



STYLE GUIDE

DEVELOPED BY

hyden

PURPOSE

**IN THIS STYLE GUIDE WE OUTLINE
LIVEBARRIE'S LOGO, COLOURS,
TYPOGRAPHY, AND STATIONERY.**



WHAT IS LIVEBARRIE?

LIVEBARRIE FOCUSES ON PEOPLE, PROCESSES, AND PRODUCTION. WE PROVIDE A PLATFORM AND A COMMUNITY. PAIRING LOCAL TALENT WITH OUTSIDE TALENT TO CREATE TRULY UNIQUE EVENTS. SAVING BARRIE, AND THE SURROUNDING AREA, TIME AND MONEY. WE WORK WITH INDUSTRY VETERANS TO ENSURE CONSISTENT ENTERTAINMENT QUALITY, FROM COMEDY TO MUSIC FESTIVALS AND EVERYTHING IN BETWEEN.

LOGO

LIVEBARRIE HAS 3 LOGO VARIATIONS. THE PRIMARY LOGO IS FOR VERTICAL PROMOTIONAL MATERIALS. THE SECONDARY AND INVERTED LOGOS ARE TO BE USED BASED ON THE BACKGROUND OF THE PROMOTIONAL MATERIAL IN QUESTION.

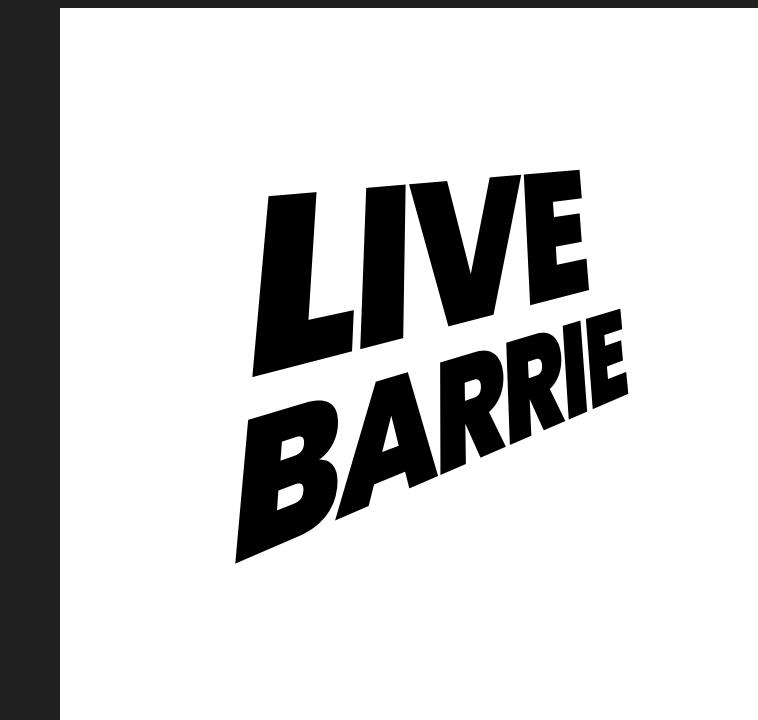
PRIMARY



SECONDARY



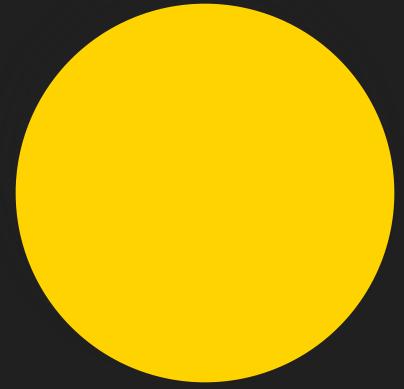
INVERTED LOGO



COLOURS

LIVEBARRIE FOCUSES ON THE CONTRAST BETWEEN BLACK AND WHITE, WITH A SPLASH YELLOW. THIS YELLOW IS TO BE USED FOR ACCENTS AND TO GUIDE THE VIEWERS ATTENTION TO IMPORTANT ELEMENTS SUCH AS BUTTONS AND INPUTS.

