



livery

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Our Brand

Livery is a global rideshare service whose objective is to capture the attention of potential users ages 18-35 in urban areas who don't have cars but have many places to go. Livery's target audience lives in the city. Tone words associated with Livery include:

Dependable

Friendly

Clean

Helpful

Smart

Stylescape

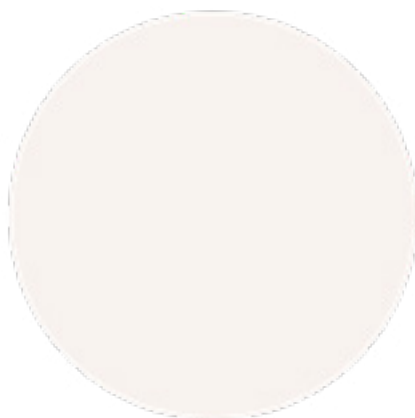




Color Scheme



#3C6191
RGB 60, 97, 145
CMYK 59, 33, 0, 43



#F8F2EF
RGB 248, 242, 239
CMYK 0, 2, 4, 3



#444444
RGB 68, 68, 68
CMYK 0, 0, 0, 73

Livery's color palate was designed with the "smart" and "clean" tone words in mind. The vibrant shade of blue is attention-grabbing and modern, perfect for catching the eye of potential users. The creamy white adds a delicate touch of warmth and elegance, enhancing the palette with a hint of smart sophistication. The charcoal gray provides depth and contrast, grounding the palette with a smart, sophisticated and modern touch.



Logo



Livery’s logo was designed to be smart, sophisticated and modern to appeal to its younger target audience. The logo is made of Forma DJR Display font in size 52 with slight changes to connect the L and I and the R and Y, which hint at the connectivity the brand provides by getting its users where they need to go. The moving car over the I brings to mind motion and the ability to get places. The clear space is defined as the width and height of the car. Measurements shown are for the logo’s default size. In smaller or rounder sizes, the logo may be shortened to the first three letters, such as for brand-associated social media profiles or company vehicle stickers.



Typography

Header: Apolline Std
48 pt, Regular, #3c6191

Subhead: Mukta Mahee
40 pt, Regular, #3c6191

Body Copy: Mukta Mahee
12-20 pt, Regular, #444444

To maintain a clean aesthetic, Livery uses limited typefaces in its branding material. Apolline Std was chosen as a header for its sophistication and Mukta Mahee was chosen for subheaders and body copy for its clean lines.



Mockups

