

LIVE NATION

**Brand
Guide**

Version 1.1

LIVE NATION

Brand Identity

Logos	4
Logo Color Hierarchy	5
Logo Clearspace & Usage	6
Logo Divisions	9
Registered Mark and Trademark	10
Color Palette	12
Typography	14

Brand Applications

Email Signature	18
Stationary	19
Presentations	20
Banner Ads	21
Social Media	23
Layout	24

Brand Identity



Logos

Our refreshed logo serves as a visual anchor for all our brand and visual communications. It is designed to be a bold and modern evolution of our brand. The customized font is a heavy weight, graphic sans serif with a strong presence.

The clean lines allow for flexibility among various applications, while maintaining a timeless, neutral presence that support our artists and compliment their creative vision. There are three versions of our logo.

When downloading, please use files ending in PNG and SVG for use in digital applications and PDF for use on printed materials.

Logo

This is our main logo. It should be used predominantly.



Logo Filled

This is our secondary logo. It should be used selectively for use cases when our primary logo lacks contrast.



Stacked Logo

The stacked logo should be used across smaller spaces and applications.



Logo Color Hierarchy

Our logos can be used in three colorways: red, black, and white. It’s important to note that all three colorways should not be used equally and red logos should be used the majority of the time. Red is our primary colorway and red logos should be used wherever possible on black or white backgrounds. If the background does not have enough contrast with red, a black logo may be used. White logos should be used sparingly and only in digital applications.

**Red Logos
(Primary)**

Red logos are our primary logos and should be used wherever possible on black or white backgrounds.



**Red + Black Logos
(Secondary)**

Red + black logos can be used in place of the all-red logo but should only be used on white backgrounds.



**Black Logos
(Tertiary)**

Black logos can be used in instances where there is not enough contrast with red or on a red background.



**White Logos
(Digital Only)**

White logos should be used sparingly and only ever be used in digital applications.



Logo Clearspace

Clearspace is defined as the area around the logo that excludes other logos, graphics, images and messaging. This area of isolation ensures that the logo stands out, is legible and doesn't compete with other design elements. Always maintain a clear space around the wordmark that is equal to the width of the letter "L", as indicated by dotted lines.

The minimum size for the logo in print is 1". For digital use, the minimum size is 150px wide. When reducing the size of the wordmark, always consider size and color to ensure legibility.



Logo Filled Clearspace

Clearspace is defined as the area around the logo that excludes other logos, graphics, images and messaging. This area of isolation ensures that the logo stands out, is legible and doesn't compete with other design elements. Always maintain a clear space around the wordmark that is equal to the width of the letter "L", as indicated by dotted lines.

The minimum size for the logo in print is 1". For digital use, the minimum size is 160px wide. When reducing the size of the wordmark, always consider size and color to ensure legibility.



Logo Misuse

Our logo is a valuable brand asset. The guidelines in this brand book are here to ensure consistent and correct usage which leads to a cohesive and unified brand experience. To the right you will find examples of improper usage.



Do not change the logo colors.



Do not outline or create a keyline around the logo.



Do not distort or stretch the logo.



Do not add embellishments; drop shadows, emboss, etc.



Do not overlap with typography or other logos.



Do not use the logo in a way that provides poor legibility.

Logo Divisions

A variation of the Live Nation logo can be created for divisions. Use of these logos is restricted and authorized depending on the nature of the request. Please only use these logos in the colorways and constructs indicated on this page.

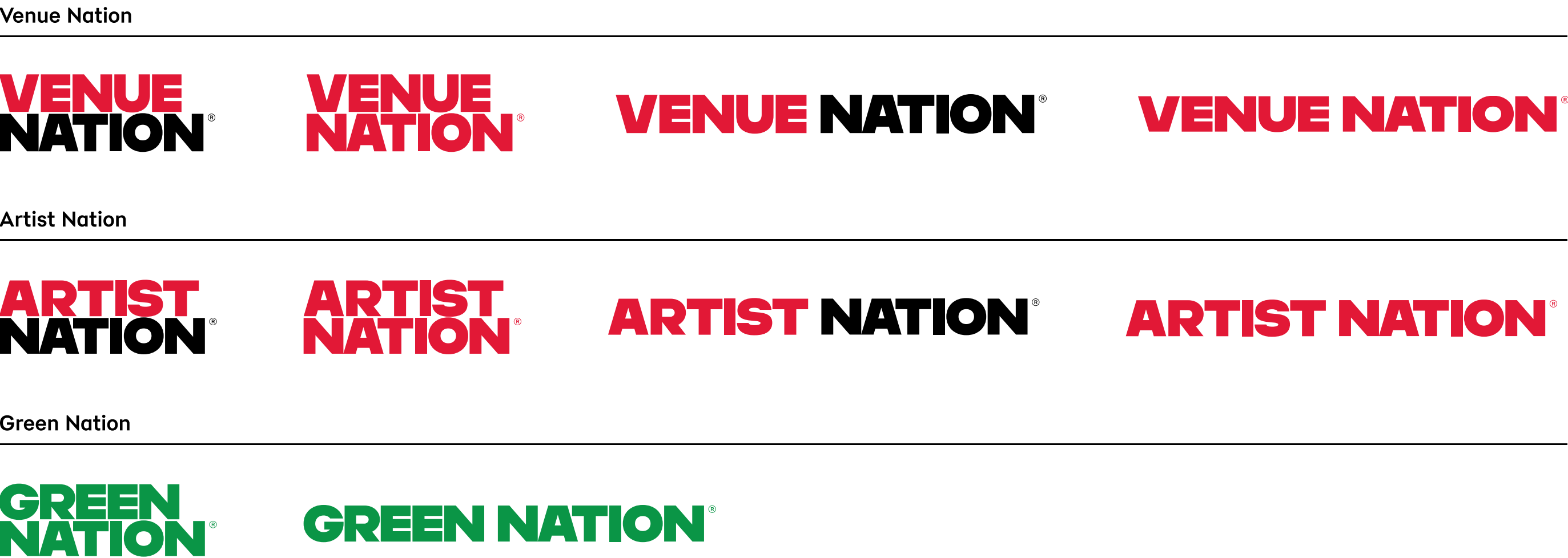
Division Logo Construct 01

These logos use the construct for divisions that begin with 'Live Nation' and end in the division name. These logos use a boxed configuration.



Division Logo Construct 02

These logos use the construct for divisions ending in 'Nation'. These lockups can be used in a stacked or horizontal configuration.



Logo Division Construction

The division logo should follow specific spacing and alignment guidelines to ensure brand consistency across all applications. The division title is set in LN Extended Black and should always be centered, with 20px of clear space on each side.

Division logos should primarily use the mixed red and black colorway (seen to the right) but can also be used in all-black, all-white, or all-red.



Registered & Trademark

Live Nation is a trademark of Live Nation Worldwide, Inc.

There are two versions of each logo. One that incorporates the registration symbol® and one that incorporates the trademark symbol™ (which means that it has not yet been registered).

- The Live Nation name and logo are trademarks that are used to identify our products and services from other entities.
- We have obtained federal and international registrations for the Live Nation name and logo and will obtain additional registrations for new logos.
- A trademark indicator must appear in all uses of the Live Nation name and logo, and the symbol used depends on whether the trademark has been registered for the specific product or service it references.
- Please note that both registration and trademark symbols in all logos are graphics, not fonts.

Please reach out to Ellie Schwimmer and Margaret Kim for usage guidance on the products and services for which the Live Nation trademark is registered in your country.

Registered Symbol Logo



Trade Symbol Logo



Color

The Live Nation brand colors are red, black, and white. Using these colors correctly helps to create consistency, while allowing our brand to seamlessly live alongside the artist’s promotional artwork.

