



BRAND GUIDE

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FULL COLOR

The Live Central logo is designed to reflect movement, connectivity, and regional identity. The icon mark is built from the silhouette of the state of Alabama, grounding the brand in place while reinforcing its commitment to statewide and regional impact. The faceted, geometric treatment introduces a modern aesthetic that communicates progress, innovation, and forward momentum.

The flowing wave elements cutting across the state represent the river that runs through the region—symbolizing life, continuity, and connection between communities. The river motif reinforces Live Central’s role in bringing people, resources, and opportunities together, while the sense of motion underscores the idea of “live” as active, engaged, and evolving.

The color palette of layered blues and teals conveys trust, stability, and vitality, while also evoking themes of growth and accessibility. The typography is bold and clean, balancing approachability with strength, and ensuring clarity and legibility across digital and physical applications. Together, the icon and wordmark create a cohesive visual system that positions Live Central as modern, connected, and impact-driven.



REVERSE COLOR



Full Color



One Color



ONE COLOR (WHITE)

Size and Clear Space

In order to maintain maximum visibility and clarity, the Live Central logo should always appear with clear space on all sides. The clear space should be equal to the height of the “C” in the word CENTRAL and remain free from any text, imagery, or graphic elements.

For legibility, the total width of the Live Central logo should not be displayed smaller than 1.5 inches in print or 200 pixels in digital applications. These guidelines apply to all approved versions of the logo across all media.



Minimum 1"

Horizontal Logo

The horizontal version of the Live Central logo should be used selectively and only in specific situations that have received prior approval. It is essential that this logo version is always accompanied by the entity's name to provide context and ensure brand recognition. This careful usage helps maintain the integrity and clarity of the Live Central brand.



Logo Mark System Overview

The Live Central logo system represents a flexible, unified identity for the initiative and its regional and program-specific extensions. Built around the primary Live Central mark—combining the Alabama icon with the Live Central wordmark—the system allows regional or initiative identifiers to be added as secondary descriptors while preserving brand consistency. All sub-brands should use the approved logo configurations to ensure clarity, recognition, and alignment across all communications, presenting Live Central as one cohesive brand family that remains adaptable to different audiences and regions.

Logo Structure and Spacing

To ensure balance and consistency across all sub-brands, follow these structure and spacing guidelines:

Clear Space:

Maintain a minimum clear space around the logo equal to the height of the “C” in the word “CENTRAL.” This clear space should be preserved on all sides of the logo to prevent visual clutter and ensure readability..

Proportion:

The Alabama icon and the Live Central wordmark are fixed in proportion and should never be stretched, condensed, or rearranged. Regional or initiative descriptors should remain secondary in scale and visually subordinate to the primary Live Central name.

Alignment:

The left edge of the text aligns with the center axis of the Alabama icon’s right edge.

Sizing:

For print, the minimum logo width is 1.5 inches. For digital use, the logo should not be displayed smaller than 200 pixels wide to ensure legibility of both the primary name and the secondary regional descriptor.



Regional logos

The Live Central regional logos extend the core brand into key markets while maintaining a consistent and recognizable identity. Each mark retains the primary logo's structure, color palette, and iconography, adding a regional descriptor for geographic clarity. This system allows Live Central to speak with one unified visual voice while honoring local relevance. Use regional logos for area-specific communications and the primary logo for statewide or broad initiatives.



Deep Navy RGB: 18, 40, 74 HEX: #12284A CMYK: 76, 46, 0, 71	Primary Blue RGB: 56, 125, 187 HEX: #387DBB CMYK: 70, 33, 0, 27	Bright Teal RGB: 40, 192, 211 HEX: #28COD3 CMYK: 81, 9, 0, 17	Light Sky Blue RGB: 124, 208, 238 HEX: #7CD0EE CMYK: 48, 13, 0, 7
	Teal Blue RGB: 25, 141, 185 HEX: #198DB9 CMYK: 86, 24, 0, 27		

Logo Pattern & Visual Texture

This geometric gradient pattern reflects the energy, connectivity, and forward momentum of the Live Central brand. Built from layered, angular forms and a progression of blues and teals, the pattern symbolizes movement, collaboration, and the many pathways that connect communities across the region.

