



STYLE GUIDE

DEVELOPED BY
hyden

PURPOSE

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



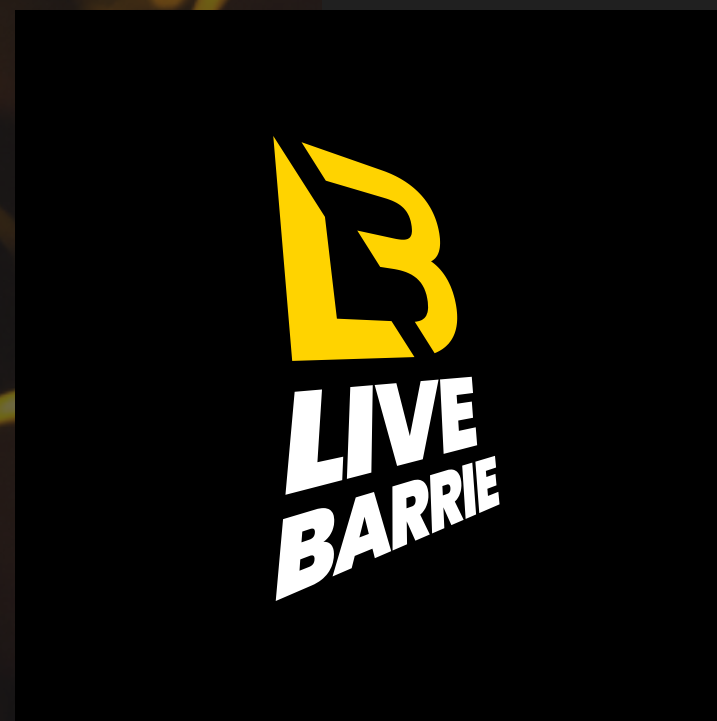
WHAT IS LIVEBARRIE?

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.