Live Nation Red

CMYK: 0/100/81/4
RGB: 227/25/55
HEX: #E21836
Pantone: 186

Black

CMYK: 75/68/67/90
RGB: 0/0/0
HEX: #000000

White

CMYK: 0/0/0/0
RGB: 255/255/255
HEX: #FFFFFF

Color Usage

The logo should primarily be used in red. Black and white options may be used selectively when the need arises. White for digital applications only. The logo should always be placed over a contrasting brand color to ensure legibility and show a striking and bold combination of brand colors.



Red on white



Red on black



Red on toned solid color



Black on red



Red + black on white



White on Black

Typeface

The custom Live Nation font family (Regular, Bold, Extra Bold) should be used for everything external or consumer facing. Ideally, the Live Nation font would also be used on internal communications. If the brand font is not available, Noto Sans can be used as it is a free, open-source typeface that is available in over 1,000 languages.

Live Nation Regular	Uppercase	ABCDEFGHIJKLM NOPQRSTUVWXYZ
	Lowercase	abcdefghijklm nopqrstuvwxyz
Live Nation Bold	Uppercase	ABCDEFGHIJKLM NOPQRSTUVWXYZ
	Lowercase	abcdefghijklm nopqrstuvwxyz
Live Nation Extra Bold	Uppercase	ABCDEFGHIJKLM NOPQRSTUVWXYZ
	Lowercase	abcdefghijklm nopqrstuvwxyz

Type Hierarchy

Use the Live Nation font in the following order to create a clear hierarchy across all messaging. Use title case or sentence case for headlines, and sentence case for subheads and body copy. Do not use ALL CAPS, as it competes with the logo.

Headline 1

Suisse Intl Bold

Live Nation

Headline 2

Suisse Intl Bold

The world’s leading live entertainment company.

Subhead 1

Suisse Intl Bold

We live to take care of our own

Subhead 2

Suisse Intl Bold

Whether it’s two hours at a packed club, or an entire weekend of sets at a festival, a live show does more than entertain. It can uplift, inspire and create a memory that lasts a lifetime.

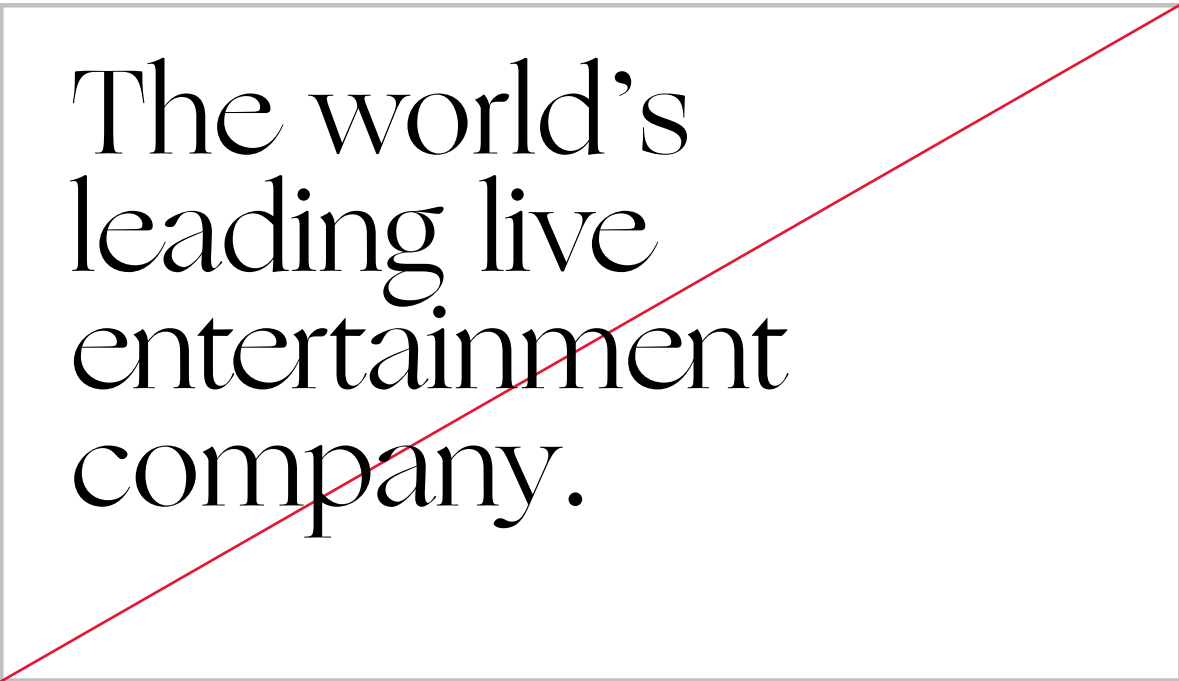
Body

Suisse Intl Regular

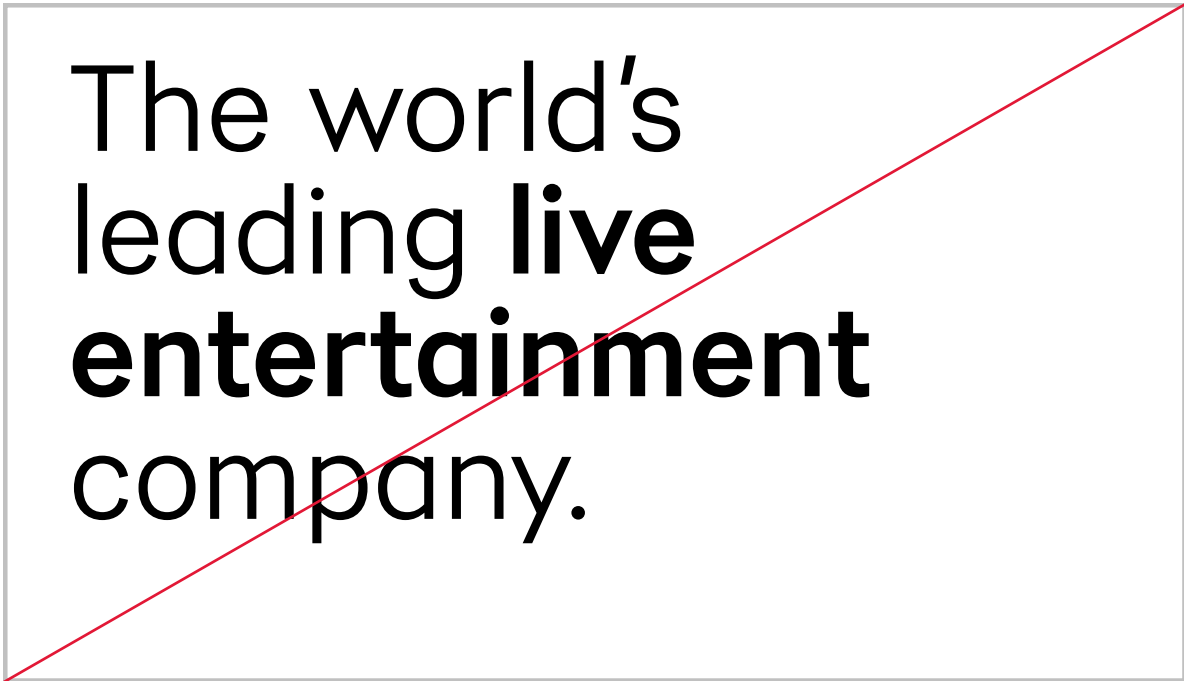
Artists are the heart of what we do and we have deep reverence and respect for their creativity. We believe live music is vital to art and culture which is why in 2019, we paid artists more than \$6 billion, making Live Nation by far the largest financial supporter of musicians.

