



live optics

Brand Guidelines

January 2021



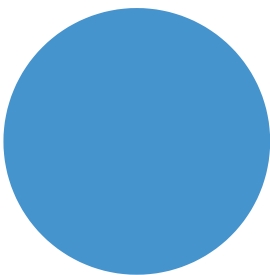
Primary Colors

Live Optics' brand uses Dell Blue as our signature color.

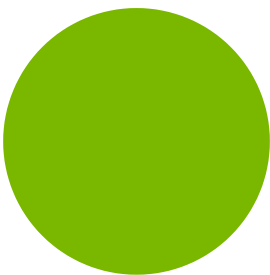
The three colors from the logo bug are the core colors of the brand, of which blue is used most frequently, then green, then yellow.

Dark slate is the default text color.

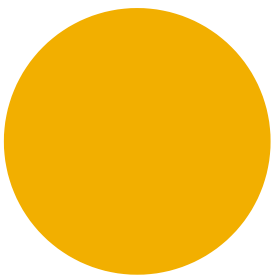
Off-white is the default background color.



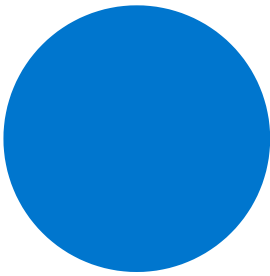
Blue
#4694CE
RGB: 70, 148, 206
CMYK: 66, 28, 0, 19
PMS 7688 C



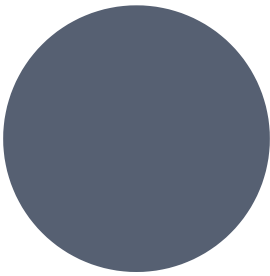
Green
#7AB800
RGB: 122, 184, 0
CMYK: 34, 0, 100, 28
PMS 376



Yellow
#F2AF00
RGB: 242, 175, 0
CMYK: 0, 28, 100, 5
PMS 7408



Dell Blue
#0076CE
RGB: 0, 118, 206
CMYK: 100, 43, 0, 19
PMS 2174c



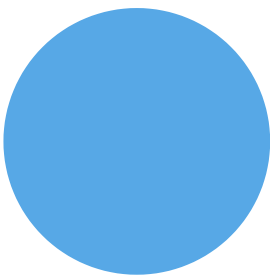
Dark Slate
#566072
RGB: 86, 96, 114
CMYK: 25, 16, 0, 55
PMS 2376 C



Off-White
#F5F6FB
RGB: 0, 118, 206
CMYK: 100, 43, 0, 19
PMS 2174c

Tertiary Colors

Here we have a variety of lovely blues with a couple cool grays and a red.