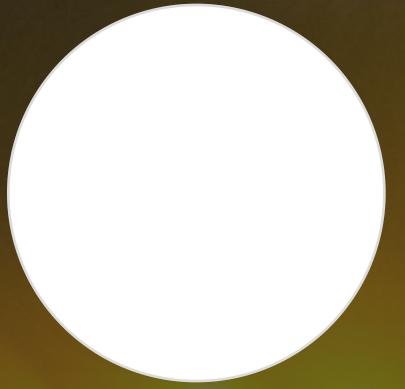
YELLOW
#FFD300



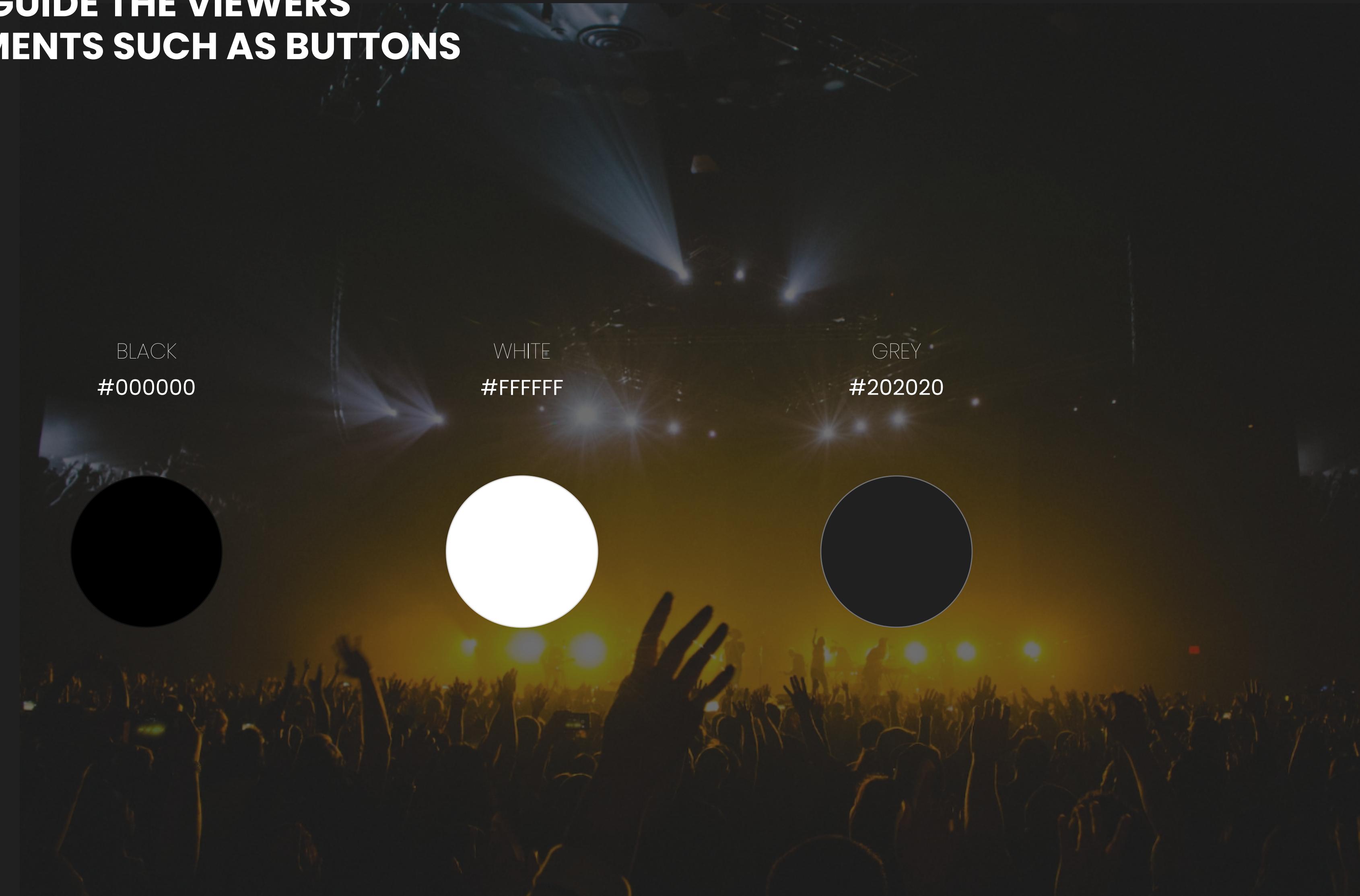
BLACK
#000000



WHITE
#FFFFFF



GREY
#202020



TYPOGRAPHY

"POPPINS" IS TO BE USED EXCLUSIVELY FOR LIVEBARRIE, FOR BOTH HEADERS AND BODY COPY. POPPINS IS VERY VERSATILE AS IT RANGES FROM A WEIGHT OF 100 ALL THE WAY UP TO 900.

POPPINS BLACK ITALIC,
UP TO 250PX

MEGA HEADER

POPPINS BLACK
SIZE: 45PX

REGULAR HEADER

POPPINS REGULAR
SIZE: 18PX

SECONDARY HEADING

POPPINS BLACK
SIZE: 35PX

**PARAGRAPH TEXT. LOREM IPSUM DOLOR SIT
AMET, CONSECTETUR ADIPISCING ELIT. SED UT
LOBORTIS NUNC, NEC BIBENDUM LIGULA.
AENEAN ULTRICIES.**

POPPINS THIN
SIZE: 18PX

Alternate text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed ut lobortis nunc, nec bibendum ligula. Aenean ultricies.

SPACING

PARAGRAPH ELEMENTS SHOULD HAVE 10 PIXELS OF
PADDING AFTER ANY HEADERS.

SECONDARY HEADING
10PX

**LOREM IPSUM DOLOR SIT AMET,
CONSECTETUR ADIPISCING ELIT. SED UT
LOBORTIS NUNC, NEC BIBENDUM LIGULA.
AENEAN ULTRICIES.**