Type Misuse

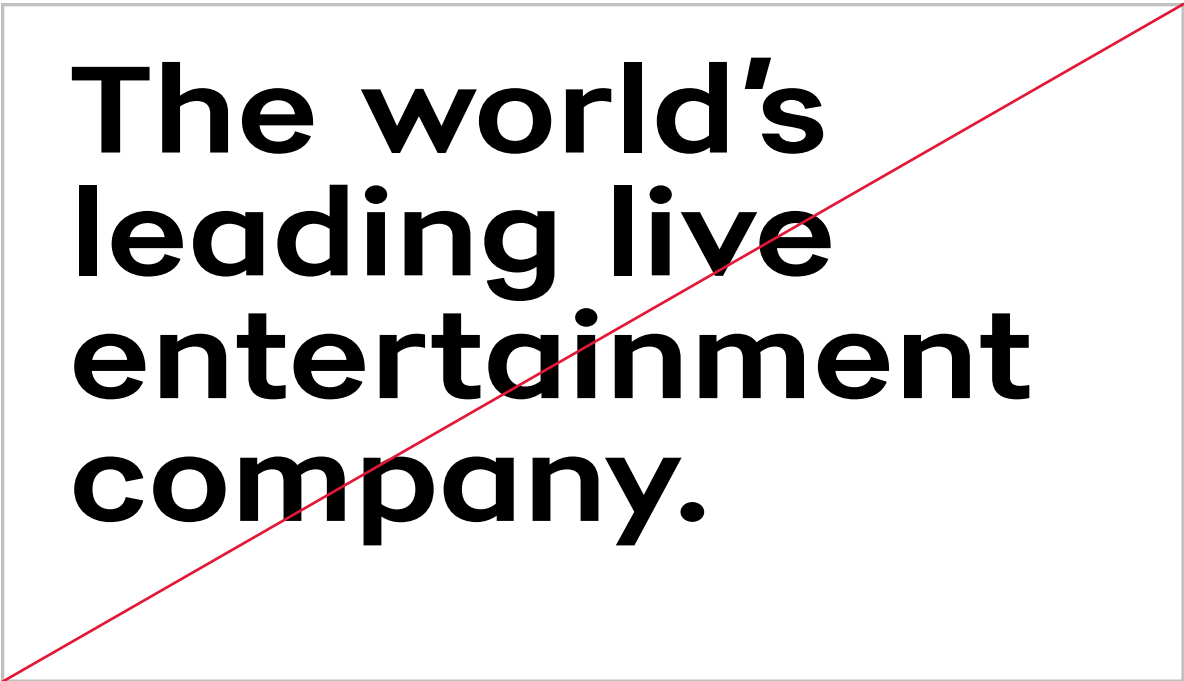
The guidelines in this brand book are available to ensure consistent and correct usage, which leads to a cohesive and unified brand experience. Here are examples of improper typography usage.



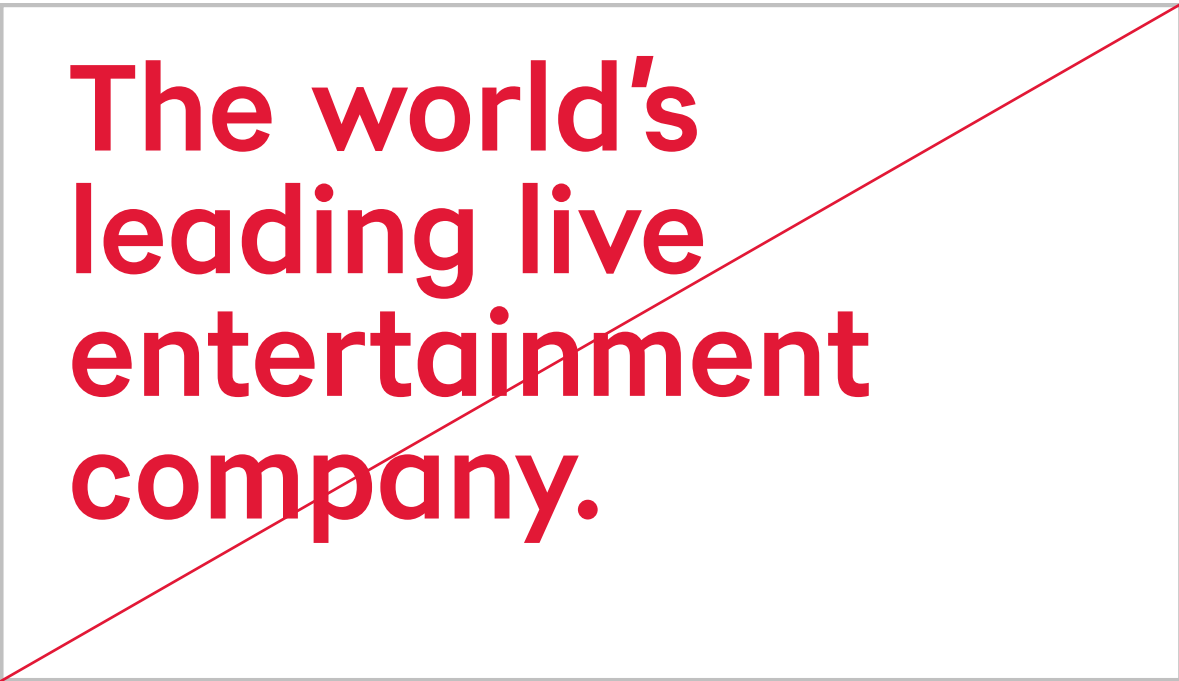
Do not use unapproved typefaces.



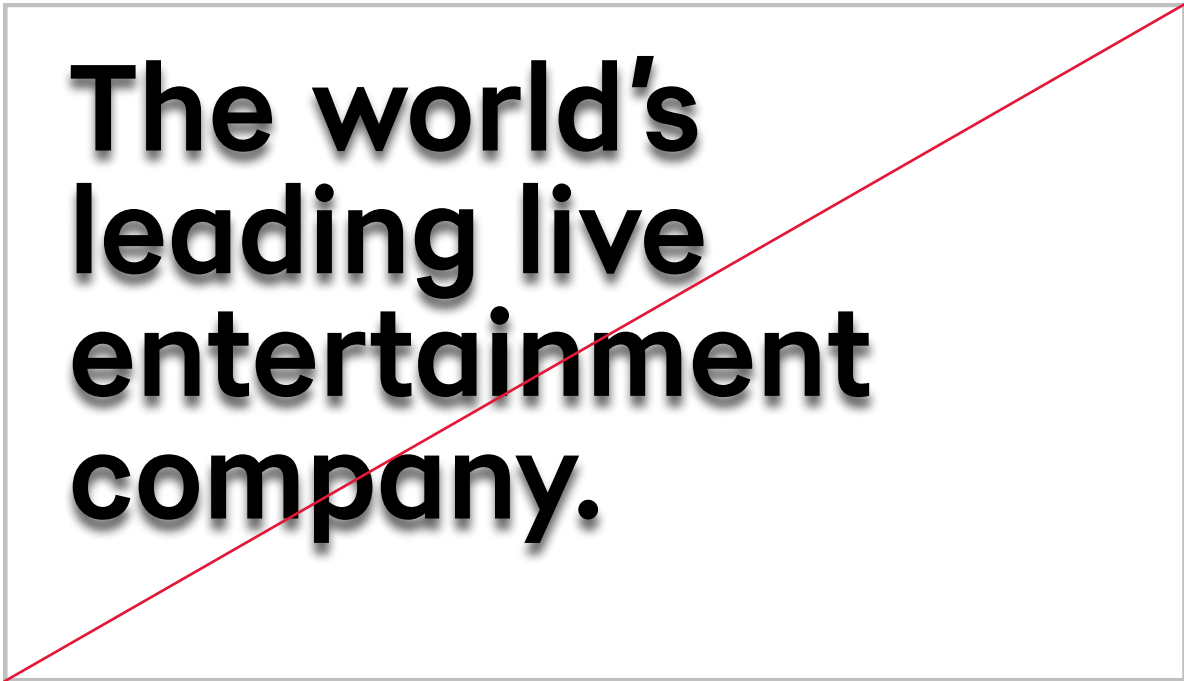
Do not combine weights in the same block of copy.



