

LIBERTY ENTERTAINMENT GROUP

Brand Identity Evolution

CLIENT Liberty Entertainment Group

ROLE Lead Designer (Freelance)

SCOPE Logo Modernization & Custom Typography

YEAR 2025



The Client

For over three decades, Liberty Entertainment Group's **Landmark Venues** have been redefining Toronto's restaurant, nightlife, and special event experience. Led by CEO Nick Di Donato, they've become one of the most successful and innovative → Liberty Grand Entertainment Complex

500K+

Square feet of hospitality space

1.75M

Guests served annually

30+

Years of industry leadership

→ BlueBlood Steakhouse

→ Don Alfonso 1890

→ Cibo Wine Bar (3 locations)

→ Blue Bovine Steak + Sushi House

→ Paris Texas

→ DaNico

→ Arcane

Existing relationship: Previously designed for Paris Texas and Bovine Blue under the Liberty portfolio.

The Brief

"Modernize our logo while preserving 30+ years of brand equity."

Liberty Entertainment Group reached out for a brand identity refresh. Their existing logo—featuring classic serif typography with an integrated torch element—had served them well but felt dated against the contemporary hospitality landscape. The challenge was nuanced: evolve the visual identity to feel current and premium without losing the heritage and recognition they'd built across their Toronto venues.

PROJECT OBJECTIVES

- Modernize typography while maintaining luxury positioning
- Create flexible system for digital and physical applications
- Develop secondary lockups for diverse use cases
- Retain recognizable brand elements where possible

Key Constraints

- Must work across 500,000+ sq ft of signage
- Digital-first but print-ready
- Appeal to both event planners and diners

Process: Round 1

Initial concepts exploring torch integration and typography refinement

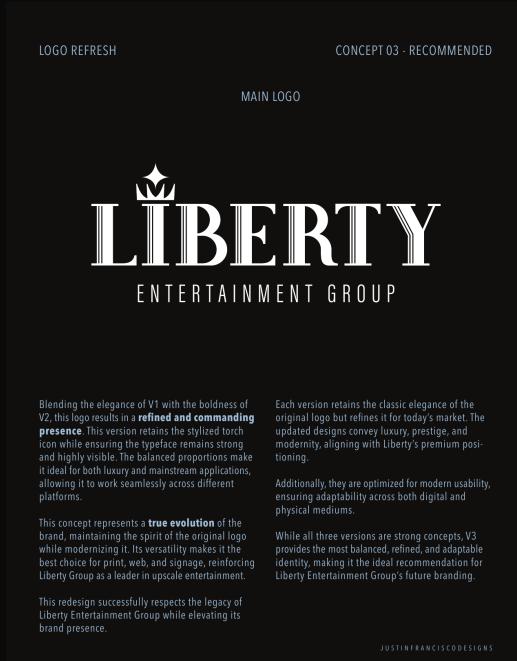
<p>LOGO REFRESH</p> <p>MAIN LOGO</p>  <p>SECONDARY LOGO</p>  <p>This concept features a thin, elegant typeface that emphasizes refinement and sophistication. The stylized torch above the "I" is a nod to the original liberty logo, subtly modernized for a high-end look. This version also incorporates a sub-logo—a circular icon with the torch and smaller text—which offers flexibility across branding applications, such as digital platforms, print materials, and signage.</p> <p>The strengths of this version lie in its minimalist luxury, flexible branding elements, and timeless appeal, maintaining the premium essence of Liberty Entertainment Group.</p> <p>JUSTINFRANCISCODESIGN</p>	<p>CONCEPT 01</p> <p>LOGO REFRESH</p> <p>MAIN LOGO</p>  <p>SECONDARY LOGO</p>  <p>Concept 2 uses a heavier, striking typeface that gives the brand a strong presence. While it retains sharp typography details to maintain its upscale feel, this version removes additional icons, focusing purely on the brand name.</p> <p>The result is a powerful and impactful design that stands out in competitive spaces like hospitality and entertainment.</p> <p>JUSTINFRANCISCODESIGN</p>
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V1 featured thin, elegant typography with a modernized torch icon—maintaining the heritage element while refining it for contemporary use.

V2 took a bolder approach, using heavier type for stronger presence. This direction removed decorative elements to focus purely on typography.

Process: Recommended

V3 balanced elegance with boldness—the recommended direction



This concept blended the elegance of V1 with the boldness of V2—retaining the torch icon while ensuring strong visibility. The balanced proportions made it adaptable across luxury and mainstream applications. This direction was positioned as the ideal evolution: modern enough for today's market while respecting 30+ years of brand heritage.

