

Livespace

BRAND BOOK

2023. Version 1.0



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ABOUT US

Since 2013, Livespace has been on a mission to transform B2B sales via our process-oriented Sales CRM. Inspired by our own struggles in B2B sales and our inability to find the right tool for the job, we decided to build it ourselves.

Today, over 1000 companies worldwide use Livespace's award winning software, services and support to drive sales, develop their teams, optimise their processes, and exceed their targets, in a way that allows them to achieve predictable results.

Livespace fosters SMB's success through cultivating sales knowledge via a best-in-class process-based approach and right level of automation.

DRIVING FORCE

Livespace is more than an app for sales process tracking and management. We help SMBs achieve sales success thanks to a guide-based, processes-oriented approach focusing on playbooks and best practices sharing.

All of this is embedded within our Sales SaaS CRM and an accompanying community-based ecosystem of internal experts, external partners, integrations, and supporting materials.

OUR GOAL IS TO FOSTER SCALABLE RESULTS AND PREDICTABLE GROWTH IN LINE WITH CURRENT AND FUTURE CLIENT MATURITY, IE:

- 1.** Meeting the client and our users where they are in their sales and sales ops development stage.
- 2.** Providing the client and our users with knowledge packs that allow them to set up and optimize their processes.
- 3.** Focusing on, highlighting, and promoting value-drivers within the product.
- 4.** Connecting to an expert-led community, and encouraging best-practice sharing across clients, users, enthusiasts, and other interested parties.
Being the ultimate team player - friendly, approachable, dependable, trusted - within our prospect's and client's sales orgs. Actively giving a helping-hand to anticipate and resolve issues.
- 5.** Keeping things personal in an impersonal world by building a tool that promotes efficiency within day-to-day operations, without automation overkill, to allow sales teams to focus their time on building relationships and making sales.
- 6.** Readily and openly sharing knowledge, and building value-driven partnerships that benefit our clients and users.

COMPANY BRAND DIFFERENTIATORS

1. We put **people first** – Culturally, we are person-centered, empathetic, ethical.
2. We are invested in **people's growth** - We build people up, help them develop.
3. We believe in building communities, rather than competition – We value **relationships** and believe that a hive-mind mentality gets more done.
4. We're along for the ride - Livespace isn't just a project for us, we're building all of this **together** for all our benefit.
5. We're gunning for **your success** - We focus on building common successes, of our people, our clients, those in the industry that add value, and our own. Your success is our success.

We're here to shake things up – We are saying goodbye to the status quo in b2b sales thanks to a disruptive sales approach that doesn't lose the human touch: **Sales knowledge, paired with IT expertise, data analytics and operational enhancement best-practices.**

BRAND ESSENCE



ATTRIBUTES

Human-centered
Collaborative
Community
Systematic
Structured
Experimental



VALUES

Fair
Honest
Integrity
Ethical
Attentive
Leadership



TONE

Approachable
Fresh to the point
Playful
Friendly
Coach, mentor, guide
Yoda, Mr. Miyagi



QUALITIES

Trustworthy
Reliable
Relatable
Helpful
Adaptable



CHARACTERISTICS

Dependable
Supportive
Open-minded
Transformational
Evolutionary



VOICE

Enthusiastic & passionate
Authentic & fearless
Empathetic
Connector, builder
Exploratory, experimental

tone of voice

Our tone of voice is **friendly, personable, and authentic, knowledgeable**. Our tone of voice is never cocky or arrogant and never comes from an air superiority. We encourage our writers to write like they talk, take on a conversational tone and be a that guy/gal at the office who's always willing to help and chat around the water cooler. We carry ourselves against three key checkpoints when creating content:

1. The extremely scientific blah blah test – when you read your own writing to you find yourself skipping ahead and rolling your eyes cause yeah – blah blah (eyeroll). **Write like you talk**. Be yourself. Let your enthusiasm shine through. If you're boring yourself, 100% you're boring others. Don't be boring. Seriously stop it. ;)
2. **Keep it simple stupid** – Not to be confused with the 8th grade reading equivalence test (we're not fans, can you tell?), simplicity here means not being overly verbose or jargon-laden in your copy. Can you make it shorter? Can you simplify? Are you getting to the root of the problem? Do those additional 3 words add value, or are they just an interruption? Get your logic tight. Stop wasting time, get to the point ;)
3. Channel and **be respectful of your audience** – Time is valuable, and we need to treat our audience's time with respect. None of us has copious amounts of free time. And we're not writing stuff, just because, for fun. So, it's important to remember people are checking out the info, materials, webinar, etc. you're creating in lieu of other tasks or priorities that they will have to get to later or in their free time outside of work hours. As such, you always need to be able to answer the following two questions:

“Would I be satisfied if I sacrificed X amount of my time on this, instead of the pile of other stuff I have to do?”

“Why would this person want to spend their free time hanging out with me/reading this?”.

If you can't answer these questions or you're getting into a multiple bullet answer, you're not there yet.



Livespace

LOGO

HORIZONTAL LOGO

Livespace logo is based on strong yet elegant glyphs representing the company's self-confidence based on our knowledge and years of experience.

The green leaf communicates our constant growth. The vibrant color highlights the freshness and friendly approach to our Clients.

The geometrical shapes of the sign refer to the company's innovative thinking and flair for technology. They also bring to mind the functionality and simplicity of the whole Livespace experience.

Logo shapes are open, which implies that we are ready to learn, share, and expand to new markets.

The "V" letter highlighted by the green leaf is the expression of victory - not only ours but also the victory of our Clients winning more and more deals.

The logo for Livespace features the word "Livespace" in a dark blue, sans-serif font. The letter "V" is stylized with a green leaf-like shape integrated into its top right corner.

