] ;

## Typeface Hierarchy

The following combination of typefaces should be correctly used to maintain the brand's consistency. When creating any sort of design that features typography, the headers and titles should be in the primary typeface, while the body copy and supporting texts should be in the secondary typeface.



## Line Heights

When creating designs that feature typography, make sure to adhere to these rules on the line heights of the various instances of typographic solutions.

FAVORIT PRO BOLD  
93% LINE HEIGHT

FAVORIT MONO BOLD  
120% LINE HEIGHT

FAVORIT PRO MEDIUM  
100% LINE HEIGHT

FAVORIT MONO BOLD  
120% LINE HEIGHT

FAVORIT MONO BOLD  
120% LINE HEIGHT

**LIVEPEER FIRESIDE  
CHAT WITH @LENS  
PROTOCOL**

NOVEMBER 28TH, 2022  
1:30PM ET | 7:30PM CET

» LIVEPEER

**Grayscale's  
Deeper Dive Into  
Livepeer (LPT)**

DOUG PETKANICS  
CHIEF EXECUTIVE OFFICER AND  
FOUNDER AT LIVEPEER

» LIVEPEER

TECHNICAL OPPORTUNITIES FOR  
THE LIVEPEER ECOSYSTEM –  
2023 AND BEYOND

OCTOBER 31ST, 2023

## Misuses

Much like the logo rules, any instance of the typographic elements for the Livepeer brand should adhere to these rules. That way the consistency of Livepeer's designs and the brand overall will be ensured.

SUSTAINABLE PUBLIC  
GOODS FUNDING TROUGH  
LIVEPEER DELTA

**Do Not**  
Apply outlines

SUSTAINABLE PUBLIC  
GOODS FUNDING TROUGH  
LIVEPEER DELTA

**Do Not**  
Use low contrasting colours

SUSTAINABLE PUBLIC  
GOODS FUNDING TROUGH  
LIVEPEER DELTA

**Do Not**  
Apply shadows

SUSTAINABLE PUBLIC  
GOODS FUNDING TROUGH  
LIVEPEER DELTA

**Do Not**  
Overextend leading

SUSTAINABLE PUBLIC  
GOODS FUNDING TROUGH  
LIVEPEER DELTA

**Do Not**  
Squeeze letters together

SUSTAINABLE PUBLIC  
GOODS FUNDING TROUGH  
LIVEPEER DELTA

**Do Not**  
Combine weights

SUSTAINABLE PUBLIC  
GOODS FUNDING TROUGH  
LIVEPEER DELTA

**Do Not**  
Separate words too much

SUSTAINABLE PUBLIC  
GOODS FUNDING TROUGH  
LIVEPEER DELTA

**Do Not**  
Combine typefaces

SUSTAINABLE PUBLIC  
GOODS FUNDING TROUGH  
LIVEPEER DELTA

**Do Not**  
Apply gradients

# GRAPHIC ELEMENTS

## 1. Grain

The primary graphic element for the Livepeer brand is the grain, these guidelines recommend that it is used on most gradient and colour elements, from subjects to backgrounds. It is an integral part of the Livepeer visual language and when used in multiple places will ensure the brands consistency.



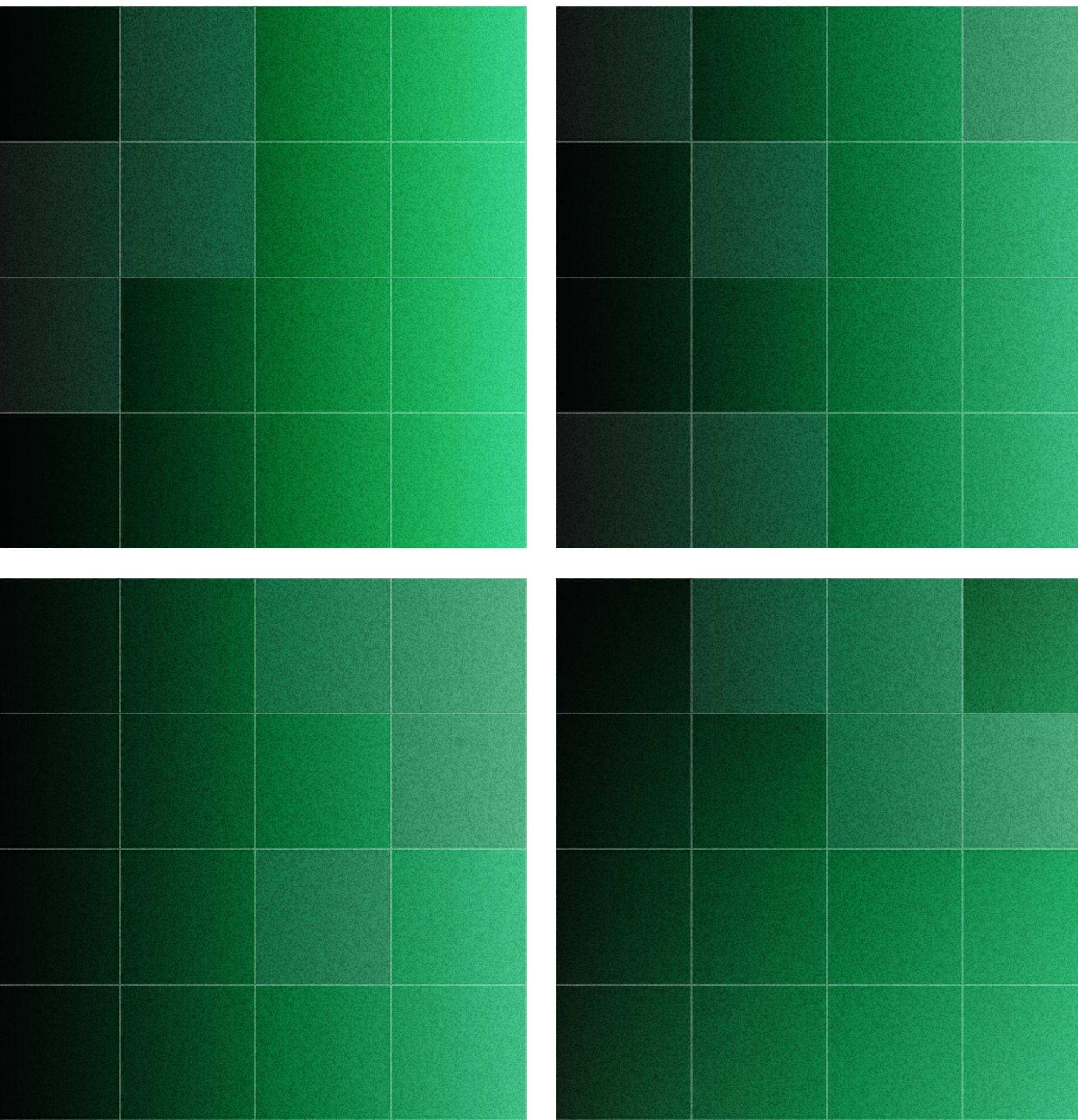
## 2 . Grid

Another important part of the Livepeer visual identity is the grid system. It helps organize the various elements that can be found in designs and it gives an overall structure to visuals.



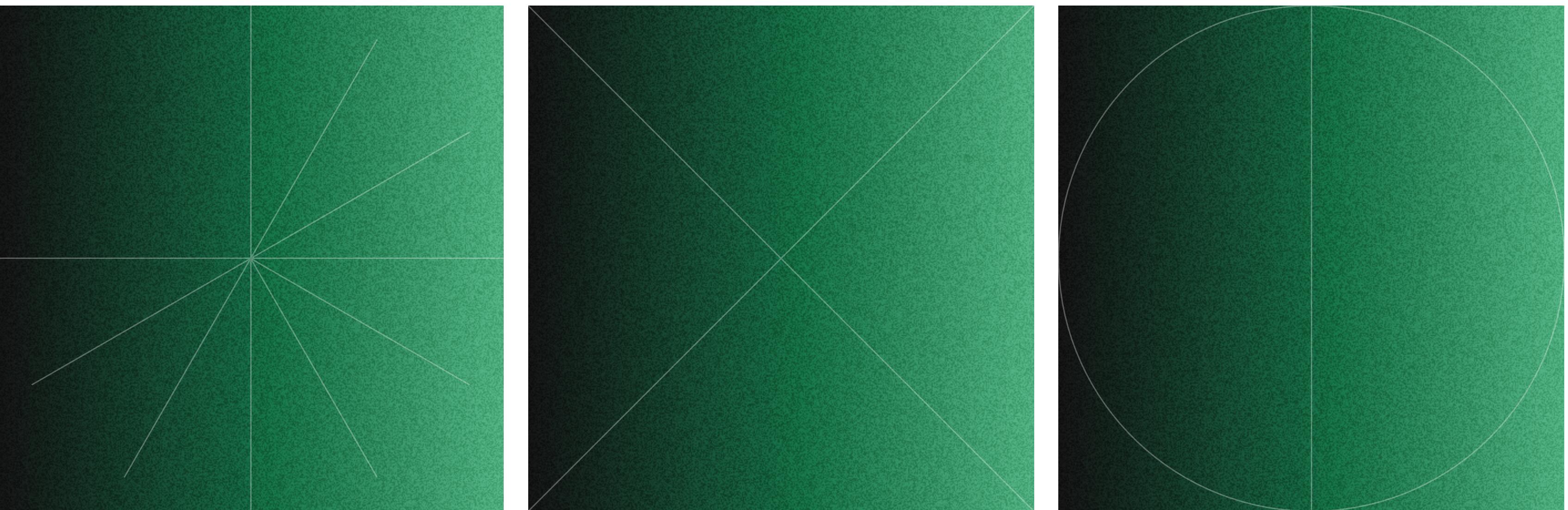
### 3 . Pixel Overlay

A continuation of the grid system because it functions in a similar manner, but with the added depth that the coloured squares offer. It is also used as a type of image treatment for the landscape images.



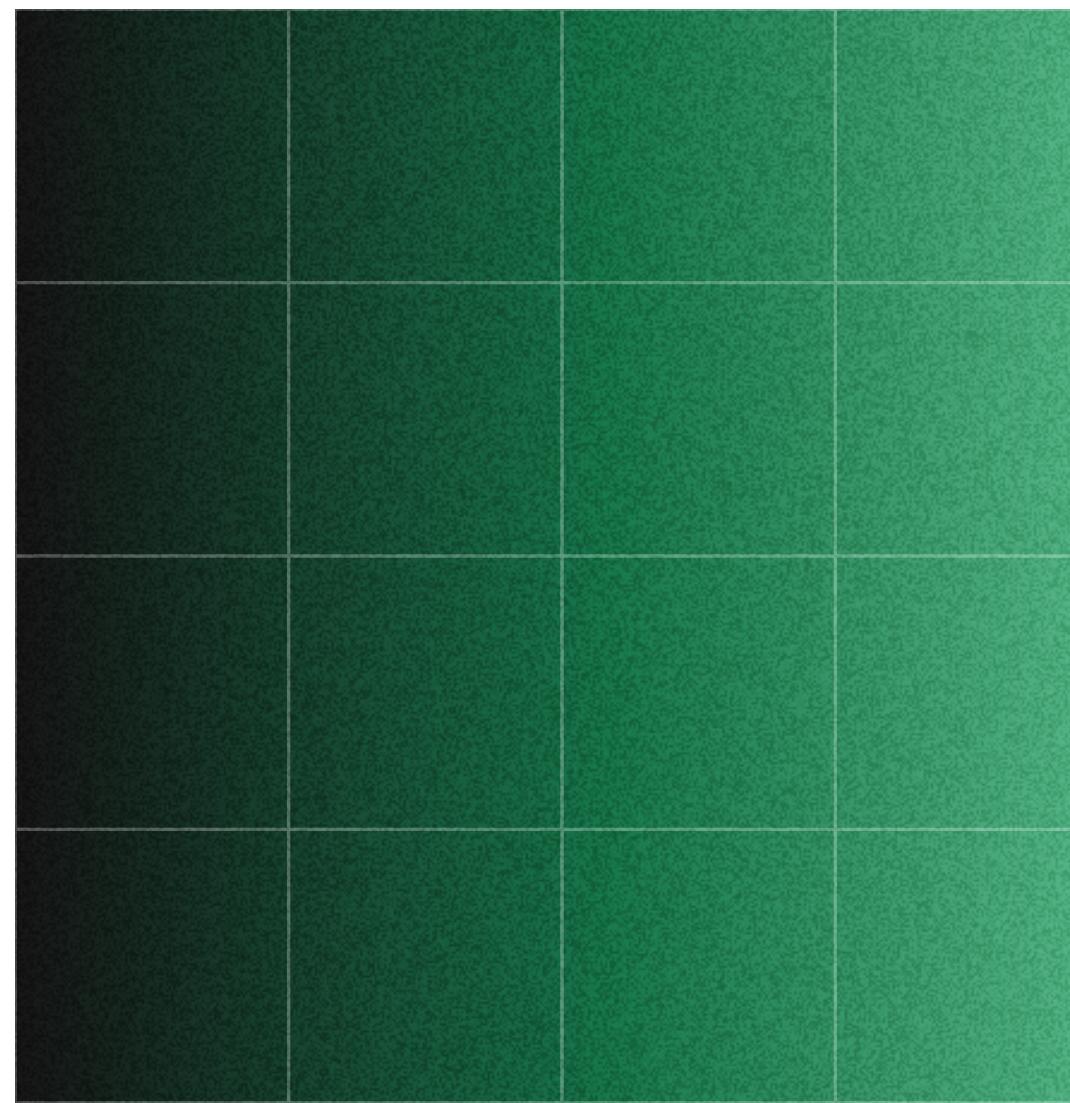
## 4. Graphic Shapes

One more graphic element that represents Livepeer's brand identity are the simple geometric graphic shapes. They can be used in combination with the other graphic elements that were mentioned in these guidelines.

