



LIBERTY
INTERNATIONAL

Brand Book

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Function and usage

The brand book contains all of the necessary elements required to navigate the field of visual identity of Liberty International. The aim of this document is to help in using branding in a consistent and understandable way.

Brand book includes elements like description of and ways of using the logo, brand colors, and typefaces.

Elements of the visual identity

Visual identity of Liberty International is based on a set of coexisting elements, that result in an uniform whole. Its basic parts are:

- Logo
- Colors
- Typography



LIBERTY
INTERNATIONAL

Logo



Colors

AaBbCc0123
AaBbCc0123
AaBbCc0123

Typography

1. Logo

Philosophy

The **Liberty International** logo depicts the vision of the organization, which is “making freedom a global matter”. It combines a heart-shaped Earth with a torch of liberty, with support of classical typography underlining the long history of the organization itself.



File sources:
All versions of logo files can be found in the folder logopack_en.

Basic form

Liberty International logo is combined of two elements:

- Liberty International logotype,
- mark in a form of the heart-shaped earth and a torch.

Two-element logo layout is a basic form of the brand's graphic sign. It should be used in most of the documents and correspondence, as it contains the maximum amount of information.

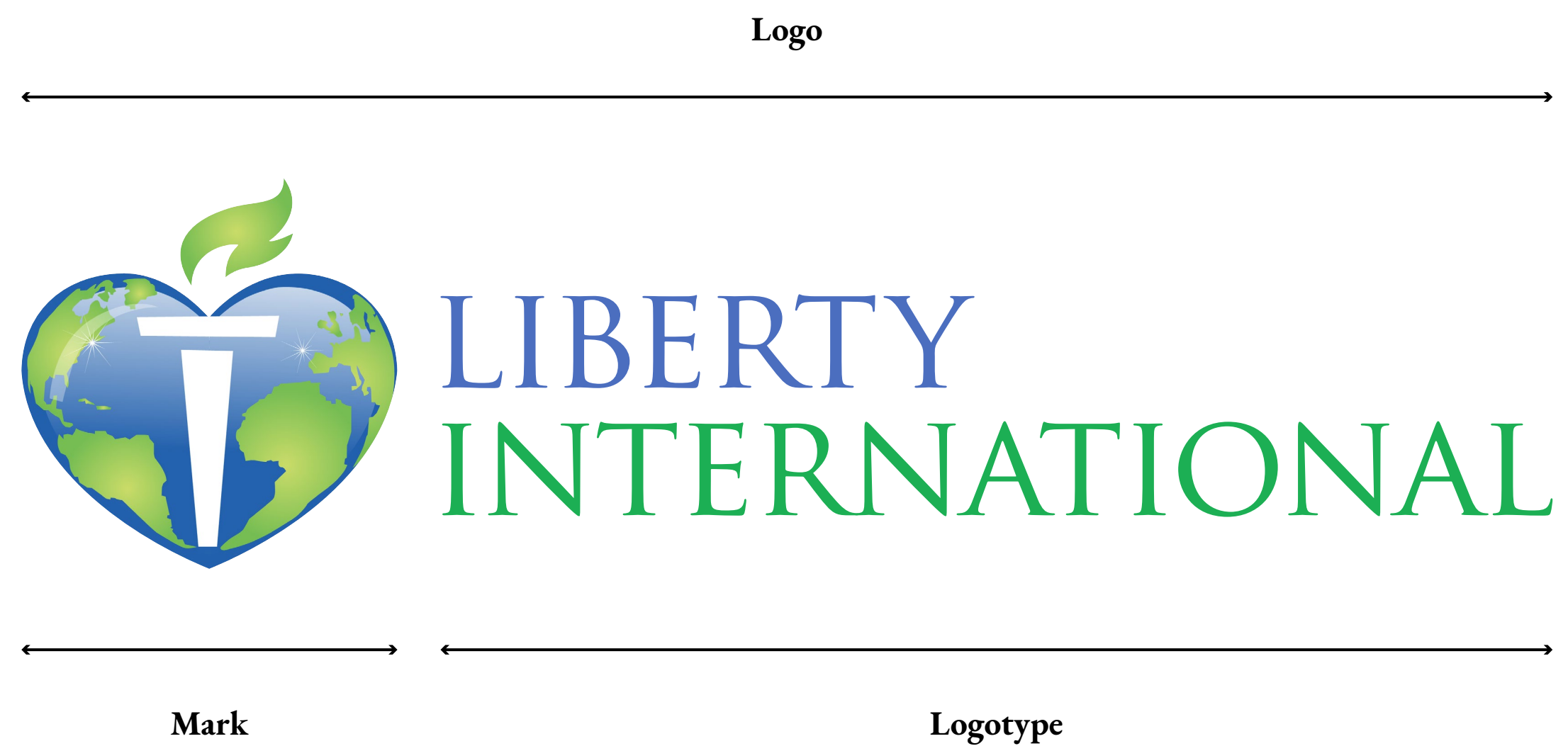


Basic horizontal form

Liberty International horizontal logo is combined of two elements:

- **Liberty International** logotype,
- mark in a form of the heart-shaped earth and a torch.