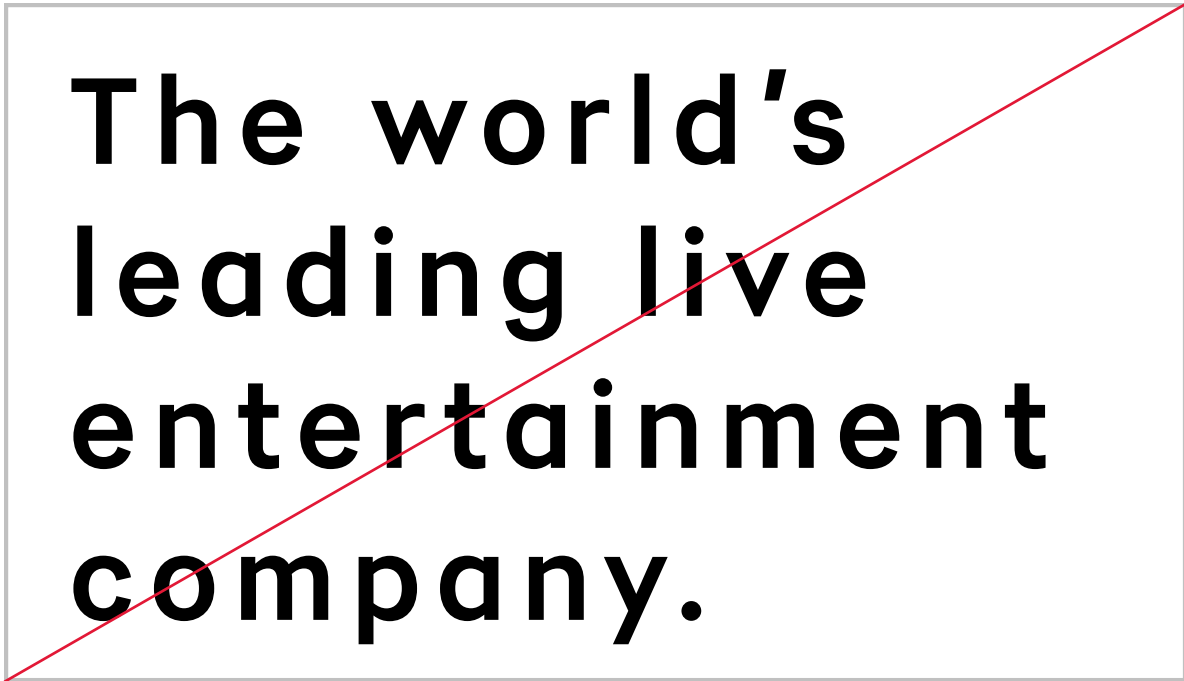
Do not stretch or squish the type.



Do not set the type in Live Nation Red.



Do not add drop shadows to the type.



Do not use tracked out leading and letter spacing.

Brand Applications



Email Signature

Email signatures should consistently include logos in Live Nation Red for a cohesive and brand-aligned appearance. The logo can be locked up horizontally or vertically depending on employee preference.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Best Regards,
Michael

MICHAEL RAPINO
President/CEO
M +1 555.555.555
mrapiro@livenation.com



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Best Regards,
Michael

MICHAEL RAPINO
President/CEO
M +1 555.555.555
mrapiro@livenation.com

Stationery

Illustrated in this section are examples of how our refreshed branding should be used across all internal company collateral, messaging and signage.



Presentation Slides

These presentation templates serve as both a resource and inspiration for crafting new deck layouts. Utilizing our brand elements, these templates offer a foundation to ensure a consistent and impactful visual representation across various presentations.

LIVE NATION®

Title of Deck

00/00/00

00

Lorem ipsum dolor sit amet

Asperume es exeratiune non reptasped quidus quias maximusto ipsandoes doluptatur, venimposte pre aut occupa taspid qui tentur? Qui dem et veraecatam nectotatem explacc ullauta volorerum, sum aris moditisquo et pa vent vel inti nihicimus dolutempos mos ipsam cus ipsunt acerferum fuga. Aceperuptio et voluptatur ad min nem exerovi delicitat voluptatium velit quistrunt quodicaero tenimodist, sa nonet vellicim agnatibus ut quis as molupta qui unt ut hitem cori dis dolori temqui ut fuga.

LIVE NATION

00

Lorem ipsum dolor sit amet

Asperume es exeratiune non reptasped quidus quias maximusto ipsandoes doluptatur, venimposte pre aut occupa taspid qui tentur? Qui dem et veraecatam nectotatem explacc ullauta volorerum, sum aris moditisquo et pa vent vel inti nihicimus dolutempos mos ipsam cus ipsunt acerferum fuga. Aceperuptio et voluptatur ad min

nem exerovi delicitat voluptatium vela. Nullam nisi tortor, suscipit sodales turpis eget, mattis viverra nisi. Nullam nulla erat, semper volutpat consequat nec, feugiat quis ligula. Fusce sagittis imperdiet ligula nec congue. Curabitur aliquam sed metus nec faucibus. Proin quis magna sed justo hendrerit mattis eget a sem.

LIVE NATION

Title Slide

Asperume es exeratiune non reptasped quidus quias maximusto ipsandoes doluptatur, venimposte pre aut occupa taspid qui tentur? Qui dem et veraecatam nectotatem explacc ullauta volorerum, sum aris moditisquo et pa vent vel inti nihicimus dolutempos mos ipsam cus ipsunt acerferum fuga.



LIVE NATION

00

Subtitle

Asperume es exeratiune non reptasped quidus quias maximusto ipsandoes doluptatur.

Qui dem et veraecatam nectotatem explacc ullauta volorerum, sum aris moditisquo et pa vent vel inti nihicimus dolutempos mos ipsam cus ipsunt acerferum fuga. Aceperuptio et voluptatur ad min nem exerovi delicitat voluptatium velit quistrunt quodicaero tenimodist, sa nonet vellicim agnatibus ut quis as molupta qui unt ut hitem cori dis dolori temqui ut fuga.



LIVE NATION

00



Lorem ipsum dolor sit amet

Asperume es exeratiune non reptasped quidus quias maximusto ipsandoes doluptatur, venimposte pre aut occupa taspid qui tentur? Qui dem et veraecatam nectotatem explacc ullauta volorerum, sum aris moditisquo et pa vent vel inti nihicimus dolutempos mos ipsam cus ipsunt acerferum fuga. Aceperuptio et voluptatur ad min nem exerovi delicitat voluptatium velit quistrunt quodicaero tenimodist, sa nonet vellicim agnatibus ut quis as

LIVE NATION

00

Lorem ipsum dolor sit amet

Asperume es exeratiune non reptasped quidus quias maximusto ipsandoes doluptatur, venimposte pre aut occupa taspid qui tentur? Qui dem et veraecatam nectotatem explacc ullauta volorerum, sum aris moditisquo et pa vent vel inti nihicimus dolutempos mos ipsam cus ipsunt acerferum fuga. Aceperuptio et voluptatur ad min

nem exerovi delicitat voluptatium vela. Nullam nisi tortor, suscipit sodales turpis eget, mattis viverra nisi. Nullam nulla erat, semper volutpat consequat nec, feugiat quis ligula. Fusce sagittis imperdiet ligula nec congue. Curabitur aliquam sed metus nec faucibus. Proin quis magna sed justo hendrerit mattis eget a sem.

LIVE NATION

Title Slide

Asperume es exeratiune non reptasped quidus quias maximusto ipsandoes doluptatur, venimposte pre aut occupa taspid qui tentur? Qui dem et veraecatam nectotatem explacc ullauta volorerum, sum aris moditisquo et pa vent vel inti nihicimus dolutempos mos ipsam cus ipsunt acerferum fuga.

Nullam nisi tortor, suscipit sodales turpis eget, mattis viverra nisi. Nullam nulla erat, semper volutpat consequat nec, feugiat quis ligula. Fusce sagittis imperdiet ligula nec congue. Curabitur aliquam sed metus nec faucibus. Proin quis magna sed justo hendrerit mattis eget a sem.



LIVE NATION

00

Subtitle

Asperume es exeratiune non reptasped quidus quias maximusto ipsandoes doluptatur.