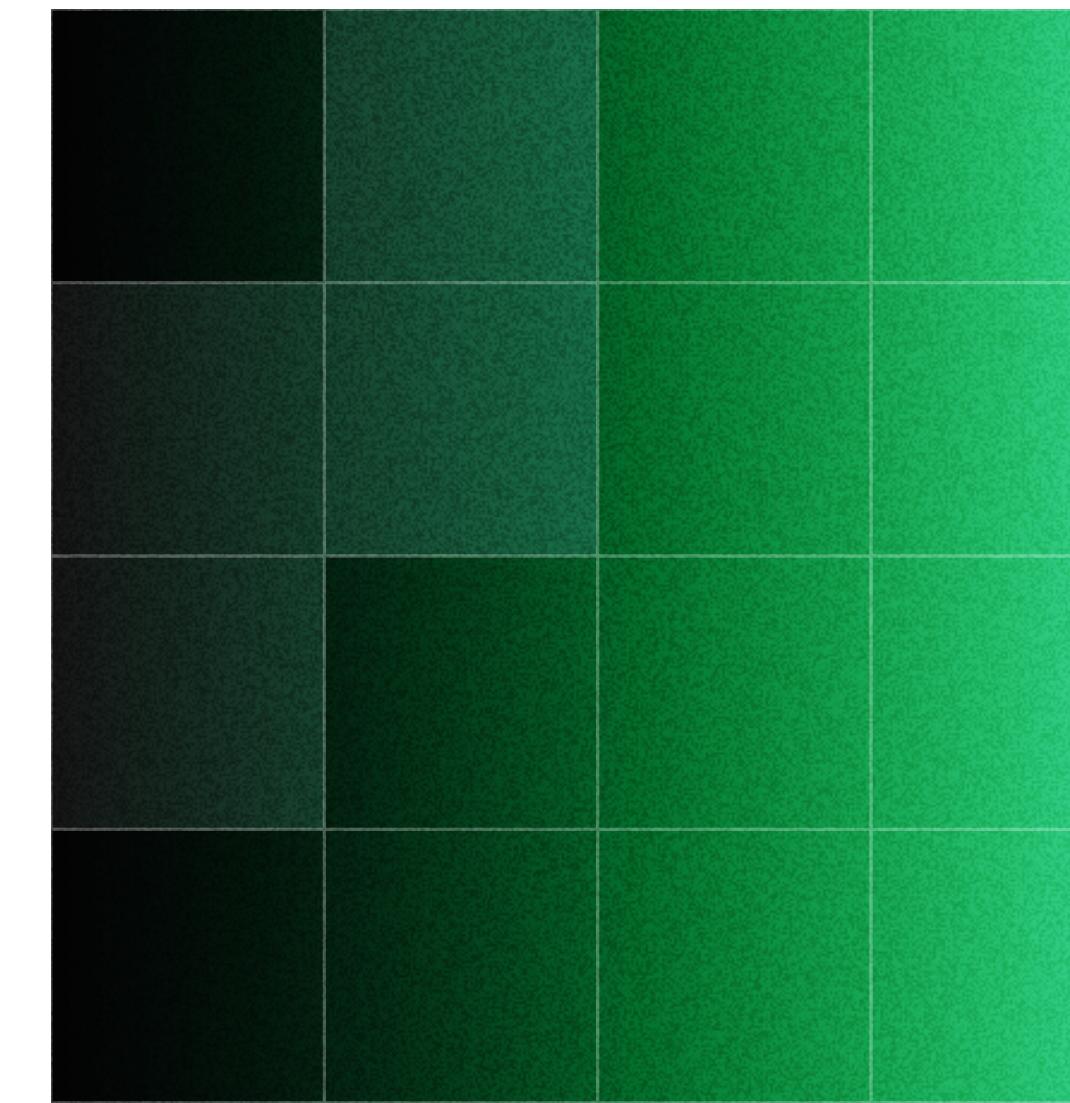


## Combining Elements

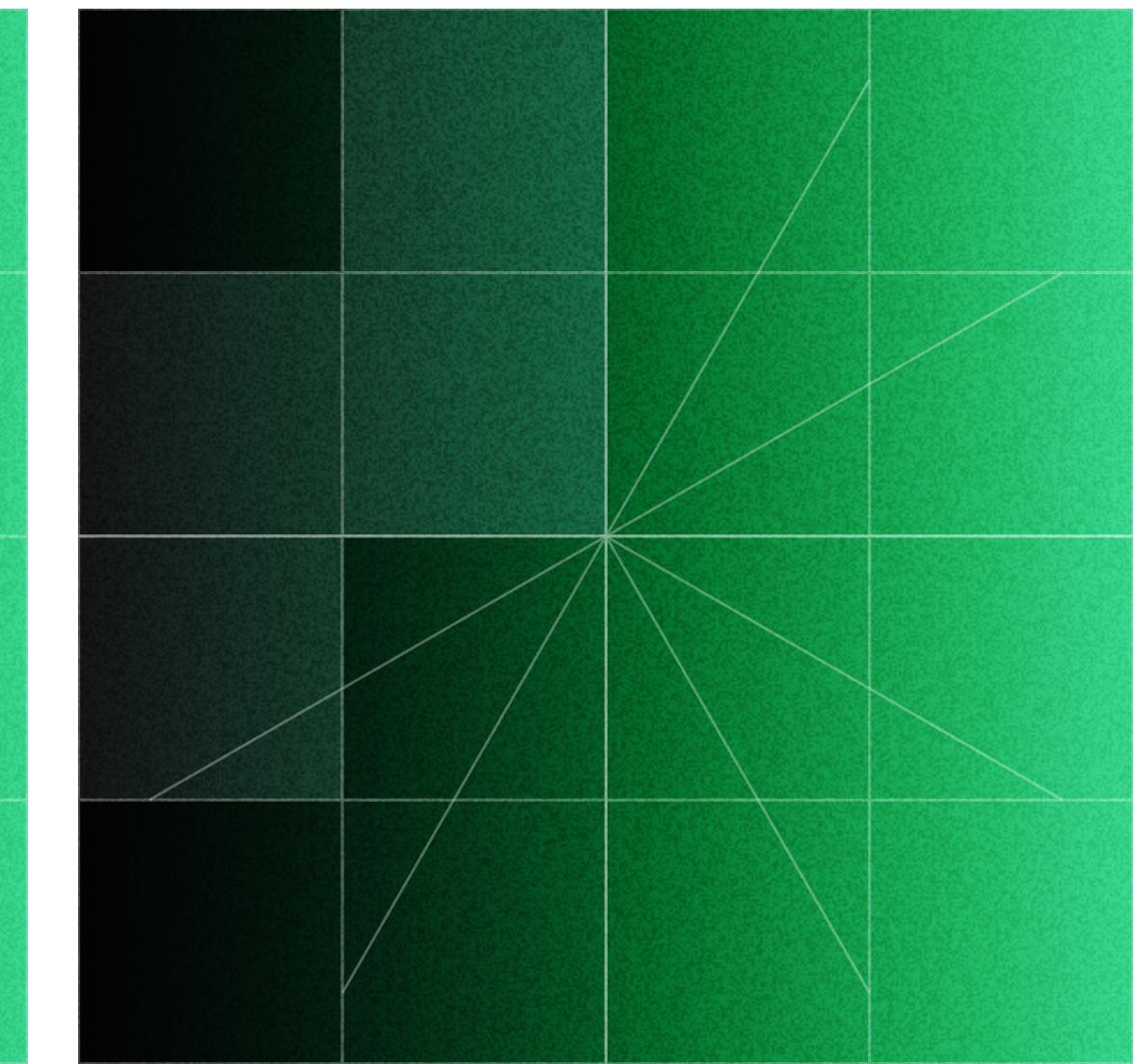
All of the elements can be combined to create visuals that can be graded or that can represent stages in a project or aspect of Livepeer.



**Step 01**  
We start with the standard grid



**Step 02**  
Adding the pixel overlay



**Step 02**  
Adding a graphic shape

# IMAGE TREATMENT

## 1. Image Mask

One of the image treatments that is a part of the Livepeer visual identity is the use of iamge masks. They are in the style of the pixel overlays that are used as standalone graphic elements, but in this case they can be used to cover a part of the image.



## 2 . Overlay

Similarly to the pixel grid elements and masking elements, the overlay elements are used in combination with images but with some added colours. That way the image that is presented can have highlighted or hidden parts. This type of image treatment should be reserved only for landscape images, but it can also be used for portrait images if appropriate.



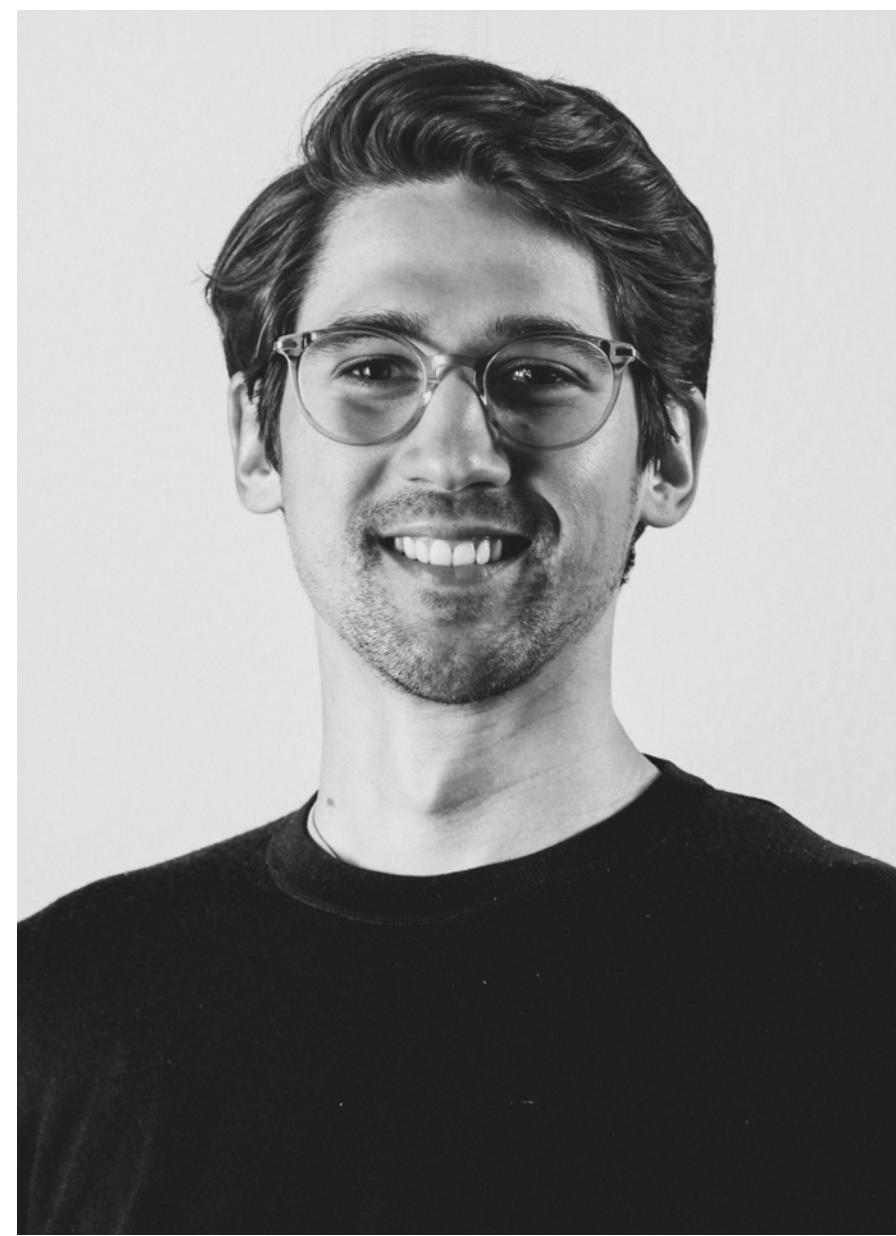
### 3 . Cutout Image

The primary image treatment for the portrait photography is the cutout. When the person is cut out they can be inserted over a background that has the Livepeer graphical elements and colours. Furthermore, the cutouts of the people can be put in a greyscale, so they are emphasized when placed over the green or other colour backgrounds.



## Image Type: Portrait

One of the main image types for Livepeer's brand are portraits of the people behind it all. To ensure a visual consistency the portraits should always aim to have a neutral and clean background, or at least a blurred background so the focus is on the person in the image and that the background can be easily edited out for further processing.



