



Branding Guide

OUR BRAND

This document is a guide to the brand communication style of Livio International.

This guide should be followed when commissioning, designing or delivering any kind of communications related to the Livio International brand.



DEFINING LIVIO

Messaging to define the who, what, when, where, and why of Livio International

Our Vision

To become an iconic company by getting back to right in foundational principles and up to the minute in product introductions & marketing support.

Our Mission

We are on a mission at Livio to provide a new standard for looking, feeling, earning and living. Our goal is to elevate living on all levels– physically, mentally, spiritually, financially. To create an UP revolution never more needed than now.

Living it UP in Livio means:

- Unique Products
- Unbelievable Perks
- Unparalleled Pay
- U-first Philosophy
- Unlimited Promise

Our Values

- People
- Uptimism (optimism combined with action)
- Innovation
- Honesty

DEFINING LIVIO

Messaging to define the who, what, when, where, and why of Livio International

Who Are We?

We are a company of Uptimists -- people who back up optimism with action in a novel, revolutionary way to create a new standard for living. Livio is the community to experience the latest in social sharing techniques, breakthrough products, a fresh take on Compensation Plans, a culture of giving and character building, and a selling system that maximizes your influence wherever you are.

What do we do?

We share ageless living products through entrepreneurs using a social business model.

Why do we do it?

We strive to be different so we can make a difference for people who join us.

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The Livio Resident Promise

As a Resident of Livio, a community of people sharing the Unlimited Promise of elevated living, I promise to respect and honor all those I touch. I promise to value relationships as much as I value results and in doing so, to focus on the needs of those I serve, to embrace learning and improving, and to continually share with others the Live It UP lifestyle of Livio.

Livio Code of Honor

As a Resident of Livio, I represent, warrant, promise and agree that:

-  I will perform my business activities in a manner that will enhance my reputation and the positive reputation of Livio International. I will not engage in any deceptive or illegal practice.
-  I will make no claim for products, services or business positions of Livio International except as contained in official literature of Livio International.
-  I will not misrepresent, or make any representations or warranties concerning, the income potential of the Livio Resident Pay Plan. It is impossible to predict Residents' incomes. I recognize that the success of a Livio Resident depends on many variables, such as amount of time and effort committed to his/her business and his/her organizational abilities and successful sales of Livio products.
-  I will not misrepresent, or make any representations, testimonials, guarantees or misleading statements regarding the efficacy of Livio's products or pertaining to treatment, cure or prevention of diseases.
-  I understand and agree that in order to maintain the long-term viability of everyone's business; Livio International maintains a ZERO-TOLERANCE POLICY to any and all violations of this AGREEMENT and

MASTERBRAND LOGO

Color Variations - 3 color Masterbrand Logo



Note: When Designing on white background 3 or 2 color versions of logo must be used.

MASTERBRAND LOGO

Color Variations - 2 color Masterbrand Logo



Note: When Designing on white background 3 or 2 color versions of logo must be used.

MASTERBRAND LOGO

Color Variations - 3 color Masterbrand Logo (no tag line)



Note: When Designing on white background 3 or 2 color versions of logo must be used.

MASTERBRAND LOGO

Color Variations - 2 color Masterbrand Logo (no tag line)



Note: When Designing on white background 3 or 2 color versions of logo must be used.

MASTERBRAND LOGO

Color Variations - Acceptable single color use on dark backgrounds



MASTERBRAND LOGO

*Color Variations - Photography - Utilize white, or suitable dark background color.
Always ensure good legibility of the masterbrand*



MASTERBRAND LOGO

Acceptable Variations - "LIVIO" Standalone, With or without tag



MASTERBRAND LOGO

Acceptable Variations - Encouraged use of Livio symbology in accordance with color guidelines



MASTERBRAND LOGO

Positioning and Size

Margin of approximate width and height of "O" in international



Minimum Print Size
(~ 1.7in. x 1.4in.)

COLOR PALETTE

Brand Color Definitions

**LIVIO
Green**

Pantone 363

C74 M24 Y100 K9

R58 G119 B40

**LIVIO
Dark Grey**

Pantone Cool Grey 11

C65 M57 Y52 K29

R73 G76 B73

**LIVIO
Light Grey**

Pantone Cool Grey 8

C74 M24 Y100 K9

R186 G191 B183

3 Color Application

2 Color Application

COLOR PALETTE

Complementary Colors

LIVIO
Blue

Pantone 544

C27 M9 Y5 K0

R171 G198 B218

ADDITIONAL ELEMENTS

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