Two-element horizontal logo layout is an alternative form of the brand's graphic sign. It should be used when horizontal form is more appropriate or convenient than the basic form.



Clear space

Clear space is an area around the mark not containing any other graphical forms.

Minimal inviolable area around the logo equals the height of the logotype.



Clear space for horizontal form

Clear space is an area around the mark not containing any other graphical forms.

Minimal inviolable area around the logo equals the height of the logotype.



Simplified version

If technical constraints prohibit the usage of the logo in its basic form, then the simplified form should be used, which consists of either grayscale, or one color. If it is possible then the brand colors should be used, but versions in black or white are also acceptable.



File sources:

All versions of simplified logo files can be found in the folder logopack_en.

Usage on uniform background

Optimal way of logo presentation is uniform white background, or other indicated further in the brand book, in "Colors" section.



Unacceptable modifications

Unacceptable practices in logo usage may contain all of the unauthorized modifications.

Any and all changes disrupting the integrity and legibility of the logo cause pathologies in the long term process of shaping the image and recognition of the **Liberty International**.



Do not change colors of any elements



Do not change size of any elements



Do not change proportions



Do not use transparency



Do not add elements



Do not use rotated



Do not add shadow



Do not add outline



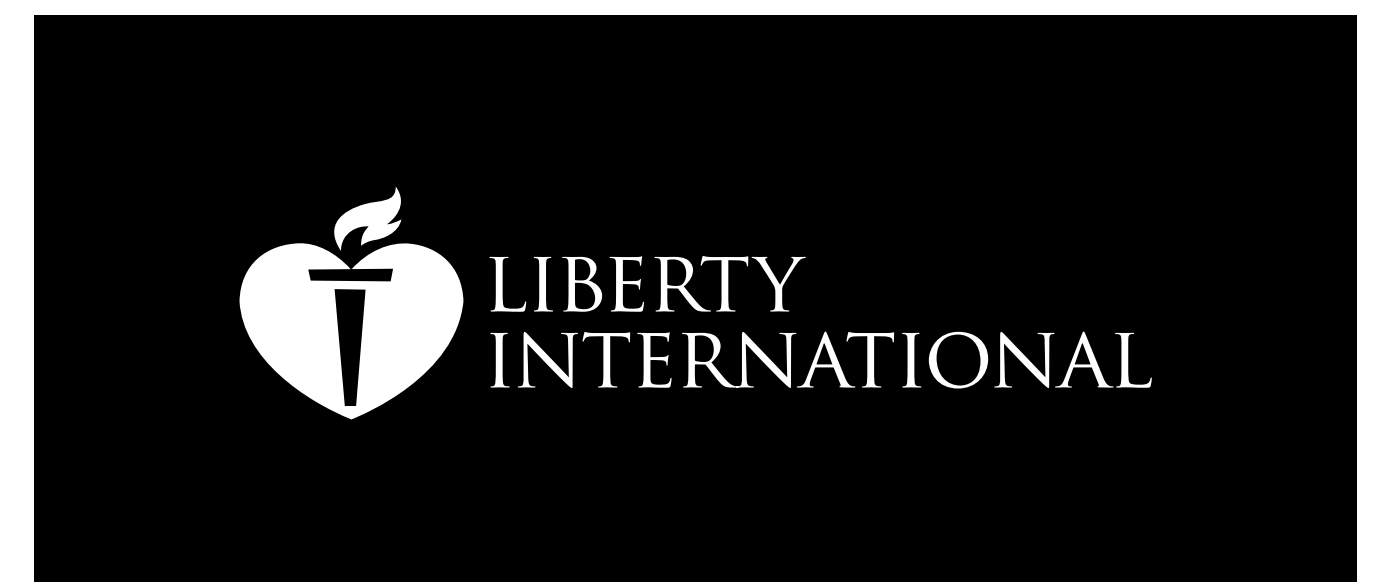
Do not add effects

Simplified horizontal version

If technical constraints prohibit the usage of the logo in its basic horizontal form, then the simplified horizontal form should be used, which consists of either grayscale, or one color. If it is possible then the brand colors should be used, but versions in black or white are also acceptable.

File sources:

All versions of simplified logo files can be found in the folder logopack_en.



Usage on uniform background

Optimal way of logo presentation is uniform white background, or other indicated further in the brand book, in “Colors” section.



Unacceptable modifications

Unacceptable practices in logo usage may contain all of the unauthorized modifications.

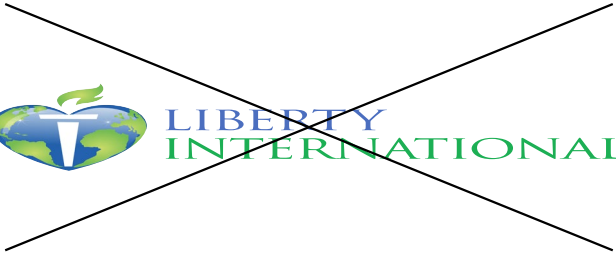
Any and all changes disrupting the integrity and legibility of the logo cause pathologies in the long term process of shaping the image and recognition of the **Liberty International**.