BUTTONS & UI

PRIMARY BUTTON

CLICK ME

HOVER

CLICK ME

ALT BUTTON

CLICK ME

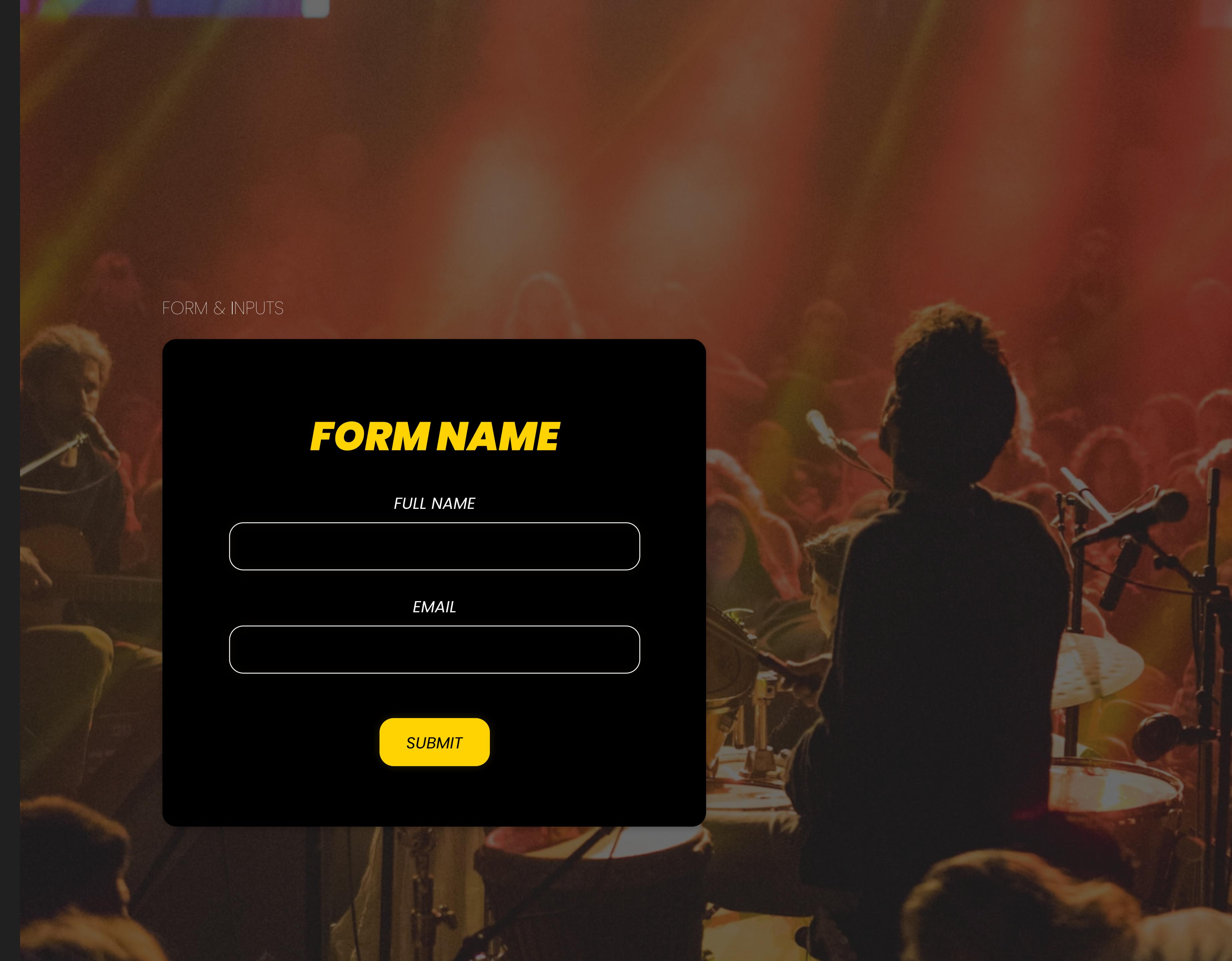
FORM & INPUTS

FORM NAME

FULL NAME

EMAIL

SUBMIT

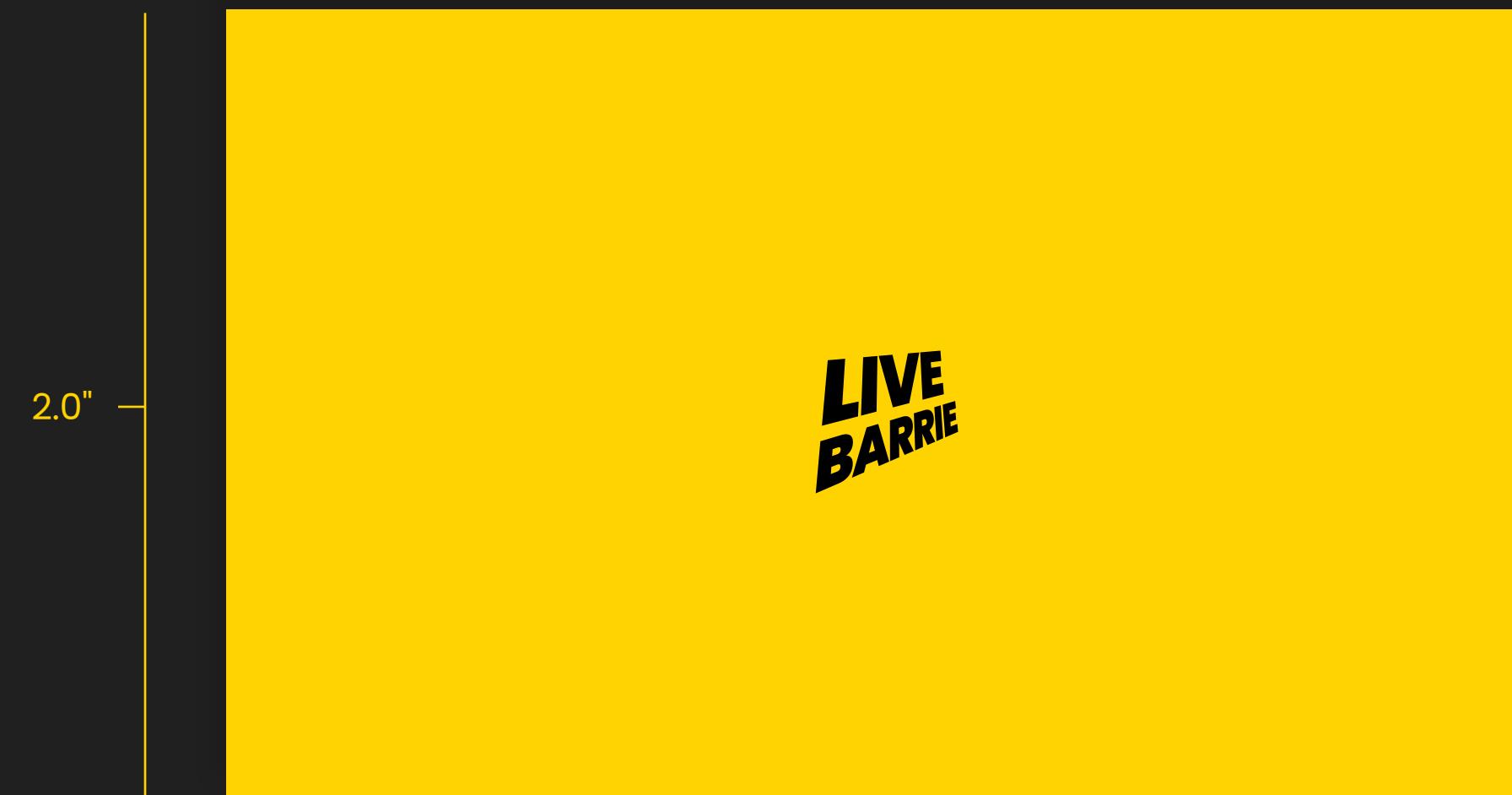


BRANDED STATIONERY

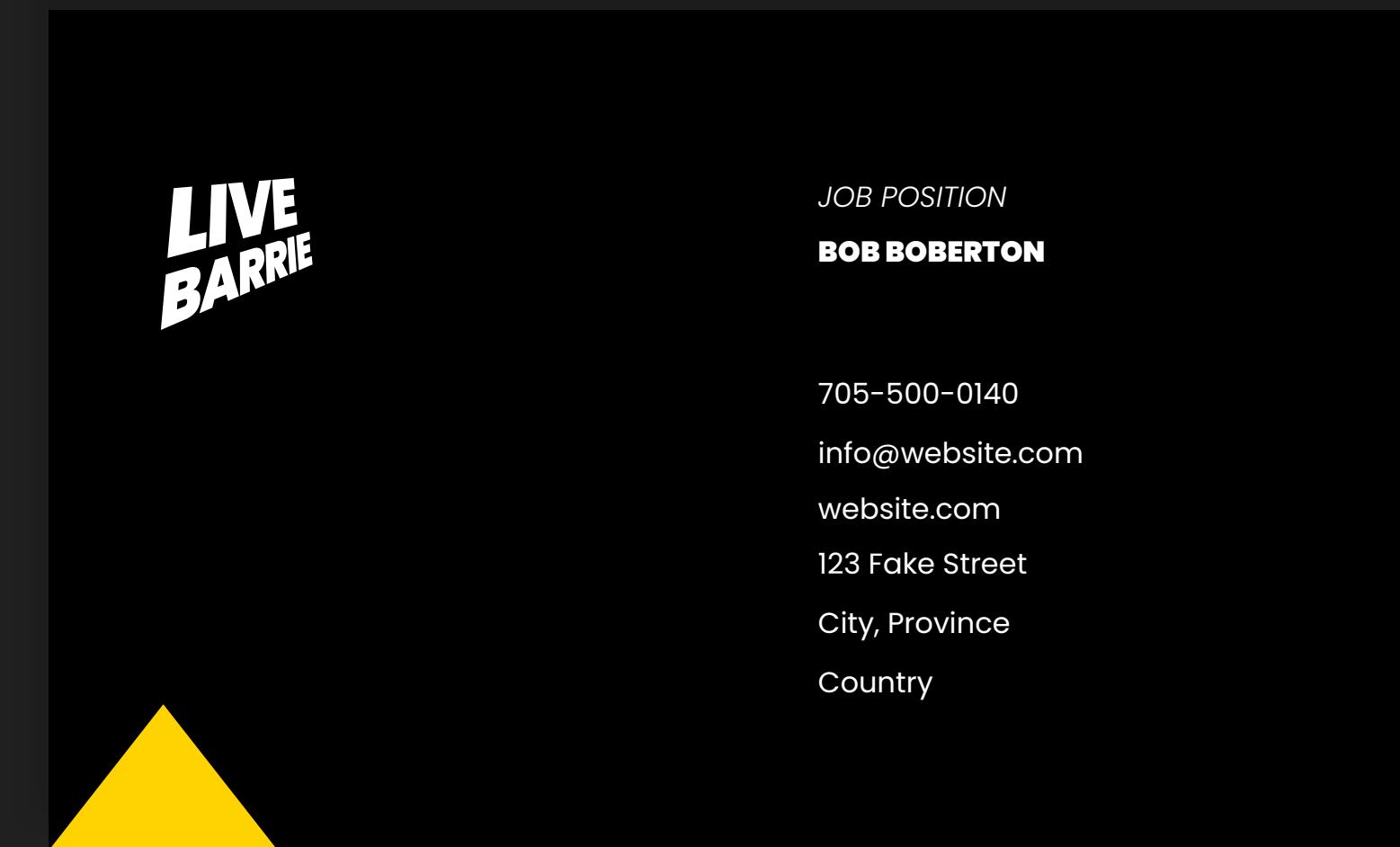


BUSINESS CARD

FRONT SIDE



REAR SIDE



DOCUMENT

35PX

TITLE TEXT

Subtitle here

10.5PX

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean dolor ante, aliquam aliquam mattis nec, vulputate in dui. Proin elementum mauris pulvinar purus dignissim, nec pharetra