



LOGO EVOLUTION

## MAIN LOGO



## SECONDARY LOGO



LIBERTY  
ENTERTAINMENT  
GROUP

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.

The strengths of this version lie in its minimalist luxury, flexible branding elements, and timeless appeal, maintaining the **premium essence** of Liberty Entertainment Group.

## MAIN LOGO

# LIBERTY

## SECONDARY LOGO

## LIBERTY ENTERTAINMENT GROUP

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.

The result is a **powerful and impactful** design that stands out in competitive spaces like hospitality and entertainment.

With its easy visibility and readability, this version is highly effective for signage and digital applications. It presents a straightforward and confident identity that is ideal for modern branding.

## MAIN LOGO



Blending the elegance of V1 with the boldness of V2, this logo results in a **refined and commanding presence**. This version retains the stylized torch icon while ensuring the typeface remains strong and highly visible. The balanced proportions make it ideal for both luxury and mainstream applications, allowing it to work seamlessly across different platforms.

This concept represents a **true evolution** of the brand, maintaining the spirit of the original logo while modernizing it. Its versatility makes it the best choice for print, web, and signage, reinforcing Liberty Group as a leader in upscale entertainment.

This redesign successfully respects the legacy of Liberty Entertainment Group while elevating its brand presence.

Each version retains the classic elegance of the original logo but refines it for today's market. The updated designs convey luxury, prestige, and modernity, aligning with Liberty's premium positioning.

Additionally, they are optimized for modern usability, ensuring adaptability across both digital and physical mediums.

While all three versions are strong concepts, V3 provides the most balanced, refined, and adaptable identity, making it the ideal recommendation for Liberty Entertainment Group's future branding.

LOGO REFRESH

CONCEPT 03 - RECOMMENDED

TORCH FOCUS