Livespace

Main Livespace logo

Livespace

SELL SMARTER

Livespace logo with slogan



Livespace brand mark

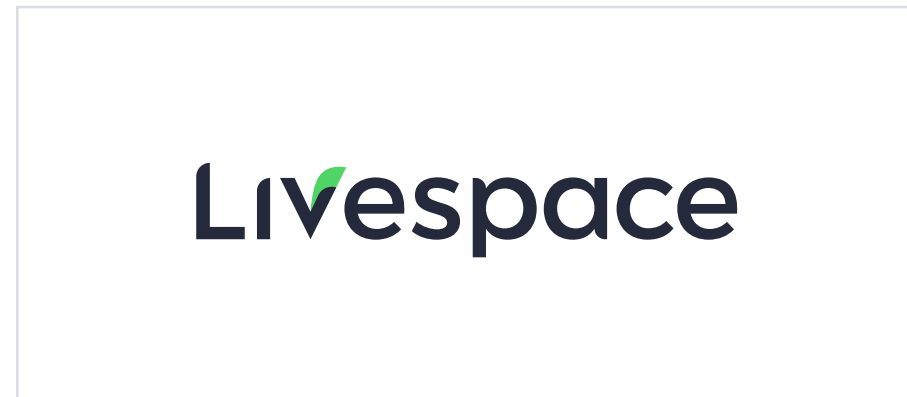


SELL SMARTER

Livespace brand mark
with slogan

LOGO VARIANTS

Horizontal -
Navy



Horizontal with Slogan -
Navy



Brandmark -
Navy



Brandmark with
Slogan - Navy



Horizontal -
White



Horizontal with Slogan -
White



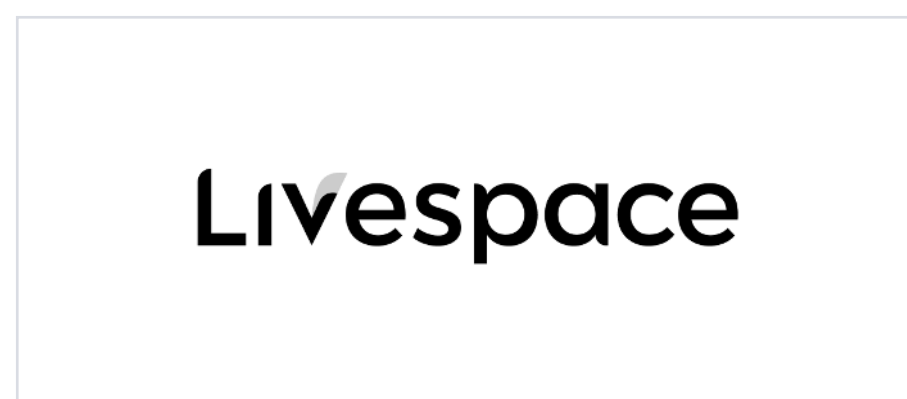
Brandmark -
White



Brandmark with
Slogan - White



Horizontal -
Monochromatic



Horizontal
Monochromatic



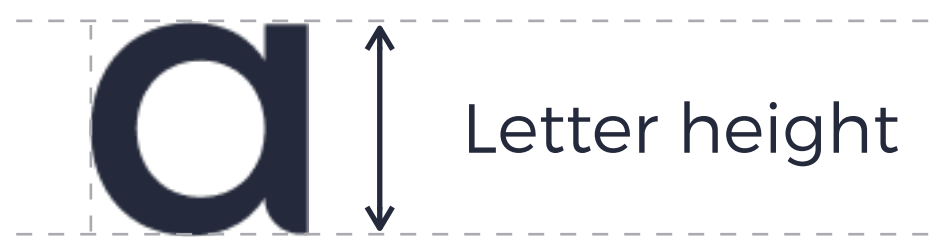
Brandmark -
Monochromatic



Brandmark -
Monochromatic



LOGO CLEARSPACE



LOCKUPS



LOGO WITH TEXTS

Livespace

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam eu turpis molestie, dictum est a, mattis tellus. Sed dignissim, metus nec fringilla accumsan, risus sem sollicitudin lacus, ut interdum tellus elit sed risus. Ut enim ad minim.

Livespace

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam eu turpis molestie, dictum est a, mattis tellus. Sed dignissim, metus nec fringilla accumsan, risus sem sollicitudin lacus, ut interdum tellus elit sed risus. Ut enim ad minim.

Livespace logo placement with text block

Livespace SELL SMARTER

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam eu turpis molestie, dictum est a, mattis tellus. Sed dignissim, metus nec fringilla accumsan, risus sem sollicitudin lacus, ut interdum tellus elit sed risus. Ut enim ad minim.

Livespace SELL SMARTER

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam eu turpis molestie, dictum est a, mattis tellus. Sed dignissim, metus nec fringilla accumsan, risus sem sollicitudin lacus, ut interdum tellus elit sed risus. Ut enim ad minim.

LIVESPACE ACADEMY



Livespace Academy logo



● #4fd465, rgb: 79, 212, 101 ● #24293b, rgb 36,41,59 ○ #ffffff, rgb: 255, 255, 255



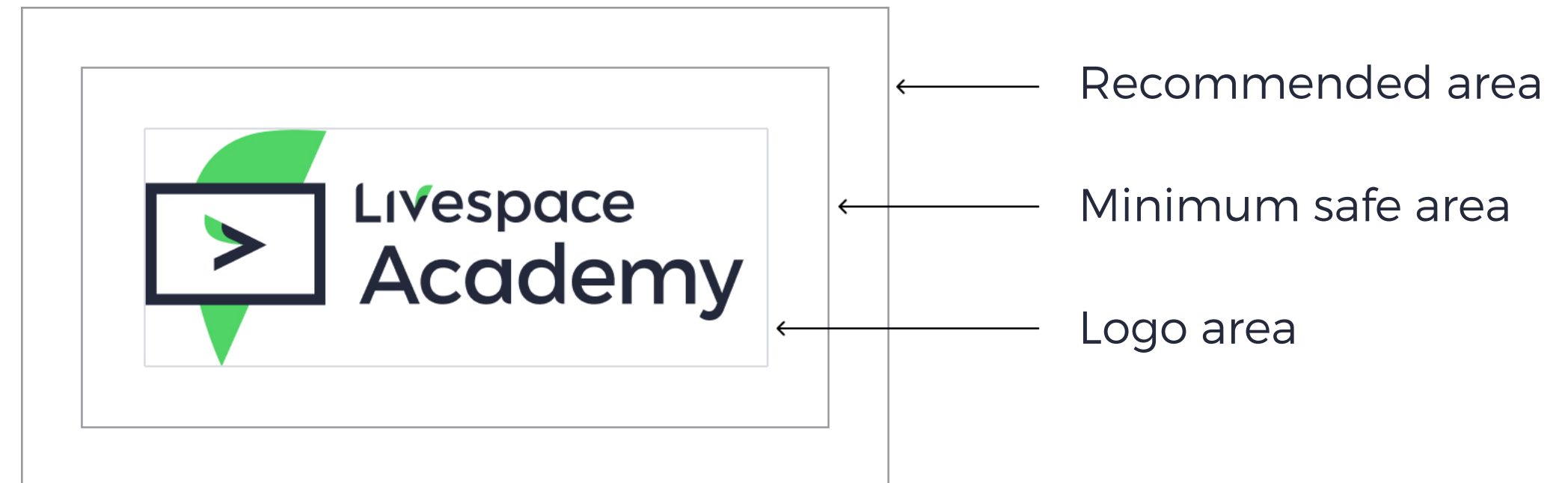
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam eu turpis molestie, dictum est a, mattis tellus. Sed dignissim, metus nec fringilla accumsan, risus sem sollicitudin lacus, ut interdum tellus elit sed risus. Ut enim ad minim.



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam eu turpis molestie, dictum est a, mattis tellus. Sed dignissim, metus nec fringilla accumsan, risus sem sollicitudin lacus, ut interdum tellus elit sed risus. Ut enim ad minim.