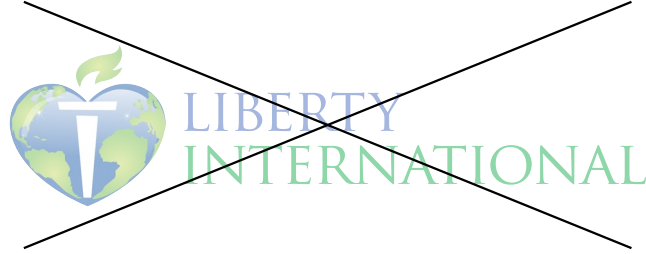
Do not change colors of any elements



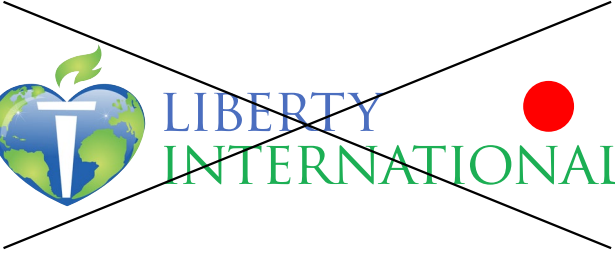
Do not change size of any elements



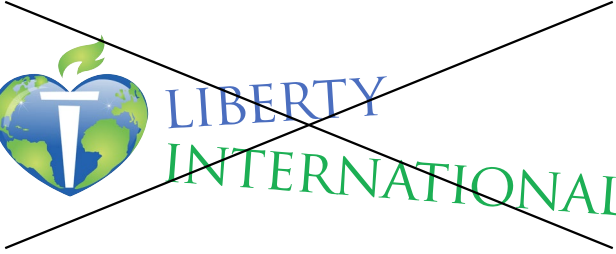
Do not change proportions



Do not use transparency



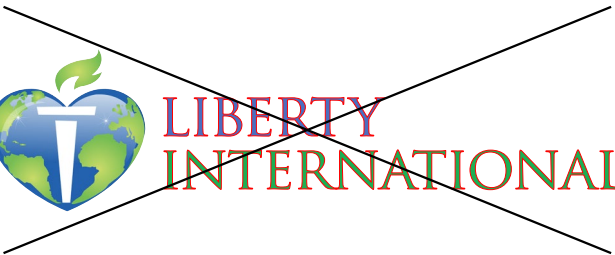
Do not add elements



Do not use rotated



Do not add shadow



Do not add outline



Do not add effects

Mark

It is possible to use the heart symbol as a standalone mark.

Mark should be used everywhere, where usage of basic form or short form is not possible.



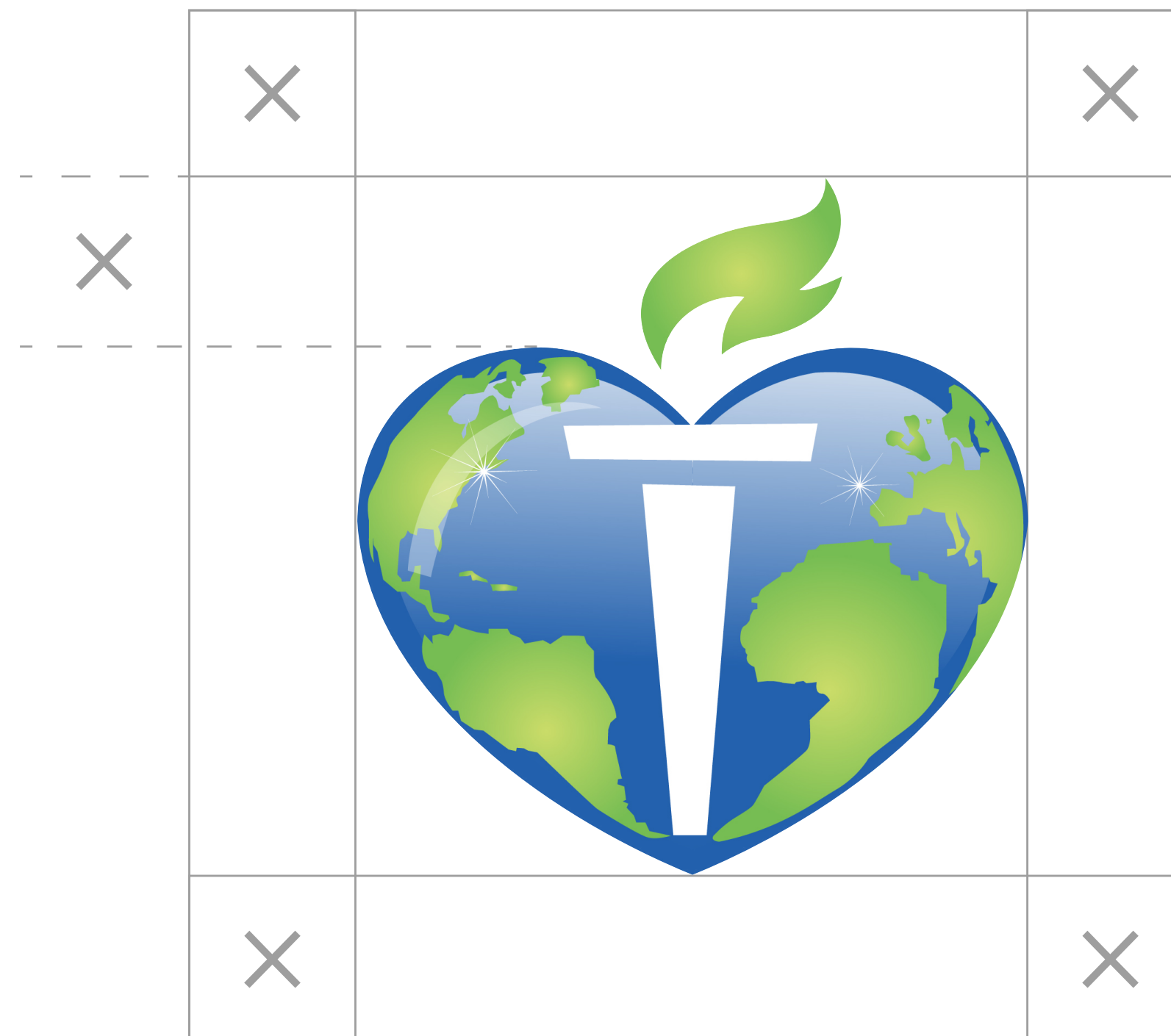
File sources:

All versions of mark files can be found in the folder logopack_en.

Mark clear space

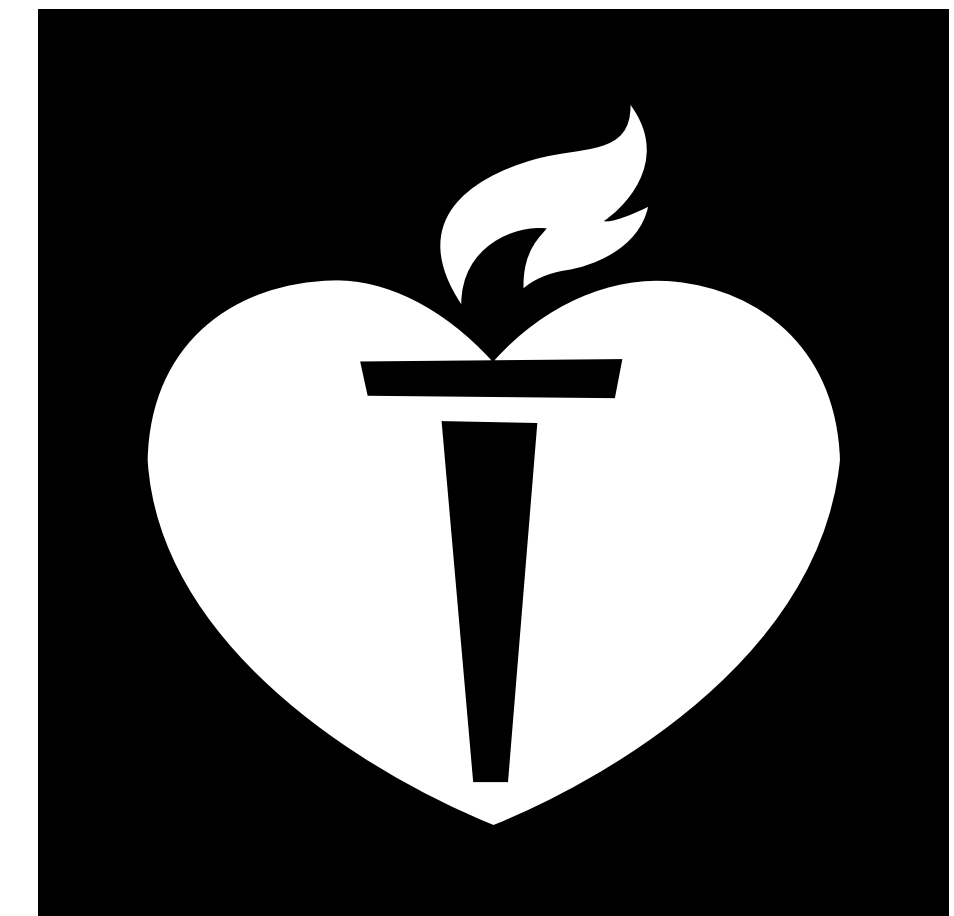
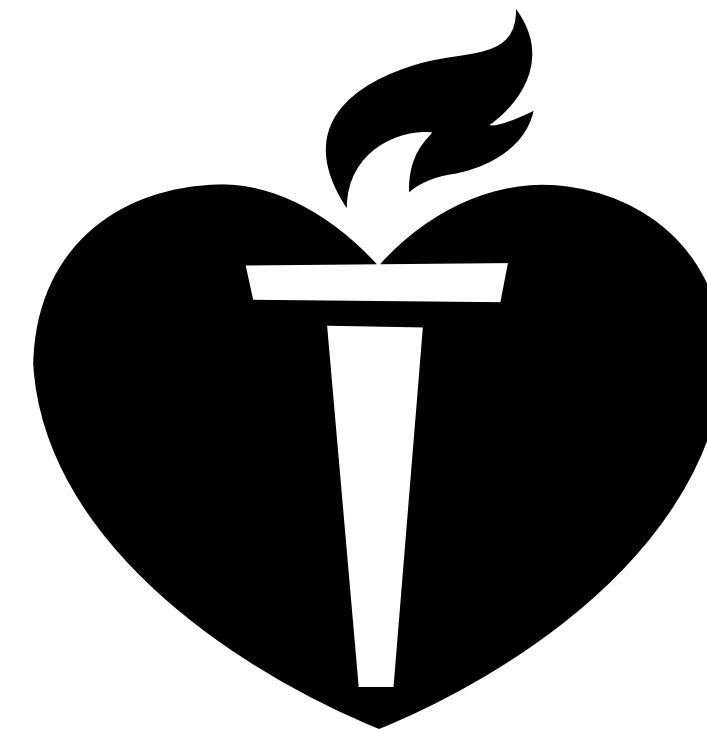
Clear space is an area around the mark not containing any other graphical forms.