## Image Type: Landscape

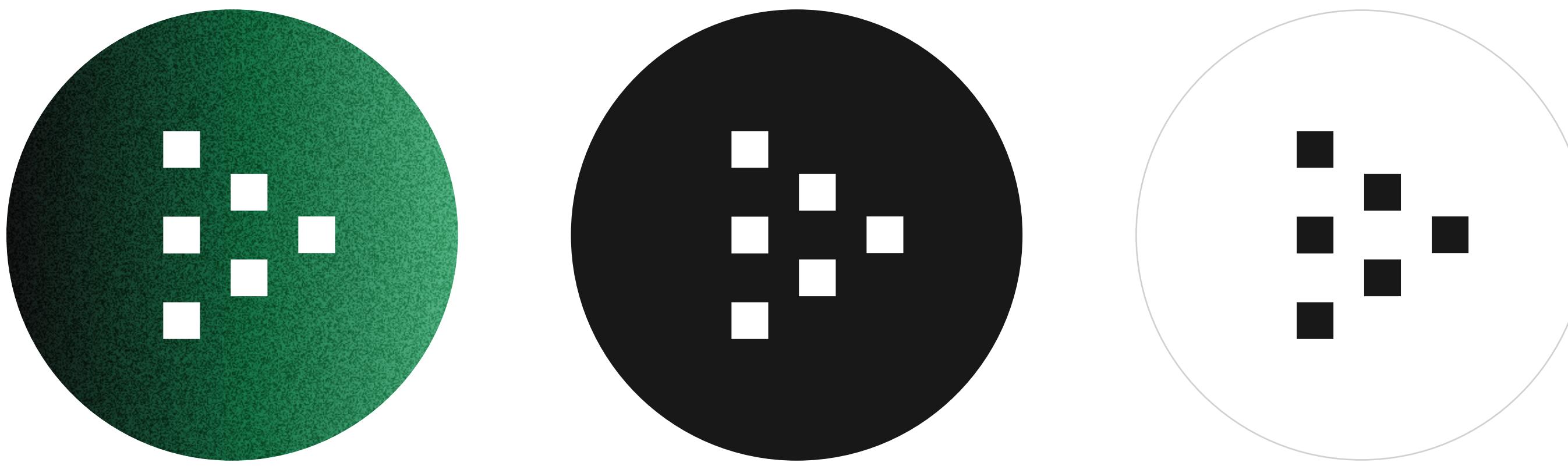
The other main image type for Livepeer's brand is landscape photography. Similarly to the portrait images, the goal of the landscape photographs is to have a clean background and to have a singular object as the subject of the image. It is important to avoid having too crowded images with multiple subjects or a busy background.