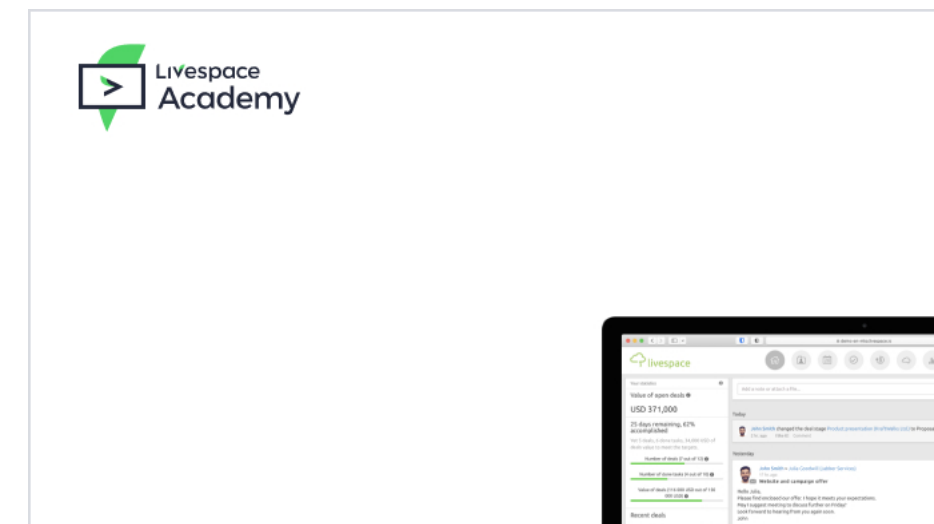


Logo clearspace



Logo placed on white or light background

Place the logo without adding any additional light background if the color behind it is white or light. When background color is darker than the brightness range, always use white additional background.



On dark or visually complicated background

Place the logo on white background:

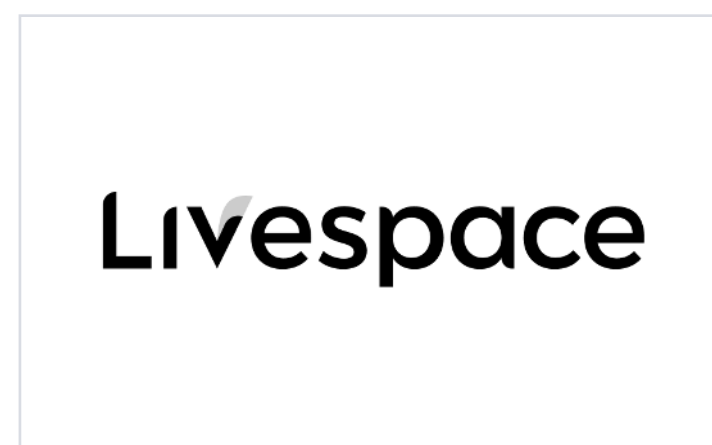


LIVESPACE MOBILE APP

Livespace

Livespace Mobile App

The sign can be used on welcome screens, splash screens, promotional materials, App Store and Google Play store.



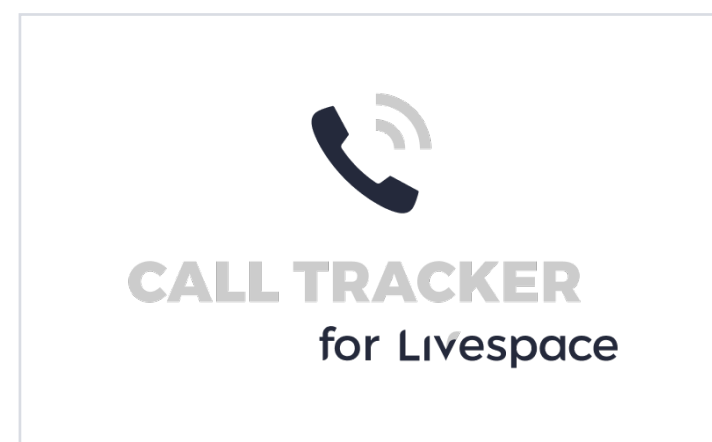
CALL TRACKER APP



CALL TRACKER
for Livespace

Call Tracker for Livespace logo

The sign can be used on welcome screens, splash screens, promotional materials, Google Play store along with app icon.