The shifting facets suggest both structure and adaptability—core to Live Central's mission—while the color transitions reinforce a sense of optimism, clarity, and progress. Used as a background or supporting graphic, this pattern adds visual depth and a modern, dynamic texture that strengthens brand recognition without overpowering core messaging.



Accessibility & ADA Compliance Note

To ensure all visual communications meet WCAG 2.1 AA accessibility standards, color contrast must be carefully considered across digital and print applications.

Use the darker tones for:

- Body text on light backgrounds
- Important headlines, captions, buttons, and navigation elements
- Over photos, patterns, or colored backgrounds where readability is at risk

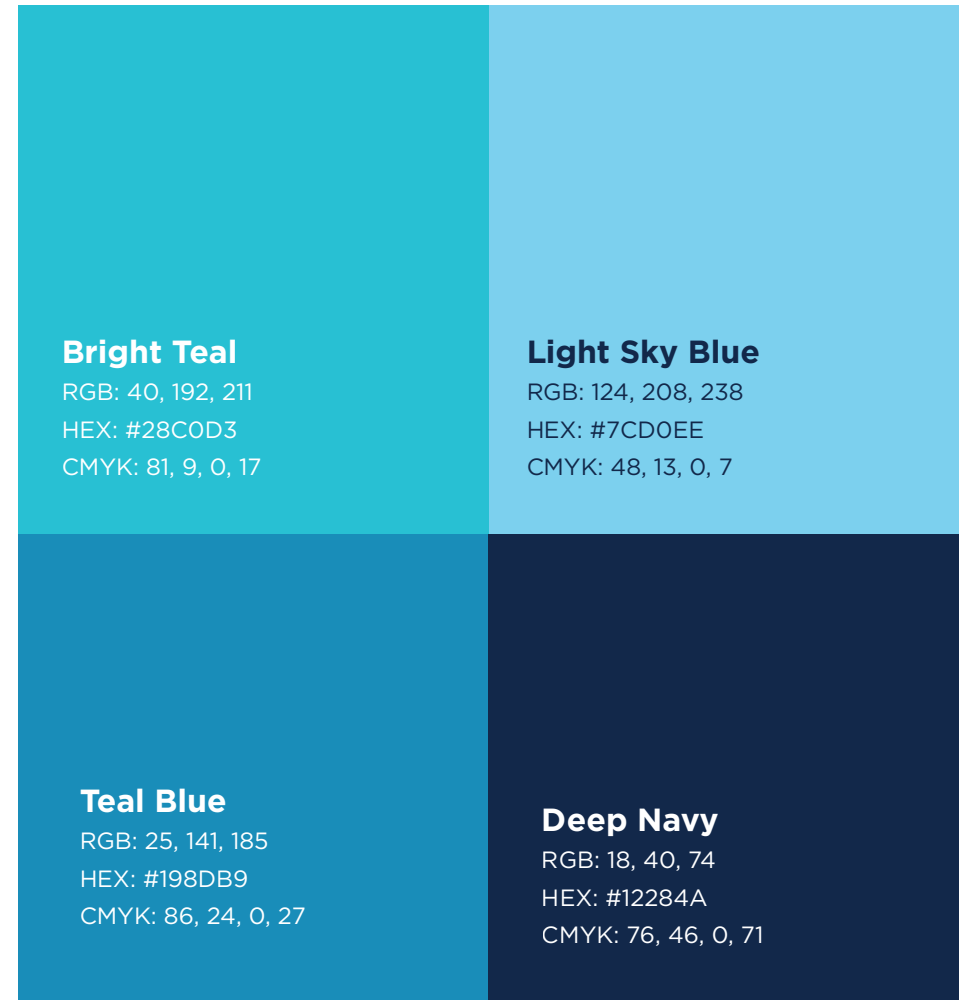
Use the lighter tones for:

- Backgrounds, large shapes, graphic accents
- Hover states, icons, and highlight elements
- Headlines only when used at large sizes (18pt+/24px+) or bold weight

Never place light blue or light green text on white or very light surfaces — it does not pass WCAG AA for normal text contrast.