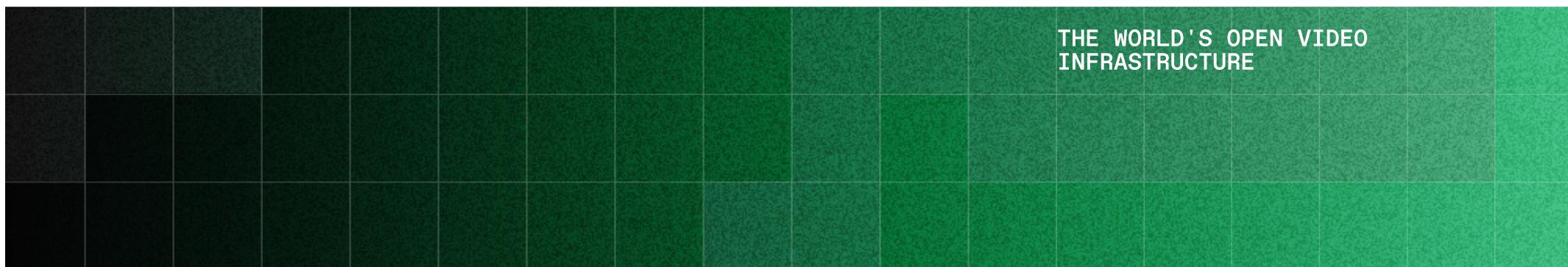
# SOCIAL MEDIA

# ASSETS

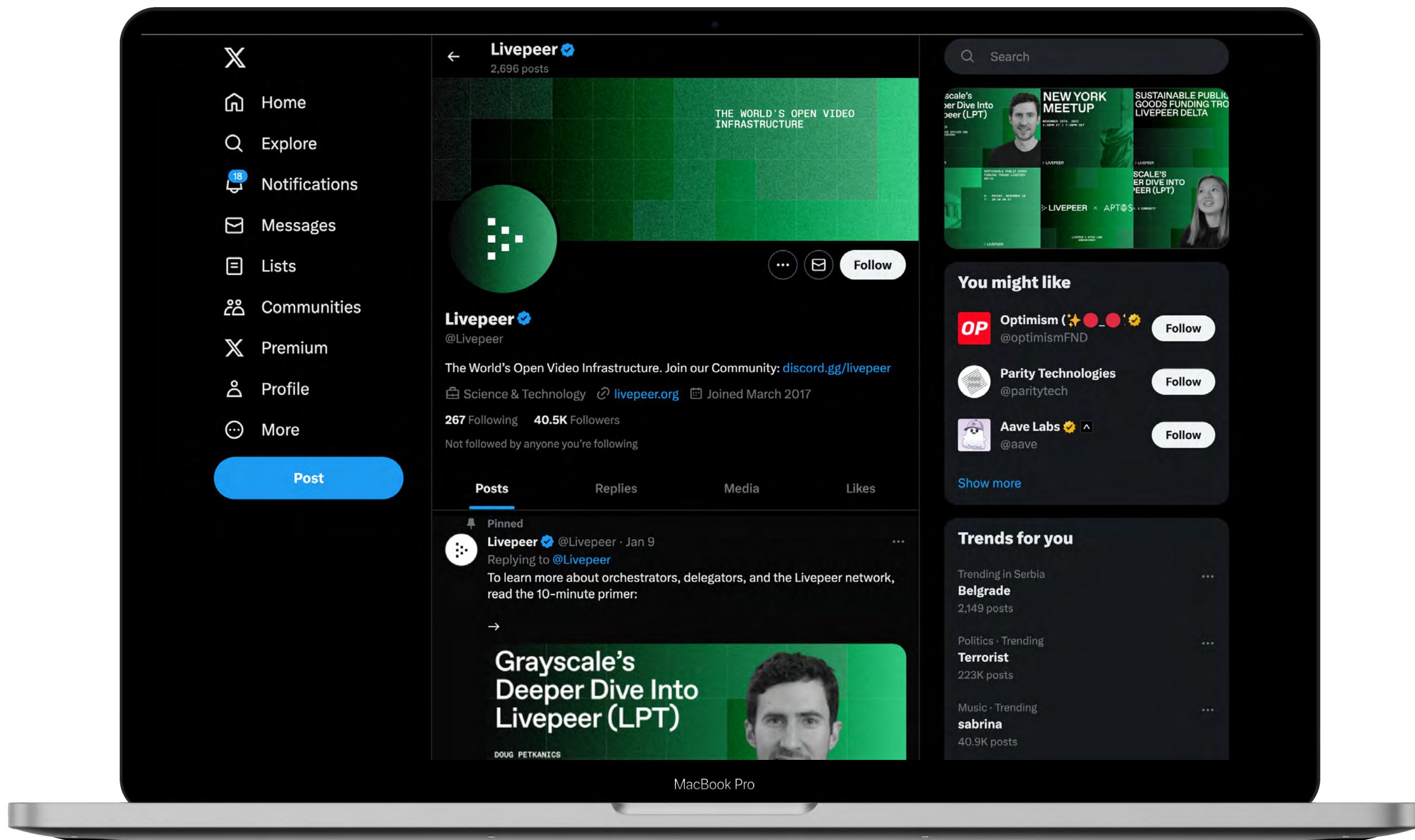
## Avatars



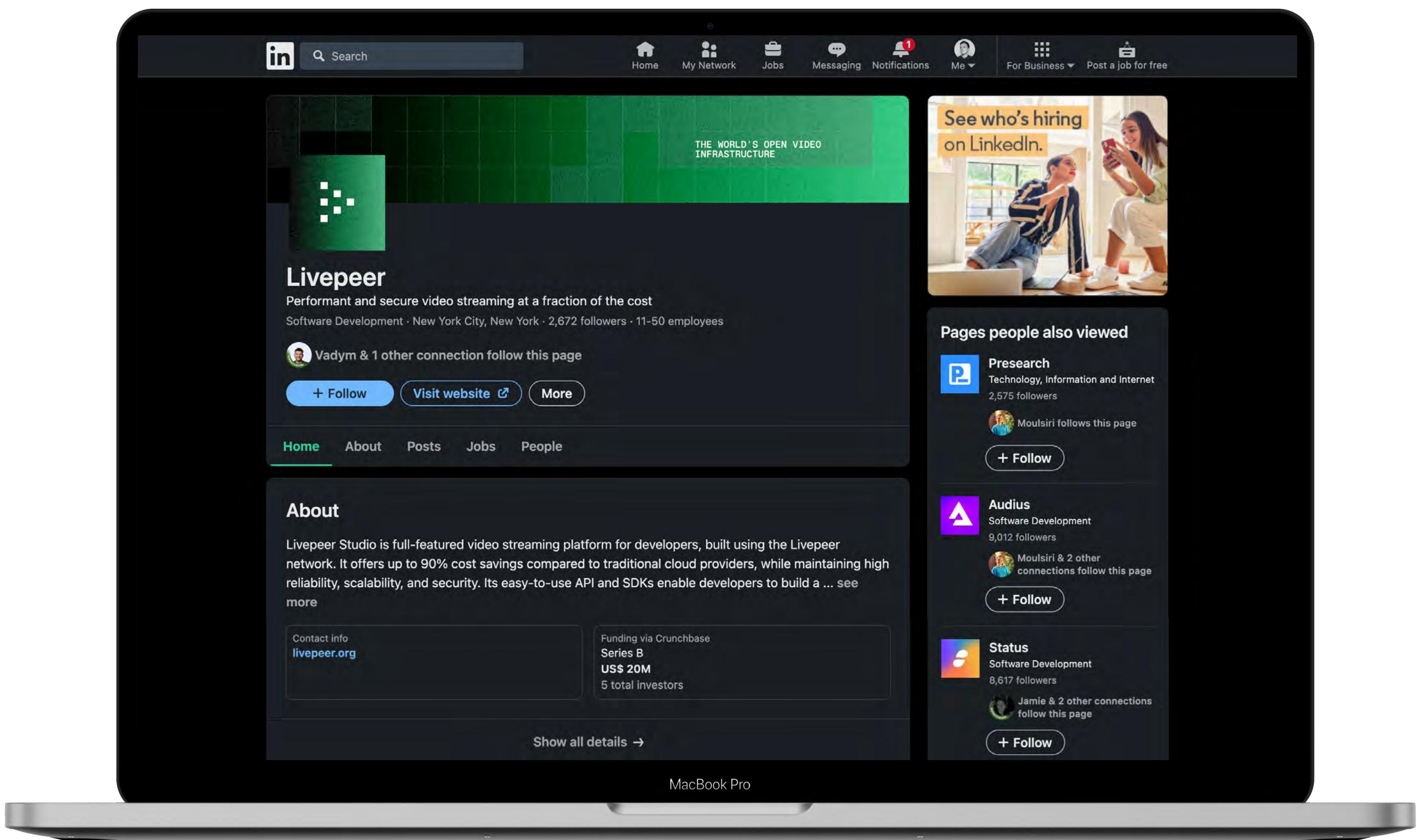
## Banners



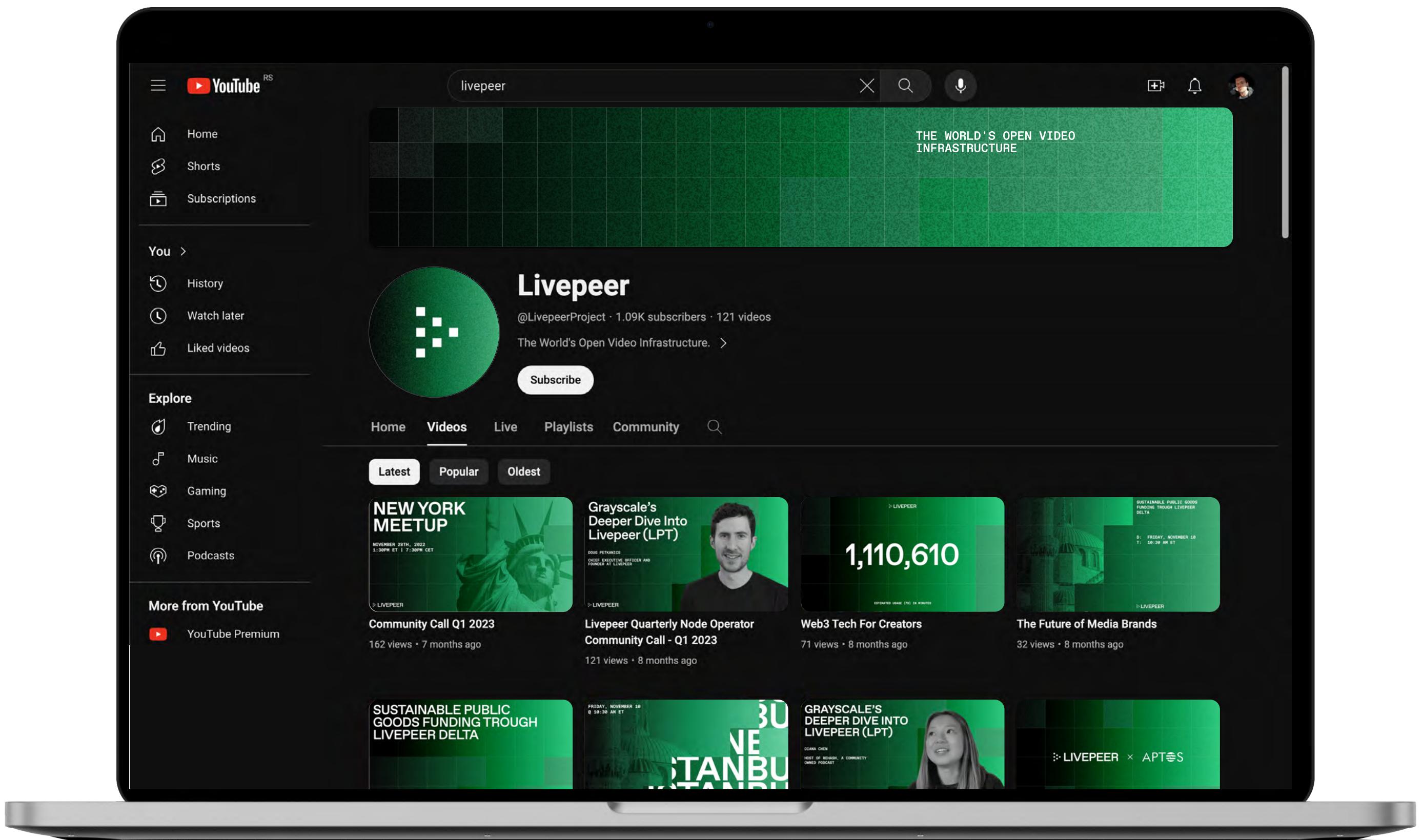
# Twitter



# LinkedIn

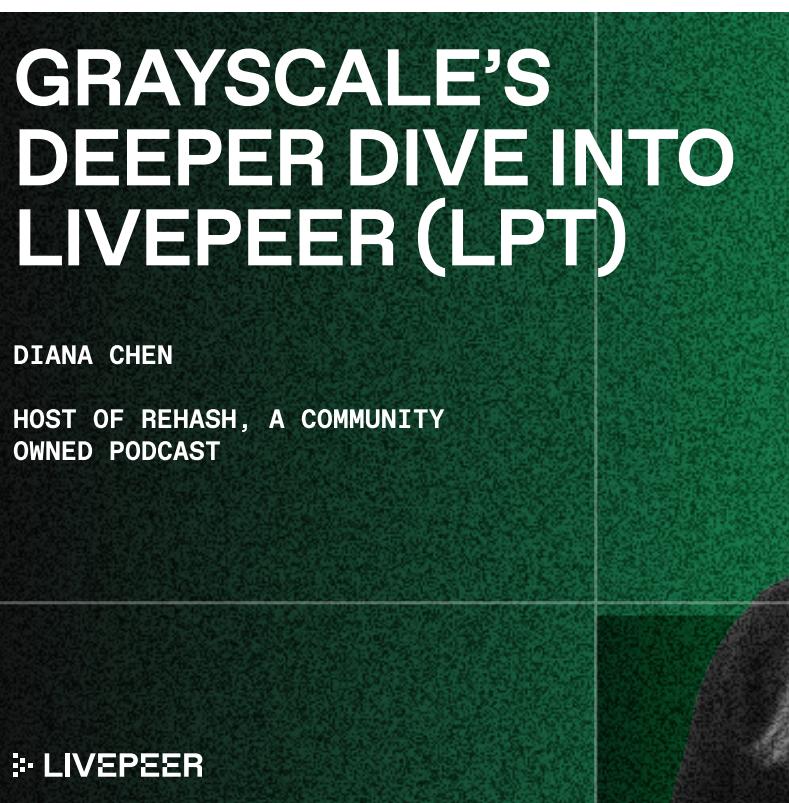


# YouTube

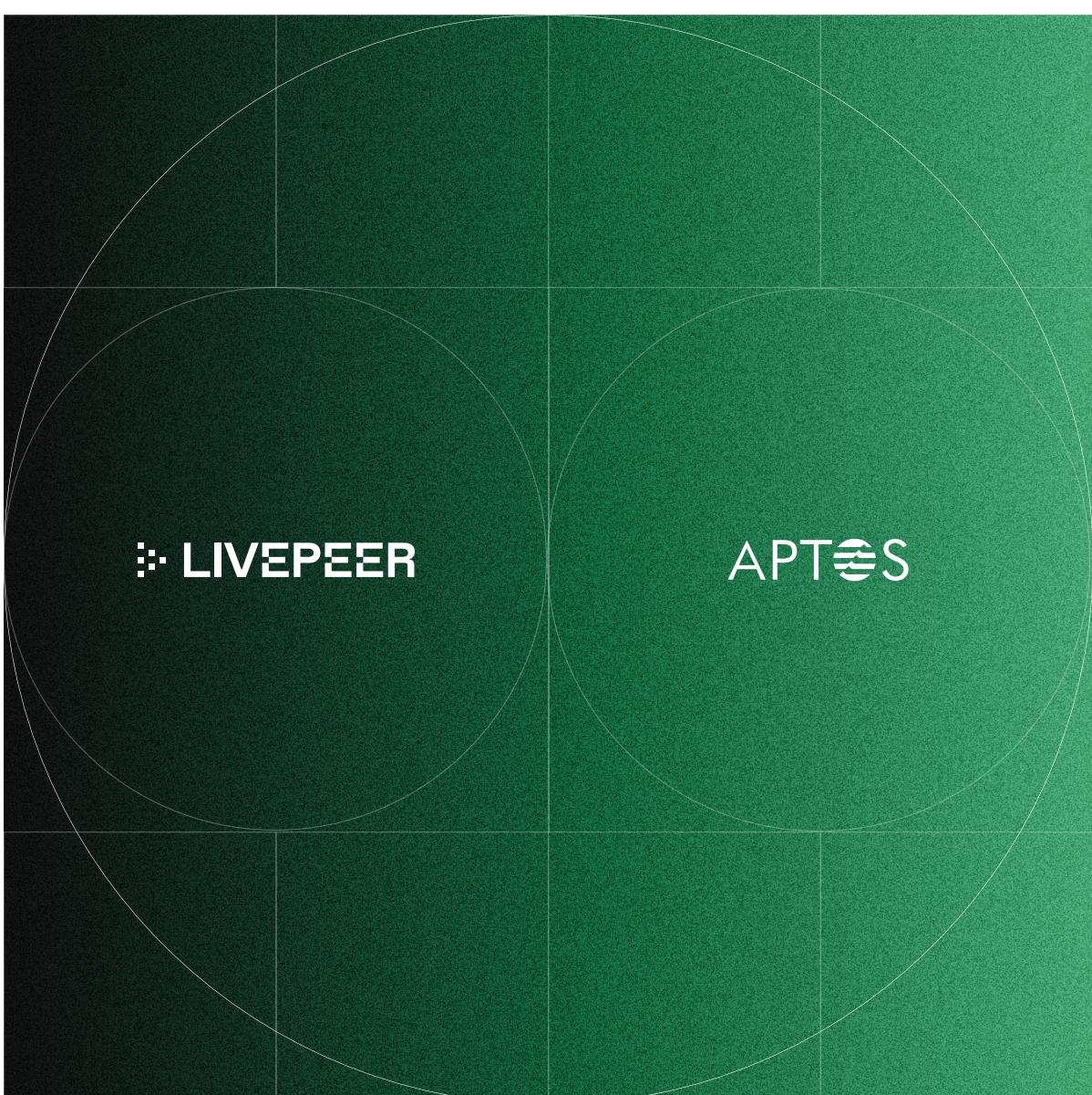
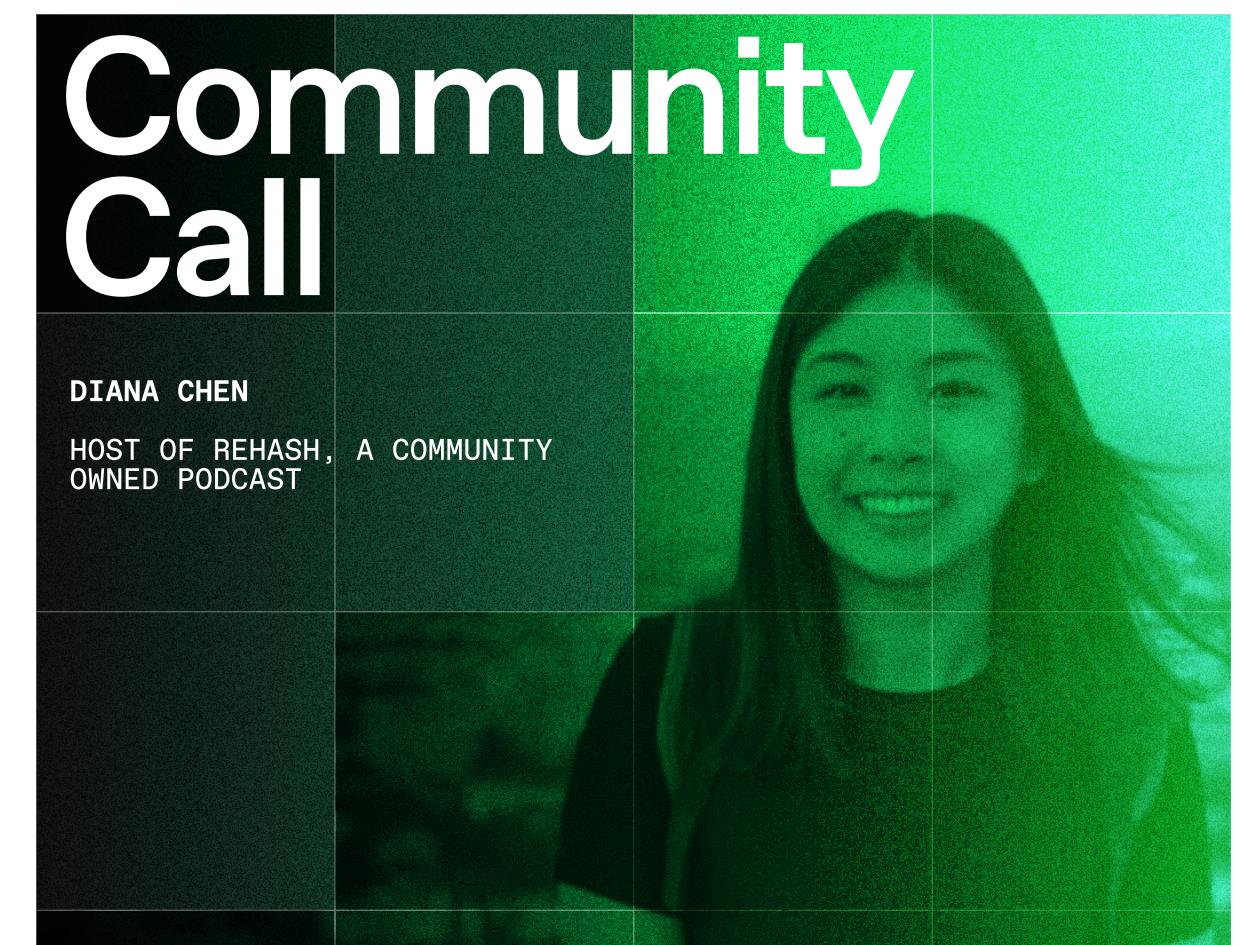
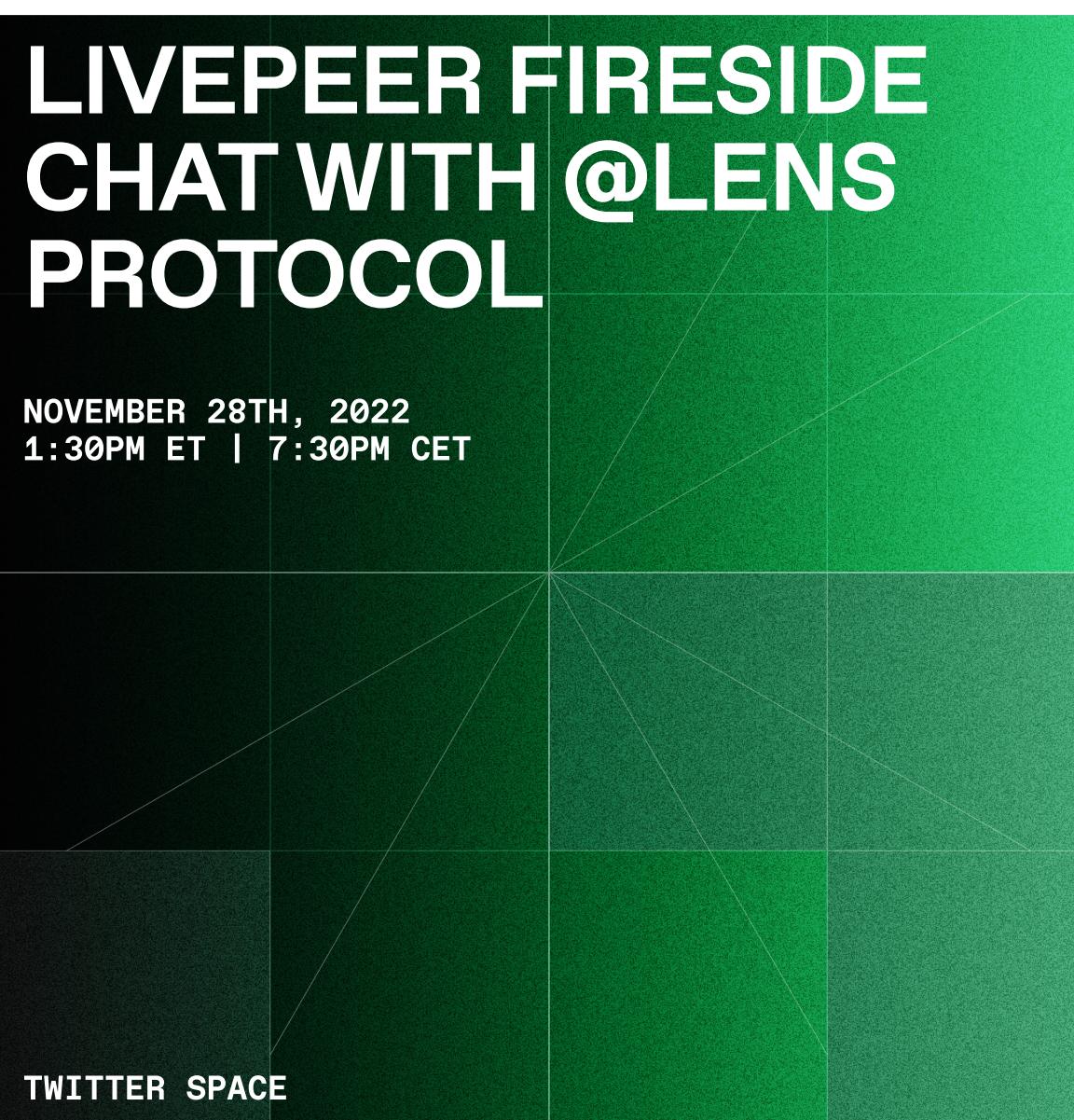