SALES BOT



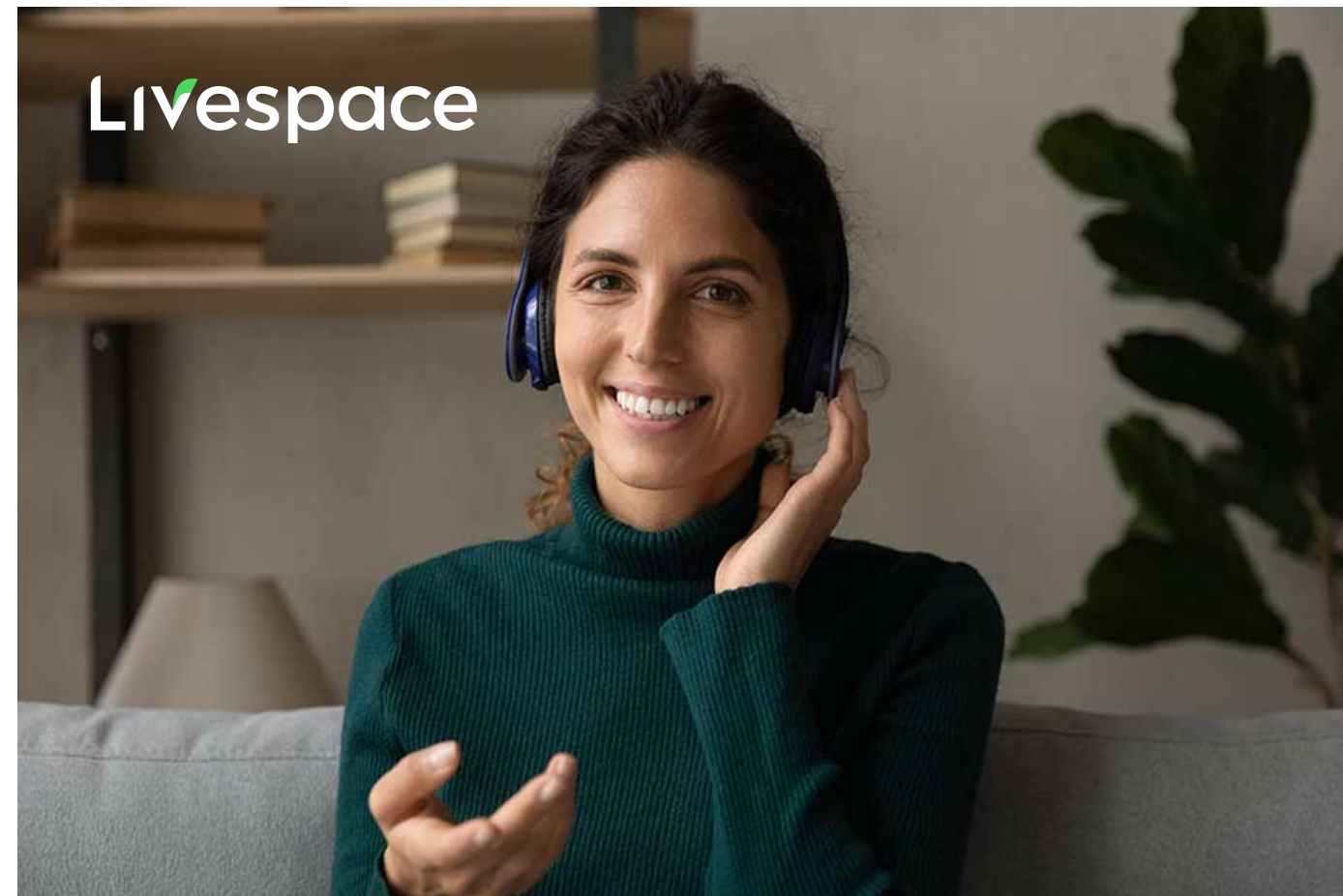
Sales Bot logo



Livespace

CORRECT AND INCORRECT USE

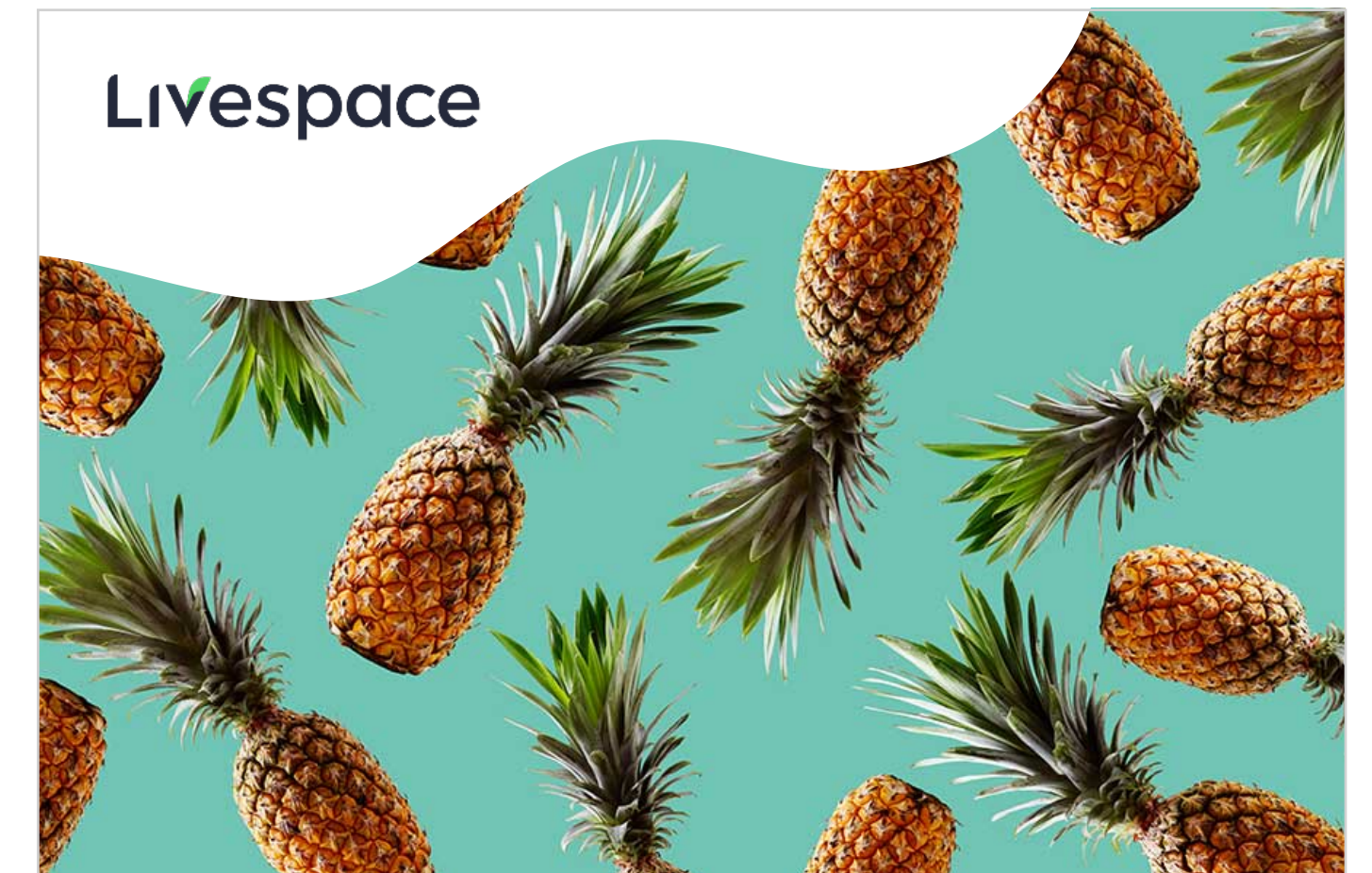
CORRECT USE



White logo variant on dark backgrounds

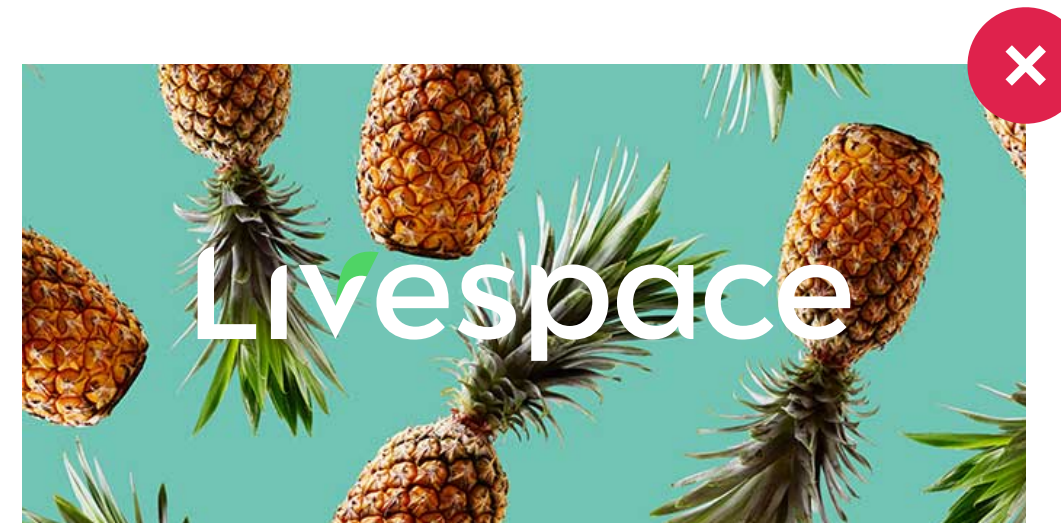


Navy logo variant on light backgrounds



White background shape when background image is visually too complex

INCORRECT USE



Avoid placing the logo on colorful backgrounds.



Do not add shadows.



Do not change colors.



Do not use stroke.



Do not rotate or skew.



Do not use brandmark and logo together.



Do not use our old logo.



