

LiveChat Brand Guidelines



Last updated: April 2020

Table of Contents

Brand Identity
Color
Typography

Logo

The LiveChat primary logotype should be used whenever possible to maintain brand recognition and consistency. Please refer to clear space and color contrast guidelines for best practices.



Clearspace

The LiveChat logotype and symbol should always be surrounded by a minimum area of clearspace. This space ensures that headlines, text, and other elements do not encroach on our branding.

In most cases, it's better to give the logo even more space, but just make sure it has a clear space of **at least a letter "e"**.



Sizing

The minimum sizes vary for print and digital. Please refer to the corresponding guidelines and be mindful when using the logotype for different applications.



80px

Minimum size for digital



24px

Minimum size for print



0.33in

Usage on backgrounds

The full-color logos should be used only on white, black, or gray colored backgrounds.

Avoid using full-color logos on photographs unless the logo sits on a black or white area of the image



LIVECHAT BRAND GUIDELINES

Usage on backgrounds

This is how our symbol should be used.

White on Orange



Orange on White



Orange on Black



White on Photo



App Icon



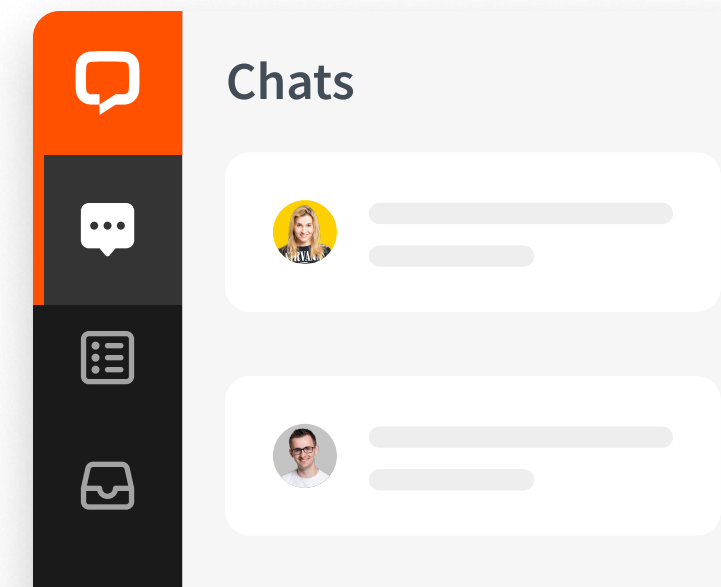
Social Profiles



Black on Yellow



Product

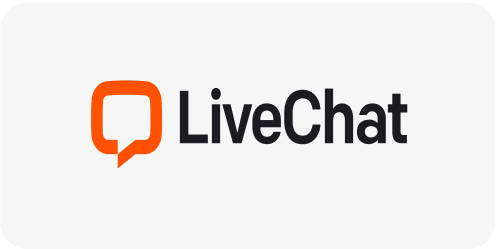


Logo misuse

The LiveChat logo should always be reproduced from approved artwork and adhere to proper usage guidelines. The examples here represent unacceptable uses of our logo. Please do not compromise or manipulate the LiveChat logo.



Don't add effects to the logo



Don't stretch or distort the logo



Don't rotate or transform the logo



Don't alter the logo in any way



Don't change color of the logo



Don't place logo in color on yellow background



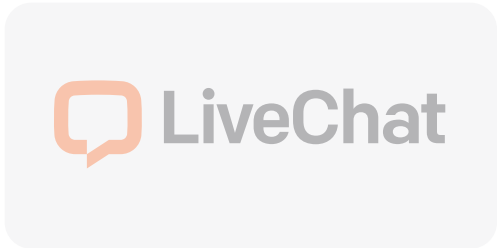
Don't place logo over colors with poor contrast



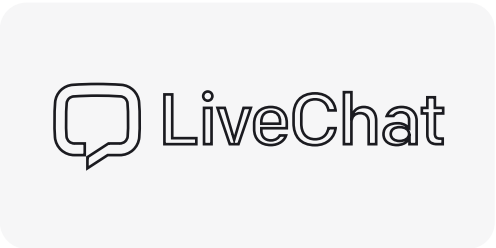
Don't place logo on images with poor contrast



Don't use the old LiveChat logo



Don't change the transparency



Don't outline the logo



Don't re-create using any other typeface

Primary colors

The LiveChat primary color palette is composed of three core colors: yellow, black and white. These colors should be used regularly in marketing materials to reinforce the LiveChat brand. Orange color should be used only in the logo.

Brand identity colors

Yellow
RGB: 255, 209, 0
HEX: FFD000
CMYK: 0, 5, 100, 0
PANTONE: 109 C

Black
RGB: 27, 27, 32
HEX: 1B1B20
CMYK: 76, 65, 66, 90
PANTONE: 419 C

White
HEX: FFFFFFFF

Blue
RGB: 0, 102, 255
HEX: 0066FF
CMYK: 95, 60, 0, 0
PANTONE: 285 C

Red
RGB: 227, 13, 52
HEX: E30D34

Logo colors

LiveChat Orange
RGB: 254, 80, 0
HEX: FF5100
CMYK: 0, 74, 100, 0
PANTONE: Orange 021 C

Black
RGB: 27, 27, 32
HEX: 1B1B20
CMYK: 76, 65, 66, 90
PANTONE: 419 C

Typography

Our primary typeface, Colfax, is used for headlines, subheadlines, CTA's, and body text.

It works equally well in print and digital applications. Please use Colfax in all communication materials whenever possible.

Colfax Regular
Colfax Medium
Colfax Bold

Thank you!

Our all assets can be found on:

www.livechat.design

LiveChat Inc. © 2020