# TEMPLATES

## 1. Twitter Template Examples



## 2. LinkedIn Template Examples



### 3. Luma Template Examples



## DEMUXED VIDEO INNOVATORS MEETUP

24 OCTOBER, 06:00-09:00PM  
BARVIA 138 KING ST. SAN  
FRANCISCO, CA 94107

► LIVEPEER

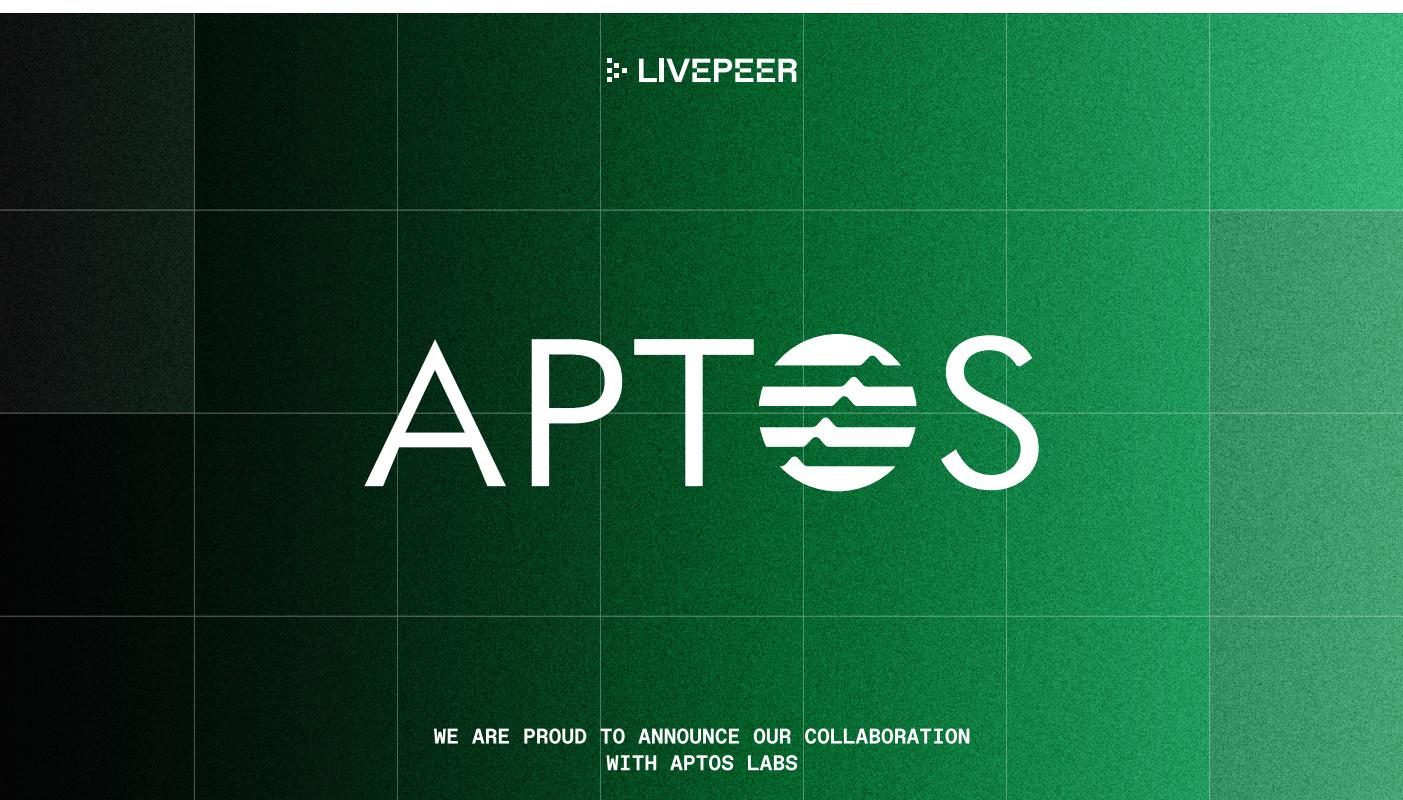
### SUSTAINABLE PUBLIC GOODS FUNDING THROUGH LIVEPEER DELTA

D: FRIDAY, NOVEMBER 10  
T: 10:30 AM ET

## ISTANBUL MEETUP

NOVEMBER 28TH, 2022  
1:30PM ET | 7:30PM CET

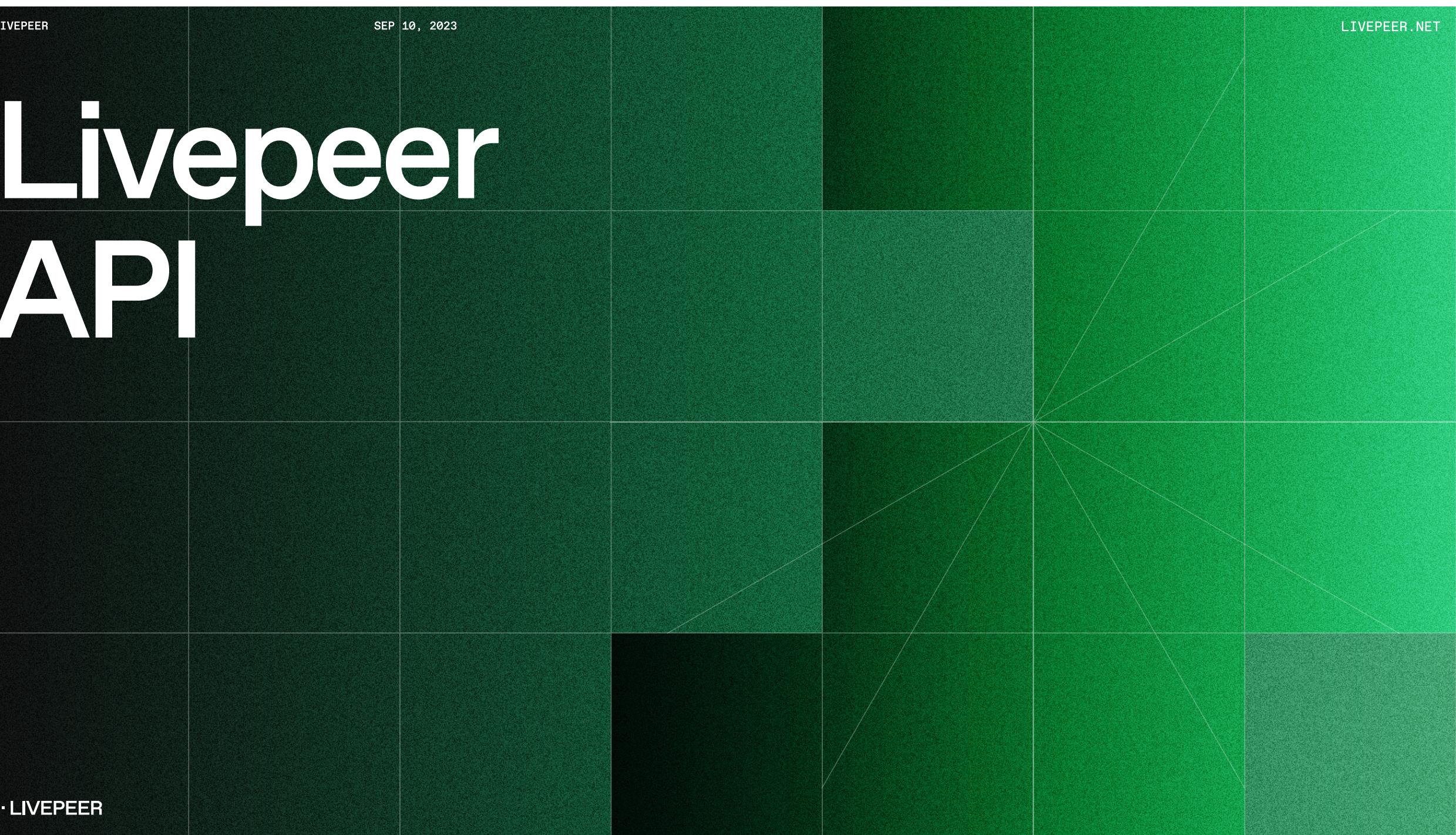
## 4. Blog Post Template Examples



# DECKS

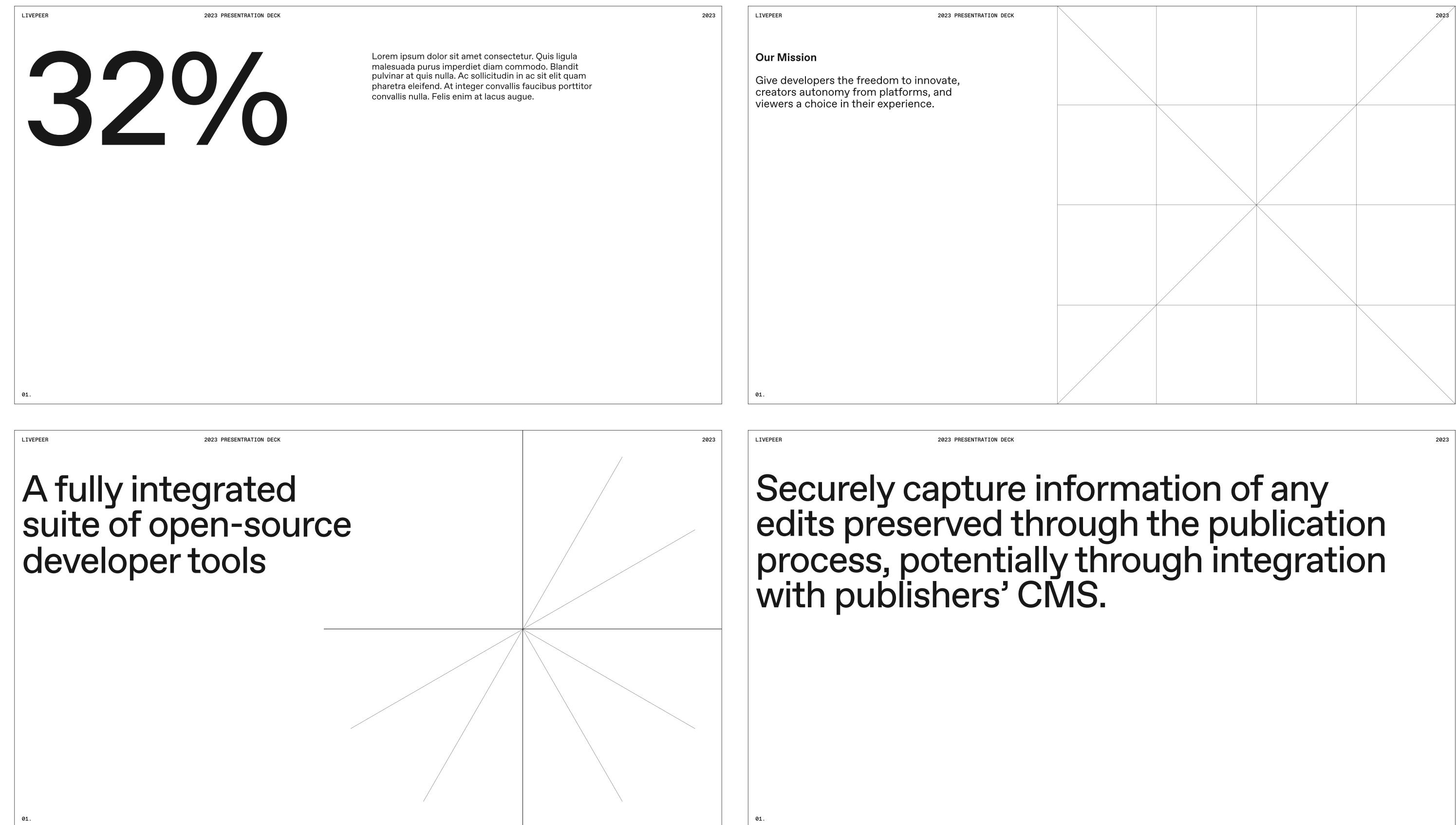
## 1. Cover Slide

The cover slide of Livepeer's decks consists of the various elements that were shown in these brand guidelines. The logo, colours, typography, graphic elements and, in some cases, image treatment guides should be considered.