Minimal inviolable area around the short form logo equals the height of torch handle distanced equally from the logo edges.



Simplified mark version

If for technical reasons the basic mark form of the logo cannot be used, instead the simplified form should be implemented, which consists of two or one colors. If it is possible, the brand colors should be used, but black and white versions are also acceptable.

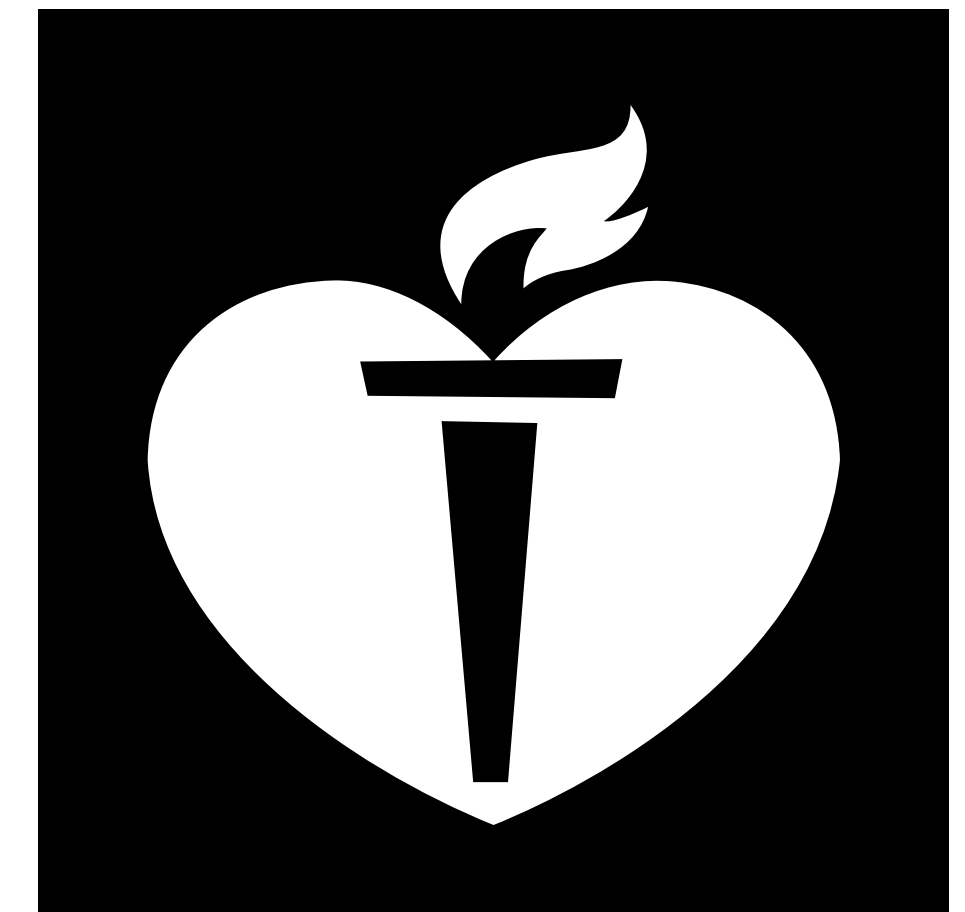
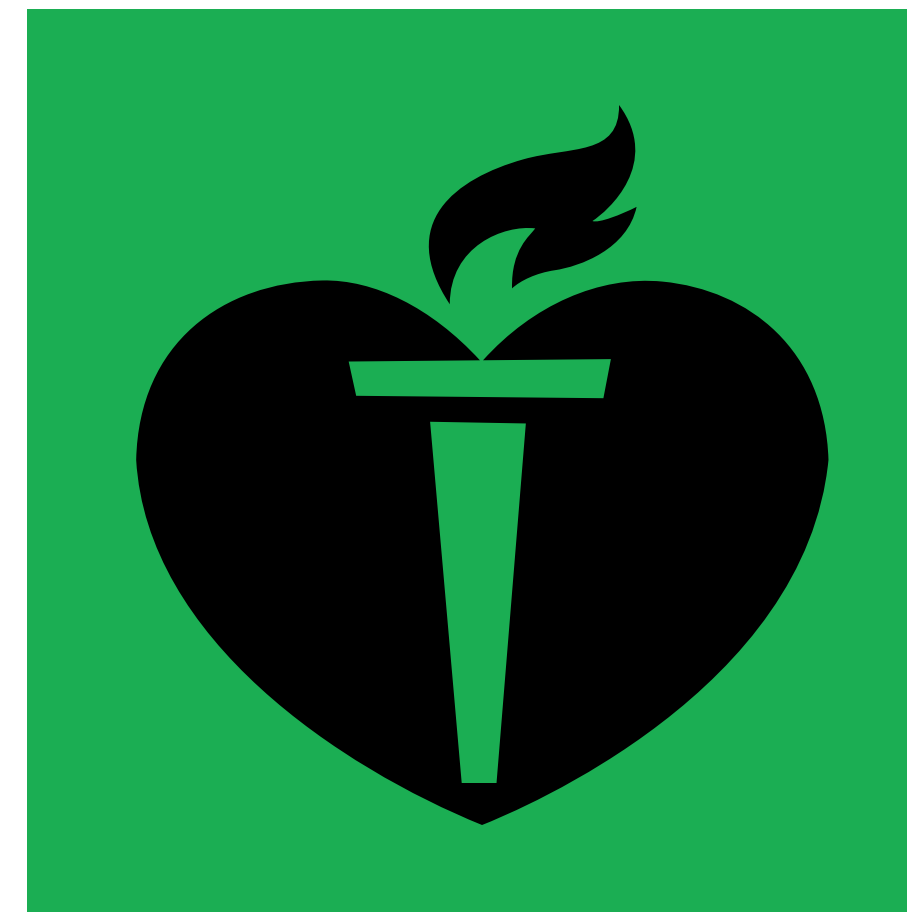
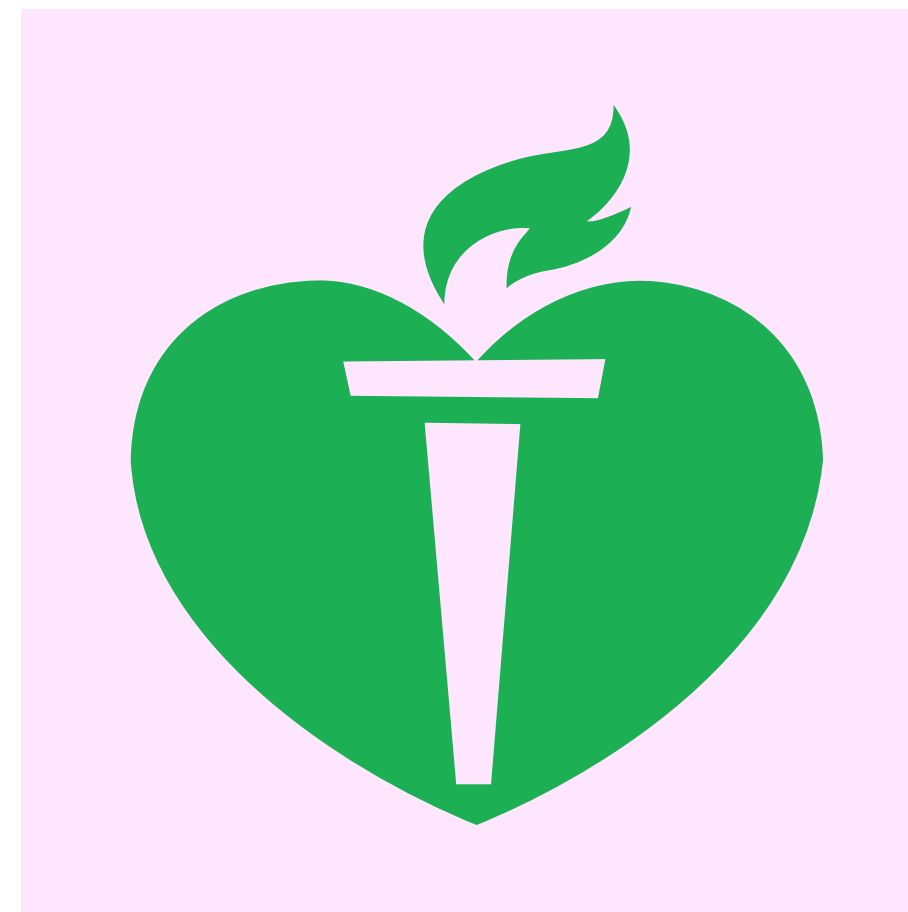
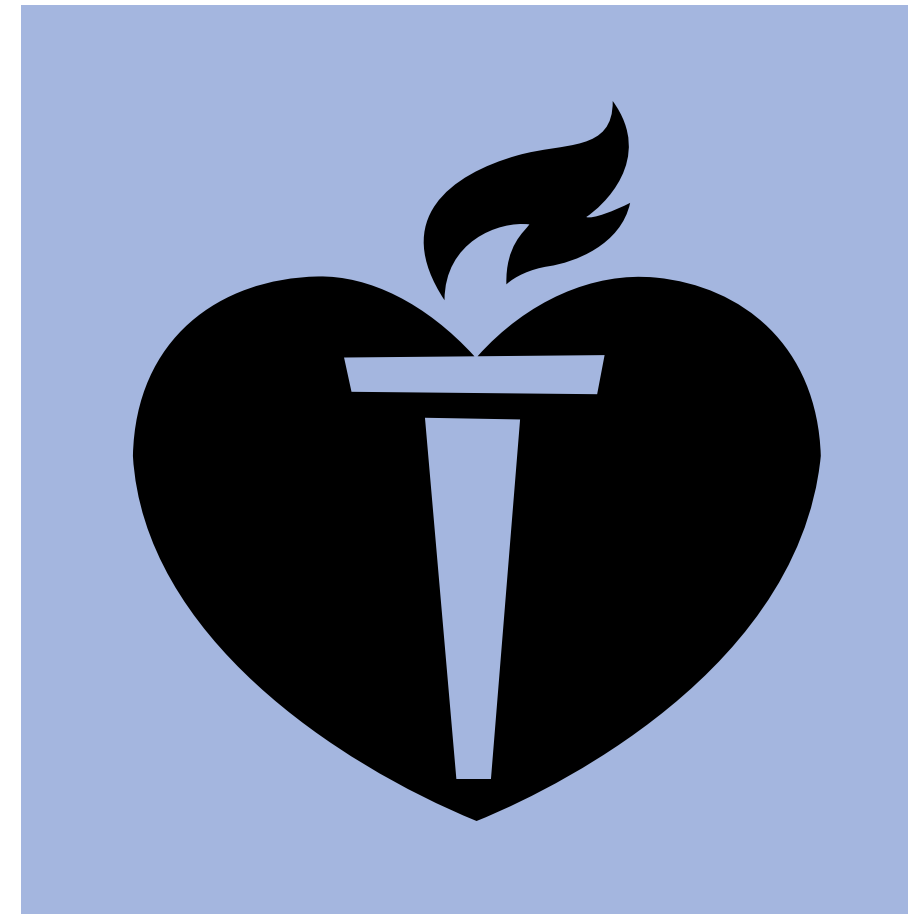