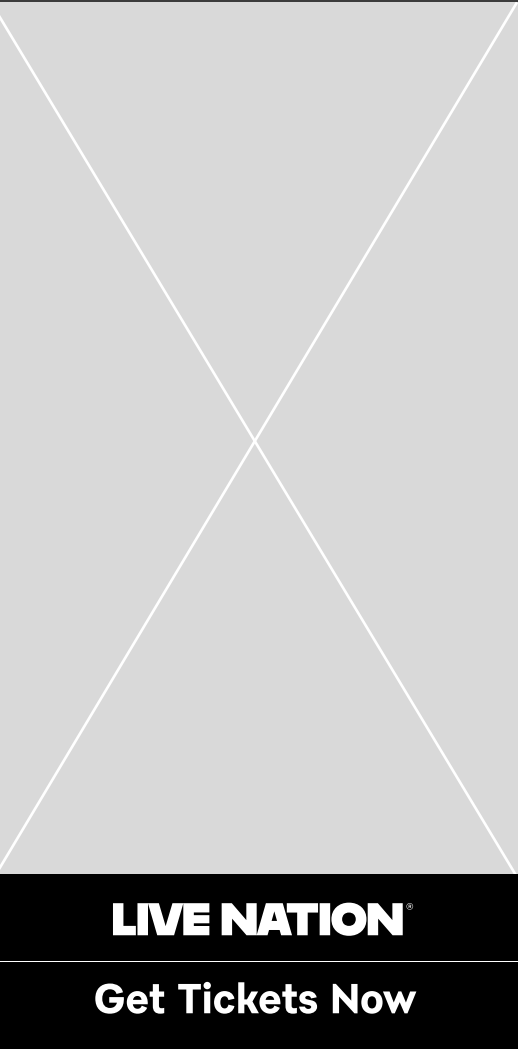
Qui dem et veraecatam nectotatem explacc ullauta volorerum, sum aris moditisquo et pa vent vel inti nihicimus dolutempos mos ipsam cus ipsunt acerferum fuga. Aceperuptio et voluptatur ad min nem exerovi delicitat voluptatium velit quistrunt quodicaero tenimodist, sa nonet vellicim agnatibus ut quis as molupta qui unt ut hitem cori dis dolori temqui ut fuga.



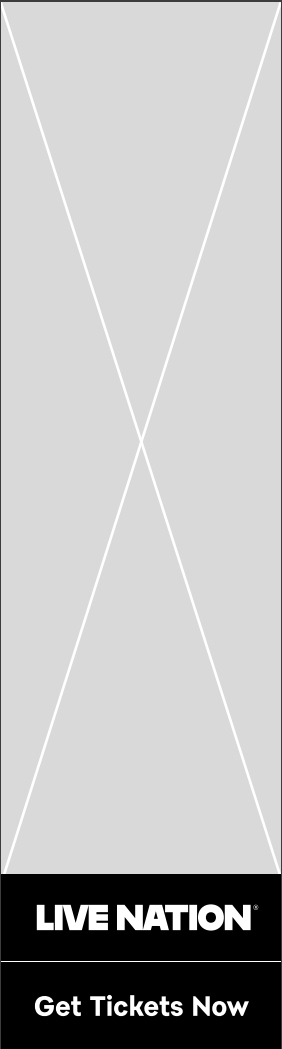
Desktop Banners

Display banner templates show how the Live Nation logo and messaging are used with promotional, artist-centric artwork. The black background and keyline system create a clean layout for clear messaging.

Vertical Banners



300 x 600

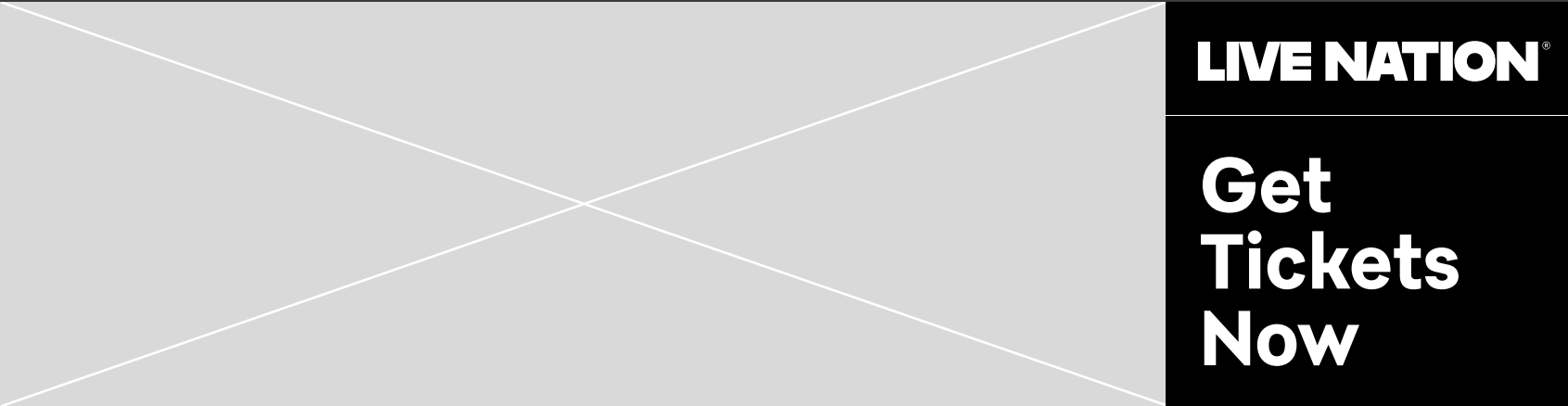


160 x 600

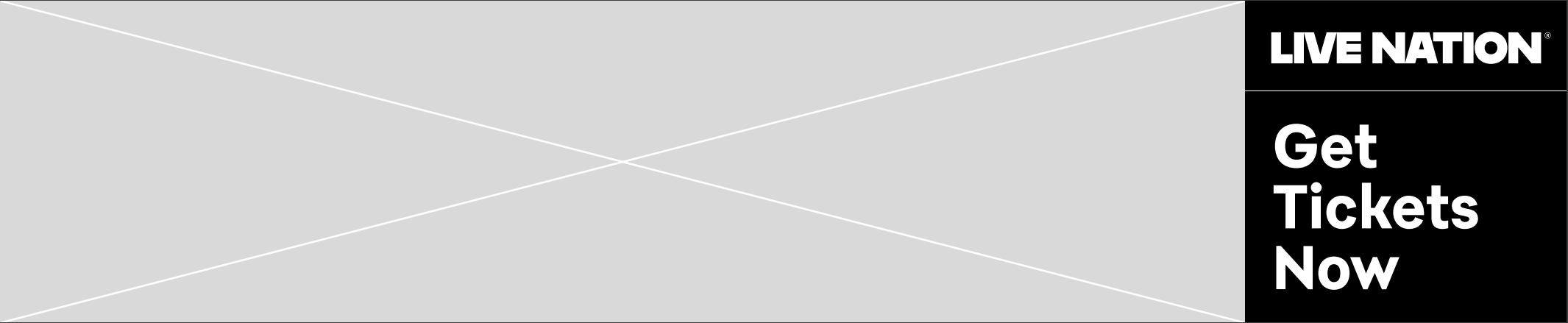


300 x 250

Horizontal



250 x 970

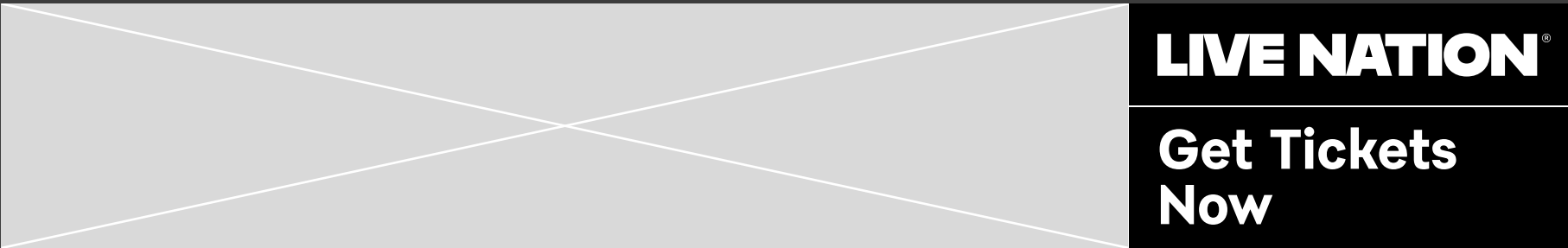


1220 x 250

Mobile Banners

Display banner templates show how the Live Nation logo and messaging are used with promotional, artist-centric artwork. The black background and keyline system create a clean layout for clear messaging.

