



LOGO EVOLUTION V2

V1



V2



V1 takes a **literal and direct approach** with a martini glass icon, a universally recognized symbol of nightlife and hospitality.

The clean, geometric design ensures modern simplicity while making the industry connection instantly clear.

This approach reinforces the upscale, social atmosphere powered by Liberty Entertainment Group and creates strong brand recognition. The sleek sans-serif typography enhances readability, keeping the design premium, contemporary, and adaptable across different platforms.

V2 embraces a more **abstract and conceptual** approach, using stacked geometric shapes representing ice cubes in a glass.

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.

The minimalist typography ensures a refined and upscale feel, catering to a design-conscious, high-end audience.

V1



V2



V3



V4



V1 takes a **bold and structured** approach, using a strong sans-serif typeface to convey stability and confidence. The circular element integrated into the "Y" adds a subtle nod to nightlife, evoking the shape of a **cocktail with garnish**. This design is clean, direct, and impactful, making it highly effective for signage and digital use.

V2 is **sleek and expressive**, incorporating a more fluid and stylized typeface with elegant curves. The looping elements in the "B" and "Y" add a sense of motion and energy, while the circular accent subtly references a cocktail. This version feels modern yet sophisticated, catering to a high-end clientele.

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.

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 anchors the design with a modern and upscale feel. This approach balances heritage and modernity, making it ideal for a prestigious, experience-driven brand.

MAIN



SECONDARY



This design takes a modernist, structured approach, emphasizing minimalism and balance. The stacked typography within a square frame creates a compact, geometric identity, reinforcing stability and sophistication. The tall, condensed sans-serif font enhances readability while maintaining an elegant, high-end feel.

The main layout places "LIBERTY" inside the square, with "ENTERTAINMENT GROUP" beneath, creating a strong, contained visual unit ideal for signage, branding, and digital applications.

The alternate layout separates the elements, allowing for a more horizontal, flexible presentation, making it well-suited for website headers, print materials, and adaptable branding.

This approach aligns with modern luxury branding, keeping the identity clean, bold, and versatile, perfect for an upscale entertainment group looking for a refined, contemporary presence.