Livespace

COLORS

LIVESPACE PRIMARY COLOR



Livespace Green

RGB:
79, 212, 101

Hex:
#4fd465

CMYK:
66, 0, 65, 0

Pantone:
7479 C

RAL:
6024

LIVESPACE COMPLEMENTARY COLORS



LS Navy

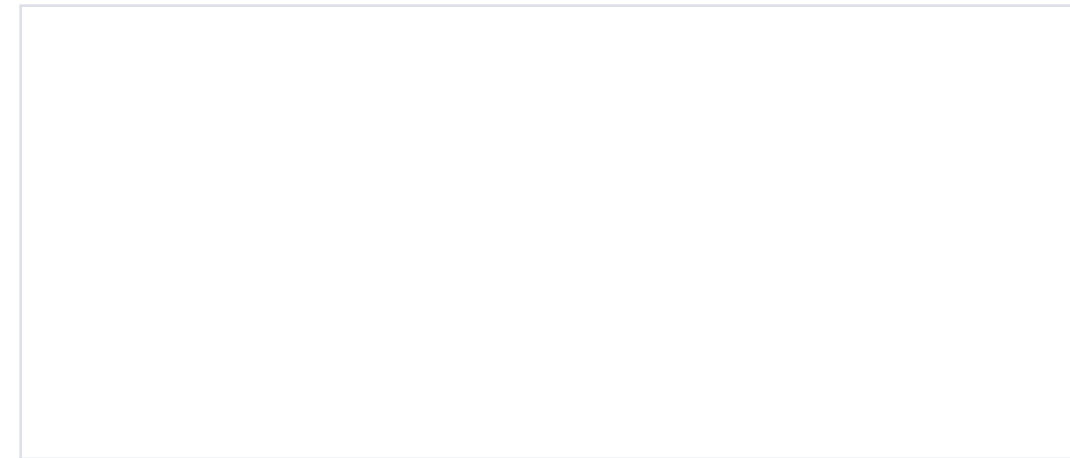
RGB:
36, 41, 59

Hex:
#24293b

CMYK:
88, 80, 49, 64

Pantone:
546 C

RAL:
9011



White

RGB:
255, 255, 255

Hex:
#FFFFFF

CMYK:
sprawdzić

Pantone:
sprawdzić

RAL:
sprawdzić



LS Complementary 700

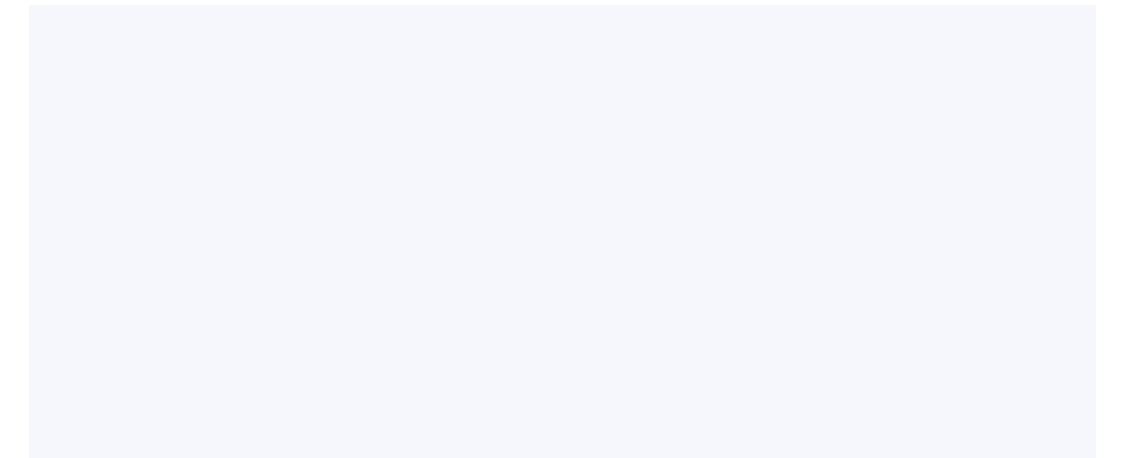
RGB:
61, 57, 168

Hex:
#3D39A8

CMYK:
64, 66, 0, 34

Pantone:
2104 C

RAL:
5002



LS Grey 50

RGB:
245, 247, 252

Hex:
#F5F7FC

CMYK:
3, 2, 0, 1

Pantone:
2104 C

RAL:
9003

COLOR GRADATION



RGB:
0, 61, 20
Hex:
#003D14

CMYK:
86, 47, 69, 58
Pantone:
567 C

RGB:
0, 101, 34
Hex:
#006522

CMYK:
89, 36, 82, 32
Pantone:
7728 C

RGB:
2, 135, 55
Hex:
#038737

CMYK:
84, 21, 92, 7
Pantone:
348 C

RGB:
41, 170, 71
Hex:
#28AA47

CMYK:
82, 5, 89, 0
Pantone:
7482 C

RGB:
79, 212, 101
Hex:
#4fd465

CMYK:
66, 0, 65, 0