Minimum contrast ratios required:

- 4.5:1 for standard body text (under 18pt or 14pt bold)
- 3:1 for large text (18pt+ or 14pt bold and above) and UI elements/icons
- Logos and decorative elements are exempt but should follow best practices where possible



Gotham reflects the brand’s forward-looking, civic-minded, and accessible personality. Its geometric structure provides clarity and consistency across a wide range of applications—from digital platforms and social graphics to print materials and environmental signage. The Gotham family offers a versatile range of weights and styles, allowing for clear hierarchy and flexible use while maintaining a cohesive visual voice. Bold and Medium weights are used to reinforce key messages and headings, while Book and Light weights support body copy and secondary information. This balance ensures communications remain readable, professional, and aligned with the Live Central brand across all regions and initiatives.

Headline

GOTHAM BLACK

Subhead

GOTHAM BOLD

Body

GOTHAM REGULAR

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy tincidunt laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud tation ullamcorper

ALTERNATIVE FONT

Alternative font is to be used only if Gotham is unavailable. Maintain the established hierarchy, spacing, and weight relationships in the typography system to ensure brand consistency for Live Central across all communications.

Headline

MONTSERRAT EXTRABOLD

Subhead

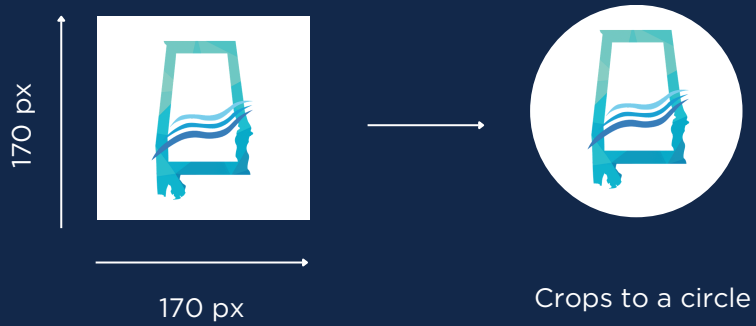
MONTSERRAT BOLD

BODY

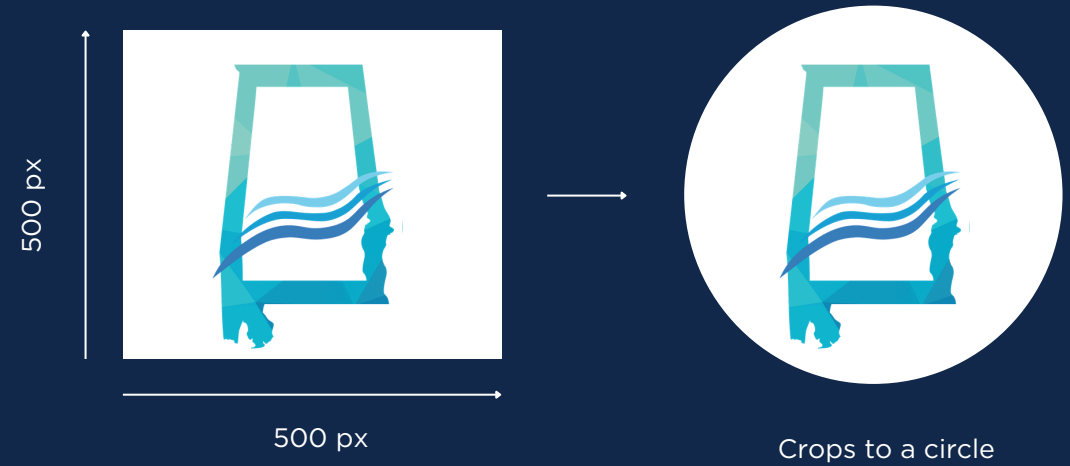
MONTSERRAT REGULAR

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy tincidunt laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud tation ullamcorper

Facebook



Twitter



Instagram