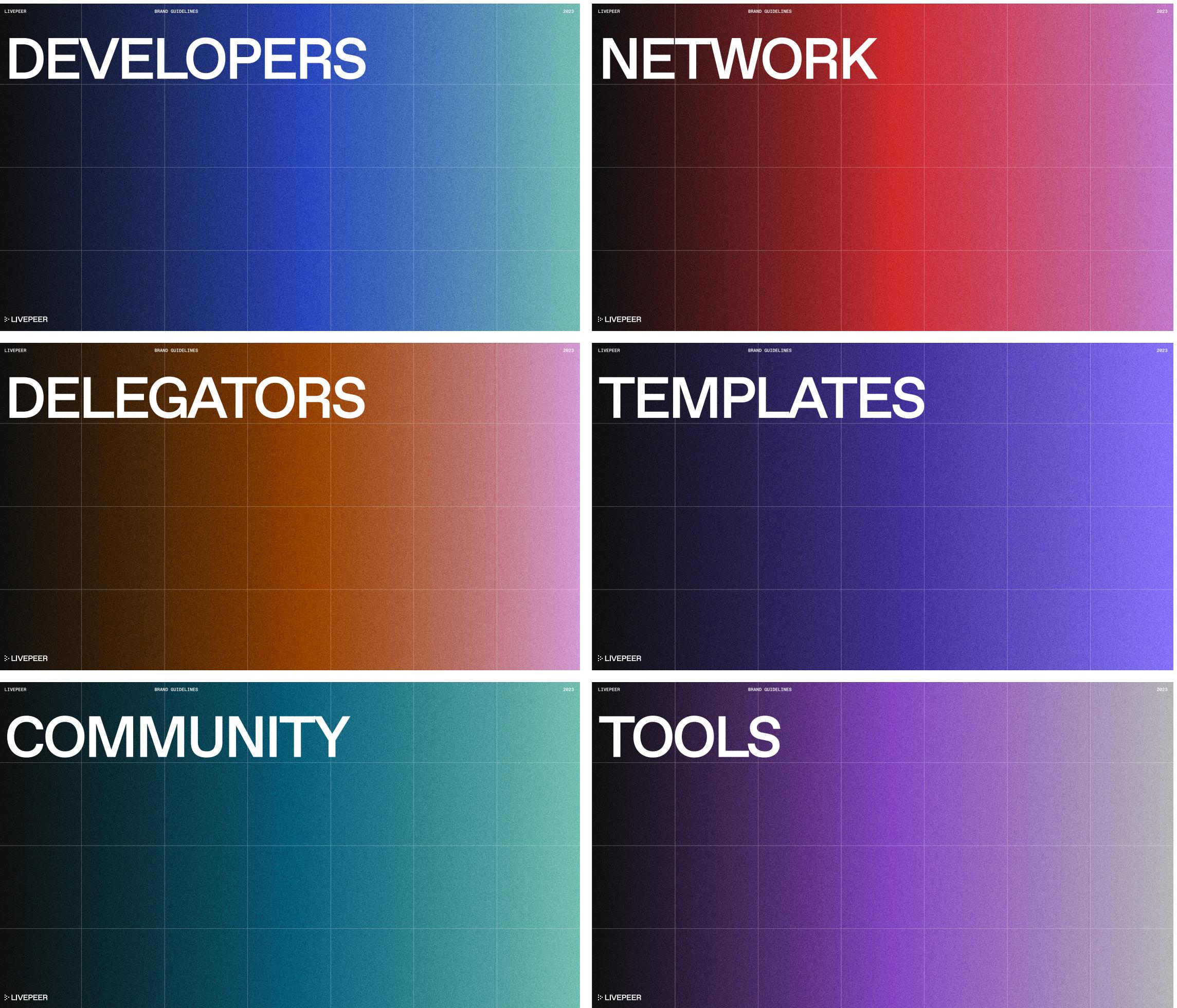
## 2. Content Slide

The content slides should be minimalistic, but depending on the information they present, they can have more elements and colours. In the case of having a single highly important piece of information like a number or statistic, it can be highlighted through a large size and prominent placement.

