

Liventix

Brand Guidelines

Liventix – Crafting the Face of Every Experience

Table Of Content

Introduction

Logo Guidelines

Color Palette

Typography

Visual Style

Brand Voice & Tone

Web Sizing Guidelines

Mockups

INTRODUCTION

About Liventix

Liventix is a modern platform built for discovering live events, concerts, parties, and real-world experiences. It helps users explore exciting moments, book tickets seamlessly, and share experiences that create lasting memories.

Brand Essence

*Vibrant. Dynamic. Connected.
The brand reflects energy, movement, and the excitement of live events.*

Brand Mission

To make exploring and attending live experiences easy, vibrant, and accessible for everyone.

Brand Vision

To become the most trusted and modern destination for event discovery and ticketing across India and beyond.

LOGO GUIDELINES

Logo Meaning

The Liventix logo combines:

- **Ticket Shape** → *Represents events & entry*
- **Rounded Gradient Form** → *Represents smooth user experience*
- **Blue to Purple Shift** → *Symbolizes transition from discovery to experience*
- **Curved L-Shape** → *Represents a welcoming gateway*



Logo Variations

Primary Logo

Full-color gradient logo (Blue → Purple) with "Liventix" text.



Logo Variations

Secondary Logo

- *White logo for dark backgrounds*
- *Black logo for very light backgrounds*
- *Gradient icon-only mark (without text)*



Clear Space

*Maintain spacing around the **logo** equal to the height of the "L" icon on all sides.
This ensures clarity and premium presence.*



Minimum Logo Sizes

- **Web:** 80 px width
- **Mobile:** 60 px width
- **Print:** 25 mm width



Web
80 px width 80 px height



Mobile
60 px width 60 px height



Print
25 px width 25 px height

Do's & Don'ts

Do's

- Use the official blue-purple gradient.
- Keep enough clear space around the logo.
- Use Cera Pro for all headings and body text.
- Maintain an energetic, friendly tone.
- Use high-quality, vibrant event images.
- Keep layouts clean and modern.
- Scale the logo proportionally.



Do's & Don'ts

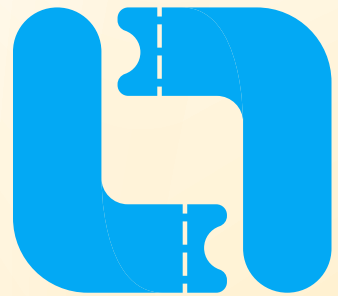
Don'ts

- *Don't change the logo colors or gradient.*
- *Don't stretch, rotate, or distort the logo.*
- *Don't place the logo on busy backgrounds.*
- *Don't use unapproved fonts.*
- *Don't add shadows, outlines, or effects to the logo.*
- *Don't overcrowd designs.*
- *Don't use dull or low-quality images.*

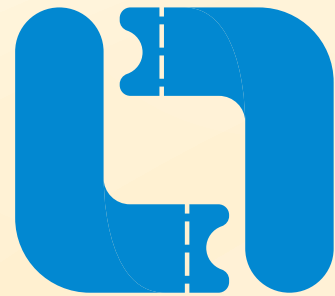


COLOR PALETTE

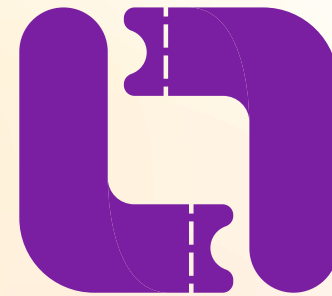
Primary Colors



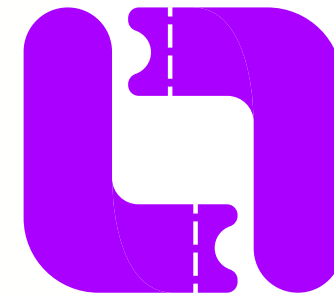
Liventix Blue
HEX: #03A9F4
RGB: 3, 169, 244



Liventix Teal
HEX: #0288D1
RGB: 2, 136, 209

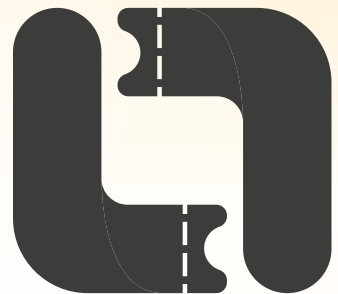


Liventix Purple
HEX: #7B1FA2
RGB: 123, 31, 162



Liventix Violet Gradient
HEX: #AA00FF
RGB: 170, 0, 255

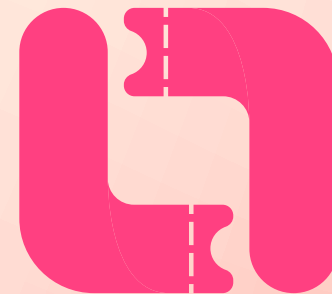
Secondary Colors



Charcoal Black
HEX: #3C3C3B
RGB: 60, 60, 59



Soft Gray
HEX: #EAEAEA
RGB: 234, 234, 234



Electric Pink
HEX: #FF4081
RGB: 255, 64, 129

- Use Blue & Purple as the core brand colors.
- Use Electric Pink as accent for CTAs & highlights.
- Keep backgrounds minimal to let gradients shine.

TYPOGRAPHY

Font Name: Cera Pro

Modern, geometric, friendly — perfect match for the rounded logo.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Typography Hierarchy

H1: *Poppins Bold (48–64 px)*

H2: *Poppins SemiBold (32–42 px)*

Body Text: *Inter Regular (16–18 px)*

Captions: *Inter Light (12–14 px)*

AaBb

VISUAL STYLE

Photography Style

- *Vibrant event lighting*
- *Concert moments, crowds, nightlife*
- *Bright faces, candid smiles*
- *Motion blur and neon tones to match gradients*



BRAND VOICE & TONE

Voice & Tone

Energetic, modern, youthful, approachable.

Friendly, dynamic, exciting — always about creating experiences.

Core Messaging



**Discover events
that excite you**



**Book tickets
instantly**



**Experience the
moment**



Live the vibe

WEB SIZING GUIDELINES

Logo Sizes

Desktop Header: 160–200 px

Mobile Header: 120–150 px

Web Banners

Hero Banner: 1920 × 800 px

Mobile Banner: 1080 × 1350 px

Images

Event Cover: 1920 × 1080 px

Icons

24–32 px strokes

MOCKUPS





Liventix



Thank You

Thanks for exploring the Liventix Brand Guideline.
Together, let's create experiences that look great and feel unforgettable.