Pantone:
7479 C

LIVESPACE GRADIENT



Livespace Green 1000

RGB:
0, 88, 25

Hex:
#005819

CMYK:
100, 36, 90, 40

Pantone:
3537 C

RAL:
6002

Livespace Green

RGB:
79, 212, 101

Hex:
#4fd465

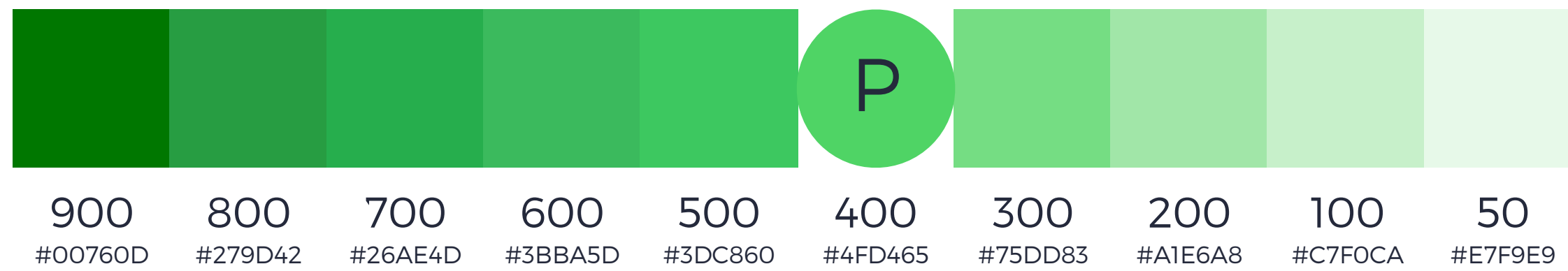
CMYK:
82, 5, 89, 0

Pantone:
7482 C

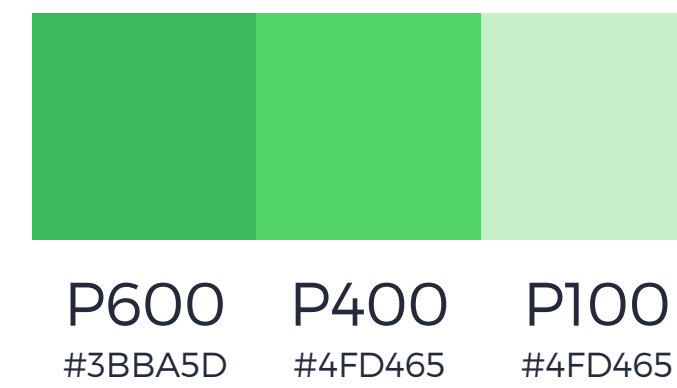
RAL:
6024

LIVESPACE APP PALETTE

LS PRIMARY



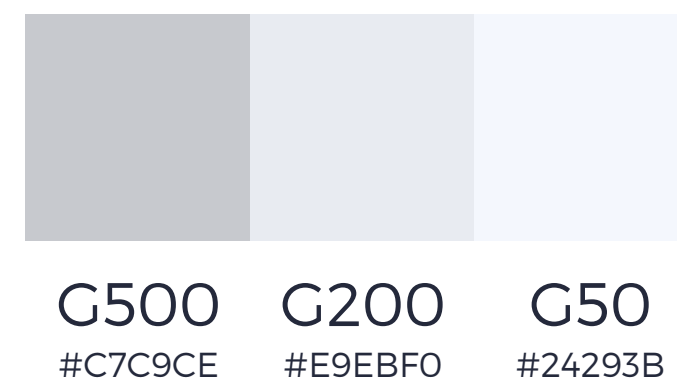
LS PRIMARY TRIO



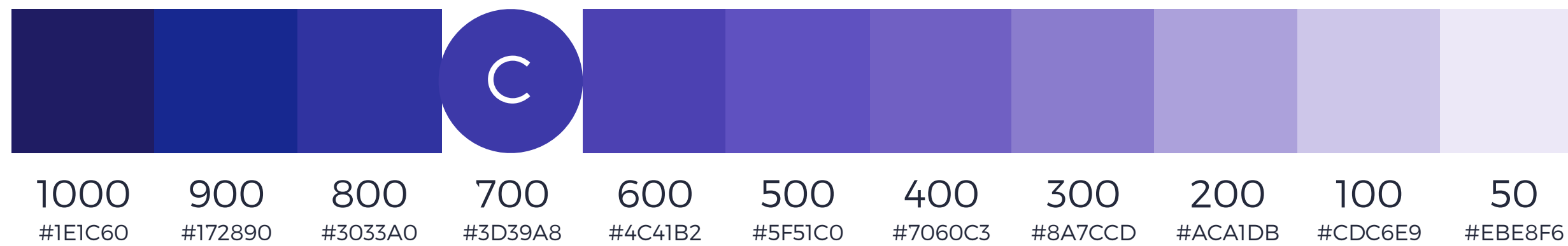
LS GREY



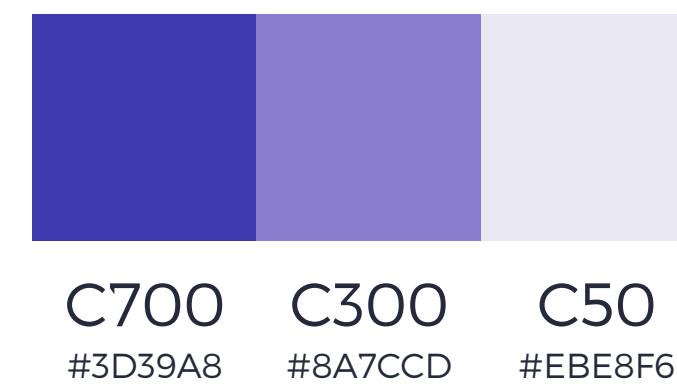
LS GREY TRIO



LS COMPLEMENTARY



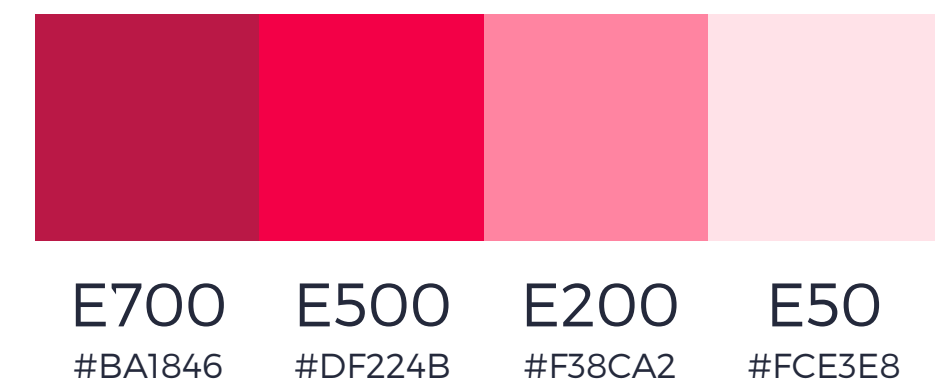
LS COMPL. TRIO



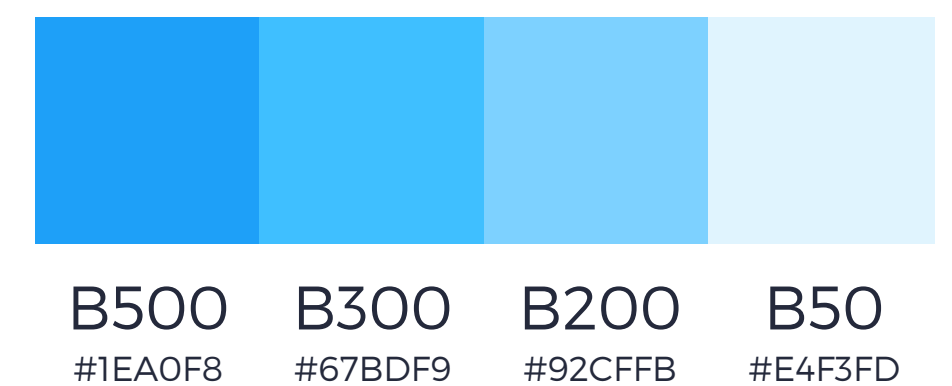
LS NAVY



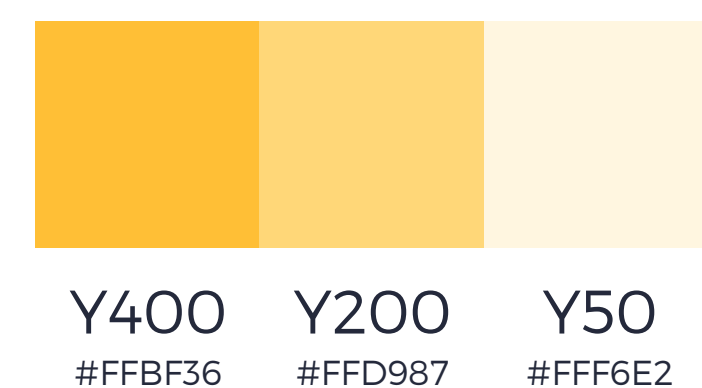
LS ERROR



LS BLUE



LS YELLOW





Livespace

TYPOGRAPHY

TYPOGRAPHY

At Livespace we use modern, fresh and geometric fonts.

Trueno is recommended for all headlines and corporate presentations.

Nunito Sans is used in Livespace website.

Ubuntu is reserved for Livespace App only.



