

- WELCOME TO THE NEW -

LB

LIV BODY



**GOTTA HUSTLE
FOR THAT MUSCLE!**

- LET US HELP! -

PURPOSE OF THIS GUIDE

This guide is a brief overview of the new LIV Body™ branding system. This is exactly what it says, a guideline. The brand aesthetic will evolve over time as styles and trends flow through both the design and fitness communities. Reference this for rules on how to handle the logo marks, and inspiration for how to treat type and imagery.



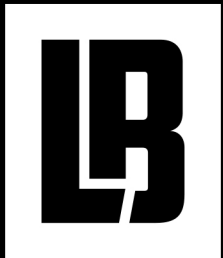
FIND OUT MORE AT [LIVBODY.COM](https://www.livbody.com)





UH, WE DIDN'T WANT A NEW LOGO...

Good news, you didn't get a new logo! Think of this less as a re-brand and more as a re-fresh. Just tightening up what you already had. Why would we do this? Because you needed something with a little stronger foundation. Something slightly more bold to better reach your masculine audience but that retained its soft color and shape to continue to appeal to your feminine audience. This accomplishes



AMERICAN CAPTAIN

Helvetica Now Light

Helvetica Now Regular

Helvetica Now **Bold**

TYPOGRAPHY

American Captain & Helvetica Now. A knock-off superhero font and an update to a timeless classic.

American Captain provides a strong foundation on which to build your brand. And lets face it, superheroes and fitness go hand in hand.

There's not much you can say for Helvetica Now. Helvetica is a classic font used for logos and body copy in every industry imaginable since its introduction. It was recently updated to accommodate screens and modern printing methods making it a perfect pairing for almost any header font and it comes in every weight imaginable.

THAT'S ALL FOR NOW

Touch base with me if you'd like to continue exploring anything I've touched on.

CELL: 702.327.1985 - I probably won't answer but I'll reply to texts or return voicemail

EMAIL: bro.chef@semicolonjoseph.com - In case you need a paper trail.