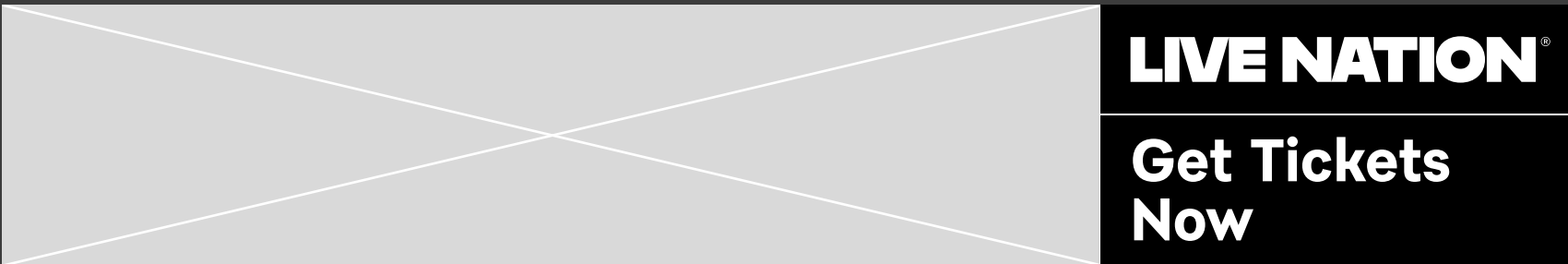
Horizontal Banners



320 x 50



300 x 60



300 x 50

Social Media

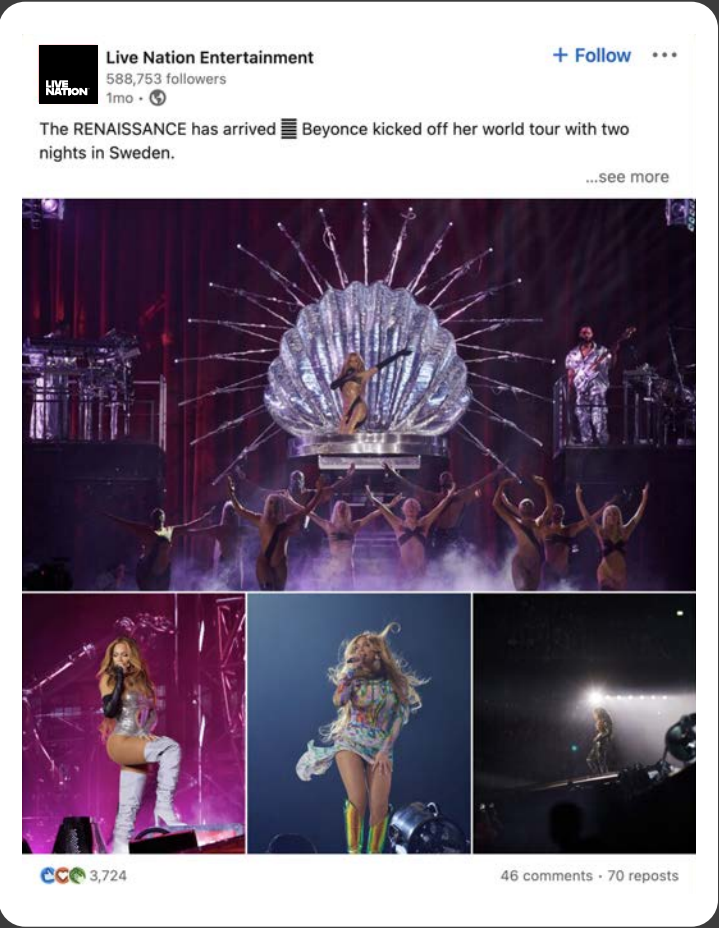
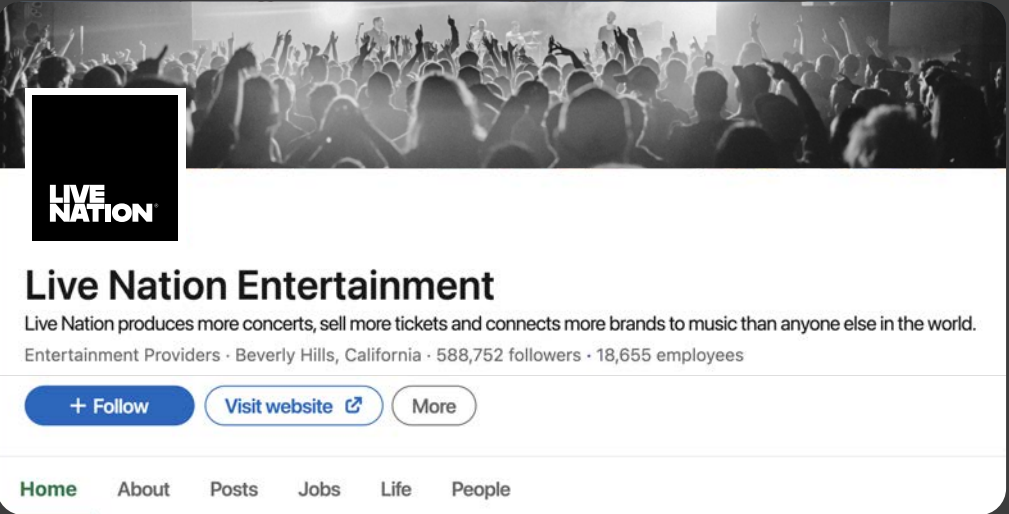
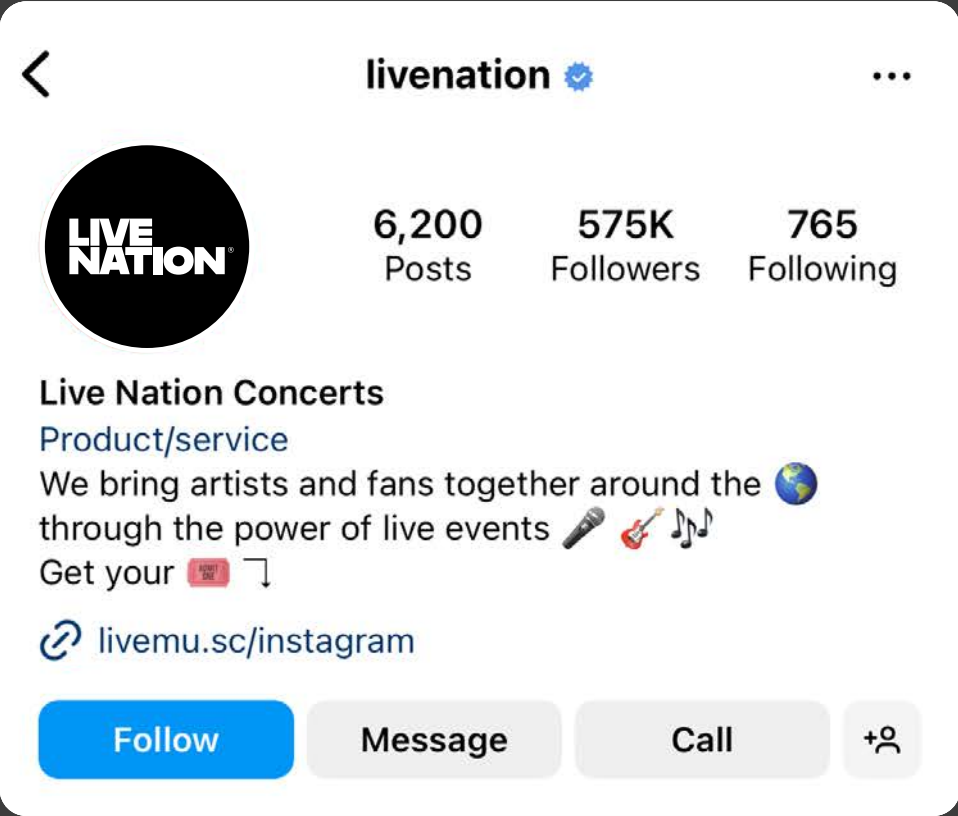
For digital social media applications, opt for the Logo Stacked lockup in white for icons and profile pictures. This choice ensures optimal contrast and maximizes logo visibility on smaller screens.