File sources:

All versions of simplified mark files can be found in the folder logopack_en.

Usage on uniform background

Optimal way of mark presentation is uniform white background, or other indicated further in the brand book, in "Colors" section.



Unacceptable mark modifications

Unacceptable practices in mark usage may contain all of the unauthorized modifications.

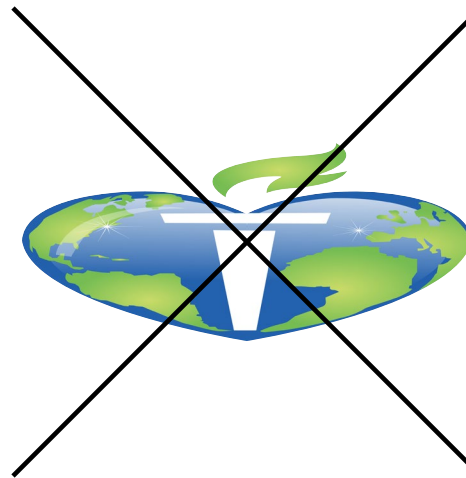
Any and all changes disrupting the integrity and legibility of the mark cause pathologies in the long term process of shaping the image and recognition of the **Liberty International**.



Do not change colors of any elements



Do not change size of any elements



Do not change proportions



Do not use transparency



Do not add elements



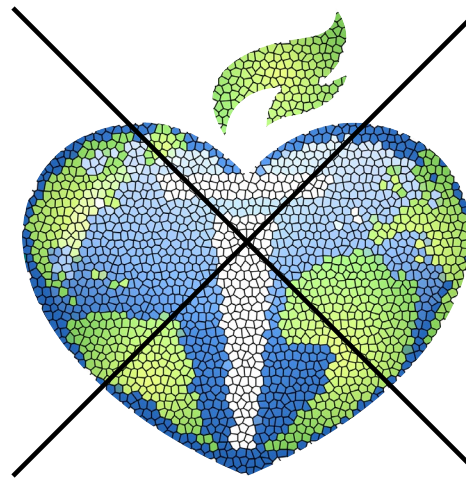
Do not use rotated



Do not add shadow



Do not add outline



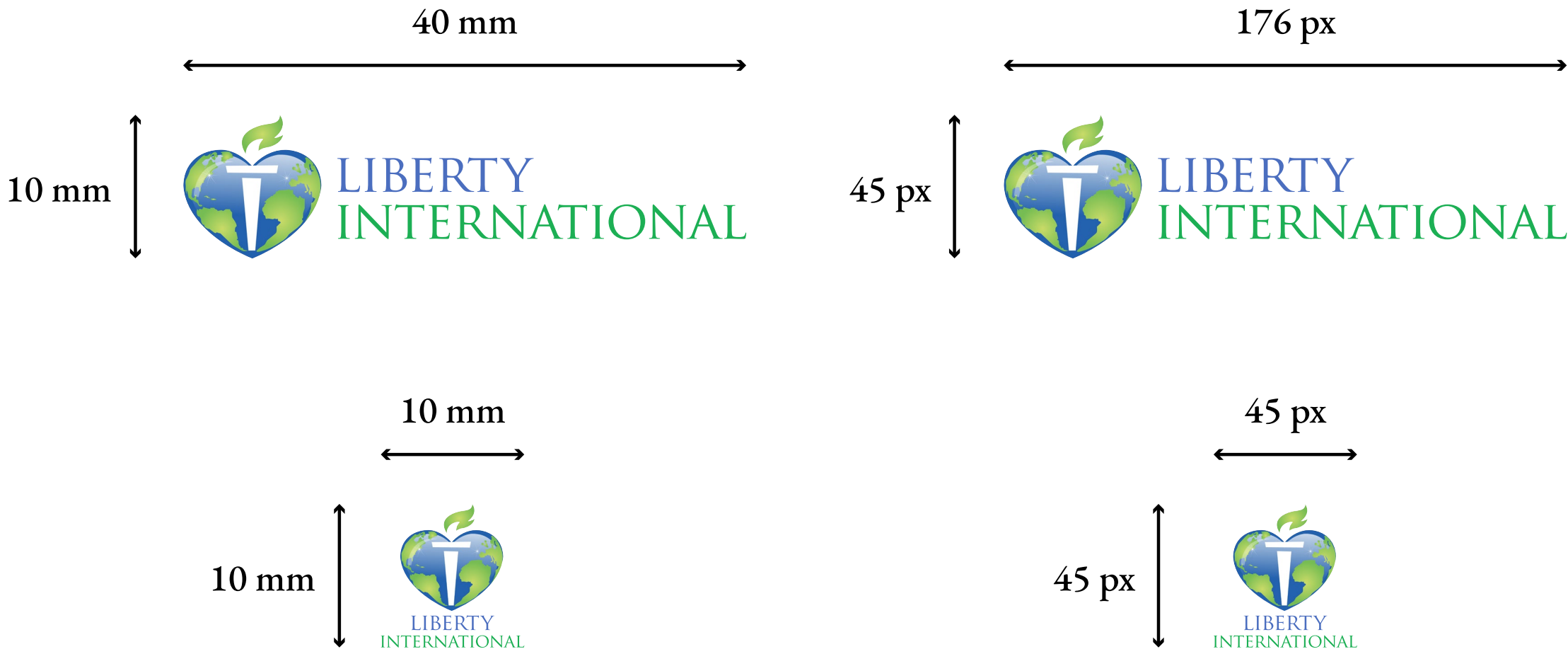
Do not add effects

Minimal sizes

The construction and form of **Liberty International** allows to scale it both up and down without loss of legibility. In the case of necessity to use a very small mark we have assumed the minimal logo sizes.

The minimal size is described as a designated mark width for which the logo elements still remain legible for the recipient.

In the case of analog use - print, as well as digital - i.e. website, the minimal size takes values indicated on the right.



2. Colors

Main colors

Two main colors in the branding of **Liberty International** are green and blue.

Accent colors

Black and white are being used as accent colors.

Green

Analog

Pantone 374 C
CMYK 76 0 84 0
RAL 6038

Digital

RGB 27, 174, 83
HEX #1CAF54



Blue

Analog

Pantone 7455 C