STAKEHOLDER FEEDBACK: Client requested further modernization—less traditional, more contemporary.

Process: Round 2

Exploring bolder, more contemporary directions

<p>LOGO REFRESH</p>  <p>V1</p> <p>LIBERTY ENTERTAINMENT GROUP</p> <p>V1 takes a literal and direct approach with a martini glass icon, a universally recognized symbol of nightlife and hospitality.</p> <p>The clean, geometric design ensures modern simplicity while making the industry connection instantly clear.</p> <p>This approach reinforces the upscale, social atmosphere powered by Liberty Entertainment Group and creates a sense of occasion. The sleek sans-serif typography enhances readability, keeping the design premium, contemporary, and adaptable across different platforms.</p> <p>JUSTIN FRANCISCO DESIGNS</p>	<p>CONCEPT 04</p>  <p>V2</p> <p>LIBERTY ENTERTAINMENT GROUP</p> <p>V2 embraces a more abstract and conceptual approach, using stacked geometric shapes representing ice cubes in a glass.</p> <p>This modernist design subtly hints at nightlife and luxury without being overly literal, positioning the brand as sophisticated and forward-thinking. The overlapping elements add depth and energy, reflecting the dynamic experiences Liberty offers.</p> <p>The minimalist typography ensures a refined and upscale feel, catering to a design-conscious, high-end audience.</p> <p>JUSTIN FRANCISCO DESIGNS</p>	<p>LOGO REFRESH</p>  <p>V1</p> <p>LIBERTY ENTERTAINMENT GROUP</p> <p>V3</p> <p>LIBERTY ENTERTAINMENT GROUP</p> <p>V4</p> <p>Liberty ENTERTAINMENT GROUP</p> <p>V3 introduces a geometric starburst symbol, positioned above the text to evoke luxury, exclusivity, and vibrancy. The sharp, angular lines complement the clean, modern typography, reinforcing a refined yet dynamic brand presence. This version works well for a premium, high-energy entertainment identity.</p> <p>V4 blends classic elegance with a contemporary twist, using a stylized serif font for a touch of timeless sophistication. The italicized flow gives a sense of movement and luxury, while the starburst symbol grounds the design with a modern and upscale feel. This approach balances heritage and modernity, making it ideal for a prestigious, experience-driven brand.</p> <p>JUSTIN FRANCISCO DESIGNS</p>
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Explored literal hospitality iconography—martini glass and abstract ice cube forms—moving away from the torch entirely.

Typography-focused directions with geometric accents—starburst symbols and modernist treatments.

Custom Typography

Personal highlight: Hand-crafted letterforms

MAIN LOGO

LIBERTY

SECONDARY LOGO

LIBERTY ENTERTAINMENT
GROUP

The Design

This custom typeface became my personal favorite from the project. The distinctive inline strokes within each letterform create an art deco-inspired elegance that feels both timeless and fresh. The vertical striations reference architectural details—columns, fluting, the grandeur of Liberty's historic venues like Casa Loma. Each character was carefully crafted to balance sophistication with readability at scale.

While this direction wasn't selected for final implementation, it represents the level of craft and custom typography work I bring to identity projects.

Final Direction

The approved logo system—currently live across Liberty venues



The final approved direction retained the torch icon—a key equity element—while modernizing the overall typography and proportions. The system includes a primary lockup and standalone icon for flexible application.

DELIVERABLES

- ✓ Primary logo lockup (horizontal)
- ✓ Secondary logo (stacked)
- ✓ Icon/favicon mark
- ✓ Brand color specifications
- ✓ File package (SVG, PNG, PDF)
- ✓ Usage guidelines

STATUS: LIVE

— Currently in use across Liberty Entertainment Group properties

Justin Francisco

Senior Graphic Designer

This case study documents my freelance work for Liberty Entertainment Group on their brand identity evolution. The project showcased stakeholder navigation, iterative design refinement, and custom typography development. Previously, I've also designed for Paris Texas and Bovine Blue within the Liberty portfolio, establishing an ongoing creative relationship with Toronto's premier hospitality group.

SKILLS DEMONSTRATED

Brand Strategy & Evolution

Stakeholder Management

Custom Typography Design

Iterative Design Process

Logo System Development

Visual Identity Systems

Client: Liberty Entertainment Group

Design: Justin Francisco

Year: 2025