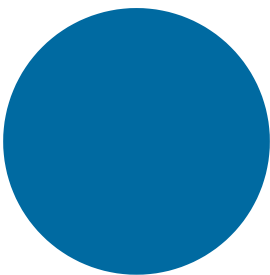


Sky Blue

#57A8E6

RGB: 87, 168, 230

CMYK: 62, 27, 0, 10

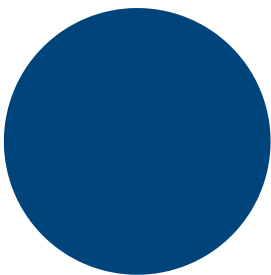


Dark Blue

#006AA1

RGB: 0, 106, 161

CMYK: 100, 34, 0, 37

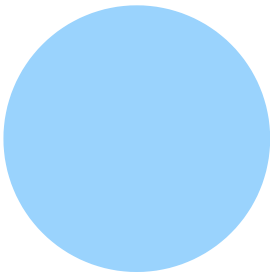


Midnight

#00447C

RGB: 0, 68, 124

CMYK: 100, 45, 0, 51

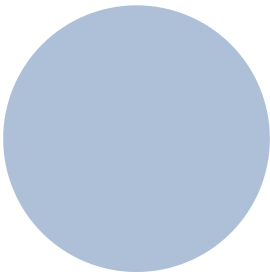


Light Blue

#9AD3FD

RGB: 154, 211, 253

CMYK: 39, 17, 0, 1

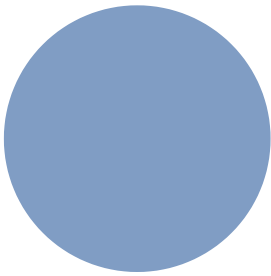


Light Slate

#AEC0D7

RGB: 174, 192, 215

CMYK: 19, 11, 0, 16

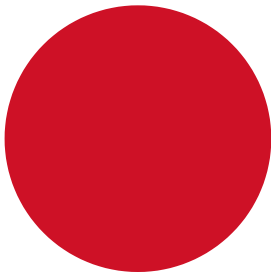


Medium Slate

#809DC4

RGB: 128, 157, 196

CMYK: 35, 20, 0, 23



Red

#809DC4

RGB: 128, 157, 196

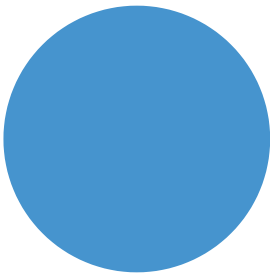
CMYK: 35, 20, 0, 23

Secondary Colors

Live Optics has five categories of IT assessments and collections, each with its own icon as well as its own main color and tint. The tint is used as a background behind the icon.

These colors should always be used for their respective categories.

Note that the blue for Server & Cloud and the yellow for Storage are the same as the logo symbol colors.



SERVER & CLOUD

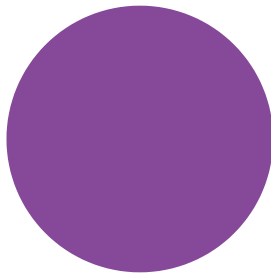
Blue

#4694CE

RGB: 70, 148, 206

CMYK: 66, 28, 0, 19

PMS 7688 C



WORKLOADS

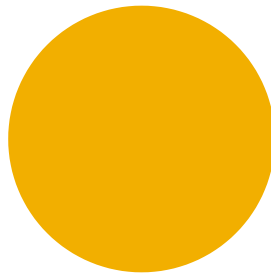
Violet

#864999

RGB: 134, 73, 153

CMYK: 7, 31, 0, 40

PMS 258 C



STORAGE

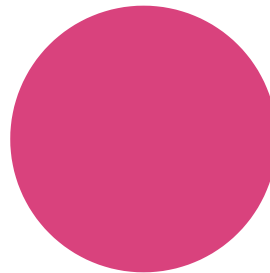
Yellow

#F2AF00

RGB: 242, 175, 0

CMYK: 0, 28, 100, 5

PMS 7408



DATA PROTECTION

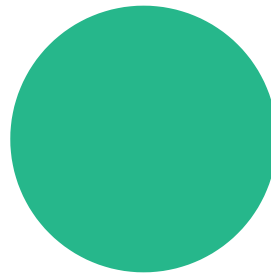
Magenta

#D9427D

RGB: 217, 66, 125

CMYK: 0, 70, 42, 15

PMS 205 C



FILE

Teal Green

#26B78B

RGB: 38, 183, 139

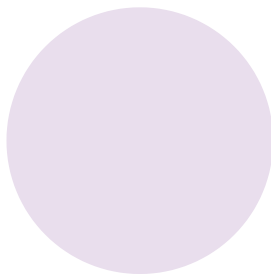
CMYK: 79, 0, 24, 28

PMS 2413 C



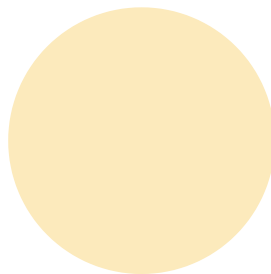
Blue Tint

#DCF0FE



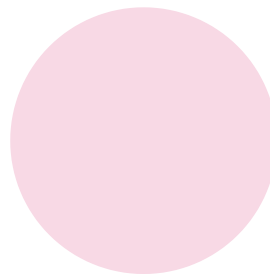
Violet Tint

#E9DEED



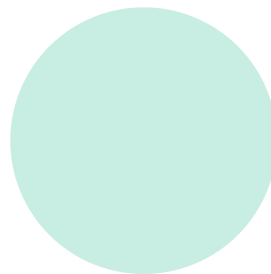
Yellow Tint

#FCEABC



Magenta Tint

#F8D9E5



Teal Green Tint

#C8EDE2



Primary Logo

Our logos are the core visual representation of our brands. Proper and consistent use ensures that people properly identify with our brands.