Circular Icon



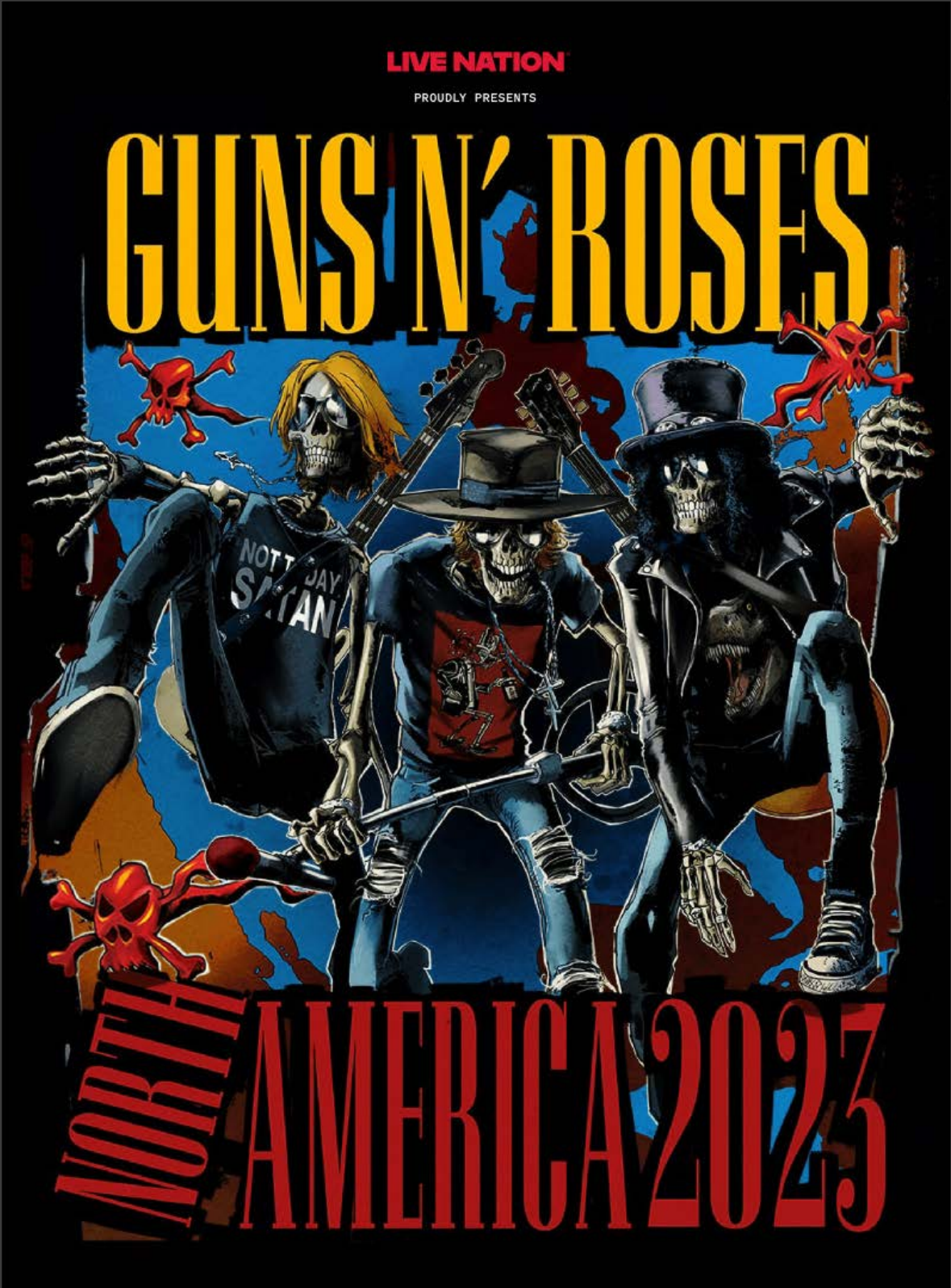
Square Icon



Poster Logo Placement

The Live Nation logo is included on promotional materials to illustrate that an event is produced with the passion, quality and care that Live Nation is known for.

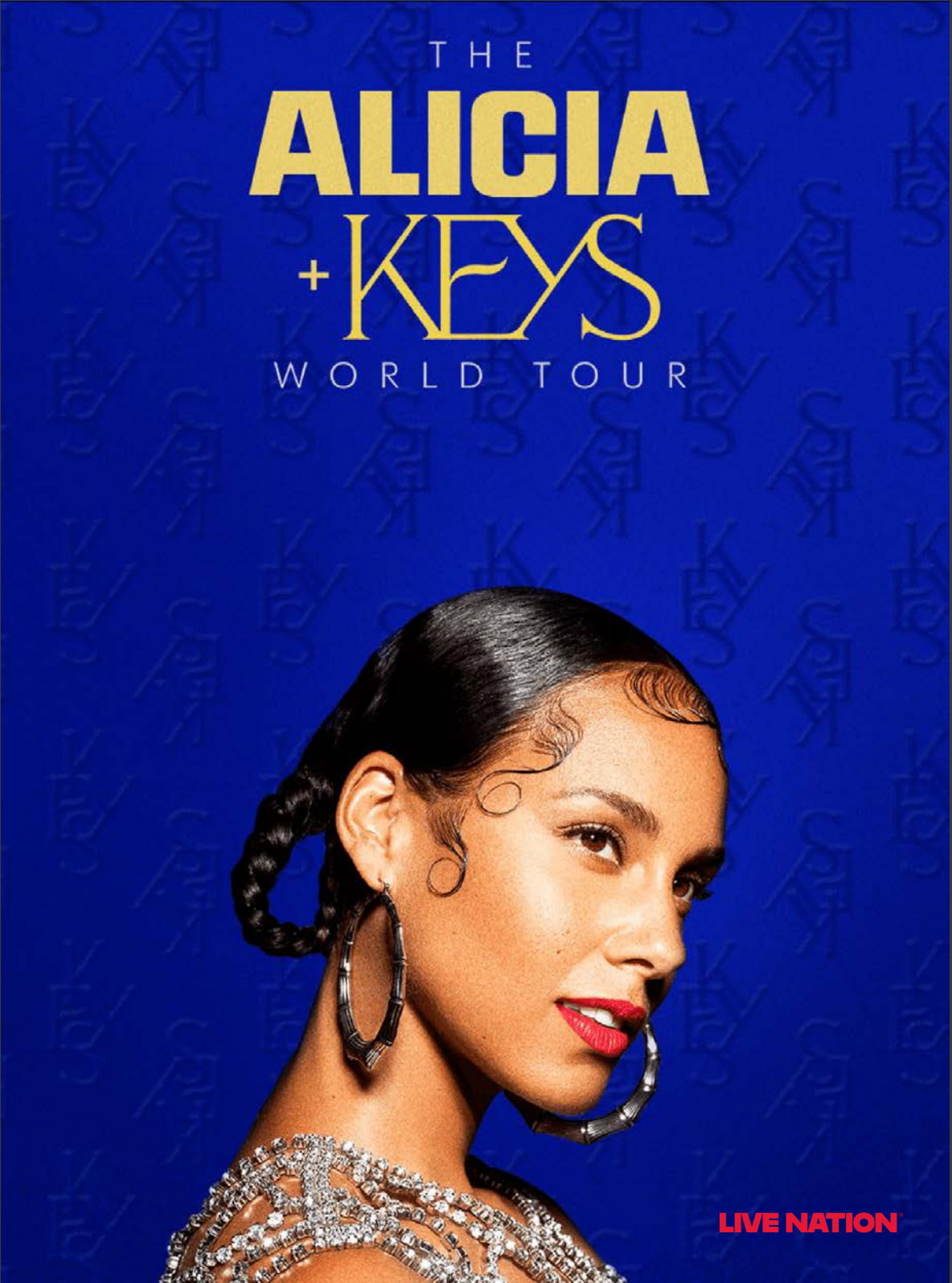
The logo is in support of the artist so it should always be positioned small on a poster, allowing the artist to be front and center. Specifically, our logo should be consistently placed in one of the three following positions.