CMYK 77 56 0 0
RAL 5023

Digital

RGB 74, 109, 190
HEX #4B6EBF



White

Analog

CMYK 0 0 0 0
RAL 9010

Digital

RGB 255, 255, 255
HEX #FFFFFF



Black

Analog

Pantone Black C
CMYK 0 0 0 100
RAL 9005

Digital

RGB 0, 0, 0
HEX #000000



3. Typography

Typeface

The main type family for branding is **Optimus Princeps**, in two weights:

- Regular
- Semi Bold

The main type family for headings is **Playfair Display**, in four weights:

- Regular
- Italic
- Bold
- Bold Italic

The main type family for body text is **EB Garamond**, in four weights:

- Regular
- Italic
- Bold
- Bold Italic

File sources:

Optimus Princeps font can be found at:

dafont.com/optimusprinceps.font

Playfair Display and **EB Garamond** fonts can be found at:

fonts.google.com/specimen/EB+Garamond

fonts.google.com/specimen/Playfair+Display

OPTIMUS PRINCEPS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789123456789

OPTIMUS PRINCEPS SEMI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789123456789

Playfair Display Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789123456789

Playfair Display Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789123456789

Playfair Display Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789123456789

Playfair Display Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789123456789

EB Garamond Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789123456789

EB Garamond Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789123456789

EB Garamond Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789123456789

EB Garamond Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789123456789



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