TRUENO EXTRABOLD
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz
1234567890

TRUENO BOLD
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz
1234567890

Trueno Regular
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz
1234567890

Trueno Light
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz
1234567890



NUNITO SANS BLACK
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz
1234567890

NUNITO SANS EXTRABOLD
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz
1234567890

NUNITO SANS BOLD
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz
1234567890

Nunito Sans Semibold
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz
1234567890

Nunito Sans Regular
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz
1234567890



Ubuntu Bold
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz
1234567890

Ubuntu Regular
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz
1234567890

TYPOGRAPHY COLORS

Main color	CZEŚĆ, Hello! Lorem ipsum dolor sit amet	RGB: 36, 41, 59	Hex: #24293B	CMYK: 88, 80, 49, 64	Pantone: 546 C
Secondary texts	Kod rabatowy	RGB: 107, 108, 113	Hex: #6B6C71	CMYK: 2, 2, 0, 56	Pantone: sprawdzić
On dark backgrounds	CZEŚĆ, Hello!	RGB: 255, 255, 255	Hex: #FFFFFF	CMYK: 0, 0, 0, 0	
Negative meaning	Wrong password	RGB: 223, 34, 75	Hex: #DF224B	CMYK: 1, 94, 60, 1	Pantone: 4059 C
Links or tertiary buttons	Read more	RGB: 61, 57, 168	Hex: #3D39A8	CMYK: 64, 66, 0, 34	Pantone: 2104 C



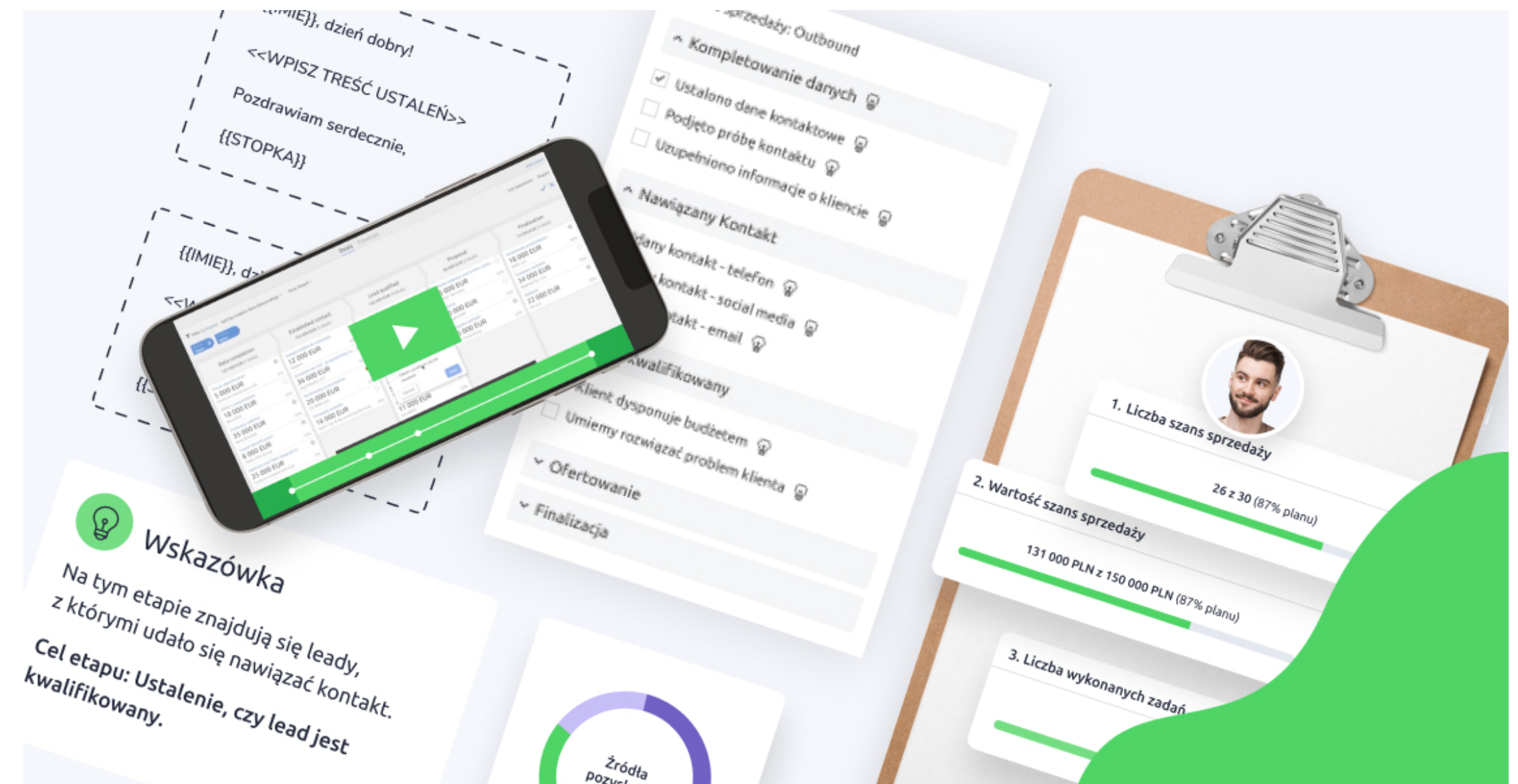
Livespace

IMAGERY

KEY VISUALS

GUIDELINES

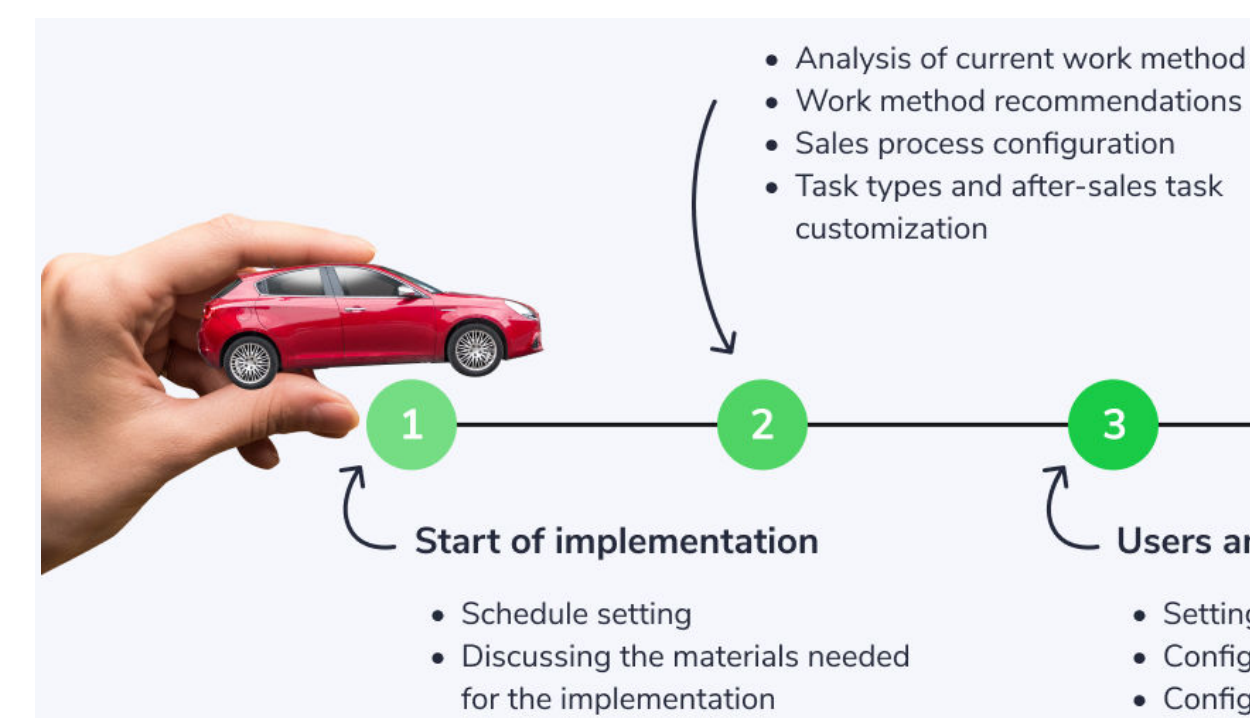
- Use LS green color as a highlight - in various shapes, icons or backgrounds.
- Use LS green gradation colors for some repeatable elements.
- Mix real photos (i.e. devices) with vector shapes.
- Use white rounded corner backgrounds with shadows.
- Play with shadows to achieve a 3D impression.
- Use LS Navy lines, outlines and icons.
- When possible try to add some human elements to the designs.