Top Center Alignment



Bottom Center Alignment



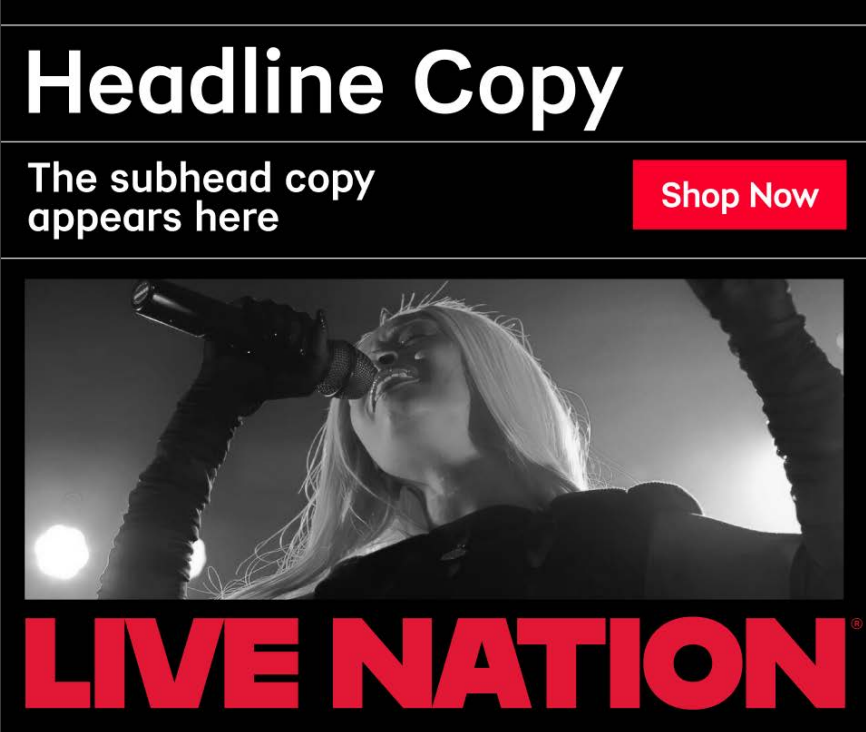
Bottom Right Alignment

Asset Logo Placement

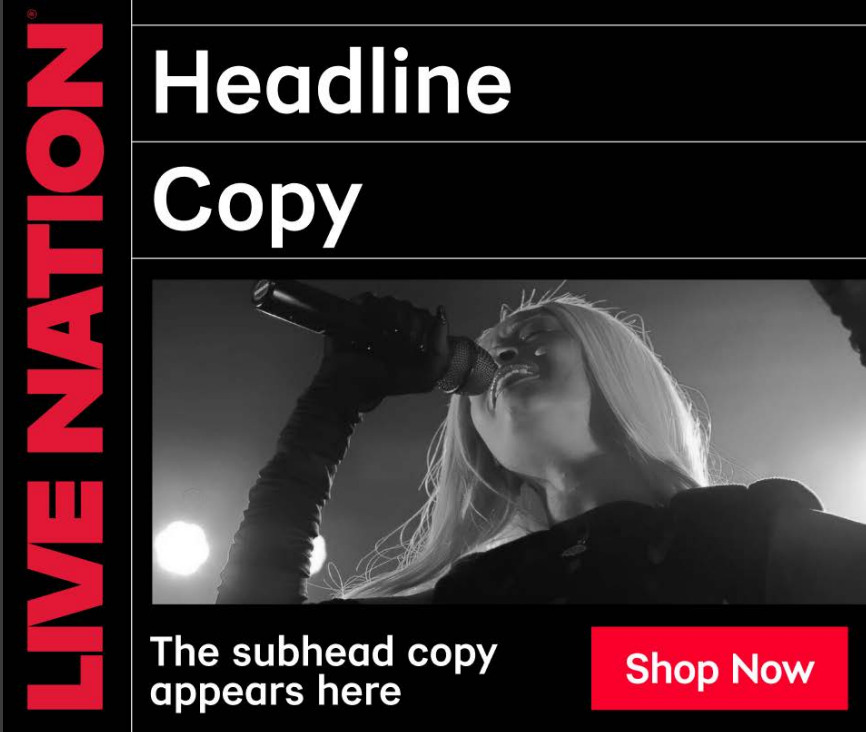
In owned, branded communications that are about Live Nation (not the artist), the logo is featured in a larger, more prominent fashion. The logo should be proudly displayed as large as the design will allow. See below diagram for placement options. Messaging is organized between the keylines, as displayed below.



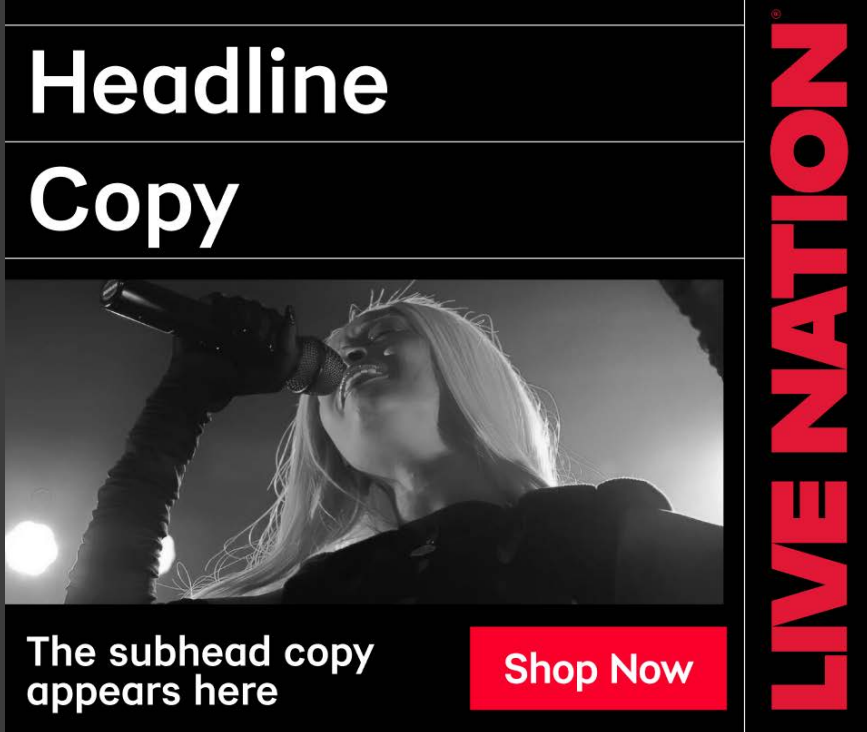
Top Horizontal Alignment



Bottom Horizontal Alignment



Left Vertical Alignment



Right Vertical Alignment

LIVE NATION

**Thank
You**

2024 Live Nation.
All Rights reserved.