It is important to ensure all colors are visible and legible on any background or image.

The horizontal logo is the primary logo to be used to represent Live Optics, with the text in Dell Blue when possible.

On dark backgrounds, the logo version with white text should be used. If the background allows, the symbol should keep the blue, green, and yellow; otherwise if the contrast is low, the full white symbol and text version should be used.





Stacked Logo

The stacked logo may be used when centered in a space or when used in a square space, such as a profile photo or thumbnail.



live optics



live optics



Logo Symbol

The logo symbol can be used in place of the full primary logo when the primary logo is not necessary or where "Live Optics" is already displayed in plain text, such as in a website heading.





Logo Clearspace

The clearspace around the logo should be the height and width of the "o" from each respective logo. No other elements should encroach on this space. Note that the descender of the "p" in "Optics" is excluded.





Logo Misuse Examples

Consistent and accurate presentation of our logo reinforces awareness of our brand and ensures the legal protection of our identity.

The Live Optics logo should only be used in the forms previously laid out in this guide.

To help avoid misuse, use only approved logo files without modification.



Do not alter the color of the symbol.



Do not alter the color of the text.



Do not change the font.



Do not use the logo text without the symbol.



Do not apply drop shadows or 3D filters to the logo.



Do not stretch or distort the logo. Always keep the dimensions in proportion.



Do not rotate the logo.



Do not replace the symbol.



Do not use the logo in poor quality.



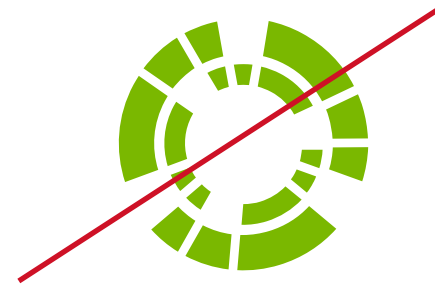
Do not use the logo on low contrast or busy backgrounds.

Logo Symbol Misuse Examples

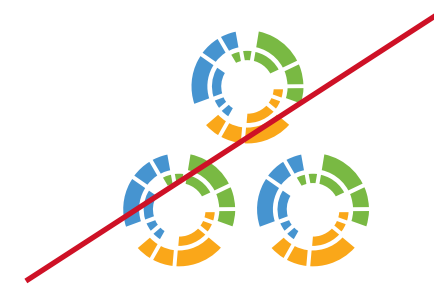
Consistent and accurate presentation of our logo reinforces awareness of our brand and ensures the legal protection of our identity.

The Live Optics logo should only be used in the forms previously laid out in this guide.

To help avoid misuse, use only approved logo files without modification.



Do not alter the color.



Do not create a pattern with the logo.



Do not break the logo apart.



Do not rotate.



Do not remove a set of rings.

Category icons

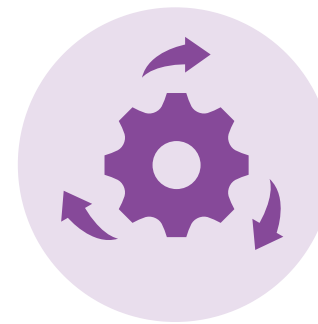
Live Optics has five categories of IT assessments and collections, each represented by an icon.

These icons should appear in the following order:

- 1) Server & Cloud
- 2) Workloads
- 3) Storage
- 4) Data protection
- 5) File



SERVER & CLOUD



WORKLOADS



STORAGE



DATA PROTECTION



FILE