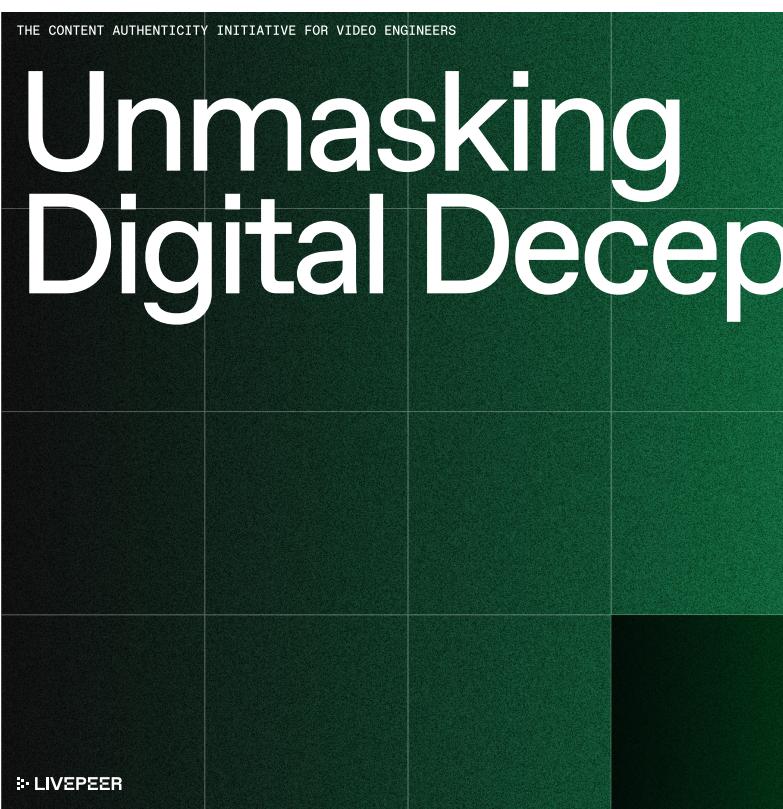
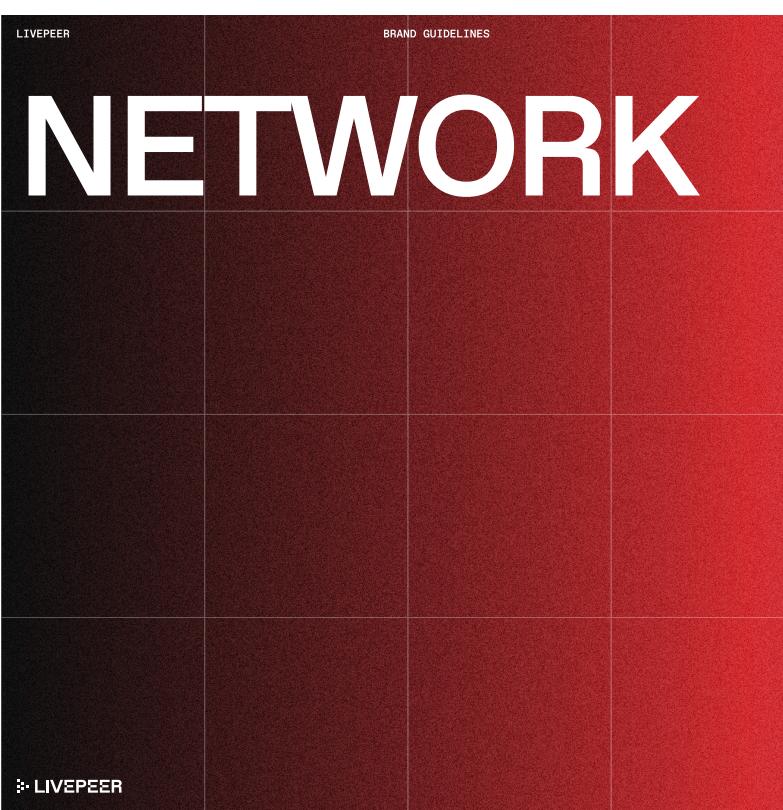
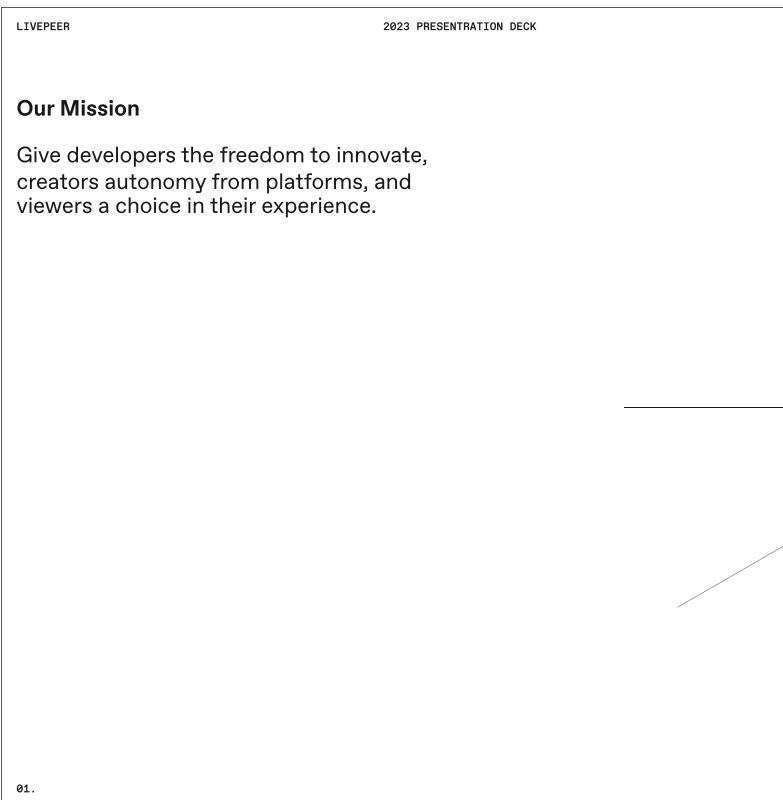
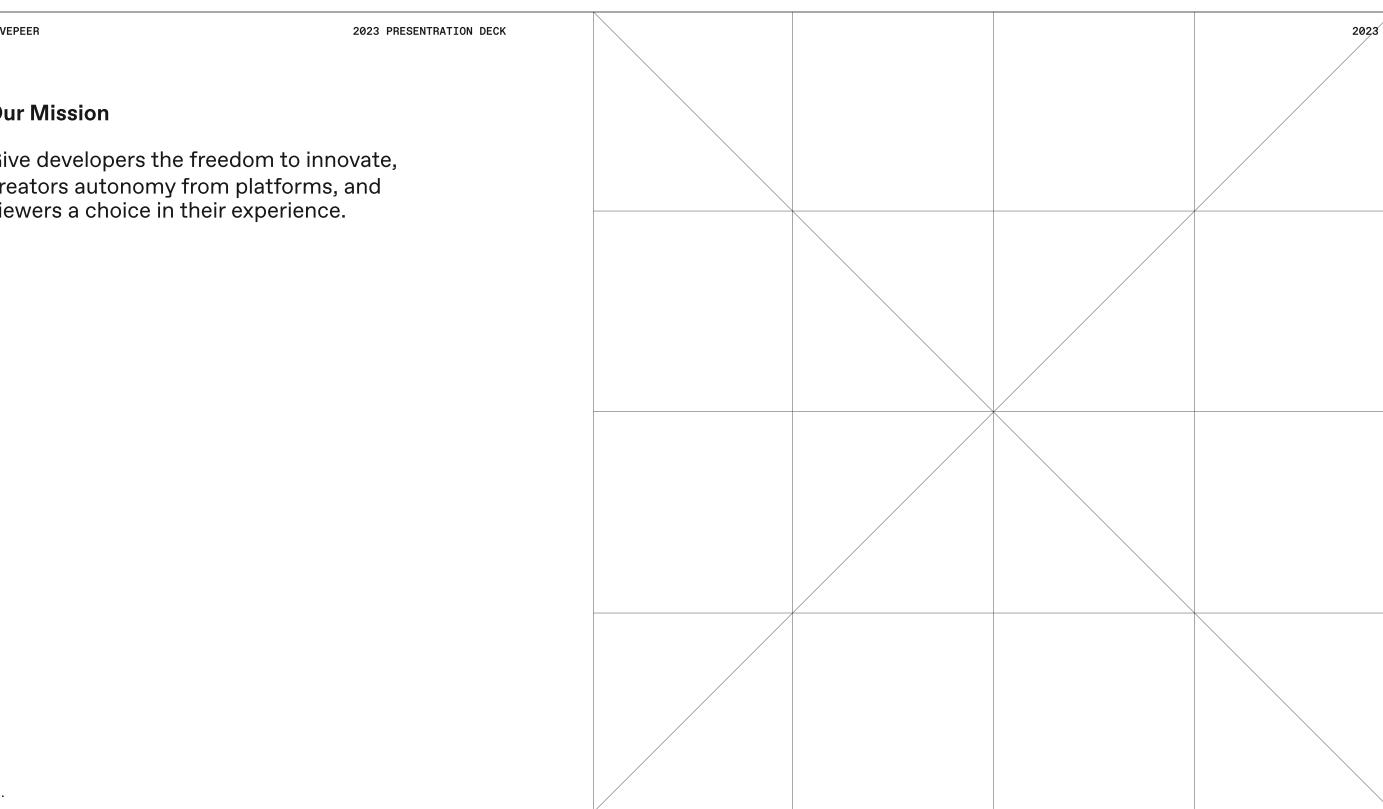
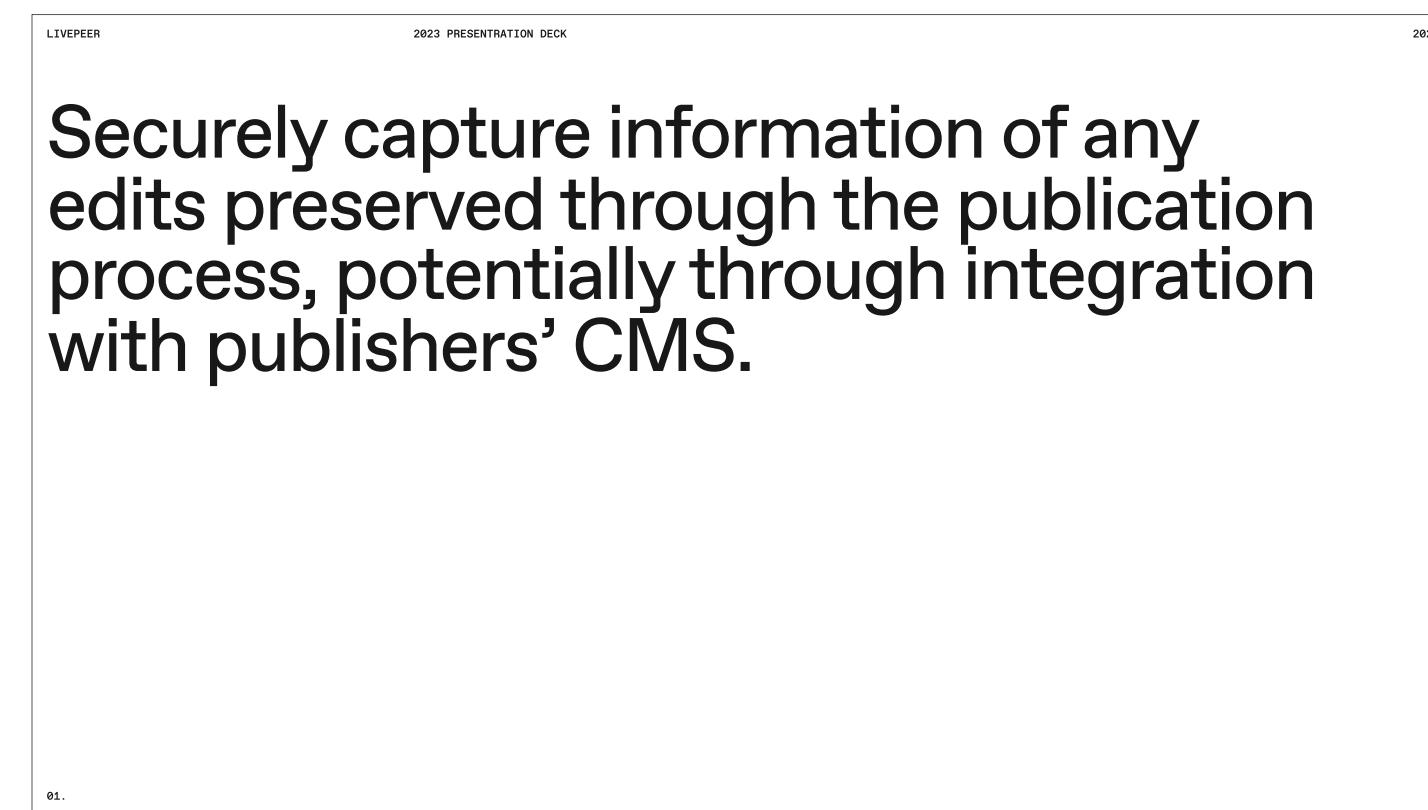
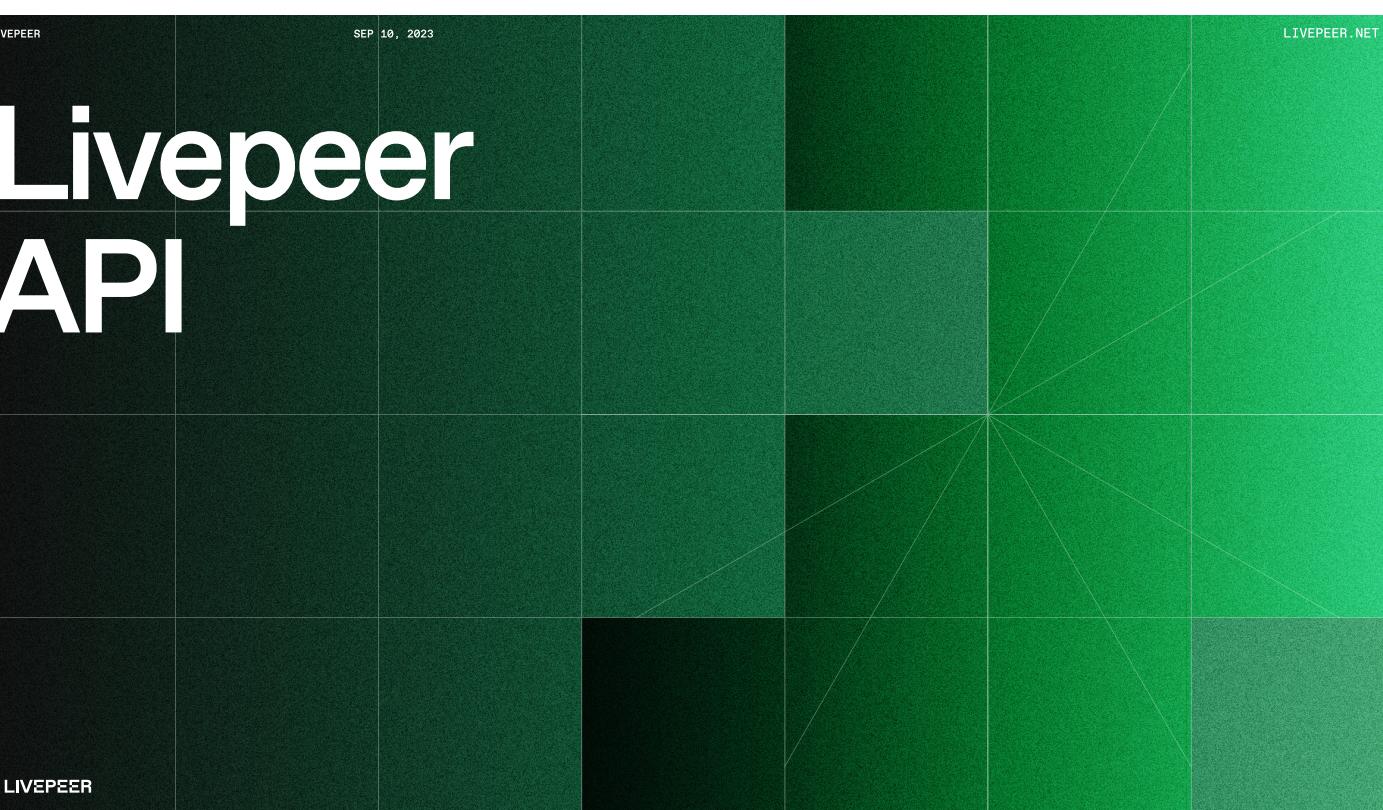
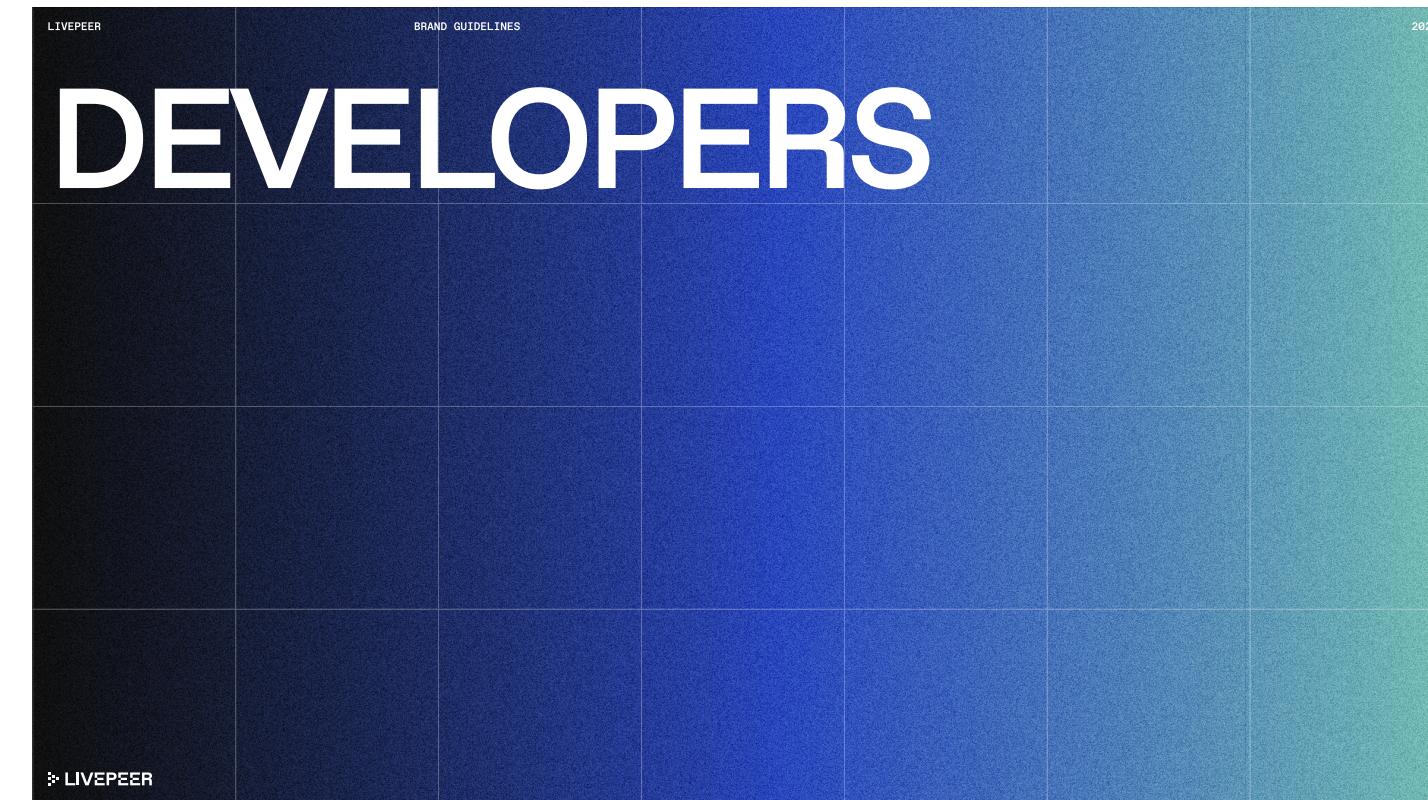


## 3 . Section Breaks

The section breaks introduce new sections of the decks, they are similar in style to the cover slide but they have some differences. They can be made in various colours so they further distinguish the sections that they present.



## Template Examples



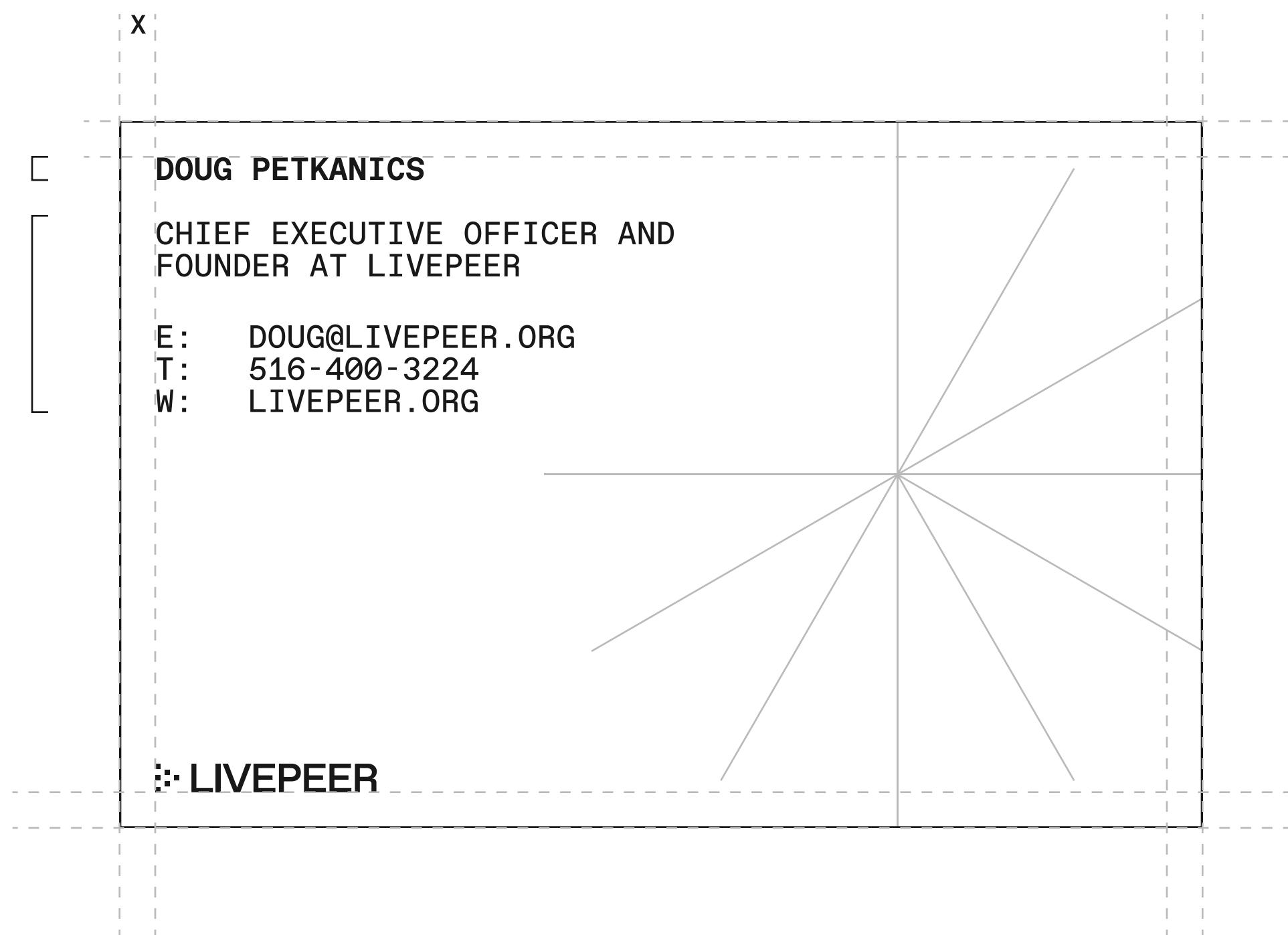
# BRAND COLLATERALS

## Brand Collaterals

For printed materials, the use of the secondary typeface for both the title and body copy is permitted. In such cases, it is important however to have the title in a bold variant while the body copy should be regular. The margins around all the sides of the content should be the same.