nulla tincidunt. Nullam enim dolor, rutrum id ligula ac, tincidunt fringilla dolor. Vivamus porttitor pharetra odio id placerat. Sed et elit rutrum, molestie mi molestie, scelerisque tortor. Duis pellentesque at lacus at suscipit. Pellentesque ultricies lorem velit, at tristique justo malesuada in. Vestibulum imperdiet est ornare bibendum tincidunt. Proin sit amet pellentesque felis, ac dictum elit. Vivamus sed tristique eros. Nam id nisi vitae justo dictum gravida congue non mi. Maecenas tincidunt quis quam sit amet ultricies. Ut ac tortor nulla. Quisque ac scelerisque elit. Donec feugiat iaculis nulla, a varius nisi gravida eu. Phasellus tincidunt lacus quis nunc blandit ornare.

Nam risus massa, finibus nec scelerisque non, iaculis ultrices dui. Suspendisse vel purus aliquam lorem ullamcorper malesuada. Sed elementum, nisl nec cursus mattis, dui dui congue ante, non consectetur orci mi ac velit. Nulla vehicula ullamcorper nulla eget accumsan. Phasellus malesuada odio a cursus commodo. Integer laoreet eros vitae sem mattis imperdiet. In quis purus tempor, blandit mauris ac, lacinia ex. Vestibulum nec est dui. Nullam quis mauris ut massa egestas fringilla. Aenean consectetur semper consectetur.

1.0"

LIVE
BARRIE

ALTERNATE FRONT PAGE DOCUMENT

LIVE
BARRIE

Subtitle here

ENVELOPE



**LIVEBARRIE WORKS WITH
ACTS ACROSS NUMEROUS
GENRES. PROMOTIONAL
MATERIALS WILL VARY
GREATLY DEPENDING ON THE
ACTS.**

**HOWEVER, WE CAN UTILIZE
ELEMENTS FROM THIS STYLE
GUIDE TO HELP BRING
COHESION ACROSS THESE
VARIOUS PROMOTIONS,
SUCH AS USING THE WHITE
LOGO ON DARK
BACKGROUNDS, OR THE
BLACK LOGO ON BRIGHT
BACKGROUNDs.**