INFOGRAPHICS

GUIDELINES

- Use White or LS Grey 50 background.
- Use Green color gradation.
- Use outlined simple icons (LS Navy or White).
- Play with shadows to make a 3D impression.
- Use LS Navy arrows and lines.
- Add some real photos (with transparent background)
- When possible try to add some human elements to the designs.



COLOR GRADATION

Green color variants and shadows under white circles make the icons stand out more.

REAL OBJECTS PHOTO

The hand with the red car makes the graphic look more compelling. It adds some reality to the image and 3D effect.

ICONOGRAPHY

GUIDELINES

- In 70% we use LS Navy line icons with LS Navy.
- They can be placed next to text boxes as independent icons.
- They can be a part of a bigger icon - on white and / or green circle.
- Livespace leaf may accompany them in various combinations.
- You can also use white line icons and place them on green circles. When you use more then one icon green background gradation is recommended. Do not use LS Navy icons on dark background.



LS Navy line icons



ICONS DOS AND DON'TS



✓ Correct use



✓ Correct use



✓ Correct shadow



✗ Don't use white icons on light background.



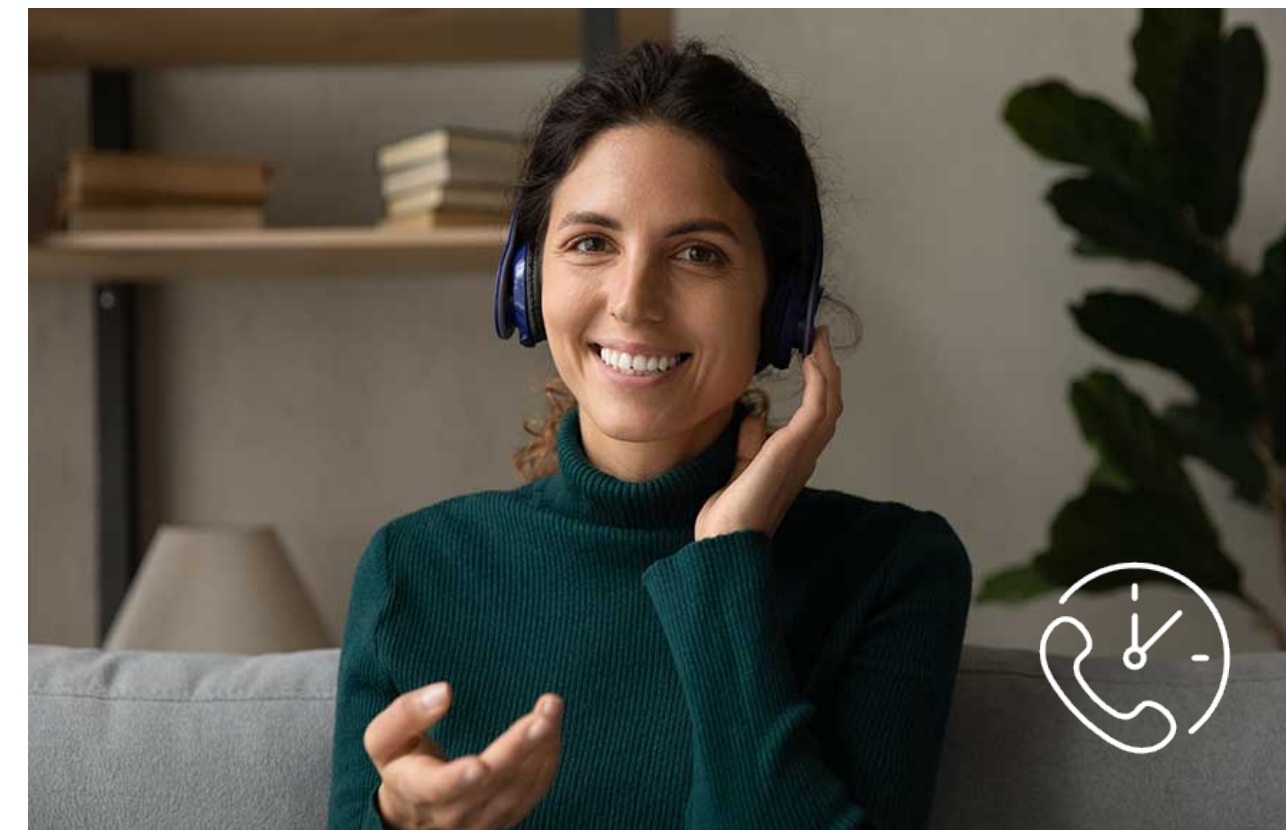
✗ Don't use LS Navy icons on dark background.



✗ Do not apply shadows directly behind line icon.

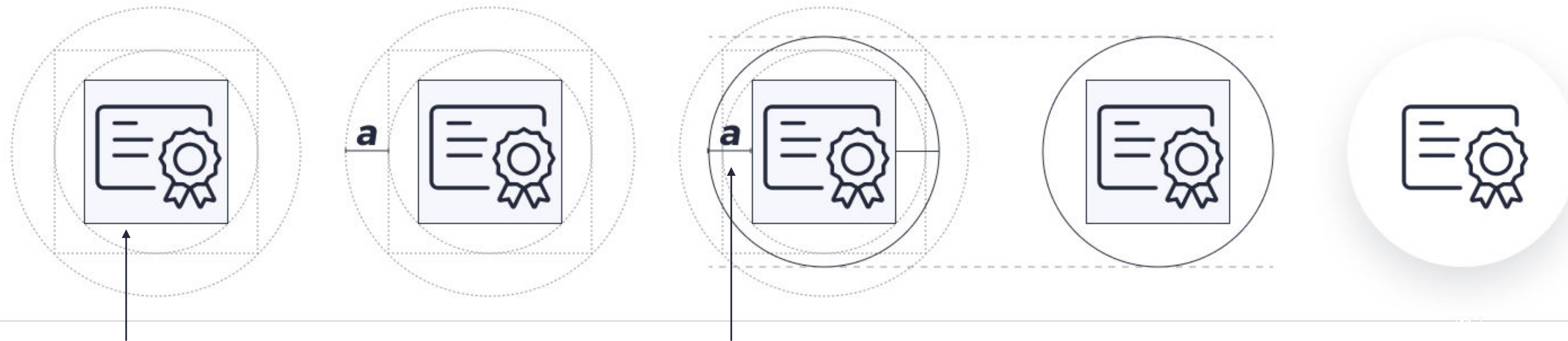


✓ Correct use



✗ Don't use line icons directly on photos.

ICONS BACKGROUND MINIMUM SIZE



Pictogram frame

Minimum distance from the middle of pictogram's side

Minimum ratio for pictogram and its oval background should be **1:1,59**