FAVORIT MONO BOLD

FAVORIT MONO REGULAR

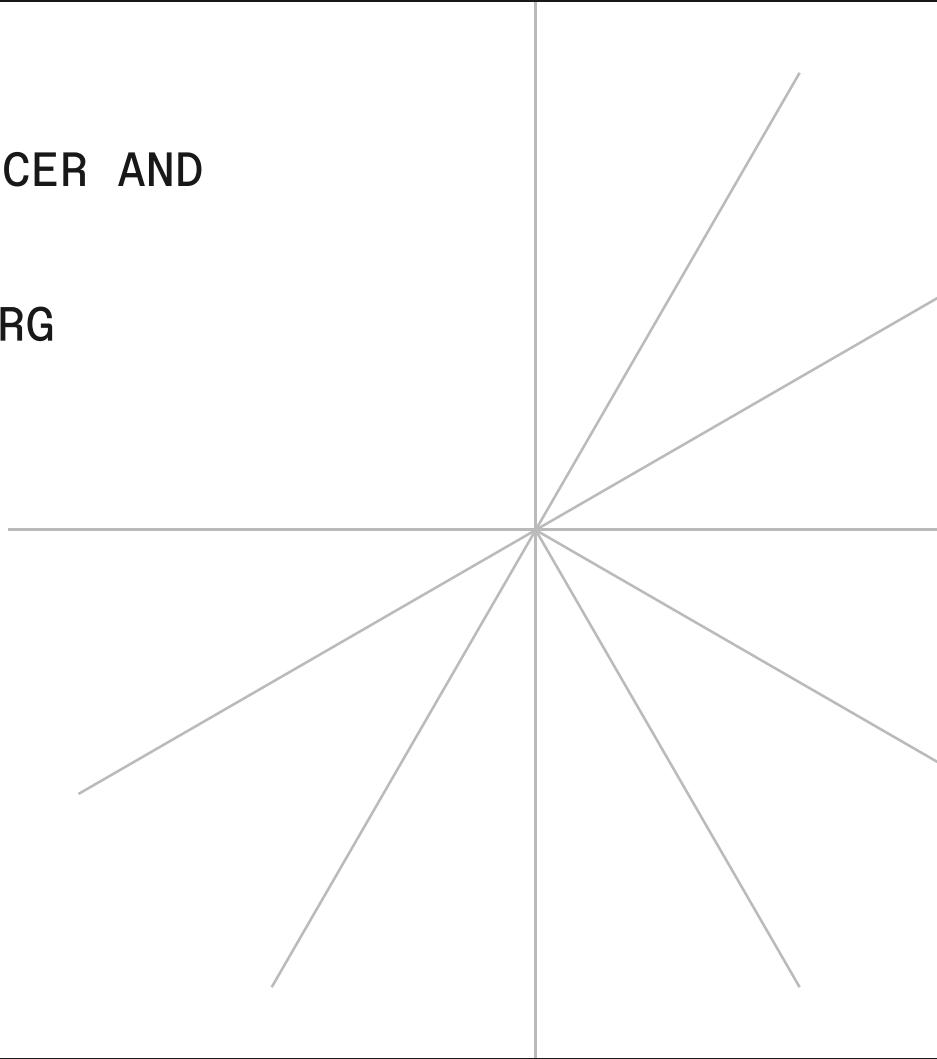


**DOUG PETKANICS**

CHIEF EXECUTIVE OFFICER AND  
FOUNDER AT LIVEPEER

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LIVEPEER



# Grid Usage

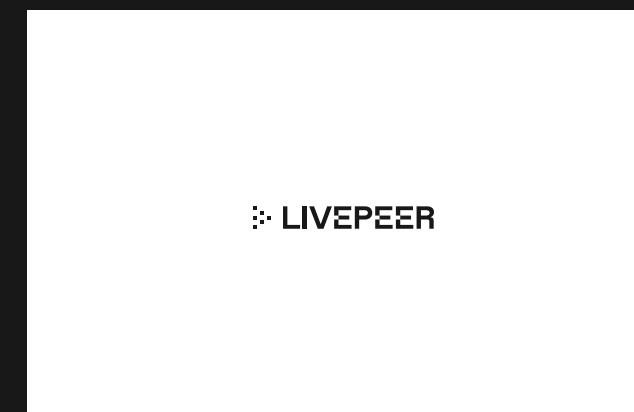
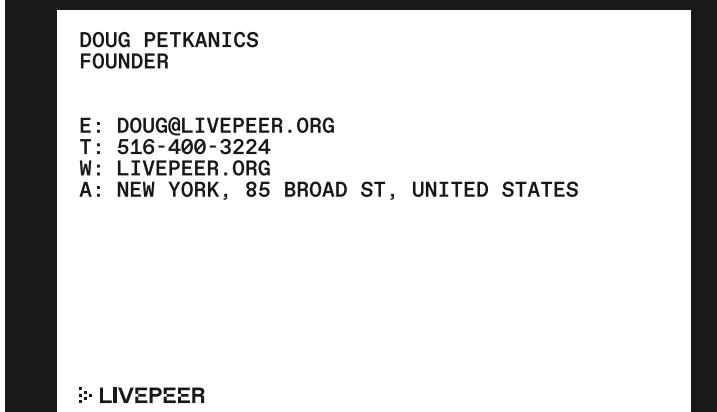
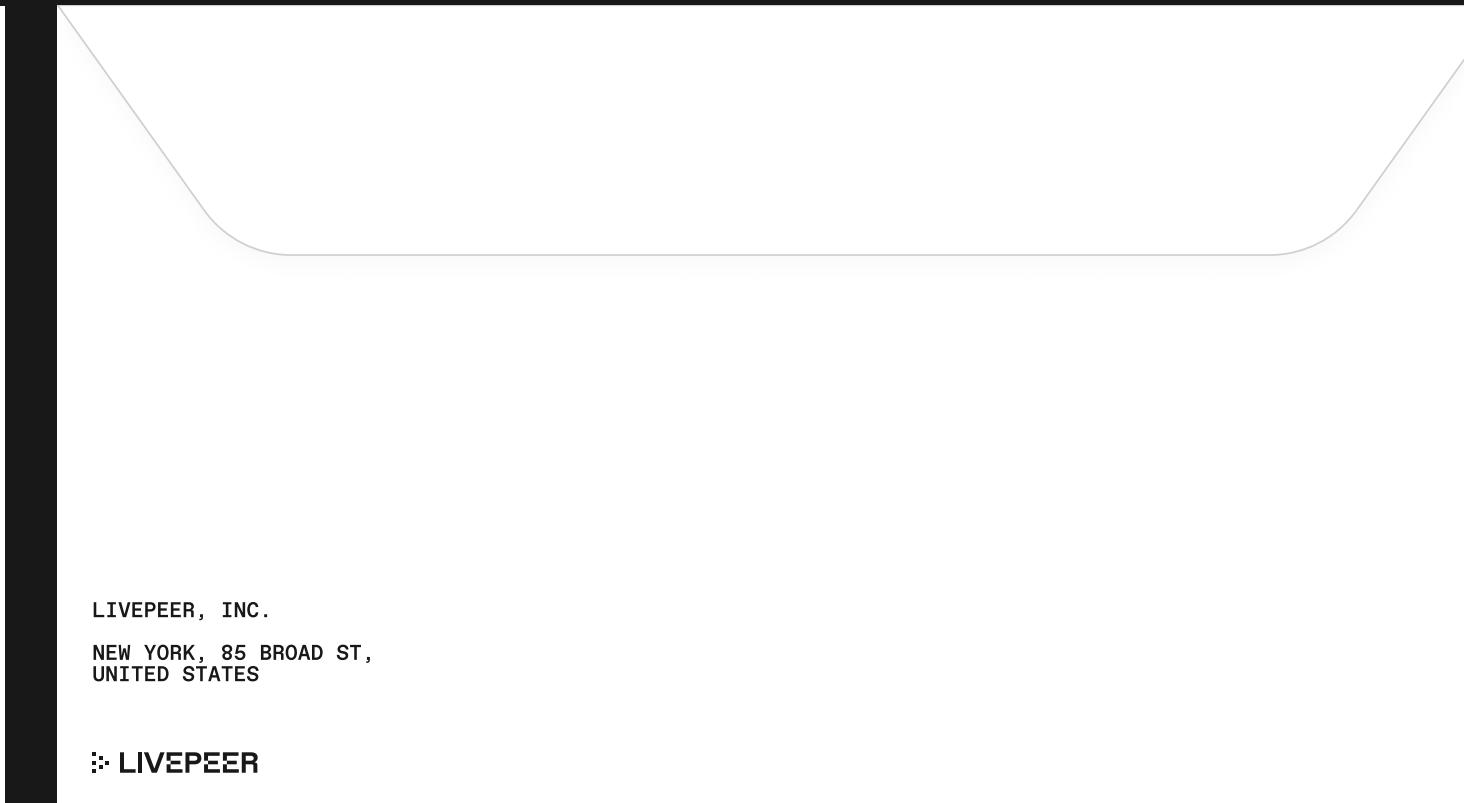
For a different visual type of printed materials, the primary typeface can also be used for both the title and body copy, it is important that there is a distinction between them, so the title should be in a medium variant while the body copy should be regular.

**FAVORIT MONO  
MEDIUM**

# FAVORIT PRO REGULAR

# FAVORIT PRO REGULAR

FROM: BENJAMIN WALKER TO: CODY WILLIAMS PLACE: NEW YORK, USA		LIVEPEER
Friday 08 Dec, 2023	<p>Lorem ipsum dolor sit amet consectetur.</p> <p><b>Text 1:</b> Lorem ipsum dolor sit amet consectetur. Tellus scelerisque massa urna sit ut arcu ornare. Nisl purus amet suspendisse amet. Diam ipsum eu morbi pharetra tincidunt sit ut facilisis. Amet aliquet massa leo sociis ultricies dui non curabitur diam. Massa aliquet iaculis nec tincidunt quisque enim porta dictum nunc. Purus cursus faucibus proin integer amet volutpat turpis. Scelerisque tellus dignissim habitasse eget. In adipiscing quam lorem amet non a. Scelerisque egestas eget bibendum eu venenatis. Quis lacus proin erat sit ultricies lectus. Lectus diam auctor purus augue a leo pharetra turpis risus. Blandit ultricies lacus auctor tellus enim senectus enim quam nisl.</p> <p><b>Text 2:</b> Laoreet nullam vel volutpat gravida in. Nunc magna parturient dolor vel semper ipsum sagittis aliquet vel. Velit sed odio quam aenean ut. Consectetur convallis quis lobortis magnis amet urna fringilla. Sagittis placerat eu nunc pellentesque dolor. Suspendisse tellus tincidunt purus nibh platea integer tincidunt. Tincidunt viverra sit id in neque commodo eu. Elementum nullam et fermentum vel non. Erat vulputate nibh nibh in mi at tortor a lacinia.</p> <p><b>Text 3:</b> Elit est aliquet suspendisse dui nulla dolor in et ipsum. Augue sed commodo sed sed mattis libero egestas. Odio commodo velit at at interdum proin imperdiet ut. Dictum aliquet massa amet amet porttitor lacus viverra felis scelerisque. Orci purus sit massa eu adipiscing sed eros nullam. Accumsan dignissim nibh at accumsan magnis. Et varius.</p>	
	Benjamin Walker	
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		Website <a href="http://Livepeer.org">Livepeer.org</a>



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LIVEPEER





# OPEN-SOURCE AND DECENTRALIZED VIDEO INFRASTRUCTURE NETWORK

THE WORLD'S OPEN VIDEO  
INFRASTRUCTURE

LIVEPEER