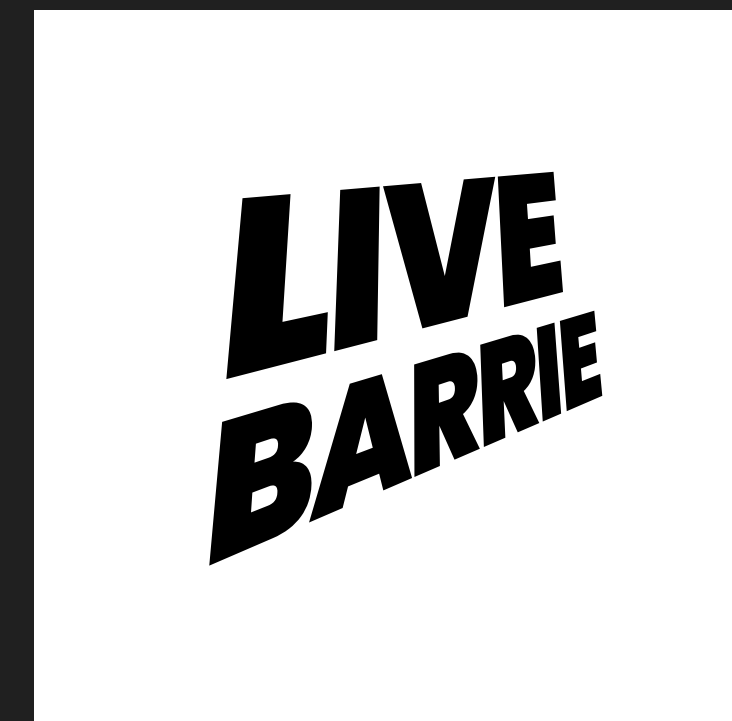
PRIMARY



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



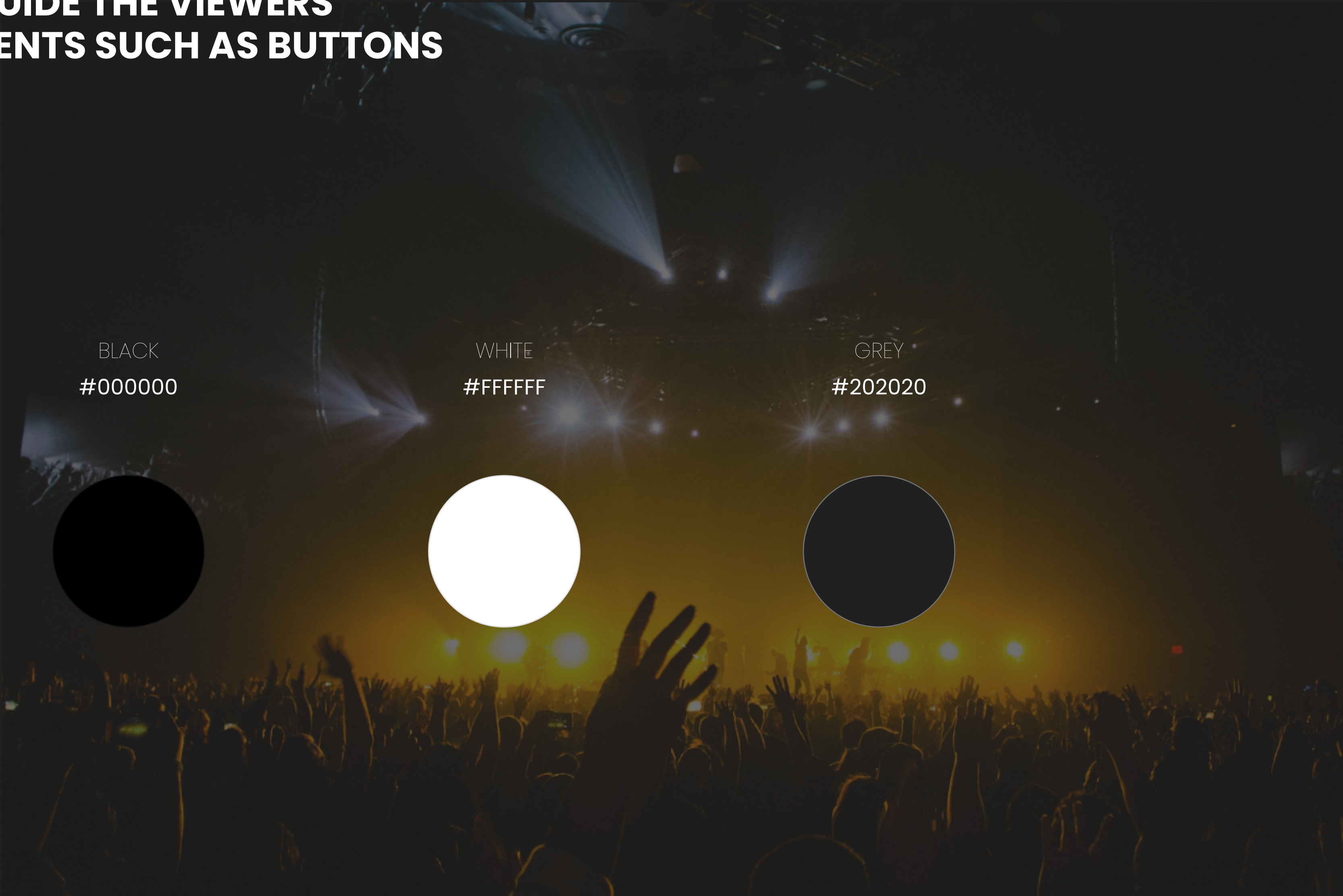
BLACK
#000000



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

**LIVE
BARRIE**

**LIVE
BARRIE**

JOB POSITION
BOB ROBERTSON

555-555-5555
info@website.com
website.com
123 Fake Street
City, Province
Country

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**LIVE
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BOB ROBERTSON

555-555-5555
info@website.com
website.com
123 Fake Street
City, Province
Country

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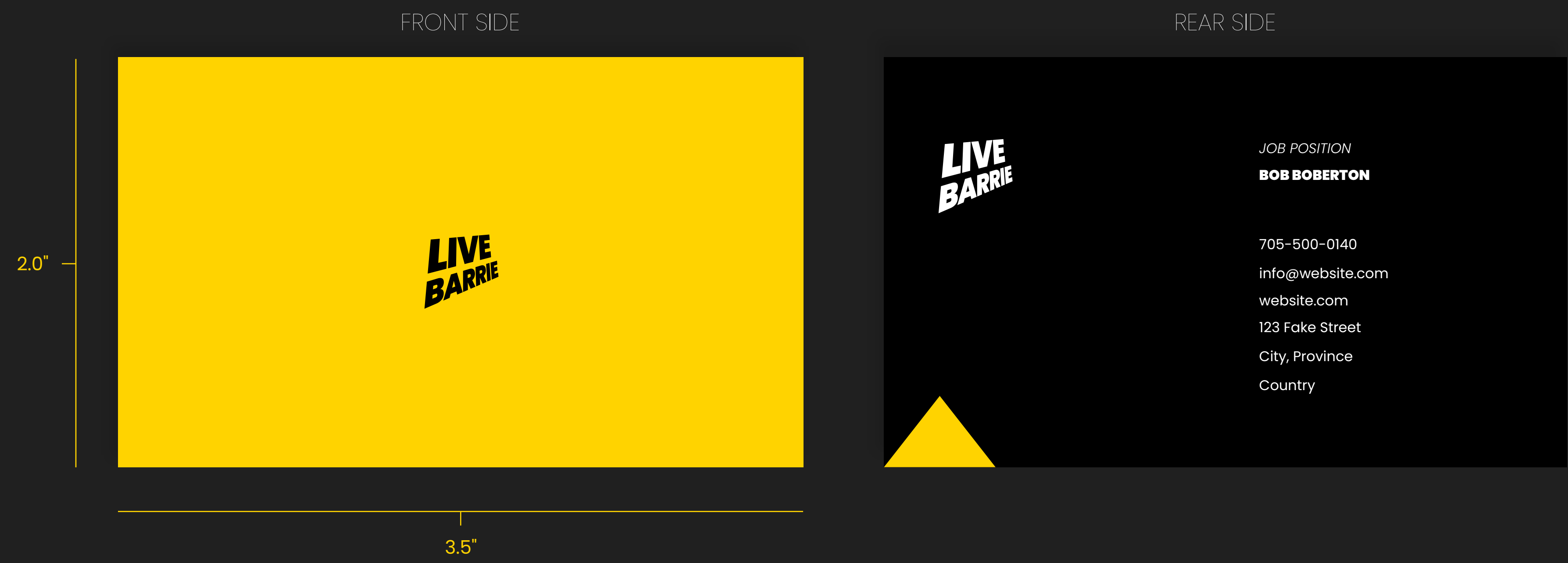
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**LIVE
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BUSINESS CARD



DOCUMENT

LIVE
BARRIE

TITLE TEXT

Subtitle here

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.

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ALTERNATE FRONT PAGE
DOCUMENT

LIVE
BARRIE

Subtitle here

ENVELOPE

LIVE
BARRIE

705-500-0140
info@website.com
website.com
123 Fake Street
City, Province
Country

LIVE
BARRIE

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.



